

Broadcasting May 21

Want the Facts? Here are the Figures.



ASCAP MUSIC AVERAGED 68.7% OF THE TOP POP CHARTS FOR 1983.



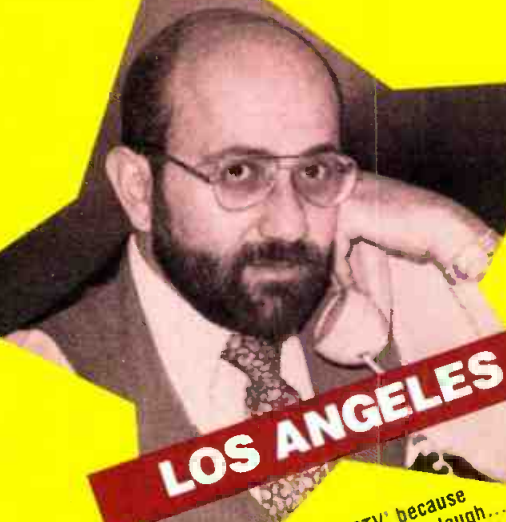
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53rd Year 1984
Who Makes What in the
Fifth Estate ☐ The
Valenti Story

THE SCTV FAN CLUB

Network



LOS ANGELES

"I like 'SCTV' because it gives me a reason to laugh... and I don't take that lightly."

—**CHARLES S. VELONA**
V.P. & General Manager
KHJ-TV



MILWAUKEE

"'SCTV' is a funny, clever, well-written show, with strong creative and production values. I believe it will work for us."

—**STAN MARINOFF**
Director of Broadcast Operations
WISN-TV

"Extraordinary staging and writing — and a cast that is the most versatile and brilliant to operate on TV."

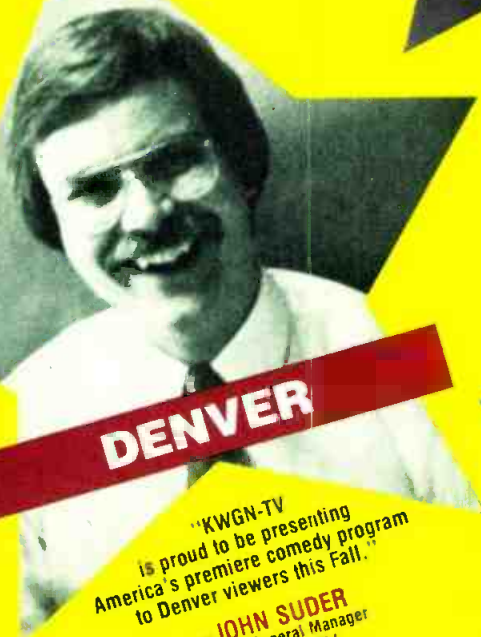
—**SAN FRANCISCO EXAMINER**



ORLANDO

"We are happy to have 'SCTV' as part of our late night line-up for the Fall."

—**NORRIS REICHEL**
V.P. & General Manager
WOFL-TV



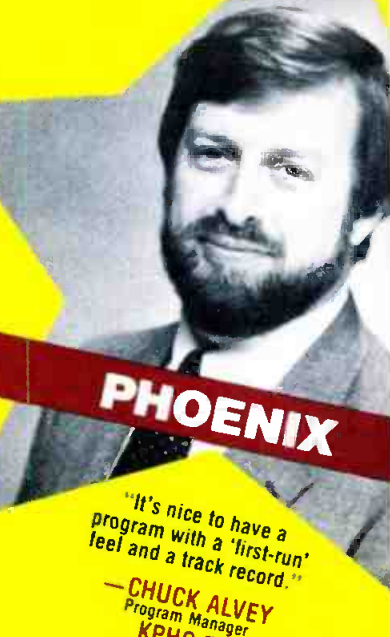
DENVER

"KWGN-TV is proud to be presenting America's premiere comedy program to Denver viewers this Fall."

—**JOHN SUDER**
V.P. & General Manager
KWGN-TV

"Funny fresh and frisky."

—**DALLAS TIMES HERALD**



PHOENIX

"It's nice to have a program with a 'first-run' feel and a track record."

—**CHUCK ALVEY**
Program Manager
KPHO-TV

UB IS GROWING!

ALBUQUERQUE

"If there is anything funnier than 'SCTV,' the Great Programmer In The Sky must be keeping it to himself."

—**DICK BOLLES**
Programming Director
KGSW-TV

PITTSBURGH

"We have a lot of faith in 'SCTV.' It remains one of the best and innovative comedy programs available."

—**BILL SALTZGIVER**
V.P. & General Manager
WPGH-TV

ATTLE/TACOMA

"'SCTV' is off-the-wall. Elbereth githioniel!"

—**BOB KELLY**
Partner/General Manager
KCPQ-TV

*The battle cry of the Hobbit elves as echoed for 'SCTV' by Mrs. Kelly, seen here at 3 years old.

"'Uproariously funny.'"
—**CHICAGO SUN TIMES**

156
HALF-HOURS
FOR FALL '84

SCTV
Network



OUTSTANDING
WRITING
1982-1983

(L to R) John Candy, Andrea Martin, Dave Thomas, Joe Flaherty (top), Rick Moranis, Eugene Levy, Catherine O'Hara.

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Society
BANK

Broadcasting May 21

Politicians feud over House TV coverage A look at the top moneymakers in the Fifth Estate A closeup of MPAA's Jack Valenti

HOUSE SIDESHOW □ Political battle of words heats up over camera use in televised House coverage. **PAGE 35.**

AD MAN IN □ Showtime/The Movie Channel chooses DDB executive Neil Austrian to head pay cable service. **PAGE 37.**

ANOTHER TERM □ President nominates Democrat James Quello for a third term as FCC commissioner. **PAGE 38.**

TOP DOLLAR □ BROADCASTING looks at who made how much in the executive offices of the Fifth Estate. Story and chart begin on **PAGE 39.**

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VALENTI □ Jack Valenti has risen from Houston advertising executive to positions in which he has walked with Presidents and the stars and studio chiefs of Hollywood. BROADCASTING provides a closeup of one of Washington's leading power brokers. **PAGE 51.**

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NO GO □ Senate committee votes down nomination of Leslie Lenkowsky as USIA deputy director. **PAGE 92.**

CATBIRD SEAT □ ABC's Ted Koppel has found happiness in anchor chair of *Nightline* and in his role as one country's premiere journalists. **PAGE 111.**

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In Memoriam

David G. Scribner
1926-1984

We are
because you were.

DOUBLEDAY BROADCASTING COMPANY INC.

High stakes

Turner Broadcasting System is close to deal with National Basketball Association for exclusive cable rights to package of NBA games over next two seasons. TBS reportedly will pay \$20 million for package, which includes at least 60 games yearly; it outbid both ESPN and USA Cable Network, both of which had NBA contracts, together valued at more than \$10 million, that expire at end of current season.

Meanwhile, Turner is talking to United States Football League, is prepared to pay more than \$50 million for exclusive cable rights for next three seasons. ESPN's two-year, \$11-million contract with USFL expires at end of current season, but it gives ESPN right of first refusal (power to win new contract by matching highest competing bid). Turner's strategy: to win big events for own network or drive price out of sight for competition. Last time out that approach led to ABC's paying \$202 million for ESPN.

If at First

Senate Commerce Committee Chairman Bob Packwood (R-Ore.) reportedly is considering compromise on his Freedom of Expression Act (S.1917) that would cut back repeals of fairness doctrine and equal time rules for radio only, leaving television as is. Packwood tried unsuccessfully to move bill through committee two weeks ago (BROADCASTING, May 14) and is looking for way to get up some momentum. New idea would enable Congress to test idea for five years before considering full First Amendment rights for television.

You pay for what you get

ABC Television Network could save \$15,750,000 in domestic television rights payments to Los Angeles Olympic Organizing Committee, if Soviet-led boycott of this summer's Olympic games takes place as expected. That's according to sources who have seen ABC's contract with LAOOC and claim it specifies 7% reduction in rights payment if major participant, such as USSR, pulls out of Los Angeles games. Network has paid all but \$70 million due LAOOC from original \$225 million due, with final payment expected on or about June 2, deadline for all nations to announce their Olympic intentions. Speculation is widespread that Soviet boycott could have dampening

effect on final figure for domestic broadcast rights to 1988 Olympic summer games. It's anticipated that Seoul, South Korea, site could pose significant political problem for organizers and result in more boycotts. Contract for 1988 summer games coverage is expected to be signed before Los Angeles competition begins in late July.

State concerns

Optimistic talk emanating from FCC on when radio broadcasters will be able to take advantage of expanded hours and increased power commission approved for some of them is making some in State Department uneasy. Actions expanding hours of daytimers before sunrise and past sunset and permitting Class IV's to increase power from 250 w to 1 kw depend on resolution of agreements with Mexico. And commission officials are talking of possibility of that occurring before end of year. State Department officials say that is goal, but that chances of achieving it are remote, at best. In other words, broadcasters should not count on it. Negotiations are said to be moving slowly for number of reasons, among them fact that Mexicans lack authority to make decisions their American counterparts have made.

None of our business

Yet another FCC rule is slated to be added to Chairman Mark Fowler's deregulatory scrap heap this week. At open meeting Thursday (May 24), commission is expected to delete requirement that applicants for new or improved AM facilities demonstrate that 25 millivolt per meter contour of station will encompass business districts and factory areas of community to which station is assigned. Move could make it easier for stations to shift their focus to larger, nearby communities.

Under the big top

For second year in succession, it looks as if number of exhibitors at annual National Cable Television Association convention may drop. Number went from 410 in 1982 to 400 in 1983. And as of last week, number for this year's show in Las Vegas (June 3-6) stood at 329. Some companies are still signing up, but whether this year's total will surpass 1983 figure is doubtful. Asked to explain decline, NCTA's Ed Dooley cited mergers among hardware and software suppliers and failure of many security companies to return. He said

security companies were "feverish" about cable last year and swarmed to convention. This year, he said, they are apparently "promoting themselves in different ways."

NCTA does not expect commensurate decline in attendance at show. Total attendance last year was 15,637, Dooley said, and, with preregistration running slightly ahead of last year, "we will do at least as well as last year."

Number one suds

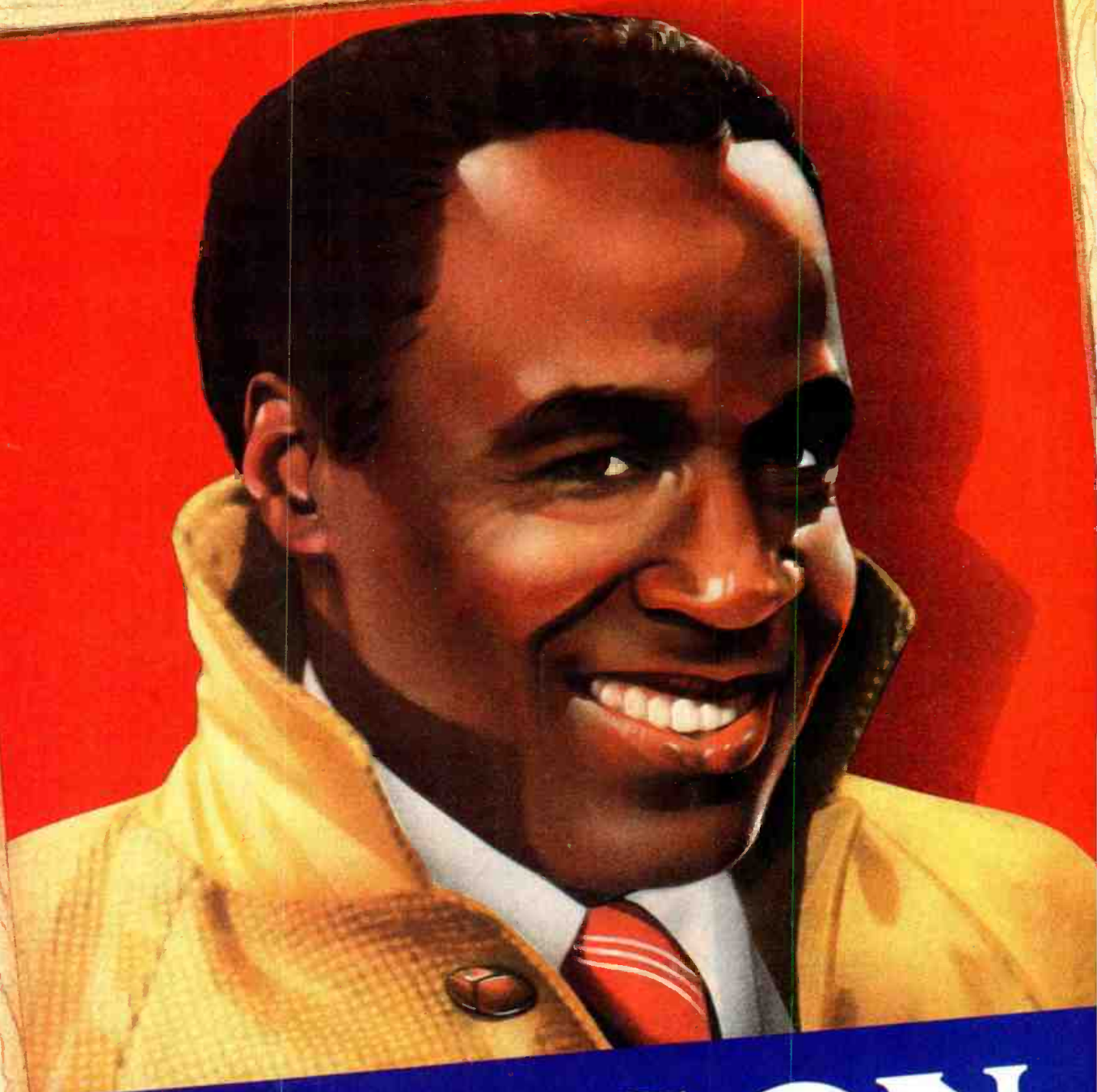
Anheuser-Busch has topped list of major radio advertisers in 1983. Company's expenditures in radio (including both national spot and network buys) totaled \$47,589,000, according to Radio Advertising Bureau. Second biggest advertiser on aural medium last year was General Motors, which spent \$38,490,000, followed by AT&T at \$37,461,000.

State change

Plans are under way within State Department to upgrade Office of International Communications and Information to bureau level and to give Diana Lady Dougan, who now heads office, title of assistant secretary, rank at which she now operates. Reorganization, as envisaged in recommendation of Undersecretary for Management, would merge Office of International Communications Policy, now in Bureau of Business and Economic Affairs, with Dougan's operation. Reorganization plan, which has not yet been submitted to Secretary of State's office, would require congressional approval. But that could precipitate problem, since proposed reorganization would first have to be submitted to White House for administration approval. And, sources on Capitol Hill noted, that would give Commerce Department, with which State is locked in turf war over international telecommunications policy making, chance to object.

Second time around

Attempt to close sale of two UHF independents run by Milt Grant in Fort Worth and Houston—deal that aborted after Outlet Communications offered \$125 million (BROADCASTING, May 7 and 14)—may have succeeded with Gulf United in buyer's seat. Reported difference: extra \$20 million. Sought-after stations: KTXA(TV) Fort Worth and KTXH(TV) Houston.



BENSON
IN'84

Over 75 Markets Sold!



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LOS ANGELES	KCOP
CHICAGO	WGN-TV
PHILADELPHIA	WTAF-TV
SAN FRANCISCO	KTZO
BOSTON	WLVI-TV
DETROIT	WJBK-TV
WASHINGTON, D.C.	WDCA-TV
CLEVELAND	WJKW-TV
DALLAS	KNBN-TV
HOUSTON	KRIV-TV
PITTSBURGH	WTAE-TV
MIAMI	WCIX-TV
MINNEAPOLIS	KMSP-TV
ATLANTA	WSB-TV
SEATTLE	KCPQ
ST. LOUIS	KDNL-TV
DENVER	KWGN-TV
BALTIMORE	WMAR-TV
SACRAMENTO	KRBK-TV
PORTLAND, OR.	KPTV
INDIANAPOLIS	WRTV
HARTFORD	WVIT
PHOENIX	KPHO-TV
SAN DIEGO	KCST-TV
KANSAS CITY	WDAF-TV
CINCINNATI	WKRC-TV

MILWAUKEE	WITI-TV
NASHVILLE	WSMV
CHARLOTTE	WCCB
BUFFALO	WGR-TV
ORLANDO	WOFL
NEW ORLEANS	WWUE
COLUMBUS, OH.	WTVN
MEMPHIS	WPTY-TV
GRAND RAPIDS	WZZM-TV
RALEIGH	WRAL-TV
OKLAHOMA CITY	KGMC
BIRMINGHAM	WBRC-TV
HARRISBURG	WPMT-TV
NORFOLK	WYAH
GREENSBORO	WGGT
ALBANY, N.Y.	WNYT
FLINT	WNEM-TV
LITTLE ROCK	KLRT
SHREVEPORT	KSLA-TV
MOBILE	WALA-TV
JACKSONVILLE	WJKS-TV
FRESNO	KSEE
WEST PALM BEACH	WPEC
ALBUQUERQUE	KNAT
ROCHESTER, N.Y.	WHEC-TV
PORTLAND, ME.	WCSH-TV
AUSTIN	KBVO

JACKSON, MISS.	WAPT
COLUMBIA, S.C.	WOLO-TV
LAS VEGAS	KVVU-TV
COLORADO SPRINGS	KRDO-TV
SALINAS	KMST
CHARLESTON, S.C.	WCBD-TV
AMARILLO	KVII-TV
BEAUMONT	KBMT
RENO	KCRL
BOISE	KIVI
CORPUS CHRISTI	KIII
CHICO-REDDING	KRCR-TV
MACON	WGXA
ERIE	WJET-TV
ALBANY, GA.	WALB-TV
WILMINGTON	WJKA
MEDFORD	KTVL
GREENWOOD	WABG-TV
JACKSON, TENN	WBBJ-TV
HONOLULU	KGMB
MANCHESTER/ CONCORD	WMUR-TV

The Benson bandwagon 's rolling!

A Witt-Thomas-Harris Production
distributed by



Wheeler on campaign spending

Proclaiming that the nation's elected federal officials are forced by current laws to spend too much time raising money for election and re-election and not enough time running the affairs of state, Thomas Wheeler, outgoing president of the National Cable Television Association, urged the broadcasting and cable television industries to "band together" and petition the federal government for antitrust immunity to establish limits on the amount of political time available to candidates, and at pre-established lower rates.

Noting that the political process has been hit with the "double whammy" of higher campaign costs and limits on spending, Wheeler referred to a recent report that House and Senate candidates raised \$111 million and spent \$96 million six months before election day. "Our elected officials are distracted from their primary business of making policy in order to make pleas for financial support," he said, and that situation was "not healthy." Part of the solution, he said, is to find a way to curb campaign expenses, the largest component of which is broadcast advertising.

He said the proposal was "completely in concert" with Senator Robert Packwood's (R-Ore.) efforts to gain equal First Amendment rights for the electronic media by way of a constitutional amendment. "Senator Packwood is saying government shouldn't mandate, for instance, the lowest cost unit rule," said Wheeler, "and I'm saying it shouldn't have to, that as a part of the exercise of our First Amendment rights we should step up to the responsibility ourselves." Wheeler said he feared that the conflict between money and politics, "will not repair itself absent a crisis."

Wheeler also told executives attending an International Radio and Television Society luncheon in New York last week that pending House of Representatives bill HR 4103 "will become law." He said that cable legislation would be on "the President's desk before Congress goes home" after the current session. With Representative John Dingell's (D-Mich.) personal involvement in the effort to get legislation passed, he said, "the cities and the industry are getting closer and closer."

On other topics, Wheeler offered some reflections on the cable television business in his eight-year tenure as NCTA president and berated AT&T for its "audacious" petitions seeking relief from the consent decree entered into with the Justice Department. In his eight years at the helm of NCTA, he noted, the cable industry grew from about 11 million subscribers, or 15% household penetration, to about 35 million subscribers, or more than 41% of TV homes. In the same period, the industry's revenues climbed from about \$1 billion annually to the \$8 billion projected for 1984.

Wheeler said that cable provides three essential services—better reception, the in-



Wheeler

dusty's initial *raison d'être*; premium entertainment and information. In speaking of the last, he noted his upcoming move to head the Nabu Network, and said he hopes to transform it into the "HBO of data."

Wheeler said that emerging technologies, such as DBS, multichannel MDS, low-power television and satellite master antenna television systems are "here to stay." But he said that consumers will likely choose cable more often than not because of that medium's cost efficiency, two-way capacity and program diversity. He said the competition that cable faces, and the competition that cable provides to broadcasters will act to "keep us both from becoming complacent."

Wheeler said the cable industry has not and would not try to use the government to shut down its competition, as he said the broadcasting and telephone industries have attempted to do for the last several years. "No one is wild about new competition," he said, "but having just been the subject of strictures urged on us by our competition, we were in no mood to impose that on others. Perhaps we also knew how those strictures eventually disappear and rebound to the detriment of their proponents."

Nashville ratings

The Nashville Network issued its first quarterly Nielsen ratings report last week, which showed that from Jan. 5 to March 28, TNN scored an average 1.1 rating in its Monday-Friday prime time period (7-11 p.m.). Also last week, HBO issued its monthly ratings report for March and USA Cable Network issued its for April. Both reported substantial ratings increases over the same period one year ago. The Disney Channel also reported the results of a diary survey conducted by Nielsen last November which revealed competitive numbers for that service on both a total-day basis and in the 7-9 a.m. time period.

TNN's subscriber universe, as of April, was estimated by Nielsen to be 14.2 million, or 17% of U.S. television homes. On a total-day basis (18 hours), TNN averaged a 0.6 rating for the quarter. Its Saturday afternoon lineup of sports programming (3:30-5:30 p.m.) averaged a 1.0 rating. Among the more popular programs for the quarter were *Nashville Now*, the live variety series airing at 9 p.m.,

which averaged a 2.3, or 308,000 households (all quarterly average rating points reported represent a sum of the three cablecasts of each program). The quiz show *Fandango* averaged a 2.1, or 281,000 households. TNN's highest rated program for the quarter was the weekend sports show, *American Sports Cavalcade*, an ACE award winner, which averaged a 3.5 rating, or 469,000 households. TNN reports that 83.1% of its households were located in the densely populated A and B counties.

HBO rebounded significantly in March, with a 23% gain in its average prime time rating, to 11.2/16. The pay service's total-day rating was also up, by 15%, to a 4.6/13. Total cable viewing (excluding independents and superstations) in its universe was up 20% in prime time (8-11 p.m.) to an average 23/33, and up 19% on a total-day basis to 11.4/32. Viewing to the three over-the-air commercial networks in the HBO universe was down 10% in prime time and down 2% on a total-day basis. HBO said that in prime time during March it had higher ratings than at least one network on 17 nights and that it did better than all three networks on six evenings. It reported that the Hagler-Roldan boxing match carried on Friday, March 30, beginning at 10 p.m., scored an 18.8/30, higher than all three networks.

The top-rated theatrical films on the network during the month included "The Outsiders," "48 Hours," the exclusive "Tender Mercies," "Tough Enough" and "Without a Trace." Top-rated original programs included, *Fraggle Rock*, *10 Years of People Magazine*, *The Cold Room*, *More All-New Unexpurgated Benny Hill* and *Hollywood Frenzy—Racing for the Biggest Award*.

Disney said the Nielsen November survey indicated that on a total-day basis (7 a.m.-1 a.m., Sunday through Saturday) the channel averaged a 4.0 rating, and in prime time a 3.0. In the 7-9 a.m. period, the channel averaged an impressive 7.0 rating, making it perhaps the most watched time block of any cable network. The audience is primarily children, with a lineup in that period that includes, *Good Morning Mickey*, *Donald Duck Presents*, *Welcome to Pooh Corner*, and *Mousercise*.

Queens suit

A law suit has been filed in New York State Supreme Court which, if the plaintiff prevails, would force the city of New York to rescind the three cable franchises awarded for Queens last year and to start the franchise process in that borough over again. The defendants in the case, however, including various city officials, the city's board of estimate and the three Queens franchise holders (Warner Amex Cable, Queens Inner Unity and Time Inc.'s ATC Corp.) suggest that the suit will be disposed of rapidly and in their favor.

The plaintiff is Starburst Realty Corp., owned by Al Simon, a satellite master antenna television system operator in Queens,

and a losing franchise bidder for that borough. Simon told BROADCASTING last week that if he prevails in court and the current franchises are rescinded, he will resubmit a bid to wire a portion of Queens. "Yes, I would," Simon stated flatly. Operating a cable system in Queens is something Simon has strived to accomplish for more than a decade without success. He submitted his first bid in 1972.

In the suit Simon contends that the franchises awarded for Queens violate the city charter because community boards throughout Queens were not given an opportunity to review the final versions of the franchise contracts. He also charges that the three franchises "have made false and misleading representations concerning their intentions and ability to build their proposed systems and the feasibility of the construction and operation" of those systems. Simon also alleges that the companies misled the city into believing they would build dual-cable systems and provide such services as two-way programming, institutional networks and a greater amount of community access programming than they are committed to in the final versions of the franchise agreements.

The suit requests the court to declare the Queens franchise agreements "illegal, null and void," and to enjoin the defendants from building the cable systems until new franchise agreements are negotiated.

Last week Simon indicated that he found the "extraordinary circumstances" clauses in the franchise agreements, allowing the companies relief from some commitments if certain criteria are met, particularly onerous. He pointed to the relief that Warner Amex is seeking in other cities and suggested that "large areas" of WA's Queens franchise "will never get built."

Simon also blamed the city for granting too many concessions to the cable companies. Cable in New York, he said, should act as a "super [communications] highway leading the city into the 21st century. Instead, they're letting them build a country road."

Those defendants who returned phone calls last week did not appear too concerned over the suit. Morris Tarshis, director of franchises for the city, said that Simon may have an ulterior motive for filing the suit. As an SMATV operator in Queens, Tarshis noted that it was in Simon's "best interest" to have cable delayed in the borough as long as possible.

WA's Richard Aurelio seconded that notion. He also argued that there was "enormous community participation in the process," and that the franchisees were not obligated to go back to the community boards with every revision in their contracts with the city. "The suit was not unexpected," said Aurelio, noting that Simon has threatened legal action since not being targeted for negotiations back in late 1981. The reading he's received so far from those named in the suit, said Aurelio, is that it's a "real shoulder shrugger."

The companies and the city have two weeks to respond to Simon's suit. It's likely the defendants will ask for a summary dismissal of the charges from the court.

Simon was successful several years back in forcing the city to restart the cable franchise process for Queens. In 1979 he initiated and prevailed in the case of *Orth-O-Vision*

v The City of New York, where he claimed the initial franchise award for the entire borough of Queens to Time Inc.-owned Knickerbocker Cable violated the city charter for, among other reasons, the fact that the borough's community boards were not given the opportunity to review the franchise contract.

To your health

An examination of mental illness, *Your Mental Health*, will air Wednesday, May 30, from 7 to 11 p.m. NYT and again from 11 p.m. to 3 a.m. NYT, as the sixth "Informathon" carried on the Lifetime cable television network. Lifetime, a joint venture of Hearst/ABC-Viacom Entertainment Services, is a 24-hour

service reaching over 17 million households in all 50 states and Puerto Rico.

Your Mental Health will examine depression, teen-age suicide, schizophrenia, substance abuse, criminal behavior and the impact of divorce. Experts will discuss problems and treatment and will answer viewer calls during the program through a toll free telephone number, 1-800-828-LIFE. Celebrities will talk in interviews about the effects of mental illness on their lives and the lives of others. Interviewed are actress Janet Leigh, actress and singer Lanie Kazan, and John Hinkley Sr., whose son attempted to kill President Reagan.

Your Mental Health is sponsored by the Roerig division of Pfizer Pharmaceuticals, and produced in cooperation with the Council for Understanding Mental Illnesses.

"THREES COMPANY" WIPES OUT THE COMPETITION IN WASHINGTON.

SOURCE: ARB REPORT, FEB. '84

THREE'S COMPANY owns its 7-7:30 PM weeknight slot in Washington on WTTG. Network news from CBS is the closest competitor—a full 4 rating points behind. And THREE'S COMPANY tops its own TAXI lead-in—AND its M*A*S*H lead-out. It's a runaway winner in Washington, and all across the nation.



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- Watch Nell's Top Ten Nielsen audience of young women, teens and kids follow her to syndication's early fringe time periods!



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BREAK LOOSE IN 1985!

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● Watch Nell turn her fabulous summer rerun performance into a fabulous syndication bonanza!

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N GIMME A BREAK

AVAILABLE FALL 1985

MCA TV

Business Briefly

TV ONLY

Luzianne Tea □ Third-quarter campaign will begin in late June for 14 weeks in about 20 markets. Commercials will be scheduled in daytime, early and late fringe and prime time. Target: women, 25-54. Agency: Rosenfeld, Sirowitz & Lawson, New York.

American Dairy Association □ ADA's "REAL" Seal sweepstakes for 1984 will kick off this week in about 50 spot TV markets for two weeks as part of year-long \$3-million multimedia campaign. Commercials will run in all dayparts. Target: women, 25-54. Agency: D'Arcy MacManus Masius, Chicago.

Henri's Food Products □ Introductory campaign for Henri's new Italian salad dressing will start in early June in 10 Midwestern markets for flights of two or three weeks. Commercials will be carried in daytime, early fringe and prime periods. Target: women, 25-49. Agency: Frankenberry, Laughlin & Constable, Milwaukee.

MJB Coffee □ Four-week flight is set for late August in eight markets. Commercials will be placed in prime, fringe and news periods. Target: women, 25-49. Agency: Carlson, Liebowitz & Olshever, Los Angeles.

RADIO ONLY

Lorillard □ Smokeless tobacco will be highlighted in 14-week flight to start in mid-June in 10 markets. Commercials will run in all dayparts. Target: men, 25-34. Agency: Dancer Fitzgerald Sample, New York.

Banana Boat □ Four-week flight for suntan lotion will begin in five markets this week, including Miami and Los Angeles. Commercials will be carried in all dayparts on weekdays and weekends. Target: adults, 18-49. Agency: Gilpin, Peyton, Pierce, Orlando, Fla.

Gordon's Jewelers □ Campaign for various products will begin in early June in 28 to 30 markets with flights of one week or more, depending on market. Commercials will be carried in all

dayparts. Target: women, 25-54. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston.

Integrity Entertainment □ Videotape rentals will be spotlighted in two-week flight to start this week in six markets and followed by one-week flight on June 11. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Asher/Gould Advertising, Los Angeles.

Herman's Sporting Goods □ Retail chain will begin one-week flight in early June in nine markets. Commercials will run in all dayparts during weekdays. Target: men, 18-49. Agency: RDR Time Buying Service, New York.

RADIO AND TV

A&W Beverage □ Root beer will be spotlighted in summer campaign, starting June 25 in 96 markets on television, flighted for two to three weeks through end of August. Radio will be used in 15 markets for three weeks, beginning in early June. Commercials will be carried on radio in all dayparts and on TV in early fringe and prime access. Target: women, 25-54, and persons, 12-24. Agency: HBM/Creamer, New York.

Wyandot Amusement Park □ Campaign for Columbus, Ohio-based recreation area will be conducted for 13 weeks in Columbus on television and in eight markets on radio, starting in late May. Commercials will be scheduled in

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

BASEBALL—All season long, AP recaps all major league baseball games, including final scores, standings, game highlights and statistics. Watch for our series on the mid-season All-Star game, too.

AMERICA'S FUNERAL BUSINESS—May 21. A 10-part series of 60-second scripts examines the funeral business in America. All scripts move in advance on May 12 for use at midday during the week of May 21.

GAMES PEOPLE PLAY—May 28. A 10-part series takes a look at the variety of games people play and why they play them. Scripts move in advance on May 19.

PATRIOTISM ALIVE AND WELL—July 4. America's return to patriotism is chronicled in AP's 10-part series of 90-second features during the week of July 4.

THE OLYMPIAN—July. AP captures all the tension and excitement the athletes experience as they train during the final weeks before the Summer Games begin. Scripts for our weekday series, The Olympian, are delivered in time for morning drive and include spot breaks.

For more information call (202) 955-7200

AP Associated Press Broadcast Services.



Plain to see. Pioneer Video Inc. is investing between \$2.5 million and \$3 million in television advertising to promote its LaserDisc videodisk player. Commercials will run on network affiliates in New York, San Francisco, Los Angeles, Chicago and Dallas in prime time adjacencies during May, June and July. Spots also will be carried on MTV and radio commercials will supplement TV effort. Commercials feature Ray Charles and include appearance by pianist George Shearing. Agency is Altschiller, Reitzfeld & Solin, New York.

FRESH PLUMS IN LOCAL MARKETS.

Offering fresh television alternatives that are always in season, these five independents reach over 12 million households. Together they are a growing force in five key local markets, and Tribune Broadcasting is proud to deliver them.

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FORMERLY WAMX-TV
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KWGN-TV
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WGNO-TV
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WGN-TV
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A RONA II and Spelling / Goldberg Production
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*Everything is better when
it comes from the Harts.*



all dayparts on radio and in news, prime access, prime and fringe periods on television. Target: adults, 25-49; children, 6-11. Agency: Mills Hall Wallborn & Associates, Cleveland.

Domino's Pizza □ Restaurant chain will kick off three-week flight at end of May in 15 markets on radio and 10 markets on television. Commercials will be carried in all dayparts. Target: adults, 18-34. Agency: Pringle Dixon Pringle, Atlanta.

Coleman □ Two-week flight for outdoor products which ended today, May 21,

RepReport

KGET-TV Bakersfield, Calif.: To Seitel from MMT Sales.

WSUB(AM)-WQGN-FM Groton, Conn.: To Weiss & Powell from Unirep Broadcasting.

WOOV(AM)-WOSD(FM) Dover, Del.: To Selcom Radio from Masla Radio.

AdVantage



Goodyear races ahead. Goodyear Tire & Rubber Co. has created special television campaign for its line of Eagle tires to tie in with Indianapolis 500, which takes place on May 27. Network and spot TV campaign began last week and makes point that Goodyear Eagle is only tire to be used by all racers in both trial heats and final Indy run. Voice-over announcer does not mention client's name, but commercial ends with pit stop close-up view of Goodyear Eagle tire. Agency for Goodyear is J. Walter Thompson/New York.

Olympic bonanza. First paid advertising in U.S. Treasury Department's Olympic Commemorative Coin program began last Monday (May 14) on network and spot television. Planned media spending will be about \$20 million, according to DMM/New York, agency for Olympic program. Commercials will run in prime time, weekend and cable sports and special pre-Olympic programming during its first flight. Second and third media flights are scheduled for Olympic programming and pre-Christmas season. In addition to paid advertising, there is public service announcements program, with total media value of radio, TV, print and out-of-home public service program expected to reach \$14 million. Theme for campaign is: "Support the home team. Buy an Olympic Coin."



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6-7 P.M.

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#1 MEN

#1 KIDS

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Source: March '84 ARBITRON

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PUT SOME C.L.O.U.T. IN YOUR SCHEDULE!

A Spelling/Goldberg Production
in association with



resumes for three weeks in June in top 27 markets. Spot commercials will be carried in sports, news and late fringe periods. Cable buys on ESPN, Sports Time sports network and CBN will be used from early May until late July.

Target: adults, 18-49. Agency: DMM, St. Louis.

Geauga Lake Amusement Park □

Twelve-week flight will begin in mid-June in eight markets on radio and television, including Cleveland and Toledo, Ohio.

Commercials will be carried in all dayparts on radio and in news, prime-access, periods and fringe periods on television. Target: adults, 25-49, and children, 6-11. Agency: Mills Hall Wallborn & Associates, Cleveland.

Monday Memo

A television advertising commentary from Ronald B. Kaatz, J. Walter Thompson USA, Chicago

The problems in insuring effective ad exposure

It's been said more than once that while advertising may not be an *easy* business (what we do takes plenty of good hard work), it is a *simple* business. Unfortunately, we often add great amounts of complexity to some of the most simple precepts of good creative and media strategy. And, in doing so, we run the risk of losing sight of the basics in our business.

Take television. Regardless of how involved we get in all the details, sound television planning and buying in the end come down to eight little words: "Insure the effective exposure of the advertising message."

First, there must be exposure. Second, this exposure must leave an effective impression on the viewer.

Unfortunately, the medium does not always cooperate with us. More and more today, we are being confronted with situations that may discourage effective exposure:

- Commercials have grown and will grow even shorter.
- More products are being advertised on television.
- Commercial breaks are longer.
- Viewers have more options to assist them in commercial avoidance.

Without question, the number one issue of interest and concern to major television advertisers today is the 15-second commercial. Examining it is a bit like trying to wrestle an octopus: Just when you feel you have control over all the tentacles, another one grabs you.

Unfortunately, traditional media research measures of television output are not enough to evaluate this new "mini-message." The focus must be on message input, as perceived and received by the viewer in a changing commercial environment.

An advertiser's decision to use 15-second ads is on the surface very simple. It allows him to:

- Increase existing brands' exposure.
- Provide exposure for brands which for budget reasons have not used television.

Traditional audience research, however, cannot evaluate 15-second units. As we go from program sponsorship to 60's to 30's to integrated 30's to split 30's (15's), program audiences become less and less a measure of advertising values. The deck is always stacked in favor of 15's in terms of audience output. You get more spots, more ratings, more reach...more of just about everything. But you don't necessarily get more of the consumer's pocketbook—and that's all



Ron Kaatz is senior vice president/director of media resources and research for J. Walter Thompson USA, Chicago, and is responsible for developing new research techniques for planning and executing media strategy in all JWT offices. He began his advertising career in 1957 as a media analyst with Leo Burnett Co. In 1964 he moved to the CBS Television Network as director of sales administration in Chicago. Kaatz joined JWT/Chicago in 1967 as network broadcast supervisor.

you can put in the bank.

What all the traditional analyses ignore are the communications values of the shorter lengths and the new commercial environment in which these messages must operate. They pose many questions.

■ Can a 15-second commercial adequately communicate anything about a brand beyond name recognition?

■ Can it communicate in an environment of increasing commercial competition (clutter)?

■ Can real dollar savings be expected long-term if 15's encourage new-to-TV brands that build demands for time, thereby pushing prices higher?

■ Can the increasing use of 15's result in pushing the minimal levels of frequency needed for communication higher? Or the reverse—could it encourage competitive brands to enter the medium with schedules so small as to be ineffective?

The increased use of 15's will automatically increase the number of advertising messages the consumer is exposed to at any

point in time. Even without 15's we see the frightening degree to which this can extend. I'm thinking specifically of those "prime time movies with limited commercial interruptions" which keep gaining in popularity at independent stations across the country. These movies are very enjoyable in the eyes of the viewer. Thus ratings improve and stations can charge higher rates for the time.

It is a sort of Catch-22 with the advertiser caught in the middle. He pays more for a higher program rating, but probably receives substantially lower commercial communications.

Those of you not familiar with the movie formats I'm talking about might be interested in an example. Here is a 7½-minute closing break in a limited break movie that contained 17 different messages:

- News tease :30
- Contact lens :30
- Truck :30
- Beer :30
- Stereo store :30
- Movie bumper :05
- Program promo :30
- Department store :30
- Gas Co. :30
- Soft drink :30
- Toiletry :30
- Fast food :30
- Program bumper :10
- Trucks :30
- Toys :30
- Glassware :30
- Substance abuse hospital :30

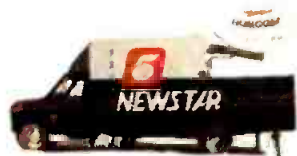
Several years ago, J. Walter Thompson USA's Medical Resources and Research Unit fielded a study to assess viewer preferences for scheduling commercial breaks in movies. By a margin of 4 to 1, TV viewers preferred fewer but longer breaks. However, while 18% of those surveyed said they would very likely leave the room during a two-minute commercial break, 50% said they would be very likely to do so during a four- or five-minute break.

Advertisers need a media environment that will maximize the communication of their advertising. These limited interruption films do just the opposite. They inhibit effective communications. Television can no longer be evaluated from the buyer's bridge...but from the viewer's vista.

What is it the viewer is seeing and taking in, in the context of the total television environment? Like the octopus, it is a tough question to wrestle with, but one we'll have to answer—or we'll all be like lemmings racing to the sea (and buying invisibility at a low cost-per-thousand along the way). ■



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What it means is now you can be first. The first Satellite News Gathering station in your market. Cover the stories your audiences want whenever, wherever they happen.

You would not only have exclusive rights to this SNG™ System, but you would also be able to

Now, no news event is beyond your reach.

Because now, the SBS-3 satellite you see here can be direct-

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You would also have a “piece of the pie”—a part of a national syndication company, participating in a fast-growing marketplace.

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The top television audiences of all time!

NTI Household Audience
Estimates (Avg. Aud.)

1. MASH (Final Episode)	1/28/83	CBS	50,230,000
2. DALLAS (Who Shot J.R.?)	11/21/80	CBS	41,470,000
3. SUPER BOWL XVII GAME	1/30/83	NBC	40,480,000
4. SUPER BOWL XVI GAME	1/24/82	CBS	40,020,000
5. SUPER BOWL XVIII GAME	1/22/84	CBS	38,880,000
6. THE DAY AFTER	11/20/83	ABC	38,550,000
7. ROOTS (Part 8)	1/30/77	ABC	36,380,000
8. THE THORN BIRDS (Part 3)	3/29/83	ABC	35,990,000
9. THE THORN BIRDS (Part 4)	3/30/83	ABC	35,900,000
10. THE THORN BIRDS (Part 2)	3/28/83	ABC	35,400,000
11. SUPER BOWL XIV GAME	1/20/80	CBS	35,330,000
12. SUPER BOWL XIII GAME	1/21/79	NBC	35,090,000
13. NFC CHAMPIONSHIP GAME	1/10/82	CBS	34,960,000
14. SUPER BOWL XV GAME	1/25/81	NBC	34,540,000
15. SUPER BOWL XII GAME	1/15/78	CBS	34,410,000

Source: Nielsen Television Index (NTI) National Estimates through February 19, 1984.
Subject to qualifications of reports used.

Warner Bros. Television Distribution



A Warner Communications Company

This week

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 *McGraw-Hill Radio*. Treadway Inn, Newport Inn, Newport, R.I.

May 20-24—*Nebraska Videodisk Group* design/production workshop. Nebraska Educational Telecommunications Center, Lincoln, Neb.

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

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

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

May 21—*National Academy of Television Arts and Sciences, New York chapter*, dinner. Topic: "Music Notes." Copacabana, New York.

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.

■ Indicates new or revised listing

dent. 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 23—*Women in Cable, New York chapter*, "Basics of Cable" course, session four. Topic: marketing—affiliate, system and direct. Viacom conference center, New York. Information: (212) 484-6778.

May 23—*National Association of Broadcasters* medium market committee meeting. NAB headquarters, Washington.

May 23—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Poltrack, vice president, research, CBS Broadcast Group. Copacabana, New York.

■ **May 24**—*Southern California Broadcasters Association* luncheon, saluting ad agency. Gumpertz, Bentley. Fried. Hollywood Brown Derby, Los Angeles.

Also in May

May 28—Registration deadline for National Media Conference, "Children Grow Better in Families," sponsored by the *U.S. Department of Health and Human Services*. Omni Park Central, New York. Information: (202) 245-6265.

May 30—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: John

Bard Manulis, *Nederland Television and Film Productions Inc.* Copacabana, New York.

May 30—*Women in Cable, New York chapter*, "Basics of Cable TV" course, session five. Topic: legal aspects and franchising. Viacom conference center, New York. Information: (212) 484-6778.

May 30-June 1—Third annual awards competition, *International Radio Festival of New York*, awards ceremony for radio advertising, programming and promotion. Information: 251 West 57th Street, New York.

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

May 30-June 7—*Prix Jeunesse International*, international contest for children's and youth programming, sponsored by *Free State of Bavaria, City of Munich and Bavarian Broadcasting Corp.* Categories: storytelling, information and music/light entertainment. Information: (08) 59-00-20-58.

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

May 31—*National Academy of Television Arts and Sciences, New York chapter*, reception and preview of "The Evolution of the TV Set," summer exhibit at Museum of Broadcasting, New York.

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 Leverage, ATAS awards director, 4605 Lankershim Boulevard, North Hollywood, Calif. 91602.

June 1—Deadline for comments in *FCC* proposal to provide for nighttime operations on foreign AM clear channels. Reply comments due June 15. FCC, Washington.

June 1-3—*Television Critics Association* "National Cable Forum," sponsored by consortium of cable networks. Arizona Biltmore hotel, Phoenix. Information: (213) 655-4150.

June 1-3—*Foundation for American Communications* "Economics Conference for Journalists," co-sponsored by *Gannett Foundation*. Marriott, Newton, Mass. Information: (213) 851-7372.

June 1-3—*Alabama Broadcasters Association* summer convention. Gulf Shores Resort, Gulf Shores, Ala.

June 2-3—*National Satellite Cable Association* mid-year meeting. MGM Grand, Las Vegas.

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 4-6—*Television Critics Association* consumer press tour, hosted by *PBS*. Arizona Biltmore, Phoenix.

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.

HAVE YOU LOOKED AT MERV LATELY?

#1 IN PROVIDENCE

4:00-5:00 PM / MONDAY-FRIDAY

		DMA HOME'S R.T.G. SUR	TOI W.18-39 (000)
WPRI	THE MERV GRIFFIN SHOW (4WK)	10 26	23
WLNE	DIAL 4 MOVIE	9 24	12
WJAR	CHIPS PATROL	6 16	13

Source: Feb. '84 Cassandra

150 East 58 Street, New York, New York
Contact: Joe Weinfeld — (212) 319-1900

AP has always given you more service for your money. Here's how to make more money from our service.

If your station has the AP Radio Wire, you've got access to the world's most credible, up-to-date, and salable news.

But along with your news, you also get hundreds of authoritative, timely and equally salable feature programs each week.

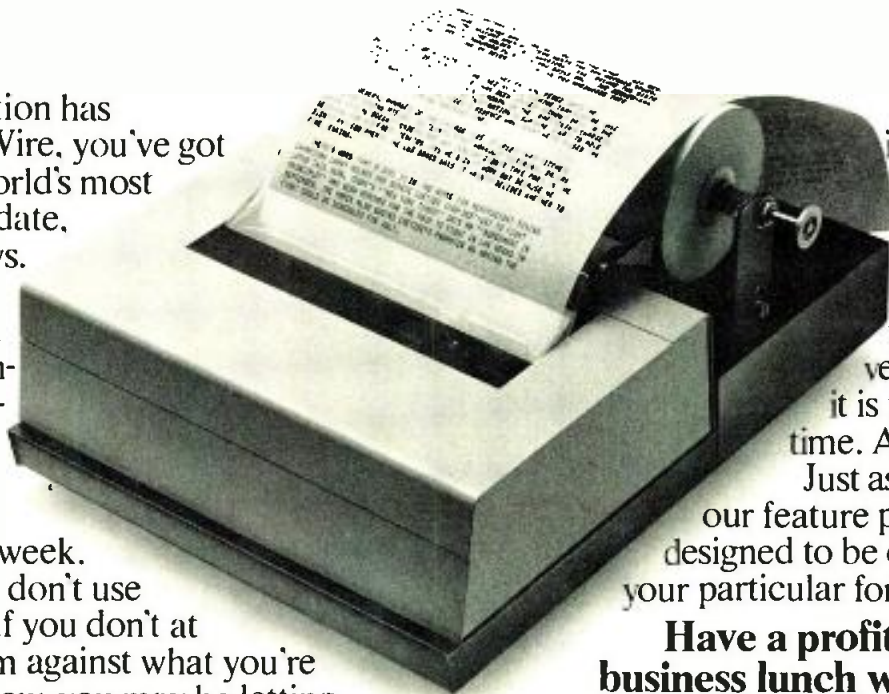
And if you don't use those features, if you don't at least weigh them against what you're programming now, you may be letting thousands of profitable commercial avails slip through your fingers.

AP professionalism pays off in audience loyalty, and salability

The standards of quality that apply to our news scripts also apply to our other programming. Whether it's sports, business, agriculture or lifestyle features.

The result? Unmatched audience loyalty. People tune in to hear our features, most of which provide time for commercial breaks.

That loyalty is what makes AP feature programming such a logical media buy for clothiers and car dealers. For stock brokers and sporting good stores.



And that's important to you.

Because the more your feature programming appeals to prospective advertisers, the easier it is for you to sell time. And boost profits.

Just as important, all of our feature programming is designed to be compatible with your particular format.

Have a profitable business lunch with your AP Radio Wire Machine this Monday.

Along with all of the other attractive features of the AP Radio Wire, we feature a list of coming attractions. That's an AP exclusive.

If you've never seen it before, check your Radio Wire around noon, on Monday. And brace yourself for a shock.

Because it will do more than just tell you what's in store for the week ahead.

It will convince you that you've been sitting on a gold mine... of information.

To find out more about how our Radio Wire features can help you improve your profit picture, call Glenn Serafin collect at the Broadcast Services Division of The Associated Press (202) 955-7214.

AP Associated Press Broadcast Services. Without a doubt.



Welcome to the Ampex

Care-free Creative Control

Anyone who has ever integrated a complete post-production editing system knows that it's a complex, difficult and often confusing job. Products from different manufacturers don't always interface easily.

Ampex stands above the confusion by offering all the key elements of a sophisticated post-production system from one manufacturer, complete with fully integrated hardware and software. We call this the *Ampex Creative Command Center*.

This system consists of an Ampex ACE edit controller, Ampex switcher and VTRs and our Emmy-award-winning ADO digital special effects system. Since all these use SMPTE RS-422 serial communications, they are easily interfaced with each other and the peripheral equipment you need to fill out your system. No hidden costs for interface devices. Ampex products are designed from the ground up to work with each other in a fully compatible system.

This isn't exactly a new idea. Post-production facilities all over the world are discovering the business advantages of Ampex Creative Command Centers. A few of them are pictured above, and more are being installed every day.

More creative power and control is the name of the game with an Ampex Creative Command Center. With a system based on a sound technical groundwork, editors are free to put their full creative energy into every job, confident that they are free of technical constraints.

At the heart of the Center is the remarkable ACE editing system, fast enough and smart enough to satisfy the most creative editors in the business. Depending on individual preferences, you may choose the Touchscreen option, or either the dedicated or ASCII-style keyboards. Using the ACE joystick control, you're in command of all the other products in the system. With the optional General Purpose Interface (GPI) you can command any product activated by an electronic "trigger."

And there's more flexibility. ACE disks are interchangeable with any other ACE system of any configuration. ACE can even read and write CMX-format disks. You can schedule system time much more effectively and conveniently.

That's only part of the story. There's more creative power, control and flexibility inherent in all the Ampex products.

System Flexibility

Product quality and reliability have long been associated with the Ampex name. In our Creative Command Center, you have a wide choice of Ampex products, each unsurpassed in its price/performance category. Complementing ACE, with its various options, you have a choice of Ampex production switchers, either 4100 Series, or the microprocessor-based AVC Series. AVC switchers offer awesome creative power, yet are simple and logical to operate.

You also can choose any of the Ampex VTRs: the VPR-2B, the VPR-80, or the VPR-3 (the mainstay of Olympic Games broadcasts) with unequalled speed and tape handling ability, or our ARC-40 M-format VTRs.

The very popular ADO has become the standard in the world of creative image manipulation, with over 250 in use around the world. Its abilities are constantly being expanded by the imaginations of its many users.

Your needs and budget determine the configuration of your own Ampex Creative Command Center. No matter what shape it takes, Ampex products will perform to support your business goals.

Ultimate Video International B.V.,
Hilversum, Holland

Crawford Communications,
Atlanta, Georgia

Atari, Inc.,
Milpitas, California

Creative Command Center

Can Management Love a Creative Command Center?

editors who use these systems every day find that their solid technical foundation allows more efficient use of time for creative experimentation, or to meet tight client budgets and deadlines.

All this helps keep clients happy. Not only is the Creative Command Center an impressive system to see, but its performance can help you build the kind of goodwill that pays off on the bottom line.

Captive facilities find that Creative Command Centers can be equally effective for their needs, turning out a variety of software. One interesting application can be found at the coin-operated games division of Atari, where a complete Center has been installed to produce the very latest in laser video arcade games.

So don't be intimidated by the sophistication of these systems. They're practical first and foremost, and designed to make management smile, even the controller.

Support That Keeps You Going

ceptional dedication to the smooth working of your Ampex Creative Command Center is a characteristic of our service and support force.

It starts with the Ampex Sales Engineer you may call to explain how a Creative Command Center can fill your individual needs. He and your Ampex Service Engineer will work with you as your system is installed and checked out. They and all the other support people at Ampex will be there when you need them, wherever you are.

Obviously, there's much more that you need to know about an Ampex Creative Command Center than we can tell you here. Your Ampex Sales Engineer is just the person to give you that information. Ask him to tell you everything you want to know.

What Our Customers Are Saying About Us and the Creative Command Center.

- "With ACE, I can put more creative energy in my work with peace of mind. I don't have to worry about technical problems."
- "ACE is really an awesome editor. And the system is even more awesome than ACE alone."
- "The thing I'm most impressed with is the Ampex software and how user-friendly it is."
- "We purchased the Ampex equipment as a system, rather than stand-alone products, because we believed Ampex's innovative power can be most effectively demonstrated in the total system."
- "Interface on all equipment was a key factor in our decision to purchase a full ACE system. We wanted a single source."
- "In 20 working hours, we went from an empty room to an ACE system in full operation. That's due to the basic quality of the Ampex equipment and the use of the RS-422 buss."
- "We've gotten good support from both Ampex sales and service. They seem to be interested in what we're doing and what we think."
- "We've been with Ampex for 11 years. We're a small company; we need the support of a large manufacturer."

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and F.G. 'Buck' Rogers, IBM. Waldorf-Astoria, New York.

June 6—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Brooke Bailey, director, programming, WABC-TV New York. Copacabana, New York.

June 6—National Academy of Television Arts and Sciences, New York chapter, "Visit to Benton & Bowles." Benton & Bowles, New York.

■ **June 6-7—Action for Children's Television** symposium. Participants include: Michael Fuchs, HBO; Ray Timothy, NBC; Ward Chamberlain Jr., WETA-TV Washington, and Fred Friendly, Columbia University. National Academy of Sciences, Washington. Information: (617) 527-7870.

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 6-10—Mississippi Broadcasters Association annual meeting. Royal D'Iberville, Biloxi, Miss.

June 7-8—National Media Conference, "Children Grow Better in Families," sponsored by the *U.S. Department of Health and Human Services*. Omni Park Central, New York. Information: (202) 245-6265.

June 7-9—Oregon Association of Broadcasters summer meeting. Lloyd's Red Lion, Portland, Ore.

June 7-10—Television Critics Association consumer press tour, hosted by *CBS-TV*. Arizona Biltmore, Phoenix.

June 7-10—Investigative Reporters & Editors (IRE) ninth annual national conference, featuring winners of Awards for Investigative Reporting, funded by Gannett Foundation. Omni International hotel, Miami. Information: (314) 882-2042.

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—Television Critics Association "TCA Day" media presentation. Century Plaza hotel, Los Angeles.

June 11—Southern California Broadcasters Association 39th "Wingding." Sportsmen's Lodge, Los Angeles.

June 11—National Academy of Television Arts and Sciences, New York chapter, dinner. Topic: "Successful Women Film Directors: How They've Made It." Copacabana, New York.

June 11-14—Canadian Cable Television Association 27th annual convention and "Cablexpo." Theme: "Megachoice." Congress Center, Ottawa. Information: Christiane Thompson, CCTA, (613) 232-2631.

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

June 12-14—Consumer Press Tour, hosted by *NBC-TV*. Century Plaza hotel, Los Angeles.

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

June 13—Women in Cable, New York chapter, "Basics of Cable TV" course. Topic: financial aspects and future perspectives. Viacom Conference Center, New York. Information: (212) 484-6778.

■ **June 13—Women in Cable, Philadelphia chapter,** cable seminar. University of Pennsylvania, Philadelphia.

June 13—Ohio Association of Broadcasters summer sales seminar. Rodeway Inn, Columbus, Ohio.

■ **June 13—National Academy of Television Arts**

and Sciences, New York chapter, "visit to Ogilvy & Mather." O&M, New York.

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

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

June 14—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Tony Malar, president. CBS-TV. Copacabana, New York.

June 14—National Academy of Television Arts and Sciences, New York chapter, 12th annual "Night at the Round Tables," career exploration/career counseling event. Martin Luther King Jr. high school, New York.

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—Dinner** marking 50th anniversary of Communications Act, sponsored by *Federal Communications Bar Association and Broadcast Pioneers*. Washington Hilton, Washington.

June 15—Reply comments due on FCC proposal to provide for nighttime operations on foreign AM clear channels. FCC, Washington.

June 15-17—Consumer Press Tour, hosted by *ABC-TV*. Century Plaza hotel, Los Angeles.

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

June 15-17—Foundation for American Communications "Economics Conference for NBC-TV Affiliates," co-sponsored by *NBC News*. Arrowwood conference center, New York. Information: (213) 851-7372.

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—National Academy of Television Arts and Sciences, New York chapter, dinner. Topic: "Sports Fever and the Olympics." Copacabana, New York.

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 18-22—National Association of Broadcasters board meeting. NAB headquarters, Washington.

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 19—Southern California Cable Television Association** luncheon meeting. Speaker: Ed Allen, incoming NCTA chairman and president of Western Communications. Los Angeles Airport Hilton. Information: SCCTA, (213) 684-7024.

■ **June 20—Women in Cable, Philadelphia chapter,** cable seminar. University of Pennsylvania, Philadelphia.

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

June 21-24—North Carolina Association of Broadcasters summer meeting. Hotel Meridian, Montreal.

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 22-24—Foundation for American Communications "Economics Conference for Journalists," co-sponsored by *Gannett Foundation*. New York Hilton, Tarrytown, N.Y. Information: (213) 851-7372.

June 23—Washington chapter, National Academy of Television Arts and Sciences, Emmy Awards ceremony.

Stay Tuned

A professional's guide to the intermedia week (May 21-27)

Network □ PBS (check local times): *Ben Kingsley As Edmund Kean* (one-man show), Monday 10-11 p.m.; *Alvin Toffler's The Third Wave* (book adaptation), Wednesday 9-10:30 p.m.; *On Assignment* (series), Wednesday 10:30-11 p.m.; "Strategic Trust: The Making of Nuclear Free Palau" (documentary), Friday 10-11 p.m. ABC: *The Mystic Warrior*, Part II (two-part novel for television), Monday 9-11 p.m. CBS: "The Muppet Movie," Part I (children's film), Tuesday 8-9 p.m. (to be concluded next week). NBC: *The First Olympics—Athens 1896*, Part II (two-part mini-series), Monday 8-11 p.m.



Ben Kingsley as Edmund Kean

Cable □ Arts & Entertainment: *VII International Tchaikovsky Competition*, Wednesday 9-10:45 p.m.; *The Avante Garde in Russia 1910-1930* (documentary), Thursday 9-11 p.m.; *Long Day's Journey Into Night* (play), Sunday 8 p.m.-midnight. HBO: "The Year of Living Dangerously" (movie), Saturday 8-10 p.m. WTBS-TV Atlanta: "Sergeant York" (drama), Saturday 8-11 p.m.; "Splendor in the Grass" (drama), Sunday 10:30 a.m.-1 p.m.

Play It Again □ CBS: *What Have We Learned, Charlie Brown?* (children's special), Saturday 8-8:30 p.m. Showtime: "An Occurrence At Owl Creek Bridge" (short film), Monday 7:30-8 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Lucille Ball: First Lady of Comedy*, 90 minutes of programming per day, now through Sept. 13. Museum's traveling exhibition (2040 Avenue of the Stars, Century City, Calif.): includes 125 hours of programming from nine of museum's exhibitions, now through May 26.

* indicates premiere episode

nies. Wax Museum, Washington.

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

June 23-26—Georgia Association of Broadcasters annual convention. Ironworks Convention Center and Hilton hotel, Columbus, Ga.

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 26**—Women in Cable, Philadelphia chapter, cable seminar. University of Pennsylvania, Philadelphia.

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 28**—Women in Cable, Philadelphia chapter, cable seminar. University of Pennsylvania, Philadelphia.

■ **June 28-29**—"New Telecommunications Opportunities for Non-Telephone Utilities: Electric/Gas/CATV," sponsored by *Public Utilities Reports Inc.* Capital Hilton hotel, Washington.

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 Awards ceremonies. Cleveland Playhouse Square, Cleveland.

July

July 8-11—Senior Broadcasting Executives Seminar sponsored by the *University of Vermont*. Speakers include Roger Wimmer, Cox Communications; Jack Clifford, Colony Communications; Mel Goldberg, ABC. University of Vermont, Burlington.

July 8-11—"The Future: How It Affects You in Radio, Television and Cable," seminar for senior broadcasting executives, sponsored by *University of Vermont*. UV campus, Burlington, Vt.

July 8-20—National Association of Broadcasters' 14th management development seminar. University of Notre Dame, South Bend, Ind.

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 10-12—Cable '84, international exhibition and conference on satellite and cable TV, organized by *Online Conferences Ltd.*, in cooperation with *Cable Television Association of Great Britain*, *Society of Cable Television Engineers* and *International Alliance for Distribution by Wire*. Wembley Conference Center, London. Information: Online, Pinner Green House, Ash Hill Drive, Pinner HA5 2AE, Middlesex, U.K.; telephone: 01-868-9933.

July 12-14—Montana Broadcasters Association annual convention. Outlaw Inn, Kalispell, Mont.

July 12-14—Montana Cable Television Association annual meeting and convention. Huntley 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*

Major Meetings

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

May 20-23—Broadcast Financial Management Association 24th annual conference. Grand Hyatt, New York. Future conferences: May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

May 30-June 2—American Women in Radio and Television annual convention. Palmer House, Chicago. Future conventions: May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

June 2-6—American Advertising Federation national convention. Fairmont hotel, Denver. Future conventions: June 8-12, 1985, J.W. Marriott, Washington, and June 14-18, 1986, Hyatt Regency Chicago, Chicago.

June 3-6—National Cable Television Association annual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 10-15—Broadcasters Promotion Association/Broadcast Designers Association annual seminar. Caesars Palace, Las Vegas. Future conventions: June 5-9, 1985, Hyatt Regency, Chicago; June 10-15, 1986, Loew's Anatole, Dallas; June 17-20, 1987, Peachtree Plaza, Atlanta; June 22-25, 1988, Bonaventure, Los Angeles; June 22-25, 1989, Renaissance Center, Detroit.

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

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

Sept. 16-19—"The Radio Convention," combined conventions of *National Radio Broadcasters Association* and *National Association of Broadcasters* Radio Programming Conference. Westin Bonaventure hotel, Los Angeles.

Sept. 21-25—10th International Broadcasting Convention. Metropole Conference and Exhibition Center, Brighton, England.

Oct. 28-Nov. 2—Society of Motion Picture and Television Engineers 126th technical conference and equipment exhibit. New York Hilton.

Oct. 30-Nov. 1—Atlantic Cable Show, Atlantic City Convention Center, Atlantic City, N.J. Information:

(609) 848-1000.

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

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

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

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

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

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

Jan. 10-15, 1985—NATPE International annual convention. Moscone Center, San Francisco. Future conventions: Jan. 17-22, 1986, New Orleans Convention Center, and Jan. 24-27, 1987, New Orleans.

■ **Jan. 26-29, 1985**—Radio Advertising Bureau's Managing Sales Conference. Amfac hotel, Dallas.

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

■ **Feb. 3-6, 1985**—National Religious Broadcasters 42nd annual convention. Sheraton Washington, Washington.

Feb. 15-16, 1985—Society of Motion Picture and Television Engineers 19th annual television conference. St. Francis hotel, San Francisco.

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

April 14-17, 1985—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Dallas, April 13-16, 1986; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

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

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 19-22—Colorado Broadcasters Association summer convention. Beaver Run, Breckenridge, Colo.

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 24-27—Southern Educational Communications

Association Center for Instructional Communications summer conference, "High Tech-High Touch," hosted by North Carolina department of public instruction and University of North Carolina Center for Public Television. Chapel Hill, N.C. Information: Jan Surratt, (803) 799-5517.

July 25-26—Wisconsin Broadcasters Association summer convention. Abbey, Lake Geneva, Wis.

July 27-29—South Carolina Broadcasters Association summer convention. Wild Dunes and Racquet Club, Isle of Palms (Charleston), S.C.

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. 2-4—Idaho Broadcasters Association annual convention. Sun Valley Lodge, Sun Valley, Idaho.

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, 20036.

Rave Reviews and

SAN FRANCISCO

● KTZO
UP 45%

LOS ANGELES

● KTLA
UP 112%

COUSTEAL

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"An extraordinary video venture."
Chicago Tribune

"Proves once again that travel programs
can deliver top quality TV experience."
Variety

"As gorgeous as you'd expect it to be...spectacularly colorful,
mysteriously primeval and at times lyrical."
Atlanta Constitution

SOURCE: NTI Special Analysis: Average HH estimates Amazon Part I, premiere and encore March 7-30. Includes second encore, WTBS, NTI dailies. NSI and * Arbitron metered markets, average HH ratings for Amazon Part I versus February 1984, 8-11PM. Estimates subject to qualifications

Remarkable Ratings.

CHICAGO
WFLD
UP 98%

DETROIT
WKBD
UP 18%

NEW YORK
WOR
UP 265%

PHILADELPHIA
WPHL
UP 28%

* **WASHINGTON**
WTTG
UP 40%

AMAZON

households
edition of the century!

* **DALLAS**
KTVT
UP 60%

* **HOUSTON**
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UP 300%

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Gary Eaves VP/GM

WDBO, Orlando, Florida

*"We sell out most of the local avails
and we have a tremendous amount of repeat business."*

Scott Meir GM

KSTP, Minneapolis, Minnesota

*"The great thing about Bruce's show is its
ability to draw advertisers who never really thought about
radio as an advertising medium."*

Diane Sutter GM

WTKN, Pittsburgh, Pennsylvania

*"Bruce and Sally lead the nighttime talk race
in Houston. Talknet dovetails perfectly with our local
programming... When a national radio show
sounds that good and does that well in the ratings,
somebody is doing something right."*

Harry Schultz

News & Program Director

KPRC, Houston, Texas



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FROM NBC RADIO

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Bernard Meltzer and Dr. Harvey Ruben weekends.

Talknet. Our unique call-in talk shows currently solving problems
for 166 radio stations. Call (212) 664-4745.

Broadcasting May 21

Vol. 106 No. 21

Nielsen reviews the viewing stats

U.S. television households viewed an average of seven hours and 55 minutes of TV per day in the 1982-83 season, seven minutes more than the prior season, according to an annual Nielsen television survey. Results lag one year behind the current season, and much of the information in the report is based on November 1983 measurements only. During that month, for example, Nielsen reported that women 55 or over watched the most television—an average of 41 hours and 13 minutes per week and 37% above the all-viewer average of 30 hours and 47 minutes per week—while female teen-agers watched the least, with an average of 24 hours and 16 minutes per week.

Prime time on Sunday (7-11) is still the most popular night of the week to watch television: some 106.9 million viewers per average minute tuned in during November. Prime time Thursday, with 96.9 million viewers, moved up to second place while Mon-

day, at 94.4 million, slipped to third place. The most popular half-hour of the evening is the 8:30-9 period, with women 55 and over accounting for 16% of those viewers.

Adventure-oriented programming was the favorite in November, attracting an audience of 27.7 million viewers per average minute between 6-11 p.m., as compared to comedy which attracted 23.7 million, and general drama, which drew 21.8 million. In November 1982, adventure-oriented programming was the least popular while the then-leader, feature films, fell from first to third.

At slightly more than four million viewers per average minute, women 18-34 were the heaviest viewers of adventure-oriented programming last November, Nielsen said.

Nielsen also said that as of January 1984, at least 90%—75,420,000—of the 83.8 million television households had color sets, while 55%, or 46,090,000, had two or more sets.

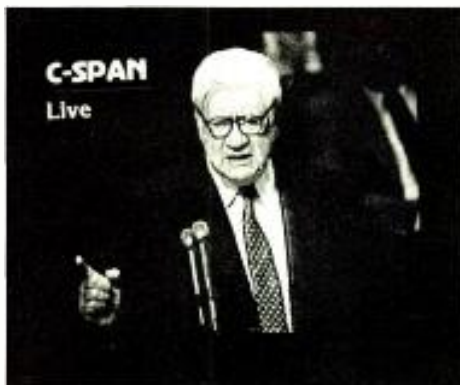
Back to the drawing board on House TV coverage

Flap begun by Speaker O'Neill's ordering cameras to pan chamber continues to reverberate; Frost Democratic caucus committee will take new look at procedures; chances for TV in Senate dim

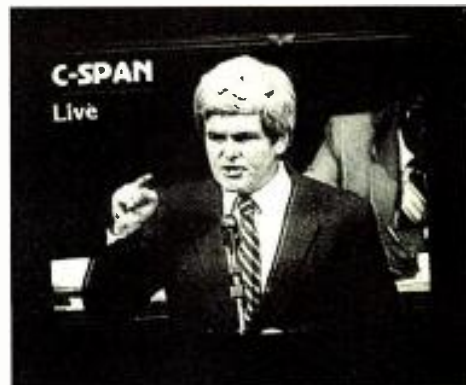
The sparks continued to fly on Capitol Hill last week as House Democrats and Republicans clashed over a decision two weeks ago by Speaker Thomas (Tip) O'Neill (D-Mass.) to change the rules concerning television coverage of the Congress. The verbal fist-cuffs, which had been confined to the *Congressional Record*, spilled over into the televised proceedings of the House, to be witnessed by thousands of C-SPAN viewers (BROADCASTING, May 14).

The so-called "camscam" debate, which erupted the previous Thursday when O'Neill ordered cameras to pan the almost empty chamber while an opposition party member was speaking, exploded again last Tuesday when O'Neill lost his temper and was reprimanded by his own House. It was the first time in this century that the remarks of a Speaker of the House have been ruled out of order. That incident—along with O'Neill's decision to change the rules—set off a series of tremors that could result in a complete overhaul of the House's television system.

By week's end O'Neill had instructed the Democratic Caucus Committee on Organization, Study and Review, chaired by Representative Martin Frost (D-Tex.), to look at the current rules and the controversy surrounding members' use of "special orders"—a time at the end of the day when the chamber's legislative business is complete and members can deliver speeches even though the floor is usually deserted.



Verbal assault. O'Neill (l) takes on Gingrich (r) during the now-famous debate over the speaker's decision to have the House cameras pan the chamber during special orders. The tiff resulted in O'Neill's remarks being ruled out of order by his own House.



O'Neill apparently dropped the idea of forming a separate ad hoc committee to examine television coverage in general, as suggested by Representative Tim Wirth (D-Colo.), and instead assigned Frost's committee to review the issue. In the House, the Democratic Caucus already has the authority to review the rules and recommend changes. If Frost's committee recommends any changes to the rules it will likely occur in December when Democrats hold their organizing caucus. Then, in January, when the new Congress convenes, all the members would vote on the matter. There also is a possibility the committee might suggest some alterations to camera coverage that fall under O'Neill's jurisdiction rather than involve a vote by the entire Congress. Frost wouldn't reveal where he stood on the issue,

but he did share his opinion that O'Neill had acted within proper authority when he made the decision to pan.

The controversy began brewing months ago when a group of Republicans started using the special orders to discuss issues of concern to them and to take advantage of the nationwide television audience provided by C-SPAN. During these special order periods the Republicans have frequently launched into diatribes against Democrats, a device described by one House staffer as "using the tactics of Jerry Rubin to advance the philosophy of Jerry Falwell."

However, after one particularly explosive special order delivered May 8, O'Neill, who has control over the cameras, ordered the cameras to begin panning the next time the Republicans appeared. On May 10, around 7:30 p.m., O'Neill's new order went into effect. The camera's wide-angle shot revealed Representative Robert Walker (R-

Top of the Week

Pa.) speaking on the House floor to an empty chamber. When Walker realized what was going on, he quickly denounced the action before the C-SPAN audience. Thus began a video drama unparalleled since C-SPAN began its live television coverage five years ago.

(O'Neill also directed that a runner be periodically flashed across the screen stating: "The official business of the House is completed; we are on special orders.")

"It's been tremendous theater," said one House staffer. The incident has ignited a "guerrilla fever," says one Hill observer, "that has been a long time in coming."

While camscam threw the House into disarray, the incident has been a boon for C-SPAN. That service is now available to roughly 17 million homes and the network estimates that at any given time its audience numbers in the hundreds of thousands. All week long the story has dominated newspaper headlines and C-SPAN viewers from across the country have been calling House members to express their views.

Walker's office, a spokesman said, has been flooded by calls. The matter was the subject of two C-SPAN call-in programs. And viewers insisted on discussing it even during other programs. C-SPAN spokeswoman Susan Swain said the audience has been "real anxious to talk about it."

There is no doubt O'Neill's decision jolted the institution. The Republican leadership's chief complaint has centered around O'Neill's failure to give them any advance warning. The Speaker admitted later that he erred. "I will say to you in fairness, while it is my prerogative, I should have notified you," O'Neill said.

O'Neill's decision was defended on the floor by Democrats who noted that Representative David Obey (D-Wis.) also spoke during a special order the same night as Walker.

(Walker, who has suggested that the cameras pan the House floor throughout the legislative day, pledged to stand up regularly during debates to point out to television viewers how many members of the House are present.)

Walker and Representatives Newt Gingrich (R-Ga.), Vin Weber (R-Minn.), Dan Lungren (R-Calif.), Dan Coats (R-Ind.), and Connie Mack (R-Fla.) are the camscam protagonists and members of the Conservative Opportunity Society, an ad hoc group of House Republicans who have been using the special orders since early spring.

It was on Tuesday, May 8, that Walker, Gingrich and others delivered the infamous special order that baited O'Neill. They read from a Republican Study Committee document called "What's the Matter with Democratic Foreign Policy." Many House Democrats were singled out in the document, which is noted in a letter sent out by Gingrich, Walker and Weber.

The committee document, according to the letter, shows that "today's national Democrats have a pessimistic, defeatist and skeptical view toward America's role in the world." The letter, dated May 8, was sent to the Democrats and invited them to "share



TV team. Martin Frost (l) is the chairman of the Democratic Caucus Committee on organization, study and review, which has been assigned to study the House rules concerning television coverage of the House. Bill Alexander (r) is also expected to play a major role in the formulation of any rules changes.

our special orders on Wednesday and Thursday to discuss the RSC study."

But the Democrats complained that the letter arrived several days later. Some have questioned whether the Republican trio purposely delayed the letter's delivery.

O'Neill, in an explanation of his action to the House last Monday (May 14), attacked the special order and Gingrich's role in the incident. "Now I want to talk about fairness. One member of your party about a week ago stood at this microphone for one hour," O'Neill said, referring to Gingrich. "He took statements that were made by 20 different Democrats going back to 1968," O'Neill continued. He charged Gingrich with giving viewers the impression that "members of Congress were un-American, stepping aside, debating and pointing as if there were people on this floor, asking 'why don't you get up and answer them?' A more low thing I have never seen," O'Neill said.

It was the next day, May 15, when O'Neill's temper got the best of him. Gingrich, who requested a "point of privilege," which permits a member to respond to an "unfair attack," took on the Speaker. He called O'Neill's action "unfair," and said it smacked of "McCarthyism of the left." That was a remark that not only drew the ire of O'Neill, but prompted House Majority Leader Jim Wright (D-Tex.) to interrupt, albeit unsuccessfully.

Even O'Neill found it impossible to refrain from the debate. He lashed out at Gingrich: "My personal opinion is this: You deliberately stood in that well before an empty House and challenged these people, and you challenged their Americanism, and it is the lowest thing that I have ever seen in my years of Congress."

That remark was challenged by Minority Whip Trent Lott (R-Miss.), who demanded that the Speaker's words be "taken down." The request calls on the House parliamentarian to determine if the remarks were "unparliamentarian" and out of order. The parliamentarian found that the word "lowest" was out of order and recommended to the Speaker pro tempore, Representative Joe Moakley (D-Mass.), to rule O'Neill's remarks out of order, which he did.

Lott has been the Speaker's chief critic. Shortly after the camera panning began, Lott

challenged the decision. He called it "underhanded, sneaky and politically motivated." He added: "It is the most patently unfair political thing that I believe I have seen in the 15 years I have been around here."

Moreover, Lott asked the House Rules Subcommittee on the Legislative Process to hold hearings on the matter. House Minority Leader Robert Michel (R-Ill.) also got into the act. He called the camera panning "deplorable" and an act of "dictatorial retribution." Michel, however, has remained in the background during most of the camscam debate.

The Republicans, however, did not rest there. Last Thursday morning Michel introduced a resolution calling for a change in House rules that "would allow for periodic viewing of the House chamber during regular sessions." Michel's resolution was the result of an earlier conference held by Republicans that also recommended "broader camera coverage of the floor during recorded votes." The resolution maintains that the "arbitrary and selective use of wide-angle coverage of certain House proceedings is inconsistent with the intent of current House rules."

Furthermore, the resolution stated: "The House Republican Conference reaffirms its commitment to the principles of free and open debate, and the right of the American people to uncensored access to information relevant to the actions of their duly elected representatives."

Other House Democrats also appear interested in reviewing the current rules. Representative Bill Alexander (D-Ark.), chief deputy majority whip, in a letter to the Speaker last Thursday, suggested revising the rules in order to upgrade the House's visibility.

Alexander, along with four other members, engaged in an informal study exploring the potential of television coverage in the House (BROADCASTING, May 14). He believes the House needs to increase its visibility and that television is the best vehicle for accomplishing that. He cites two primary targets for revision: "Raising the visibility of the House as an equal partner in formulating national policy and formulating rules to provide a more orderly procedure for conducting the business of the House during the television age."

Alexander also attached a memorandum that lists several topics of discussion. His suggestions will also be reviewed by the Democratic Caucus Committee assigned to study the entire issue. Alexander calls for a "national debate segment," which would be scheduled during the evening hours (between 8 and 11 p.m.). This would give members an opportunity to debate issues of national interest. He also suggested several changes affecting "one-minute speeches" and special orders. "A segment (perhaps 10 minutes) of the one-minute speech period may be prescheduled for purposes of addressing national topical issues," the memo said.

In the area of special orders, Alexander recommended assigning 10-minute segments during the first hour of special orders

equally among both Democrats and Republicans.

Furthermore, he suggested scheduling a special order to respond to presidential addresses. Those debates would be controlled by the 'loyal opposition' and the time would be divided equally between Democrats and Republicans. And in the case of national crises, special orders could be scheduled during morning hours to "give the House the equivalent of a national news conference."

Although the House had pretty much settled down to business by last Wednesday (May 16) the issue continued to smolder. Throughout the day, Republicans raised a number of procedural questions intended to irritate the Democratic leadership. And during a House Appropriations Subcommittee markup, Representative Jerry Lewis (R-Calif.), offered an amendment that would permit gavel-to-gavel coverage of the House.

However, the measure was defeated.

The upshot of the camscam debate is that it will likely hinder chances of persuading the Senate to televise its proceedings. Senate Majority Leader Howard Baker (R-Tenn.), chief sponsor of a measure that would open the Senate chamber to the broadcast media, has been unsuccessful in convincing his colleagues to try it.

The subject cropped up during a C-SPAN call-in program with Senator Paul Laxalt (R-Nev.), who felt that the House incident only served to back up arguments against televised coverage. "I think most senators feel that the injection of cameras—rightly or wrongly—would interfere completely with the decorum of the Senate. All of us notice when we're in committee hearings that as soon as those lights go on, the atmosphere changes. And to avoid the type of situation we saw yesterday is important," Laxalt said.

Austrian chosen to head Showtime

Pay cable programmer's new chairman and CEO is president of Doyle Dane Bernbach; whether Weinblatt will remain as president is still unclear

The board of Showtime/The Movie Channel Inc. has found a new man to lead the company as it challenges Time Inc.'s Home Box Office for dominance in the pay cable market and as it moves into new domestic and foreign markets. He's Neil R. Austrian, president and chief executive officer of Doyle Dane Bernbach International Inc.

The 44-year-old advertising executive, the board announced last Tuesday, will assume the posts of chairman and chief executive officer, moving ahead of Michael Weinblatt, president and chief operating officer, in the corporate structure.

In a statement issued last week, the board expressed a "strong desire" for Weinblatt to remain in his post. But Weinblatt was not taking calls and his fate as of last Thursday was still unknown.

Austrian said last Thursday he will not join the company fulltime until after the National Cable Television Association convention (June 3-6 in Las Vegas). But he has already visited Showtime/TMC's New York headquarters to introduce himself, he said, and when he makes the rounds at the convention, he'll be wearing a Showtime/TMC badge. He said he was offered the job several weeks ago and accepted it last Monday (May 14).

"With this appointment, we are able to bring to Showtime/The Movie Channel the managerial and long-range strategic planning abilities that Neil has demonstrated throughout his business career," said Terrence Elkes, president, Viacom International, and Ted Ashley, vice chairman, Warner Communications Inc., in a prepared statement. "His ability to guide and motivate creative people, to market products to consumers, and to provide farsighted leadership to a variety of business ventures will be an invaluable asset to the joint venture."

More to the point, Ken Gorman, executive vice president, Viacom International, said Austrian has the skills necessary to establish Showtime/TMC in Europe and Japan and to guide its entry into the direct-to-home satellite broadcasting and pay-per-view businesses and into the satellite master antenna television market.

(Showtime/TMC seems particularly interested these days in the fledgling overseas pay television markets. It joined Warner Bros., Thorn EMI, HBO and Columbia Pictures in forming Premiere, a pay television service that will make its debut in Britain later this year.)

Showtime/TMC is owned by Viacom International (50%), WCI (31%) and Warner Amex Satellite Communications (19%). The board comprises three Viacom executives and three WCI executives, including Elkes, Ashley and Gorman.

Since the merger of Showtime and The Movie Channel last fall, Showtime/TMC, the resulting company, has moved boldly to catch up with HBO. Last December, it acquired the exclusive cable rights to Paramount's films for the next five years and, in

February, it absorbed the 780,000 subscribers of Spotlight, the now-defunct pay service. Together, Showtime and TMC now serve more than 8 million subscribers.

Austrian has been with DDB, the nation's seventh largest ad agency, since 1974. He was named president in 1978, and president and chief executive officer in 1982. Prior to joining DDB, he was vice president of Laird Inc., an investment banking firm, between 1968 and 1970, and was a general partner of Dryden & Co., a venture capital firm, from 1970 to 1974.

That Gorman and the other board members believe Austrian can help Showtime/TMC crack the overseas market stems from his success in helping DDB do so over the past decade. During that period, Austrian said, DDB "expanded into virtually every free market in Europe with the exception of Greece and Portugal" and its overseas billing increased tenfold.

"I've spent a lot of time kicking around Europe," he said. "I know a little bit about the media picture... a little bit about what's going on with satellites and a little bit about the very early introduction of pay television there." And, he admits, he is not sure there is much room for Showtime/TMC or any U.S. programmer. "I'm not convinced of anything yet."

Austrian said the "deal-making" experience during his days with the investment banking and venture capital firms should serve him well at Showtime/TMC. "I understand that half of what gets done in this business is deals," he said.

A possible early conflict between Austrian and the board may be over personnel management. Showtime/TMC has a reputation for being unable or unwilling to take the steps necessary to retain middle managers. Its philosophy, apparently filtering down from Viacom, is that virtually everybody is expendable. Indeed, according to sources, as many as two dozen employees have left the company in the last several weeks.

Austrian said he was unaware of the reputation. If deserved, he said, he would work to change it and the philosophy behind it. "In terms of people management," he said, "it's key to attract and it's even more important to retain good people." Of the 1,000 employees in DDB's New York headquarters, he said, 300 will be attending a luncheon honoring them for their 10 years of service to the company.

Weinblatt has existed in sort of a limbo since last September, when the merger of Showtime and The Movie Channel was finalized. At the time, he was named to his present posts, but the question of whether he would be the company's number-one or number-two man went unanswered—until last week.

Speculation that Weinblatt would not get the top job heated up after the *Los Angeles Times* reported two months ago that others had been approached about the job. One of the names mentioned in the story was Frank Biondi, now chairman and chief executive officer of HBO. Gorman confirmed the report last week. "Frank and I had a conversation that didn't go anywhere," he said. □



Austrian



It's go again for Quello at the FCC

President nominates Democratic commissioner to his third term; he'll have support from all parts of political spectrum, even if he's not necessarily home free

There were far more ayes than nays in the wake of last week's announcement that President Reagan had nominated FCC Commissioner James H. Quello to a new seven-year term.

"Broadcasters are very pleased," said Ed die Fritts, president of the National Association of Broadcasters. "He has not always voted with us, but he's always taken a fair approach and tried to balance concerns of the public and the industry."

Even some members of the public interest community were finding positive things to say. Andrew Schwartzman, executive director of Media Access Project, for example, noted that while his organization and Quello may often disagree on issues, "I have always thought Commissioner Quello listens and brings an emotional depth and level of sincerity to the commission that has been very beneficial."

That's not to say that all will be clear sailing for the 70-year-old Democrat, who has been serving at the commission since 1974. He still has to be confirmed. And Sam Simon, executive director of the Telecommunications Research and Action Center, said his organization will oppose confirmation. "I hope the Democrats in the Senate see this nomination as a signal that it is time to put everything on hold until after the election," Simon said.

But with the sort of support Quello has marshaled thus far, he would appear to be hard to beat.

Quello did oppose Chairman Mark Fowler on the financial interest rulemaking. And, by his own estimation, he has been "a little stronger" than the chairman on some cases involving the promotion of minority ownership, and on a variety of other issues. Still, Fowler supported Quello's nomination. "Overall, we are pretty much attuned on deregulation," Quello concluded in an interview last week.

It also didn't hurt that Quello and House

Energy and Commerce Committee Chairman John Dingell (D-Mich.) are friends. "We remain good friends on a personal basis, even though professionally there are certain areas on which we don't agree," Quello said.

Nor did it hurt that 51 public broadcasting executives, perhaps appreciative of Quello's efforts as chairman of the Temporary Commission on Alternative Financing for Public Telecommunications, wrote the White House in support of his candidacy. Nor that commercial broadcasters put in good words, and "several" state cable associations endorsed him.

But the bottom line, according to Quello, was that he was philosophically attuned with

"many" of the administration's objectives, "and yet also I think I was objective enough and independent enough to pass muster with the Democrats, too."

On another subject, Quello noted last week that he, like Fowler, was concerned about the news media. He said he believes the constitutional guarantees of free press include the electronic press, and that those freedoms are "essential to our form" of government. "But I think there's getting to be a growing resentment against this zeal—almost a frantic zeal—to search out anything that might discredit or embarrass our public policies or the government of our own country."

"I agree with Chairman Fowler that with this [deregulatory] freedom comes responsibility," Quello said. "There's room for broadcast owners and executives to assume more the role of publishers."

Among the accomplishments of which he is most proud at the commission was his role as chairman of the TCAFP. "We played a very important role in turning the public attitude, and the congressional attitude, and the FCC attitude around on public broadcasting, which provides a distinctive, separate, distinguished service," he said.

A top challenge for the future: "There's going to be a need in the broadcasting area for a very tough decision on whether local service is implied by the Communications Act. And will direct broadcast satellite service be a boon or a threat? It [DBS] is a great way of transmission—more effective, more efficient. But if it starts impeding local service, then there's a time for regulation rather than deregulation." □

Honoraria tally

Senators released their annual financial disclosure reports for 1983 last week listing their assets and outside income (which includes honoraria). (Senate salaries for 1983 were \$65,231, and rose to \$72,600 this year.) According to reports, the National Association of Broadcasters paid \$2,000 each in honoraria to several members of the Senate Commerce Committee for attending the NAB's 1983 convention in Las Vegas. A financial report was not available on Senate Commerce Committee Chairman Bob Packwood, who filed for an extension. The committee members receiving NAB honoraria were: Ted Stevens (R-Alaska), Robert Kasten (R-Wis.), Slade Gorton (R-Wash.), Daniel Inouye (D-Hawaii), Larry Pressler (R-S.D.) and Donald Riegle (D-Mich.). (According to a Common Cause study of the financial data in 1982, the NAB was ranked fourth at \$22,000, as one of the top 15 honoraria givers.) Until 1984 there were no limits on outside income, but last year the Senate voted to limit honoraria receipts to 30% of a Senator's annual salary. The top 15 honoraria recipients, according to a new analysis for 1983 released by Common Cause late last Friday, were: Charles McC. Mathias (R-Md.), chairman of the Senate Copyright Subcommittee, with \$81,325, and Kasten with \$64,750. (Packwood was ranked in the top 15 honoraria for 1982, with \$51,800.)

The honoraria tally for other Commerce Committee members included: Ernest Hollings (D-S.C.) \$56,825; Riegle \$46,980, of which \$7,015 went to charity; Stevens \$32,000; Inouye \$28,025; Gorton \$26,100, of which \$1,500 went to charity; Paul Trible (R-Va.) \$25,750; Barry Goldwater (R-Ariz.) \$20,500; Pressler \$17,550; Wendell Ford (D-Ky.) \$16,550; John Danforth (R-Mo.) \$15,000; J. James Exon (D-S.D.) \$8,800, and Nancy Kassebaum (R-Kan.) \$7,000. Senators Howell Heflin (D-Ala.), Russell Long (D-La.) and Frank Lautenberg (D-N.J.) did not accept any honoraria.

The National Cable Television Association also gave honorarias to Commerce Committee members for attending its 1983 convention in Houston. They are: Goldwater, \$4,000 for two separate speeches; Inouye \$2,000; Trible, Kasten and Stevens, \$1,500 each, and Gorton \$1,000, which went to Gonzaga University, Spokane, Wash.

Keeping up with the Dillers

That's the current standard of affluence among the hired hands at public companies involved in broadcasting, show business, cable and others of the allied arts; they're staying ahead of inflation

In 1983, the Fifth Estate boasted four executives whose salaries topped one million dollars a year. (Barry Diller, president of Gulf + Western's entertainment and communications group, headed that elite at \$1,666,136). Another 44 officers earned at least half a million dollars, while the median cash compensation of 174 executives surveyed by BROADCASTING was \$339,500. For the 57 executives who held the same posts five years ago, the increase in their cash compensation over that period averaged about 75%.

Those are just some of the findings of a BROADCASTING survey of contemporary executive compensation. The data was culled from the proxy statements (and in some cases 10K financial reports) of over 60 publicly traded companies taken from BROADCASTING's stock index.

Sometimes that text can provide interesting stories about the way corporations pay their executives. For example, MCA's proxy notes that in 1983 "the company agreed to expend approximately \$450,000 for the construction of a conference and meeting room, with appropriate furnishings, fixtures and equipment... at Mr. [Sid] Sheinberg's residence in Beverly Hills, Calif." The paragraph goes on to explain that the room will actually be owned by MCA and describes how the company should be reimbursed should Sheinberg—MCA's president and

chief operating officer—want to purchase the room, leave the company or sell the house.

Most of the text in a proxy statement that follows the list of the five highest paid executives (the only officers whose compensation must be reported) is devoted to in-depth explanations of special employment agreements with executive officers, retirement benefits and stock options. Stock options granted an executive over a period of years can often be sold all at once.

The exercise of stock options, usually done only intermittently, has not been included in the BROADCASTING survey, which contains cash compensation, primarily salaries and bonuses. Often bonuses are deferred or translated into stock or other noncash compensation.

Three top officers who exercised their options were Capital Cities Communications executives Thomas S. Murphy, Daniel B. Burke and Joseph P. Dougherty, who took advantage of the continued strong showing of their company's stock during calendar 1983. When Murphy, chairman of the board and chief executive officer, sold his stock, he received \$5,603,437 more than it was worth when he obtained it. For Burke, president and chief operating officer, the gain was \$3,894,469, and for Dougherty, executive vice president and president of the broadcasting division, the increase was \$2,156,450.

Bonuses, based on overall company performance or improvement in a group within a company, can explain big differences among officers, or between the compensation received from one year to another. As an example, the proxy statement for CBS

shows that the top-paid executive at CBS was not the chairman, president and chief executive officer, Thomas H. Wyman (at \$856,308), but rather Walter R. Yetnikoff, vice president and president of the CBS/Records Group, who received \$1,049,577. Of Yetnikoff's cash compensation, \$321,577 was salary, and \$728,000 was a bonus, "based upon pre-tax profits for a contract year of the CBS/Records Group"—read Michael Jackson's "Thriller."

Another striking example of how a bonus plan, based on a company's performance, can affect compensation is Steven J. Ross, Warner Communications Inc. chairman and chief executive officer. Ross, whose salary has remained the same for the past five years, saw his total compensation plunge from \$3,865,809 in 1979 to \$350,000 in 1983, reflecting poor performance by the company's Atari video game unit which contributed to Warner's \$418,803,000 net loss that year.

A very few companies have not yet released proxy statements for 1983, including Metromedia. (In 1982, however, Chairman John Kluge earned \$973,562; George Duncan, senior vice president, operations, \$421,667; Stuart Subotnick, senior vice president, finance/treasurer, \$434,432; Robert M. Bennett, senior vice president, TV broadcasting and production, \$311,950, and Ross Barrett, senior vice president, \$222,357.)

Salaries of executives who retired near or at the end of 1983 have been included. They include Elton Rule, former vice chairman of the board of ABC, and Clifford M. Kirtland Jr., former chairman, Cox Communications Inc. □

Payday pacesetters of the Fifth Estate

The following is BROADCASTING's compilation of total 1983 compensation to executives at publicly traded companies in the Fifth Estate. The list is restricted to those receiving top compensation at each company as reported in 10-K filings with the Securities and Exchange Commission. Also, for those who held the same position five years ago, 1979 compensation and the percent change is given.

	1983 earnings	1979 earnings	% change
Barry Diller (President, Gulf + Western entertainment/communications group)	\$1,666,136		
Arthur C. Nielsen Jr. (Chairman/CEO, A. C. Nielsen Co.)	1,166,314	\$492,014	+ 137.05
John F. Welch Jr. (Chairman/CEO, General Electric Co.)	1,158,156		
Allen H. Neuhaarth (Chairman/CEO, Gannett)	1,137,500		
R. E. Kirby (Chairman/CEO, Westinghouse Electric)	959,484	541,660	+ 77.14
Marvin Josephson (Chairman, Josephson International Inc.)	924,000		
Frank Rothman (Chairman/CEO, MGM/UA)	898,358		

	1983 earnings	1979 earnings	% change
Frank G. Hickey (Chairman/president/CEO, General Instrument)	864,425	451,661	+ 91.39
Leonard H. Goldenson (Chairman, American Broadcasting Companies Inc.)	863,230	750,000	+ 15.10
Thomas Wyman (Chairman/president/CEO, CBS Inc.)	856,308		
Edward E. Hood Jr. (Vice chairman/executive officer, General Electric Co.)	829,250		
John F. Burlingame (Vice chairman/executive officer, General Electric Co.)	829,250		
Thornton F. Bradshaw (President/COO, RCA Corp.)	826,000		
N. Eugene Harden (President/COO, A. C. Nielsen Co.)	812,129	326,648	+ 148.63
Arthur Ochs Sulzberger (Chairman/CEO/publisher, New York Times Co.)	779,381		
Elton H. Rule (Vice chairman, American Broadcasting Companies Inc.)	775,327		
D. D. Danforth (Vice chairman/COO, Westinghouse Electric)	734,996	422,494	+ 73.97
Frederick S. Pierce (President, American Broadcasting Companies Inc.)	734,846		

	1983 earnings	1979 earnings	% change
Colby Chandler (Chairman/CEO, Eastman Kodak {since July 1})	729,004	383,021	+ 90.33
J. Richard Munro (President/CEO, Time Inc.)	720,027		
William J. Weisz (Vice chairman/COO, Motorola)	708,000	453,200	+ 56.22
Otis Chandler (Chairman/editor-in-chief, Times Mirror Co.)	674,136		
Robert F. Erburu (President/CEO, Times Mirror Co.)	674,136		
Lewis W. Lehr (Chairman/CEO, 3M)	653,060		
J. A. Boyd (Chairman/CEO, Harris Corp.)	650,843	452,084	+ 43.97
Merv Adelson (Chairman, Lorimar)	650,000		
Lee Rich (President, Lorimar)	650,000		
Donald Pels (Chairman, LIN Broadcasting Corp.)	610,000	390,000	+ 56.41
Gene Jankowski (VP, CBS Inc. and president, CBS/Broadcast Group)	600,058	363,309	+ 65.16
Walter Fallon (Chairman/CEO, Eastman Kodak {until July 1})	596,391	558,389	+ 6.81
A.H. Chapman Jr. (Chairman/CEO, Knight-Ridder)	594,500		
John F. Mitchell (President/assistant COO, Motorola)	586,000	356,400	+ 64.42
Martin S. Davis (Vice chairman/CEO, Gulf + Western)	584,699		
Herbert J. Siegel (Chairman/CEO, Chris-Craft)	581,772	339,535	+ 71.34
Walter E. Mattson (President/COO, New York Times)	574,921		
Robert G. Marbut (President/CEO, Harte-Hanks Communications)	562,088	367,650	+ 52.89
Don Johnston (Chairman/CEO, JWT Group)	561,500	300,000	+ 87.17
Allen Rosenshine (Chairman/CEO, BBDO Inc.)	558,125		
T. J. Murrin (President, energyladvanced technology group, Westinghouse Electric)	554,166	348,750	+ 58.90
Robert W. Galvin (Chairman/CEO, Motorola)	550,000	125,000	+ 340.00
Warren Phillips (Chairman/CEO, Dow Jones & Co.)	549,680	339,532	+ 61.89
Gerald M. Levin (Executive VP, Time Inc.)	527,150		
Robert R. Frederick (President/COO, RCA Corp.)	525,000		
Katharine Graham (Chairman, Washington Post Co.)	514,344	371,700	+ 38.38
J. C. Marous (President, industries/international group, Westinghouse Electric)	511,249		
William A. Schwartz (President/CEO, Cox Communications)	510,000		
Sydney Jay Sheinberg (President/COO/executive committee member, MCA Inc.)	500,000	330,000	+ 51.52
O. Wayne Rollins (Chairman, Rollins Inc.)	500,000		
L. W. Yochum (Senior executive VP, finance, Westinghouse Electric)	493,327		
Joseph L. Dionne (President/CEO, McGraw-Hill)	491,304		

	1983 earnings	1979 earnings	% change
Douglas H. McCorkindale (Vice chairman/chief financial officer, Gannett)	490,000		
N. J. Nicholas Jr. (Executive VP/chief financial officer, Time Inc.)	488,900		
Stanton R. Cook (President/CEO, Tribune Co.)	488,543		
Robert A. Burnett (President/CEO, Meredith Corp.)	487,525	293,320	+ 66.21
Joseph V. Charyk (President/CEO, Comsat)	485,769		
Thomas S. Murphy (Chairman/CEO, Capital Cities Communications)	480,000	345,000	+ 39.13
Roy H. Park (Chairman/president/CEO, Park Communications)	475,313		
Ralph Baruch (Chairman, Viacom International)	475,000	250,000	+ 90.00
Richard D. Simmons (President, Washington Post Co.)	473,469		
Alan S. Donnahoe (Vice chairman/CEO, Media General Inc.)	460,000		
J. T. Hartley (President/COO, Harris Corp.)	459,739		
Toy Reid (Executive VP, Eastman Kodak)	458,382		
James A. Thwaites (President, international operations/corporate staff services, 3M)	458,200		
Daniel B. Burke (President/COO, Capital Cities Communications)	455,000	319,000	+ 42.63
Thomas Clark (President/COO, BBDO Inc.)	450,725		
Larry D. Franklin (Executive VP, Harte-Hanks Communications)	449,269		
Richard W. Miller (Executive VP/chief financial officer, RCA)	447,500		
James M. Moroney Jr. (President/CEO, A.H. Belo)	445,200		
Denis Lanigan (Vice chairman/COO, JWT Group)	431,500		
E. Cardon Walker (Chairman, Walt Disney Productions)	430,658		
Terrence Elkes (President, Viacom)	426,154	200,000	+ 113.08
Joel Chaseman (President, Post-Newsweek Stations)	421,987	293,386	+ 43.83
Charles S. Mechem Jr. (Chairman/CEO, Taft Broadcasting)	409,901	204,244	+ 100.69
Jack W. Fritz (President/CEO, John Blair & Co.)	406,492	220,000	+ 84.77
Ray Shaw (President/COO, Dow Jones & Co.)	401,322	231,156	+ 73.62
R. Randall Rollins (President, Rollins Inc.)	400,000	200,000	+ 100.00
Milton Maltz (Chairman/CEO, Malrite Communications Group Inc.)	400,000		
Neil Austrian (President/CEO, Doyle Dane Bernbach, last week named chairman/CEO of Showtime/The Movie Channel [see page 37])	380,288	217,500	+ 74.85
Lloyd G. Schermer (President, Lee Enterprises)	373,150	215,436	+ 73.21
Norman W. Brown (President/CEO, Foote, Cone & Belding)	372,500		
Lawrence R. Barnett (Executive VP, Chris-Craft)	371,705	195,528	+ 90.10
Ted Turner (Chairman/president, Turner Broadcasting)	366,700	287,000	+ 27.77

1983 earnings 1979 earnings % change

John W. Goddard	366,489		
<i>(Senior VP, Viacom International and president, Viacom Cable)</i>			
Clifford M. Kirtland	357,750		
<i>(Chairman, Cox Communications)</i>			
Jerry K. Pearlman	350,250	141,100	+ 148.23
<i>(President/CEO, Zenith Electronics Corp.)</i>			
Steven J. Ross	350,000	3,865,809	-90.95
<i>(Chairman/CEO, Warner Communications)</i>			
James K. Batten	339,500		
<i>(President, Knight-Ridder)</i>			
Walter C. Fisher	333,000		
<i>(Chairman, Zenith Electronics Corp.)</i>			
Ward L. Huey Jr.	331,027		
<i>(CEO, Belo Broadcasting Corp.)</i>			
Joseph P. Dougherty	330,000	225,000	+ 46.67
<i>(Executive VP, Capital Cities Communications)</i>			
Everitt A. Carter	324,665	227,083	+ 42.97
<i>(Chairman/CEO, Oak Industries)</i>			
Karl H. Horn	323,833	175,050	+ 84.99
<i>(Executive VP/group executive, Zenith Electronics Corp.)</i>			
Frank Yablans	322,193		
<i>(Vice chairman/COO, MGM/UA)</i>			
Peter Storer	320,000		
<i>(Chairman/CEO, Storer Communications Inc.)</i>			
Earl Wantland	319,605	158,605	+ 101.51
<i>(President/CEO, Tektronix)</i>			
Kenneth F. Gorman	319,327		
<i>(Executive VP, Viacom)</i>			
Ronald W. Miller	315,728		
<i>(President/CEO, Walt Disney Productions)</i>			
Wilson C. Wearn	315,000		
<i>(Chairman/CEO, Multimedia Inc.)</i>			
Arthur Krim	311,000		
<i>(Chairman, Orion Pictures Corp.)</i>			
Eric Plescow	311,000		
<i>(President, Orion Pictures Corp.)</i>			
Irving Goldstein	310,769		
<i>(President, Comsat)</i>			
Allen F. Jacobson	310,316		
<i>(Executive VP, industrial/consumer sector, 3M)</i>			
James S. Evans	303,336		
<i>(President/COO, Media General Inc.)</i>			
John H. Massey	300,000		
<i>(President, Gulf Broadcasting Co.)</i>			
Robert B. Hansen	299,833		
<i>(Executive VP/group executive, Zenith Electronics Corp.)</i>			
Joseph Daily	294,808	278,365	+ 5.91
<i>(Chairman/CEO, Doyle Dane Bernbach)</i>			
James E. Conley	294,552	185,741	+ 58.58
<i>(President, Meredith Broadcasting)</i>			
Sid Topol	289,284	157,231	+ 83.99
<i>(Chairman/CEO, Scientific-Atlanta)</i>			
Harry B. Smart	286,086	145,000	+ 97.30
<i>(Chairman/CEO, Blair Television)</i>			
Bob Magness	280,000	92,000	+ 204.35
<i>(Chairman, Tele-Communications Inc.)</i>			
John C. Malone	280,000	91,500	+ 206.01
<i>(President, Tele-Communications Inc.)</i>			
John E. O'Toole	280,000	252,117	+ 11.05
<i>(Chairman, Foote, Cone & Belding)</i>			
Terry Lee	280,000		
<i>(President/COO, Storer Communications Inc.)</i>			
Dudley S. Taft	279,491	140,985	+ 98.24
<i>(President, Taft Broadcasting)</i>			
Marvin G. Schorr	279,250		
<i>(Chairman/president, Tech-Operations Inc.)</i>			

1983 earnings 1979 earnings % change

William Walker	278,873		
<i>(Executive VP/COO, Tektronix)</i>			
Carl E. Hirsch	274,038		
<i>(President/COO, Malrite Communications)</i>			
Robert W. Decherd	272,600		
<i>(Executive VP, A.H. Belo Corp.)</i>			
John J. Lynch	271,929		
<i>(President/CEO, Adams-Russell)</i>			
William O. Taylor	269,278		
<i>(Chairman/CEO, Affiliated Publications)</i>			
A.J. Gillen	260,114		
<i>(Senior VP, member of executive committee, Knight-Ridder)</i>			
Walter E. Bartlett	253,210		
<i>(President/COO, Multimedia Broadcasting)</i>			
James Hoak	252,135		
<i>(President/CEO, Heritage Communications)</i>			
Richard T. DiBona	250,000		
<i>(Chairman/president/CEO, MIA-COM Inc.)</i>			
Gene Schneider	245,416		
<i>(Chairman/CEO, United Cable TV)</i>			
Richard S. Bodman	240,000		
<i>(President, Satellite Television Corp.)</i>			
George M. Acker	240,000		
<i>(Chairman, Cable TV Industries)</i>			
David R. Van Valkenburg	236,660		
<i>(President, Cox Cable Communications)</i>			
Samuel J. Phillips	235,318		
<i>(Chairman, Acton Corp.)</i>			
Ro D. Grignon	232,319		
<i>(Executive VP, TV, Taft Broadcasting)</i>			
E. Blake Byrne	230,000		
<i>(Group VP, TV, LIN Broadcasting)</i>			
Carl N. Pehlke	227,186		
<i>(Chairman/president, Texscan)</i>			
James A. Luksch	227,186		
<i>(Executive VP/secretary/COO, Texscan)</i>			
John P. Giuggio	221,267		
<i>(President/COO, Affiliated Publications)</i>			
Leon Weissman	214,000	72,550	+ 194.97
<i>(Vice Chairman, Chyron)</i>			
Raymond W. Peirce	213,264	146,643	+ 45.43
<i>(President/COO, Oak Industries)</i>			
Ralph Roberts	209,586	117,100	+ 78.98
<i>(President, Comcast)</i>			
William G. Moll	205,977		
<i>(President, broadcasting/entertainment, Harte-Hanks)</i>			
James S. Cownie	204,585		
<i>(Executive VP, Heritage Communications)</i>			
Carl J. Wagner	203,148		
<i>(Executive VP, radio, Taft Broadcasting)</i>			
Alan Henry	200,000		
<i>(President, Gulf Broadcast Group)</i>			
Richard P. Verne	200,000		
<i>(Group VP, radio/radio common carrier, LIN Broadcasting)</i>			
Richard B. Belkin	199,220		
<i>(VP, broadcasting/corporate planning, Lee Enterprises)</i>			
Walter C. Fisher	188,300		
<i>(Chairman, Zenith Electronics Corp.)</i>			
Frank A. Brand	186,875		
<i>(Executive VP/COO, MIA-COM Inc.)</i>			
W. Hayne Hipp	184,667		
<i>(President/CEO, Liberty Corp.)</i>			
Frank A. Astrologes	183,498	115,000	+ 59.56
<i>(Executive VP/chief financial officer, Oak Industries)</i>			
George M. Phillips	182,292		
<i>(President, Acton Corp.)</i>			

	1983 earnings	1979 earnings	% change
Willem Velsink (Group VP, Tektronix)	180,867		
Michael J. Solomon (Chairman/CEO, Telepictures)	170,000		
Jack R. Kelly Jr. (Executive VP/director, Scientific-Atlanta)	165,855	110,000	-50.77
John H. Levergood (President/COO, Scientific-Atlanta)	163,759		
Thomas F. Burke (Executive VP/treasurer, M/A-COM)	163,750		
Lawrence Sutter (Group VP, Tektronix)	155,947		
Joseph L. Scheuer (President, Chyron)	155,843	68,488	+ 127.55
John Landis (VP, Tektronix)	139,995		
Harry Topliss Jr. (Senior VP, finance/treasurer, Scientific-Atlanta)	139,964		
Mark A. Engler (President, Cable TV Industries)	130,000		
Philip B. Arenson (President/CEO, Orrox Corp.)	125,000		
Jack N. Berkman (Chairman/CEO, Associated Communications Corp.)	125,000		
Julian Brodsky (Senior VP/treasurer, Comcast)	123,300	68,300	+ 80.53

	1983 earnings	1979 earnings	% change
David A. Eggers (Secretary/general counsel, Scientific-Atlanta)	107,290		
Robert Price (President/CEO, Price Communications Corp.)	102,000		
James R. Palmer (Chairman/CEO, C-COR Electronics)	93,000		
Robert J. Palle (VP, Texscan)	90,180		
Fred Vierra (President/COO, United Cable TV)	88,527		
Edgardo Carballo (VP, Texscan)	82,751		
James H. Gross (President/treasurer, Gross Telecasting Inc.)	81,951		
Donald L. Perris (President, Scripps-Howard Broadcasting Co.)	80,849	182,720	-55.75
Macon G. Patton (Chairman, Cosmos Broadcasting/CEO, CosmosLiberty Corp.)	70,052		
Stuart L. Dance (VP, sales and marketing, C-COR Electronics)	67,590		
J. Joseph Howe (Senior VP, finance and treasurer, C-COR Electronics)	65,154		
Allan J. Behr (Executive VP, Orrox Corp.)	65,000		
Thomas J. Bonomo (President, Orion Broadcast Group)	60,675		

Solution evolving to Canadian copyright problem

Delegations from U.S. and northern neighbor meet in Ontario; Canada is moving toward providing payment for American TV signals retransmitted to cable systems; Mobilsat and ITU preparations also discussed

Canada appears to be moving, though at a measured pace, toward resolution of a problem with the U.S. that is a byproduct of communications satellite technology. Cancom—Canadian Satellite Communications Inc.—picks up signals of ABC, CBS, NBC and PBS and transmits them, for a fee, to cable systems in the sparsely settled areas of northern Canada, without paying a copyright fee. Canadian law does not require it. Aggravating the problem for the U.S. is that Cancom is considering transmitting the programs to American stations in Alaska, where transmission of network programs is delayed one day. But Canada is now looking down the road to the possibility of legislation that would assure the U.S. networks of copyright payments.

U.S. and Canadian officials discussed the copyright matter in Niagara on the Lake, Ont., last week, in the third in a series of meetings—stretching back over four years—on communications issues of mutual concern. For two days, the delegations covered a lengthy agenda. The U.S. delegation was headed by FCC Chairman Mark Fowler and included Diana Lady Dougan, State Department Coordinator for International Communication and Information, and David Markey, head of the National Telecommunications and Information Administration. The Canadian delegation was headed by the

deputy minister of the Communications Department, Robert Rabinovitch.

The prospect that Canada would move toward a modification of its copyright law in an effort to meet American objections was indicted in a white paper the Canadian government submitted to the House of Commons on May 2. It expressed support for copyright protection of all primary transmissions, including pay television. As for whether programs retransmitted by cable television are entitled to copyright protection, the paper invited public comment, and said the Parliamentary Committee on Communications and Culture, with which the comments are to be filed, will hold hearings at a later time. Although the paper does not indicate the government's position, if any, on the issue, Canadian sources say it is unlikely the government would open the question to public debate if it did not intend to support such a proposal.

In Washington, a similar view is held. First, said one official, "they think it is a matter of fairness." He noted that U.S. law requires protection of Canadian copyright holders. But he also said that the U.S. is gaining some leverage, as Canadian producers find an increasingly lucrative market in the U.S. "We might take away the protection we now give the Canadians."

That was not the only item on the agenda involving transborder service. Another was the implementation—or lack thereof—of the exchange of letters between the governments of the two countries in 1982 providing for satellite transmission of business services between the U.S. and Canada. Thus far, the first operating agreement between

the satellite carriers of the two countries remains to be negotiated. Discussions with members of both delegations indicated there was some confusion on the issue. One of the Americans said, "We were exploring the difficulties in reaching an agreement that would allow the service to begin." What are the difficulties? "It is not clear what the problem is," he said.

One of the major items on the agenda involved Canada's substantial interest in Mobilsat, a communications satellite that would be used to provide telephone service in remote areas. U.S. cooperation on the project is required, perhaps even on a joint-venture basis.

The FCC is expected to issue a notice of proposed rulemaking on the matter in the fall. One problem for the U.S. is that the service would operate in the 800 mhz band, which is regarded as a prime area of the spectrum. Terrestrial services now operate in it.

In other matters, the two sides discussed means of expediting Canadian type acceptance of American equipment—a slow process in Canada—and preparations the two countries have been making for International Telecommunication Union conferences on shortwave broadcasting and space services. In addition, Fowler briefed the Canadians on the deregulatory path the U.S. has been taking in telecommunications matters.

The increasing number of economic issues being discussed at the Niagara on the Lake meetings led to the suggestion that a second group be created. One would deal with purely economic matters, the other with trade and related issues. □

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WCCO RADIO AND TELEVISION HAVE ADDED TWO MORE PEABODYS TO THEIR COLLECTION.

One for WCCO Radio's sensitive series on a transplant patient who never gave up hoping for a heart that never came. And another for WCCO-TV's I-Team investigation of a local ambulance service that put profits ahead of people.

It brings our total to eight.

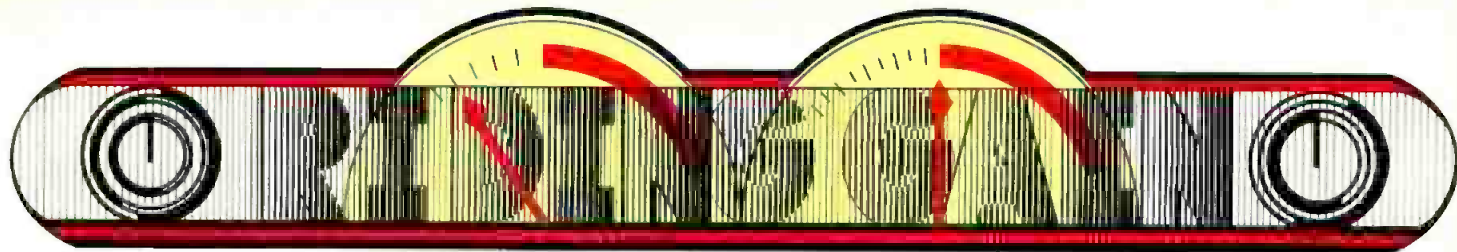
Now WCCO has won more George Foster Peabody awards than any other group of commercial stations with a single set of call letters.

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More quality and more Peabodys. At WCCO Radio and WCCO-TV we're **making** a habit of it.

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Making it better

Improving the product, not switching to AM stereo was viewed as "the single most important thing" AM broadcasters need to do in the next five years to improve ratings, according to a just-completed McGavren Guild-commissioned AM radio study conducted by Philadelphia-based consultant Ted Bolton.

According to the survey, only 23% of the 255 AM broadcasters canvassed saw stereo as an important ingredient in AM's future. However, 51% of those surveyed indicated that they would make the move from monaural to stereo transmissions in the near future. (Of the respondents, 16% currently offer AM stereo service.)

In another McGavren Guild-commissioned study conducted by Austin, Tex.-based Balon & Associates, which concentrated on listeners perception of AM radio, 75% of the 902 respondents said they would spend more time listening to AM stations if the outlets had all the same qualities of FM stations including stereo. And 54% said they would listen at least five hours or more per week. The survey was done in nine markets nationwide.

Results of the Bolton and Balon studies are scheduled to be presented at McGavren Guild's National Radio Symposium at the Treadway Inn in Newport, R.I., today (May 21) and tomorrow.

Computer gain

National spot radio advertising by computer manufacturers and related companies—including some major retail chains—is projected to have climbed 226% in 1983 to \$37.9 million, according to Ken Costa, vice president for marketing information, Radio Advertising Bureau. Costa said 90% of the 1983 radio ad expenditures were made by computer manufacturers. Heading the list was IBM, which spent \$5.38 million in radio last year for its computer hardware and software equipment.

Additionally, Costa reported that the nation's automobile dealers spent \$385.6 million in local radio advertising in 1983—up 22.5% from the previous year.

Joint project

Schulke Radio Productions, South Plainfield, N.J.-based producer/syndicator of easy listening music, has joined forces with Dallas-based Coleman Research to develop an advertising and promotion campaign for SRP's 50 client stations. SRP is asking the stations to share the costs for the development of the campaign and, in turn, receive the first customized television spots in time for the fall Arbitron rating period. Those who do not participate, said SRP vice president Ken Mellgren, will receive TV spots during

the campaign's second wave next winter. Profit from the winter campaign will be ploughed back to those stations which helped to fund the project originally, he said.

Separately, SRP President Larry Adams told BROADCASTING that both he and Dave MacFee, SRP's executive vice president in charge of creative, are lining up venture capitalists in order to execute a leveraged-buyout of the company from Cox Communications, its parent. Adams said Cox is interested in selling SRP.

In another development, company chairman Jim Schulke is planning to retire from SRP at the end of June, marking 16 years in the beautiful music syndication business. His future plans include the possible acquisition of radio properties.

Dr Pepper menu

Two specials sponsored exclusively by Dr Pepper are scheduled to air over ABC's youth-oriented networks (Rock, FM and Contemporary) this summer. On June 30 ABC affiliates will be offered a live Jefferson Starship concert via satellite from the Pacific Amphitheater in Costa Mesa, Calif. The following week, on July 4, the networks will present a two-hour holiday broadcast featuring live recordings of: Quiet Riot, The Greg Kihn Band, Stray Cats, Journey, Huey Lewis & The News, Pat Benatar, The Cars and Tom Petty. Both specials are produced by New York-based DIR Broadcasting.

Stones weekend

CBS's RadioRadio network will launch its 1984 long-form specials programming with a six-hour Memorial Day weekend (May 25-28) broadcast titled, *It's Only Rock 'n' Roll: The Rolling Stones Radio Special*. Hosted by

radio personality Kris Erik Stevens, the program traces the group's career from its early beginnings to the present "through popular and obscure Stones cuts, music of other influential artists and interviews with band members."

According to CBS, there will be six minutes per hour for network commercials with four minutes each hour allotted for local availabilities. Major sponsors are: Honda Automobile, Clairol and Fostex. Other upcoming music specials include a Labor Day weekend Beatles program.

'Legends' on radio

Greatest Sports Legends, television's long-running syndicated sports program, will hit the radio airwaves this fall as a short-form daily series. The radio version of the show will borrow from the more than 100 profiles of sports professionals filmed during the show's 11 years. Plans call for the radio broadcasts to highlight one "legend" each week. The show will run 90-seconds, Monday through Friday, with a five-minute wrap-up program each Saturday. The series is produced by Bala Cynwyd, Pa.-based Sports Legends Inc.

Police report

The Source, NBC's young adult network, announced last week that it will offer its affiliates three "audio biographies" of the British rock group, The Police, beginning July 4. Each program will vary from two to four hours in length and, according to a Source spokeswoman, will contain some new selections from the group's 1983-84 world tour. Dates for the remaining two Police broadcasts have not yet been announced.



Back to Normandy. CBS News's World War II correspondents are reunited for *D-Day Plus Forty Years* ("Riding Gain," May 7). They are (l-r): Charles Collingwood, Charles Shaw, Richard C. Hottelet, Bill Shadell, Douglas Edwards and Eric Sevareid. The one-hour special is scheduled to air over the CBS Radio Network on June 6.

Stock Index

	Closing Wed May 16	Closing Wed May 9	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)	
BROADCASTING							
N ABC	57 5/8	57 1/2		1/8	.22	10 1,690	
N Capital Cities	148 1/2	151 1/2	-3		-1.98	17 1,991	
N CBS	73 3/4	72	1	3/4	2.43	12 2,189	
N Cox	48 1/2	48 7/8	-	3/8	.77	18 1,373	
A Gross Telecast	69 1/2	70 1/8	-	5/8	.89	16 55	
O Gulf Broadcasting	7 3/4	7 7/8	-	1/8	1.59		
O LIN	21	21				20 440	
O Malrite Commun.	9	8 1/2		1/2	5.88	8 76	
N Metromedia	37 1/8	38 1/8	- 1		- 2.62	31 1,038	
O Orion Broadcast	1/32	1/32					1,681
O Price Commun.	6 1/2	6 7/8	-	3/8	5.45	21 21	
O Scripps-Howard	26	26				15 269	
N Storer	35 3/4	35		3/4	2.14	21 586	
O Sungroup Inc.	5	5				2 3	
N Taft	57 7/8	59	- 1	1/8	1.91	14 526	
O United Television	13 7/8	13 7/8				20 154	

BROADCASTING WITH OTHER MAJOR INTERESTS												
A	Adams Russell	17	3/4	18	1/8	-	3/8	-	2.07	16	107	
A	Affiliated Pubs	45	1/8	46	3/4	-	1	5/8	-	3.48	17	366
N	American Family	18	3/8	18	1/4	1/8			.68	10	301	
O	Assoc. Commun.	10		10	1/4	-		1/4	-	2.44		48
N	A.H. Belo	45		43	7/8		1	1/8		2.56	14	513
N	John Blair	32		31	3/4			1/4		.79	14	253
N	Chris-Craft	11		25	3/4	-14	3/4	-	57.28	13		70
N	Cowles	33	3/8	34	5/8	-	1	1/4	-	3.61	32	132
N	Gannett Co.	38	1/4	38	5/8	-		3/8	-	.97	24	4,591
N	General Tire	32	1/2	33	1/8	-		5/8	-	1.89	11	698
O	Gray Commun.	58		58							13	29
N	Harte-Hanks	29	1/2	30	3/8	-		7/8	-	2.88	18	647
N	Insilco Corp.	15		15	1/2	-		1/2	-	3.23	8	254
N	Jefferson-Pilot	41	1/4	42	5/8	-	1	3/8	-	3.23	9	877
O	Josephson Int'l.	9	1/2	10				1/2	-	5.00	7	47
N	Knight-Ridder	25	1/2	25	1/8			3/8		1.49	14	1,667
N	Lee Enterprises	24		22	1/2		1	1/2		6.67	15	322
N	Liberty	24	1/8	24	1/4	-		1/8	-	.50	14	242
N	McGraw-Hill	35		42	1/4	-	7	1/4	-	17.16	14	1,754
A	Media General	54	1/8	55				7/8	-	1.59	11	376
N	Meredith	42	3/8	42	7/8	-		1/2	-	1.17	12	399
O	Multimedia	39	1/2	39	1/2						18	657
A	New York Times	28	3/4	29		-		1/4	-	.86	7	1,122
O	Park Commun.	24	3/4	24	3/4						20	228
A	Post Corp.	61	1/2	61	1/2						22	112
N	Rollins	19		19							23	492
N	Schering-Plough	37	1/8	38	1/8	-	1		-	2.62	11	1,875
T	Selkirk	14	1/4	14	1/4						31	116
O	Stauffer Commun.	52		52	1/2	-		1/2	-	.95	13	52
A	Tech Operations	38	7/8	38	7/8						16	36
N	Times Mirror	38		37	1/2			1/2		1.33	14	5,219
N	Tribune	27	1/2	28	1/8	-		5/8	-	2.22	13	1,126
O	Turner Bcstg.	23	3/4	25	1/2	-	1	3/4	-	6.86	68	484
A	Washington Post	76	1/4	74	1/2	1		3/4		2.35	17	1,081

		SERVICE						
O BBDO Inc.	39 1/4	40 1/2	- 1	1/4	- 3.09	14	252	
O Compact Video	4 5/8	4 5/8				21	18	
N Comsat	24 1/4	23 3/8		7/8	3.74	8	437	
O Doyle Dane B.	16 1/2	17	-	1/2	- .94	13	100	
N Foote Cone & B.	48	51	- 3		- 5.88	12	139	
O Grey Advertising	110	110				9	652	
N Interpublic Group	29 1/2	30 3/8	-	7/8	- 2.88	7	315	
N JWT Group	34 3/4	35 1/2	-	3/4	- 2.11	12	206	
A MovieLab	4 5/8	4 7/8	-	1/4	- 5.13	4	8	
O A.C. Nielsen	29 1/2	29 1/4		1/4	.85	13	665	
O Ogilvy & Mather	49 3/4	49 3/4				15	223	
O Sat. Syn. Syst.	9	9 1/4	-	1/4	- 2.70	19	51	
O Telemation	5 1/2	5 1/2				5	6	
O TPC Commun.	7/8	7/8				1	1	
A Unitel Video	7 7/8	8 1/4	-	3/8	- 4.55	11	17	
N Western Union	24 3/4	24 7/8	-	1/8	- .50	11	61	

	Closing Wed May 16	Closing Wed May 9	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O Barris Indus	5 1/8	5 1/4	-	1/8	2.38	27 29
N Coca-Cola.	56 5/8	57 1/4	-	5/8	1.09	14 7,709
N Disney.	63 1/2	64 3/8	-	7/8	1.36	24 2,196
N Dow Jones & Co.	38 1/2	39 3/8	-	7/8	2.22	22 2,467
O Four Star	6 3/4	6 3/4			7	5
N Gulf + Western	33	34 5/8	- 1	5/8	4.69	10 2,552
O Robert Halmi	1 3/8	1 3/8			28	23
O Lorimar	25 1/4	28 1/4	- 3	- 10.62	14	129
N MCA	41	43	- 2	- 4.65	13	1,976
N MGM/UA	15 3/8	16	-	5/8	3.91	27 764
N Orion	13 3/8	9 3/4	3	5/8	37.18	15 124
O Reeves Commun.	7 3/4	8 1/4	-	1/2	6.06	13 96
O Telepictures.	15 1/4	15		1/4	1.67	25 99
O Video Corp.	13 1/4	13 3/8	-	1/8	.93	24 22
N Warner	21 1/2	21 1/2			3	1,406
A Wrather	40 1/4	40 3/4	-	1/2	1.23	44 90

CABLE												
A	Acton Corp..	7	1/4	7	7/8	-	5/8	-	7.94	25	40	
O	AEL	26	1/2	26	1/2					20	54	
O	AM Cable TV	3	5/8	3	1/4		3/8		11.54	18	13	
N	American Express	31	1/2	30	3/4		3/4		2.44	12	6,705	
N	Anixter Brothers	19		19	5/8	-	5/8	-	3.18	26	346	
O	Burnup & Sims.	6		5	7/8		1/8		2.13	6	54	
O	Cardiff Commun.		7/8		13/16		1/16		27.63	88	4	
O	Comcast	20	1/2	20	3/4	-	1/4	-	1.20	19	168	
N	Gen. Instrument	23	1/8	22	7/8		1/4		1.09	17	728	
N	Heritage Commun.	16	1/2	16	3/8		1/8		.76	34	122	
T	Maclean Hunter X	17	5/8	17	7/8	-	1/4	-	1.40	24	649	
A	Pico Products	8	7/8	8	7/8					29	25	
O	Rogers	6	1/2	6	3/8		1/8		1.96	8	143	
O	TCA Cable TV	12	3/4	13		-	1/4	-	1.92	26	85	
O	Tele-Commun.	17	1/4	17	3/8	-	1/8	-	.72	17	742	
N	Time Inc.	39	5/8	43	1/2	-	3	7/8	-	8.91	15	2,327
O	Tocom	2	7/8		13/16	-	2	1/16	253.6	2	22	
N	United Cable TV	23	5/8	23	3/8		1/4		1.07	15	260	
N	Viacom	29		31	1/4	-	2	1/4	-	7.20	17	371

ELECTRONICS/MANUFACTURING							
N Arvin Industries	23	22 1/4	3/4	3.37	10	173	
O C-Cor Electronics	8 3/4	8 3/4			8	31	
O Cable TV Indus.	3 1/8	2 7/8	1/4	8.70	16	9	
A Cetec	8 3/8	8 1/4	1/8	1.52	16	18	
O Chyron	15	15 1/4	- 1/4	1.64	21	92	
A Cohu	8 5/8	8 1/2	1/8	1.47	19	15	
N Conrac	14 5/8	14 3/4	- 1/8	.85	12	90	
N Eastman Kodak	66	67	- 1	1.49	16	10,927	
O Elec Mis & Comm.	9 3/4	12	- 2 1/4	18.75	30	28	
N General Electric	54 1/4	54 7/8	- 5/8	1.14	12	24,641	
O Geotel-Telemet	1 3/4	1 7/8	- 1/8	6.67	25	5	
N Harris Corp.	30 5/8	31 5/8	- 1	3.16	17	1,209	
N M/A Com. Inc.	16 5/8	17 5/8	- 1	5.67	55	717	
O Microdyne.	8 3/8	9 1/8	- 3/4	8.22	27	39	
N 3M	75 5/8	76 5/8	- 1	1.31	13	8,876	
N Motorola	117 1/2	119 3/4	- 2 1/4	1.88	19	4,614	
N N.A. Philips	33 3/4	35	- 1 1/4	3.57	5	484	
N Oak Industries	3 3/4	4 1/4	- 1/2	11.76	1	61	
A Orrox Corp.	2 7/8	3 1/8	- 1/4	8.00	3	7	
N RCA	35 3/4	36	- 1/4	.69	17	2,920	
N Rockwell Intl.	26 1/4	26 7/8	- 5/8	2.33	10	4,055	
N Sci-Atlanta	10 1/8	10 5/8	- 1/2	4.71	506	242	
N Signal Co.s	29 3/4	29 1/4	1/2	1.71	30	261	
N Sony Corp.	15	15 3/8	- 3/8	2.44	27	3,463	
N Tektronix	59 3/4	61	- 1 1/4	2.05	23	1,145	
A Texscan	13 1/8	13	1/8	.96	15	83	
N Varian Assoc.	42 1/2	42 3/4	- 1/4	.58	21	910	
N Westinghouse	44 1/2	45 7/8	- 1 3/8	3.00	8	3,896	
N Zenith	27 5/8	30 1/4	- 2 5/8	8.68	12	605	
Standard & Poor's 400	179.25	181.47	- 2.22	1.22			

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. *Because of typographic considerations we will no longer include plus signs in the Stock Index. All listings not including a negative sign, except for unchanged prices, can be assumed positive.



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I avails."

—Rick Simon, Program Director—KLYD/Bakersfield

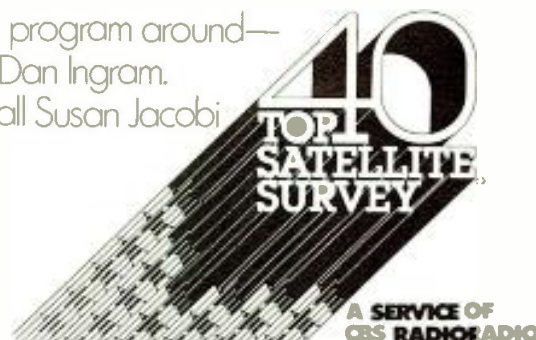
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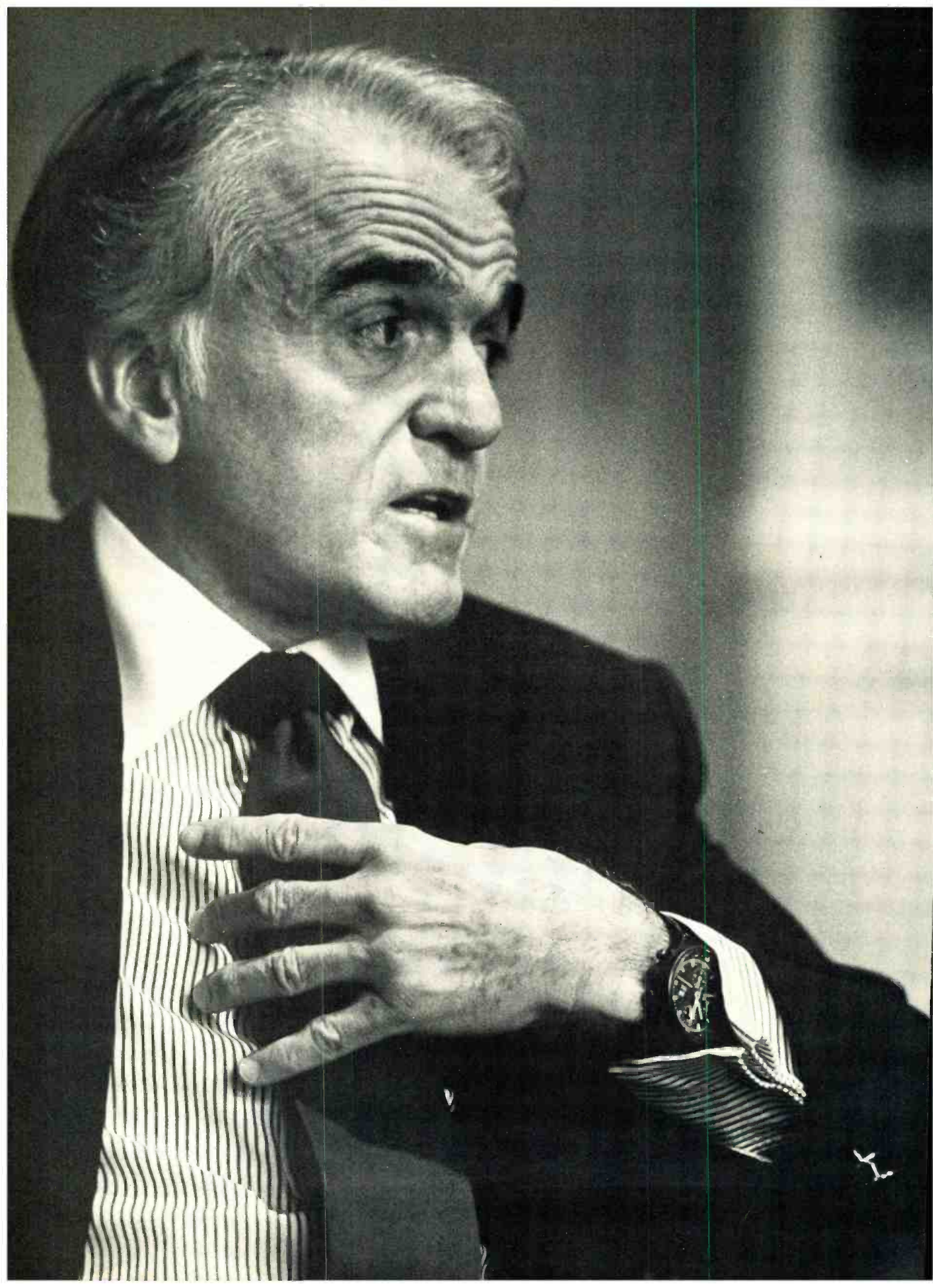
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Valenti!

*The grandiloquent life and times
of the scrappy Sicilian who dominates
Washington's show business lobbying;
or, how hyperbole and hard work
can conquer all along the Potomac*

For those involved in the telecommunications business these days—as participant, lawyer, lobbyist or journalist—there is a special bonus in the merging of the technologies and arts and professions that now constitute that business: Jack Valenti, as president of the Motion Picture Association of America, a gathering of nine of the largest film production and distribution companies in the world,* and head of two related agencies, is part of the mix. In an area of blue worsted, of megawatts and kilohertz, of bottom lines and lawyers' briefs (lots of lawyers' briefs), Valenti lends a dash of color, a bolt of excitement. When he testifies at a congressional hearing or takes the rostrum as master of ceremonies at a fundraiser for a senator or walks into the office of a prime minister to negotiate a film treaty, people, as they say, listen. For Valenti speaks with the passion of a Sicilian and the grandiloquence of a man who relaxes with Gibbon's "History of the Decline and Fall of the Roman Empire." And, at 62, he possesses the energy of an Olympic sprinter. He may not always persuade, but he never bores.

After 18 years in his present post—coming on top of two and a half years as a key aide to President Johnson (a period he calls "the summertime" of his life; "the summit" of his striving, where he experienced "the ultimate in excitement")—Valenti is himself an institution in Washington. He moves comfortably among members of the Senate and House, even among members of the Reagan administration, including the White House itself. "I think he is an established personality and public figure independent of the organization he lobbies for," says Representative Henry Waxman (D-Calif.), a natural ally of Valenti's, since his district includes Hollywood. "That gives him access others don't have." And his fame is not restricted to Washington. After C-SPAN carried the roast of National Cable Television Association President Thomas Wheeler (a benefit for Washington's Capital Children's Museum) to cable homes across the country, on Sept. 21, 1983 (BROADCASTING, Sept. 26, 1983), a boyhood friend of Wheeler's, from Columbus, Ohio, called to say how impressed he had been. "If Jack Valenti is roasting you," he said, "you must have really arrived."

Valenti might have been known to the friend in Columbus because of his (Valenti's) annual appearance on the Academy Awards program. But in Washington, he is known and praised for his effectiveness. NCTA's Wheeler and former FCC Chairman Charles D. Ferris, now practicing law in Washington, both have opposed MPAA on

issues pending before Congress and the commission, and both regard him as a formidable opponent. Former Representative Thomas Railsback (R-Ill.), who served as Valenti's executive vice president for a year before establishing his own law practice, says, "He has ways of making things happen through every available source." And in Hollywood, Valenti is, even after 18 years in the job, riding the crest of popularity. Lew Wasserman, chairman of MCA and one of those who recruited Valenti for the MPAA job, says of him: "He's done a brilliant job—as good a job as anyone in any job." Paramount chief Barry Diller describes Valenti as "the best that there is at the work he does." High praise.

But Valenti pays a price for his celebrity. It sometimes makes him a target. A network executive, perhaps with wounds from the defeat on the financial interest/syndication rules issue still festering, describes Valenti as "an effective old-style lobbyist"—as opposed to a "new-style lobbyist, who is less visible, more analytical, and uses less impassioned speech"—who increasingly "is becoming a caricature of himself. When he walks into a hearing room, people's eyes roll back in their heads in anticipation of his florid rhetoric."

Valenti, who is said to be particularly sensitive to criticism ("He's a walking boil," said one old acquaintance from White House days), paused, when the network official's remark was offered for comment, blinked his eyes, then brushed aside the description of him as "old style." "If that means wining and dining and spending money," he says, "we don't do that. Analysis and research and preparation"—those are the weapons on which he says the MPAA relies. In fact, Valenti says, he does relatively little actual lobbying on Capitol Hill—no more than a couple of hours a month. He says he has people on his staff and first-class professionals whom he can hire for traditional button-holing operations. As for the "caricature" remark, that seemed to wound him. But he addressed it in language that is pure Valenti: "No one is universally beloved. What is important for a man in public or semipublic life is to know who he is—to be secure within himself...I believe I know who I am...I work at my job. If I were a sybarite, leading the life Epicurus wrote about, that's one thing. But I work at my job, putting in the requisite hours to being a professional. The noblest laurel wreath I can put on someone's brow is to say, 'You're a professional.' I'm a professional."

But Valenti does not quarrel with the description of his speech as "florid." Indeed, he seems to take pride in it, for his style flows from a passion for 18th and 19th century writers, most of them historians, like England's Edward Gibbon and Thomas Macaulay and America's William Prescott, Francis Parkinson and Will Durant. The most current writer among his favorites is Winston Churchill. "These are

* Columbia Pictures Industries Inc., Walt Disney Productions, Embassy Communications, MGM/UA Entertainment Co., Orion Pictures Corp., Paramount Pictures Corp., 20th Century Fox Film Corp., Universal Pictures and Warner Bros.

people who have a baroque, old-style language," he says. "I find it musical and lyrical." Valenti has been reading such writers since he was 12 years old; his background in that literature gave him the one edge he feels he enjoyed over the Ivy League students with whom he competed at the Harvard Business School, following World War II. And his interest in such writers remains keen. A few months ago, browsing in a book store in the Los Angeles airport, he found just the thing to read on his way back to Washington—a one-volume abridgement of Gibbon's classic. "I'm overwhelmed by 'The Decline and Fall,'" Valenti says. "I've read it three or four times...It's like listening to music." Yes, he says, the impact of those writers on his speaking style has been "tremendous"—on his writing style, too.

Valenti is, in fact, a prolific writer. In addition to a torrent of pieces written for newspapers and magazines, he has written three books—"The Bitter Taste of Glory" (1971)—portraits of nine political figures, from Phocion of Athens to England's Macaulay, a political figure as well as a historian in the 19th century—who found agony as well as joy in their triumphs; "A Very Human President" (1976), a memoir of his service in the White House, and "Speak Up with Confidence" (1982), in which he offers instruction, based on his own experiences, for public speaking. What's more, for years he has been struggling with the writing of a novel, but so far it refuses to be wrestled into submission. "I was 300 pages into it, but two years ago, I tore it up and am trying again," he says. He has trouble capturing character.

Where does he find the time for writing? Valenti writes 2,000 words a week, usually between noon and 3 p.m. on Sunday. That discipline will produce "100,000 words at the end of a year, and that," he notes, "is a book." And his approach to writing offers a clue to the Valenti character: "Whatever you want to do, you can. I never learned French"—a project he had set out for himself a few years ago—"because I never had a fire in the belly hot enough to make me learn it." But he has it for writing, which he describes as a kind of therapy. "Commitment is what it takes."

Energy, too.

And that is one Valenti characteristic on which there is no argument. He works with an energy that, Railsback says, "is truly awesome," and at a pace that puts heavy demands on a relatively small staff—19, including professionals and secretaries, clerical help and the projectionist who plays the movies shown for VIP visitors and others—at the MPAA headquarters on I Street in Washington. (A secretary can find several hours of work waiting for her on her desk the morning after Valenti has attended a fundraiser or social event the previous evening; he would have drafted the instructions and correspondence to be typed after returning home at 10:30 p.m. or later.) That is the way it has always been. Weldon Weekley, who knew him in the late 1930's when both worked for Humble Oil Co. in Houston and who later established an advertising business with him, chuckles in wonder and admiration as he recalls the teenage Valenti: "He was a humdinger. He started as a hall boy [messenger], and three months later they had him writing for the company magazine." Harry McPherson, who was special counsel to the President in the Johnson White House, remembers Valenti as "exceedingly energetic, with an ability to work intelligently on almost every kind of problem the President had." And attorney Michael Gardner, who as counsel to the Committee for Prudent Deregulation worked closely with Valenti on the financial interest/syndication rules issue, says Valenti is as energetic as he was when he first met him, in 1972: "He'll come to an 8:30 a.m. meeting after playing a couple of sets of tennis with a senator, then we'll go to 12 midnight, and everyone else will tire, but Jack is still raring to go."

And, apparently, with effectiveness. Although a number of players and forces—including the President—were at work in the battle with the networks, Valenti is credited with playing a major role in coordinating the strategy and tactics used on Capitol Hill that forced the FCC to back down on its plan to jettison most of the financial interest/syndication rules. Valenti stepped in as a "field general," as he puts it, when the commission on Aug. 4, 1983—"a day that," in Valenti's phrase, "will live in perfidy"—adopted a tentative decision that granted the networks much of what they sought and those who favored retention of the rules, virtually nothing. "We organized ourselves for trench warfare," Valenti says.

The allies—Valenti; members of the Akin Gump Strauss Hauer & Feld and Pierson, Ball & Dowd law firms, who were representing producers, syndicators and independent television stations; officials of the Burson-Marsteller and Wexler Reynolds Harrison & Shule public relations firms, and lobbyists and lawyers representing individual film companies (MPAA members and others)—met for two hours, beginning at 8:30 a.m., twice a week, to build their case, to develop their research, and more: Decide on use of the Hollywood assets. Gardner recalls with some awe Valenti's ability to call on Hollywood for help—for stars who were effective spokespersons (Valenti says glamour is helpful only in getting a star through a senator's door; something more is needed to change or preserve a vote): Charleston Heston, Mary Tyler Moore, Larry Hagman (a.k.a. J. R. Ewing) and Daniel Travanti and Barbara Bosson, both of *Hill Street Blues*, among them, as well as producers of varying degrees of power and significance (representatives of the small companies could be more persuasive on Capitol Hill than representatives of the big ones) to throw into the battle of the lobbyists. "Valenti knows the leadership out there," Gardner says of Hollywood. "He has credibility from the top. So when he asks for help, he gets it." But there is probably more to Valenti's ability to gain the cooperation of the Hollywood types than his connections with the people at the top. Kirk Douglas, a friend whose relationship with Valenti goes back to his days in the White House, says Valenti has a "rapport with the artists that the studios don't. He is in contact with the artists, speaks well...He loves the movies; you can feel that. That's why he has that rapport. So if he wants the artists in Washington, they'll go." (Douglas offers an example of the devotion to which he refers. Told, presumably by Valenti, that he would be called by a reporter who was preparing a story on Valenti, Douglas did not wait for the call. He telephoned the reporter.)

Valenti himself played a very high-visibility role. He testified often on the issue, before the FCC and congressional committees, and participated with network executives in a kind of chautauqua in which they debated—endlessly, it seemed—the public interest benefits (rarely the parties' self-interest, of course) of retaining or repealing the rules. He may even have spent more time than usual lobbying on Capitol Hill. Because his contacts in Congress run wide and deep, he can be a valuable resource, and he is prepared to "go into the breach," as he puts it, "if there is a man or woman I know, and we're on a deadline."

Valenti, however, was not alone. "We had all those marvelous professionals who were moving all over this town," he says. "We did an outreach program with children's television, with the guilds and unions, the advertisers, the independent television stations—they became one of the key players—and we turned it around. We came off the floor. We had been moribund in August. But by tireless work—and able work by a lot of people—I was just a minor part of it—we finally won this thing."

Valenti, in his coordinator's role, brought some skills to bear that he acquired during his association with Lyndon Johnson. For instance, he moves with care. Johnson, he says, "never went into a fight until he had marshaled all the facts and all the data—and then he marched in serried [precisely coherent and concise] ranks across his presentations. He knew the statistics...he knew where the political flow was coming and going." Valenti is, he says, similarly prepared. He learned something else from LBJ, too—how to count, in the special lingo used by lobbyists. A key vote on the financial interest/syndication-rules issue was coming up on the Senate floor on Oct. 27, 1983. The networks were putting out the word they had the votes to prevail, and some of Valenti's allies were nervous. But, he recalls, "we'd done our homework. We had a nose count that LBJ, wherever he is, would have been smiling on, saying, 'Boys, that's great.'" Hollywood and friends won on the issue, 57-32.

The financial interest/syndication-rules issue is now resting on a shelf at the FCC, and Chairman Mark Fowler seems in no hurry to take it down again. But there are a number of other issues of concern to Valenti and the motion picture industry—piracy and intellectual-property protection, chief among them. "Everything depends on how they are resolved," Valenti says.

Valenti mentions piracy—the unauthorized use of films—first. "People steal 35 mm prints, duplicate them, and market them in

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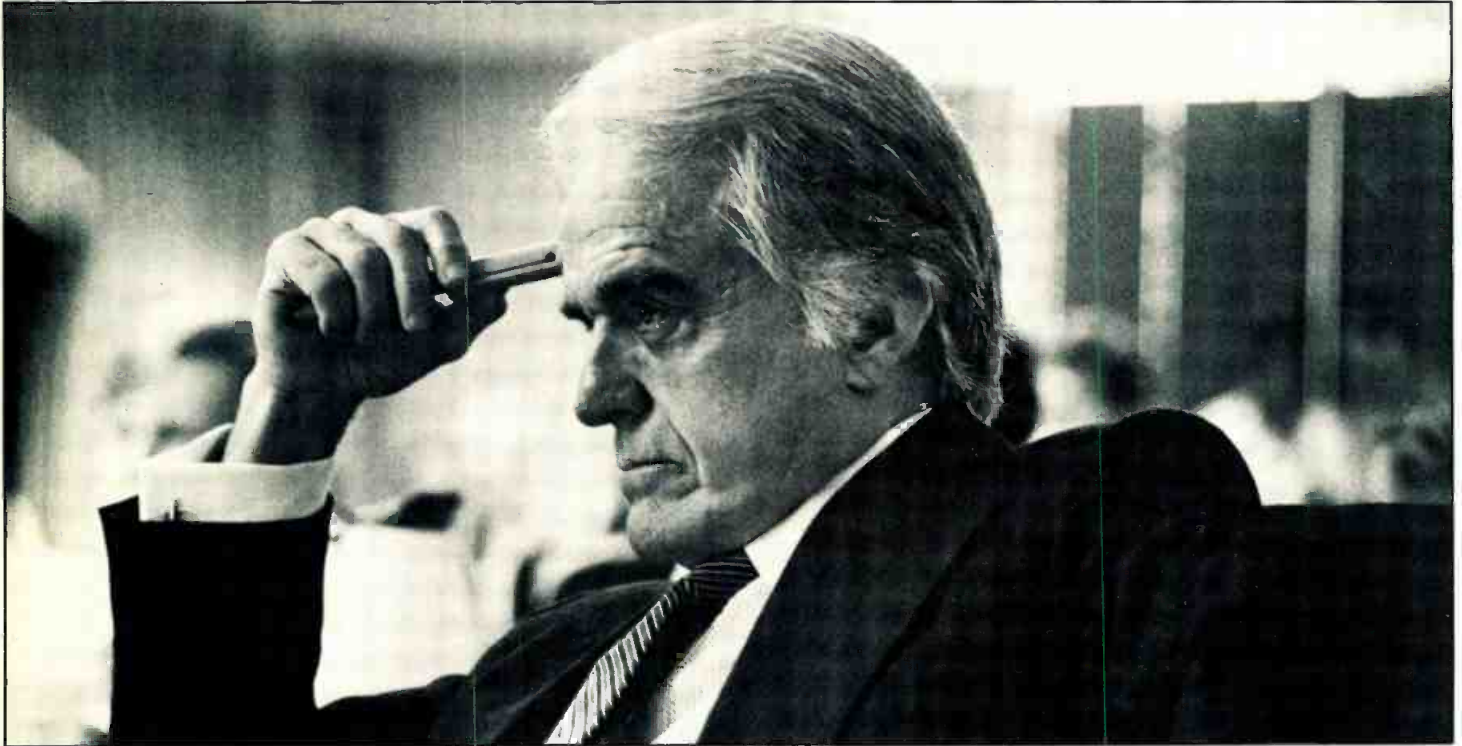
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cassettes around the world. It's an insidious thing," Valenti says. "Like Medusa, you cut off one head and another grows in its place. We're fighting Medusas all over the world." But the industry is making some headway. It has persuaded Congress to toughen the law against piracy, making it a felony rather than a misdemeanor. And it has established a security force of former Federal Bureau of Investigation agents to attempt to crack down on the practice. What's more, with film industry officials in Great Britain, Valenti has established the Federation Against Copyright Theft (FACT), headed by a former supervisor of Scotland Yard, which attempts to guard against piracy in Great Britain. That country, too, is expected to strengthen its anti-piracy law. But Valenti has no illusion about stamping out the practice entirely, any more than he believes crime and poverty can be eliminated: "We're trying to get it down to acceptable levels."

The problem of protecting intellectual property is a function, at least in part, of the fact so many new communications technologies impinge on the film business—not only television but cable televi-

out the increase in those rates the Copyright Royalty Tribunal set last year; it could lead to a reduction in the royalty fees cable systems now pay. Valenti is unhappy with the present system of compulsory licenses, even given the rate increase from which film producers principally benefit. "The compulsory license," he says, "is one of the holes in the fence through which all the Beagle dogs are running." He would prefer to have creators and cable operators settle the question of copyright payments the old-fashioned way—through direct negotiations.

Valenti mentions one other issue in connection with protection of intellectual property rights—the first-sale doctrine. Under it, a retail outlet may rent films without paying royalties to the copyright owner. But to make sure they earn what they regard as a fair return, producers place a surcharge on those they sell to the retail outlets, charging, say, \$60 instead of \$30. As a result, the retail outlets must charge close to \$80 for a cassette they sell, but that is a price few people will pay. To Valenti, of course, first-sale is not simply an



sion, pay television, pay cable, home videorecording and communications satellites. "We're on the cutting edge of all that," Valenti says. But he sees the creative community's work being used to feed many of those services without proper compensation, if any, being paid. "Breaches in copyright protection for intellectual property, here and around the world, must be repaired," he says. Thus far, the battle is not going well. The Supreme Court, by a 5-4 decision, ruled in the Betamax case that home videorecording, if not for commercial purposes, does not violate the copyright law. And legislation drafted by Representative Robert Kastenmeier (D-Wis.) would codify that decision (BROADCASTING, April 30). Valenti, whose forces are gearing up to support legislation that would reverse the Supreme Court decision, foresees up to 70 million VCR's in American homes by 1990—he says VCR sales in the first two months of 1984 were running at an annual rate of seven million, compared to estimates that sales would not top five million—and seems to shudder at the thought of the effect of VCR's in so many homes. "Nothing," he said in a speech before the Los Angeles Copyright Society, in Los Angeles, in February, "will long be produced in quality and quantity if its value will be amputated the first time it is exhibited in any delivery service which moves through the home television set. That is a fact of economic life that a court cannot repeal."

There was more bad news for MPAA in the Kastenmeier draft: It would, in MPAA's view, lower the royalty payments now made by cable systems: MPAA's lawyers read the draft, it would not only wipe

obstacle to an additional source of revenue for copyright owners. It is "a great elephantine apparatus hunkered down in the pathway to the future of home video." The Kastenmeier proposal would give Hollywood control over the subsequent sale or rental of recorded video material (BROADCASTING, April 30.). But few cheers are heard from MPAA headquarters. The provision is part of an omnibus draft bill most of whose provisions the MPAA opposes. So inclusion of the provision in the measure, one MPAA official concedes, "was a setback for us."

But MPAA scored one significant if little noted victory in Congress last year in the area of protection of intellectual property. For several years, entrepreneurs in the Caribbean area who noticed that they were within the footprint of American satellites that were distributing pay and free television programming to U.S. cable television systems began installing earth stations to receive the signals—and then transmit them, for pay, throughout the area. Very neat, especially if there were no royalties to be paid American copyright owners. Those owners, naturally enough, were outraged—particularly when, as in the case of Jamaica, the offending entrepreneur was under the control of the government. But, sometimes, trade associations, however fat and prosperous, live right, and are rewarded. For an administration bill moving through Congress—the Caribbean Basin Initiative—provided the perfect vehicle on which to hang the kind of legislation MPAA thought necessary. An amendment to the CBI was offered, and approved, that requires the President to consid-

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er withholding aid from countries that intercept satellite-transmitted programming without compensating the copyright owners, and allows the President no discretion in the case of intercepts by government-controlled entities. Indeed, even where the legislation theoretically allows for some discretion, the State Department has made clear to beneficiary companies that aid will be cut off if programming of American copyright owners is pirated.

To the motion picture industry, the benefit of the amendment passed by Congress extends beyond the problem it was designed to address. Fritz Attaway, MPAA counsel, called enactment "the greatest legislative victory this season" because it sensitized the government to the need for "protecting U.S. copyrights abroad—not only within the Caribbean." Still, Valenti is not satisfied. The industry should not have to rely on Congress for that kind of relief, he feels. "There should be a multinational assembly that organizes how you handle copyright." He noted that Japan, which does not produce much copyrightable material that can be exported, is considering legislation to reduce copyright protection.

In appearance, Valenti, his hair now iron gray, suggests compressed energy: He is a little shorter than average height, but broad shouldered and trim, physical features he emphasizes with narrow waisted suits and colored shirts with wide, white collars. There is a spring to his step when he walks, and he does not climb stairs—he bounces up them. His physical condition is not entirely a matter of genes; he works at it, doing calisthenics every morning while watching the news on television, running two miles two or three times a week, playing tennis. Staying fit, in Valenti's view, pays off. "I can get another one hour and a half of work done without getting tired...I love to wake up in the morning and feel so goddam good about being alive. You don't feel that way unless you're physically in shape." But he gets an argument on that thesis from one of his friends—Henry Kissinger.

In the time he spends in Washington—a little less than half of his week over the period of a year—Valenti works out of an office patterned after the library in the White House (although not as fully as he would have liked; against his better judgment, he followed the advice of the interior decorator on the subject). Book-filled shelves line half the room (instead of all of it) and the colors are warm browns and bright yellows. He sits at a large desk that had been used by his predecessor, Eric Johnston, with his typewriter on a handmade credenza behind his chair. Most of the other furniture—chairs and a sofa—are antiques. Dominating everything, however, is a huge gold-colored eagle, constructed of tin and mounted on a wall, that Valenti's wife found in an antique store in Virginia. But if the eagle is the dominant feature, it is the sign on Valenti's desk that catches the eye and sets the tone: "It CAN be done." In all, an ideal place for a bibliophile (Valenti's word for himself) who is more than bookish.

As he sits under the gaze of the eagle, Valenti operates an enterprise with a budget of some \$5 million. He is concerned not only with MPAA and its problems before Congress and the FCC and the responsibility he has as spokesman for the motion picture industry—he speaks to security analysts, to copyright groups, to broadcasters, to women's clubs, not to mention committees of Congress, to present the movie industry side of issues. He is also chairman of the Alliance of Motion Picture & Television Producers Inc. and president of the Motion Picture Export Association of America. The alliance, with headquarters in Hollywood and a staff of more than 30, represents some 75 members in negotiations with the guilds and unions whose members create the films and television programs.

But it is the MPEAA that occupies most of his time and requires him to do an inordinate amount of traveling. It maintains a staff of 55 in New York and offices in seven foreign cities—London, Paris, Rome, Rio de Janeiro, New Delhi, Dakar and Singapore—as well as a presence, through film boards, made up of representatives of member companies' distribution offices, in 41 countries. For 37% of the more than \$2 billion in revenues the motion picture industry earned last year was foreign money (the percentage of the total has dropped from over 52% in 1973 because of the strength of the dollar), and television produces more than \$1 billion for the companies worldwide. In all, American films and television programs are viewed in 100 countries.

Valenti likens the MPEAA operation to a kind of State Depart-

ment. Daily cable traffic is received from the posts abroad reporting on the political, social and political conditions in the countries in which the American film industry operates. Valenti manages the MPEAA through a number of committees—one is composed of the chiefs of the international theatrical divisions of the member companies, another is concerned with the sale of television programs abroad; others deal with problems of foreign taxes and foreign financing, and with foreign laws that could affect the American film industry. Valenti meets with those and other committees periodically, and travels the world negotiating film treaties and dealing with foreign governments on other marketplace film matters—a kind of profit-oriented John Foster Dulles. Six years ago, he dealt with Indian Prime Minister Indira Gandhi in concluding a film treaty (whose renewal is now a matter of tough negotiations between MPEAA and Indian officials), and plans to meet with ministers of the French, Italian and Spanish governments at the Cannes film festival he is attending this week.

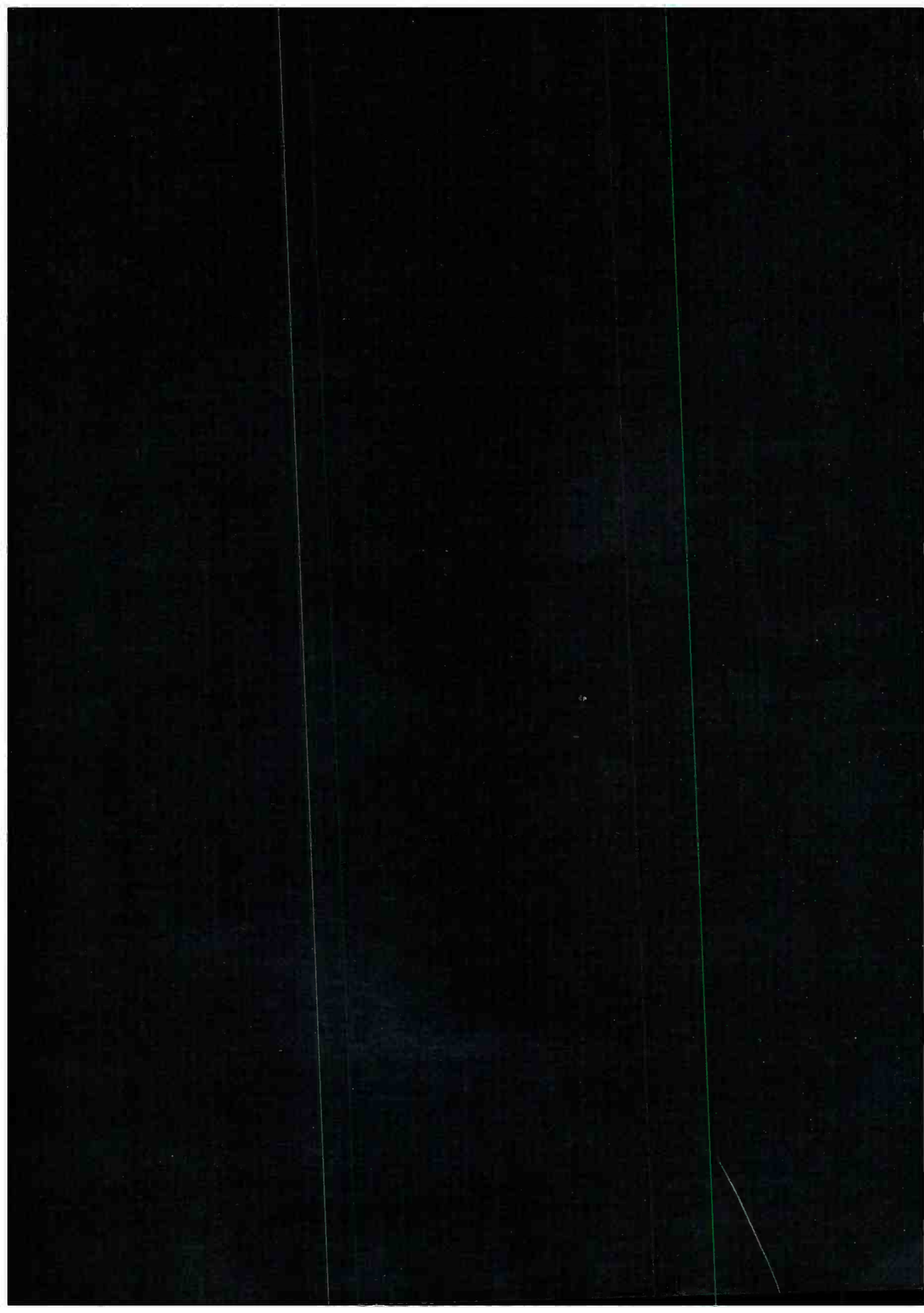
Valenti hadn't planned it that way. As a young boy growing up in Houston, he had his heart set on being a lawyer. One of his local heroes was Percy Foreman, then entering his prime as one of the country's foremost criminal lawyers. (Valenti later would develop close friendships with two other prominent courtroom lawyers, Louis Nizer and Edward Bennett Williams.) And he was developing his passion for literature and language. He would go to "the best law school in the world—Harvard—and come back to Texas and be a great courtroom lawyer and joust with all the greats, then go into politics and run for office." A noble ambition for a youngster whose maternal and paternal grandparents had arrived in the U.S., in Galveston, from Sicily in the 1880's, then traveled the 55 miles inland to the small town of Houston. "If they had landed in New York," Valenti says now, possibly though not necessarily in jest, "I could have gone into politics and had a great following among the Italian-Americans there." His mother's father had been a leader in the Italian-American community in Houston, and his father had been in politics in a small way, as clerk of the county court. So he grew up in a political environment. His earliest memories are of attending political rallies and, at the age of 9 or 10, making speeches for candidates for local office. No sitting on the sidelines for him, even then.

But Harvard law was beyond Valenti's reach. When he graduated from Sam Houston High School, at age 15, there was no money for college. (Nor, he notes, were there any of the programs of economic aid government has since made available for those in his predicament.) So the future president of the MPAA went to work as an all-purpose utility man, working 12 hours a day, seven days a week, at the Iris, a second-run movie house. An uncle who managed the chain of which the Iris was a link got him the job. But in time, Valenti realized that the routine made no sense. He had to find a job that would leave him time to go college. A job as office boy for Humble Oil was the answer. He worked until 5 p.m., then hopped a bus to Houston University, where he attended night classes.

Soon, he was making ripples at both places. At Humble, where he found superiors who took an interest in him and encouraged him to get an education—"it was the first time I had a rabbi," he says—he expressed an interest in working in the advertising department. But the only job that would be open—and then not until September, a few months off—was secretary. Did he know shorthand and typing? Of course, Valenti replied. And in September—after taking courses in the subjects at a shorthand and typing school—he did, and he got the job. In time, he was writing for the Humble magazine. And at college, where he continued to attend classes at night, he was active in campus politics; he was elected president of the freshman and sophomore night school classes and, in his final year—he graduated in 1946—president of the entire student body, even though he never did attend day classes.

But before that political success, his life, as was true of the lives of most people of his generation, had been interrupted by World War II. And his experience was such as to afford him a standard against which to measure all of the pressures and risks that life held in store for him. He served as pilot of a B-25 in the 12th Air Force, in Italy, bombing enemy targets in the Brenner Pass. For the most part, he flew as one of a flight of planes attacking ferry boats, railway trestles, marshalling yards, bridges—all aimed at slowing the flow

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of supplies the Germans were sending through the pass, from Innsbruck to Verona. But the Germans were taking a terrible toll of American heavy bombers—B-17's and B-24's—with their deadly .88 mm antiaircraft guns, which the crews had hauled 3,400 feet up the mountain to allow them to fire at what seemed point-blank range at planes flying at 7,000 feet. But the Americans had a plan, and Valenti would be part of it: Send six to nine B-25's loaded with phosphorous bombs (predecessor to napalm) on divebombing missions against the gun crews to suppress the 88's fire while the main flights of 40 to 50 B-25's flew over to bomb the gun emplacements. The advance planes—referred to as "firewagons"—were on their own as they dived from 10,000 feet to 1,500 feet, when they dropped their bombs. Valenti was a firewagon pilot on four flights, and, he says: "I experienced fear the likes of which I never encountered—belly-spilling, throat-grabbing fear...It's as if you were diving at a fellow with a .357 magnum pointed at your nose, and as you start diving, he starts shooting." Losses in "firewagons" were heavy.

Valenti, however, was a survivor. He survived a total of 51 missions, returned home in 1945 to Houston with some medals—Distinguished Flying Cross and Air Medal with four clusters, among them—and picked up where he had left off at the University of Houston and at Humble. In 1946, he graduated. But by this time, his dream of becoming a dashing courtroom lawyer was fading. After almost four years in the Air Force, did he want to spend another three years at law school, then start over in a new career? The idea of Harvard, however, still captivated him. If not Harvard law, why not Harvard Business School, and remain in advertising? That was the route he chose, and it led, following a national tragedy, to the White House and, through it, to the MPAA.

In 1948, Valenti, a freshly minted MBA, returned once again to Humble, where he was soon named head of the sales promotion and marketing department. But Valenti was on his way; he wanted a larger stage than was available as part of a large institution. So in 1951, he and his colleague at Humble, Weekley, left to establish their

own public relations and advertising business. They handled commercial accounts, but Valenti was still interested in politics, so the firm served a number of political candidates, too—Representative Albert Thomas, in one of his re-election campaigns, and John Connally, in his first gubernatorial race. In 1957, Lyndon Johnson, majority leader of the Senate, also became a client.

Valenti wrote speeches for Johnson and handled other matters for him. In 1960, he ran the media campaign for the Kennedy-Johnson ticket in Texas. The two men grew closer over the next two years; indeed, in 1962, Valenti married Johnson's confidential assistant, Mary Margaret Wiley—"a very savvy, beautiful woman who ran Johnson's office," is how Valenti sums her up. With that as background, it was inevitable that Johnson would ask Valenti to handle arrangements for the Houston section of the trip President Kennedy and Johnson were to make to Texas in November 1963. When that portion of the Texas visit was concluding, Johnson asked Valenti to accompany him on the rest of the trip, instead of flying directly to Austin for what was to be a climaxing fundraising dinner, on Nov. 22, as he had planned. "So I flew with Johnson to Fort Worth," Valenti recalls, "spent the night there, then flew to Dallas. I was in the motorcade, several cars back, when Kennedy was murdered."

Valenti had planned to be away from Houston for only two days, when he left to accompany the Vice President. He never returned there to live. Valenti along with others in the presidential party had raced to Parkland Hospital, where the President had been taken. And as he wandered about the basement amid the grief and hysteria, a Johnson aide told Valenti, at 12:55 p.m., that the President had died and that Johnson wanted to see him aboard Air Force One. The reason, Valenti learned—after arriving in time for the presidential oath taking, was that Johnson wanted him on the White House staff. And Valenti left immediately for Washington with the new President and President Kennedy's widow. Valenti's lack of accommodations in Washington posed no problem for Johnson. "You can live with me," he said. And Valenti did—for the first 10 days, in the private residence, The Elms, the Johnsons occupied during his Vice Presi-

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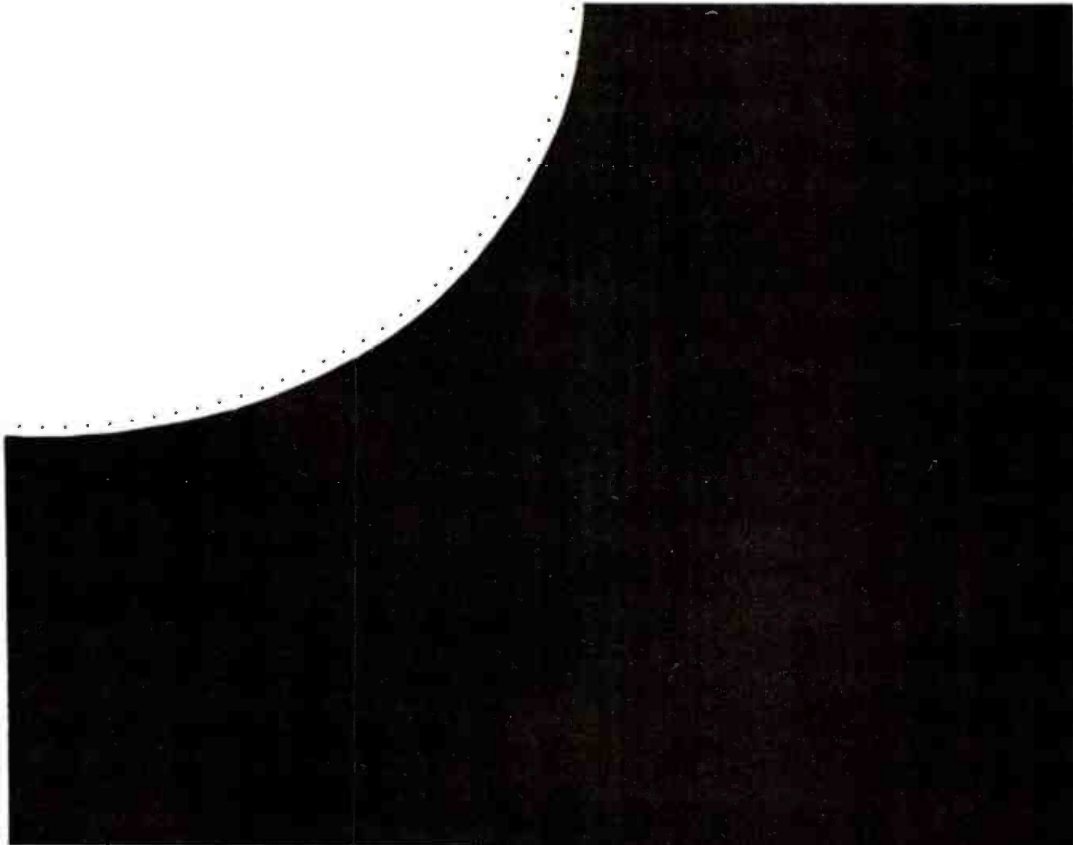
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Signing on for history. Jack Valenti was in Texas on that fateful day when Lyndon Johnson assumed the Presidency from the assassinated Jack Kennedy. This picture was taken as the oath of office was given by Judge Sarah Hughes aboard Air Force One, just before the takeoff for Washington. Valenti is at far left. He had been asked by the new President to help establish the new administration. What appeared to be a temporary departure turned into a permanent one; Valenti never returned to live in his native state.

dency, then, after the Johnsons moved into the White House, in a small suite on the third floor, until February, when his wife and their small daughter arrived in Washington.

Recalling his abrupt immersion in national and international affairs, Valenti says: "Suddenly, I'm catapulted onto the largest proscenium stage anyone has ever been on," Valenti says. "I never expected it. I'd never even been in the White House until after I landed in the helicopter with the President on the South Lawn that evening of Nov. 22, and walked through the White House basement to the Executive Office Building, where the Vice President had an office."

The emotion and excitement of those years are still vivid for Valenti. "It was the ultimate in excitement, in sensuality, both of political campaigning and of working in the White House," says Valenti, whose title was appointments secretary but who served a variety of functions, including speech writer. "You're consorting with power, with all of its munificence as well as its darker underside. You're right in the middle of it, right where the final decisions are being made." There was more to it than simply consorting with power, although the extra dimension is one Valenti says he would be reluctant to discuss if he were running for political office, for he has been singed by what he regards as a cynical press: "The press would say, 'Valenti has just said something that made everyone want to vomit.' " What was that extra dimension? "When I woke up in the morning, I was eager to get down to the White House because we were involved in a great revolutionary movement. We were lifting the quality of life in this country. There is no drumbeat that gets your pulse moving faster...than knowing that you really are serving your country. The last time I felt that way was during the war."

Then he felt no need, in this age of Reagan, with its conventional wisdom that big government is slothful, inefficient and perhaps evil, to apologize for the huge social programs instituted as part of Johnson's Great Society? "Apologize?" he echoed in disbelief. "It was the greatest thing that ever happened."

What of the Vietnam war? The pride and euphoria are gone now from his voice. "It was a blight, a fungus, a terrifying experience," Valenti says. It also, he says, gave rise to a generation of Johnson policy makers who say they opposed the war but who did not. Valenti had sat in on many of the meetings at which the war was discussed, and made the notes that were later used by Johnson for his book on the Presidency, "The Vantage Point." "By hindsight," he says, "all are intelligent." But Valenti does not try to rewrite his own history: "At the time of those decisions, I thought they were right. I didn't counsel the President to change course because I thought his course was correct." He had no idea, he says, the war would so polarize the country that, "even to this hour, it's difficult to find a consensus on anything." If he had foreseen those consequences, he says, he would have advised the President differently.

Valenti was known at the time as perhaps Johnson's most trusted confidant. Indeed, Johnson is said to have treated the Valentis' first

child, Courtenay, now 20, as a granddaughter (the Valentis' other children are John Lyndon, 17, and Alexandra, 15). But to some, Valenti may have been too close; "sychophant" is one word that has been used to describe him in his relationship to Johnson. The description is used, in part, at least, because of the remark, in a speech he made in 1965, that haunts Valenti to this day: "I sleep each night a little better, a little more confidently, because Lyndon Johnson is my President." "The press came down on me like a Hiroshima bomb for that," Valenti recalls. But he feels he was treated unfairly, and quoted out of context. In his speech, to the Advertising Federation of America, Valenti tied the remark to a quotation from the radio speech Churchill had made to the French people after their country's surrender to the Germans, in

1941, telling them they would be liberated. He told them to "sleep well to gather sleep for the morning, for the morning shall come." Valenti then said that "the morning always comes" for him because, "I sleep each night etc."

Valenti has defenders against the charge of sychophancy. The charge, says his former White House colleague McPherson, is "unjust." He says Valenti was "tremendously useful to the President and to the functioning of the White House staff." He also described Valenti as "a man virtually without the kind of poisonous jealousy presidential staff people have for one another." And Horace Busby, a long-time associate of Johnson's who was a White House aide during Valenti's tour there, remembers him "as an eminently likable fellow." (Those views may not have been universal at the time. But the only source who suggested that it was not declined to discuss the matter with or without attribution.)

For Valenti, "the ultimate in excitement" passed in June 1966, when he moved the couple of blocks from the White House to the MPAA headquarters. He had not been interested in the offer when it was first made to him by MCA's Wasserman and the late Edwin Weisl Sr., who as a senior partner in the Wall Street firm of Simpson, Thatcher & Bartlett represented Universal and Paramount and who was a long-time friend of Lyndon Johnson. They were on a search for someone with an understanding of global politics and international economics—areas with which Valenti had become familiar in his White House service. They also wanted someone who would have a rapport with the creative community in New York and Hollywood and who could manage their organization and serve as the industry's spokesman. (An indication of the quality for which they were seeking was indicated by the fact that Adlai Stevenson, then U.S. ambassador to the United Nations, had been considered before his death in 1965, although there is no indication he was interested. Two members of the board exercised their right of veto before an offer could be made.) Valenti, in an interview with *The Washington Post*, in 1981, suggested an additional reason—his friendship with the President. The industry, he was quoted as saying, wanted someone who could carry "the laurel of being the President's friend, total access to the ultimate power." It was generally assumed in 1966 that Johnson would be reelected to a full term in 1968. No one believed that in March 1968 Johnson would announce his decision not to seek re-nomination. In any case, Valenti's answer was no; he would continue to serve the President. But after the third visit by the MPAA representatives, he began to think, as he puts it, "of life after the White House."

Valenti was aware that Johnson would not be President "forever," although he did expect him to serve another five and a half years. If he remained in the White House, Valenti would be five and a half years older, and he did not have a career to which he could return. The advertising business in Houston no longer appealed. His ser-



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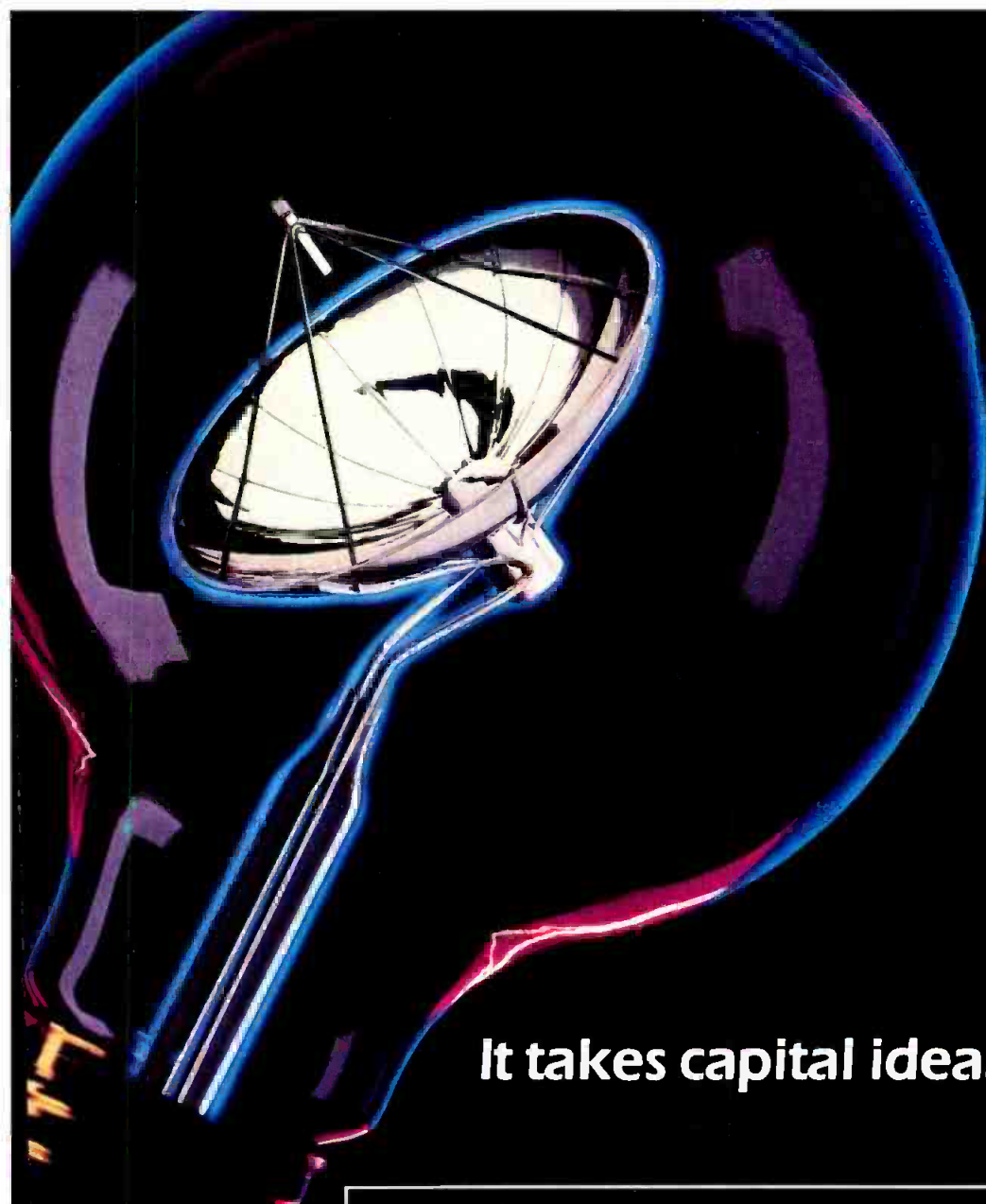
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12/81	Chicago Cablevision Investments	Limited Partnership Interests	12.6
9/82	Cablevision Systems Development Company	Sr. Subordinated Debt and Equity Participation Warrants	75.0
10/82	Prime Cable Corp.	Subordinated Debt and Warrants	40.0
12/82	Tele-Communications, Inc.	Subordinated Debt and Warrants	125.0
12/82	Cablevision of Boston	Limited Partnership Interests	34.5
4/83	Canadian Cablesystems Limited	Zero Coupon Senior Debt	30.9
		Senior Debt	75.0
		Sr. Subordinated Debt	75.0
4/83	Tele-Communications, Inc.	Sr. Subordinated Debt	150.0
12/83	Rogers-Minneapolis Cablesystems	Limited Partnership Interests	25.0
12/83	Prime Cable of Georgia Ltd.	Limited Partnership Interests	52.0
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CLOSEUP: JACK VALENTI

vice in government persuaded him he would like a job with "a public aspect to it." And the international responsibilities of the movie industry job intrigued him. "The more I looked into this job, the more I thought it would be the most fun thing in the world," Valenti says. Then, too, of course, there was the financial consideration. That was important. His salary when he joined the White House staff was \$19,000. When the MPAA approached him, it was \$28,000. And he was, he says, heavily in debt. He had borrowed to invest in land and for other purposes.

Johnson's reluctance to lose Valenti posed a problem; Valenti would not leave without the President's approval. But the President was finally won over, in part by the MPAA's promise to include a clause in Valenti's contract authorizing Valenti to serve Johnson on special occasions. (That clause was implemented several times. Once, Valenti arranged in complete secrecy a presidential visit in December 1967 to Pope Paul VI as part of what turned out to be a round-the-world trip, during which Johnson met with the leaders of 14 countries in the space of five days. It was, says Valenti, who accompanied Johnson, "a wild trip.")

So the decision was made: "I would give up five and a half years in the White House but would trade for that a singularly attractive career in a fascinating and dazzling world with which I find rapport. And I'm going to make a lot of money—in those days, a good deal of money." Valenti refuses to discuss his salary, but according to one report circulating in Washington, it is at least \$350,000 plus expenses and other perks. (The other perks include a 1980 Oldsmobile Cutlass with over 60,000 miles on the odometer and a driver—not as impressive an arrangement as the affluent MPAA could manage; but not as ostentatious, either.)

So Valenti probably has no reason to regret abandoning his dream of being a courtroom lawyer. He probably would have been, in the phrase of his former partner, Weekley, "a humdinger," overwhelming prosecutors and juries alike not only with the sheer weight of the preparation of his cases but with a rhetoric laced with references to the likes of Tacitus and Macaulay and Voltaire. But at 62, Valenti, as Waxman says, "is an established figure and personality" in his own right. He sits atop one of the mountains dotting the Washington landscape and has reason to enjoy it. Thirty-three years ago, when he and Weekley were leaving Humble to start their public relations and advertising business, one of the company executives who had had a major influence on Valenti, Garner Allen (Pop) Mabry, advised them, "Never take a job just for the money. Have fun." Valenti last week said he was still "having fun." He enjoys the creative people with whom he comes into contact. "Some are flaky, off the wall, but they are never dull. That may be the ultimate sin for which there is no expiation, being a bore." Valenti himself, those who know him would agree, need have no fear on that score.



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Leahy, Carriere and Malara

Smiles all around at CBS affiliates meeting

Network and stations celebrate their good fortune in just about all dayparts; Congress causes concern

The worst thing that happened last week at the annual conference of CBS-TV and its affiliates in Los Angeles was that the weather turned chilly at a Monday night party on a Universal Studios lot. Aside from that, the air was balmy, the food rich, the wine plentiful, the talk happy and the future full of promises. "So how are we doing?" asked B. Donald Grant, president of CBS Entertainment, borrowing the favorite line of New York's Mayor Ed Koch. "Prime time is in great shape. Daytime is flourishing. We're dominant in late night, and we've made important gains in Saturday morning. I thank you for your attention."

Seldom did attention wander from the glowing presentations in the Plitt theater across the plaza from the Century Plaza hotel where the networks' rites of spring have traditionally been held. Oh, there were momentary distractions, as when, in a session closed to outsiders, the affiliates asked the network for more co-op advertising money for their own and the network's evening news. Maybe next year. And what about CBS's plans for broadcasting direct to homes by satellite, skipping the affiliates? Not to worry. "Housekeeping details," they were called by Joe Carriere of KBIM-TV Roswell, N.M., chairman of the CBS-TV Affiliates Advisory Board.

To keep the euphoria from getting out of hand, there were warnings about threats in Washington and state capitals.

"Our most significant problems do not lie in this room," said Thomas F. Leahy in his first address to affiliates since becoming executive vice president of the CBS/Broadcast Group with CBS-TV one of his responsibilities. "Rather they are on the Potomac. They are in the halls of Congress. And, it becomes increasingly apparent, they are in the 50 states."

In Washington, said Leahy, there is one promising development, the Freedom of Expression Act introduced by Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, to liberate broadcasting from content regulation. "If any measure ever deserved the support of broadcasters," said Leahy, "surely this does."

But elsewhere the signs are ominous. "Broadcast deregulation will be back on the agenda for the first session of the 99th Congress," Leahy noted. "And the vexing question of quantification will be there to confront us once again." And so, he added, will there be legislative pressure for more children's programming. Leahy said the network and its affiliates must also be alert to legislation pending in the states, where there is mounting sentiment for various restrictions "against advertising particular products or services." Broadcasting, Leahy pointed out, is often singled out for special regulation, as in proposals to ban beer and wine advertising from the air.

At a closed session Wednesday afternoon, affiliates and officials of the network pledged closer coordination in government relations.

But once the talk of regulation ended, the

beat picked up again.

The men with the numbers had a ball. A year ago, CBS was emerging from a recession caused by a miscalculation. Inventory that had been held back was going begging. Last week, Jerome Dominus, vice president, sales, CBS-TV, recalled that in May 1983 "we sensed that the cavalry was finally arriving." It arrived, he said, "with reinforcements and the artillery as well."

CBS economic analysts are predicting that 1984 revenues for all networks will be up by 17%, local revenues up 15% and national spot up 13% over 1983, and CBS's revenue growth is faster than the industry's, said Dominus.

It was too soon, said Dominus, to predict how the prime time market for the next season will go, but "we're looking for spending surges from a variety of sources." The children's upfront marketplace "has come and gone already," said Dominus. "It was earlier than last year, significantly bigger, and over in a week and a half." In news, he said, "the increase in the amount of money to be spent upfront... is enormous, and our sellout level will soar as a consequence."

If the economy stays strong, said Dominus, "we'll all have another banner year. So we'll be able to concentrate more on getting the most for our inventory instead of just selling it."

When networks come off seasons like the one CBS has had in 1983-84, they make the most of it. The first presentation at last week's conference was that of Arnold Becker, vice president, national television research, CBS/Broadcast Group, who ran

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*Nielsen Television Index Jan. '84

**SMB 1983

through 45 charts of upbeat audience statistics.

So giddy was the material he had to present, he introduced it with a nursery rhyme: "Hickory, Dickory, Dock/
"As we run around the clock/
"I'm going to tell you/
"With a great deal of pleasure/
"That your network's in fine shape/
"By 'most every measure."

For reasons unclear last week, next spring's conference will be held in San Francisco.

Confident CBS outlines its prime time moves for affiliates

Shephard is optimistic about network's fall lineup which will draw on current strong shows and introduce few new programs

The CBS-TV strategy in fashioning the 1984-85 prime time schedule was explained to affiliates last week by Harvey Shephard, senior vice president, programs, CBS Entertainment. It is to capitalize on established shows and feed new product into the lineup as needed.

At the outset of the season, the network is introducing only three and a half hours of new programming—five series—to accompany 19 returning shows. The volume of new programming is the least ever required in a new CBS-TV season.

On Sunday, Shephard said, *60 Minutes* is expected to retain its competitive edge over NBC's *Silver Spoons* and its new *Punky Brewster* and ABC's *Ripley's Believe It or Not!* At 8-9 p.m. Sunday last year, Shephard recalled, CBS tried *Alice*, *Four Seasons* and *Maggie Briggs*, all failing to "take advantage" of the *60 Minutes* lead-in. Next fall, the network will introduce *Murder, She Wrote*, "an intelligent, highly stylized mystery," in Shephard's words, starring Angela Lansbury. Against NBC's *Knight Rider* and ABC's *Hardcastle & McCormick*, the Lansbury hour's "chances of winning the 8-9 p.m. period are quite good," said Shephard. The returning *Jeffersons*, *Alice* and *Trapper John, M.D.* will play between 9 and 11 against movies on NBC and ABC, which were strong in the season just concluded, but Shephard expects the CBS 9-11 block to be strengthened next season by the Lansbury lead-in. The ABC movies, he said, contain weaker titles than those played this season. In that period "NBC should achieve audience levels comparable with last year," Shephard said.

On Monday, CBS expects its *Scarecrow and Mrs. King* to be "in a close race" with NBC's *Bloopers and Practical Jokes*, "that network's most successful midseason show," said Shephard. ABC's *Streethawk* he dismissed as "a transparent copy of *Knight Rider* that will appeal only to young males." Between 9 and 11, CBS's *Kate & Allie*, *New-*

hart and *Cagney & Lacey* "should provide formidable competition to NBC's traditionally female-appeal movies," said Shephard, and "perfect counterprogramming to ABC's *Monday Night Football* which has "declined in popularity in recent years," attaining "only a 29 share" in this season.

On Tuesday, a refurbished *AfterMASH* returns at 8-8:30. "Next season," said Shephard, the show will have more energy, more comedy, and Klinger will be more like his character on *M*A*S*H*. At 8:30-9, *E.R.* "provides the perfect companion to *AfterMASH*," said Shephard. *E.R.*, "set in an emergency room of a Chicago hospital, has fresh humor and crisp energy," said Shephard, "and features Elliot Gould in his best role since he played Hawkeye in the theatrical version of *M*A*S*H*." CBS still concedes Tuesday night to NBC next season, however, because of the latter network's *A-Team* at 8-9, when ABC will program *Foul-Ups*, *Bleeps & Blunders* at 8-8:30 and *Three's a Crowd* at 8:30-9. "We are optimistic, however," said Shephard, that the CBS *Tuesday Night Movie* "can win the 9-11 p.m. period by a small margin." NBC will show *Riptide* and *Remington Steele* and ABC two new shows, *Paper Dolls* and *Jessie*.

On Wednesday, CBS is taking what Shephard admitted was a risk in starting the evening with two new comedies, *Charles in Charge*, featuring "a young college student who in return for room and board serves as a live-in family helper to three energetic children," and *Dreams*, a "vibrant comedy about five young Philadelphians who are struggling for success as a rock 'n' roll band." (Affiliates applauded a pilot of *Charles*.) ABC won Wednesday night in the 1983-84 season and will probably win again next season, said Shephard, with *The Fall Guy*, *Dynasty* and *Hotel* in their same times. CBS hopes, however, to "chip away" at ABC's dominance with its new comedies and a "better balanced schedule of movies" at 9-11. "We think that our performance will be helped," added Shephard, "by the NBC lineup, which could prove to be very fragile because of the questionable appeal of *Highway to Heaven* at 8. *Highway to Heaven* is a new show with Michael Landon as executive producer, writer, director and star, described by NBC as having "strong moral values"



Shephard

(BROADCASTING, May 14).

On Thursday, the CBS schedule was described by Shephard as "my fantasy come true." *Magnum, P.I.*, *Simon & Simon* and *Knots Landing* were all in the top 10 ranked shows and "captured 28 of the 29 Thursdays last season," Shephard said. "I'm sure it will come as no surprise to any of you," he told the affiliates, "that this schedule will return intact."

Shephard said the new schedules on NBC and ABC "give no indication that our dominance on this evening will be seriously challenged." Against *Magnum* will be NBC's new *Bill Cosby* and old *Family Ties* and ABC's new *People Do the Craziest Things* and *Who's the Boss?* Against *Simon & Simon* will be NBC's returning *Cheers* and *Night Court* and ABC's new *Glitter*. Against *Knots Landing* will be NBC's returning *Hill Street Blues* and ABC's returning *20/20*.

On Friday, a night that CBS also won 28 out of 29 times last season, CBS will open with *The Dukes of Hazzard*, which weakened last season. "There will be some creative changes on *The Dukes* next season," Shephard said. "We hope that guest stars, more imaginative stories and stronger stories will improve the program's performance." In the same 8-9 hour, NBC will bring in its new series, *V*, spun off from its successful mini-series, and ABC will return *Benson* and *Webster*. CBS's top-rated *Dallas* returns at 9-10 against NBC's new *Hunter* and *Honolulu Run*. CBS's *Falcon Crest*, which averaged seventh in the Nielsen rankings last season, returns at 10-11 against NBC's new *Miami Vice* and ABC's returning *Matt Houston*. Shephard expects to win Friday again.

On Saturday, CBS will open with *Airwolf* at 8-9, followed by *Mickey Spillane's Mike Hammer* at 9-10, both programs advanced an hour from the periods in which they were introduced last January. With those two in last season's schedule, "for the first time in a number of years we enjoyed success on Saturday night," said Shephard. Next season, he reported, *Airwolf* will "deal mainly with domestic adventure, will have more humor and a female pilot will be added to the cast." At 10-11, CBS will introduce *Cover Up* which Shephard described as a "story of a male and female undercover team who pose as a male model and high-fashion photographer to gain entry to exotic trouble spots around the world."

Airwolf's placement is intended to "weaken" the ABC competition, the returning *T.J. Hooker*, and thus diminish the latter's lead-in to ABC's *The Love Boat*, which Shephard said "has shown a marked audience erosion over the past two seasons." Shephard predicted that NBC's returning *Diff'rent Strokes* and *Gimme a Break* would "perform only in the low-20-share range." The *Hammer* competition on NBC will be the new *Partners in Crime* starring Loni Anderson and Lynda Carter. "The appeal of [the latter] show," said Shephard, "is obvious, and its face-off with *Mike Hammer* could be described as the battle of the bulge." Against the new CBS *Cover Up* will be two other new shows, *Hot Pursuit* on NBC and *Finder of Lost Loves* on ABC.

The CBS Entertainment division also outlined for affiliates some specials that are

planned for 1984-85. Among them, programs starring Kenny Rogers, Neil Diamond, Lionel Richie, Barbara Mandrell, Julio Iglesias, Shirley MacLaine, Willie Nelson, Anne Murray, Barry Manilow, Lily Tomlin and the magician, David Copperfield.

There will also be another *All-Star Party* for 1984, honoring a famous performer; a Procter & Gamble-sponsored *Country Comes Home*; a gala benefitting the Grand Ole Opry fund, a charity serving the country music field; *Circus of the Stars*, another P&G annual special; an *Ewoks Holiday Special*; the ninth annual *Johnny Cash Christmas*, and a special composed of outtakes from *Dallas*, *Knots Landing* and *Falcon Crest*.

Coverage of awards presentations will include those of the Grammys, People's Choice, Tonys, the Country Music Association and the Kennedy Center Honors. CBS will also cover the Tournament of Roses Parade, Cotton Bowl Festival Parade and Thanksgiving Day Parade as well as the Miss Teen USA, Miss USA, Miss Universe and America's Junior Miss pageants. Another special will feature the Ringling Bros. and Barnum & Bailey Circus.

Four "documentaries" are on tap: *Dinosaurs*, about the prehistoric reptiles; wildlife specials by Survival Anglia; *American Censored*, a "look at the changing mores and sensitivities of American popular culture," and the "Indiana Jones Project" timed for release with the sequel to the movie, "Raiders of the Lost Ark."

Mills reviews CBS mini-series, TV movies for affiliates

The 1984-85 prime time season on CBS-TV will include five mini-series (totaling 41 hours of air time) and 45 television movies, affiliates were told last Wednesday (May 16) by Steven Mills, vice president of motion pictures for television and mini-series for CBS Entertainment. The figures represent an increase from the 40 television movies and 30 hours of mini-series shown during the season just ending. Mills quoted a recent *Miami Herald* article that he said accurately reflected the current CBS programming philosophy in saying that television viewers are most interested in "the big event: a blockbuster multihour, multinight mini-series, or the big star/controversial issue made-for-television movie."

The mini-series productions scheduled to air next year, all previously announced, include: *Space*, a 13-hour mini-series based on James Michener's best-selling novel; *Mistral's Daughter*, an eight-hour production based on the novel by Judith Krantz; *Robert Kennedy and His Times* and *Ellis Island*, both seven-hour projects; and a six-hour feature entitled *Christopher Columbus*.

"Realizing the importance of stars in CBS made-for-television movies and mini-series," Hills explained, "we have multiple-picture deals with many [major] actors" who appeared in similar projects on the network in 1983-84. "Their contribution was a major factor in helping CBS win the year and

proved once again that the American public has a genuine and continuing appetite for long-form programs."

Among the productions under way or about to start are:

■ *Scorned and Swindled*—A true story of a bigamist who left over 100 wives, starring Tuesday Weld, Keith Carradine and Peter Coyote.

■ *He's Not Your Son*—A drama about two boys inadvertently switched at birth in a hospital, starring Donna Mills and John James.

■ *Anna Karenina*—Jacqueline Bisset stars in a dramatization of Tolstoy's classic novel, with production planned for Budapest or London.

■ *Toby's Gorilla*—A family-oriented film about a young deaf boy who communicates by sign language with an escaped gorilla.

■ *Paper Castles*—A comedy about a middle-aged New York advertising executive who suddenly loses his job, but whose wife enters the job market with his resume.

■ *Seduced*—A romantic story of an ambitious state's attorney whose life and career are jeopardized by a past affair, starring Greg Harrison.

■ *Silence of the Heart*—Mariette Hartley stars in a drama about what happens to a typical All-American family when the teen-aged son commits suicide.

■ *The Late Christopher Bean*—An updated version of the classic stage comedy about a doctor and his maid, starring Carol Burnett and Jimmy Stewart, shot in Hawaii.

■ *Somebody Knows*—A melodrama about a woman running for attorney general caught

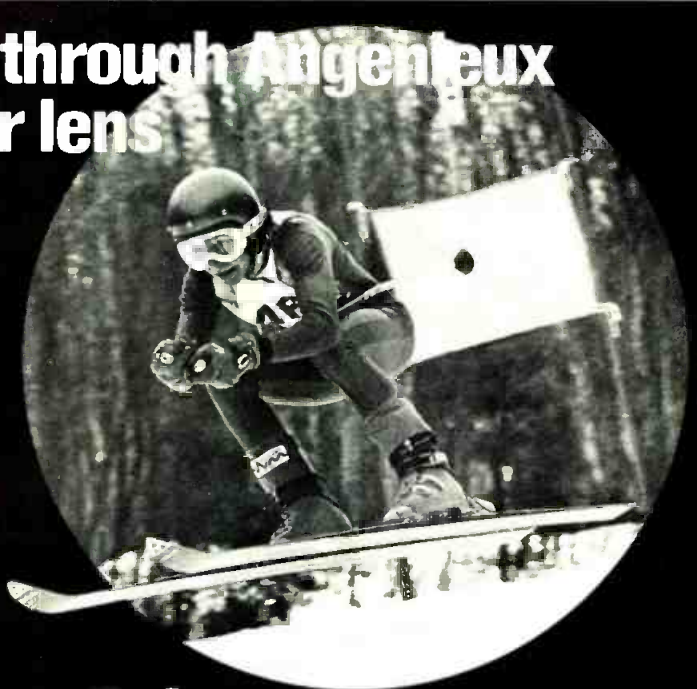
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That 7 of every 10 video cameras used to shoot the '84 Winter Olympic Games in Sarajevo were equipped with Angenieux lenses shouldn't surprise you. Or that the COPAN Olympics were shot with 39 Angenieux lenses. After all, Angenieux was the first video lens to send pictures from the moon and is still NASA's prime choice in space.

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in a murder scandal that could harm her career.

■ *For Love or Money*—A romantic comedy about two young people who fall in love competing on a game show but must decide whether to pursue love or money.

■ *Threesome*—A drama about two male friends who fall in love with the same woman, starring Stephen Collins, Deborah Raffin and Joel Higgins, shot in New York.

■ *Corsican Brothers*—Norman Rosemont goes to France in July to produce the Alexandre Dumas classic about twin brothers caught in an age-old family feud.

■ *Murder with Mirrors*—Helen Hayes stars as Miss Marple in a murder mystery involving a childhood friend and a puzzling embezzlement plot.

Affiliates exhorted to support Extravision

Babb says Charlotte, N.C., test is coming in as predicted with ad revenue higher than expected

CBS-TV affiliates were urged last week to "get going" with the network's Extravision teletext service, despite the scarcity and high cost of present teletext decoders. They were promised that a number of manufacturers would begin building decoders into televi-

sion sets at an added cost of \$100 to \$200 a set after production is rolling.

Albert H. Crane III, vice president, Extravision, CBS/Broadcast Group, said that 167 affiliates are already passing the network teletext signal during network time, a function that costs little more than the price of a decoder for demonstrations.

"But that's not enough," Crane said. "We really feel this is a super year to gain public awareness for Extravision, with the political conventions, the Olympics and finally the presidential elections, all of which are terrific opportunities to show off Extravision." He suggested that stations move to the next level of transmission—24-hour carriage of the network teletext signal with demonstrations at 10 to 15 public sites. The cost he estimated at \$30,000 to \$40,000.

To add local origination, with frame creation terminals and the necessary computers, will entail a capital cost of \$200,000 and \$150,000 for operations, Crane said. At WBTV(TV) Charlotte, N.C., which began Extravision service last April 4 with the CBS feed and local origination, capital costs have been in the predicted range, \$200,000, according to Jim Babb, executive vice president of the station's licensee, Jefferson Pilot Broadcasting Co., who reported to the affiliates. Babb expects operating expenses to run \$100,000-\$125,000 the first year. WBTV has a staff of four operating the local page factory.

"We clearly underestimated advertiser interest," Babb said. The station has already recaptured a third of its first year's operating expense with a \$40,000 order from Panasonic, which is selling a decoder-equipped set in Charlotte.

Babb sees an additional benefit in the "gratifying response" of the deaf and hearing impaired. At three Extravision demonstrations in a local theme park, 2,000 deaf people showed up, Babb said. "Broadcast teletext presents us with an excellent opportunity to get off the defense and go on the offense with this important segment of our public," he said. Last March 5 CBS announced "dual mode captioning," the simultaneous transmission of the North American Broadcast Teletext Specification (NABTS) that is its teletext standard and program captioning for the deaf on line 21 of the television picture. Beginning Sept. 24 it will caption three hours a week, *Dallas* and usually a two-hour movie.

"While we are still learning from our mistakes of initial eagerness," said Babb, "we can now see better than ever the potential for the medium, if the industry gets behind it enough to convince the manufacturers that there's a real demand to be met."

Crane said the following manufacturers plan to produce built-in teletext decoders with the NABTS standard beginning in 1985: Panasonic, Quasar, Sony, Hitachi, RCA, Sharp and Samsung, the last a Korean company that is the world's largest producer of television sets that are distributed under many labels.

Crane put in a plug for the NABTS standard against the "so-called 'world standard'" that Taft Broadcasting is using on its WKRC-TV Cincinnati. He showed teletext samples purporting to compare a Saks Fifth

"With the help of these 3 TV Log lines..."

☆Two Hour Spectacular
Bob Hope's 81st
All-Star Birthday

My next birthday will live up to my highest hopes"



Bob

Hope Enterprises
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NBC has been celebrating my birthday on TV since 1978, but we started using TV Log long before that. TV Log's always been used to publicize my specials because TV Log, put simply, is effective. TV Log will be used to fulfill our high hopes for high awareness of special events like my big birthday party at the Louisiana World Exposition in New Orleans. A party attended by friends like Johnny Cash, Brooke Shields, Mr. T and Plácido Domingo, and broadcast on NBC on May 28 at 9 PM. I've said it before and I'll say it again—where there's Hope, there's TV Log.

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Crane

Avenue logo as presented by the rival standards. The one in the NABTS mode was sharper and more strongly colored.

"We expect our free, over-the-air service to be advertiser-supported," Crane said, "and advertising agencies have come to expect high quality representation of their logos."

Crane announced a new NABTS graphics production center, the Extravision Graphics Group, which will supply graphics for "presentations of any kind." The group supplied graphics for many of the charts used in CBS presentations at the affiliate conference last week.

Crane also announced that beginning July 1 Extravision would be demonstrated in about 50 locations in Los Angeles on the CBS-owned KCBS-TV.

In another announcement that clearly pleased him most of all, Crane told the affiliates that Arch Madsen, president of the Bonneville station group, has agreed to participate in the Extravision service with Bonneville's CBS affiliates. Bonneville was a pioneer in teletext experimentation. □

CBS-TV cites crossover factors in its demographics

Dominus suggests advertisers adopt "CAP" formula to more accurately reflect total audience delivery

CBS-TV has embarked on a major effort to broaden the demographics that advertisers use in buying television time. At last week's general conference of the network's affiliates, the sales concept and the research to back it up were given prominent display.

"Too many of our customers, and yours, make media purchase decisions based on the age group 18-49 or, worse yet, 18-34," said Jerome Dominus, vice president, sales. Those advertisers may be losing sales they could make by appealing to a larger audience, he said.

It happens that CBS-TV's programming is attracting broader demographics than those targeted by ABC and NBC, a point emphasized by Arnold Becker, vice president, national television research, CBS/Broadcast

Staying with the 'Touch.' The promotion campaign for next season's CBS-TV schedule will continue last season's theme, "We've Got the Touch," which Morton J. Pollack, vice president, advertising and promotion, CBS Entertainment, said last week was "the most successful in CBS history."

"When you have a concept that works," Pollack told CBS-TV affiliates at their annual conference last week, "it's important to keep driving it home." Crest, he noted, is in its "second generation of kids" with its cavity-fighting theme. "Maytag's repairman has been lonely for 17 years."

The trick, said Pollack, is to keep a continuing concept "fresh and exciting."

For 1984-85, CBS has prepared three 60-second commercials and three 30-second versions of the longer forms. One is directed toward working women, another toward youngsters and the third to babysitting grandmothers. The point is to involve viewers with the stars portrayed in the spots.

The commercials will play on the network but are intended to be adapted for local broadcast. Pollack said the network would supply special footage that can be edited or chroma keyed into the network commercial for transition to local presentation. At the CBS-TV promotion managers conference that will precede the Broadcast Promotion Association convention next month, the network will present workshops demonstrating how stations can use CBS-supplied material for television and radio promotion, print and outdoor.

Custom packages featuring the graphics, music and performers in the network promotion spots will also be made available to stations. Pollack demonstrated ways that affiliates have used different CBS material in their own campaigns.

Pollack played the commercials for the affiliates, who gave them enthusiastic applause. In each, the viewers (working women, two basketball-playing boys, one black, one white, and a grandmother and granddaughter) slip through a television screen into a fantasized visit with CBS stars in "the world of CBS."

He ended his presentation with live breakdancers and six chorines performing on stage while promotional material played on a big screen behind them. The act drew a standing ovation.

Group, and David Poltrack, vice president, research, CBS/Broadcast Group.

"Exaggeration of the significance to advertisers of the age of the audience to television programs has, over the years, been honed to the point of becoming an art form," said Becker—the closest any of the CBS executives came to naming other networks as the source of sale campaigns based on younger demographics.

Becker admitted that in prime time CBS delivers 3% fewer women 18-49 and 1% fewer women 25-54 than ABC, but said it delivers more women in both categories than NBC and more adults and total viewers than either competitor.

It trails in both demographics in weekday daytime but is increasing its delivery of both, Becker said.

Poltrack said advertisers ought to look at cumulative audiences in their media buys. "As ABC and NBC more and more compete for the same audience," said Poltrack, "they limit the overall appeal of their prime time schedules. It is, therefore, not surprising to find that CBS reaches a larger cumulative audience than either ABC or NBC during the average week."

In a "typical" week last season, CBS reached 89% of households in prime time, ABC 86% and NBC 85%, Poltrack said. Choosing a "worst case" week for CBS, when ABC dominated the ratings, Poltrack found CBS with a reach of 88%, ABC with 87% and NBC with 83%.

Dominus proposed that advertisers combine product usage with audience delivery of all age groups that are logical consumers to develop what he called "a client's audience profile, or CAP." The formula is simple: The audience reached in each age group is multiplied by the index of product usage for that age group. "The 'aggregate CAP impressions' represent the schedule's overall audi-

ence delivery as a function of product usage among all age segments of the audience," Dominus explained, and a "CAP cost-per-thousand" can be calculated.

Dominus noted that in average daily coffee consumption by household according to the age of the homemaker, women between the ages of 35 and 64 consume the most. But the coffee advertiser that ignores homemakers over 65 "is missing a potential market that accounts for 36 million cups of coffee daily," Dominus said.

"At the very least," said Dominus, "in this era of increasing sophistication in marketing, we feel that the CAP approach should be added to the arsenal of strategic tools advertisers use to measure the value of the total audience in making media purchase decisions."

Poltrack described how CBS is marketing its product against that of ABC and NBC, positioning itself in the network marketplace.

The CBS marketers begin by dividing prime time into two major categories, regular series and movies/mini-series to "isolate some clear differences between these two components of the prime time schedule from the advertiser's perspective."

Regular series provide more consistent audience size and composition than movies. "The first step in our positioning strategy is, therefore, to convince the buyer to focus on regular series," Poltrack said. "We can then present the statistics that illustrate the domination of CBS in the program form."

In the 1983-84 season, CBS's regular series scored an average rating of 18.7, ABC's 16.2 and NBC's 14.6, Poltrack said. CBS also led in women 18-49 (12.2 to ABC's 11.8 and NBC's 10.4) and in women 25-54 (13.4 to ABC's 12.6 and NBC's 11.2). It was third in men 18-49 (9.1 to ABC's 9.2 and NBC's 9.4) but first in men 25-54 (10.0 to

ABC's 9.9 and NBC's 9.8).

CBS also claims to lead the others in the stability of its series programing. In 1983-84 it returned 59% of its regular 1982-83 series in the same time slots and averaged a 21.0 rating, up from 20.7 the season before. ABC returned 50% for an average rating that declined to 16.0 from 17.2, and NBC 36% for an average rating of 17.4, up from the 16.5 of the season before.

"CBS," said Poltrack, "is in a class by itself in the stability of its returning regular series programing from season to season." In the 1984-85 season, he added, CBS will return more series than either of the other networks (see programing story, page 70). Regular series that return on CBS represent "by far the most secure investment" that a

buyer can make in network television, said Poltrack.

In movies and mini-series, Poltrack admitted, "the averages favor ABC." In 1983-84, ABC presented 90 hours of such programing for an average rating of 20.3; CBS presented 184 hours for a rating of 16.5, and NBC 128 hours for a rating of 16.2. But Poltrack said averages were misleading since CBS played twice as many hours of movies and mini-series as ABC and its Wednesday movies represented "a defensive programing tactic designed to blunt the strength of ABC's strong Wednesday night lineup... and is not expected to perform up to the standards of the remainder of the CBS movie and mini-series programs." Buyers of "high performance" movies and mini-series

can be accommodated on CBS, he said.

Poltrack took a swipe at what he called "the tyranny of the sweeps," which he said distort seasonal ratings. "The sweeps represent a strange contest, a race within a race," he said. "We must develop a strategy that allows us to win both the longer race, the season, and the shorter races within that race, the sweeps. This task is made more difficult by the actions of our competitors. Resigned to losing the long race to CBS, they marshal all of their strongest special programing resources in the sweeps period."

The CBS-owned stations emphasize to buyers the comparison between sweeps ratings and those in periods immediately preceding and following the sweeps, a custom he recommended to others. □

Joyce stands firm on exit polling

CBS News chief says network has and will continue "to act responsibly" in that area

Edward M. Joyce, president of CBS News, went before CBS-TV affiliates last week to present a vigorous defense of exit polling and the reporting of election trends. At the affiliates' general conference, which he addressed, there had been undercurrents of the criticism that has been rising in Washington since this year's Democratic presidential primaries and caucuses began. (Indeed, Senator Bob Packwood [R-Ore.], Capitol Hill's foremost champion of editorial freedom for broadcasters, had said on the day before Joyce's appearance that he opposed the projection of election results before polls close. Packwood made his statement in a videotape played for the affiliates [see page 76].)

"First," said Joyce, "let me emphasize that we at CBS News believe that we have acted responsibly in providing vote results and voter information in the 1984 primary elections, and we intend to continue to act responsibly as we proceed to cover the remaining primaries and the general elections."

Joyce reminded the affiliates that CBS News had been conducting exit polls since 1967 and projecting returns since 1962. "In all those years," he said, "we have never called someone a winner until the vast majority of the polls have closed in a state, and the returns are being distributed to the public."

"Furthermore," he added, "we have never projected a 'presidential winner.' We have added together the electoral votes for the states that have concluded their voting, and when one of the candidates had 270 electoral votes, we said he had a majority and was the winner."

Without the use of exit polls, said Joyce, West Coast voters will know the outcome of a presidential election if it is a landslide. "In 1980," he said, "more than 42% of the precincts nationwide had been tabulated by the time the West Coast polls closed. Reagan led the vote count in states that accounted for 396 electoral votes. In 1964, Johnson's victory was known on the West Coast shortly after 6 p.m. Nixon's in 1972 was known by



Joyce

5:30 p.m.—all without exit polling.

"There is," said Joyce, "no reputable poll that supports the claim of a negative impact on voting because of network calls."

Joyce quoted remarks of Senator Edward Kennedy (D-Mass.) during a recent broadcast of *Face-Off*, a Mutual radio series featuring Kennedy and Senator Bob Dole (R-Kan.). Dole had criticized exit polls.

"Somehow, Bob," said Kennedy, "I just can't get all lathered up about that. After all, Bob, ever since democracy was invented in ancient Greece, people have been asking each other how they voted. You and I do it every day in votes on the Senate floor. For every expert who says exit polls have an effect on voting, another says there's no effect, and a third says there may be an effect, but he doesn't know what it is. Unfortunately, Bob, you've also got yourself crosswise with the First Amendment. That's a pretty big obstacle for anyone who wants to censor what the press can do and say about exit polls."

Said Joyce: "I think Senator Kennedy was right on the money."

Joyce rebuts criticism from Westmoreland case; reviews disposition of 'American Parade'

Joyce also carried to the affiliates the CBS News criticism that has been directed at the book, "A Matter of Honor," written by Don Kowet, co-author of a 1982 *TV Guide* article that charged bias against General William C. Westmoreland in the CBS News documentary, *The Uncounted Enemy, A Vietnam Deception* (BROADCASTING, April 30). "The Kowet book," said Joyce, "is ultimately a one-source book, written by a person who, in the words of *Time* magazine 'seems to have shifted from being a reporter to being an advocate for Westmoreland.'" Westmoreland has filed a \$120-million libel suit against the network.

"What is more distressing in this matter," said Joyce, "is that Kowet enthusiastically turned over audio tapes of his telephone interviews to a litigant—a practice abhorred by responsible journalists... Even Kowet's co-author of the *TV Guide* article [Sally Bedell, now of the *New York Times*] has sent

Kowet a letter registering her abhorrence of his actions in releasing the tapes."

As to the Westmoreland case, Joyce said: "We have more confidence than ever in the ultimate outcome."

On a subject closer to the hearts of CBS-TV affiliates, Joyce spoke of plans to rejuvenate *American Parade* which, featuring Charles Kuralt as the lone anchor, was a ratings failure against NBC's *The A-Team* on Tuesday, 8-9 p.m. The program, now in hiatus, has a new executive producer, Andrew Lack, and a new co-anchor, Bill Moyers. On June 27 it will return on Wednesday at 8-9 p.m.

The move, said Joyce, "takes us away from competing with *The A-Team* and pits us against *Real People*." The latter, he didn't have to tell the affiliates, has been dropped from NBC's 1984-85 schedule. Joyce didn't mention the competition of ABC's *The Fall Guy*, which returns next season in its Wednesday, 8-9 p.m. slot.

With the changes in *American Parade*, said Joyce, "we believe we can increase the audience."

But he acknowledged that "asking Bill and Charlie to tackle a prime time hour is not unlike asking them to slide into a cannon barrel each Wednesday at eight to be propelled into the Nielsen stratosphere in search of audience share. It's a high-risk venture for each of them."

Kuralt and Moyers appeared in person before the affiliates to solicit their support. News experiments need time to prove themselves, they said. Moyers reminded the affiliates that *60 Minutes*, now often the highest-rated regular program on the air, took several seasons to grow an audience. Its "clock wouldn't be ticking now," said Moyers, "if it had been allowed to wind down in eight weeks [the tenure now planned for *American Parade* before it disappears next fall]."

Both Kuralt and Moyers spoke of their commitment to what Moyers called "one more effort" to establish in prime time a program that can take the news beyond the half-hour it is given in the early evening, and he pleaded for patience.

"I doubt that we'll get a 30 share at first," said Moyers, "but over the long term I believe we'll get a lion's share of the affection and admiration of those millions of Americans who give a damn about their country. It can't happen in eight weeks." □

Slowly but surely: CBS moves to total satellite delivery

By 1987, network will have completed gradual transition from land lines to satellite delivery of its programs; affiliates hear progress report

The transition from terrestrial distribution of network programming to satellite distribution is on schedule, CBS-TV affiliates were told last week. By July 1, 25 CBS-TV affiliates will be disconnected from land lines and fed exclusively by satellite.

David White, vice president, administration, production facilities and engineering, CBS/Broadcast Group, gave a status report to affiliates at their conference last week in Los Angeles.

Affiliates served by the main AT&T line between Wichita Falls, Tex., and Los Angeles were disconnected from AT&T and put on the bird April 10. Thirteen stations located west of Omaha to Salt Lake City and north of Salt Lake as well as "certain stations with terrestrial interconnection difficulties in the Southeast and lower Texas" will be fully operational by satellite by July 1, he said, making a total of 25 affiliates on the satellite service. By Oct. 1, 16 stations west and northwest of Chicago will convert, and by the end of the year 16 other stations in the

Southwest and east Texas will follow suit.

In the meanwhile, said White, the network will begin testing a scrambling system that is expected to be fully operational in January 1985.

In 1985, said White, 73 more stations will be brought on line at the rate of 16 to 20 per quarter, starting on the West Coast and proceeding toward the Midwest and Southeast. The remaining 45 affiliates in the Northeast will be added by January 1987.

Some affiliates that have been served by their own microwave connections to neighboring stations that are on the main CBS feed intend to continue that arrangement, although network officials are encouraging them to install satellite reception capability.

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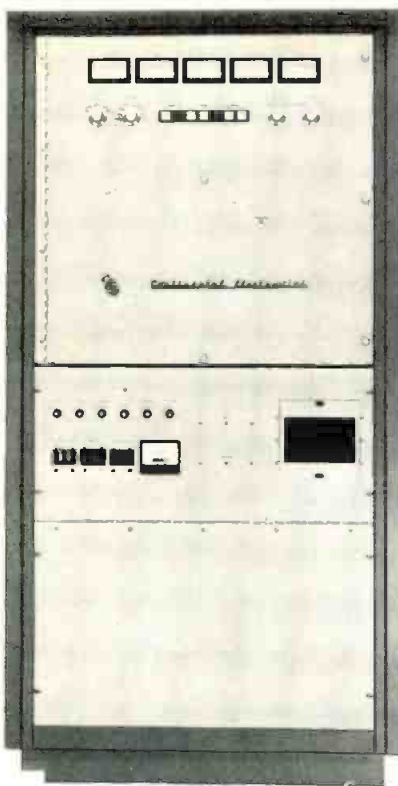
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nating capabilities, White said last week, it will be "at a serious competitive and operational disadvantage" once the satellite system, which can provide multiple and simultaneous feeds, is fully operational.

Cost is the main deterrent to the conversion of some stations. Although investments vary, broadcasters said last week that the earth stations and accompanying equipment that Scientific-Atlanta is supplying, under contract with CBS, run about \$200,000 each. Site acquisition and preparation are extra. Stations in the main interconnection system are buying the earth stations, to be reimbursed over 10 years by CBS. Stations now providing their own microwave links must buy their own dishes, without reimbursement.

White advised affiliates to be careful in their site selection. Some, he said, have encountered zoning problems. Sites must also meet FCC specifications for frequency coordination. White suggested that stations choosing sites removed from their transmitters connect them by fiber optics rather than microwaves. □

Affiliates hear lawmakers' views

A gallery of prominent news figures on the Washington regulatory scene was transported by videotape to Los Angeles last week to give advice to CBS-TV affiliates. The tapes were made by Donald D. Wear Jr., vice president, policy, CBS/Broadcast Group. With a surprise or two, the gallery recorded familiar themes.

Chairman Bob Packwood (R-Ore.) of the Senate Commerce Committee predicted eventual victory in "most of the battles" to get rid of content regulation, as his Freedom of Expression bill would do. "Do not compromise," was his message to the broadcasters. "Do not give in too early, too easily, because time's on our side, not against us."

Packwood, however, joined the critics of

New for Saturday morning. A half-hour adaptation of children's literature, *CBS Storybreak*, will be introduced in the Saturday children's program block on CBS-TV in the 1984-85 season. The show, with Bob Keeshan as host (but not in his *Captain Kangaroo* costume), is yet to be assigned a time period. *Captain Kangaroo* will continue to open the Saturday morning schedule.

CBS also announced that beginning next season it would identify programs designed for young viewers and those designed for adults but beneficial to the young as "CBS Gold Star Presentation."

the projection of election results before the polls close. "I would not announce any exit polling during the day," Packwood said. "To do it before the polls close probably is not good for the process, and it certainly isn't good for the image of broadcasting, and that's something that's totally in your control."

Chairman John Dingell (D-Mich.) of the House Commerce Committee called broadcasting "an immensely valuable service" but said its "weakest performance... is in children's programming and educational programming directed particularly at the young."

Chairman Timothy Wirth (D-Colo.) of the House Telecommunications Subcommittee repeated his criticism of a lack of programming for the young and of reporting exit polling before the polls close. He said, however, that despite his reservations about other television fare, "the evening news, white papers and so on" have made a "great contribution to making democracy work."

The advice from Representative Matthew Rinaldo (R-N.J.) was succinct: "Cut down on the sex, cut down on the violence, stop the editorializing and the selective use of news."

The closing word came from FCC Commissioner James Quello, a former broadcaster: "I think you're in a hell of a business and will be for a long time." □

From the news division. "We make mistakes," *CBS Evening News* anchorman and managing editor Dan Rather conceded before executives from CBS affiliate stations at a Century Plaza hotel luncheon in Los Angeles last Monday (May 14). Journalism, he allowed, "is a very crude art on its best day." Rather thanked the affiliates for supporting the CBS News team in spite of its occasional errors, which he suggested are an inevitable by-product of aggressive newsgathering.

"We're riding on your backs," Rather reminded the station representatives, praising them for their recognition that fair reporting is not always considered favorable by those being reported on, particularly politicians. The newsman, who appeared with a panel of CBS News correspondents, said the network's reporters do their best to help affiliates maintain positive images in their respective communities.

In introducing Rather, CBS News President Ed Joyce said the department strives to remain "fair, balanced and accurate" in its programming, particularly during election years.

Four correspondents involved in CBS's campaign coverage commented briefly on the 1984 presidential race, each expressing surprise at the continuing struggle among Democrats to come up with a nominee. CBS White House correspondent Lesley Stahl, discussing President Reagan's re-election bid, predicted a low-key campaign by the chief executive unless unforeseen events conspire to dampen his popularity with the electorate. The president will speak in the broadest terms possible, address friendly audiences and express optimism about the future of his upcoming campaign, Stahl said.

Correspondent Susan Spencer, assigned to the Walter Mondale campaign, said the Democratic nomination "is still very much undecided" and could result in much lobbying of undecided delegates prior to the July Democratic convention in San Francisco. As for the November election itself, correspondent Bruce Morton said increased registration of minorities could result in a tighter race than expected for Reagan this fall.

NBC affiliates come together in Los Angeles

Shape of new fall lineup and cost of satellite delivery among topics of interest at annual convention

Over 700 executives from NBC affiliate stations have been arriving at the Century Plaza Hotel in Los Angeles for this week's annual NBC-TV Affiliates Convention. Between the rounds of cocktails and rubbing shoulders with stars (and stars-to-be) of popular NBC programs, the affiliates attending the two-day gathering will be sounding out the NBC brass on changes in the prime time schedule and—what many seem intently curious about—the leadership of NBC News under its new president, Larry Grossman.

Pierson Mapes, president of the NBC Television Network, will have some good news to report to the representatives from 214 NBC stations. He will be able to remind them that NBC's overall daytime ratings for the 1983-84 season are 22% above those of the year before, while CBS's are up only 9% and ABC's are off 4%. Although the prime time clearance level is still more of a problem than it should be, according to Mapes, with NBC's clearance rate at "96% and a high fraction," compared to the other two networks, which are "97% and a low frac-

tion, CBS a little more than ABC."

Many affiliates are approaching NBC's 1984-85 season lineup with what is best described as cautious optimism. Fred Paxton, president of WPSD-TV Paducah, Ky., and for the past four years chairman of the NBC affiliates board, said that he is "very encouraged" by NBC's recently announced fall schedule (BROADCASTING, May 14). "There's a lot of family stuff on the schedule," Paxton said, citing such new shows as *Punky Brewster*, *Highway to Heaven* and the *Bill Cosby Show*. He also noted the mature-content shows NBC has scheduled for next fall, especially on Friday night where, Paxton agrees, NBC needed "something really different."

Among other things NBC affiliates are likely to learn at their two-day gathering are the latest developments in the agreement between the network and the affiliates on how to share the cost of installing the new satellite-delivered feed of network programming scheduled to begin Jan. 1, 1985. Paxton said the affiliates will be involved in sharing the cost as they presently do—by having a percentage of their monthly network compensation check deducted—but will not have to share as much as NBC originally planned. He declined to go into further detail.

But, according to Mapes, what's at the top of the affiliates' minds is performance: "We're their supplier and their partner and they look to us to see how we're going to perform." Mapes also said affiliates are "looking for us to accelerate our growth because that translates into dollars." NBC will



200 for seconds. A reception celebrating the second anniversary of WRC-TV Washington's public affairs program, *The McLaughlin Group*, brought together more than 200 of that city's dignitaries. Among the guests at the reception, held at the Sheraton Carlton, were White House Chief of Staff James A. Baker III; Dr. John McLaughlin, *McLaughlin Group* moderator (left), and Transportation Secretary Elizabeth Dole (right).

have pilots for all of the network's seven-and-a-half hours of new programming, which will be fed via a closed circuit system to affiliates in their hotel suites.

The convention begins Sunday with a reception for affiliate station executives hosted by NBC chairman and chief executive officer, Grant Tinker.

Business will begin Monday morning when Tony Cervini, vice president of affiliate relations, delivers the opening remarks.



Hot spot. WRCX(FM) Washington has achieved at least one of its goals with a new 30-second spot running in prime time on the three network television affiliates in that market—to generate excitement about the station. The spot, "Fun in the Morning," scheduled to run from April 26 to May 30, was produced by Needham, Harper & Steers, co-written by WRCX director of advertising and promotion, Marty Wall, at a total cost of \$47,000. The commercial provides a headboard's eye view of the morning ritual of an attractive young couple played out to the tunes of WRCX's morning program, *Elliott and Woodside*. The scene begins with a muscular young man, apparently alone, waking up, exercising, dancing (clad in a towel) and dressing. As he reaches to zip up his pants, a female form, hidden beneath the covers until this point, rises and stretches, facing him, with her bare back to the camera. The last scene is of the bed, its covers pulled up, and the man's clothes tossed over the radio. The WRCX logo appears, and beneath it the message "Fun Beyond Words."

At press time, the station had received approximately 60 phone calls and letters complaining about the commercial, and an equal or greater number of positive responses, says Wall. That might be misleading as a ratio, he says, since those offended are more likely to register their complaints. According to Wall, the station aired the spot for a test audience, for sponsors and for the press, and the consensus was that it was an effective commercial without being in poor taste. "We knew if

there were complaints it would come down to a matter of taste, which is difficult to define," said Wall. The station chose to confine the spot to prime time. When it discovered that NH&S had also placed it in *M*A*S*H**, which runs from 7:30 to 8, the station pulled it because it felt a greater number of children would be watching.

He said that the station wanted to achieve three things with the spot: to create excitement—evoke a "Wow! Did you see the new Q107 television commercial?" response; to reach an 18-34 audience with the emphasis on women—the male model appears in 24 of the 30 seconds, and to promote the morning team. Wall also feels the spot does a good job of showing the product in use—depicting how an adult couple might enjoy the station—something not easy to do when your product is invisible airwaves, he said.

On the advice of lawyers at ABC (which owns the station) and NH&S, the station cut portions from two scenes as originally shot. One showed the man as he hiked up his pants preparatory to zipping them, the other showed him dropping the towel just as he exited the frame. According to Wall, after checking the second scene frame by frame, he couldn't determine exactly what could be seen, deciding it might be more a case of what people might think they could see. In both instances, said Wall, the decision to edit the scenes was the station's.

The station plans to syndicate a version of the commercial, without a title card or audio track, sometime in July or August.

He will be followed by Raymond Timothy, who will outline the convention schedule, and then hand over the podium to Mapes, who will deliver a "state of the network" address.

The rest of Monday morning will be taken up with presentations by NBC News, daytime, late night, sports and children's departments. Brandon Tartikoff, president, NBC Entertainment, will report on late night programming, while Steve Sohmer, senior vice president, NBC Entertainment, will announce the new NBC daytime and children's programming lineup. He will be assisted by Brian Foss, vice president, daytime programs, and Phyllis Tucker Vinson, vice president, children's programs, both at NBC Entertainment.

Arthur Watson, president of NBC Sports, and Grossman will detail developments and upcoming events in their respective areas. The morning will close with a panel discussion by NBC News correspondents.

Monday afternoon is given over to a closed meeting with affiliates.

The prime time lineup will be presented

Satellite 'Exclusives.' Dr. Benjamin Spock, pediatrician, best-selling author and social activist, was at the Washington studios of the Local Program Network May 14 as the first of several prominent figures to be interviewed by teams of local station anchors live via satellite on the Local Program Network's series, *One-On-One Exclusives*. The interviews were carried by 13 of the 23 LPN members and five stations taking the feed on a trial basis. LPN is a consortium of stations that exchange locally produced news stories via Westar IV. Subscribing stations may carry the one-hour program live or tape it for later airing. Others scheduled to be interviewed for the series include Defense Secretary Caspar Weinberger and New York Mayor Ed Koch.

Tuesday morning by Tartikoff. Afterward, Sohmer will preview the network's new promotion and advertising plans.

Mapes said the affiliates will also be briefed on two upcoming changes in NBC's daytime schedule. The first is the launching of a new daytime serial, *Santa Barbara*, scheduled to be introduced July 30 in the 3-4 p.m. slot. The second will be the introduction of a new half-hour game show, *Scrabble*, based on the board game of the same name, at 11:30 a.m., starting the first week of July. Mapes added that NBC probably will also schedule reruns this summer of at least one network comedy on the daytime sched-

ule—as it traditionally does—in order "to pick up the kid audiences" that don't get to view the show during its regular-season run.

The NBC affiliates are an intensely loyal group—few express sharp criticism of their network, although many express a frustration with repeatedly being third in the overall ratings season after season. Not one of the affiliates canvassed said they knew of an NBC station that was ready to hand back its affiliation agreement. But the mood among affiliates, while optimistic, does not have the same elation it did this time last year. That might be because, in the words of one affiliate: "We're impatient. It's been a long time."

ABC makes its four in a row; 'V' puts NBC in second

Helped by the final two episodes of its mini-series *V*, NBC beat CBS for the second time in the past four weeks. But the Nielsen prime time honors for the week ended May 13 went to ABC for the fourth consecutive week of the rerun season, delivering it an average 16.2 rating and 27 share compared to NBC's 15.3/26 and CBS's 14/24.

Only two regular series appeared in the top-five rated shows of the week—*Dynasty* and *Dallas*—while *60 Minutes*, usually in the top 10, slipped to 19th and turned in its worst performance of the season with a 15.2/32.

ABC won Wednesday, Saturday and Sunday nights, while NBC led on Monday and Tuesday. CBS's only nightly win was Thursday. ABC came in second on Tuesday, Thursday and Friday, while CBS landed in second place on Monday and Saturday, and NBC on Wednesday and Sunday.

Four of the top 10 shows belonged to NBC and four belonged to ABC. CBS claimed two. Highlights of the week, night by night:

- NBC was the overwhelming leader Monday night, winning by 8.4 rating points over runner up CBS. NBC won each period of the night, with the second episode of *V* delivering 25.8/38, the second-highest rated show of the week. ABC and CBS finished in a virtual dead heat, with CBS winning the 8-9 p.m. period and taking 9-11 with the second episode of its mini-series, *The Last Day of Pompeii*.

- NBC again took Tuesday with a strong *A Team* lead-in to the final episode of *V*. ABC kept CBS in third place with a special one-hour

episode of *Happy Days* at 8 p.m. and the final episode of *The Last Days of Pompeii* from 9 to 11 p.m.

- All three networks got off to a late ratings start Wednesday night because of President Ronald Reagan's televised address. But ABC won the night based on its regular lineup and CBS came in third. The *CBS Wednesday Night Movie*, "Cowboy," averaged a 10.7/17 against NBC's 13 average rating of 13 for *Real People*, *Facts of Life* and *St. Elsewhere*.

- CBS roared back to life Thursday night, principally on the strength of a repeat of a two-hour *Magnum, P.I.* movie, which averaged 16.8/29 and ranked 45th for the week. NBC won the 10 to 11 p.m. period, with an original episode of *Hill Street Blues*.

- CBS took Friday by sweeping the 9 to 11 p.m. period with *Dallas* and *Falcon Crest*. But ABC took the 8 to 9 p.m. period with repeats of *Benson* and *Webster* against a *Disney Mother's Day Special* on CBS and *Master* on NBC.

- ABC won Saturday night with its regular lineup, and a repeat of the *CBS Saturday Night Movie*, "Hooper," was enough to overpower NBC's regular lineup and deliver that network into second place.

- It was the ABC made-for-television movie, *The Dollmaker*, starring Jane Fonda, that delivered that network into first place Sunday night with an average 19.5 rating. *Knight Rider* and a made-for-television movie on NBC, *Family Secrets*, were enough to squeak it into second place for the night, beating CBS's regular lineup by 0.3 rating points.

Rank □ Show □ Network □ Rating/Share

1.	V: Final Battle, Part III	NBC	28.9/42
2.	V: The Final Battle, Part II	NBC	25.8/38
3.	Dynasty	ABC	25.7/38
4.	Dallas	CBS	24.4/43
5.	The Dollmaker	ABC	22.7/38
6.	Falcon Crest	CBS	22.3/39
7.	A Team	NBC	21.8/33
8.	Hotel	ABC	20.7/33
9.	TV's Bloopers, Practical Jokes	NBC	19.6/31
10.	Happy Days	ABC	19.0/29
11.	Hill Street Blues	NBC	17.0/28
12.	Magnum P.I.	CBS	16.8/29
13.	Last Days of Pompeii, Part III	ABC	16.7/24
14.	Simon & Simon	ABC	16.6/28
15.	Last Days of Pompeii, Part II	ABC	16.5/24
16.	Family Secrets	NBC	15.6/25
17.	Cagney & Lacey	CBS	15.6/23
18.	Scarecrow & Mrs. King	CBS	15.4/24
19.	60 Minutes	CBS	15.2/32
20.	Love Boat	ABC	15.2/29
21.	Kate & Allie	CBS	15.1/21

Rank □ Show □ Network □ Rating/Share

22.	Where Are They Now?	ABC	15.0/24
23.	Fall Guy	ABC	14.9/25
24.	Newhart	CBS	14.8/21
25.	Fantasy Island	ABC	14.2/28
26.	TV's Game Show Moments	ABC	14.2/28
27.	20/20	ABC	14.1/24
28.	Facts of Life	NBC	14.0/21
29.	Knight Rider	NBC	13.7/25
30.	Webster	ABC	13.6/26
31.	Cheers	NBC	13.6/22
32.	A Caribbean Mystery	CBS	13.5/20
33.	Allice	CBS	13.4/21
34.	Trapper John, M.D.	CBS	12.7/21
35.	Jeffersons	CBS	12.6/20
36.	Real People	NBC	12.5/20
37.	Going Back Home	ABC	12.5/19
38.	St. Elsewhere	NBC	12.3/22
39.	Family Ties	NBC	11.8/21
40.	Benson	ABC	11.6/23
41.	Gunne A Break	NBC	11.5/22
42.	T.J. Hooker	ABC	11.3/23

Rank □ Show □ Network □ Rating/Share

43.	Matt Houston	ABC	11.3/20
44.	Hooper	CBS	10.7/21
45.	Cowboy	CBS	10.7/17
46.	American Parade	CBS	10.7/16
47.	Bugs Bunny Special	CBS	10.5/22
48.	Disney Special	CBS	10.5/21
49.	Jennifer Slept Here	NBC	10.4/21
50.	Duck Factory	NBC	10.3/17
51.	Blue Thunder	ABC	10.1/18
52.	Mama's Family	NBC	10.0/19
53.	People Are Funny	NBC	9.9/19
54.	Ripley's Believe It Or Not	ABC	9.7/21
55.	Diff'rent Strokes	NBC	9.7/20
56.	Master	NBC	9.5/19
57.	Yellow Rose	NBC	9.1/18
58.	AfterMash	CBS	8.3/16
59.	The Omen	NBC	8.2/14
60.	Four Seasons	CBS	7.9/14
61.	Doug Henning's World Of Magic	NBC	5.6/12

*indicates premiere episode

Stan Hubbard's latest venture in outer space

Visionary group owner buys own transponder, establishes news network to interconnect client stations; use of Ku-band is key to technical viability

Stan Hubbard may yet be the first broadcaster to own and operate his own direct broadcast satellite system, but he isn't waiting for that medium to open up before taking advantage of satellite technology. Hubbard has just invested \$10 million in a Ku-band transponder he believes can be the pivot point for a new generation of broadcast journalism and, possibly, a station-owned network for both news and entertainment.

On top of that, the Minneapolis-based group broadcaster has developed a new portable satellite uplink that he believes will revolutionize the business of SNG (satellite news gathering). And he has created, as well, a business plan that will allow other broadcasters to come aboard his satellite distribution venture as equity partners.

Although SNG—the use of communication satellites to provide coverage of events beyond the range of microwave transmitters—has become an integral part of local television news, it is still reserved for a few important stories that justify the logistical headaches and high costs associated with it.

Conus Communications Inc., the invention of Hubbard Broadcasting, plans to change all that, to simplify the use of satel-

lites for news and to make SNG another weapon in the arsenal of television news directors. At the same time, Conus would provide local stations with a new source of live and taped news reports from around the country and, eventually, a complete half-hour news program.

"We think it is going to revolutionize what a local station can do," says Hubbard. "It is going to revolutionize the relationship local stations have with each other and the relationship affiliates have with the networks."

As envisioned by Hubbard, Conus (the name is a satellite-industry acronym for continental United States) would create a satellite network, built with Ku-band satellites and scores of transportable and fixed earth stations and dedicated—at least initially—to supplying news to broadcast stations.

Conus will be controlled by Hubbard Broadcasting, Hubbard said, but principally owned by many of the broadcast stations that would use the network. Conus will be the service "for, of and by the television station operators," he said.

Conus hopes to raise nearly \$9 million by selling up to 60% of the nonvoting stock to broadcasters, according to Charles Dutcher, vice president and general manager of Conus Communications. Stations in the top 17 markets are being invited to buy a 2% interest for \$255,000, he said, while stations outside the top 17 are able to buy 1% of the equity for \$170,000. Hubbard will retain control of the

company by retaining a majority of the voting stock.

The equity partners, Dutcher said, will be expected to procure transportable and fixed Ku-band earth stations to be integrated into the Conus satellite network. At the National Association of Broadcasters convention earlier this month, Hubbard and Dutcher demonstrated the transportable earth station—Newstar—that they were urging prospective Conus partners to buy and that they believe will be a key ingredient in Conus's success.

Built on the back of a Ford E350 truck, Newstar features an Andrew 2.4-meter antenna, 600-watt transmitter and 15 kilowatt generator and sells for between \$250,000 and \$330,000, depending on the options. It is built to Conus's specifications by Hubcom, another Hubbard subsidiary based in St. Petersburg, Fla.

As far as Dutcher is concerned, the choice of fixed earth station, which would be used, in most cases, to downlink Conus feeds at the television studio, is less critical. It will cost the participating station between \$30,000 and \$80,000, he said, depending on size, manufacturer and its distance from the studio.

The heart of the Conus satellite network—the satellite transponder—will begin beating on July 1. Prior to the NAB, Hubbard made a downpayment to purchase a \$10-million transponder on SBS III from Satellite Business Systems. The balance is due July 1,



For the heart of the network. Conus Communications Inc., a subsidiary of Hubbard Broadcasting, has agreed to purchase a transponder on Satellite Business Systems' SBS III for nearly \$10 million. The transponder is a key element in Conus's plan to create a Ku-band satellite network for exchanging news among local broadcasters. Standing at the signing (l-r): Gerald D. Deeney, vice president and chief financial officer, Hubbard, and Stanley E. Hubbard II, director of special projects, Hubbard. Seated (l-r): Stephen B. Schwartz, president and chief executive officer, Satellite Business Systems; Stanley S. Hubbard, chairman, president and chief executive officer, Hubbard, and Charles H. Dutcher, vice president and general manager, Conus.



after which Conus will take full control of the 20-watt transponder.

Once partners are signed and the network begins to develop, Dutcher said, Conus will be in business. From its operations center, which will probably be located in Minneapolis (Hubbard's home base), Conus will act as a satellite switchboard, relaying feeds among the earth stations over the SBS III transponder (and other transponders leased on an ad hoc basis) at the instructions of its broadcasting clients. Such a service would include everything from transmitting a live feed from a transportable earth station back to a station for incorporation into the evening news to regularly exchanging programming for a regional network of stations, he

said.

According to Dutcher, Conus also plans to assemble news reports with national interest produced by partner stations, put them on the bird at a specified hour each day and offer a news service. The fee for the service would range from "several hundred thousand dollars to less than \$10,000 a year," depending on the subscriber's market size, he said.

(Although the Conus partners will receive preferential treatment and rates, Dutcher said, its transmission and news services are available to any broadcaster willing to pay for them. The Conus partner will, of course, share in any profits, he said.)

Eventually, Conus intends to set up a news

desk and create a daily news show for independent stations, Dutcher said. The show, which would draw heavily upon the news feeds passing through the Conus switchboard, he said, would compete head-to-head with the Independent Network News, produced by WPIX(TV) New York.

Conus plans to open a Washington news bureau, he said, either in facilities shared with its Washington partner or in a separate location. Hubbard said Conus would sell advertising time on the show and offer it on a barter basis.

What makes the venture feasible, according to Hubbard, is the use of the Ku-band frequencies and the relatively small, relatively low-cost transportables. The combination, he said, gives Conus "complete flexibility and mobility."

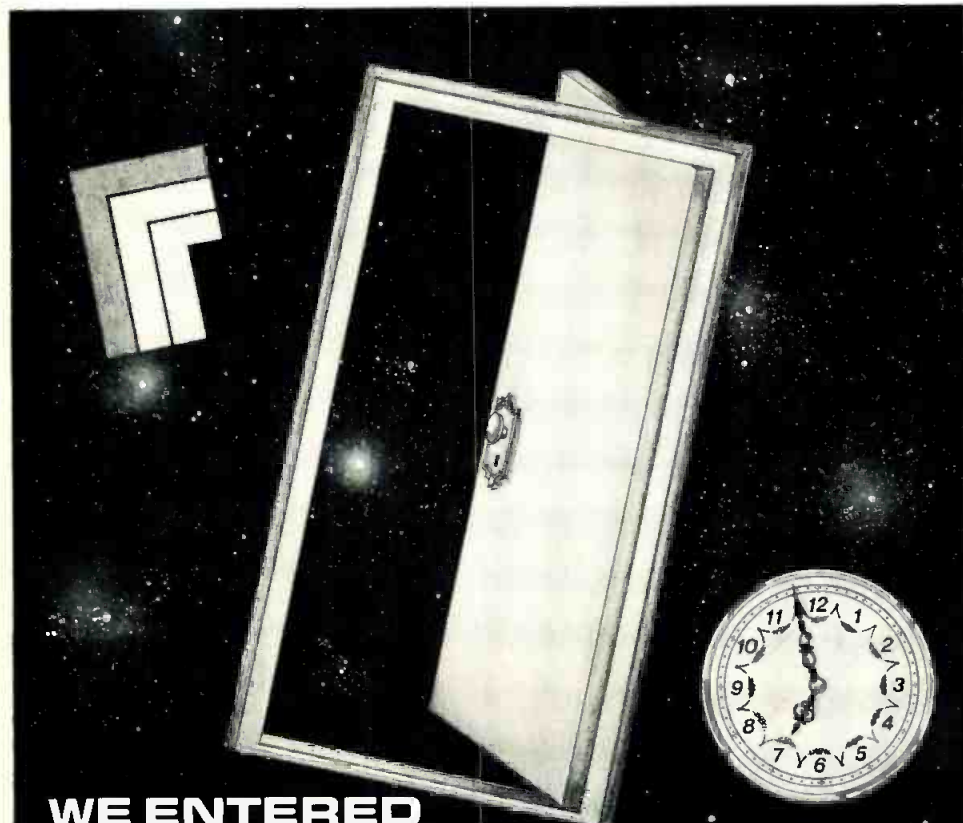
The Ku-band, which is just beginning to gain acceptance in television, is free of the microwave interference problem that afflicts C-band, which has been used for television transmission since 1975. As a result, fixed Ku-band uplinks can be installed anywhere and, more importantly, the transportable Ku-band uplinks can go anywhere and begin transmitting as soon as the dish can be aimed. Unlike C-band uplinks, Ku-band dishes don't need FCC frequency clearance authorization to begin transmitting.

But there is a downside to the Ku-band—rain-attenuation. The wavelengths of the Ku-band frequencies are so small that moisture in the atmosphere—snow, fog, rain or sleet—can degrade (or attenuate) the signal and, in severe cases, completely wipe it out. Partially because of the problem, only NBC of the three broadcast networks has chosen the Ku-band for program distribution to affiliates.

In Hubbard's mind, the rain-attenuation problem is exaggerated. In January and February, he said, Hubbard's KSTP-TV used a prototype of the transportable with the 2.4-meter antenna to feed two hockey games from arenas in Iowa back to the station. "We had sleet and snow on both occasions and it didn't affect us even slightly," said Hubbard. "And, as a matter of fact, half the power [on the transportable] went and there was no noticeable change. We are going to demonstrate to everybody just how fantastic this unit is."

Dutcher admits that rain attenuation is a problem, but only during severe rain storms. In New Orleans, he said, rain would prevent a transportable uplink from "fully saturating" the transponder just 20 hours a year. And, he points out, failure to fully saturate a transponder does not result in the loss of a picture, only in its degradation. So confident is Conus of the margin built into the Conus network, he said, that it will often split the RF power generated by the transportable uplinks and send two signals over one transponder.

Whether a station becomes a full partner in Conus or merely invests in Ku-band earth stations and uses its services, Hubbard and Dutcher believe the station will benefit from the association. Immediate access to the satellite at \$15 per minute coupled with the capabilities of the transportable earth station, Dutcher said, will "open up a whole new genre of stories that were, because of



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distance or cost, beyond its reach."

Hubbard will be sharing SBS III with NBC, which, through Comsat General, will be using five of the bird's transponders for program distribution and satellite news gathering. Since an NBC affiliate looking at the satellite to receive NBC's feeds will be able to pick up Conus feeds for the modest cost of a Ku-band receiver, it may be no coincidence that, as Dutcher pointed out, many of the stations now interested in being part of Conus are NBC affiliates.

Dutcher and Hubbard were pleased with the interest shown by broadcasters in Conus and Newstar at the NAB convention and are

confident it will translate into some broadcasters buying into that company. Dutcher said he hopes to lock up at least five deals within the next few weeks. Hubbard said a Newstar truck will arrive this week at KPRC-TV, the NBC affiliate in Houston. "We are going to demonstrate that it can be done, it can be done easily and that it works beautifully," he said. "And I would expect that once that demonstration is made that KPRC-TV will be as excited as we are and it will be our first partner."

The Conus hope is to persuade around 40 broadcasters to buy into the service, but the company may be able to make a go of it with

as few as 10. "If we have 10," Hubbard said, "we have a good business."

Down the road, Hubbard sees applications beyond news. Since stations using the network will be installing Ku-band downlinks near their studios, he said, Conus may begin distribution of syndicated programming or of programming produced by partner stations. "If we as stations can gather into one company and can put up the money to produce programming, we have an economical way of distributing it to ourselves," he said. "If [the programming] works, great; if it doesn't, we pull it off and try something else." □

Ever sharper slow motion: Sony's newest video system

High-resolution slow motion technique was designed at request of ABC, which has one-year exclusive rights to system; network will be using Super Slo Mo during Olympics

Observant viewers of ABC's coverage of the Kentucky Derby May 5 may have noticed that during the slow-motion instant replay of Swale charging to victory down the home stretch that they could clearly see details that had been mere blurs on their screens before—clods being thrown up by the horses' hooves, riding crops being cracked against the horses' hindquarters and the numbers on some of the jockeys' sleeves.

What the viewers were seeing was not ordinary slow motion, but, as an ABC announcer pointed out, Super Slo Mo, a revolutionary system developed by Sony Broadcast Products for ABC and its upcoming Olympic coverage.

The Derby was the first workout for the high-resolution slow-motion system, which was delivered to ABC just last month. It was to be put through its paces again over the past weekend during the Preakness at Baltimore's Pimlico racetrack. And it may also see some use at Indianapolis 500 auto race on May 28.

After having watched the Super Slow-tapes of the Derby and of many of the other races at Churchill Downs during the Derby weekend, Julius Barnathan, president, and Michael Fisher, director of equipment planning, for ABC's operations and engineering division, were pleased with what their initiative and Sony's engineering has wrought.

According to Barnathan, the system employs the same technique that has been used to produce high-resolution slow-motion in film: The frame rate of the camera is speeded up. Indeed, said Barnathan, the system "does things that up to now only film has been able to do."

Chet Forte, a producer-director for ABC Sports, who worked the Derby and who was in Baltimore last week preparing for the Preakness, was also enthusiastic about the system. "It gives a clear, crisp picture, much crisper than your regular slo mo, and the quality is fantastic," he said. "I was shocked by the quality more than anything else."

And going into the Derby, Forte was a skeptic. He said he experimented with a

black-and-white prototype of the system during a *Monday Night Football* game last season and found it wanting. "They had to sell us at the Derby, but then when I saw what it could do, I said, 'There is no slo mo like this.' They sold me on it." Forte said he would now like to make Super Slo Mo a regular feature of *Monday Night Football*.

The Super Slo Mo camera, a modified Sony BVP-330 ENG camera, generates 90 frames or 180 interlaced fields every second, instead of the ordinary NTSC camera's 30



Super Slo Mo

frames and 60 fields, according to Fisher. The wideband (12 mhz) video signal is fed by a fiber optics link to a special "standards converter," he said, where it is divided and transformed into three standard 30-frames-per-second NTSC signals. The signals are then recorded in proper sequence on a modified high-speed Sony BVH-2000 videotape recorder with three recording heads, he said. When the tape is played back at three times normal speed, Fisher said, the pictures have normal motion. But when played back at any slower speed, he said, the pictures would be in slow motion. The Super Slo Mo tapes, he said, can be played back on any one-inch type-C VTR, he said.

The slow-motion effect to which television viewers are now accustomed is achieved by simply slowing down the playback of a regular 30-frame NTSC recording and is characterized by smearing of fast moving objects. The Super Slo Mo system virtually eliminates the smearing by recording three times as many images, Fisher said. If an object were moving at 60 miles per hour, he said, a regular camera would capture just one picture (a field) about every one-and-a-half feet. With the new system, he

said, "we would get the other two pictures in between" or a picture every six inches.

According to Forte, the system costs \$500,000. He said it was his understanding that Sony has five more in production and ABC has a deal with Sony guaranteeing it exclusive use of the system for a year. Neither Fisher nor Barnathan would comment on cost or exclusivity, but Barnathan said ABC would like to buy additional systems, "if we can afford it." Under instructions from ABC, Sony refused to make any comment on the system.

The inspiration for the system came four years ago during the 1980 Winter Olympics, said Barnathan. For high-resolution slow-motion during those games, he said, events had to be shot on film and producers had to wait for a day or a half a day for it to be processed. After the games, he resolved to find a suitable video slow-motion system and invited manufacturers to develop one.

When ABC put out the request for a system, Fisher said, it suggested several approaches. "But Sony's [approach] is not one that we suggested," he said. "We thought it would be difficult to do two times and Sony did three times. . . . It's a very clever mix of electrical and mechanical ideas."

Fisher could only think of two problems with the system and he deemed neither severe. The Slo Mo camera is about a half of an f-stop less sensitive than a conventional camera and the VTR gobbles up tape at three times the rate of a conventional VTR, he said.

The light could be a problem on *Monday Night Football*, Forte said. "We will just have to wait and see." He pointed out, however, that the Derby was run under heavily overcast skies and the picture quality was still "terrific."

According to Fisher, the Slo Mo system is derived from Sony's work in high-definition television. The high-speed scanning that made Sony's HDTV camera possible made the Super Slo Mo camera possible, he said. The Sony HDTV camera captures just 60 fields per second, but it scans 1,125 scanning lines rather than the usual 525 lines of NTSC.

The Slo Mo system will see widespread use during the summer Olympics, Barnathan said. It will be particularly useful in coverage of such events as platform diving in which the form of the athletes is important, he said. □

Davis, Hawkins, Munoz, Zapata win NAB board seats

Four new faces will grace the National Association of Broadcasters board of directors meeting in Washington next month, June 18-22. Last week Willie Davis, president of KACE(FM) Los Angeles, and Sally Hawkins, president-general manager, WILM(AM) Wilmington, Del., were elected to fill two newly created seats on the radio board. Robert Munoz, vice president and general manager, KCIK(TV) El Paso, Tex., and Donna Zapata, station manager, WHAS-TV Louisville, Ky. were named to the two newly established seats on the TV board.

The seats were created to encourage the participation of women and minorities on NAB's boards. Members of the radio and TV boards selected the candidates from a list of 35 nominees mailed in April. The new members were named to serve two-year terms and are subject to reappointment for another two-year term.

Davis is a former NAB radio board mem-



Davis



Hawkins



Munoz



Zapata

bers who lost his bid for re-election to represent district 24 (southern California, Hawaii, Guam and American Samoa) to Robert Fox, KVEN(AM) Ventura, Calif., in what was characterized as a tight race. Davis, the former Green Bay Packer, also owns WAWA(AM)-WLUM(FM) Milwaukee; KQIN(AM) Seattle, and KYOK(AM) Houston. He is owner-operator of Willie Davis Distributing Co.

Hawkins, whose career in the broadcasting industry spans 30 years, has held her current position as president and general manager for 10 years. She serves on NAB's Legislative Liaison Committee and is a past president of the Maryland-District of Columbia-Delaware Broadcasters Association.

Munoz, a broadcast sales executive, began his career as vice president for midwest sales for the Spanish International Network (SIN) and was later named vice president and general manager for SIN affiliate KDTV(TV) San Francisco. Prior to assuming his present position, Munoz was vice president, midwest manager, for CSM (Caballero Spanish Media) Radio Network, Chicago.

Zapata joined WHAS-TV in 1975 as national sales manager and was later named station manager for WHAS(AM)-WAMZ-FM Louisville. A member of the Kentucky Broadcasters Association, Zapata has been active in lobbying Congress on the must-carry issue. □

April Sales*

WBTW (TV)	Florence, South Carolina	}	\$36,750,000
	and		
KIMT (TV)	Mason City, Iowa		
WQIK AM-FM	Jacksonville, Florida		\$ 5,000,000
WLOE/WSRQ	Eden, North Carolina		\$ 1,000,000
WPHC/WVRY	Waverly, Tennessee		\$ 340,000
WBRK/WKTQ	Pittsfield, Massachusetts		\$ 625,000
WGTF-FM	Nantucket, Massachusetts		\$ 1,050,000
WLVE-FM	Miami Beach, Florida		\$10,500,000
WBEN AM-FM	Buffalo, New York		\$ 7,500,000

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5/21/84



'Day After' dominance. Nearly half of annual ABC shareholders meeting last Tuesday, May 15, was devoted to comments on last season's ABC Theater presentation, *The Day After*. Shareholder's resolution, proposed by conservative Washington-based watchdog, Accuracy in Media, ("In Brief," April 9), calling for company investigation to see if show was vehicle for Soviet propaganda effort, was defeated. Most of other questioning fielded by ABC executives dealt with policies of ABC News, including financial holdings disclosure by news personnel and news division's minority hiring practices. ABC Chairman Leonard H. Goldenson said that statements of financial holdings were required of all "key" personnel.



Zingers. Democratic presidential hopeful Lyndon LaRouche may not be winning millions of votes at the polls, but some of his campaign advertisements, which have been appearing on a spot basis throughout the country, are getting notice—at least for their bold content.

One 30-second TV spot, for example, takes a swing at former Secretary of State Henry Kissinger. It opens with an image of a man whose face is masked over with a question mark. The voiceover: "Do you know that there's a Soviet agent of influence on President Reagan's foreign intelligence advisory board?" Kissinger is then revealed as the voiceover continues: "His name is Henry A. Kissinger."

A second voiceover takes over: "We need a President who will promise to kick Henry Kissinger out of the government—and keep that promise." Adds another voice: "Vote for the man who Kissinger hates the most. Vote for Lyndon H. LaRouche."

Asked whether Kissinger was planning to sue the LaRouche campaign, the former secretary of state's personal assistant had "no comment."

Ken Mandel, president of Grand Design Advertising, which is handling the media for the LaRouche campaign, said the ad in question has been placed on television on a spot basis to coincide with state primaries since April 10. It was, according to Mandel, running in Oregon and Nebraska last week and would probably be used in the remaining primaries. The ad, he said, was not intended to stand alone but as a "teaser" for a half-hour TV program, *Henry A. Kissinger: Soviet Agent of Influence*.

Also, according to Mandel, the campaign already has bought six 30-minute television network segments to promote its candidate, and has been doing "more radio than any other candidate by far." Thus far, Mandel said, the campaign has spent about \$1.5 million on broadcast buys.

Changing Hands

PROPOSED

KKNU(FM) Fresno, Calif. □ Sold by East-West FM Group Inc. to KOSO Inc. for \$2,650,000. **Seller** is owned by John Q. Tillson and his wife, Renanta, and John F. McDonnell. McDonnell is head of McDonnell-Douglas Aircraft, St. Louis. Tillson is president of East-West, which also owns KKCW-FM Beaverton-Portland, Ore. **Buyer** is owned by S. Walter Richey and F. A. Koscielak. It also has interest in WXUS-FM Lafayette, Ind., and KQUE(AM) Olympia, Wash. Richey also owns WCWC(AM)-WYUR(FM) Ripon, Wis. KKNU is on 102.7 mhz with 50 kw and antenna 500 feet above average terrain. **Broker:** Blackburn & Co.

KNEB-AM-FM Scottsbluff, Neb. □ Sold by Panhandle Broadcasting Inc. from shareholders to Nebraska Rural Radio Association for \$850,000. **Seller** is owned by Gladys D. Seaton, who also has interests in KMAN(AM)-KMKF(FM) Manhattan, Kan.; KHAS-AM-TV Hastings, Neb.; KGGF(FM) Coffeyville, Kan., and KFYO(AM) Lubbock, Tex. **Buyer** is nonprofit corporation composed of Nebraska farm and ranch operators headed by Otto J. Geiger. It also owns KRVN-AM-FM Lexington, Neb. KNEB(AM) is on 960 khz with 1 kw day and 500 w night. KNEB-FM is on 94.1 mhz with 100 kw and antenna 680 feet above average terrain. **Broker:** Ralph

Meador.

KKON(AM)-KOAS(FM) Kealahou, Hawaii □ Sold by Kona Coast Broadcasting Co. to Kona Radio Systems Inc. for \$785,000. **Seller** is owned by Thomas M. Jones and sister, Sally Lenart. They also own 34% of KWAZ(FM) Needles, Calif., and KBAS(AM) Bullhead City, Ariz. **Buyer** is owned by Gilbert W. Stratton and wife, Dee. Stratton is sportscaster at KNX(AM) Los Angeles. KKON is on 790 khz with 5 kw fulltime. KOAS is on 92.1 mhz with 3 kw and antenna 2,053 feet above average terrain.

KTNM(AM)-KQAY(FM) Tucumcari, N.M. □ Sold by Sagebrush Communications Inc. to Quay Broadcasters Inc. for \$524,000. **Seller** is owned by Johnnie S. Cain (33.3%) Linda Haldane (33.3%), Vanita Menapae (20%) and Scott W. Roddy (12%). **Buyer** is owned by Charles A. Denney (51%) and John M. Dunn (49%). Denney owns 20% of KBZZ(AM) and KBLJ-FM La Junta, Colo., Denney is former station manager at KIDN(AM) Pueblo, Colo. KTNM is on 1400 khz with 1 kw daytime and 250 w night. KQAY is on 92.7 mhz with 3 kw and antenna 64 feet above average terrain.

WNRK(AM) Newark, Del. □ Sold by Heller-Oak Communications Finance Corp. to ARC Broadcasting for \$500,000 note. **Seller** holds first mortgage and received station

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from Cook Broadcasting Inc. in involuntary transfer. It appointed Alfred R. Campogne, general manager of the station, receiver. Buyer is owned by Campogne. If station goes to public sale, Heller-Oak will offer up to \$500,000 for full ownership. If station sells for more than \$500,000, Heller-Oak

will pay Campogne 10% of proceeds from sale of first mortgage. WNRK is daytimer on 1260 khz with 1 kw.

WCAB(AM) Rutherfordton, N.C. □ Sold by Isothermal Broadcasting Co. to James H. Bishop for \$275,000 cash. Seller is owned by Charles R. Melton (51%) and Clayton

Sparks (49%) who have no other broadcast interests. Buyer is former Dale Carnegie instructor who has no other broadcast interests. WCAB is daytimer on 540 khz with 500 w.

For other proposed and approved sales see "For The Record," page 93.

Journalism

One win, two losses for media in libel cases

In one of cases, TV station is held accountable for remarks made by public official on talk show

The Supreme Court last week churned out three actions in defamation cases that constituted a mixed bag for the media. In one, it refused to free WKBS-TV Philadelphia and a county prosecutor from the necessity of defending themselves against a slander suit filed by a state judge. In another, it let stand a \$200,000 award to a woman who said a Macon, Ga., newspaper libeled her in a story on her vote as a juror in a murder trial. But in a third case, it rejected the request of a former Kentucky state legislator for review of a state supreme court decision

overturning a \$100,000 libel award made in his favor, and against the *Lexington Herald-Leader*.

In the Philadelphia case, the court, without comment, let stand a state court ruling that Judge Joseph Braig's suit against the station and Assistant District Attorney Lloyd George Parry must be tried by a jury. Braig had sued because of comments Parry had made on a WKBS-TV talk show, on Sept. 23, 1979, that centered on the case of two police officers accused of killing 19-year-old Cornell Warren.

In March 1979, Braig had declared a mistrial in the trial of one of the officers. He based his action on intentional misconduct of the prosecuting attorney. And Parry, who

appeared in a taped segment of the *On Target* program along with the program's moderator and a lawyer representing the family of the dead man, said, "Judge Braig is no friend of the police brutality unit. I don't care who we sent in to try the case. In my opinion, that case is going to get blown out." Parry is chief of the Philadelphia County District Attorney's police misconduct unit.

Braig called WKBS-TV following the program to say he had been told an objectionable reference to him had been made, and requested a transcript. The station provided it. But the station, after reviewing the tape and finding nothing objectionable, aired it a second time, on Sept. 29. And Braig sued, claiming he had been defamed.

In allowing the case to proceed to trial, the Supreme Court rejected arguments of Field Communications Corp., owner of the station, that a broadcaster may not be held accountable for transmitting the comments of one public official about another.

In the Macon, Ga., case, the high court refused to hear arguments that an article in the *Macon Telegraph*, in 1980, neither defamed nor harmed Betty Elliott, who had been awarded \$50,000 in compensatory damages and \$150,000 in punitive damages. The newspaper had appealed the decision of a state court on the ground that punitive damages should not be allowed in libel cases unless there is proof the newspaper acted maliciously or recklessly.

Elliott, a bus driver for the Bibb County Board of Education, had sued the newspaper after it quoted her as saying she decided a murder defendant was innocent a few days before testimony in his trial was concluded. The story was based on an interview she had given a reporter for the newspaper. Elliott wrote to the newspaper denying she had made up her mind before jury deliberations began, and asked for a retraction. The newspaper rejected that request, but printed the letter on the editorial page, along with an editor's note saying, "We stand by the story, but we are happy to publish Mrs. Elliott's side of the story."

The awards were affirmed by the Georgia appeals and supreme courts. In appealing to the Supreme Court, the newspaper said the \$50,000 award was out of proportion to the injury Elliott suffered—loss of a babysitting job, according to a lawyer for the newspaper. It also said the \$150,000 award is "unconscionable and constitutionally infirm"

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because of a lack of evidence of malice or reckless disregard of the truth.

The newspaper told the court that large punitive damage awards induce the media to engage in "self-censorship." And such awards, intended as punishment, are increasingly awarded by juries.

In the Kentucky case, the former legislator, Joseph Graves, was seeking restoration of a \$100,000 libel award he had won following trial of his suit against the *Lexington Leader*. That newspaper was later merged with the *Lexington Herald*, to form the *Lexington Herald-Leader*, owned by Knight-Ridder Newspapers Inc.

The state supreme court had overturned the award, which had been made as the result of a story about Graves's financial holdings that Graves said damaged him in his campaign for mayor of Lexington. The state's high court said the story, published on July 21, 1977, was "false and defamatory," but said there was insufficient evidence on which to conclude the article was published with "actual malice or reckless disregard for the truth."

The Supreme Court turned down Graves's request that it use the case to explain more fully "the actual malice" test it has ruled that public officials must meet to win defamation suits against news media defendants. □

Black blames TV for public's low opinion of media

Outgoing ASNE president says print press is tarred with television's brush of short, nonserious news and it should fight

Where does the fault lie for the current low esteem in which the news media are held? In the view of Creed C. Black, outgoing president of the American Society of Newspaper Editors, a large part of the answer is television. He says the print press is tarred with the brush of television's transgressions. And he cites television newsmen to help make his case that television is not a serious or mature news medium. As a result, he says newspapers should, in their own self interest, distance themselves from television.

Black, who is chairman and publisher of the *Lexington (Ky.) Herald-Leader*, expressed his views in an address to the ASNE convention in Washington. He talked of the "paradox" confronting the press, one in which "most thoughtful students of the American press" agree that newspapers are doing a better job than ever while, at the same time, "the press is buffeted almost daily" with pronouncements of public crisis in the media.

In part, he said, it is a fact that news has been bad, and the messenger is a convenient "scapegoat" for a public unhappy with what is going on in the world. But one "of the major reasons" for the paradox, he said, "is that the public lumps the printed press and television together in something called 'the

media' and makes little if any distinction between the two." The result, he added, "is that we are blamed for the sins and shortcomings of what television—which remains basically an entertainment medium—calls news."

Black may have been starting a family fight. The *Herald-Leader* is owned by Knight-Ridder Newspapers Inc., long a significant factor in broadcasting. It owns six television stations—WCDC(TV) Adams, Mass.; WJRT-TV Flint, Mich.; WTEN(TV) Albany, N.Y.; WPRI-TV Providence, R.I.; WKRN-TV Nashville, and WTKR-TV Norfolk, Va.

To back his charge that "television is in no small part show biz," Black cited remarks by former Vice President Walter Mondale and CBS News luminaries Walter Cronkite and Charles Kuralt. He quoted Mondale as saying that "there is a tension between substance and theater" on television and that theater seems to be winning. Cronkite was quoted as saying of the current crop of newcomers to television news, "I suspect that if television didn't exist, they'd be in acting." And Kuralt, according to an account in *Editor & Publisher*, talked of the "very depressing state of affairs around 6 o'clock in the evening all over America." He was referring to the "attractive young person" who introduces the news program on a note of urgency and with the appearance of sincerity but "who would not know a news story if it jumped up and mussed his coiffure."

And if Kuralt was talking about local television news, Black was able to quote NBC News correspondent John Dancy on the net-

works. He had been quoted in *The Wall Street Journal* as saying that television news "always favors the simple story, not the complex issue." Black also found a quote from ABC News's Brit Hume. In discussing coverage of the presidential campaign in Iowa, he had said: "You can always get on the air with pigs."

Nor is it simply what he calls the "show-biz" aspect of television news that Black feels gives all news "media" a bad name. He said what television calls news is, "in fact, a mixture of news, analysis, opinion and speculation." (Newspapers do analyses, too, Black said. "But we strive daily . . . to separate the news from the commentary and label the latter clearly for what it is.") He also accused television news programs of providing little opportunity for dissent or criticism by viewers or the subjects of news coverage. "The networks have no such mechanism at all," he said. And the time afforded by local stations, he said, "doesn't begin to compare with the space devoted by any newspaper to letters to the editor." Nor, he added, has television news developed a standard mechanism for correcting errors, as, he said, newspapers have.

His suggestion for dealing with what he said is "the problem" television is creating for newspapers is for newspapers to disentangle themselves from television. Take the advice of Stanley Cloud, executive editor of the *Los Angeles Herald Examiner*, to curb the use of the word "media." Cloud had written in an ASNE publication that "by acquiescing in the use of 'the media,' we play

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directly into the hands of those who benefit from riding on the coattails of serious, responsible journalists." Another Black suggestion was to make sure newspaper readers understand the difference between newspapers and television. "There's no reason we have to suffer in silence under the heavy load of television's baggage."

Black offered one more thought: "We can always hope that television news will improve as it grows up." He said it is in "its adolescence, at most—having been around no longer than American newspapers had been back in the early 1800s." □

Press is put on firing line

Three journalists who served on White House staff use NATAS forum in Washington to criticize media for inaccurate reporting, taking things out of context

Three former government spokesmen put the media through a wringer of criticism last week. Speaking at a luncheon of the Washington chapter of the National Academy of Television Arts and Sciences, they said the media are too often concerned only with the immediate, are inaccurate and sloppy, and too uncaring of the public's perception of them.

And of the three, the one who is in a position to bring his views to public view, Hodding Carter, now chief correspondent for public broadcasting's *Inside Story*, was

Hanging in there longer. Job turnover in broadcast newsrooms declined last year, according to the Radio-Television News Directors Association. The annual survey is conducted by Dr. Vernon A. Stone, director of the School of Journalism at Southern Illinois University and chairman of RTNDA's research committee. In it, respondents at 432 TV stations and 371 radio stations also reported no net growth in news staffs. The typical TV news staff in 1983 consisted of 17 full-time and two part-time workers, the same as in 1982; the median radio news staff size was 1.3 full-timers and 1.2 part-timers, roughly the same as the year before.

Of the men and women working in TV news in mid-1983, 20% had been hired in the preceding 12 months, compared to a turnover rate of 25% the year before. In radio news, a 31% turnover was reported in 1983, as compared to 43% in 1982. The complete results are published in the May issue of the *RTNDA Communicator*.

the harshest. Carter, spokesman for the State Department for three years during the administration of President Carter, said the media focus on individual stories without attempting to place them in any context. "Stories show up on the evening news, and never show up again," he said. "Then viewers ask, 'Why is it we live in a crazy, fractionated world?'"

What's more, he said, a number of journalists have come to believe it would be useful for everyone in their business to be reported on in connection with a significant story, and thus learn how inaccurate the media can be. In fact, he said the first piece *Inside Story* will do next season will be on "journalists being covered like ordinary people." He said of all the stories written about him over the years, only two were without factual errors.

"What is perceived about the news media is not what the news media perceives about itself," he said. Before his service in the Carter administration, he had worked as a journalist—as reporter and editor/publisher

of the family-owned *Delta-Democratic Times* of Greenville, Miss.

Jerry terHorst, whose occupancy of the post of White House news secretary was the shortest on record—he quit his job in the Ford White House in September 1974, 30 days after his appointment, on learning the President had pardoned former President Nixon—complained that reporters "often mistake news for truth." He said reporters "sometimes are lied to, and seldom go back to correct errors." Indeed, he said, "as journalists, we're reluctant to correct errors."

TerHorst, who had been a Washington correspondent for the *Detroit News* and is now head of public relations for the Ford Motor Co. in Washington, also suggested less than adequate press performance has made his job more difficult. "It's difficult to get some semi-public person to submit to an interview because he or she has been burned in the past."

The third member of the panel, Ron Nessen, the former NBC News correspondent who succeeded terHorst in the White House job, was the third member of the panel. He said the public esteem the press enjoyed following the Watergate revelations has faded over the past 10 years. As proof, he cited the administration's action in barring press access to Grenada for the first two days of the invasion. The administration's "excuses"—it claimed concern for the journalists' safety and wanted to maintain security—"don't hold up, but the administration got away with it because of the decline of public support in the press."

And why the decline? Like other media critics, Nessen cited "election reporting"—the exit polling and the early election results based on it. "The message" that activity sends to the public, Nessen said, is that the networks "put competition among themselves first, and the electoral process takes second place."

Nessen is now with the Washington public relations firm of Marston-Rothenberg Public Affairs Inc. He is also an author, and at the luncheon, on Tuesday, he was able to promote his latest book, a novel, on its official publication date. The book is "The Hour," which he said involves a "fictional network's investigative news program, *The Hour*, which somewhat resembles *60 Minutes*."

Along with the criticism, a dose of humility was prescribed for those in the press who would blame television for the low estate in which "the media" are held. Carter, referring to the speech of Creed Black, outgoing president of the American Society of Newspaper Editors, assessing that kind of blame (see page 85), said "TV and the press have the same problems." □

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BFM girds for tomorrow

Demands of future prominent on agenda of annual meeting of broadcast financial executives

"The money people" have arrived in New York for the 24th annual conference of the Broadcast Financial Management Association. BFM Executive Director Robert E. McAuliffe said that a record 700 financial officers, general managers, personnel managers and other paid registrants are expected for the four-day conference that began yesterday (Sunday).

"Broadcasting—1984 and Beyond," the theme for this year's conference, suggests the increasingly competitive environment that broadcast financial managers face, McAuliffe said. The 44 panel sessions on Tuesday and Wednesday are concerned with getting the "biggest effort in terms of size and quality" in that competitive environment, he added.

Panel sessions include "Franchise Amortization, or Cable Meets the Tax Man," "Going Public or Private—Financial, Tax and Business Considerations," "Trade and Barter" and "The Anatomy of a Collection—From Broadcaster to Collection Agency to Attorney."

Noting that the percentage of BFM membership from cable is "very, very small," McAuliffe said that, as part of the organization's effort to attract that faction, six of the panel sessions this year are devoted exclusively to cable. The American Women in Radio and Television held a Sunday meeting, at the request of conference organizers, to encourage more involvement in the BFM by its women members, who currently make up approximately 25% of the professional organization.

Agenda for today (Monday) begins with a welcome to New York from the city's mayor, Ed Koch, followed by a review of the conference theme by several discussants, including Hugh Del Regno, conference chairman and controller, CBS Entertainment Division; Phil Giordano, vice president-finance and administration, ABC Radio, and Edwin H. James, senior editorial consultant, BROADCASTING Publications.

They will in turn lead panels of industry notables who will discuss "Broadcasting—1984 and Beyond," from separate perspectives. Participants in the panels will include FCC Commissioner James Quello; James Jurist, chief financial officer, John Blair; Jerry Dominus, vice president of sales, CBS Television Network, and Ben Hoberman, president of ABC Radio. Monday's luncheon speaker will be Ray Brady, business and economics correspondent for CBS News.

Tuesday and Wednesday will be devoted primarily to panel sessions. Tuesday's luncheon speaker has yet to be announced; Wednesday, Gene F. Jankowski, president of the CBS/Broadcast Group, will deliver the address.

Tuesday night will see a dinner/dance and the presentation of BFM's annual Avatar award, given last year to former president and chief executive officer of Cox Communications, Clifford Kirtland.

Another evening event is Monday's cocktail party and reception aboard the aircraft carrier, U.S.S. Intrepid. Exhibitor suites will be open Sunday afternoon; Monday and Tuesday from morning through early afternoon, and Wednesday, 10 a.m. to noon.

McAuliffe said the 1,250-member organization provides position papers on accounting and tax matters and, through a subsidiary, credit information on advertising agencies. McAuliffe noted that membership represents corporations owning 80% of the commercial television stations in the U.S. The Broadcast Financial Management Association also has noncommercial membership. □

Saturday morning upfront buying season closes at \$140 million

Numbers represent 5% increase; selling for daytime up next

Rather than "women and children" first, in network upfront buying it's "children, then women" first. The \$140-million network television upfront market for children's advertising is now complete, soon to be followed by the estimated \$1 billion to be spent on daytime.

According to Robert Blackmore, vice president of sales for NBC, which continued number one in Saturday morning ratings last year, the \$140 million spent represented roughly a 5% increase over last year. He said NBC received about 60% of the money.

The buying takes place among a relatively limited number of advertisers in a few days. A vice president at a leading advertising

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agency said, "If networks could handle all the phone calls it could all be over in an hour."

According to figures from Broadcast Advertisers Reports, \$186.6 million was spent in 1983 on the networks during "kids shows," a 14% increase over the year before. Over half of that sum was spent by the top six advertisers: General Mills, Mattel, Kellogg, McDonald's, General Foods and Quaker, in that order.

Of the money spent in upfront advertising for Saturday morning, some Sunday programming and occasional afternoon material, a significant amount goes to the fourth quarter. Jerry Dominus, vice president, sales for CBS, said that the fourth quarter was more than three-quarters sold on the three networks, with the other quarters somewhere between one-half and two-thirds. Because of the demand for pre-Christmas inventory, costs per thousand in the fourth quarter "really shoot up," according to one agency executive.

Blackmore noted that the 5% upfront increase—another network source said it was larger but would not give a number—did not necessarily indicate what the total increase in children's spending would be.

Dominus noted, "This year we had an unusual situation in that there didn't seem to be a clear pattern. There were just a variety of advertisers in different categories whose upfront budgets were well ahead of year ago levels; there were also a couple who were down. . . There were guys in the same category going in different directions."

Willard Hadlock, vice president in charge of media for Leo Burnett, said the budgets for clients represented by his firm, McDonald's, Kellogg, Keebler and Nestle, if taken together, increased by 15% to 20%.

Some advertising budgets were certainly less; Atari for example. But most of the buyers and sellers agreed with CBS's Dominus that there was no "clear pattern" among advertisers.

There was also a consensus that increased money was being placed in barter/syndication children's programming. Bill P. Brown, director of media for Quaker Oats, noted that Quaker was involved with syndication for the first time this year, buying time on *Inspector Gadget* and *Heathcliff* both offered by Lexington Broadcast Services Co. Hershey is another advertiser involved with children's barter syndication for the first time.

One industry source guessed that advertisers now spend \$20 million to \$25 million in children's barter/syndication, up from a "few million at best" five years ago. Whether the money going to barter/syndication was being taken away from upfront spending appeared less clear, although it was generally acknowledged that with the inventory in children's programming being relatively fixed, there was only so much network time an advertiser could buy before bumping up against his competitors.

Brown said there was "no real competition to networks on Saturday morning." Dominus agreed: "Saturday morning is children's prime time. . . it is the fastest and most reliable way to reach very high percentages of that total population." □

BottomLine

Double-digit increase. Group owner, Malrite Communications Corp., which in past year has added wxix-TV Newport, Ky., (Cincinnati) and WHTZ(FM) Newark, N.J., (New York), reported first-quarter total company revenue increased 67%, to \$14,715,000, over same period last year. Not including recently acquired stations, revenue increased 26%. Operating profit for Cleveland-based company was \$1.4 million, up from last year's first quarter loss of \$203,000. Because of increased amortization and interest expense associated with two recently acquired stations, company continued to register net loss of \$499,000, down from loss of \$800,000 in previous first quarter. Loss per share was 6 cents. Malrite stock, initially offered in January, started listing on NASDAQ National Market System on May 15.

□

Big gain. First-quarter revenue for Telepictures Corp. increased 96%, to \$18,890,000, over same period last year. Income before taxes increased 98% to \$2,252,000 and net income increased to \$1,177,500, or 18 cents per share. Michael Garin, president and chief operating officer of Telepictures, noted that "...results will be weighted toward the second half in 1984 due to revenue from Telepictures Productions, our International Division, and from our two new first-run series, *The All New Let's Make a Deal* and *Rituals*, which will not be recognized until later this year."

□

Money lineup. SFN Companies Inc., which earlier this year announced cash purchases, subject to FCC approval, of group owner Western Broadcasting Co. for \$116 million and WFTV(TV) Orlando, Fla., for \$125 million, has announced financing for ventures. Glenview, Ill.-based company has registered with SEC for \$100-million debenture offering due in 1999. To be underwritten by Drexel Burnham Lambert, offering is expected to become effective in late May or early June. SFN also said it has arranged \$100-million revolving credit loan agreement with The First National Bank of Chicago as agent and \$70-million eight-year term loan with The First National Bank of Boston as agent. SFN remains on Standard & Poor's credit watch list with "negative implications," said S&P, as result of yet-to-be closed station purchases. Late last week chairman and president of SFN Companies, John R. Purcell, was in New York making presentation on new debt to S&P and Moody's.

□

Agency results. Preliminary figures from Grey Advertising Inc. show first-quarter commissions and fees increased 27% to \$40,371,000, while net income increased 60% to \$1,014,000. Primary earnings per share were \$1.52. . . . Increase in first-quarter revenue for Foote, Cone & Belding was also up 27%, to \$58,100,000, while net income increased 477% to \$1,969,000 and 58 cents per share. Profit margin for Grey was 2.5%; 3.4% for FC&B, whose 1983 first-quarter results were restated to include merger, effective Jan. 1, with The NCK Organization. FC&B statement noted that, "The effective tax rate for the first quarter was 32% compared to 54% for the first quarter of 1983." It said the lower rate was result of investment in "tax-favored instruments," and lower losses in foreign markets, "where operating losses may not be carried back." FC&B President Norman W. Brown said company expects full year revenue to increase 25%-35%; earnings, 35%-50%, and earnings per share, 17%-25%.

□

Nielsen numbers. A.C. Nielsen Co. announced revenue for second quarter, ending Feb. 29, increased 3.5%, as did earnings from operations. With interest income increasing and interest expense declining, net income increased 11% to \$13,798,000. Revenue for second quarter was \$177,113,000 and operating profit was \$26,334,000. All Nielsen business segments showed increase in revenue except Petroleum Information Services. Media research group reported revenue increase of 8.7%. Earnings per share were 61 cents.

□

Gannett gains. Gannett Co. reported first-quarter revenue of \$425,204,000, increase of 10% over same period last year. Broadcasting operations increased 21% to \$44,667,000. Company operating income increased 9% to \$73,210,000 and net income increased 8% to \$34,837,000. Earnings per share were 44 cents. Rochester, N.Y.-based publisher and group owner said local television advertising revenue was up 15% over same period last year, on pro forma basis, to account for station acquisitions and divestitures since first quarter last year. National advertising revenue was up 9%. Radio revenue increased 19%.

□

Liberty news. First-quarter net income for Liberty Corp. increased 12%, to \$4,598,000, over same period last year on 6% revenue increase, to \$74,571,000. Broadcasting revenue from subsidiary, Cosmos Broadcasting Corp., increased 8% to \$16,872,000. Cosmos said national revenue for its two AM's, two FM's and six TV's increased 8% and local sales increased 10%. Liberty reported earnings per share of 46 cents and cited "continued improvement" in insurance operations as reason for earnings gain.



TELECASTINGS



'Too Close' returns

D.L. Taffner Ltd., Metromedia and Lexington Broadcast Services have decided to go ahead with another season of *Too Close For Comfort*, the former ABC series that went into first-run syndication the week of April 3. Although a new season will be produced, it will not be decided for another six to eight weeks exactly how many new shows will be produced, said a Taffner spokesperson. At present, *Too Close For Comfort* is distributed to an independent network of 76 independent and affiliated stations. Stations that signed up for the original schedule of 26 new episodes will be given the option to renew for a new season beginning in late November.

Deja view

When viewers in Sacramento, Calif., turn to channel 40 over the Memorial Day weekend they may wonder if they fell into a time warp and have been tossed back 30 years. Beginning at 6 p.m. on Friday, May 25, independent KTXL-TV will program a 76-hour "marathon" of old television programs, only interrupting the schedule for its 10 p.m. local news.

From 6 p.m. Friday until 10 p.m. the following Monday, KTXL will fill its air time with "The Golden Age of Television Marathon": *Jack Benny*, *I Love Lucy*, *Adventures in Paradise*, *77 Sunset Strip*, *The Thin Man*, *Mickey Spillane*, *Mr. Lucky*, *Lancer*, *Abbott & Costello Show*, *Batman*, *Car 54 Where Are You?* and others.

According to Dennis Updegraff, assistant program manager at the station, 117 shows will be run over the weekends. Updegraff said that 45% of the shows come under existing contracts, but that the remaining 55%—about 65 shows—had to be independently negotiated among 11 distributors. Excluding amortization costs for the shows already under contract, Updegraff reports that he spent about \$10,000 to round out the schedule.

Updegraff explained that the old pro-

grams will be in accordance with dayparts. For example, the Friday night lineup will begin with several half-hour comedies before shifting gears into one-hour action adventure shows. Saturday morning will be children oriented, and Saturday afternoon will include a slate of detective shows. Furthermore, Updegraff explained, since many old half-hour comedies allow for five minutes of commercials (compared to the six minutes today) and full hours are cut for eight minutes (compared to 10 minutes now), the station has been forced to reduce its commercial load over the weekend.

But the station is not taking a bath, Updegraff said. He noted that advertisers tend to stay away from advertising on holiday weekends, and that "sponsors are one of the major reasons we started this." Demand has been high, he said. "This is the first time since 1979 that Memorial Day falls in the May book, but the marathon weekend has generated more advertising dollars than any other weekend of the month, even though we have only two-thirds of the commercial availabilities."

Two local co-owned radio stations are running a "Golden Age of Radio Marathon" one week earlier, said Updegraff, and the television station will be using the radio talent to do introductions and wrap-arounds for its marathon weekend. He said each show will get a 30-second introduction with its history and vital statistics.

Syndication exercise

Program Syndication Services, a subsidiary of Dancer Fitzgerald Sample, has cleared *Morning Stretch* in 91 markets, including nine of the top 10.

The half-hour barter strip (three minutes for national advertising; three minutes for local) is produced at Group W's KPX(TV) San Francisco, and is also seen on KNBC-TV Los Angeles and WBBM-TV Chicago. Only top 10 market not cleared as of press time last week was Detroit. Major sponsors of program—those who get a minimum of one 30-

second spot per show plus billboards—are General Foods and the Danskin product line of International Playtex, a division of Esmark. Other sponsors, with varying flights, include Pillsbury Figurines, Elaine Powers Figure Salons and the California Fruit Board. According to Glen Burnside of Group W Sales, General Foods is using *Morning Stretch* as a major part of its campaign to introduce nationally Crystal Lite, a new diet exercise drink.

Barter sales at LBS

Lexington Broadcast Services, the New York-based programming barter unit of Grey Advertising, reports it has cleared 50% of its 30-second availabilities for the 1984-85 season which total \$65 million. LBS estimates that its gross sales will be \$130 million from 10,000 spots it has available in over 20 series and specials. Children's programming, which accounts for one-quarter of LBS's schedule, is 98% sold out, LBS said.

National advertisers who have signed up for barter spots in LBS programs include Procter & Gamble, Kellogg, General Foods, Warner-Lambert, Quaker Oats and Tonka Toys.

Back door registration. The Corporation for Entertainment & Learning, a private video and film production company for 21 years, is now a public company without ever filing a registration. CEL president and chief operating officer, Sanford H. Fisher, said the change to public status was accomplished through a merger with National Video Centers Inc., a publicly-held company in the midst of a chapter 11 proceeding. National Video sold its main line of business, a videocassette rental operation, to end bankruptcy and then merged its remaining post-production and studio facility with CEL. Stock, traded over-the-counter, now has CEL's name, and the company is run by Fisher and other CEL senior executives who parted with "less than 30%" of CEL stock for 100% of merged, publicly-traded company. Because of differing fiscal years, Fisher said, past figures are not available for the combined company. He added that a "conservative" projection for next year's revenue is "in excess of \$5 million," and for operating profits, "over \$800,000." The company also leases video footage, has options on several books and is considering plans to open a Hollywood office. The company's productions include *A Walk Through the 20th Century with Bill Moyers*, currently airing on PBS, and the "Campaign Buttons" spots shown on CBS owned-and-operated and other stations.

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Comments to FCC reflect varying opinions as to who should be given preference for new 80-90 facilities

The FCC was inundated by literally thousands of pages of more paper last week when broadcasters and those hoping to get into the business filed comments responding to the 684 locations the commission has proposed for new docket 80-90 FM allotments.

Most of the comments either addressed the desirability of particular locations for stations the commission has proposed or suggested relocating one or more of those elsewhere. But a number also addressed policy questions raised in the rulemaking as well. Judging from the response, the most important issue raised was whether to give AM daytimers some preference for the new FM's. And daytimers, along with the major broadcast associations, made clear they supported giving AM daytimers some sort of relief.

In its comments, the National Association of Broadcasters urged the commission to afford AM daytimers a preference for the new FM's. But it also said the commission should launch a further notice of proposed rulemaking to consider giving other radio licensees preferences as well. "These broadcasters have proven records of public service and, NAB believes, should be the first to be rewarded with improved facilities."

The FCC, NAB said, should give daytimers priority at the assignment stage when those assignments would enable them to obtain a full-time FM—even when there are other full-time local radio services available in the community. NAB also recommended that daytimers receive a "significant preference" in comparative hearings for the channels.

"Additionally, we do not believe that the commission should condition the granting of such a preference on a statement by the daytime-only station that it would divest itself of the AM station," NAB said. "The commission has recently concluded that there are several public interest benefits associated with AM-FM combinations and, under these special circumstances involving daytime-only stations, there appears to be no legitimate reason for requiring divestiture of one of the stations involved."

On another front, NAB recommended that the commission remove ex parte prohibitions on the "purely policy elements" of the rulemaking. "Otherwise, the commission may unnecessarily restrict itself in the gathering of information and facts it needs to make its ultimate decision on broad policy issues," NAB said.

The National Radio Broadcasters Associ-

UHF must-carry. Sainte Broadcasting Corp., licensee of KCBA-TV (ch. 35) Salinas, Calif., has lost one at the FCC. In a unanimous action, the commission okayed a decision by a local cable company, Monterey Peninsula TV Cable, to switch KCBA, a must-carry signal, from channel 3 to channel 78, making the channel only available to cable subscribers equipped with converters. In a protest at the FCC, Sainte Broadcasting contended that the channel reassignment violated the must-carry rules, which require KCBA to be made available to all of Monterey's cable subscribers. With the change, Sainte said the 63% of Monterey's subscribers who don't receive pay services would be unable to view the station on its new position without those converters. But the commission agreed with what Monterey had done, as long as cable companies provide notice that converters would be made available free, as Monterey apparently had done. In a concurring statement, Commissioner James Quello said the issue was not whether the cable operator could place the signal on a channel that requires use of a converter but whether those converters are sufficiently dispersed throughout the community to meet the cable operator's obligation to provide carriage. "It is evident that all reasonable steps are being taken to publicize the fact that a converter may be obtained simply by asking for one," Quello noted. "I would like to emphasize at the start that if subsequent events demonstrate that today's interpretation of the mandatory carriage rules in any way undermines the basic purpose of these rules, then I shall urge taking whatever steps are necessary to protect the public's ability to receive local broadcast service." Under commission rules, a cable operator has to carry must-carry VHF TV station signals on the same channel number on which they are broadcast.

ation wasn't for giving AM daytimers as much of a break. NRBA said the commission should give daytimers a "slight credit" in comparative contests for the new FM's, but only to those that demonstrate "meritorious" service. Nonetheless, NRBA thought the daytimers should be required to divest themselves of their AM's to get that slight credit.

NRBA additionally recommended that the commission reorder some of its traditional priorities. "The standard comparative factors, integration and diversification, should be of secondary importance when weighed against the credit arising from substantial past service," NRBA added. "With respect to diversification, the desirability of continuing proven meritorious service far outweighs the purely potential gains in diversification. With respect to integration, the incumbent who has provided meritorious service has already established itself as sensitive and responsive to the needs of the community and is likely to have developed community ties."

Fred T. Finney, general manager of daytimer WJAZ(AM) Albany, Ga., supported the notion of giving a daytimer a break for the FM proposed for his community. "Whereas such a preference would obviously benefit my organization financially, it would more importantly benefit the public by providing a financially strong broadcaster," Finney said. "While it is not the commission's duty to guarantee that every broadcaster will be financially successful, I believe that it is the commission's duty to provide broadcasters the opportunity to be successful."

Representative George Darden (D-Ga.) urged a preference for daytimer WLFA(AM) Lafayette, Ga., for the FM proposed there. "Your favorable consideration of this very important matter to me, as well as the residents of Lafayette, will be appreciated."

The National Association of Black-Owned Broadcasters, which, in behalf of prospective black applicants, expressed interest in allotments for more than 100 "minority need cities," opposed the granting of preferences to daytimers. It further said minorities should be given more priority in the assignment stage than proposed. "NABOB submits that the need for new service in the minority-need cities is significant and any processing scheme should place the minority-need cities among the first group or groups made available for application."

Others, however, voiced opposition to the whole idea—or at least to particular proposed allotments. For instance, Ralph E. Duckworth Jr., president, KDMI(FM) Des Moines, Iowa, objected to the proposed allotment of an FM in his community. "This station corporation feels that in the area these stations serve, the public is being served well, and that adding more radio or television stations will not improve the programming, it will serve to bring unneeded pressures on the existing media, and divide the listening audience's support of existing media to the point that financially they then cannot provide good informative services and program entertainment in this area," Duckworth said.

RKO General Inc. said some proposed allotments would cause "interference of serious proportions" to certain RKO stations. "RKO does not oppose the general principle of adding new stations," it said. "It submits, however, that the price to be paid by the industry—particularly by RKO's own stations in certain instances—for the allotments as proposed by the computer study does not justify the addition of these stations in the absence of a strong and persuasive showing that a need exists for such service to an extent warranting the imposition of that cost." □

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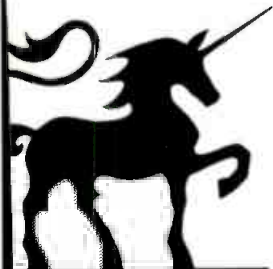
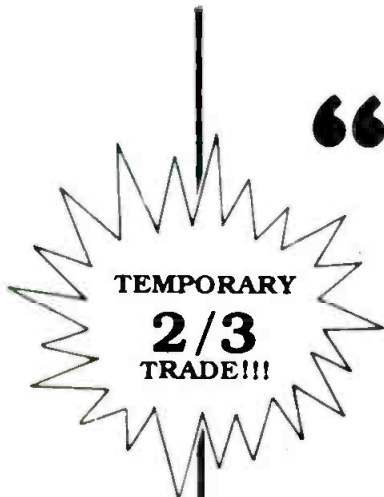
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AMST asks FCC to be more wary of LPTV interference

Association wants to extend petition to deny period—from 15 to 45 days—after applicant wins lottery

The FCC should take added steps to insure that low-power television stations do not cause interference to full-power TV's, the Association of Maximum Service Telecasters said in a petition for rulemaking at the FCC last week.

According to the petition, the FCC, in processing LPTV applications, is using "predicted" Grade B contours as an approximation of full-service station service. It relies upon the full-service stations themselves to file petitions to deny to protect service beyond the Grade B.

That system for avoiding interference, however, is being "undermined" for several reasons, AMST claimed, saying that the commission has not provided guidance on how to demonstrate objectionable interference. Then, only an "extraordinarily short time" is provided in which to file petitions to deny.

Under the rules, AMST said, LPTV's can't cause interference to "any regularly used full-service signal," even outside the Grade B. But the commission has not described the requirements for showing that an LPTV application should be denied because it causes interference to a "regularly used" full-service station's signal beyond the Grade B contour. As a remedy, AMST suggested that the FCC hold that a full-service station is "regularly used" in any area where it has a net weekly circulation among 500 or more people. "A petition to deny an LPTV or translator application would be granted if actual survey results show that the affected regular station's signal is regularly used in an area where interference from the proposed LPTV is predicted," AMST said.

According to the association, it is not enough that LPTV's, secondary services under current rules, must remedy any interference they cause after they go on the air. "The practical reality is that once a station begins operation, it is at best difficult to require changes in its facilities or to order it to cease operations, even though it has only secondary frequency-use status," AMST said. "Once an LPTV station starts to cause interference, the public's existing service is lost or impaired until the problem is remedied, which can take months or years.

AMST also noted that under the current rules, a petition to deny an LPTV must be filed within 15 days after the application has been selected by lottery. "It may take several days simply to locate and obtain a copy of an LPTV application . . . let alone conduct the necessary engineering studies to assess its interference potential," AMST said. "AMST therefore urges that the commission extend the period for filing petitions to deny from 15 days to 45 days following public notice of the LPTV lottery tentative selectee."

"By clearly specifying the requirements

Washington Watch

Western showdown. In preparation for June 5 California presidential primary, 28 Democratic members of state's 45-member congressional delegation have written to three television network news chiefs asking them not to project primary results until polls close. Letter stressed members' concerns about impact of projections on voter turnout. "In the past, Californians have been discouraged from casting their votes upon hearing network election-day projections. In 1980, more than 400,000 Californians did not go to the polls after hearing these projections," they wrote. Californians are particularly concerned about effect projections might have on nine ballot measures that will be voted on during this primary. "In the upcoming primary there are nine ballot measures, the most important being Proposition 24, the Gann initiative, which will determine control of the state legislature," letter said. Included among letter's sponsors is Representative Don Edwards, who is author of resolution calling upon networks to voluntarily refrain from making projections. Since primary season began, number of congressional delegations (New York, Pennsylvania and Texas) have written similar letters.

Denial urged. Alleging equal employment opportunity deficiencies, National Black Media Coalition has petitioned FCC to deny renewals of Sillerman Morrow Broadcasting Group's WALL(AM) and WKGL(FM) Middletown, N.Y., WJJB(FM) Hyde Park, N.Y., and WRAN(AM) Dover, N.J. On same grounds, it also petitioned to deny renewals of WNYG(AM) Babylon, N.Y.; WGBB(AM) Freeport, N.Y.; WVOX(AM) and WRTN(FM) New Rochelle, N.Y.; WHLD(AM) Niagara Falls, N.Y.; WALK-AM-FM Patchogue, N.Y., and WFAS-AM-FM White Plains, N.Y.

Renewed. FCC has granted renewal to Storer Broadcasting's WJBK-TV Detroit, despite petition to deny by Statewide Media Accountability Coalition, Detroit-based group. Group alleged that station had violated FCC's public file and equal employment opportunity rules. FCC, however, said "no substantial and material question of fact" existed about availability and maintenance of public file. It also said it was "encouraged" by Storer's EEO efforts. Nonetheless, it noted that two complaints of discrimination are pending—one at Equal Employment Opportunity Commission, other in federal court. So FCC said it was conditioning grant on "whatever action, if any, it may deem appropriate as a result of the final outcome of the discrimination litigation."

for showing that an LPTV application should be denied, the commission will help discourage petitions that do not meet that standard but that might otherwise be filed," AMST added. "Providing adequate time to make the showing will also help assure that the commission does not mistakenly authorize LPTV's that cause interference to the public's existing service."

Lenkowsky's USIA nomination defeated

Proposed deputy director voted down by Senate Foreign Relations Committee because of 'black list' controversy

The Senate Foreign Relations Committee soundly rejected by an 11-to-6 vote the nomination of Leslie Lenkowsky as deputy director of the U.S. Information Agency (USIA) last week. In a surprising move, the committee's chairman, Charles Percy (R-Ill.), and two other ranking Republicans, Charles McC. Mathias of Maryland and Rudy Boschwitz of Minnesota, voted against him.

Lenkowsky, who now serves as USIA's acting deputy director, has been under attack by the committee's Democratic members for his role in the creation of the agency's controversial blacklist ("In Brief," May 14). The blacklist was aimed at "liberals" whom the agency felt were unsuitable as speakers for USIA overseas assignments. Included in the list were former CBS anchor Walter Cronkite and Democratic presidential candidate Gary Hart (BROADCASTING, March 26).

Percy said he arrived at his decision after

concluding that Lenkowsky played an "active part" in the development of the blacklist. Furthermore, the committee chairman expressed concern about the direction of the agency itself. "I am deeply worried about the agency itself and the cloud that hangs over the caliber of speakers," he said. Percy indicated that the committee would be taking a "fresh look at the USIA."

Percy, however, was not the only Republican who bucked Reagan's nomination. (The White House stated it "regretted the committee's decision.") Mathias joined the chairman in stating his objections about Lenkowsky's appointment. He said the USIA had become intensely politicized and that the agency's credibility was at stake. Moreover, he charged that the hearing record was a "tissue of cloudy recollections and curious recantations."

During the three hearings held by the committee, Lenkowsky denied any part in the development of a blacklist, but was contradicted by other witnesses. Furthermore, his veracity was called into question when he denied under oath he ever planned to fire Ronald Trowbridge, USIA associate director for education and cultural affairs. Others refuted that.

USIA Director Charles Z. Wick indicated during a House oversight hearing that same day last week, that Lenkowsky would resign shortly. Lenkowsky, in a statement released after the committee's decision, said he stands by his earlier testimony.

The USIA is expected to be the focus of further congressional oversight. Committee Democrats, who were united in their opposition, called on Percy to continue the investigation into the agency's "politicization."

For the Record

As compiled by BROADCASTING, May 7 through May 11, 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. *—noncommercial.

New stations

Actions

FM's

- *Martinas, Calif.—Returned app. of Life Educational Broadcasting Foundation for 91.3 mhz, 600 w, HAAT: 433 ft. Address: 1306 Veronica Court, Antioch, Calif. 94509. Counsel: Putbren & Hunsaker. Principal is charitable trust, headed by trustees including Kenneth Vance Jr., who is senior process technician, Dow Chemical.
- *Ukiah, Calif.—Returned app. of American Media Education Network for 89.5 mhz, 100 w, HAAT: 1,135 ft. Address: P.O. Box 1226, Redding, Calif. 96099. Counsel: F. Joseph Brinig (Washington). Principal is charitable trustee headed by trustees, including Truman A. Mays, retired judge. Filed Dec. 28.
- Hilo, Hawaii—Returned app. of Mid Pacific Broadcasting Co. for 92.7 mhz, 3 kw, HAAT: minus 298.75 ft. Address: 400 Hualani St., Hilo, Hawaii 96720. Counsel: Shrinky, Weitzman & Eisen (Washington). Principal is 98.6% owned by Michael Linch, who also owns co-located KHLO(AM). Filed Jan. 20.
- *Lexington, Ky.—Returned app. of Voice of Renewal Ministries for 88.1 mhz, 5 kw, HAAT: 240 ft. Address: 3964 Dover Center Road, North Olmsted, Ohio 44070. Counsel: Stuart B. Mitchell & Associates. Principal is charitable trust headed by trustees, including John W. Withers, pastor. Filed Feb. 24.
- *Greensboro, N.C.—Returned app. of Triad Educational Radio Foundation for 91.3 mhz, 600 w, HAAT: 191 ft. Address: 1414 Clifford Dr., Greensboro, N.C. 27406. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by trustees including Jane Rose Wiles, systems engineer at IBM. Filed Dec. 20.
- Bartlesville, Okla.—Returned app. of Oklahoma Educational Broadcasting Foundation for 91.7 mhz, 600 w, HAAT: 286 ft. Address: 617 Manvel, Chandler, Okla. 74384. Counsel: Putbren & Hunsaker (Virginia). Principal is headed by Chandler trustees, including Gary K. Schroeder, businessman. It also has app.'s for new noncommercial FM's at Miami, Muskogee and Shawnee, all Oklahoma. Filed Jan. 17.
- *Miami, Okla.—Returned app. of Oklahoma Educational Broadcasting Foundation for 91.5 mhz, 550 w, HAAT: 394 ft. Address: 617 Manvel, Chandler, Okla. 74384. Counsel: F. Joseph Brinig (Washington). Principal is headed by Chandler trustees, including Gary K. Schroeder, businessman. Filed Dec. 16.
- *Hood River, Ore.—Returned app. of Concerned Citizens for Good Government for 91.1 mhz, 100 w, HAAT: 917 ft. Address: 307 Oak St., Hood River, Ore. 97031. Counsel: Putbren & Hunsaker. Principal is nonprofit organization headed by trustees, including Timothy J. Cooper, pastor. Filed Feb. 10.
- *Medford, Ore.—Returned app. of Joy Educational Broadcasting Foundation for 90.9 mhz, 600 w, HAAT: 450 ft. Address: 1632 98th Ave., Oakland, Calif. 94603. Principal is charitable trust headed by Darrell D. Collard, salesman. Filed Dec. 28.
- *Newport, Ore.—Returned app. of Patricia Ann Silva Educational Broadcasting Foundation for 91.3 mhz, 300 w, HAAT: 759 ft. Address: 3732 Zion Place, Santa Maria, Calif. 93455. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by James O. Holder, pastor. Filed Dec. 28.
- *Roseburg, Ore.—Returned app. of Patricia Ann Silva Educational Broadcasting Foundation for 91.9 mhz, 100 w, HAAT: 1,194 ft. Address: 3732 Zion Place, Santa Maria, Calif. 93455. Counsel: Putbren & Hunsaker. Principal is headed by James O. Holder, pastor. It also has app.'s for new noncommercial FM's at Astoria, Coos Bay, Grants Pass, and Newport, all Oregon. Filed Jan. 25.
- *Arecibo, P.R.—Returned app. of Arecibo Technological University College for 91.7 mhz, 250 w, HAAT: 159 ft. Address: P.O. Box 1806, Arecibo, P.R. 00613. Principal is state owned, part of Regional Colleges system of University of Puerto Rico. It is headed by Marcos A. Morell Esq., dean and director. It has no other broadcast interests.
- *Palestine, Tex.—Returned app. of TRC Educational Broadcasting Foundation for 91.5 mhz, 55 kw, HAAT: 499 ft. Address: 716 South Second St., Suite 184, El Cajon, Calif. 92020. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by Tom Cordell of La Mesa, Calif. Filed Dec. 19.
- *Lubbock, Tex.—Returned app. of Caprock Educational Broadcasting Foundation for 90.1 mhz, 550 w, HAAT: 267 ft. Address: 3515 Goodfellow Lane, Amarillo, Tex. 79121. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by three Amarillo trustees, including Mark Ensign, C.P.A. Filed Dec. 20.
- *Aberdeen, Wash.—Returned app. of Nathan Educational Broadcasting Foundation for 91.1 mhz, 600 w, HAAT: 354 ft. Address: 753 Bloching Circle, Clayton, Calif. 94517. Counsel: Putbren & Hunsaker (Virginia). Principal is headed by Leonard D. Silva, minister. It also has app.'s for new noncommercial FM's at Bellingham, Longview and Olympia, all Washington. Filed Jan. 17.
- *Gillette, Wyo.—Returned app. of Heritage Educational Foundation of Wyoming for 91.9 mhz, 55 kw, HAAT: 974 ft. Address: 910 East Third St., Gillette, Wyo. 82716. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by trustees, including Nancy G. Mader, homemaker. Filed Dec. 16.

Ownership changes

Applications

- WACQ(AM) Tallahassee, Fla. (1130 khz, 1 kw-D)—Seeks assignment of license from Hughey Broadcasting Co. to Buck Helms Broadcasting for 40,333.86, 4,481.54, 29,815.40, 15,000 assumpt. Seller is owned by Fred R. Hughey who has no other broadcast interests. Buyer is owned by A. B. Helms and his wife, Thelma. Helms is manufacturing representative with no other broadcast interests. Filed May 9.
- KGMN(FM) Kingman, Ariz. (100.1 mhz; 505 w; HAAT: 757 ft.)—Seeks transfer of control of New West Broadcasting Systems Inc. from Grant Holyoak (25.5% before; none after) to Bruce Owens (49% before; 74.5% after) for \$100,000 note. Seller is in real estate business and has no other broadcast interests. Buyer is GM of the station with no other broadcast interests. KGMN is also owned by Lowell Patton (25.5%), California investor with no other broadcast interests. Filed May 8.
- WNRK(AM) Newark, Del. (1260 khz; 1 kw-D)—Seeks assignment of license from Heller-Oak Communications Finance Corp. to ARC Broadcasting for \$500,000 note. Seller holds first mortgage and received station from Cook Broadcasting Inc. in involuntary transfer. It appointed Alfred R. Campogne, general manager of the station, receiver *pendente lite*. Buyer is owned by Campogne. If station goes to public sale Heller-Oak will pay up to \$500,000, if the station sells for more it will pay Campogne 10% of the proceeds from the first mortgage. Filed May 8.
- KKON(AM)-KOAS(FM) Kealahou, Hawaii (KKON:790 khz; 5 kw-U; KOAS: 92.1 mhz; 3 kw; HAAT: 2,053 ft.)—Seeks assignment of license from Kona Coast Broadcasting Co. to Kona Radio Systems Inc. for \$785,000, comprising \$160,000 cash and \$625,000 note. Seller is owned by Thomas M. Jones and his sister, Sally Lenart. They also own 34% of KWAZ(FM) Needles, Calif. and KBAS(AM) Bullhead City, Ariz. Buyer is owned by Gilbert W. Stratton and his wife, Dec. Stratton is sportscaster at KNX(AM) Los Angeles. Filed March 8.
- KNEB-AM-FM Scottsbluff, Neb. (AM: 960 khz; 1 kw-D; 500 w-N; FM: 94.1 mhz; 100 kw; HAAT: 680 ft.)—Seeks transfer of control of Panhandle Broadcasting Inc. from shareholders (100% before; none after) to Nebraska Rural Radio Association (none before; 100% after). Seller is owned by Gladys D. Seaton, who also has interests in KMAN(AM)-KMKF-FM Manhattan, Kan.; KHAS-AM-TV Hastings, Neb.; KGGF(FM) Coffeyville, Kan. and KFYO(AM) Lubbock, Tex. Buyer is nonprofit corporation headed by Otto J. Geiger. Members are, by charter, Nebraska farm and ranch operators. It also owns KRVN-AM-FM Lexington, Neb. Filed May 8.
- KTNM(AM)-KQAY(FM) Tucumcari, N.M. (KTNM: 1400 khz; 1 kw-D; 250 w-N. KQAY is on 92.7 mhz; 3 kw; HAAT: 64 ft.)—Seeks assignment of license from Sagebrush Communications Inc. to Quay Broadcasters Inc. for \$524,000. Seller is owned by Johnnie S. Cain (33.3%) Linda Haldane (33.3%), Vanita Menapace (20%) and Scott W. Roddy (12%). Buyer is owned by Charles A. Denney (51%) and John M. Dunn (49%). Denney owns 20% of KBZZ(AM) and KBLJ-FM La Junta, Colo., Denney is former station manager at KIDN(AM) Pueblo, Colo. Filed May 8.
- WJQI(AM) New Bern, N.C. (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Radio Joy Inc. to James E. Hodges for \$11,000 plus assumption of liabilities. Seller is owned by James C. McCrudden who also owns Kelley Communications, licensee of four FM's and two AM's. Buyer also owns WWGN(AM) Washington, N.C. and is applicant for new FM in Washington, N.C. Filed May 9.
- WCAB(AM) Rutherfordton, N.C. (540 khz, 500 w-D)—Seeks assignment of license from Isothermal Broadcasting Co. to James H. Bishop for \$275,000 cash. Seller is owned by Charles R. Melton (51%) and Clayton Sparks (49%) who have no other broadcast interests. Buyer is former Dale Carnegie instructor who has no other broadcast interests. Filed May 11.
- WJTO(AM)-WIGY(FM) Bath, Me. (AM: 730 khz; 1 kw; FM: 105.9 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Porter Broadcasting Services to James & Hunter Communications Group Inc. for \$1.9 million cash. Seller is owned by W. Turner Porter Jr. who also owns WMYF(AM)-WERZ(FM) Exeter, N.H., and WXRT-FM Niagara Falls, N.Y. Buyer is owned by Richard W. James (25%), his wife, Earlene (10%), Steve Hunter (25%) and several others. James is news correspondent for WABC(TV) New York. Hunter was formerly account executive at KZIA(AM) Albuquerque, N.M. None have any other broadcast interests. Filed May 10.
- KJHI(FM) Bend, Ore. (105.7 mhz; 100 kw; HAAT:

1,064 ft.)—Seeks transfer of control of Gentry Development Corp. from William G. Williamson (40% before; none after) to WTD Industries Inc. (40% before; 80% after) for \$33,550 cash. Seller also has interest in WTD. Gentry Development Corp. is also owned by Williamson's sister, Linda McCormack (10%), and Lee Wood (10%), who also have 16.25% and 31.5%, respectively of applicant for new FM in Tumwater, Wash. Buyer is owned by Bruce L. Engel (56.38%), Williamson (28.63%) and John Green (15%) who will sell his interest. Filed May 9.

■ **KIXC-AM-FM** Quanah, Tex. (AM: 1150 khz; 500 w-D; FM: 100.9 mhz; 3 kw; HAAT: 192 ft.)—Seeks assignment of license from Crippen Communications Inc. to T.W. Broadcasting Inc. for \$195,000 cash. Seller has no other broadcast interests. Buyer is owned by Warren G. Hall who has no other broadcast interests. Filed May 8.

Actions

■ **WPGO(FM)[CP]** (formerly **WAEM(FM)[CP]**) Shalotte, N.C.—Granted assignment of license from Ocean-side Broadcasting Co. to Foremark Communications for sum not to exceed \$14,000. Seller is owned by A. Earl Milliken, who also was 25% owner of recently sold co-located **WVCB(AM)** ("For the Record," Jan. 30, 1983). Buyer is owned by Anthony J. Manafa. His son, Mark S. Manafa, also owns **WNBB(FM)[CP]** Grifton, N.C., and 24% of **KLRR(AM)-KLMC(FM)[CP]** Leadville, Colo. Filed Feb. 8. Action May 10.

■ **KITX(FM)** Hugo, Okla. (95.3 mhz; 1.6 kw; HAAT: 400 ft.)—Granted 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 noncompete agreement. Seller is equally owned by David L. Boyd, president (33%), his mother Leona F. Boyd (33.3%), and William E. Davis (33.3%). It also owns **KITO(FM)** Vinita, Okla., and its principals are applicants for new FM in Monte Vista, Colo. Buyer also owns **KKBI-FM** Broken Bow, Okla. Filed March 19. Action May 10.

■ ***KFLB(FM)[CP]** Corpus Christi, Tex. (91.9 mhz, 3

kw, HAAT: 300 ft.)—Granted assignment of license from Family Life Broadcasting System to World Radio Network Inc. for \$36,500. Seller is Tucson, Ariz.-based licensee of ***WUNN(AM)** Mason, ***WUFM(FM)** Albion and ***WUGN(FM)** Midland, all Michigan. It also owns **KFLT(AM)** Tucson and **KFLR(AM)** Phoenix, both Arizona, and **KFLQ(AM)** Albuquerque, N.M. Buyer is non-profit organization headed by Dr. Abe C. Van Der Puy, president, and Dr. Ben Cumming, vice president. Van Der Puy is also president of ***KVMV(FM)** McAllen, Tex. Cumming is also director of ***KBNR(FM)** Brownsville and ***KBNL(FM)[CP]** Laredo, both Texas. Filed Feb. 29. Action May 10.

In contest

■ **Sacramento, Calif.**—Review board granted request for approval of settlement agreement; dismissed app.'s of Capital Hispanic Broadcasters Inc., Do Decca Eckron Corp., Delta Broadcasting Co. Inc., Alden Communications Corp. and Channel 29 Investors, and granted app. of Ponce-Nicasio Broadcasting for new TV on ch. 29 at Sacramento. (MM 83-63-65; 83-67-68; 83-70; 83-72). Order adopted May 9.

■ **Salinas, Calif.**—Commission found consistent with FCC rules Monterey Peninsula TV Cable's action switching channel position of **KCBA(TV)** Salinas and carrying **KCBA** via free converters on its cable system serving Salinas. (FCC 84-205). MO&O adopted May 10.

■ **Santa Rosa, Calif.**—ALJ James F. Tierney granted app. of Bay North Educational Television Inc. for new noncommercial educational TV on ch. 62 at Santa Rosa and denied competing app. of Black Television Workshop of Santa Rosa Inc. (MM 83-432-33).

■ **Houma, La.**—Commission affirmed Review Board's decision granting Gaco's app. for new TV on ch. 11 at Houma and denying competing app. of The Way of Life Television Network Inc. (BC 80-484; 487). MO&O adopted May 10.

■ **New Bedford, Mass.**—Commission upheld Mass Media Bureau ruling denying complaint by Mary DeBalsi that **WBSM** New Bedford violated Fairness Doctrine by "banning" her and other members of public from participating in station's call-in shows. (FCC 84-211). MO&O adopted May 10.

■ **Detroit**—Commission granted app. of Storer Broadcasting Co. for renewal of **WJBK-TV** Detroit license despite opposition by The Statewide Media Accountability Coalition. (FCC 84-206). MO&O adopted May 10.

■ **Broken Arrow, Okla.**—Commission affirmed staff action granting app. of Creative Education Media Inc. for new noncommercial FM on Channel 213C at Broken Arrow and denying competing app. of Inspiration Media Inc., licensee of **KCFO(FM)** Tulsa, Okla. (FCC 84-209). MO&O adopted May 10.

■ **Tulsa, Okla.**—Commission renewed licenses of **Tulsa 23**, for **KOKI-TV**, and of University of Tulsa, for **KWGS(FM)**, despite opposition by Tulsa Branch of NAACP and National Black Media Coalition. (FCC 84-210). MO&O adopted May 10.

■ **Casper, Wyo.**—Chief, Mass Media Bureau, granted joint agreement by Lea County Television Inc. and Channel 20 Casper Inc., mutually exclusive applicants for new TV on ch. 20 at Casper; dismissed Lea County's app., and granted Channel 20 Casper's app. MO&O adopted April 30.

Et cetera

■ **Mass Media Bureau** established guidelines for processing AM and FM app.'s filed on Form 701 (for extension of time to construct station or for CP to replace expired permit). Extension app.'s are now grantable under following circumstances:

- 1) Construction is complete and testing is under way, with intent to file license app.
- 2) Significant progress has been made (equipment on order or on hand, site acquired or cleared, construction proceeding, etc.) toward completing construction.
- 3) No progress has been made for reasons (loss of site, zoning delays, weather, etc.) clearly beyond control of permittee, who is taking all possible steps to resolve problem and proceed with construction.

Applications for modification of authorized but unbuild facilities should be filed within first six months of grant of original CP. CP will be canceled for failure to respond, within time limits imposed by Bureau, to inquiries as to progress of construction.

For further information contact Larry Eads at (202) 632-6485.

■ **Commission** adopted fourth in series of notices of inquiry aimed at developing policies and proposals for upcoming international conference on communication satellites. First session, **WARC-ORB-85**, to convene August 1985, will consider international arrangements by which nations obtain recognition and protection of communications satellites operating from geostationary-satellite orbit (GSO), orbit 22,500 miles above earth. (FCC 84-194). Fourth notice of inquiry adopted May 10.

■ **Commission** began inquiry aimed at developing U.S. proposals for International Telecommunications Union Region 2 Administrative Radio Conference (RARC) to plan broadcasting in 1605-1705 khz band in Western hemisphere. (FCC 84-195). First notice of inquiry adopted May 10.

■ **Chief, Mass Media Bureau**, amended FCC rules May 10 to permit increased ant. height of Class B1 commercial FM stations in Puerto Rico and Virgin Islands.

■ **Commissioner Rivera's** office has moved to room 832. Phone number remains (202) 632-6996.

Facilities changes

AM applications

Tendered

- **WZKY** (1580 khz) Albermarle, N.C.—Seeks CP to increase power to 1 kw. App. May 16.
- **KFJZ** (870 khz) Ft. Worth, Tex.—Seeks CP to increase power to 1 kw. App. May 16.

Accepted

- **WTMC** (1290 khz) Ocala, Fla.—Seeks mod. of license to change SL and operate trans. by remote control from proposed SL. Ann. May 14.
- **KKIC** (950 khz) Boise, Idaho—Seeks CP to change TL.

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Ann. May 11.

■ WKDC (1530 khz) Elmhurst, Ill.—Seeks CP to construct new ant. and change TL and SL. Ann. May 14.

■ KKNX (1400 khz) Huntsville, Tex.—Seeks CP to make changes in ant. sys. and increase daytime power to 250 w. Ann. May 14.

■ WOGO (1170 khz) Hallie, Wis.—Seeks MP to change main studio SL. Requests waiver of section 73.1125 of rules. Ann. May 14.

FM applications

Tendered

■ WOOF-FM (99.7 mhz) Dothan, Ala.—Seeks CP to change TL and change HAAT to 986 ft. App. May 16.

■ KEZQ (10.3 mhz) Jacksonville, Ark.—Seeks mod. of CP to change TL; change HAAT to 439 ft. and make changes in ant. sys. App. May 16.

■ *KRTM (88.9 mhz) Temecula, Calif.—Seeks CP to change TL and SL; change HAAT to 914 ft., and make changes in ant. sys. Ann. May 11.

■ WSOB (95.3 mhz) Fort Myers, Fla.—Seeks CP to change HAAT to 330 ft. App. May 16.

■ WPLC (106.3 mhz) Marathon, Fla.—Seeks mod. of CP to change TL and change HAAT to 34.8 m. App. May 15.

■ WKLS-FM (96.1 mhz) Atlanta —Seeks CP to change HAAT to 968 ft. and make changes in ant. sys. App. May 15.

■ KDBH-FM (97.7 mhz) Natchitoches, La.—Seeks CP to change HAAT to 328 ft. MEA. Ann. May 11.

■ WKSQ (94.3 mhz) Ellsworth, Me.—Seeks CP to change TL; change ERP to 11.5 kw; change HAAT to 316 meters, and make changes in ant. sys. Ann. May 11.

■ New (107.1 mhz) Cadillac, Mich.—Seeks mod. of CP to change TL and change HAAT to 300 ft. App. May 15.

■ KEXL (106.7 mhz) Norfolk, Neb.—Seeks CP to change HAAT to 1,025 ft. App. May 15.

■ WHOH (106.3 mhz) Cadiz, Ohio—Seeks mod. of CP to change TL and change HAAT to 328 ft. App. May 15.

■ WZPR (100.3 mhz) Meadville, Pa.—Seeks CP to change ERP to 33.4 kw and change HAAT to 588 ft. App. May 15.

■ WLCQ (98.3 mhz) Clarksville, Va.—Seeks CP to increase HAAT to 300 ft. Ann. May 11.

■ WLDY-FM (92.7 mhz) Ladysmith, Wis.—Seeks mod. of CP to change HAAT to 391 ft. and change ERP to 1.7 kw. App. May 15.

Accepted

■ KQZE (95.7 mhz) St. Johns, Ariz.—Seeks mod. of CP to change ERP to 100 kw and HAAT to 1,763 ft. Ann. May 14.

■ KKBK (99.9 mhz) Fruita, Colo.—Seeks mod. of CP to change ERP to 79.4 kw. App. May 16.

■ WUFF-FM (92.1 mhz) Eastman, Ga.—Seeks CP to change ERP to 2.4 kw. App. May 16.

■ WNAF (93.1 mhz) Indianapolis—Seeks CP to change ant. from DA to non-DA. Ann. May 14.

■ KPNY (102.1 mhz) Alliance, Neb.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 159.1 meters. Ann. May 14.

■ KGAR (106.3 mhz) Mercedes, Tex.—Seeks mod. of CP to change ERP to .48 kw and change HAAT to 196.9 m. App. May 16.

TV application

Tendered

■ WOAC (ch. 67) Canton, Ohio—Seeks CP for maj. chg. to change ERP to 1,230 kw vis.; 123 kw aural; change HAAT to 860 ft. and change TL. App. May 15

AM actions

■ KHOG (1030 khz) Fayetteville, Ark.—Granted app. for CP to change city of license to Farmington, Ark.; change to unlimited by adding night service with 1 kw; change day power to 10 kw; change freq. to 1030 khz and make changes in ant. sys. Action April 11.

■ KVLH (1140 khz) Lake Isabella, Calif.—Granted app. for CP to increase power to 1 kw. Action May 10.

■ WPLK (1220 khz) Rockmart, Ga.—Granted app. for MP to make change in ant. sys. and increase height of tower. Action May 4.

■ KAPB (1370 khz) Marksville, La.—Granted app. for CP to increase tower height and decrease radiation. Action May

4.

■ WCAS (740 khz) Cambridge, Mass.—Granted app. for CP to change freq. to 1090 khz and change power to 5 kw. Action May 10.

■ WMYN (1420 khz) Mayodan, N.C.—Granted app. for CP to increase power to 1 kw. Action May 10.

■ KGAK (1330 khz) Gallup, N.M.—Granted app. for MP to augment nighttime pattern. Action May 4.

■ WENY (1230 khz) Elmira, N.Y.—Returned app. for CP to change city of license to Southport, N.Y.; change freq. to 1200 khz; increase night power to 1 kw and day power to 5 kw and make changes in ant. sys. Action May 10.

■ WFAB (1460 khz) Juncos, P.R.—Dismissed app. for CP to increase day and night power to 5kw and change freq. to 770 khz. Action May 10.

■ WIXC (1140 khz) Fayetteville, Tenn.—Granted app. for CP to change city of license and change TL. Action May 10.

■ WBMK (1430 khz) Knoxville, Tenn.—Granted app. to increase power to 5 kw. Action May 11.

■ WNPC (1060 khz) Newport, Tenn.—Returned app. for CP to change freq. to 1180 khz and increase power to 10 kw/2.5 kw. Action May 11.

FM actions

■ *WPKN (89.5 mhz) Bridgeport, Conn.—Granted app. for CP to change ERP to 10 kw and HAAT to 482 ft. Action May 4.

■ *WMNF (88.5 mhz) Tampa, Fla.—Granted app. for mod. of CP to change ERP to 100 kw; change HAAT to 519.25 ft., and change ant. Action May 8.

■ WEAL (100.5 mhz) Jacksonville, Ill.—Granted app. for CP to change ERP to 50 kw and HAAT to 322 ft. Action May 8.

■ WBMP (101.7 mhz) Elwood, Ind.—Returned app. for CP to increase HAAT to 300 ft. and make changes in ant. sys. MEA. Action May 8.

■ WZZQ (107.5 mhz) Terre Haute, Ind.—Granted app. for mod. of CP to change ERP to 27.5 kw. Action May 7.

■ KYYS (102.1 mhz) Kansas City, Mo.—Granted app. for CP to change TL and change HAAT to 1,000 ft. Action May 8.

■ *KGSP (92.3 mhz) Parkville, Mo.—Returned app. for CP to change TL. Action April 30.

■ WSPK (104.7 mhz) Poughkeepsie, N.Y.—Granted app. for CP to change ERP to 7.41 kw. Action May 7.

Summary of broadcasting as of March 31, 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	1,452
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.

■ KWHT (103.5 mhz) Pendleton, Ore.—Granted app. for mod. of CP to change TL and change HAAT to 720 ft. Action May 4.

■ WHYW-FM (96.9 mhz) Braddock, Pa.—Granted app. for CP to change ERP to 44.7 kw; change HAAT to 530 ft., and change TL. Action May 8.

■ WKSZ (100.3 mhz) Media, Pa.—Granted app. for CP to change ERP to 17 kw; change HAAT to 530 ft., and make changes in ant. sys. Action May 8.

■ KXYL-FM (99.3 mhz) Brownwood, Tex.—Granted app. for CP to change ERP to 74 kw; change HAAT to 1,599 ft., and change TPO. Action May 7.

■ KHYS (98.5 mhz) Port Arthur, Tex.—Granted app. for mod. of CP to change ERP to 100 kw and HAAT to 417 ft. Action May 4.

■ KATS (94.5 mhz) Yakima, Wash.—Granted app. for CP to change ERP to 100 kw and replace ant. Action May 7.

TV action

■ WMTW-TV (ch. 8) Poland Springs, Me.—Granted app. to change SL. Action May 9.

Call letters

Applications

Call	Sought by
New FM's	
*KEOM	Mesquite Independent School District. Mesquite, Tex.
WMJA	Hackman Broadcasting. Spencer, Wis.
New TV's	
WOTC	Way of the Cross of Selma Inc., Selma, Ala.
WLQF	Greenfield Television Ltd., Greenfield, Mass.

Grants

Call	Assigned to
New AM's	
KKEN	Kenai Broadcasting Co., Kenai, Alaska
WALY	Patricia L. Powell, Gray, Ky.
WKBH	Big River Broadcasting Co., Holmen, Wis.
New FM's	
WYOB	Beverly Broadcasting Inc., S. Jacksonville, Ill.
KDEP	Robert McVeigh, Durant, Okla.
KGID	Radio Lee County Inc., Giddings, Tex.
New TV's	
*WIUM-TV	West Central Illinois Educational Telecommunications Corp., Macomb, Ill.
WYEO	Dan Mahoney, Superior, Wis.
Existing AM's	
KGRE	KYOU Greeley, Colo.
WLRB	WKAI Macomb, Ill.
WUPY	WMVN Ishpeming, Mich.
WBRB	WWHK Mt. Clemens, Mich.
WAAV	WKLM Leland, N.C.
WBMS	WAAV Wilmington, N.C.
KYCS	KNCI Boerne, Tex.
KCIS	KGDN Edmonds, Wash.
Existing FM's	
KSMT	KLGT Breckenridge, Colo.
KYOU	KGRE Greeley, Colo.
KWXX-FM	KWXX Hilo, Hawaii
KLCE	KBLI-FM Blackfoot, Idaho
WKAI	WKAI-FM Macomb, Ill.
KWOC-FM	WPBM-FM Poplar Bluff, Mo.
Existing TV's	
WJSU-TV	WHMA-TV Anniston, Ala.
WETO	WOQP Greenville, Tenn.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

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Account executive/sports play by play. For growing AM/FM combo. EOE. Tapes/resumes, and sales experience, to: 5610 E. 29th N., Wichita, KS 67220.

Sales representative needed. 50,000 watt CHR FM. Salary, commission, free insurance, bonuses. Experience a must. Super opportunity. Resume to: GM, 96 WMR, 89 Congress St., Rumford, ME 04276.

Outstanding sales opportunity in single station market. The candidate for this position will be selling 100,000 watts of FM stereo rock in six southeast Colorado counties and western Kansas, and be one of two salespeople on staff. You must have proven track record, high goals, and be able to work as a team member. Send resume to Dan Gittings, General Manager, or Bill Arnold, Station Manager, KLMR/KSEC, Box 890, Lamar, CO 81052.

Want to move up to larger market/higher income potential, but still enjoy the smaller community? You can have both in beautiful Wisconsin town 20 miles from capital city New tower, sales potential. Minimum one year sales experience. \$14,000-\$18,000. Send resume: WSEY-FM, P.O. Box 666, Sauk City, WI 53583.

Do you "refuse to lose"? Excellent opportunity for a career-minded individual. A successful sales attitude can put you into high earnings and management position in medium market Sunbelt station. Send resume and career goals to P.O. Box 351, Odessa, TX 77660.

Suburban top 50 market needs one aggressive salesperson to complete staff of 4. Closers only. P.O. Box 374, Planetarium Station, NY, NY, 10024. EOE.

Tired of selling locally? National network radio sales, major U.S. agencies. Opening for individual w/min. 2 yr. track record. Existing list, growth potential. Send resume, income history, cover letter to Box R-75.

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Announcer-salesperson, Pueblo, CO. Experienced with references. Salary plus 25%. Resume: G. Erway, 5530 Camino Cerralvo, Santa Barbara, CA 93111. 805—964-3094. Oldies format.

Classical announcer. Immediate opening, morning shift announcer, strong classical background; familiarity with composers, classical music terms, and performers essential. Warm, assured presence; fundraising talents desirable. Excellent pay and benefits. Send tape & resume to Bill Zeeble, KKED-FM, PO Box 416, Corpus Christi, TX 78403.

Bright, creative video jocks wanted for West Coast full power music video stereo TV station. Send video tape (any format) or audio tape & resume to: Sanger Telecasters, M. Harrison, PO Box 3437, Fresno, CA 93650. EOE.

WSOL, Elloree-Santee, SC, black gospel format, needs experienced announcer-salesperson. Send tape and resume to: Rt. 1, Box 189, Santee, SC 29142. EOE.

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WGNV/WFMN, serving Orange and Dutchess Counties, NY. Chief operator for AM DA-D, FM-A. Hands-on experience plus solid positive attitude required. References will be checked. Write GM, Box 3591, Newburgh, NY 12550. EOE/MF.

Chief engineer. Top rated AM/FM station, key Midwestern city. Anchor station in a highly successful chain. Compensation open. For confidential consideration, send resume and salary history to T. W. Textor, 2626 Ruan Center, Des Moines, IA 50309.

Engineer-announcer/or sales, Pueblo, CO. DA-2 experienced. Resume: G. Erway, 5530 Camino Cerralvo, Santa Barbara, CA 93111. 805—964-3094.

The Snider Corporation of Little Rock, AR, needs a top flight chief engineer. We have a 100,000 watt state of the art top rated FM, a 5,000 watt news/talk directional AM. A state news network with our own uplink and 56 downlinks throughout Arkansas. The chief must manage the department and direct another engineer. Pay commensurate with experience. Send resume to Snider Corporation, P.O. Box 4189, Little Rock, AR 72214. Don't miss this exciting opportunity to join one of broadcast's most innovative companies.

HELP WANTED NEWS

Excellent opportunity for news director in good community with top radio stations. Experienced person wanted to gather/write/and deliver news. EOE. Send tape, resume, and writing samples to Box 767, Martinsburg, WV 25401.

Radio meteorologist needed for growing Midwest commercial weather services firm. Applicants should have at least one year of professional broadcast meteorology experience and should be able to demonstrate outstanding ability in forecasting. We offer our employees excellent working conditions and benefits and the finest forecasting center. Letter/resume to Box R-71.

News person with sports experience for SE NY news, sports and information oriented adult contemporary. Tape and resume: GM, WBNR/WSPK, Box 511, Beacon, NY 12508. EOE/MF.

If you're that special person with interest, experience and high level of capability in both news and sports (PBP & talk) and want to settle into a highly professional broadcast operation, act today. Send tape, resume and complete information to WSOY, Box 2250, Decatur, IL 62526. No phone calls. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

The commercial is everything! That's what we believe and that's how we sell. If you want to work with a sales staff that demands and appreciates great copy, and earn above industry standards, send copy samples (produced, if possible) and resume to Richard Pahalek, WORD, P.O. Box 3257, Spartanburg, SC 29304. EOE.

Program director for small-medium market in Oregon's finest outdoor area. Must be creative and strong on leadership. Great hunting, fishing, skiing, and other amenities. Send resume, tape, references, and salary requirements to KBND, PO Box 5037, Bend, OR 97708. No phone calls. EOE.

Production pro needed for top rated AM-FM combo. Creative, well organized, great voice. State of the art equipment. Cassette, resume to WGEE-WIXX, 115 S. Jefferson St., Green Bay, WI 54301.

KTOO-FM is seeking a program director. Duties include program development, promotion, and evaluation. Responsible for program content and scheduling of air shifts. Supervises and evaluates volunteer programmers, and performs scheduled air shifts. Applicants need minimum one year program management, understanding of programming concepts and techniques. Audition tape should demonstrate skill in radio production and programming. Salary \$22,000-\$24,000. Tape and resume to Jeff Young, Manager, KTOO-FM, 224 4th Street, Juneau, AK 99801. Closing date June 15, 1984. EOE.

Operations director for growing South Carolina 100,000 watt country station. Air shift, background in promotions, research. Top pay and benefits. Tape and resume to Tom Love, VP/GM, WIGL, PO Box 5106, Columbia, SC 29250. EOE.

SITUATIONS WANTED MANAGEMENT

General manager, successful at turnarounds, sales oriented, seeks medium, major market assignment. Confidential, currently employed. Call 415—944-5396.

High performing general manager with a strong tradition of success. Committed to professionalism and goal achievement. Top leader and motivator. 20 years in management, all size markets. Competitor with knowledgeable skills that produce exceptional sales and profits. Top drawer with excellent credentials. Box R-7.

Experienced general manager wants GM position, with option to buy (part or all of) radio property, \$10,000 cash to work with. Prefer NE. Write Box R-20.

Experienced general manager. Group oriented—take charge person. Ambitious sales oriented person. CRMC. My recent 100,000 watt FM & fulltime AM (combo) produced fantastic sales increases & the ratings shot to the top also! Prefer Southeast. Available now! Reply Box R-38.

Sunbelt general manager presently with 100,000 watt combo. #1 ratings track, plus sales with sharp then steady increases. Competitive situations only. Box R-86.

General manager. Somewhere out there, you need me. Broadcast professional, sales-oriented, highly motivated, 20+ years experience. Presently employed. Prefer medium or small market. Box R-81.

Creative, enthusiastic general manager, 15 years major market. If you need dedication, maturity, and desire to win, contact Dick Poe, 612—823-3314.

SITUATIONS WANTED ANNOUNCERS

Can wear 2 hats. 10 years computer operator, now a trained broadcaster with writing skills. Seeking entry level position. All markets. Salary negotiable. Guy Hamilton, 212—297-4334.

Broadcast graduate seeks fulltime announcer job. Responsible, dependable, hardworking. Any format acceptable; prefer Midwest. Jeff Allen, 312—389-0882.

Trained, eager announcer. Seeking entry level position. Wants to be on your team. Call Bob Kale, 414—728-8972. Will relocate.

Presently employed. Part time, Davenport, Iowa. Want DJ, news. Go anywhere. Randy, days, 319—355-4212; 319—355-4353.

Think of me as quality blue chip stock, not as a speculative issue. Two years commercial experience in small market. Want to move up. Adult top 40, MOR. Want to be creative, not just push buttons. Call Dave, 201—777-0749.

Read carefully! Want airshift/sales. Go anywhere. Call Jim, days, 319—355-4212; evenings 309—796-1567. Broadcasting school graduate.

Available now! Prefer evenings-overnights. Previous part-time experience. Ohio, nearby state, Alaska. Doug, 419—387-7761.

Over 5 yrs. experience in rock, country, MOR. Some play-by-play, good production. Seeking solid organization with opportunity to grow. Box P-142.

A cut above the rest! Personality-oriented, talented, creative, female announcer with experience in a top 50 market, wants to boost your ratings! Excellent voice. Will relocate. Any market. 516-868-4865.

Harrisburg sports personality - looking for sports anchor position. Can do it all. Knowledgeable, versatile, conversational, and quick on feet. Track record and four years experience. 717-243-2529, or P.O. Box 15336, Harrisburg, PA 17105.

Go anywhere. Broadcasting school graduate, great voice, excellent board work. Jeff, days, 319-355-4212; nights, 319-355-5714.

Entry level broadcasters. The School of Communication Arts prepares our graduates for on-air as well as extensive production skills. Marlene Levine, 800-328-5893; 612-721-5357.

Talented personality, eight years exp. in country, A/C formats, and news. Prefer small, medium markets. Daryl, 319-938-2648. Hard worker.

Eight years experience - strong production, good copywriting, excellent knowledge of vintage music and lots of ideas. Career-oriented, eager to please team player seeking secure full-time position at modern country or nostalgia station in Florida, Southwest or New England. Other areas considered. All shifts OK. Let's talk! Mike, 904-258-0706.

5 years experience - B.S., looking for airwork and managerial training. Call Norm, 309-454-2527, afternoons.

SITUATIONS WANTED TECHNICAL

Engineer, eight years experience, 2 as chief in major market AM/FM. First phone. Strong on maintenance and construction. 209-369-3810, or Box R-45.

1st phone engineer, looking for new challenge. 15 years experience in most phases of radio. 3 as chief operator. Midwest (prefer Missouri, Wisconsin, Iowa or Minnesota). 319-283-3891.

SITUATIONS WANTED NEWS

Sports enthusiast has what it takes to succeed. Needs chance to show it. Seeks entry level position. Honest, hardworking, dependable. Confidence, desire is real. Prefer NY, will go anywhere. Money no object. I live for sports; it is in my blood. Give me my chance to bleed. Contact Mike Pagano, 23 Steep Hill Road, Nanuet, NY 10954. 914-623-4083.

Experienced news anchor seeks Minneapolis-St. Paul market. Excellent organizer and voice. Angelo, 212-338-8328, between 12PM-2PM EDT.

Experienced sportscaster. 8 years covering major league sports as radio anchor, reporter and PBP. Looking for radio station with sports commitment. Call Bruce, 415-846-9294.

Enterprising, experienced couple seeking jobs in Northeast. Husband - vast sports knowledge. Radio PBP, talk show expertise. Wife - news anchor, excellent writer. Radio/TV expertise. Talented, hard-working, enjoy early and long hours. Box R-46.

News director, reporter. UPI, talkshow host, air personality. Seeks career advancement. Experienced, dedicated. Great Lakes - West Coast. John, 505-864-3124.

Sportscaster seeks medium market PBP position. 11 years of football, basketball, baseball. Award winning sports reporting. Ideal for small college schedule. 815-224-3409.

A journalist's mind in a sportscaster's body! Polished PBP announcer informs, entertains, excites. Clever with tape and type. A hustler headed for the top, ready for medium market at least. Barry, 516-692-5188.

Talk show hostess/international fashion reporter-buyer. Unique & striking black woman seeks innovative position in radio &/or TV. Call 213-467-9504 for more info.

Anchor/reporter. 2 years experience. BS in journalism. Excellent delivery. Professional writing skills. 2 years football and basketball play-by-play. 216-969-1559.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Programming professional: 10 years experience. A/C, CHR, country. Profit oriented, people motivator, promotion and marketing knowhow. Degree, first phone. Thom Davis, 512-723-0600.

Excellent voice. Working assistant production manager. Want DJ, news, PBP, go anywhere. Randy, days, 319-355-4212, 319-355-4353.

Accomplished radio broadcaster. 21 years experience, including programming, operations and 7 years as general manager. Operations and/or programming in medium market or group. Joe Jackson, 217-446-8144, collect.

Leading programer/personality in 3 top 20 markets will turnaround your AM/FM ratings with proven AC, MOR, nostalgia formats. Have library, will travel. Allen Turse, 215-455-4625.

8 years radio; Master's communications. Seeking programming or news director position at college station with or without teaching; programming position at oldies commercial outlet. Ohio, Texas preferred, but will relocate almost anywhere. Richard West, Box 7072, Springfield, IL 62791. 217-787-6971.

TELEVISION

HELP WANTED MANAGEMENT

General manager for WSAV (ch. 3) in idyllic Savannah, GA. Group owned ABC affiliate is well equipped. Serves historic and vibrant port city. Terrific opportunity for someone who knows sales, news, programming, and how to lead energetic staff. Excellent salary and benefits. Inquiries by letter only to David Bradley, Jr., News-Press & Gazette Company, PO Box 29, St. Joseph, MO 64502. EOE-M/F.

Program director-top independent station in fast-growing south-Atlantic coastal region needs person with 3-5 years experience in programming and management. EEO-M/F. Send resume to Box P-192.

Operations director. Major market independent seeks experienced manager to supervise air operations which includes traffic, film, programming, news, public service, research and FCC compliance. Computer knowledge helpful. Send resume to Box C-25, Needham Heights, MA 02194. An equal opportunity employer, M/F.

News director - KOLR-TV, Springfield, MO, CBS, needs mature professional. Please do not call. Send resume and outline of your philosophy to General Manager, Box 1716 SSS, Springfield, MO 65805.

General manager. We need a capable, diplomatic general manager with broad experience to manage cable TV and co-located FM station. Must be able to represent company to public, including editorials. MBA or other advanced degree helpful. This is an outstanding opportunity with high autonomy to manage a 23,000 subscriber, 35-channel system with extensive news and other successful local origination, and state of the art, number one FM on booming, tropical Guam. Salary open. Please mail resume in time for us to meet at NCTA, Lee M. Holmes, President, Guam Cable TV, California Office, 92 West Bellevue Dr., Pasadena, CA 91105. 213-697-6775.

Sales manager: looking for a strong number two with primary responsibility in national and regional sales. Exciting opportunity with start-up independent. EOE-M/F. Reply: WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408.

Director of development for WHA, Madison, Wisconsin. Work with director of marketing for WHA Radio and Television to develop fund raising plans in the areas of production, grant solicitation, membership solicitation, direct mail and membership drives, major gifts and planned giving, and special fund raising events for WHA Radio and Television. Bachelor's degree. Minimum of five years experience in fund raising, grantsmanship and directing large community projects. Proven ability to relate to public and work within a board and committee structure. Written and oral communications skills essential. Knowledge of public radio and television essential. Salary: \$27,000 minimum. For application information, contact Kathy Dickerson, 608-263-2114. Deadline for applications: June 8, 1984. WHA is an equal opportunity employer.

General manager: group owned, major market, new UHF independent seeks experienced professional with dynamic leadership qualities to head station. Excellent opportunity for right individual. EOE-M/F. Reply to Box R-27.

HELP WANTED SALES

Local sales manager. KOTV, Tulsa, CBS, Channel 6, a Belo Broadcasting station, is expanding its sales management team. We are looking for the innovative and aggressive person who has a solid five-year track record developing new business, and three or more years management experience directing a successful local AE staff. Your career opportunity with an expanding and highly regarded group broadcaster can begin here. Salary negotiable. Submit resume to Jim Bisagni, GSM, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE/M/F.

National sales rep. News segments, documentaries, pilots, sales and marketing presentations, videoconferencing — we design, write, produce, direct, edit, distribute. If you can sell it, write: Impact Communications, 11 Pine Ridge Road, Port Chester, NY 10573.

Sales account executive. KOVR-TV, group-owned ABC affiliate servicing the 20th market in Sacramento-Stockton. Qualifications must include 2-4 years of television sales experience with proven record of excellence. Send resume with references to R. Blamey, Sales Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. EOE/M/F.

General sales manager - aggressive Southeastern ABC affiliate seeks an individual with national sales experience. Qualifications must include inventory management, rate experience, budgeting, and strong sales background. Send resume to William D. Webb, General Manager, WCTI-TV, P.O. Box 2325, New Bern, NC 28560. EOE, M/F. No calls, please.

Account executive applications are now being taken by WHNS-TV, a dynamic new independent in Asheville, NC. Requirements include college degree, radio or TV times sales experience. Experience in TV production a plus. Send resume to: WHNS-TV, Dennis Christine, Regional Marketing Manager, Suite 1101, Northwestern Bank Building, Asheville, NC 28801. EOE/M/F.

Opportunity. Small market UHF, Mid-Eastern seaboard, wants broadcast sales executive as local TV sales manager, supervising six-person local sales staff. You'll work with GM and general sales manager. Top sales person type. Send earnings history. Sell us on your capability. Box R-80.

Growing national television production company has an immediate opening for an experienced, motivated salesperson. Must have a working knowledge of cable and broadcast program syndication. Excellent commission plan with opportunity for advancement. We're growing fast and you can grow with us. Send resume with highlights of sales accomplishments to Box R-86.

National sales mgr. Seeking a dynamic mgr for net affil. in booming Charlotte, NC. Need a team player w/ strong commun. skills who can lead, motivate and direct the rep. Prefer at least 3 yrs. rep. exp. in addition to station and/or rep. sales mgmt. exp. Excellent \$ and benefits. Send resumes WPCQ-TV, Human Resources, P.O. Box 18665, Charlotte, NC 28218-0665. Closed to resumes May 30. EOE, M/F/V.

HELP WANTED TECHNICAL

Engineer, television maintenance. Provides maintenance and technical support for all KUAT equipment and facilities. Responsibilities: Adjusts and maintains all broadcast transmitting equipment per FCC rules and regulations. Adjusts and maintains microwave and remote control systems. Aligns and maintains varied equipment, such as audio/video recording machines, audio consoles and associated gear, video systems, and television cameras. Maintains various distribution systems for radio/television/video equipment and repairs a variety of monitors and receivers. Maintains all broadcast equipment associated with mobile facilities. Utilizes a wide variety of electronic test equipment in the maintenance of all electronic systems at KUAT. Installs radio/television equipment as required. Qualifications: Successful completion of technical training at a trade or vocational school. Two years of the same kind of work experience. First or general FCC license desirable. Rank: Classified staff. Pay grade 17. Salary: \$19,624. Please send a letter of interest/resume to: Employment Office, University of Arizona, 1717 E. Speedway, Tucson, AZ 85721. Application/resume must be received by: June 1, 1984. AA/EOE.

Engineer/technician - a Midwest CBS affiliate is seeking an experienced engineer/technician to maintain studio, transmitter, and ENG equipment. If interested, send a resume and salary requirements to: Engineering Supervisor, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE-M/F.

Assistant chief engineer needed for Chicago PBS station. Applicant should be experienced with UHF high powered TV transmitters and a variety of studio equipment. Minimum of 3 years broadcast experience as maintenance or transmitter engineer required. FCC general or 1st phone license required. Send resume to: Elynn Chaplik, General Manager, WYCC-TV, Channel 20, 30 East Lake Street, Chicago, IL 60601. Equal opportunity employer, M/F.

Asst. chief engineer - good hands on engineer needed in NBC SW small mkt. Demonstrate success in this mkt., move up within mkt. or top 50 within 2 yrs. Excellent salary and opportunity to grow with multi-operator. Send resume to P.O. Box 1867, Fort Smith, AR 72902. Attn: Jan Pierce.

Remote truck engineer. Tulsa-based. Send resume to 5807-E S. Garnett Rd., Tulsa, OK 74146.

Maintenance engineers: southern California. Must have six years broadcasting experience, including work on UHF transmitter, all video tape formats, microwave, field and studio cameras, switches, etc. Enjoy good salary and benefits with a growing independent station. Send resume and salary requirements to: KHS-TV-46, 3833 Ebony Street, Ontario, CA 91761.

Maintenance engineer. Major Southwestern full service production facility is looking for an additional top notch maintenance engineer. Should be knowledgeable with Sony BVH-1000/BVH-1100 VTR's, CMX340 editor, GV1600 switcher, digital video effects systems, ADO, HL-79D cameras, TR600's, audio & video transmission systems & circuits. Will also function as occasional remote engineer. Applicant must be highly motivated and be able to interface with clients and operators. Salary based on your capabilities. Send resume to Box R-70.

Alaska Bush public broadcast TV & AM station has an opening for a maintenance engineer. FCC general license and 2 years TV broadcast maintenance experience. Salary in mid \$20's, DOE. Housing option, great benefits. Contact Chief Engineer, KYUK, P.O. Box 468, Bethel, AK 99559. 907-543-3131. EOE. Closing date: May 25th, 1984.

Engineer, TV. Responsible for installing, inspecting, adjusting, testing, maintaining, preparing, and operating a variety of electronic equipment and circuitry necessary for broadcasting. Responsibilities: checks and aligns television cameras and videotape recorders to obtain optimum performance. Operates videotape or tape recorders to record programs for rebroadcast. Operates a master control unit which feeds live or taped programs into broadcast transmitters. Repairs cameras, monitors, projectors, and a variety of other technical equipment, including transmitters. Performs regular preventative maintenance in replacing weak components, worn parts and wiring defects. Uses various equipment as assigned. Qualifications: equivalence of a high school education. Three years experience in broadcast engineering. First or general FCC license desirable. Classified staff. Pay grade 15. Salary: \$16,762. Please send a letter of interest and resume to: Employment Office, University of Arizona, 1717 E. Speedway, Tucson, AZ 85721. Application/resume must be received by June 1, 1984. AA/EOE.

Television chief engineer. Must have 5 years maintenance and transmitter experience with television station. Excellent opportunity to learn from retired chief engineer. Send resume to: Douglas Ferguson, WLIO Television, Box 1689, Lima, OH 45802. Equal opportunity employer.

F&F Productions, an industry leader in mobile television production, is looking for a highly experienced maintenance engineer. The applicant should have thorough knowledge of all aspects of television equipment maintenance, preferably in a mobile atmosphere and must possess good client relations ability. Travel and some weekend and holiday work required. Competitive salary, overtime and major company benefits. Call or send resume to Lawrence Nadler, Director of Engineering, 10393 Gandy Blvd., St. Petersburg, FL 33702. 813-576-7676. A division of Hubbard Broadcasting, F & F Productions is an equal opportunity employer, M/F.

HELP WANTED NEWS

Reporter—CBS affiliate in medium Southern market wants reporter with minimum 1 yr. TV news experience. Low cost of living, beautiful area. Send tape and resume to WDEF-TV, 3300 Broad St., Chattanooga, TN 37408. EOE.

News director—needed by Southeastern network affiliate. Strong people skills, able to motivate and lead a staff of 16. Ideal slot for someone to move up from a smaller market or an assistant or assignment editor ready for the top position. Send resume to Box R-10. EOE.

Tallahassee, FL. News director/anchor. Help new ownership build a winner. Strong news commitment. Resume/tapes, no calls, to Mark Keown, GM, WECA-TV, P.O. Box 13327, Tallahassee, FL 32317. EOE.

Executive news producer — we are seeking an experienced, aggressive and creative executive producer to help run our day to day operations. We have a well equipped 44 person news staff, a new owner, and a strong commitment to our news operation. This person should be great at motivating people and providing a creative spark. If you are interested in becoming a key member of a news team on its way up, send resume, references, and news philosophy to Michael Sullivan, News Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. EOE.

Have you ever anchored a news cast that delivered a 51 rating and a 76 share? We've got a lot to offer, if you've got a lot to offer. Anchor and news director, preferably combo, being sought for WDAM-TV, Laurel-Hattiesburg, MS. Write Box 1978, Hattiesburg, MS 39401. Phone 601-544-4730, Cliff Brown.

Wanted: experienced, personable anchor. Send tape and resume to Jim Holtzman, News Director, KFMB-TV, Box 80888, San Diego, CA 92138. EOE.

Looking for the best news people? Contact Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-0044.

News producer. 50's market searching for a creative, experienced, producer. Must have live experience, write well, and motivate others to do their best. Send resume and salary requirements to Box R-68. EOE.

News director for aggressive, award-winning, 35-channel, 23,000 subscriber, cable TV system on Guam. Supervise 12-person staff of reporters and videographers utilizing 3/4" ENG, live remotes (as you saw on our April President Reagan pool feed), and daily satellite feeds. We have 6PM, 10PM, and weekend casts, weekly half hour news magazine and room for lots of local origination programming. Starting salary \$25-30K. Please mail resume and audition tape in time for us to meet at NCTA. Lee M. Holmes, President, Guam Cable TV, California Office, 92 W. Bellevue Drive, Pasadena, CA 91105. 213-697-6775.

General assignment reporter for top-5 market network affiliate. Must be experienced, knowledgeable, involved reporter. Excellent writing and "live" reporting skills essential. Sell us on yourself in your letter, with resume and writing samples to Box R-69. An EOE.

Network affiliate in 38th market needs experienced professional to run day-to-day operation of news department. Newsroom manager will have minimum three years experience in TV news, and must be able to work with people. Work includes making assignments and supervising production of daily newscasts. Send resumes to: David Allen, News Director, WUHQ-TV, P.O. Box 1616, Battle Creek, MI 49016 EOE/MF.

WDIV, the Post-Newsweek station in Detroit, is looking for a top-notch news writer who's able to digest information from a variety of sources and compile them into clear, concise copy. Candidate should have at least two years of television news writing experience. If you're looking for entry into a first-rate news operation and want to move up, we're looking for you. Send resumes and writing samples to Bob Reichblum, Executive Producer, 550 W. Lafayette, Detroit, MI 48231. An EOE.

Weather anchor - immediate opening. Personality and presentation as important as degree. Top station in 100 plus market. Use Triton graphics, color radar. Monday-Friday, 6 & 10. Salary based on ability to communicate weather info. Tape and resume to Don Blythe, KOAM-TV, Pittsburg, KS 66762. Great opportunity in weather-active four-state region. Rush replies. EOE.

Aggressive general assignment reporter needed for competitive Midwestern market. Attitude is as important as ability. If you're a team worker, a self-starter, and a solid journalist, I want to see your resume ASAP. Box R-82. EOE, M/F.

Anchor/reporter. Must have three years experience, be able to produce top notch newscast and must be a strong writer. Send tape and resume to David Allen, WUHQ-TV, P.O. Box 1616, Battle Creek, MI 49016. EOE/MF.

News producer for 6 & 11p.m. newscasts M-F. Number 1 station in top 50 market seeks person with news background and producing experience. Qualified persons send resumes to Box R-85.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Tallahassee, FL. Promotion manager. Learn and grow with new ownership. Desire someone to write and produce own material. An exciting and challenging opportunity. Resume/tapes, no calls, to Mark Keown, GM, WECA-TV, P.O. Box 13327, Tallahassee, FL 32317. EOE.

Staff director. Minimum 2 years experience directing and switching fast-paced news show, commercials and public affairs. Hands-on experience with Grass Valley switchers, Chyron IV, and Quantel. Send resume only to: Willard MacDonald, Production Manager, WCIX, 1111 Brickell Ave., Miami, FL 33131. EOE.

Promotion copywriter/producer: major market television station seeking creative individual with exceptional copywriting and television production skills for the promotion of an excellent news product. Must have strong advertising and television background. Send resumes only to Box R-41. Equal opportunity employer, M/F.

Production manager. A fast growing television station in the fast growing Dallas-Ft. Worth market is looking for an aggressive leader for their production facility. Must have at least 3+ years exp. in commercial management, and/or corporate/industrial production management, preferably with a station that takes an equally aggressive stance on production. Base salary with commission. Send resumes to: KTXA, Dept. P-M, 1712 East Randol Mill Rd., Arlington, TX 76011. An equal opportunity employer/M-F.

Commercial producer/writer/director—Top 25 Sunbelt affiliate seeks a polished producer/writer/director for their new teleproduction company. Applicants must have five years experience producing award winning spots. Your tape must illustrate a thorough knowledge of lighting and state-of-the-art equipment capabilities. The right candidate will work in a new, well-equipped, full-service production house. Salary and benefits excellent, commensurate with abilities. Submit tape, resume and references to Desert Video Productions, 1616 E. Osborn, Phoenix, AZ 85016.

TV producer/director for university PBS station. Requires Masters degree in TV or related field, fulltime professional TV production experience, including minimum 1 yr. as producer/director. Ability to produce & direct from idea to air. News/public affairs background desirable. Will produce/direct programs, occasional newscast, Teach 1 production course each semester. \$16,000/annually. Resumes & 3 professional references postmarked by 6-8-84 to Jim Dryden, KRWG-TV, Box TV22, Las Cruces, NM 88003. NMSU is an AA/EOE.

Bright, creative video jocks wanted for West Coast full power music video stereo TV station. Send video tape (any format) or audio tape & resume to: Sanger Telecasters, M. Harrison, PO Box 3437, Fresno, CA 93650. EOE.

Production direction/writer to direct/edit commercials for cable ad insertion. Prefer experience, but will consider recent graduate for this entry level position. Submit resumes/salary requirements to: Tony Booth, Gilcom Corp., P.O. Box 2005, Altoona PA 16603. EOE, M/F.

Promotion director. Very competitive market - independent station experience a plus. Able to write, supervise staff, develop budget, work with agency, establish goals, and be creative. Resume to Box R-64.

C-Span midnight shift master control operator. Extensive Chyron operation. Salary commensurate with experience. Full and part time positions. Resumes only. Kathy Cahill, C-Span, Suite 155, 400 North Capitol Street, NW, Washington, DC 20001.

Promotion manager. Group-owned ABC affiliate seeks creative person experienced in promotion. Send resume/tape/salary requirements to: Carroll Ward, PD, WTVM, P.O. Box 1848, Columbus, GA 31902.

Research analyst - major market network affiliate seeks experienced research pro to handle all aspects of ratings research. Send resume and salary requirements to Box R-72. EOE.

Technical director: production-oriented individual. Must have experience with video switcher, quad tape, C.G., camera set-up, and audio operation for both news and commercial production. Write Mitch Moths, WQOW-TV, 2881 S. Hastings Way, Eau Claire, WI 54701. EOE.

Producer/director: top 25 network affiliate. Minimum 3 years experience in documentaries, news, specials, sports, and general assignments. Send resume and tape to Dave Goff, Production Manager, WRTV, P.O. Box 607, Indianapolis, IN 46206. EOE.

Television personality/co-host. WPVI-TV, Philadelphia, seeks an experienced, organized, creative, take-charge professional to co-host "AM/Philadelphia", a daily live studio show. Must have flair for fresh ideas, a knowledge of current topics, while providing program input for field features. VT field production experience, VT editing experience and the ability to handle a heavy work load required. If qualified and interested, forward a video tape with resume and salary requirements to Charles R. Bradley, WPVI-TV, 4100 City Line Avenue, Philadelphia 19131. Totally confidential. An equal opportunity employer.

Technical director with extensive production background, knowledge in newscast directing and newscast switching mandatory. Must be familiar with latest industry equipment and have supervisory skills. Send resume to Personnel Director, KGBT-TV, P.O. Box 711, Harlingen, TX 78550. EOE.

Producer/director: Creative professional for commercials, studio programs, and to direct and switch newscast. One to two years experience required. Top salary for 150+ Southern VHF. Send resume and salary requirements to Box R-79 EOE.

Media specialist (in film and video). Media specialist to provide both film and video tape services to Memphis State University's departments of theatre and communication arts: athletics, and the college of communication and fine arts. Media specialist will be responsible for directing, shooting, editing, etc., of productions, and from time to time will be called upon to teach a course in the department of theatre and communication arts. B.A. (M.A. preferred) plus substantial experience in film and tape production, especially in regard to sports events. Send letter of application to: Dean Richard Ranta, College of Communication and Fine Arts, M.S.U., Memphis, TN 38152, by July 15. Position available August 1, 1984.

Promotion director: immediate opening for a promotion director for a Northwest CBS affiliate station. Must have strong creative writing skills. Responsible for the total on-air look of the station including producing and editing of promos. Experience necessary. Send resume to Meg Antonius, Program Director, KREM-TV, P.O. Box 8037, Spokane, WA 99203. EOE.

SITUATIONS WANTED MANAGEMENT

Nepotism can solidify your small market news and traffic management. South or Southwest. Box R-65.

General manager- general sales manager, TV, 23 yrs. management experience including GSM at WUAB Cleveland & WFLD Chicago. Organized, aggressive, & successful track record. Can turn your station around. Write Bruno Sardi, 33 Gold St., Suite 519, NYC 10038. 212-406-1011.

SITUATIONS WANTED TECHNICAL

CMX playback - videotape operator in NYC with strong experience & excellent references seeks fulltime position. Call Alan Strachan, 516-599-4335.

SITUATIONS WANTED NEWS

American University grad fluent in Russian and Spanish with B.A. in broadcast journalism seeks reporter or writer position. Wrote, reported news for suburban NY and college radio stations and college TV station. Interned at ABC News in Washington, DC. Contact Anthony Riggio, 3 Magnolia Lane, Syosset, NY 11791, or call 516-364-8683.

ENG photographer, editor, videotape operator seeks full-time position. Call Charles Rakestraw, 615-272-4625.

Meteorologist: talented, personable, experienced, seeking on-air position in a small or medium market. Willing to relocate. Can't miss. Call Tim, 914-997-8073.

Where's the anchor-reporter? Proven recognition, ratings in news and sports. Looking for challenge in larger market. If interested, call Mike, 305-473-4325.

Managing editor, small market, seeks move to larger station. Experienced all news areas. Box R-37.

General assignment reporter - strong writing/production skills, live experience. Currently employed 60's market. Seek similar position, top 50. Box R-43.

Do your warm fronts sag? Meteorologist, 5 yrs. top 50's, will provide solid support to your weathercasts. 918-496-2948.

Sportscaster. Experienced, versatile broadcaster with degree. Prefer position with radio and/or TV play-by-play opportunities. Ed Queener, 618-684-5095.

Bright, talented woman with passion for news, extensive training, good references. Articulate reporter, can do personality, strong news sense, solid writer, perceptive interviewer. Interested? Call Toby, 516-221-9550, or write 1625 Peapond Road, Bellmore, NY 11710.

Black male with three years reporting experience anchoring morning news inserts. Seeking reporter or reporter/anchor position. Tape available from 60 and 40 size market. Call 205-452-5994, Wendell Johnson.

Expertise & Experience. Economics and law degrees. Two years reporting with Dupont award-winning small-market station. Offer aggressive, substantive reporting and grasp of the basics, to ND helping develop flair. Call Jes, 501-935-4381; 219-255-4163.

Experienced, young, talented, female news reporter ready to move ahead in broadcasting/communications field. Experience in both print and broadcast journalism. Available now. 301-948-3191, mornings.

Features. Can you afford Rooney, Letterman, or Cavett? If you can't, consider this: a reporter who offers a little of each in one funny personality. Degrees, five years of television experience. Box R-73.

Experienced sports anchor/news reporter. Can write, edit and shoot. Seeking position with small market station. Tape and resume available. Call 404-422-0303.

Ready to lead. Top 40 reporter/anchor seeks long-term commitment as small market news director. Ten years experience. Good teacher. Community involved. Box R-77.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Hardworking college honors graduate (B.A. in broadcasting and film) seeks full time position in production or programming at broadcast or cable facility. 2 years experience in cable, industrial production and college instruction. Will relocate. Call Rodney, 419-255-6484, days.

Sports producer/director, 14 years in television with major league experience, desires position with team, station or cable system looking for top quality production. Fulltime or seasonal. Box R-53.

Creative TV/audio production, editing, announcing, critique, journalism & dedicated management. Western states. Will consult personnel. Box R-58.

College graduate with internship experience seeks entry production position. Extremely creative, good writing skills. Prefer NYC, but will go anywhere, do anything. Please call Christopher Cefaly, 717-824-0759.

ENG photographer. 5 yrs. experience, major market. Thorough knowledge of remote & studio operations. Resume available. 301-649-1551.

College graduate, bilingual, theatrical. Public broadcast narrator, media coordinator experience. Seeks production assistant position, NY or NJ. Extremely talented/aggressive. Carla, 201-575-9476, evenings.

Talented, attractive female looking to relocate, preferably South/Southeast. Programming photographer/editor/videotape operator with news experience. Box R-83.

Audio/visual specialist with broad background in commercial & educational TV seeks new challenge. 8 yrs. experience in all phases of recording & post-production. Call 606-233-3000, or write 2992 Tuscaloosa Ln., Lexington, KY 40502.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Corporate accounting manager. Outstanding opportunity to direct corporate accounting department including cash management, overseeing bookkeeping, budgeting, audits and preparation of financial statements. Requires accounting degree and five years progressively responsible experience. Salary commensurate with experience. Excellent benefit package. Midwest location. Reply in confidence to Box R-66. EOE.

HELP WANTED INSTRUCTION

Assistant professor to serve as program director of mass communications and to teach undergraduate courses in radio/TV production, management, broadcast law, and ENG. Candidate should have three years media experience and two years teaching experience. Ph. D. preferred; MA required. Deadline June 8, or until position is filled. Beginning date: August 15, 1984. Tenure track. Salary competitive, depending on qualifications. Summer employment available. Send resume, transcripts, letters of reference and statement of interest to Dr. Elizabeth A. Barron, Chairperson, Communications Department, Xavier University, 7325 Palmetto, New Orleans, LA 70125. 504-483-7336. Xavier University is a predominantly black. Catholic liberal arts institution. The department of communications houses the mass communications and the speech pathology-audiology programs.

The Newhouse School of Public Communications at Syracuse University is searching for a faculty member for its telecommunications department. Applicants should be capable of teaching courses in all aspects of telecommunications, and should have specific capabilities in three of the following areas: television production, audio production, radio and film. A Ph. d. is desirable; Master's is required. Rank and salary are dependent on qualifications. Applications must be received by May 31, 1984. Applications should be sent to Professor Peter Moller, Chairman, TCM Search Committee, S.I. Newhouse School of Public Communications, Syracuse, NY 13210. AA/EEOE.

Lyndon State College. Lyndonville, Vermont. Small state college (1,000 students) in beautiful northeastern Vermont seeks qualified applicants for the following two positions starting September 4, 1984. Television/media communication faculty position in communications arts & sciences department to 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 with liberal fringe benefits. Telecommunications engineer: responsible for two video production facilities B.S. degree program; Chief engineer 3,000 watt FM stereo radio station; limited teaching duties. Qualifications: FCC 1st class or general license, extensive experience "hands-on" maintenance 1/2" and 3/4" video format. 3-tube broadcast quality video cameras, microwave systems, radio production/broadcast equipment. Bachelor's electrical engineering or equivalent. College level teaching experience. Coordinator II, grade 11, exempt position with salary range \$16,000-\$20,000. Send letter of application, resume, letters reference by June 4, 1984: Perry Viles, Dean of Academic Affairs, Lyndon State College, Lyndonville, VT 05851. EOE.

Glenbrook High School, located in Glenview, Illinois, has an opening for the 1984-85 academic year for an instructor in their new radio and TV broadcasting program. Individual will teach part-time and coordinate and develop this new, exciting program. Person must have a valid teaching certificate from some state and have experience in the field. Competitive salary and fringe benefits. Contact Dr. Pommerenke, 312-998-6100, ext. 406, or 1835 Landwehr Road, Glenview, IL 60025.

Broadcast news: The Department of Radio-Television at Southern Illinois University at Carbondale seeks a distinguished broadcast news professional and educator for a teaching position beginning August 15, 1984. Responsibilities include teaching courses in broadcast news writing, television news, news performance, and public affairs. Ph. D. in relevant field expected. Master's plus significant professional experience considered. Send letter of application, resume, and the names of three references by June 15 to: Dr. Sam Swan, Chairman, Department of Radio-Television, SIUC, Carbondale, IL 62901.

Teaching position, tenure-track. Doctorate in mass communication, public/commercial broadcast experience, strong TV production, record of scholarly activity. Will teach 12 semester hours TV production, writing for mass media, management, public relations, supervise interns, in 5 million dollar state-of-the-art broadcast studio. Rank and salary commensurate with experience. Position closes May 25th or until filled. Letter and resume to Dr. Constance M. Gotsch, Head, Search Committee, Department Communicative Arts, Eastern New Mexico University, Portales, NM 88130. Eastern New Mexico University is an AA/EOE institution.

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.

1" C-type videotape wanted. Will pay cash, will pay shipping. Contact Andy Carpel, 301-845-8888.

Need immediately: used 140-foot type 300 wind-charger tower or 220-foot type 200 windcharger tower. Contact Victor W. Dawson, 919-864-5222.

Used type C Sony & other 1 inch VTRs. CG's & other post equipment. Send all written info to Box R-84.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813-685-2938. TWX 810-876-0628 Celco.

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effectively. Quality Media, 404-324-1271.

AM Harris MW-1A-mint; also Bauer 707 1KW, Gates 250GY. Call M. Cooper, 215-379-6585.

FM Collins 830G2 20KW w/2; also Gates 1 KW FM-1C, CCA 10KW w/40E. All are excellent! M. Cooper, 215-379-6585.

Video recorder. Sony BVU-50 3/4" portable VTR with Sony CG-110 time code generator. Package includes leatherette case, 2 VTR batteries, \$2500 or best offer. Contact: National Video Industries, 15 West 17 Street, NY, NY 10011. 212-691-1300.

For lease (short or long term or lease-purchase) remote truck. Four camera, 1" type-C, full audio, RTS PL and IFB, Tek monitoring. Gear well-maintained in excellent operating condition. Equipment list and details contact Box P-90.

Fernseh KCP-40 color cameras with lenses. 3 available. A/R-2 videotape recorder with editor. RCA TKP-45 color camera with 10:1 lens. All items priced to sell. Contact Greg Symanovich, Tel-Fax, 817-860-5048.

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.

2" Quad videotape, archived in plastic shippers. Low pass 30's, 60's, major brands, fully guaranteed. Carpel Video. Call collect, 202-296-8059.

Thomson MC501 camera, excellent condition, with 14x9.5 lens, ENG package, JVC 8500LU VTR, Sony 3800 VTR. Call M. Moser, 202-462-5310.

2 HL-79DAL Ikegami cameras. Cannon 13x9 lens, good condition, used by owners. Sachler 7x7 head. 612-338-5022.

RCA monitor amplifier. Mosely remote control system, pre-wired jack panels, spotmaster console, Harris AM limiters, and more. Call Peter Graves, 404-872-0068.

For sale: an excellent McMartin BA-1K transmitter (used), tuned and tested on customers' frequency. Warranty, spare tubes, excellent condition. Also 270 ft. of new 1 5/8" air coaxial cable with connectors on factory reel. Other related broadcast equipment available as well. For more information, contact Don Jones, Broadcast Market Services, P.O. Box 8316, Amarillo, TX 79114-8316. 806-358-4518; 358-4519.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

MISCELLANEOUS

Sub-carriers for lease, 3,000 watt FM. Champaign/Urbana/Rantoul coverage. Contact Jay Shatz, WPGU, 204 E. Peabody, Champaign, IL 61820. 217-333-2016.

RADIO Help Wanted Sales

GEORGIA SALES MANAGER

Major market, Georgia. Modern format. Aggressive 100 KW FM seeks working sales manager. Large station-big responsibilities. Must be self-starter, aggressive, street sales oriented and capable of working with national representative. Good benefits, good money, and great weather. Experienced and eager? Call 703-772-2323.

SATELLITE MUSIC NETWORK OFFERS UNLIMITED OPPORTUNITY FOR QUALIFIED APPLICANT

If you did not make at least \$50,000 this year, you could be in the wrong position. Satellite Music Network offers unlimited financial rewards to aggressive sales personnel who are self-motivated, willing to travel, & have a strong affinity for the radio industry. If you have a working knowledge of radio management, would like to call on station owners & GMs, & want to make **MONEY**, call 800-527-4892 today for details & an appointment.

OWNER WANTS TO RETIRE

Looking for sales manager. Must have strong sales background with creative sales ideas, street competition, regional and national background, must carry list. Proven past record requested. Central PA. AM-FM stations. Possible future ownership. EOE. Send resume to Box P-138.

Help Wanted Sales Continued

REGIONAL SALES MANAGER

ATLANTA OFFICE

Fast growing recognition and acceptance of our broadcast research services has generated an exceptional opportunity for a regional sales manager to join our radio advertising agency sales department in Atlanta.

The person we are seeking should have at least 5+ years experience in agency media and/or broadcast sales, plus hands-on experience with Arbitron research data. You should be a self starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer an excellent starting salary and incentives, generous and comprehensive fringe benefits, an atmosphere conducive to professional advancement.

To explore this unusual opportunity, send your resume with salary history in confidence to:

**Rick Greenhut
The Arbitron
Ratings Company
A Control Data Company
1350 Avenue of the Americas
New York, NY 10019**

An affirmative action employer

SALES MANAGERS

Los Angeles/San Francisco. New electronic broadcast medium needs sales managers for ground floor opportunity. 3-5 years agency or retail rep experience, strong presentation skills, self-direction, enthusiasm, dedication and desire for growth. Salary-commissions-benefits. Send resume or call Max Fox, SILENT RADIO, 20732 Lassen Street, Chatsworth, CA 91311. 818-998-1800.

WANTED:SALES MANAGER

for a tough market, AM/FM combo reaching 68,000 homes. Must have a strong background in creative sales promotions, as well as handling people. Must be working in a small to medium market and have a good reason for leaving your present position. If you are not already a sales manager, don't waste your time. \$25,000 start, which includes fringe benefits. No retirement plans. Love to live in small town in southern Illinois, where it's cold in the winter, hot in the summer, & everyone expects you to pay your bills. Start date on or before July 1st. Send resume to Box R-47, or call sales manager, 618-253-7282. No collect calls.

**Help Wanted Sales
Continued**

EXPERIENCED AE

needed for AM-FM in large South-eastern market. Good list, great income potential. Mail resume to Box R-87. EOE.

**Help Wanted Management
Continued**

GENERAL MANAGERS

Los Angeles/San Francisco. Exciting new electronic, broadcast medium needs professionals for ground floor opportunity. Requires 3-5 years agency or management experience, strong marketing skills, self-direction, enthusiasm, and desire for growth. Salary-commissions-benefits. Send resume or call Max Fox, SILENT RADIO, 20732 Lassen Street, Chatsworth, CA 91311. 818-998-1800.

Help Wanted Technical

**BOSTON MARKET
AM/FM STATIONS**

need a chief engineer. Our current chief is going on to a corporate position in our company. If you have the background, call 617-332-9817, ext.11 or 13. EOE.

Help Wanted Management



**DIRECTOR
INFORMATION & PUBLIC RELATIONS
ABC RADIO**

This highly visible and responsible position will provide public relations and publicity services for the Radio Division and its operating groups. Position will serve as the central point of information for the Radio Division from both internal and external sources.

Candidates should possess highly developed writing, editing and oral skills, as well as a thorough knowledge of radio. Extensive press contacts are also required. Overall public relations related experience in those areas should be five to ten years.

For prompt, confidential consideration please send a detailed resume with salary requirements to Dept. DPRR, American Broadcasting Companies, Inc., 1345 Avenue of the Americas, New York, New York 10019. Equal Opportunity Employer M/F/H/V.

American Broadcasting Companies, Inc.



**Help Wanted Programing,
Production, Others**

**WANTED: PD WITH
THE RIGHT STUFF**

To build a winning CHR staff and direct a major assault in desirable top ten market. Must have proven track record. Resumes and letters only to Box R-88.

**ON AIR PERSONALITY/
PRODUCTION DIRECTOR**

Immediate opening. America's premiere FM music of your life station. Aggressive group owner seeks career-oriented individual only. Send tape and resume to Joe Nuckols, WNJY-FM, Box 10386, West Palm Beach, FL 33404. 305-842-4616.

Situations Wanted Announcers

VACATION RELIEF TALKER

Top twenty markets, short periods only. Network, major market, national voice-over experience, published author. Now on air at top New York radio station and national cable network. Enjoy brief breaks from New York. Bill Parkhurst, 212-490-0077.

Situations Wanted Technical

**DIRECTOR OF
ENGINEERING**

15+ years experience as CE of major market group-owned AM/FM's. Highly experienced all phases technical management & engineering. Top references. Box R-89.

TELEVISION

Help Wanted Management

START-UP INDEPENDENT UHF

Located in Ventura County, southern California. Seeking experienced station manager, sales manager, chief engineer, etc. Tentative air date November, 1984. Will start interviewing July 1, 1984. Resume and references to KTIE-TV, Inc., 211 South Beverly Drive, Suite 110, Beverly Hills, CA 90212.

**VICE PRESIDENT
BROADCAST**

A promotion within our privately-owned communications company provides a challenging opportunity for an individual to take our radio division to full completion.

Our commitment to quality programming, meeting our customers' needs, employee development, while providing a fair return on stockholders' equity, has established a solid foundation for growth. The successful candidate will have at least an undergraduate degree and ten years progressive experience in radio broadcasting. He/She must also have had full operational responsibility of an AM/FM combo with a proven record of bottom line results. If you are up to the challenge of obtaining results through others, write and tell us how your experience can meet our needs. Respond in confidence to:

**Norman R. McMullin
President**

**Woodward Communications, Inc.
P.O. Box 688
Dubuque, IA 52001.**

MANAGER

STATION RELATIONS & PROMOTIONAL SERVICES

Paramount Television Domestic Distribution has a position available for a manager in our station relations & promotional services area.

The dynamic, articulate individual we seek will monitor and develop effective station advertising and promotion campaigns for Paramount's first-run programming. Additional responsibilities will include coordinating time period clearances, pre-emptions and make-goods with stations and the national rating services.

At least 2-3 years promotion and related experience is required, reflecting a sound knowledge of television marketing, on-air promotion scheduling for optimal reach and frequency levels, plus print and radio advertising planning and buying. Individual should be highly organized, have superb presentation skills, be able to compose effective correspondence and be agreeable to travel to various television markets.

This position commands a highly competitive salary augmented by excellent benefits within our dynamic, stimulating environment. Qualified individuals are invited to reply by forwarding resume, with salary history, to:

Department SR

Paramount Pictures Corporation

1 Gulf & Western Plaza
New York, NY 10023

An equal opportunity employer, M/F



WEATHER PERSON

Dominant Southern station needs qualified meteorologist. Personable and creative, simple presentation desired. EOE. Send resume and video cassette (promptly returned) to:

Tom M. Percer
Station Manager
KNOE-TV
Box 4067
Monroe, LA 71211

ANCHORS & WEATHER CANDIDATES

Experienced, credible professionals needed for several currently available positions. Attractive salaries and benefits. No fee! Send resume, tape (nonreturnable) and salary requirements. ATTENTION EMPLOYERS: Call us for prompt, professional attention to your staffing needs. Our affordable service is available to stations in ALL markets.

BRUCE WILLIAMS
BROADCAST CONSULTANTS
PO Box 1158
Burlington, CT 06013
203-673-5802
M-F 8AM - 8PM (EDT)

PUBLIC TELEVISION PROGRAM DEVELOPMENT OFFICER

The University of North Carolina Center for Public Television, operating the North Carolina public television network, invites applicants for the new position of program development officer in the office of the director.

The successful candidate will be expected to initiate exceptionally strong ideas, proposals, and budgets, and to process those that come from other sources, for programs designed for statewide broadcast in North Carolina, with potential for wider PTV use. The program development officer will undertake redirection and expansion of program development in generating and monitoring production in an anticipated new center facility in the Chapel Hill area. Candidates must have minimum BA/BS degree in an appropriate field with at least five years relevant experience. Applicants should be creative and have experience in applying innovative concepts and techniques. A broad background in public affairs and cultural fields is necessary. Salary depends on qualifications and experience. University of North Carolina employee benefits apply.

Applications with resume due June 30, 1984; address to John W. Dunlop, Director, UNC Center for Public Television, P.O. Box 3508, Chapel Hill, NC 27514. An equal opportunity/affirmative action employer.

DOCUMENTARY TYPE PRODUCTION

We are broadcast journalists using our skills and the latest production technology to write and produce communications packages for business and industry. Join us, and put your skills to work in an exciting, challenging environment, where you'll have room to grow. Minimum of five years TV news experience required. Send resume, references, and tape to: **VIDEA, LTD.**

200 Guaranty Bank Building
Cedar Rapids, IA 52401
Equal opportunity employer, M/F

Help Wanted News

NEWS DIRECTOR MAJOR MARKET

Premier company has challenging growth opportunity for a proven leader who has taken a television news department to the top. If your track record includes that kind of success story and you can do it again, send resume to Director of Personnel, WPXI-TV, P.O. Box 1100, Pittsburgh, PA 15230. EOE/AA.

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Monday, May 28, 1984, the deadline for classified advertising for the June 4 issue will be

FRIDAY, MAY 25, 1984

CHIEF ENGINEER

Boston UHF Independent

Strong RF and VTR maintenance skills needed as well as solid management skills. Salary negotiable. Send resume to General Manager, WXNE-TV 100 2nd Ave., Needham HTS. MA 02194 No phone calls please.

WXNE is an equal opportunity employer.

WXNE 25

Engineering

DIRECTOR/ CHIEF ENGINEER TELEVISION CENTER

Brooklyn College of the City University of New York requires a director/chief engineer to supervise the operation and maintenance of a multi-studio television and radio facility. The mission of the Center is to support the department of television and radio and other departments of the College which utilize media. Programs produced in the studios are distributed over broadcast and cable outlets. Candidate is expected to supervise daily activities of all employees, provide leadership, and plan for ongoing systems updating of the 3-studio facility.

Eight years experience required, at least some of which is in design of audio-visual systems and staff supervision; Baccalaureate degree. BSEE preferred. Salary: \$40,000 range-commensurate with experience. Position effective September, 1984. Resumes by June 30, 1984, to:

Dr. Mordecai L. Gabriel
Associate Provost
BROOKLYN COLLEGE
Brooklyn, NY 11210

Equal opportunity employer, M/F

TELEVISION SYSTEMS ENGINEER EXTENDED SEARCH

St. Petersburg Junior College, St. Petersburg, Florida, instructional television services department, is seeking a television systems engineer. We require an Associate degree or equivalent; 3-5 years broadcast maintenance experience; first class or general class FCC license; knowledge of FCC operating rules and engineering standards; knowledge of broadcast engineering and electronics; operational knowledge of (able to install and repair) digital and analog, audio and video circuitry, microwave (ITFS) systems and micro-processor based systems.

We are ideally located in the heart of Florida's Suncoast and offer excellent benefits. Applications and/or resumes must be postmarked no later than 6/11/84. Letters of application may be sent to: Mr. Nevis Herrington, Associate VP for Human Resources.

ST. PETERSBURG JUNIOR COLLEGE
P.O. Box 13489
St. Petersburg, FL 33733
An affirmative action employer

Help Wanted Management

GROUND FLOOR OPPORTUNITY SKY HIGH FUTURE!

National affiliate launch manager for 24 hour satellite delivered Multiple Audio Service. Position reports directly to VP in charge for major program supplier. Must work well with corporate and cable system personnel, know direct sales, advertising, promotion, research and public relations; and be able to implement corporate plan in variety of markets. Extensive travel required. Knowledge of various musical formats helpful. Salary commensurate with ability/experience. Full benefits, including top medical, pension, stock option programs. EOE.

Send resume and salary history to Box R-76.

Consultants

POTOMAC VIDEO

D.C.'s BEST 1-stop production shop

"No pain, no gain!" It works in sports & dance (maybe), but your video projects shouldn't turn into slow dance marathons. Use OUR complete creative services - from pre-production planning to final edit - with all the tricky details in between. Promotionals, industrials, remotes - whatever you need.

- State-of-the-art video equipment
- In-house producer/consultants
- In-house studio
- Satellite uplink capability

CALL 202-783-6464
400 N. CAPITOL ST., NW
SUITE 150
WASHINGTON, DC 20001

Employment Service

WE PLACE TV and Video Engineers COAST TO COAST

[All Levels, But Not Operators]
ALL FEES PAID BY EMPLOYERS

Phone/Resume

KEY SYSTEMS

Westminster Road
Wilkes-Barre, PA 18702

Phone Alan Kornish at
(717) 655-1458

RADIO PERSONNEL NEEDED

The past several weeks, NATIONAL has received job orders from radio stations in California, Florida, Texas, Michigan, Tennessee, Virginia, Nebraska, Indiana, New York, Arizona, Pennsylvania, Massachusetts, to name just a few. Radio stations in more than 25 different states, looking for announcers, news people, programmers, and sales people. These jobs are for all size markets. If you are looking to make a change, now is the time. NATIONAL, THE NATION'S LEADING RADIO PLACEMENT SERVICE, places our registrants from coast to coast. For complete information and registration form, enclose \$1 postage and handling to:

**NATIONAL BROADCAST
TALENT COORDINATORS
DEPT. B, P.O. BOX 20551
BIRMINGHAM, AL 35216
ACT NOW: 205-822-9144**

10,000 RADIO-TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJ's, PD's, salespeople, news, production, 1 wk. computer list, \$6. Special bonus: 6 consecutive wks., only \$14.95 - you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.** Money back guarantee!

EXCELLENCE— WITH YOUR STAFF

From our client, John H. Hoagland, Jr., manager, The Christian Science Monitor: "His advice and instruction have been outstanding, as has been his ability to extract the best out of people in a very short time... MONITORADIO would not have achieved its launch date without Russ's degree of excellence." Call us if we can recruit or improve your radio staff.

**GERBER BROADCAST
PLANNING & MANAGEMENT**
415-856-2323.

LIKE TO VISIT CHINA? JOIN US

Escorted and hosted by Radio Peking.
Most comprehensive 22 day tour.
Inquire cost, potential tax benefits.

**Paul Hale, 1619 N. Royer St.
Colorado Springs, CO 80907**

Public Notice

THE VILLAGE OF ALEXANDRIA BAY

In Jefferson County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "request for proposals" available from the undersigned. Applications will be accepted until July 30, 1984, and all applications received will be available for public inspection during normal business hours at the Village Office, Church and Rock Sts., Alexandria Bay, NY. Charles F. Singer, Jr., Trustee in Charge, PO Box 367, Alexandria Bay, NY 13607. 315-482-9902

For Sale Stations



Wilkins and Associates Media Brokers

NC	AM	\$300,000	25%
FL	FM	\$600,000	30%
NC	AM	\$1,200,000	15%
LA	AM	\$500,000	20%
NJ	AM	\$800,000	30%
SC	AM	\$230,000	20%
IN	AM/FM	\$500,000	20%
GA	AM	\$425,000	30%
CO	FM	\$30,000	downpayment
AL	AM	\$25,000	downpayment
MI	AM	\$35,000	downpayment
MO	FM	\$50,000	downpayment

**P. O. Box 1714
Spartanburg, SC 29304 803/585-4638**

MIDWEST AM POWERHOUSE

Excellent equipment, outstanding staff, university town. Only two owners in over 45 years. Currently billing \$90,000 per month and heading higher monthly! Proof of financial qualifications necessary.

D/W INVESTORS, INC.
Don C. Dailey, Broker
417-865-7700



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

Separately owned fulltime AM and FM in top 100 market with compatible formats available. Opportunity to combine and substantially increase existing cash flow. Valuable real estate and other assets included. \$2.0 million. Interested prospects must demonstrate financial qualifications in order to receive information on these properties.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1038

H.B. La Rue

Media Broker

RADIO-TV-CATV-APPRAISALS

- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.



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STATION				CONTACT		
NJ	Metro	FM	\$1,400K	Sold	Warren Gregory	(203) 364-5659
R.Mt	Medium	FM	\$1,200K	\$300K	Greg Merrill	(801) 753-8090
OR	Medium	AM	\$1,200K	\$400K	Jim Mergen	(818) 366-2554
NC	Metro	AM	\$1,160K	\$160K	Mitt Younts	(804) 355-8702
OR	Metro	AM/FM	\$900K	\$250K	Elliot Evers	(818) 366-2554
CO	Small	AM/FM	\$875K	\$100K	David LaFrance	(303) 534-3040
TX	Small	AM	\$550K	\$95K	Bill Whitley	(214) 680-2807
FL	Suburban	AM	\$450K	\$100K	Randy Jeffery	(305) 295-2572
GA	Metro	AM	\$350K	Cash	Bob Thorburn	(404) 458-9226
TN	Metro	AM	\$275K	Cash	Ernie Pearce	(615) 373-8315

For information on these and our other available stations, or to sell, contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

FULLTIME AM STATION

Priced for quick sale! Top 100 market. New transmitter, tower, studio equipment. \$350,000. Contact owner directly:

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MIDWEST AM

Fulltime AM in top 50 Midwestern market. Annual billing over \$400,000. Asking price of \$850,000 negotiable for buyer capable of all cash transaction. Stable market. Exceptional coverage. Box R-61.

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located in top 20 SE metro. CP to relocate tower & increase height. \$1.2 million. Write CCC, 100 Wexford Place, Athens, GA 30606.

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the best available, sincere offer for a 3000 watt FM in western Tennessee. It's profitable. Call 318-868-5409.

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- West: Cl. C FM, nearly new transmitter. \$700,000, terms
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- Midwest: cl B FM with AM, long history good cash flow. \$1,395,000, terms.

Dave Hurlbut, VP, 618-263-3380. PO Box 553, Mt. Carmel, IL 62863.

John Hurlbut, Pres., 813-778-3617. PO Box 1845, Holmes Beach, FL 33509.

PUBLIC AUCTION AM & FM

AM & FM radio stations in Chattanooga area to be sold separately, or as a package, to highest bidder(s) at public auction June 15, 1984, commencing at 10 AM, in Room 404, U.S. Post Office and Courthouse, Chattanooga, Tennessee. FM is class A, antenna height 285 feet above average terrain, 3,000 watts ERP. AM is class III-B, daytime only, 1,000 watts. AM owns real estate. For information, write: P.O. Box 996, Hixson, TN 37343, or contact Thomas E. Ray, Atty., 914 First Tennessee Building, Chattanooga, TN 37402.

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Southwest Sunbelt class C FM and full time AM combination. Asking price of \$3,500,000. Anticipates continued explosive growth of the market. Reason for sale is due to high leverage on part of present ownership. Currently breaking-even on annual revenues of \$750,000. Box R-63.

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Owners want to retire & will sell this daytime AM for \$265,000, with \$80,000 down & good terms on the balance, or including very valuable real estate for \$500,000, with \$100,000 down & the balance over 18 years at 11%.

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Small market TV opportunity with network affiliation. Station has positive cash flow with excellent upside potential for stronger sales approach. No downside in this one. Transmitter site owned; studio on attractive lease. Looking for cash buyer. Total price under \$5,000,000. No brokers, please. Box R-62.

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To help build new clear channel AM. Possible FM later. TOP 50 CAROLINAS MARKET. Principals only. Reply Box R-74

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Daytime AM with FCC authorization to expand to full time with improved signal available. Excellent opportunity to grow with a fast-growing market. Cost of upgrade approximately \$250,000. Asking price for station \$1,500,000. Principals only, please. Box R-60.

MIDWEST AM/FM

Daytime AM/class A FM. Excellent potential in college/resort/military market. Solid sales growth. Price - \$800,000. Write Box R-52.

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AM-FM in growing SW Missouri market. Low down, good terms to qualified buyer. Galen Gilbert, 214-495-8033.

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ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Monday, May 28, 1984, the deadline for classified advertising for the June 4 issue will be

FRIDAY, MAY 25, 1984

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number),

c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Bob Wormington, general manager, KSHB-TV Kansas City, Mo., elected VP of parent, Scripps-Howard Broadcasting.



Alteri

David Alteri, acting general manager, WYNY-TV Watertown, N.Y., named general manager.

Thomas LaGrutta, national sales director, Sillerman Morrow Broadcasting, Middletown, N.Y., named general manager of its WOCB(AM)-WRZE-FM West Yarmouth, Mass.

Blaine Leist, field advertising manager, Southland Corp., Dallas, joins KMMK(FM) Dallas as general manager.

Appointments, KATU(TV) Portland, Ore.: **Thomas Dargan**, VP and general manager, to executive VP-broadcasting, Portland, for parent, Fisher Broadcasting; **Sherwood Hinman**, station manager, succeeds Dargan, and **Robert Kalstad**, program director, to VP and station manager, succeeding Hinman.

Mark Hurd, senior partner, HSM Communication, San Francisco-based syndicator of television and radio programs, joins KGU(AM) Honolulu as general manager.

Richard Lambert, station manager, WKLA-AM-FM Ludington, Mich., joins WKWK(AM) Wheeling, W.Va., in same capacity.

Jerrold Raffel, sales manager, WKZO-TV Kalamazoo, Mich., assumes additional responsibilities as assistant station manager.

Debora Butterfield, director of operations, United Cable Television of Mid-Michigan, East Lansing, Mich., named general manager.

Stephen Stander, managing general attorney, law department, NBC, New York, named VP, law, New York.

Joseph H. Wilcox, senior internal auditor, Peter Kiewit Sons Inc., Omaha, joins United Cable Television Corp., Denver, as senior management services analyst.

Jeffrey Bernstein, director, compensation and benefits, ADP Inc., Clifton, N.J.-based data processing services company, joins Viacom International, New York, in same capacity.

John Lorenz, manager of station program co-operative, Public Broadcasting Service, Washington, named associate director, program business affairs. **Stan Cahill**, program business affairs contracts associate, named assistant editor.

Stephanie Herman, contract administrator, television network sales, NBC, New York, named manager, business affairs. **Paula Yankee**, records and information manager, NBC,

West Coast, Los Angeles, named manager, office systems.

Errol Hanson, controller, Straus Communications, New York, owner of WMCA(AM) New York, and WFTR-AM-FM Front Royal, Va., named VP, finance, and controller.

Hope Etheridge, manager of programing finance, Entertainment and Sports Programing Network, Bristol, Conn., joins WFSB(TV) Hartford, Conn., as business manager.

Cathy Lawler, bookkeeper, Connecticut Radio Network, Hamden, Conn., named corporate business manager.

Charles Impaglia, manager of broadcast programing, noncommercial KCET(TV) Los Angeles, named director of broadcasting. **Elba Smith**, from California Institute of Technology, Los Angeles, joins KCET as director of major gifts.

Marketing

Appointments, MCA Advertising, New York: **Morgan Hunter**, president, to chairman; **William Bishop**, executive VP, succeeds Hunter; **Robert Lepre** and **Richard Sellers**, senior VP's, to executive VP's, and **Theodore Atkinson**, **Edward Ricci** and **William Spencer**, VP's, to senior VP's.

John Nieman, group creative director, Young & Rubicam, New York, elected senior VP, Young & Rubicam USA.

John Becker, senior VP, director of communications, J. Walter Thompson, New York, joins D'Arcy MacManus Masius Worldwide, New York, as senior VP, director of corporate communications. **Glenn DeWees** and **Michael Nyikes**, associate media directors, D'Arcy MacManus Masius, St. Louis, elected VP's.

Judy Baker, broadcast production manager, Carmichael-Lynch, Minneapolis, named VP, broadcast production.



Walch

Tony Walch, VP, director of marketing services for Sive Associates, Cincinnati, named VP, director of client services. **Mark Wesling**, VP, finance director, succeeds Walch.

Office managers at Selcom Radio named VP's: **Larry Goodman**, New York; **Scott Donahue**, Chicago, and **Heidi Askew**, Houston.

Maurice Mahler, VP, creative director, Foote, Cone & Belding, New York, joins Kenyon & Eckhardt there as senior VP, associate creative director. **Jane Warshaw**, from Young & Rubicam, New York, joins K&E as copywriter.

Betty Freedman and **Bill Giles**, VP's, Grey Advertising, New York, named senior VP's. **Jack Salb**, VP, director of marketing research, Chase Manhattan Bank, New York, joins Grey Advertising there as VP, associate research director.

Sloan Sweeney, account executive, Avery-Knodel Television, New York, named assistant sales manager, ABC team. **Debra Smith**, research analyst, Avery-Knodel Television, New York, named account executive, ABC team.

Mark Goldschmidt, national sales manager, independent division, Adam Young, New York, joins UPI Media there as Eastern national sales manager for UPI's group of independent stations.

Martin Bowen, account group supervisor, Carafello Diehl & Associates, Irvington-on-Hudson, N.Y., named VP.

Nancy VanGrinsven, account executive, Needham, Harper & Steers, Chicago, named account supervisor.

Ken Bielicki, media supervisor, W.B. Doner, Detroit, named media planning manager.

John Engel, sales associate, J C Penney Co., Troy, Mich., joins D'Arcy MacManus Ma-

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sus, Chicago, as financial analyst. **Brad English**, account executive, Shelley Berman Communicators, Columbus, Ohio, joins DMM, Chicago, as account executive. **Dana Leet**, traffic coordinator, D'Arcy MacManus Masius, Chicago, named broadcast supervisor.

Ewan McDonald, worldwide director, Del Monte dry grocery account, McCann-Erickson, San Francisco, assumes additional duties as deputy manager, M-E, San Francisco.

Robert Delaney, VP, strategic planning, Nordic American Banking Corp., New York, joins N W Ayer there as associate, marketing planning group. **Victoria Horstmann**, freelance writer, joins N W Ayer, New York, as international corporate communications coordinator.

Curtis Johnson, director of marketing, Sketchley Services, Philadelphia, joins Weightman Advertising there as account supervisor.

Jo-Ann Cooper, from Soskin/Thompson Associates, direct response division of J. Walter Thompson, New York, joins Dancer Fitzgerald Sample Direct there as account supervisor.

Jim Monahan, director of research, jaguar sales team, TeleRep, New York, named director of special projects and audience development. **Mickey Colen**, sales manager, jaguar group, Chicago, named Chicago sales manager.

Anita O'Toole, assistant media buyer, Creamer Dickson Basford, Pittsburgh, named media buyer.

Judi Cohen, from Blair Radio, New York, joins Christal Co. as manager, Philadelphia office.

Michael Farnam, writer-producer, Sive Associates, Cincinnati, named associate creative director.

Dean Gilbert, director of sales development, Continental Cablevision, Boston, joins TKR Cable Co., Warren, N.J.-based joint venture of Knight-Ridder and Tele-Communications Inc., as director of marketing.

Don Gilbert, from WBEN(AM) Buffalo, N.Y., joins WJYE(FM) there as general sales manager.

Appointments, WMAL(AM) Washington: **Tony Renaud**, general sales manager, co-owned WRQX(FM) Washington, to same capacity; **Bob Bowen**, sales manager, to director of sports sales, and **Sheila Boland**, from National Association of Broadcasters, Washington, and **Chuck Whiteford**, from *Washington Post*, Washington, to account executives.

Peter Fazio, account executive, WWNY-TV Watertown, N.Y., named sales manager.

Billie Burke Parrott, account executive, KRDL(AM) Dallas, joins KEGF(FM) Fort Worth as local sales manager.

Kenn Devane, from Petry Television, New York, joins WFSB(TV) Hartford, Conn., as national sales manager.

Rob Hankin, senior account executive, WQDR(FM) Raleigh, N.C., joins WCMS-AM-FM Virginia Beach, Va., as local sales manager; **Rebecca Barfoot**, account executive, WALG(AM)-WKAK(FM) Albany, Ga., joins WCMS-AM-

FM in same capacity.

Joy Leverenz, director of marketing, KVVU-TV Las Vegas, assumes additional duties as manager of newly formed co-op department.

Nancy Elliott, freelance media buyer-marketing consultant, joins advertising sales division, American Cablevision, Kansas City, Mo., as account executive.

Diane Clark, from WVLK-AM-FM Lexington, Ky., and **Robert Lahn**, from WNCT-TV Greenville, N.C., join WJKS-TV Jacksonville, Fla., as account executives.

Matt Joffe, account executive, TeleRep, Detroit, joins WCIX-TV Miami in same capacity.

James Theiss, account executive, KPLR-TV St. Louis, joins KMOX-TV there in same capacity.

Phillip Crihfield, national sales manager, WNGE-TV Knoxville, Tenn., joins WAGA-TV Atlanta as account executive.

Pat Archambault, coordinator, marketing and research services, WCSH-TV Portland, Me., named account executive, sales service department.

Kraig Kitchin, general manager, KTYD(FM) Santa Barbara, Calif., joins Katz Radio, Los Angeles, as account executive.

Douglas Harvey, from WBEN-FM Buffalo, N.Y., joins WKBW-TV there as account executive.

Steve Saffron, account executive, WITH(AM) Baltimore, joins WCBM(AM) there in same capacity.

Programing

Chad Hoffman, VP, development, Charles Fries Productions, Los Angeles, joins ABC Entertainment there as executive producer, motion pictures for television.

Len Grossi, VP, video distribution division, Paramount Television, Los Angeles, joins Metromedia Producers Corp. there as VP, administration and planning.

Barbara Hunter, from Goodson-Todman Productions, Los Angeles, joins CBS Entertainment there as director, daytime programs.

Laurie Levit, program executive, from Disney Channel, Los Angeles, joins Columbia Pictures Television there as director of movies and mini-series.

Richard Berman, senior VP and general counsel, Warner-Amex, New York, named executive VP and general counsel.

Ellyn Ambrose, vice president, Satellite Music Network, Dallas and New York, joins Westwood One, Culver City, Calif., as vice president and director of corporate administration. **John Evans**, assistant controller, Caesars World, Los Angeles, joins Westwood One there as corporate controller.

Inta Janovskis, manager, business revenue, TVOntario, Toronto-based producer of educational television programming, named manager of sales, marketing department.

Jerry Jasnowski, executive VP and chief economist, National Association of Manufacturers, New York, joins *Business Times*

there, cable business program carried on ESPN, as contributing editor.

Appointments, Hillier Productions, Los Angeles-based producer of programming for The Disney Channel: **Erica Gerard**, associate producer, *Epcot Magazine*, to executive producer; **Dan Boothe**, production coordinator, *Epcot Magazine*, to executive in charge of production, and **Joy Dolce**, talent coordinator, *Epcot Magazine*, to director, talent and development.

Leslie Lillien, director of creative services, Tribune Entertainment Co., Chicago, joins March 5, New York, as senior account executive.

Nina Melby, assistant TV distributor, Modern Talking Picture Service, San Francisco, joins All American Television, Los Angeles, as administrative coordinator.



Spray

Edward Spray, director of broadcasting, CBS-owned WBBM-TV Chicago, named director of programming, CBS Owned Television Stations division.

Gregg Lindahl, operations manager, WSM-AM-FM Nashville, named group radio program director for licensee, Gaylord

Broadcasting. He will have responsibilities for Nashville stations and WKY(AM) Oklahoma City.

Steve Mays, from KBOA(AM)-KTMO(FM) Kennett, Mo., joins MissouriNet, Jefferson City, Mo.-based network of 63 affiliated radio stations, as general manager.

Terry Rich, director of special events, Heritage Communications, Des Moines, Iowa, assumes additional responsibilities as director of programming.

Jim Bosh, air personality and production director, WJDM(AM) Elizabeth, N.J., named program director.

Ellis Hart, director, defunct Satellite News Channel, Stamford, Conn., joins KTSP-TV Phoenix as director, news and commercial productions.

Mary Ellen Iwata, associate program producer, *Evening Magazine*, WBZ-TV Baltimore, named producer.

Suzan Perryman, assistant program director, KOAA-TV Colorado Springs, named program director.

Linda DesMarais, program manager, WTVJ(TV) Miami, joins WCIX-TV there in same capacity.

Neil Cavuto, from *Business Times*, New York-based cable program carried on ESPN, joins *Nightly Business Report*, produced by noncommercial WPBT(TV) Miami, as New York correspondent.

Corey Flintoff, from noncommercial KYUK-AM-TV Bethel, Alaska, joins Alaska Public Radio Network, Anchorage, as executive producer, and host of *Alaska News Nightly*.

Pat Murphy, sports anchor-reporter, WTVC(TV) Chattanooga, joins WPTV(TV) West Palm Beach, Fla., as sports anchor.

Jack Taylor, from WGN-AM-TV Chicago, joins WLOO(FM) there as air personality.

Tom Varrato, sports anchor, WNEP-TV Scranton, Pa., joins WLWT(TV) Cincinnati as sports anchor-reporter.

News and Public Affairs

Steve Beverly, news director, WSAV-TV Savannah, Ga., joins WWAY(TV) Wilmington, N.C., in same capacity.

Ed Coghlan, news director, Montana TV Network, four-station regional network, joins KCOP(TV) Los Angeles as news director.

Appointments, KSNW(TV) Wichita, Kan.: **Dave Janeczek**, from KSAT-TV San Antonio, Tex., to executive producer and assistant news director; **Greg Byron**, reporter, to assignment editor; **Rebecca Kottmann**, from KKT(TV) Colorado Springs, to noon anchor-reporter; **Barbara McKee**, morning and noon anchor, to weekend co-anchor; **Janet Seipel**, producer-director, to 10 p.m. producer; **Masha Kindrachuk**, from WDAF-TV Kansas City, Mo., to noon producer; **Al Frank**, from KOMU-TV Columbia, Mo., to weekend producer; **Laura Long**, graduate of Kansas Newman College, Wichita, to overnight assignment editor-producer; **Darrell Bowling**, from KSDK-TV St. Louis, to assignment editor, and **Glenn Garcia**, from KLDH-TV Topeka, Kan., to photojournalist.

Michelle West, from KERO-TV Bakersfield, Calif., joins KIEM-TV Eureka, Calif. as morning anchor-reporter. **Karen Richards**, from WBZ-TV Boston, joins KIEM-TV as 6 p.m. weather anchor and weekend anchor-reporter.

Appointments, KOLD-TV Tucson, Ariz.: **Hamilton Masters**, managing editor, WTVC(TV) Chattanooga, to executive producer; **Brenda Gordon**, producer, KOB-TV Albuquerque, to news producer; **Gerry Grant**, anchor, KBAK-TV Bakersfield, Calif., to correspondent; **Kelly Williams**, from KMBC-TV Kansas City, Mo., to correspondent; **Kathy Randall**, anchor-reporter, KOMO-TV Seattle, to anchor, and **Brian Cardello**, reporter, KSBY-TV San Luis Obispo, Calif., and **Robert Wilson**, photographer, KNAZ-TV Flagstaff, Ariz., to news photographers.

Lori Dubose, program director, WHSY-FM Hattiesburg, Miss., joins KTUN(AM) Humble, Tex., as news director and morning personality.

Dennis Lambert, executive producer, morning news, WXYZ(AM) Detroit, joins KTAR(AM) Phoenix as managing editor.

Eric Weiger, from KOB(TV) Medford, Ore., joins KXTV(TV) Sacramento, Calif., as evening assignment editor.

Appointments, WFMY-TV Greensboro, N.C.: **Ken Smith**, from KTBS-TV Shreveport, La., to 6 p.m. news producer; **Dave Courvoisier**, from KFVS-TV Cape Girardeau, Mo., to anchor-reporter, and **Jim Oliver**, from KFDM-TV Beaumont, Tex., to reporter.

Paul Vamvas, freelance producer, *The Lawmakers*, Public Broadcasting Service, Washington, joins NC Broadcast News there as associate producer, *Newsfront*, weekly newscast covering events affecting religious affairs and distributed by Satellite Program Net-

Name change. Arizona State University has renamed its department of journalism and telecommunications the Walter Cronkite School of Journalism and Telecommunications. Said ASU President J. Russell Nelson: "We are proud to associate our school...with one of the most distinguished journalists of all time...[His] career has taken him from the battlefields of World War II to the launchpads of the space age, and his record sets the standard for professional dedication, competence and integrity." A year ago, Cronkite lent his name to the Walter Cronkite Endowment for Journalism and Telecommunication at ASU.

work.

Rebecca Sobel, correspondent, defunct *First Camera*, NBC, New York, named general manager, A-News (affiliate news services) there.

Kevin Mastellon, news director, WTNV(AM) Watertown, N.Y., joins WWNV-TV there as executive news producer.

Mary Lou Sullivan, producer, 5:30 news, WFSB(TV) Hartford, Conn., named assignment manager.

Mike Murrie, producer, 6 p.m. news, KSDK(TV) St. Louis, named weekend news supervisor. **Jennifer Graves**, weekend assignment editor and producer, 10 p.m. news, named producer, weekend news.

Craig Shubert, Waterloo (Iowa) bureau chief,

KCRG-TV Cedar Rapids, Iowa, joins WLUK-TV Green Bay, Wis., as member of Valley (Appleton, Wis.) bureau.

John Goldsmith, freelance correspondent and commentator, joins WDVM-TV Washington as host, "Capital Edition."

Beth Moore, state bureau chief, KELO-TV Sioux Falls, S.D., joins KGAN-TV Cedar Rapids, Iowa, as *Nightbeat* reporter. **Tom Briody**, Hartford, Conn., bureau chief, Cable News 12, the Scripps-Howard Cable news operation in Westport, Conn., joins KGAN-TV as Dubuque, Iowa, bureau chief.

Michael Tucker, from KFMB-TV San Diego, joins KGT(TV) there as anchor.

Mike Kellerman, reporter, WYFF-TV Greenville, S.C., joins KOB-TV Albuquerque, N.M., as reporter, Santa Fe bureau.

Melissa Young, from KRDO-TV Colorado Springs, joins WTCN-TV Minneapolis-St. Paul as reporter.

Steve Crump, morning anchor and reporter, WKYT-TV Lexington, Ky., joins WBT(TV) Charlotte, N.C., as reporter.

Linda Edwards, from WIBW-TV Topeka, Kan., and **Jerry D'Amico**, from KGUN-TV Tucson, Ariz., join KHOU-TV Houston as reporters.

Technology

Bud Harrison, VP and general manager, Harrison Systems Ltd., Hyattsville, Md., named president following death of his father, Ray Harrison (see "Deaths," below).

Broadcasting

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The complete guide to radio, television, cable and satellite facts and figures—\$80 (if payment with order \$70). **Billable orders** must be accompanied by business card, company letterhead or purchase order. Off press April 1984.

Name _____ ☐ Payment enclosed

Company _____ ☐ Bill me

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City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations ☐ Yes ☐ No

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James Hart Jr., group executive, broadband communications group, Scientific-Atlanta, Atlanta, named VP and group executive, broadband communications.

James Davies, affiliate sales representative, broadcast equipment sales, Scientific-Atlanta, Atlanta, joins Jerrold division, General Instrument, there, as account representative, Southeast sales region.

Eric Kent Thomas, sales manager, NEP Productions, New York-based production and post-production facility, named operations manager.

Dan Cornett, director of sales, Chromatics, Atlanta-based computer graphics system, joins Byers Communications Systems there as VP, marketing.

Don Karell, VP, ELRA Group, cable television research and consulting firm, Denver, joins United Cable Television Corp. there as manager of construction.

Bert Westhoff, operations and production manager, KHSI-TV Chico, Calif., joins KSBY-TV San Luis Obispo, Calif., as director of technical operations.

Robert Plummer, director of engineering, Fisher Broadcasting, Seattle, named VP and director of engineering.

Steven Damas, from noncommercial WGBH-TV Boston, joins WGST-TV Providence, R.I., as chief engineer.

Promotion and PR

C. Jackson Bain, senior anchor, defunct Satellite News Channel, Stamford, Conn., joins Gray and Co., Washington communications firm, as VP, public relations division, in charge of coordinating broadcast activities.

Richard Anderson, account executive, Adams & Rinehart, New York, joins Brouillard Communications, division of J. Walter Thompson, there as management supervisor, public relations.

Gary Saffitz, account manager, Needham Porter Novelli, Washington-based public relations subsidiary of Needham, Harper & Steers, named VP. **Gregory Rossie**, senior associate, Financial Relations Board, New York, joins Needham Porter Novelli as senior associate.

Jeness Brewer, director, advertising, entertainment division, CBS, New York, joins NBC, Hollywood, as VP, print advertising, West Coast. **JoAnn Alfano**, account executive, Joe Goldstein Public Relations, New York, joins NBC there as publicity representative, entertainment press.

John Luma, director, on-air promotion, West Coast, NBC-TV, Los Angeles, named VP, on-air promotion.

Dick Sroda, freelance writer-photographer, joins ABC, Los Angeles, as West Coast manager, creative services, visual communications.

Linda Mauskopf, director, sales promotion, USA Network, Glen Rock, N.J., named director, sales-marketing promotion.

James Vodak, director of corporate communications, Centel Corp., Chicago, named VP,

corporate communications.

Dorothy Austin, coordinator, media contacts, press department, NBC, Los Angeles, named publicist.

Bill Shatten, member of production department, WSPA-TV Spartanburg, S.C., named advertising and promotion manager.

Robert Mackowiak, promotion writer-producer, WKRN-TV Nashville, joins WPTV-TV West Palm Beach, Fla., as director of creative services.

Red Koch, promotion manager, WESH-TV Orlando, Fla., named VP, advertising and promotion.

Jim Paratore, program manager, WPLG-TV Miami, joins WTVJ-TV there as director of programming and promotion.

Regen Dennis, director of community relations, KOMO-AM-TV Seattle, named director of community and employee relations.

Marjorie Glass, traffic manager, Lewis, Gilman & Kynett, Philadelphia, joins WPEN(AM)-WMGK(FM) there as assistant promotion manager.

Allied Fields

Peter Fannon, VP, National Association of Public Television Stations, Washington, named acting president, NAPTS, until successor can be chosen for Bruce Christensen, who was named to succeed Lawrence Grossman as president of Public Broadcasting Service.

Richard Christian, chairman of board, Marsteller Inc., New York, will take early retirement in September 1984 to join Medill School of Journalism, Northwestern University, Evanston, Ill., as associate dean.

Bill Koenigsberg, VP, director of broadcasting, Ed Libov Associates, New York, joins Media General Broadcast Services, Memphis, as senior VP, director of media operations.

Ed Bliss, professor emeritus, American University, Washington, given Distinguished Broadcast Journalism Educator award from Radio Television Journalism division of Association for Education in Journalism and Mass Communication.

Barry Stigers, VP, operations, Cablentertainment, Iselin, N.J., joins Communications Equity Associates, Tampa, Fla., as VP, managed investments.

Mark Kassof, senior research analyst, Reymer & Gersin Associates, Southfield, Mich.-based media consultant, named VP, research.

Appointments, Viewer Information/Education Committee, ABC-TV's affiliate association board of governors: **David Peschau**, WXOW-TV LaCrosse, Wis. (chairman); **Thomas Dargan**, KATU-TV Portland, Ore. (vice chairman); **Lawrence Clamage**, WTSP-TV Tampa St. Petersburg, Fla.; **John Garwood**, KTUL-TV Tulsa, Okla.; **Andy Lee**, KVUE-TV Austin, Tex., and **Robert Lee**, WTVM-TV Columbus, Ga.

Elected district directors, National Cable Television Association, Washington: **Craig McCaw**, McCaw Communications, Bellevue,

ISO. William Froug, professor, Theater Arts department, University of California, Los Angeles, and television producer and writer for such shows as *Playhouse 90*, *Twilight Zone*, *Paper Chase* and *Quincy*, has been retained by NBC to "contact United States colleges and universities where cinema—writing for film and television—is offered, in search of writing talent for NBC, especially among graduate students," according to Jeffrey Sagansky, VP, series development, West Coast, for NBC.

Wash., district 1; **John Evans**, president, Arlington Cable Partners, Arlington, Va., district 6; **Frank Scarpa**, president, Community Cable Associates and owner of cable systems in Pennsylvania and New Jersey, district 8, and **Charles Dolan**, chairman, Cablevision Systems Corp.'s partners committee, Woodbury, N.Y., district 9.

Elected officers, Austin, Tex., chapter, American Women in Radio and Television: **Caroline Devine**, KNOW(AM)-KEYI(FM), president; **Martha Cerna**, KTVV-TV, vice president; **Marylou Borchers**, KNOW(AM)-KEYI(FM), secretary, and **Barbara Rodgers**, GSD&M, treasurer.

Elected officers, New Mexico Broadcasters, Albuquerque, N.M.: **Bob Meskill**, KSIL(AM) Silver City, president; **Doug Milligan**, KRZY(AM)-KRST(FM) Albuquerque, president-elect, and **Joe Carriere**, KBIM-TV Roswell, treasurer.

Deaths

Ray Harrison, 52, president and founder, Harrison Systems Ltd., firm that designs and installs broadcast facilities, died of cancer May 5 at Prince George's County (Md.) hospital. He is survived by his wife, Muriel, son and two daughters.

Bob Clampett, 70, former animator and producer of Warner Brothers cartoons and creator of television's animated *The Beanie and Cecil Show*, which ran on ABC in 1962-64, died of heart attack May 2 at Detroit Receiving hospital, Detroit.

Andy Kaufman, 36, comedian and actor, died of lung cancer May 16 at Cedars-Sinai Medical Center in Los Angeles. Kaufman was best known for his role as Latka on *Taxi*. He also appeared frequently on ABC's *Fridays* and NBC's *Saturday Night Live* and *David Letterman Show*. He is survived by his parents, one sister and brother.

Greg Dumas, 53, entertainment reporter, KGTV-TV San Diego, died May 6 of injuries suffered in traffic accident in San Diego. He served in various capacities at KTRK-TV Houston and KGTV-TV San Antonio, Tex., prior to joining KGTV in 1973. He is survived by his parents and brother.

Guy T. Cushing, 21, recording technician, Detroit Symphony Orchestra, and former broadcast technician, WQRS-FM Detroit and WBCN(FM) Boston, died of injuries suffered in automobile accident May 13 in Detroit. He is survived by his parents, brother and two sisters.

Right fit for his format, right man for his times

This may well be Ted Koppel's year. At 44, the veteran anchor of ABC's late-night news show, *Nightline*, has been lauded as perhaps the best journalist/interviewer in the Fifth Estate. *U.S. News & World Report* ranked him among the 30 "most influential Americans"; three universities have invited him to speak at their commencement exercises; critics have praised his role as moderator of the first half of the New Hampshire Democratic presidential debates in January, and this Wednesday (May 23) the National Press Foundation will hold a black-tie dinner in Washington to honor him with the first annual Sol Taishoff Award (named for the late editor-in-chief of *BROADCASTING* magazine) for his "fair and tough" interviews and for innovation in television news.

The object of all this attention is earnest, friendly and relaxed in his ABC News Washington office. His answers to a questioner are direct and intelligent—the mirror image of his television interviewing technique—and peppered with a witty, sometimes self-deprecating sense of humor. That same wit is often used on *Nightline* to advance an interview or head off a long-winded guest.

Says Ed Fouhy, once head of CBS News's Washington bureau and now chief of ABC's news bureau there, Koppel's long experience at the State Department makes him "very, very familiar with the newsmakers." Koppel seconds that analysis. "My abilities," he says, come from years of "doing daily battle with very smart diplomats, who tend to deal in nuance, so that I learned to listen very carefully to what people said. And so I learned to probe, perhaps a little more precisely than I might have if I'd been covering HEW [the Department of Health, Education and Welfare]."

Koppel's interviews are distinguished not only for their precision but also for their range. *Nightline* has perfected the remote interview—wherein the newsman stays put while camera crews track down subjects in every corner of the world—to a degree never before known in broadcast journalism.

Koppel began making his mark as a reporter early in his career. Following a six-month stint teaching English and sociology in the New York City school system, Koppel landed a job as a copy boy at WMCA(AM) there. Occasionally he did interviews for the station, which attracted the attention of the American Federation of Television and Radio Artists. AFTRA informed the station that if Koppel were to be on the air, he must join the union (for \$350, or "a month's salary," Koppel remembers). Then, after he became a member, AFTRA demanded higher fees for the young reporter. "So," says Koppel, "WMCA did the honorable thing—they took me off the air. And that, and the fact



EDWARD JAMES KOPPEL—Anchor, ABC News *Nightline* and *Viewpoint*; b. Feb. 8, 1940, Lancashire, England; BA, Syracuse University; MA, Stanford University; joined ABC News as full-time general assignment correspondent, 1963; foreign correspondent, Vietnam, 1967; Miami bureau chief, 1968; Hong Kong bureau chief, January 1969 to July 1971; diplomatic correspondent, 1971; chief diplomatic correspondent, 1973; anchor, *ABC Saturday Night News*, July 1975 to 1977; current position since March 1980; m. Grace Anne Dorney; children—Andrea, 20; Deirdre, 18; Andrew, 13, and Tara, 12.

that I asked for a \$10 raise after a year, and did not get it, was enough to convince me that my future did not rest with WMCA."

It rested, as things turned out, with ABC, which he joined as a radio correspondent in 1963, at the age of 23. In early 1967 he switched to ABC-TV, where his first assignment took him to Vietnam. By 1969 Koppel had become the Hong Kong bureau chief at a post that covered "everything from Korea down to Australia and everything in between." Koppel returned to the United States in 1971 as diplomatic correspondent during the Nixon and Ford administrations. His assignments included covering former Secretary of State Henry Kissinger and traveling more than 250,000 miles.

(Koppel's long experience as a foreign correspondent gives him a special insight into such journalistic-military-political controversies as exclusion of the press from the Grenada invasion. "The irony is, if they'd known how it was going to work out," Koppel says, "they would have had us on the beach first, right? The problem is when things aren't going well and we're reporting them. I think it will always be tense [between press and politicians, et al]... and maybe it should be.)

It was on the late Frank Reynolds's birthday, in 1979, that Koppel first filled in on the

precursor to *Nightline*, *The Iran Crisis: America Held Hostage*. "Apparently," Koppel says, "they were pleased enough with my performance that they said, 'Why don't you do [the show] on a once-a-week basis. That way, we can give Frank a night off?'" Later, Koppel was offered the job full time.

"By then," he says, "it became clear that the program was doing rather well and the decision was being made to make it permanent. In March of 1980, *Nightline* was born"—initially four nights a week, Monday through Thursday, for 20 minutes.

It did not take long for people to recognize that a phenomenon had been created. When asked about the chemistry between him and his format, Koppel downplays it. According to him, since *Nightline* was still relatively new, there "was not a format into which [ABC was] placing an anchor who had to adjust his or her talents. There was a kind of malleable concept which, because I was sitting in the anchor seat, was shaped around whatever my talents were." Says Fouhy, the *Nightline* format is one in which Koppel shines—"the live, cutting edge of the news, the nightly tightrope act."

Koppel's abilities, according to one ABC colleague, stem from the anchor's "keen sense of who he is and what he is." He has a "probing intelligence that bores in" on what a person is doing, combined with a "warmth and interest and concern" that comes across the screen. Koppel is also said to "enjoy the parry and thrust of a good argument."

Koppel spurns prepared questions or pre-show briefings with his guests. "I don't make it a point to really become terribly familiar with the *people* I'm going to interview," he says. "I like to be very familiar with the *subject* that we're going to be talking about... And then as the interview goes along, you *hear* where someone's coming from and you can sense whether there is a kind of creative tension that is about to take place with another guest. And when it does, then you kind of hold those two wires together, and when the sparks fly—you let it go, you sit back and you let it happen."

Koppel, now seen by just under five million viewers for a half-hour, five nights a week, zealously guards his private life. He is "a father first," an avid reader, plays tennis, skis and is a long-distance runner (a veteran of last year's Marine Corps Marathon)—the running, he says, because it is "one of the only things that I can do totally by myself... where I can just think."

Ted Koppel doesn't share the world's curiosity about what's next on his journalistic horizon; he knows where he's come to and he likes where he's at. "There is something to be said about being content with your lot and for knowing happiness when you find it," Koppel says. "Always to be looking around the corner to the next thing is, forgive me, sometimes kind of dumb. I *like* what I'm doing."

Representative **Al Swift (D-Wash.)** is scheduled to meet Tuesday with **Billy Tauzin (D-La.)** and **Tom Tauke (R-Iowa)** to discuss possibility of developing **compromise on broadcast deregulation legislation.** Talks among subcommittee members broke down last month (BROADCASTING, April 30) but Swift was asked by Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) and Energy and Commerce Committee Chairman John Dingell (D-Mich.) to meet on their behalf with Tauke and Tauzin to try and settle differences (BROADCASTING, May 14). Chief issue left to be resolved is topic of petitions to deny and proposal that would grant petitioners right of discovery. Tuesday's meeting marks first held by three congressmen, not counting telephone conversations on subject.

Reagan administration does not believe question of **network exit polling and early broadcast of projected election results** should be addressed either through legislation or promulgation of FCC regulations. Neither does it believe projected federal election results should be broadcast "when there is reason to believe it has an adverse effect on voter turnout." But administration sees **"voluntary action, not government coercion,"** as appropriate way to proceed. David J. Markey, assistant secretary of commerce for communications and information and head of National Telecommunications and Information Administration, expressed those views for administration in letter to Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, in response to question asked by Representative Mickey Leland (D-Tex.) at NTIA oversight hearing. Markey said that in view of "strong national commitment to free speech and First Amendment principles," adoption of regulations like those which Canada has adopted to bar such election coverage "would be unwise at this time." But if future experience demonstrates inadequacy of "voluntary" re-

ASCAP turned down. U.S. District Judge William C. Conner of southern district of New York turned down application made by ASCAP to add clause to 1950 consent decree which would allow it to turn away per-program license fee request from TV networks if networks concurrently held blanket license from Broadcast Music Inc. ASCAP contended in application made to court last December that requirement to offer per-program license to network already holding BMI blanket license would give that network "economic incentive" to favor BMI's repertory over that of ASCAP's and thus entice away ASCAP artists to BMI umbrella.

Although judge agreed with ASCAP's "intuitive accuracy" that network which holds blanket license from one organization and per-program license from another might for economic reasons favor former, he also concluded situation "serves to increase the intensity with which ASCAP and BMI will likely compete for the blanket license."

Judge also concluded there was no warrant in ASCAP's claim that differences in BMI-ASCAP consent decree tended to foster networks to choose BMI blanket license over ASCAP per-program license because latter is subject to judicial arbitrage when parties do not agree on fee while former is not.

As to decades-old charge BMI is tool of broadcast industry because of its broadcaster-based ownership roots, judge noted networks haven't owned stock in organization since late 1950's and that record shows "highly adversarial, if not tempestuous, relationship between BMI and the networks." Judge acknowledged he felt "certain uneasiness over the inherent conflict presented by broadcaster ownership of BMI," but, judge concluded, "actual events have tended to belie this concern and to demonstrate that the conflict is more theoretical than real."

ASCAP spokesman said decision returns matter to federal district judge Edmund Palmieri, who has responsibility for deciding dispute between ABC-TV and ASCAP arising out of ABC's request for per-program license from ASCAP. (ABC-TV has blanket agreement with BMI.) Attorneys for ABC sent letter to Judge Palmieri requesting ASCAP be compelled to quote ABC-TV per-program license fee within 30 days of judge's decision.

straint by broadcasters, Markey added, "Congress might the appropriately consider need for any remedial legislation consistent with Constitutional limitations."

President Reagan's reelection committee today begins intensive **eight-day television ad campaign** designed to portray America as happier, more prosperous country after almost four years of Reagan presidency. Reagan-Bush committee will spend **\$2 million** on **three major networks and Cable News Network**, as well as on spot buys in 27 markets.

Marquee Television Network, single-channel MDS (Home Box Office) and MATV operator serving Washington area, **has become affiliate of United Satellite Communications Inc.,** nation's first and only DBS operator, Marquee Chairman and CEO Steve Wechsler told members of Washington chapter of Women in Cable last week. Wechsler plans to offer USCI's five-channel package to apartment dwellers as complement to existing services. Pricing \$16.95 for HBO and MATV service, which includes 12 broadcast channels; \$24.95 for USCI and MATV service, and \$29.95 for HBC USCI and MATV service. Wechsler said Marquee now serve 40,000 subscribers, most of whom live in apartment buildings.

Paramount Television Domestic Distribution has **sold out all national advertising time for The Jesse Owens Story**, first-run four-hour miniseries set to premiere July 8, according to Robert Jacquemir executive vice president of sales and marketing. Of 24 minutes available in two-part special, totals of six minutes each have been purchased by Toyota and Anheuser-Busch. Other sponsors include Gillette, McDonald's, Seven-Up, AT&T, Atlantic Richfield American Express, Clorox and Ryder Truck Lines. IBM is first on waiting list. More than 120 stations serving 90% of U.S. television households have cleared *The Jesse Owens Story*, including KTLA(TV) Los Angeles, WPIX(TV) New York and WGN-TV Chicago.

Cable News Network was planning last Friday (May 18) to **televis live** from Los Angeles scheduled **pre-trial hearing** in case involving **alleged sexual abuse of children at McMartin Preschool** in suburb of Manhattan Beach. CNN has said it **will not photograph any children** who testify and will use **eight-second delay** to delete testimony if needed. California state penal code instructs authorities in child molestation cases to "do whatever is necessary and constitutionally permissible" to protect children involved and CNN claims it has taken steps to insure it meets protection guidelines. Cable network is expected to request permission to televise live trial itself. However, judge has not been assigned to case.

Employment at cable systems and MSO headquarters rose from 57,897 in 1982 to 64,369 in 1983, **increase of 11.2%**, according to FCC statistics released last week. **But minority employment** failed to keep pace. It rose from 8,856 to 9,626, **increase of only 8.7%.** As a result, minorities dropped from 15.3% of total work force in 1982 to 14.5% in 1983. FCC statistics include only systems or headquarters that have at least five fulltime employees.

Warner Amex Cable is one step closer to gaining relief it is seeking in construction of **Milwaukee franchise.** **City's Office of Telecommunications (OTC)** issued **final report** and recommendation on matter last week, which essentially endorsed earlier report by cable consultant (BROADCASTING, April 30). OTC report concluded "Warner Amex has demonstrated that there were extraordinary unforeseen circumstances which were beyond its control and which threaten the economic viability of the system." It said proposed modifications offered by consultant's report, "provide framework for thoughtful consideration by the [Milwaukee] Common Council and the mayor and provide [WA] with the relief which it is entitled to...[and] which will give the company the opportunity, with no guarantee, to achieve the rate of return needed to construct and operate the Milwaukee system." Consultant recommended that WA be allowed to build single, 450 mhz, 5 channel capacity system, as opposed to dual, 108-channel system called for in franchise agreement. WA would have to expand cap-

city of 56-channel system in future, with 550 mhz technology or a second cable, if certain channel utilization and penetration levels are met. Report also endorsed WA's proposal to defer installation of Qube service in Milwaukee. However, company's proposal to defer construction of institutional network was rejected, although that network would be activated only upon vote by Common Council. Institutional network would be funded from city's franchise fee. Some rate relief was also recommended in report. However, report also urged that WA commit unconditional \$10 million over life of franchise to public access program operations, proposal WA has objected to. Richard Berman, WA executive VP/general counsel, will respond to OTC report before city's common council tomorrow (May 22). It's unlikely that city, at this point, will be in mood to hear anything but unconditional yes from WA to modifications offered. Despite relief proposed, OTC charged that WA's eyes were bigger than its tummy. The acquisition of too many large urban franchises gave them indigestion. Alone, the company was unable to find the appropriate remedy." It also noted that while many of circumstances that WA points to as being "unforeseen," may have been so at time it submitted its bid, all but couple were quite evident last June when company signed franchise contract.

□

National Black Media Coalition has proposed that FCC take transitional step in proceeding aimed at relaxation of **rule of sevens**. In letter last week to Chairman Mark Fowler, **NBMC suggested upping limits to 10 for three-year period**, during which commission could study effect of that change on small-market broadcasters, station finances, market concentration, programming diversity and ability of minorities to compete for station purchases.

□

FCC has denied Sue Gottfried stay of its action approving \$1.5 billion leveraged buyout of Metromedia by group headed by John W. Juge, company chairman and president (BROADCASTING, April 16). Commission said Gottfried—who previously petitioned to deny transfer, alleging inadequate employment of handicapped and captioning for hearing impaired—had not established "any of the elements necessary" to support stay. At same time, FCC said Juge and company, who have arranged bank loans to buy out shareholders, are now paying bank loan commitment fees of 18,705 per day. "Every day of delay in closing as a result of a stay would add to these costs," FCC said.

Carl Bernstein, producer and principal Washington correspondent, will be **leaving ABC News** when his present contract expires at end of July. (His contract was scheduled to expire at end of April, but had been extended for three months while negotiations on new contract continued.) ABC spokeswoman said parties could not come to terms on new contract, with Bernstein reportedly turning down ABC offer, prompting "mutual" decision to sever ties. Bernstein, who with Bob Woodward won Pulitzer prize for their stories on Watergate in *Washington Post*, joined ABC in November 1979 as Washington bureau chief. He was replaced as bureau chief in April 1981, by Bill Knowles, and he was named producer and special correspondent. Although he will be on payroll through June, ABC spokeswoman said Bernstein will "probably not appear on-air during that time."

□



Nessen



Bernstein

Ron Nessen, executive VP and managing director, Marston & Rothenberg Public Affairs, Washington, and former press secretary to President Ford, **will join Mutual Broadcasting, Arlington, Va., as VP, news**, effective June 4. He succeeds Tom O'Brien, who left that network, along with Mutual President Martin Rubenstein and senior VP, corporate services, Jerry Wallace, in general housecleaning (BROADCASTING, April 30) reportedly initiated by William Nicholson, coordinator of planning and policy for Mutual's parent, Amway. Nicholson was director, scheduling, in Ford White House when Nessen was press secretary there, and two were acquainted, says Nessen, "as fellow staff members." According to Nessen, he approached Mutual about replacing O'Brien, making initial contact with Nicholson, and dealing thereafter with Jack Clements, executive VP-general manager of network.

Nielsen, Dun & Bradstreet to merge

A.C. Nielsen Co. will merge with The Dun & Bradstreet Corp., if a plan submitted late Thursday, May 17, by both companies' boards of directors, meets government and shareholder approval. The transaction, unofficially valued at \$1.08 billion, will be accomplished by an exchange of stock between the two information-services companies. Nielsen will continue with the same board of directors and management and a spokesman said no change is expected in the operation of the company.

Nielsen, founded in 1923 by Arthur C. Nielsen Sr., began by providing marketing research, which continues as its main line of business, last year accounting for 53% of the company's \$680,262,000 revenues. The Northbrook, Ill.-based company began providing radio audience ratings in 1942 and television ratings in 1950. Television ratings now make up the majority of revenue in the company's media group, which last year accounted for \$94 million, or 14%, of total revenue. In 1980, Nielsen bought Compucon, which provides engineering and marketing data to low-power television, microwave, cellular radio and other telecommunications enterprises.

Dun & Bradstreet, with revenue of \$1.5 billion in 1983, provides a variety of commercial services, including business ratings and collection services, computer services and software, and marketing information and services. Among its better known activities are selling classified advertising for the "Yellow Pages" of 63 tele-

phone companies and providing credit ratings via Moody's Investors Services. The New York-based firm last year sold its broadcasting subsidiary, Corinthian Broadcasting, to A.H. Belo for \$606 million—for after-tax income of \$360 million—(BROADCASTING, June 27, 1983) as part of a "long-term strategy to redeploy assets into the mainstream of business services and information sector."

The merger plan will have to be approved by shareholders of both companies at meetings planned for this summer. Approval by Nielsen shareholders is already assured, with "irrevocable" proxies for over half the company's voting stock already given to Dun & Bradstreet by trusts for the benefit of Arthur C. Nielsen Sr.'s wife and four children, among whom is Arthur C. Nielsen Jr., who resigned earlier this month, at 65, as Nielsen's chairman and chief executive officer. Family stock holdings in the company were valued earlier this year in one report at nearly \$300 million. Henry Burk, who replaced Nielsen in both posts, will become a vice chairman of Dun & Bradstreet, reporting to its chairman and CEO, Harrington Drake.

Donnelly Marketing, a division of Dun & Bradstreet, currently provides ClusterPlus, "life-style and product consumption information," to Arbitron Ratings Co. for its Target AID audience profile service. An Arbitron spokeswoman defined the contract between Arbitron and Donnelly as "long term," and said the proposed Nielsen/Dun & Bradstreet merger would have no effect.

Editorials

Will the Speaker yield?

Some of the nation's most powerful legislators were reduced to squabbling like fishwives last week over whether the television cameras that cover the House of Representatives should remain stationary, focused on the member speaking in the well, or be allowed to pan the chamber—and, like as not, show the watching world that no one may be listening on the floor.

One's consideration of this not insignificant issue can take several tacks. The first is to deplore the action of the Speaker of the House, Democrat Tip O'Neill of Massachusetts, in summarily suspending his own rules to televise pictures of an almost empty chamber listening to Republican Robert Walker of Pennsylvania. O'Neill felt he had suffered sufficient provocation at the hands of Walker and others banded together in a so-called "Conservative Opportunity Society" that was using the C-SPAN-carried coverage to attack the Democrats and put its own message before the country. But O'Neill's solution—to humiliate the Republicans by panning the yawning chamber—was a demonstration both of the dictatorial power the Speaker holds in the House and of his readiness to use that power to purely partisan advantage.

Moreover, the "camscam" affair should have convinced even the most First Amendment-resistant that control of cameras within the Congress should remain with the same mechanism that directs cameras in the world at large—that is, the nation's independent news corps. What happened on May 10 was inevitable from the moment it was decided that politicians, not journalists, would be the gatekeepers to coverage of their own activities. Speaker O'Neill has widened for the world to see the credibility gap broadcast professionals have known existed all along. The readiest way to close it will be to yield camera control to the professionals who know best how to witness the political process the politicians know best how to exercise.

The worst of it all is that whatever hope remains that television cameras and broadcast microphones will be admitted to the Senate has just about gone a'glimmering for now. That reticent chamber's worst fears have been reinforced by the row the Speaker precipitated in camscam—a dispute that need never have happened had journalists been on duty all along.

Bandwagon effect

Of all the news that issued from the White House last week, none was more welcome to Fifth Estaters than that of Jim Quello's nomination to a third term on the FCC. As the story in "Top of the Week" testifies, he will present himself for Senate confirmation backed by far more friends than enemies—a record few can boast after 10 years in Washington.

It would have been hard to prophesy so happy an ending when Quello first emerged from his native Michigan, with little but his credentials as a broadcaster (WJR-AM-FM Detroit) to commend him. Even this page was slow to embrace his candidacy; among other reluctances was a belief that few would take him seriously, and that in the highly charged political atmosphere of that time (1974) he could never survive the confirmation process. Indeed, it took longer for his hearing than for any other commissioner before or since, with more witnesses aligned against him than for him.

But what none took into account at the time—but as all know now—Jim Quello is no respecter of odds. When few others had faith in him, he just generated more within himself. Senators who stood in his way weren't allowed to do so in isolation—Quello

himself would appear in their anterooms to demand they hear him out. And when he finally appeared before the Commerce Committee—according to one of several BROADCASTING accounts of that period—"His answers were forthright and occasionally feisty, and some of them had broadcasters in the audience holding their heads in their hands."

Well, they take Quello seriously now, and for good reason. He has applied himself with vigor and ardor to every issue that has come his way on that agency's crowded and complicated agenda. He has been both knowledgeable and sympathetic to the broadcaster's cause but no rubber stamp in voting their issues. His support for public broadcasting has made him a particular hero on that side of the aisle. And his opposition to blanket approval of financial interest repeal established him in a leadership role at the Fowler FCC. (That opposition did not endear him to the chairman, but it can't have hurt at the White House.)

Let there be no doubt this time. We're declaring for Quello early, and we plan to be there all the way.

About the past being but prologue

The editors may be forgiven an even more special interest than usual in this week's "Fifth Estater" (page 111). The subject is Ted Koppel, anchor of ABC's precedent-setting *Nightline* series, who, among his other distinctions, will be presented the first Sol Taishoff Award by the National Press Foundation at a ceremony in Washington this week. Koppel was Taishoff's kind of journalist, as well as ours. Indeed, one of the lingering mementos from ST's files is a clipping about Koppel that our late editor-in-chief marked to the special attention of his staff.

But that's not what prompts these observations. Rather, we are moved to reflection by the report of television viewing reaching seven hours and 55 minutes a day—within shooting distance of an eight-hour day, which would be the electronic equivalent of breaking the four-minute mile. Among the factors contributing importantly to that upsurge are the Ted Koppels of the world—all those pioneers in program innovation, in both conventional and cable television, who are pushing the viewing day into reaches never imagined.

Which brings us to this thought: Having seen so much so far, we are nevertheless dazzled by the prospect that we really haven't seen anything yet. Thanks to all our Fifth Estaters, wherever they may be.



Drawn for BROADCASTING by Jack Schmidt

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WSPA, CBS, Greenville/Spartanburg
Dave Handy, Program Director
Weekend Magazine (6:30-7:30 a.m.)

"This is a rural area and therefore we have a very educated audience when it comes to agriculture. At first I was concerned that the segments would be too basic for my viewers, but that is not the case—my audience really enjoys them."

WEAU, NBC, Lacrosse/Eau Claire
John Denny, News Director
Newscenter 13 at Noon (12:00-12:30 p.m.)

"I would recommend this for any TV station. It's like having your own home economist."

WTVW, ABC, Evansville
Joe Sasse, Producer
Farm & News Report (11:30-12:00 noon)

"The material is great for both farmers and consumers. The tips are short and to the point."

WKJG, NBC, Ft. Wayne
Wayne Rothgeb, Program Host
Wayne Rothgeb Show (6:30-7:00 a.m.)

"I really enjoy Mitzi's style. She gets a lot of information into each 90 second insert. Mitzi reminds me of Dinah Shore."

WTVY, CBS, Dothan
Ann Varnum, Public Relations Director
The Morning Show (8:00-9:00 a.m.)

**Attention:
Program Directors, Producers,
Hosts and News Directors!!
The 13, 26, 52 Program Series is
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ALL THE WAY TO FIRST...ALMOST



DOUBLEDAY'S KPKE(FM) GOES FROM 5th TO 2nd IN DENVER IN JUST TWO BOOKS.

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Denver



DOUBLEDAY BROADCASTING CO.

100 Park Avenue, New York, N.Y. 10017

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WAVA(FM)/Arlington-Washington,
KDWB-FM/Richfield, MN

Source: Arbitron WinI
Total person 12+ AQ
Mon-Sun 6am-Mid