

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 25



Katz Radio



Christal Radio



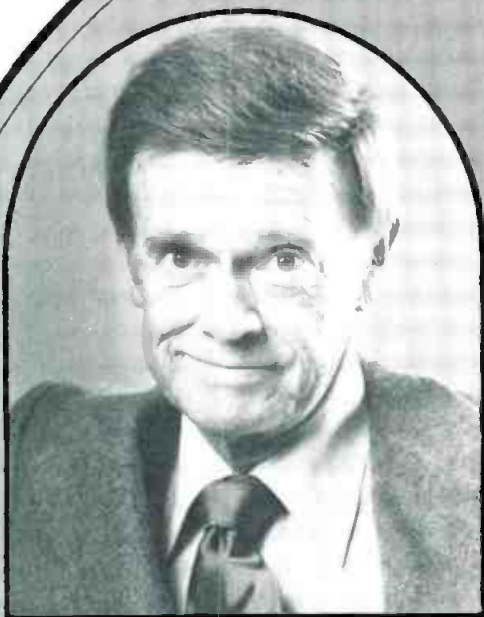
Republic Radio

Katz Radio Group. The best.

36112LIRAR65184 01K DEC/85
A U LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMERY AL 36112

53d Year 1984

**Cable wins
a big one in
Supreme Court**



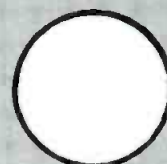
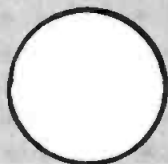
CACTUS PRYOR and KLBJ TOGETHER FOR 40 YEARS

The more things change, the more they stay the same.

In 1944, Cactus Pryor was the talk of the town in Austin because of his irreverent, honest and funny approach to entertaining his radio audience.

In 1984, Cactus Pryor is still the talk of the town and still a part of KLBJ, Central Texas' premiere radio station.

Congratulations, Cactus. And thanks for an exciting, entertaining and enormously satisfying 40 years together.



KLBJ-AM

Radio 590
News-Talk-Sports

Austin, Texas

**JUST
SOLD!**

ORLANDO
WOFL-TV
SYRACUSE
WKAF-TV
TUCSON
KOTU-TV

How come
everybody
remembers us in
black & white—
and we are
now in
color!



**THE "CISCO"
LIST IS
GROWING!**

ATLANTA	WANX-TV
BILOXI	WXV-TV
BOSTON	WXNE-TV
CHARLOTTE	WCCB-TV
CHICAGO	WGN-TV
CINCINNATI	WBTI-TV
COLUMBIA, SC	WLTZ-TV
COLUMBUS, GA	WLTZ-TV
DALLAS	KXTX-TV
DENVER	KWGN-TV
EL PASO	KCIK-TV
GREENVILLE/ SPARTANBURG	WYFF-TV
HOUSTON	KTXH-TV
JACKSONVILLE	WAWS-TV
KANSAS CITY	KSHB-TV
KNOXVILLE	WINT-TV
LEXINGTON	WKYT-TV
LOS ANGELES	KABC-TV
MINNEAPOLIS/ ST. PAUL	WFBT-TV
MOBILE	WKRG-TV
NASHVILLE	WZTV-TV
NEW ORLEANS	WGNO-TV
NORFOLK	WYAH-TV
OKLAHOMA CITY	KGMC-TV
ORLANDO	WOFL-TV
PHOENIX	KPHO-TV
PORTLAND, OR	KTDZ-TV
PROVIDENCE	WSTG-TV
RICHMOND	WWBT-TV
SAN DIEGO	KTTY-TV
SANTA FE	KSAT-TV
SAVANNAH	WJCL-TV
SEATTLE	KTTZ-TV
SPRINGFIELD, IL	WRSP-TV
SYRACUSE	WKAF-TV
TAMPA	WTOG-TV
TUCSON	KOTU-TV
WEST PALM BEACH	WPTV-TV

THE

CISCO

156
HALF-HOURS

NOW IN COLOR AND

STARRING DUNCAN RENALDO AS CISCO

AND

WORLDWIDE

IDEKICK, PANTO

"Cisco was something of a Mexican Robin
devilish glee to the Old West." —TV GUIDE

"Action and comedy to please audiences of b

of
KOTU-TV
WPTV-TV
SOCIETY



BLAIR ENTERTAINMENT

1290 Avenue of the Americas • New York, NY 10104 • (212) 603-5990



KEEP A CHANGING MARKET FROM CATCHING YOU BY SURPRISE.

If you know radio, you know it's important to keep up with the way the market changes. Your audience is often on the move, and new trends in listening habits and programming preferences can change between rating periods. Those trends are of prime importance to you and sometimes getting information from quarterly reports isn't fast enough. That's why Arbitron Ratings developed ARBITRENDS,SM the computerized ratings tool for the eighties.

ARBITRENDS delivers a radio market report from our computer to yours. All you do is pick up the phone, turn on your IBM[®] XT, and you're ready to catch up on the latest audience trends. ARBITRENDS is a first in radio marketing. It's a technological breakthrough that can give you a picture of your market in a shorter time than ever before, so you can make up-to-the-minute business decisions.

And ARBITRENDS does most of the work for you, helping to turn the numbers into information you can actually use. You get user-selectable report formats that let you pick the specific demographics, dayparts, and estimates you need to study. That's the power, precision and efficiency of ARBITRENDS.

So don't let the ratings catch you by surprise. Call Arbitron Ratings at (212) 887-1300 and find out about the major new trend in radio. It's ARBITRENDS, the radio resource of the eighties.

ARBITRON RATINGS

GD ARBITRON RATINGS COMPANY
a Control Data Company



Broadcasting **Jun 25**

Latest DBS movements from Hubbard, CBS Cable victorious in liquor advertising case Broadcasters find music videos profitable

CASE CLEARED □ Supreme Court votes unanimously that states cannot ban liquor advertising on cable systems. **PAGE 27.**

DBS DEVELOPMENTS □ Hubbard to spend \$160 million for DBS birds. **PAGE 29.** CBS ponders medium's future. **PAGE 30.**

SUMMER BREEZE □ Fine tuning is order of the day during NAB joint board meeting. **PAGE 31.**

NEW-AGE WORRIES □ Jankowski casts wary eye on attempts to bridle media. **PAGE 33.**

"GO" ON POSTCARDS □ Supreme Court upholds FCC decision on postcard renewal for broadcast stations. **PAGE 38.**

INCHES FORWARD □ House subcommittee passes cable copyright bill, 8 to 6. **PAGE 42.**

CHAIRMAN'S REQUEST □ Dingell tells Fowler to hold rulemaking before setting policy on applications for international satellite carriers. **PAGE 45.**

ON THE STUMP □ NCTA chairman-elect Allen pushes for cable-city compromise. **PAGE 46.**

BEAT CRAZY □ Some television broadcasters, borrowing a page from cable, are opting to devote some or all of their program day to music videos. **PAGE 50.**

SOLE MUSIC □ MTV begins to sign exclusive deals with record companies for music videos. **PAGE 53.**

MONEY CHANGES EVERYTHING □ Some banks are

increasing their interest in media properties, especially radio. **PAGE 55.**

EVERYONE CAN PUT THEIR NICKELS IN □ Warner takes MTV and Nickelodeon public. **PAGE 58.**

COMBATIVE BEDFELLOWS □ St. Petersburg, Fla., broadcaster sues local newspaper over coverage. **PAGE 60.**

C-BAND PROBLEMS □ C-band satellite service awaiting resolution of scrambling and fee problems. **PAGE 63.**

INDIE SPOT □ INTV releases figures for first-quarter spot advertising buys. **PAGE 64-65.**

DENVER MURDER □ Denver radio talk show host is shot to death. **PAGE 67.**

TV AND FOOTBALL □ ESPN gives new USFL big lift with purchase of game rights for next three years. **PAGE 69.**

TRACKING NUMBERS □ Arbitron and Nielsen release cable penetration statistics; both services now report it's over 40%. **PAGE 71.**

50TH TOAST □ Past and present notable figures in communications meet to celebrate 50th anniversary of Communications Act. **PAGE 73.**

CAPITAL CABLE □ As president of Arlington Cable Partners, system serving Washington suburb, John Evans has contributed significantly to industry's growth. **PAGE 95.**

INDEX TO DEPARTMENTS

Advertising & Marketing	64	Closed Circuit	7	For the Record	75	The Media	67
Business	55	Datebook	22	In Brief	96	Monday Memo	16
Business Briefly	18	Editorials	98	In Sync	49	Programming	50
Cablecastings	10	Fates & Fortunes	91	Journalism	60	Riding Gain	66
Changing Hands	68	Fifth Estater	95	Law & Regulation	38	Stock Index	62

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$60, two years \$115, three years \$160. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery. \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$80. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfilm of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS ABC Talkradio 35 □ Adweek 61 □ The American Trucking Associations Foundation Inc. 20, 56 □ Americom Media Brokers Inc. 72 □ Arbitron Ratings Co. 4 □ Associated Press Broadcast Services 18 □ Blackburn & Co. Inc. 68 □ Blair Entertainment 3 □ Blair Television 43 □ BMI 39 □ Camelot Entertainment Sales 17 □ CBN Syndication 26 □ Chapman Associates 71 □ Classified Ads 80-90 □ Columbia Pictures Television 8-9 □ Continental Electronics 91 □ R.C. Crisler & Co. 74 □ Doubleday Broadcasting Co. Fourth Cover □ DWJ Associates 58 □ Embassy Telecommunications 19 □ Employers Reinsurance Corp. Third Cover □ The Entertainment Network Inc. 57 □ International Technology Underwriters 15 □ Katz Radio Group Front Cover □ King World 40-41 □ KLBJ-AM Second Cover □ Lorimar 21, 25 □ MCA TV 12-13 □ Multimedia Entertainment 44-45 □ Mutual of Omaha 36-37 □ Professional Cards 79 □ Cecil L. Richards Inc. 69 □ Robert W. Rounsaville & Associates 70 □ Services Directory 78 □ SIN Television Network 11 □ D.L. Taffner Syndication/D.L. Taffner Ltd. 14, 47 □ The Tobacco Institute 59 □ Edwin Tornberg & Co. Inc. 75 □ Turner Program Services 6 □ Viacom 49, 51, 53, 55 □ York Radio Network 66 □

BATTLE OF THE PLANETS. OUR AFFILIATES ARE LIGHT YEARS AHEAD OF THE COMPETITION!

Space Adventure + Superheros = Super Demos. Battle Of The Planets delivers it all with 85 half hours of dazzling, theatrically animated action and wholesome excitement.

Presold
WPIX New York **KICU San Francisco**
KTTV Los Angeles **KRLD Dallas**
 KRIV Houston

*Don't be left behind in the race for space.
Call Turner Program Services today.*



TURNER PROGRAM SERVICES

ATLANTA (404) 827-2200

New benchmarks

FCC will start reviewing broadcast renewal applications for EEO compliance under Office of Management and Budget's most recent rejuggling of metropolitan statistical areas, commission staffer said last week. OMB revised metropolitan statistical areas last year, leaving some as they were, but adding counties to some and deleting counties from others. FCC uses those statistical areas to determine minority labor force against which minority employment is judged. As result of rejuggling, some broadcasters will face bigger minority universes, others smaller ones. Commission also generally will be relying on new data based on 1980 census, which shows significant growth of minority populations in some major urban areas, according to industry source.

Some broadcasters have been sounding out commission staffers informally on whether change should be made in way commission measures minority labor force. Instead of holding licensees responsible for parity with certain percentage of minority labor force, it is being argued that commission should only hold them responsible for having parity with percentage of minority labor force that has skills to hold particular station jobs.

Hot summer

Third quarter will shine for national spot radio business, according to preliminary projections from sampling of reps. Ad expenditures are expected to climb 20%-25% over same period year ago with August, thus far, looking like banner month.

Other shoe

For Oklahoma broadcasters, big news out of Supreme Court on states' right to regulate liquor advertising (see page 27) remains to be made. High court's decision last week did not apply to broadcasters, only cable operators, because broadcasters abandoned challenge to antiadvertising law after losing in U.S. Court of Appeals for 10th Circuit. However, Oklahoma broadcasters are eagerly awaiting word—due this week—as to whether Supreme Court will review Mississippi law banning alcoholic beverage advertising by radio and television stations and print media. Media have challenged law on First Amendment grounds. If high court decides to review case, Ron Kirby, general

manager of KSWO(AM) Lawton, Okla., and president of Oklahoma Broadcasters Association, said, broadcasters in state will sit tight to await outcome. If high court denies review, he added, association will resume fight, in state court, to overturn state law.

Kirby points out that Oklahoma broadcasters are not concerned with wine commercials *per se*. State's broadcasters have not been carrying them even though district court issued injunction barring state from enforcing law prohibiting such advertising. As official of Oklahoma Broadcasters Association pointed out, carrying commercials is not regarded as way to win friends in state that was dry until 1959. Besides, there is not much money in wine advertising. But, Kirby said broadcasters feel they should have right to determine whether they may carry advertising of any product, as long as it is legal.

Status quo on 315

Last-minute attachment to Democratic plank by platform committee late last week included statement reaffirming party's support for Section 315 of Communications Act containing fairness doctrine and equal-time law. Statement is viewed as answer to attempts by Senator Bob Packwood (R-Ore.) to repeal or modify Section 315 and pending actions at FCC to liberalize rules that have grown out of section.

Money at the ready

Sports programmers throughout broadcast and cable industries anxiously await U.S. Supreme Court decision on whether current national TV contracts negotiated by National Collegiate Athletic Association violate antitrust laws. Court's current term ends in about two weeks and decision is expected by then. If, as many predict, court upholds two lower court decisions that ruled NCAA pacts are antitrust violations, it's certain that cable networks and syndicators, and perhaps even individual stations, will have greater piece of college football action.

Number of organizations have already made contingency plans in anticipation of that outcome. Rockville, Md.-based Metrosports has tentative agreements with Big 10 and PAC 10 conferences and hopes to syndicate package of games and highlight and preview programs under banner, "Race for the Roses." Katz Sports hopes to put together Northeast package

with games featuring Pittsburgh, Syracuse and Boston College, and possibly regional package with Miami University. Katz has also talked with Big 8 conference, for which it syndicates basketball games, about football package. ESPN and Raycom have agreement with Atlantic Coast Conference, pending outcome of case. Turner Broadcasting System has talked with number of schools and conferences, including Miami, Florida State, South Carolina and Notre Dame and Southwest and Southeast conferences. Remaining committed to prime time football, TBS says it also has commitment from College Football Association for rights, should that organization be charged with forming new national college football TV structure.

Computer callers

Nightwatch, CBS News's late-night news/talk program, will extend its viewer call-in capacity through agreements with two data-base companies, Source and Compuserve. Deals would enable *Nightwatch* viewers with home computers to transmit questions via terminals to data bases, where, in turn, they would be fed to printer at *Nightwatch* studio. Program should be on-line with Source by July, and with Compuserve sometime later. Also, *Nightwatch* executive producer, Jonathan Ward, is proposing that program be expanded to four hours of original material, from current format of two hours of original material which is then repeated (except for live news windows). That proposal, if approved, would probably take effect in next fiscal year.

Fishy figures

Nielsen's May count of 15.9 million Arts & Entertainment Network subscribers is 49% higher than network's own 10.7 million count and officials from both companies are at work attempting to correct problem. Nielsen's estimate is derived from percentage of A&E subscribers in metered sample, multiplied by television universe; network's comes from billing information. Possible contributors to difference include illegal reception contained in Nielsen sample and fact that cable operator fee initiated by A&E three-and-a-half months ago may have affected affiliate count still unreflected in bookkeeping.

Nielsen's count of MTV subscribers is 20% higher than network's own estimate; Nickelodeon figure is 15% higher.

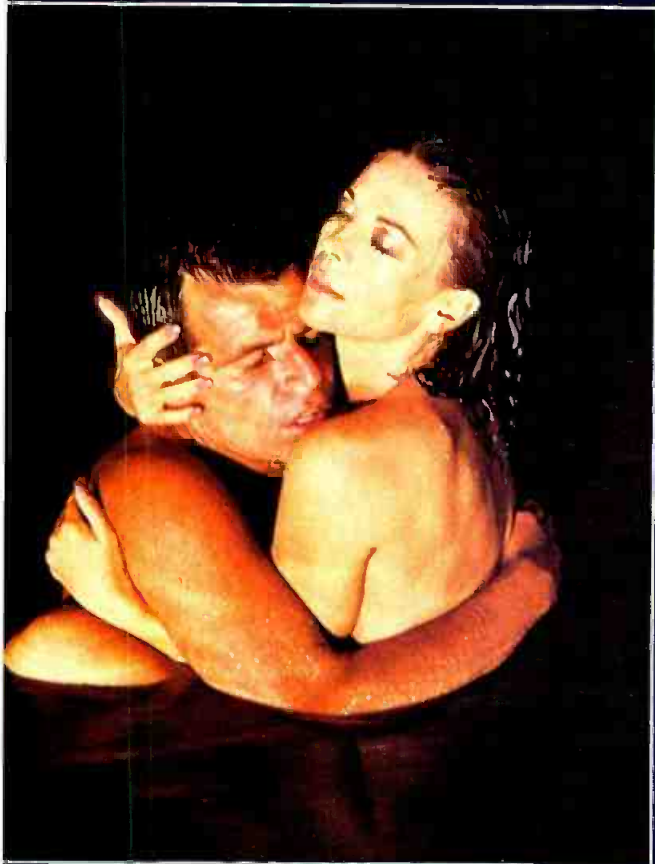
MINISERIES WITH MAXIMUM IMPACT.

Introducing PRIME FOUR, four lavishly produced, superhit miniseries. Each a network blockbuster. Each a highly promotable production.

Turn your programming into a special event. Contact Columbia Pictures Television today!

PRIME FOUR





FROM HERE TO ETERNITY



BEULAH LAND



BREAKING UP IS HARD TO DO



THE STORY OF DAVID

Another step in D.C. cable process

Ignoring the conclusions of a poll of its design commission, a committee of Washington's city council voted 3-1 last week to recommend negotiating a cable television franchise with Capital City Cable. District Cablevision had been preferred in a poll of members of the city's cable design commission. Capital City, headed by Wiley Branton, former dean of Howard University's law school, is a joint venture of Potomac Cable Access Inc., a group of local investors; Inner City Cable, a subsidiary of Inner City Broadcasting Corp., and multiple system operator Viacom Cable. An official for the design commission said the full city council would "probably" take up the committee recommendation July 10. Also still in the running for the franchise is District Telecommunications Development Corp.

HBO's April activity

According to HBO's monthly ratings report for April, the network's heavily promoted first mini-series, *The Far Pavillions*, outpaced, in terms of total viewing, all theatrical films shown on the network that month. The top five theatricals for the month were "Lone Wolf McQuade," "Superman III," "Bill

Cosby Himself," "Max Dugan Returns" and "High Road to China." The report also revealed that the mini-series was the second-ranked program of original material seen in April, beaten only by the *Fraggle Rock* episodes in the April schedule.

On the network's so-called total subscriber satisfaction scale (TSS), however, *Far Pavillions* did not fare quite so well, placing fourth in satisfaction among original programs, behind a Red Skelton comedy special, a rock concert and *Fraggle Rock*, and tying for third place when compared to the satisfaction levels gathered by the theatrical films.

HBO's weekly cumulative reach amounted to 85%, up 7% from April 1983. On a 24-hour basis, HBO had an average 4.8 rating and 14 share this April, up 12% over a year ago. In prime time, the network said it averaged an 11.5/17, up 14%. HBO said it outperformed at least one over-the-air commercial network on 16 nights during the month compared to 12 nights in April 1983. It said it outperformed all three broadcast networks on five nights. Network viewing was down 2% on a 24-hour basis to an average 5.9/17 (all measurements are based on the HBO universe) and down 1% in prime time to an average 13.5/20, the latest report said. Total cable viewing, however, was up 18% on a 24-hour basis, to an average 11.7/34, and up 15% in prime time to an average 23.6/35.

Bell rung

The FCC Common Carrier Bureau has ruled that Wisconsin Bell Inc. acted unreasonably in refusing to provide the additional pole attachments necessary for RVS Cablevision Corp. to expand service in Brookfield, Wis. In its order, the bureau ordered the telco within 10 days to "take the actions necessary to provide the additional pole attachments" that the company is seeking. The bureau said the telco's principal basis for refusal to provide additional pole attachments—RVS's alleged lack of a currently effective franchise—provided no justification for refusal. Among other things, the bureau noted, the telco had failed to support its allegations that Brookfield had revoked RVS's franchise or that the state had acted to prohibit the provision of cable TV service by RVS based on its alleged noncompliance with state laws governing the construction of transmission lines over public rights of way. The bureau also noted that the lawfulness of Brookfield's entire franchising process was being challenged in pending litigation.

'Sakharov' screening

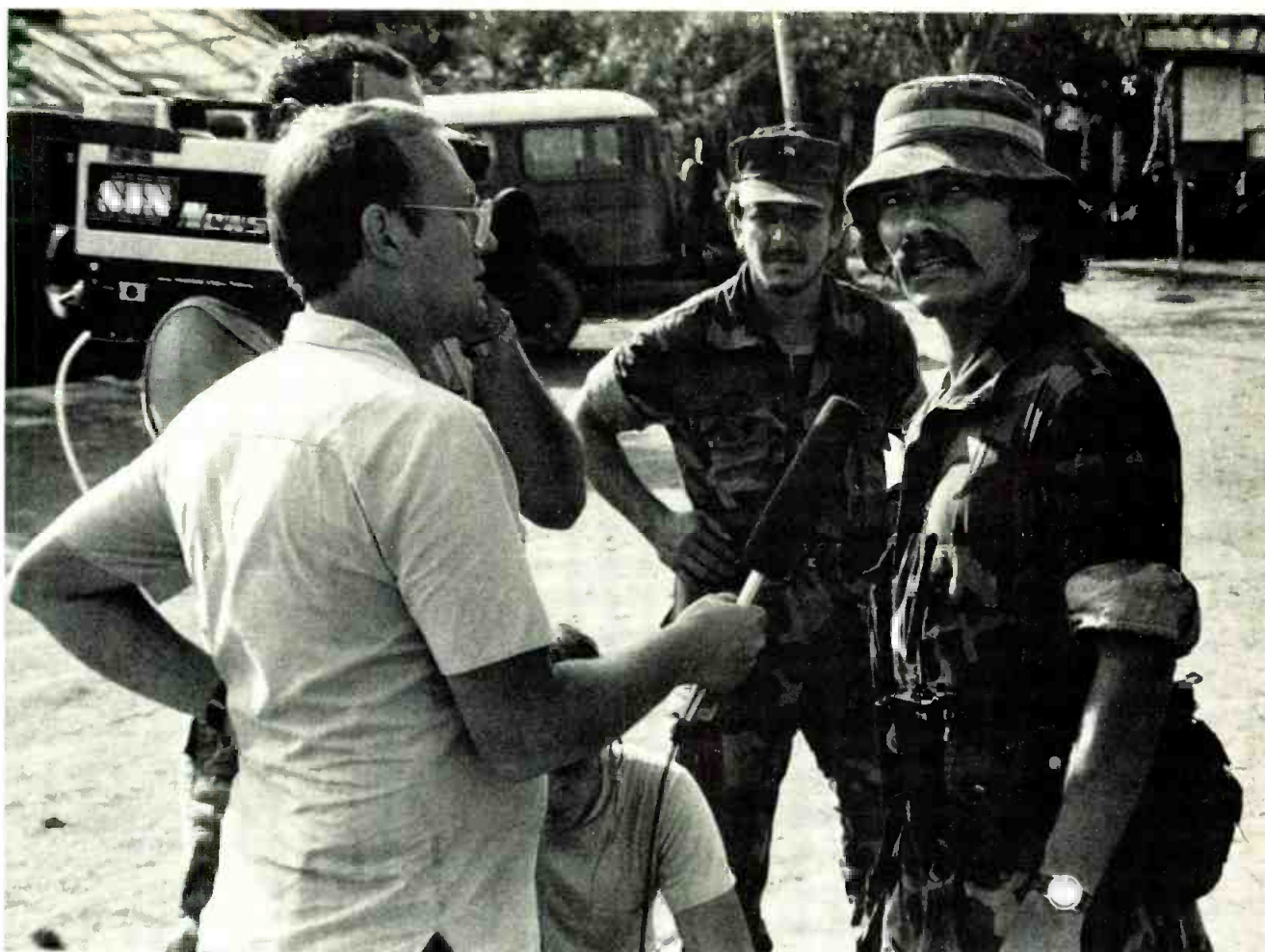
Despite the absence of many of the congressmen invited (Congress was meeting) and despite the fact that the presentation ironically, as one speaker noted, took place in Washington—a city without access to cable—the Home Box Office premiere screening of *Sakharov* attracted some attention last Tuesday night. An audience of Washington notables and members of the press viewed the two-hour film in the American Film Institute's theater in the John F. Kennedy Center for the Performing Arts. Present were National Security Advisor Robert McFarlane; former ambassador to Moscow Malcolm Toon; Senators Larry Pressler (R-S.D.) and Carl Levin (D-Mich.); Congressmen Tim Wirth (D-Colo.), Howard Berman (D-Calif.) and Stephen Solarz (D-N.Y.); Robert (Buzz) Berger, the producer of the film; Michael Fuchs, president of HBO; Tom Wheeler, president of the National Cable Television Association, and Alexei Semyonov, the stepson of the Nobel Prize-winning Soviet dissident whose life the film concerns.

Semyonov spoke to the audience at the conclusion of the screening: "The movie you just saw is special because it has the potential to change the course of human events," he said. "This is more a movie about people than politics. . . . The Marxists view history as a gigantic impersonal force where the individual does not matter. . . . [but] life is always experienced by individuals." He stressed: "The West needs heroes like Sakharov. The West has a great deal of everything, but it does not have a surplus of people like Andrei Sakharov and Elena Bonner."

Sakharov aired over the pay service last Wednesday (June 20). The ending of the film



Sports signing. ABC's purchase of the Entertainment and Sports Programing Network for \$202 million from Texaco Inc., closed last week. On hand for the signing were (seated l-r): Peter Bigur, Texaco vice president, and Michael Mallardi, ABC executive vice president and chief financial officer. Behind them are (l-r): Arthur G. Taylor, general attorney, Texaco, and Herbert Granath, president, ABC Video Enterprises.



SIN National News brings the Nicaraguan crisis to Spanish USA.

Nationwide. Worldwide. SIN News is there. Reporting the major events of today as they happen. Emphasizing the news that concerns Spanish USA most.

From our Miami news headquarters, with domestic bureaus in New York, Washington, San Antonio, and Los Angeles, a central bureau in London, and SIN correspondents around the world; SIN News reports live-via-satellite to Spanish USA. From the U.S. presidential elections to the elections in El Salvador. From the Hispanic Caucus in Washington to the anti-Sandinista training camps in Nicaragua. It's no wonder that the SIN National News is recognized by

other major news organizations as *the* definitive source on Latin America *and* Spanish USA. SIN reporters have the "in" which gets them in-depth stories other newscasts often condense into a single headline...the news that really matters to Spanish USA.

The SIN National News. Our reputation for responsible, up-to-the-minute journalism has earned us the second-highest program rating on the SIN Television Network, reflecting the degree to which news is vital to Spanish-speaking Americans. Watch *Noticiero Nacional SIN* tonight. Even if you don't speak Spanish, you'll see that it's not just "another newscast."

SIN TELEVISION NETWORK **SIN**

460 West Forty Second Street, New York, New York 10036 Telephone (212) 502-1300

ALL
NELL
IS
BREAKING
LOOSE!

The first 23 markets sold

NELL CARTER STARR



New York/Los Angeles/Chicago/San Francisco/Boston
Washington D.C./Dallas-Fort Worth/Houston
Cleveland/Atlanta/St. Louis/Denver/Sacramento
Baltimore/Indianapolis/Kansas City/Cincinnati
Nashville/New Orleans/Memphis/Birmingham
Jacksonville/Baton Rouge...with more on the way!

G IN GIMME A BREAK!

AN ALLAN LANDSBURG PRODUCTION

AVAILABLE FALL 1985

MCA TV

© 1984 UNIVERSAL CITY STUDIOS INC. ALL RIGHTS RESERVED.

shown at the screening was updated to include current information about Sakharov's hunger strike. But even at the screening, Semyonov expressed hope and confidence about his parents' well being: "This movie does not have an ending because its heroes are alive and unsubdued."

Mayors cast their vote

The U.S. Conference of Mayors, meeting in Philadelphia last Monday (June 18), unanimously endorsed the compromise on H.R. 4103 reached by the National League of Cities, USCM and the National Cable Television Association (BROADCASTING, June 4). The NLC board approved the compromise (24-1) two weeks ago and NCTA officials endorsed the measure June 3. NCTA Chair-

man Ed Allen, president of Western Communications Inc., Walnut Creek, Calif., said last week that his 27-member board unanimously approved the compromise.

Superstation stats

Superstation WTBS(TV) Atlanta claims that for the month of May it had the top five rated regularly scheduled programs on advertiser-supported cable television and eight of the top 10. The top five were *Academy Award Theater* (Sunday, 10:35 a.m.-1:05 p.m.), scoring a 5.0; weekend Braves baseball (various times), 4.8; *World Championship Sports* (Saturday, 6:05-7:35 p.m.), 4.6; prime time Braves baseball, 4.6, and *Sunday Sports* (7:05-8:05 p.m.), 3.9. The second five, according to the TBS analysis, were the USA

Network's *All American Wrestling* (Sunday, noon-1 p.m.), 3.8; Saturday Afternoon Movies (Saturday, 12:35-5:05 p.m.), 3.4; *Andy Griffith* (Sunday, 9:35-10:05 a.m.), 3.3; *Good News* (Sunday, 10:05-10:35 a.m.), 3.3, and CBN's *The Monroes* (Saturday, 6-7 p.m.), 3.3. TBS said its analysis was based on Nielsen ratings from the period May 3-30.

Porn posse

Senator Jesse Helms (R-N.C.) introduced S. 2769, the Cable-Porn and Dial-Porn Control Act, that would prohibit "the transmission of obscene, indecent and profane material" by broadcast television, cable television and interstate telephone service. The bill has been referred to the Judiciary Committee.

"Although there are federal criminal penalties for uttering obscene language by radio transmission," said Helms in introducing the bill, "there are no corresponding penalties for transmission of obscene material by cable television."

Helms released letters he received on the matter from the Justice Department and FCC Chairman Mark Fowler. Fowler expressed reservations about the commission's role in policing obscenity on television. He noted that the FCC has already recommended that Congress delete the revocation and forfeiture provisions of the Communications Act concerning obscenity and indecency. "Such a deletion would have left enforcement of the obscenity statute to the Justice Department or to local officials who can make judgments as to local community standards," Fowler wrote.

Helms's bill would also prohibit the distribution of obscene matter. The measure would also raise maximum fines from \$10,000 to \$20,000 for violations. The bill includes a definition of obscene material: "a depiction or description of a human sexual or excretory organ or function; nudity; an ultimate sexual act, normal or perverted, actual or simulated; masturbation; flagellation, torture, or other violence, indicating a sado-masochistic sexual relationship, which under contemporary community standards for radio or television is presented in a patently offensive way."

Growing by leaps and bounds

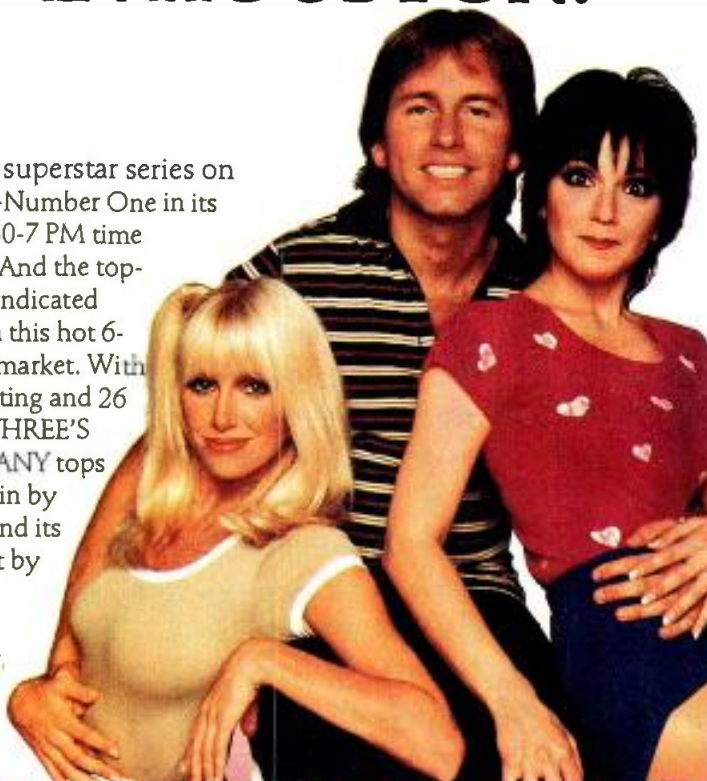
The Movie Channel is on the move with a new promotional campaign called "Dance To The Movies." The campaign, designed to attract new subscribers, kicks off this month and will continue through July, highlighted by a night of musical entertainment on July 22. That evening's lineup includes the pay cable premiere of "Staying Alive," an encore showing of "Flashdance," and new movie music videos such as "Streets of Fire." Dance personalities Michael Peters, choreographer of Michael Jackson's videos; Dean Pitchford, "Footloose" screenwriter and lyricist, and Jeff Hornaday, choreographer of "Flashdance" and "Streets of Fire," will comment during the show.

All new subscribers to The Movie Channel will receive a "Staying Alive" and "Flashdance" double soundtrack album. A similar Showtime/The Movie Channel premium giveaway used to promote "Flashdance" in February resulted in an average per-system increase of more than 10%.

"THREE'S COMPANY" HAULS THE COMPETITION OVER THE COALS IN HOUSTON.

It's the superstar series on KRIV—Number One in its M-F 6:30-7 PM time period. And the top-rated syndicated show in this hot 6-station market. With its 17 rating and 26 share, THREE'S COMPANY tops its lead-in by 30%—and its lead-out by 240%!

SOURCE:
ARB REPORT,
FEB. '84



THE AUDIENCE POWERHOUSE

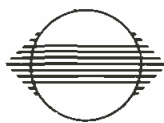
From D.L. TAFFNER SYNDICATION NEW YORK (212) 245-4680 ATLANTA (404) 393-2491 CHICAGO (312) 593-3006 LOS ANGELES (213) 937-1144

COME TO TERMS WITH SPACE INSURANCE.

There is a world of difference between the needs of traditional business insurance and the extraction of risk in space. Yet more and more businesses rely on satellite technology as an integral part of their business operations. The challenge is here, today.

International Technology Underwriters (INTEC) is a world leader in the specialized field of space insurance. Our experience and expertise has assisted most of the major satellite organizations in the world with their space insurance needs. We can bring you to terms with the complexities of space insurance, too.

INTEC: a world of difference.



INTEC

international technology underwriters

Suite 6300
2000 Pennsylvania Avenue N.W.
Washington, D.C. 20006
(202) 861-0850 Telex: 904 247

Insurance Leaders In A New Age

A commentary on radio hiring from Gary Kaplan, Korn/Ferry International, Los Angeles

Going further afield to find radio executives

What do the Radio Advertising Bureau, Viacom, Golden West, Mutual, NPR and PBS have in common? All have turned to search firms to find executives for senior-level positions.

Why is the use of search firms growing when in the past the industry has tended to use the old-boy network to recruit key talent?

If we examine the philosophy of show business, we see that in the past emphasis was placed on the "show" portion of the term. Today the accent is on "business." Chief executives riding the business roller coaster can't afford to rely strictly on the old-boy network any more. The focus is on qualifications, not on whether the executive is a crony or a friend of a friend.

As a result, many nontraditional areas are opening up. Who's to say a radio executive's next job must be in radio? For example, the last president of a major cable service was a former radio executive with outstanding broadcasting credentials and no prior cable experience.

Radio executives suffer from tunnel vision when it comes to jobs, and see themselves only as radio people. However, their counterparts in other industries see themselves as having marketable skills that cross industries.

If radio continues to rely on the old-boy network, it will be missing some outstanding talent. Tomorrow's radio executives must be broad-based businesspeople who understand how to manage opportunities and problems in an environment of rapid change. The hiring process, as it is practiced today, doesn't systematically find and develop this breed of executives in adequate numbers.

Yesterday, the inadequacies of this approach to hiring were camouflaged by the industry's ability to profit and grow in a relatively stable and familiar environment. Tomorrow's environment is neither stable nor familiar, and the camouflage will quickly fade. More than any other factor, superior people will create the difference between success and failure. Attracting the cream of the crop will no longer be merely desirable. It will be absolutely essential.

Several factors are reshaping the industry's attitude toward hiring.

For one thing, the old-boy network is losing some ground because of evolution; the old boys are dying out and being replaced by a new generation that grew up in a high-tech era. In fact, this new breed tends to view the old-boy process in a negative way.

As the old-boy network evolves in this contemporary setting, executive search firms are becoming catalysts, bringing an air



Gary Kaplan is a managing vice president and partner of Korn/Ferry International, Los Angeles, where he specializes in high technology, telecommunications, aerospace and manufacturing assignments. In addition, he heads the entertainment division, which specializes in search assignments in broadcasting, motion pictures, records, cable and consumer electronics. He also is responsible for assignments for service and hardware companies serving the entertainment industry. Before joining Korn/Ferry in 1979, Kaplan was vice president of personnel operations at Crocker National Bank. Prior to that he was director of executive recruitment for IU International in Philadelphia. Earlier in his career, he held human resources management positions in which he developed and directed international recruiting programs for Booz, Allen & Hamilton, Bell Laboratories, Sperry Corp. and American Can Co.

of objectivity and confidentiality to the task of locating key executives qualified to fit the new demands of the industry. Since search firms provide a detailed survey of the marketplace, industries other than broadcasting automatically will be canvassed for candidates.

Another alternative available to broadcasting managers is to seek referrals from existing employees, ad agencies, rep firms, consultants, lawyers, bankers and CPA's who are responsive to the needs of clients and potential clients. These sources have widespread contacts throughout the industry and all types of businesses and disciplines.

Licensing of low-power radio and television stations will create a demand for hundreds of additional people in the industry, and there won't be enough professionals within the industry to supply the demand. This means again that the old-boy network won't be effective, and it will be even more necessary to cross-pollinate radio and televi-

sion with executives from other industries.

There are typically three pathways to the top in broadcasting.

One route is a straight-line career path. You stay at one place and hope to move up in the chain-of-command. The second is called the hopscotch method, where you move around from station to station or company to company. The third avenue to the top is to make the transition from outside the industry.

The old-boy network may be familiar with the first two routes to the top, but the third approach may, in fact, be threatening to it, because to a certain extent it narrows the opportunity for advancement. In the past, executives could expect to be at a certain level after so many years, but now that's no guarantee, because the top job may go to someone outside the industry with no prior broadcast experience.

This is one reason, as I mentioned earlier, radio executives demonstrate tunnel vision. Instead of looking on the new phenomenon negatively, they should translate this attitude to a positive note and consider the reverse as a possibility. They may be translated to another industry.

In fact, the recruiter creates opportunities that wouldn't exist otherwise. By knowing about vacancies in related industries, he can connect candidates and employers who wouldn't otherwise know about each other.

Radio is becoming notorious for "churning," turnover that takes place frequently at the top. When an individual is brought in from another organization, that person doesn't tend to live with existing members of top management, and perhaps the second management tier is included, also. So the top person winds up bringing in multiple new people and the churn takes place all over again. The central issue here is the ability to relate to one another with the issue of loyalty and trust being the prime criteria. Churning also creates insecurity, the revolving door syndrome.

Even with the demand for more top-level executives, there is still a lot of resistance within the industry to cross-pollination.

Quite often criteria deemed most important in selecting a candidate are superficial. The employer is impressed by candidates with visibility and recognition within the industry—an obsession with super stars.

Another added pressure stems from "big business" buying entertainment companies. This acquisition process brings a new sense of business management to the industry. All of a sudden broadcast managers may receive new parameters and measures for success. And, these mandates come from new superiors, whose emphasis is on the bottom line.

Old habits die very hard, but emphasis on the bottom line will force change among even the most die-hard traditionalists. ■

LOOK AT MERV!

THE MERV GRIFFIN SHOW

4:00 - 5:00 PM / MON - FRI

	<u>RT / SH</u>	<u>T.P. RANK</u>	<u>RANK (W25-54)</u>
CLEVELAND - WEWS	10/29	#1	#1
PHILADELPHIA - WPVI	12/26	#1	#1
PROVIDENCE - WPRI	10/26	#1	#1
ORLANDO - WFTV	10/33	#1	#1

Source: Feb. '84 Cassandra

HAVE YOU LOOKED AT MERV LATELY?



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

TV ONLY

Business Week □ Promotional campaign for magazine will be focus of five-week flight in 16 major markets starting in late June. Commercials will be presented in daytime and late fringe. Target: total adults. Agency: Rapp & Collins, New York.

American Family Insurance Co. □ Company launches campaign in 15 markets in early August, with varying flights of up to 20 weeks in some markets. Commercials will run in sports programs. Target: adults, 25-54. Agency: Fuller Biety Connell.

Orkin Exterminating Co. □ Termite and pest control service starts summer campaign in early July for 10 to 12 weeks in 130 markets. Spots will be scheduled in all dayparts. Target: adults, 25-54. Agency: J. Walter Thompson Co., Atlanta.

Georgia Pacific □ Consumer paper products will be spotlighted in more

than 100 markets in six-week flight, starting in early August. Commercials will be placed in fringe periods. Target: women, 25-49. Agency: Altschiller Reitzfeld Solon Inc., New York.

RAOIO AND TV

Sedgefield Sportswear □ Jeans will be advertised in four-week flights starting in late July in 25 radio and 12 television markets. Commercials on radio will be scheduled in all dayparts and on television in prime access, news, late fringe and sports segments. Target: men, 18-34; 25-34. Agency: W.B. Doner & Co., Baltimore.

Car Quest □ Auto parts firm will begin three-week flight in late June and early July in 20 television and 20 radio markets, although markets won't necessarily coincide. Commercials on radio will be in all dayparts. TV spots will appear in news and sports periods. Target: men, 18-49. Agency: Pittluk Group, San Antonio, Tex.

RAOIO ONLY

Postal Instant Press □ Printing franchise company will launch five-week effort in early July in more than 150 markets. Commercials will be carried during weekdays in all time periods. Target: adults, 25-54. Agency: Wayne Smith & Associates, Los Angeles.

Kronenbourg Beer □ Four-week flight will begin at end of June in five markets. Commercials will run in evenings during weekdays and weekends. Target: men, 25-49. Agency: Levine, Huntley, Schmidt & Beaver, New York.

Grossman's Inc. □ Retail distributor of building materials is preparing September sales effort backed by four-week flight in more than 70 markets, principally in Northeast, starting in early September. Commercials will be placed in all dayparts during weekends and

Rep Report

KPOL-TV Tucson, Ariz.: To Avery-Knodel Television (no previous rep).

□

WVA(TV) Bluefield, W. Va.: To Avery-Knodel Television from Blair Television.

□

WLAD(AM)-WDAQ(FM) Danbury, Conn.: To Masla Radio from Uni-Rep.

□

KKJY-FM Albuquerque, N.M.: To Torbet Radio from Blair Radio.

□

KVSO(AM) Ardmore, Okla.: To Masla Radio (no previous rep).

□

WJYL(FM) Jeffersonton, Ky.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

KDTH(AM)-KATF(FM) Dubuque, Iowa: To Hillier, Newmark, Wechsler & Howard from Weiss & Powell.

□

WZNE(FM) Clearwater, Fla.: To Hillier, Newmark, Wechsler & Howard from McGavren Guild.

□

WJSO-AM-FM Jonesboro, Tenn.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

Satellite Program Network: To Nationwide Cable Rep (no previous rep).

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

WHERE THERE'S LIFE—This regular 90-second feature takes a whimsical look at the fancies, follies and foibles of our fellow human beings. Watch for it every weekday before morning drive.

FEELING GOOD—A regular 90-second, weekday feature covering health and fitness news is designed to appeal to a nation that's traded in its loafers for running shoes. Scripts move in advance overnight.

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.

PATRIOTISM ALIVE AND WELL—July 4. America's return to patriotism is chronicled in AP's 5-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.



*Available Now
For Fall 1986.*

153 Half Hours

The Facts of Life



DISTRIBUTED EXCLUSIVELY THROUGH
EMBASSY TELECOMMUNICATIONS

1901 Avenue of the Stars, Los Angeles, CA 90067 • (213) 553-3600

weekdays. Target: men, 25-54. Agency: Emerson, Lane, Fortuna, Boston.

Toyota □ Six-week flight for Toyota trucks will start in mid-July in five markets, including Boston, Houston and Washington. Commercials will run in all dayparts. Target: men, 25-34. Agency: Dancer Fitzgerald Sample, New York.

Waldenbooks Co. □ Bookstore chain is starting 13-week flight in early July in

about 25 markets, including San Francisco and Minneapolis, with commercials running on reruns of radio series, *Have Gun Will Travel* (based on highly-popular TV series of same name). Commercials are carried on barter basis in all dayparts and will promote audio cassettes of radio series on sale at Waldenbooks stores. Target: adults, 25-64. Agency: Charles Michelson Inc., Beverly Hills, Calif.

AdVantage

Self regulation. Complaints against four TV commercials were resolved by national advertising division of Council of Better Business Bureaus in May, NAD reported. In one case, involving commercial for Benihana of Tokyo's oriental shrimp and vegetables dinner, NAD agreed commercial's claims had been substantiated. Three other cases were closed after questioned claims were modified or withdrawn by advertisers; these involved commercials for Allegheny International/Sunbeam Appliance Co.'s Sunbeam food processor; GTE Sprint Communications Corp.'s long distance telephone service, and LJN Toys Ltd.'s Advanced Dungeons & Dragons action figures. Complaints against four other nonbroadcast ads were disposed of in May by NAD, which works with National Advertising Review Board as part of advertising's self-regulatory process.

□

Busy month of May. Thirty-seven advertisers placed orders on ESPN during May, according to Jack Bonanni, vice president, advertising sales, including 11 first-time sponsors: Federal Express, Kenwood (stereos), Giorgio Brutini shoes, Gibson home appliances, Leisure Marketing, Reagan-Bush '84, IBM-ISG (office systems), Southland Corp., Seven-Up, U.S. Treasury (Olympic Coins) and William Rorer Co. (Maalox).

Broadcasting Publications Inc.

Founder and Editor
Sol Taishoff (1904-1982)

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

The Fifth Estate Broadcasting

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

Sol Taishoff, editor-in-chief (1904-1982).
Lawrence B. Taishoff, publisher.

Editorial

Donald V. West, managing editor.
Leonard Zeldenberg, chief correspondent.
Mark K. Miller, senior news editor.
Kira Greene, assistant to the managing editor.
Harry Jessell, associate editor.
Doug Halonen, Matt Stump, Kim McAvoy, assistant editors.
John Eggerton, Susan Dillon, staff writers.
Anthony Sanders, systems manager.
Jeanne A. Omohundro, Scott Fitzpatrick, research assistants.

Senior Editorial Consultants

Edwin H. James (Washington)
Rufus Crater (New York)

Editorial Consultants

Frederick M. Fitzgerald (Washington)
Rocco Famighetti (New York)

Broadcasting ■ Cablecasting Yearbook

Mark Jeschke, manager.
Joseph A. Esser, associate editor.

Advertising

Washington
Gene Edwards, director of sales and marketing.
John Andre, sales manager (equipment and engineering).

Doris Kelly, sales service manager.
Christopher Moseley, classified advertising manager.

New York

David Berlyn, senior sales manager.
Charles Mohr, Ruth Windsor, sales managers.

Hollywood

Tim Thometz, sales manager.

Circulation

Kwentin K. Keenan, circulation manager.
Patricia Waldron, Sandra Jenkins, Debra De Zarn, Joseph Kolthoff, Chris McGirr.

Production

Harry Stevens, production manager.
Don Gallo, production assistant.

Administration

David N. Whitcombe, vice president/operations.
Philippe E. Boucher, controller.
Albert Anderson.
Irving C. Miller, financial consultant.
Wendy J. Liebmann.

Corporate Relations

Patricia A. Vance, director.

Bureaus

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.

Stephen McClellan, associate editor.
Vincent M. Dillingo, senior editor: radio.
John Lippman, assistant editor.
Geoff Folsie, staff writer.
Marie Leonard, advertising assistant.

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

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



ABP

American
Business
Press Inc

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

TELEVISION. Cablecasting.

Question: WHICH EXERTS MORE WEIGHT PER SQUARE INCH?



- ☐ A loaded 18-wheel tractor-trailer.
- ☐ A 115-pound woman in high heel shoes.

For the answer see page 56.

And for all the answers about the American trucking industry, call (202) 797-5236.



Trucks. The driving force behind American business.

The American Trucking Associations Foundation, Inc., 1616 P St., N.W., Washington, D.C. 20036

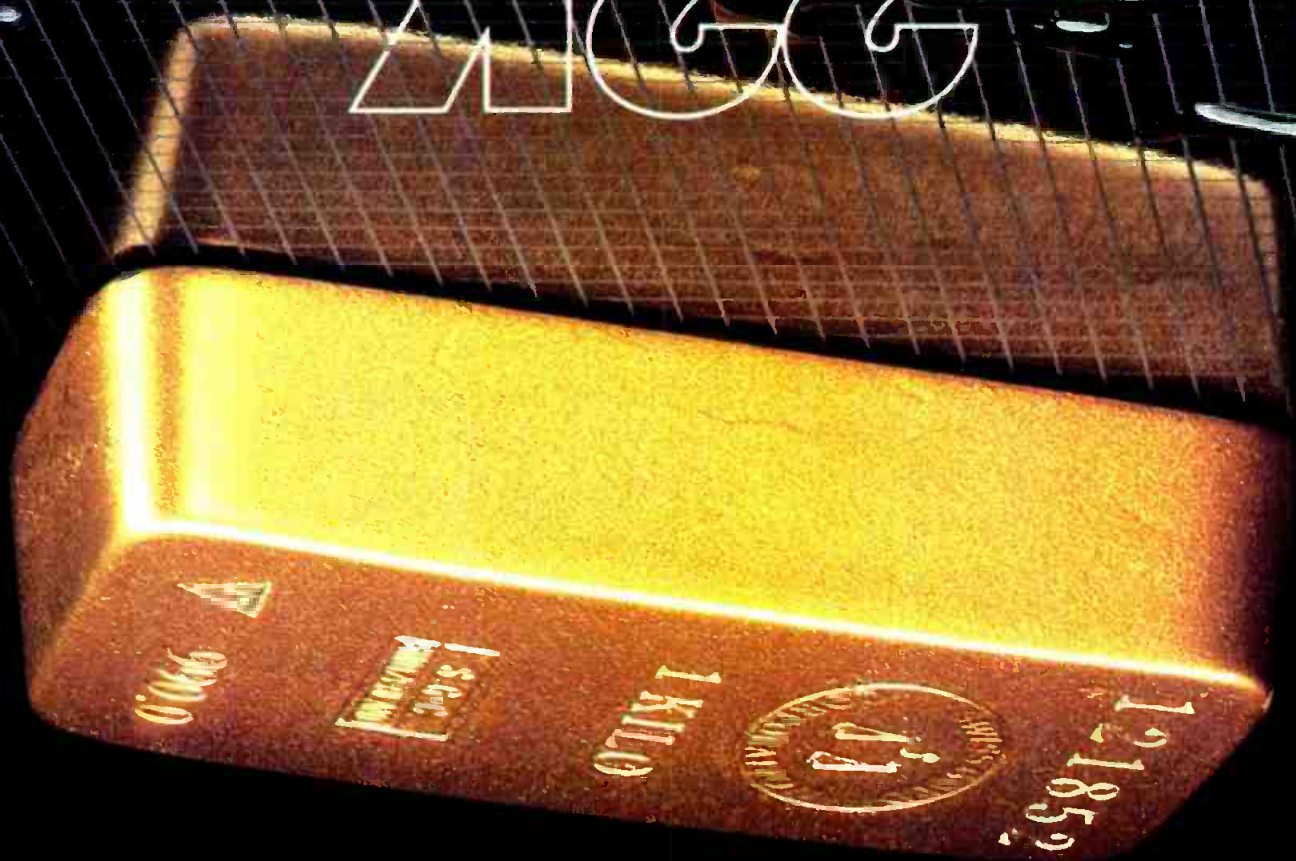
LOANMAR

S.O.B. — VICTORY — BEING THERE — THE BIG RED ONE —
THE POSTMAN ALWAYS RINGS TWICE — AND MUCH MORE!



22 SUPERB FEATURE FILMS

22



This week

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

■ **June 25**—*Lake Superior Ad Club* meeting. Speaker: Barbara Czachorski, Arbitron, on Arbitron's new research service, Target AID. Radisson hotel, Duluth, Minn.

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 Press Club* luncheon. Speaker: Frank Biondi, chairman, HBO. NPC, Washington.

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

June 26—*Women in Cable, Philadelphia chapter*, ca-

■ Indicates new or revised listing

ble seminar, one in series. University of Pennsylvania, Philadelphia.

June 27—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Lee Polk, executive producer, *WonderWorks*, on "New Opportunities for New York Talent." Copacabana, New York.

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

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

June 28—"Minority Ownership of New Broadcast Stations," seminar sponsored by *National Association of Broadcasters, Broadcast Capital Fund, National Black Media Coalition and National Radio Broadcasters Association*. Seminar organized by FCC, National Telecommunications and Information Administration and Minority Business Development Agency. J.W. Marriott hotel, Washington. Information: Zora Brown Kramer, FCC, 1919 M Street, Washington 20554.

June 28—"Is There a Liberal Media Elite in America?" symposium sponsored by *American Enterprise Institute*. Mayflower hotel, Washington.

June 28—*Women in Cable, Philadelphia chapter*, cable seminar, one in series. 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**—Two-part seminar, "Advertising Techniques for the Small Business" and "Radio—New Opportunities for Minority Ownership," sponsored by *Small Business Development Center* in cooperation with *Rhode Island Black Media Coalition*. O.I.C. Auditorium, Providence, R.I.

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.

Major Meetings

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 and Programming Conference," combined conventions of *National Radio Broadcasters Association* and *National Association of Broadcasters* Radio Programming Conference. Westin Bonaventure and Biltmore hotels, Los Angeles.

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

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

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

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

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

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

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

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

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

Jan. 10-14, 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.

March 26-27, 1985—*Cabletelevision Advertising Bureau's* fourth annual cable advertising conference. Sheraton Center, New York.

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 7-11, 1985—*American Women in Radio and Television* annual convention. New York Hilton. Future convention: May 27-31, 1986, Loew's Anatole, Dallas.

May 12-15, 1985—*Broadcast Financial Management Association* 25th annual conference. Chicago. Future conference: April 27-30, 1986, Los Angeles.

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

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

June 5-9, 1985—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago. Future conventions: 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.

June 8-12, 1985—*American Advertising Federation* national convention. J.W. Marriott, Washington. Future convention: June 14-18, 1986, Hyatt Regency Chicago.

July

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 11—*California Public Radio* program director's workshop. Glorietta Bay Inn, Coronado, Calif. Information: Tom McManus, (619) 265-6431.

July 11—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Robert Weisgerber, president and co-founder, Modern Telecommunications Inc. Topic: "East Coast Production: Alive, Well and Going on the Satellite." Copacabana, New York.

July 12-13—*California Public Radio* annual business meeting. Glorietta Bay Inn, Coronado, Calif. Information: CPR, (805) 541-1295.

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 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 15-18—Fifth annual *Penn State* Conference for Minority Journalists. Penn State Sheraton Inn, State College, Pa. Information: Conference for Minority Journalists, 215 Carnegie Building, University Park, Pa. 16802 or Mrs. Templeton, (814) 865-6597.

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—Southern California Cable Association roundtable, "Urban Marketing Strategies for the Southern California Cable Operator." Speaker: Ed Bennett, executive vice president, Viacom Cablevision. Los Angeles Airport Hilton hotel, Los Angeles.

July 17—"Channel Switching and Commercial Zapping," symposium sponsored by Media Research Club of Chicago. Hyatt Regency, Chicago. Information: Audrey Lind Lessinger, (312) 337-4400.

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

July 18—Caucus for Producers, Writers and Directors third annual general membership meeting. Speaker: Brandon Stoddard, president, ABC Motion Pictures. Chasen's, Los Angeles.

■ **July 19**—Bay Area Society for Television, Advertising and Radio luncheon meeting. Speaker: New York City Mayor Ed Koch. Hyatt Regency, San Francisco.

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. 14-15**—National Association of Broadcasters, department of minority and special services, minority television programmers business seminar. NAB headquarters, Washington.

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.

Stay Tuned

A professional's guide to the intermedia week (June 25-July 1)

Network television □ PBS (check local times): *What Do Children Think of When They Think of the Bomb?* (live action/animation collage), Wednesday 9:30-10 p.m.; *The Dusts of Kilimanjaro* (documentary), Sunday 8-9 p.m.; *Fade Out: The Erosion of Black Images in the Media*, Sunday 10:30-11 p.m. CBS: **Crossroads* (investigative Americana series), Wednesday 8-9 p.m. NBC: **Summer Sunday, USA* (11-part weekly news series), Sunday 7-8 p.m.

Cable □ Nickelodeon: **The Saturday Concert* (musical series), Saturdays 7-8 p.m. The Learning Channel: *Mr. Jefferson's Legacy* (biography), Sunday noon-12:30 p.m.; *A Williamsburg Sampler* (tour), Sunday 12:30-1 p.m.

Network radio □ CBS RadioRadio: *Great American Summer* (six-hour musical hit special), Friday-next Wednesday (check local times). CBS Radio: *Celebration of America* (24-hour musical salute), beginning Sunday (check local times).

Play It Again (rebroadcasts) □ Cinemax: *The Diary of Anne Frank* (dramatization), Tuesday 6-7:30 p.m.; *The Verdict* (drama), Saturday 8-10 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York): *Lucille Ball: First Lady of Comedy*, 90 minutes of programing aired three times per day, now through Sept. 13. *Metro-media and the DuMont Legacy*, 90 minutes of programing aired three times per day, now through Sept. 20. For information and air times call (212) 752-7684.

* indicates premiere episode

Aug. 15-19—National Federation of Community Broadcasters ninth annual conference. Mount Vernon College, Washington.

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

■ **Aug. 16-19**—National Association of Black Journalists ninth annual convention. Theme: "Politics, Power and the Press." Colony Square hotel, Atlanta.

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

Aug. 21—Southern California Cable Association luncheon. Speaker: Herb Granath, president, ABC Video Enterprises. Los Angeles Airport Hilton hotel, Los Angeles.

Aug. 22-25—Michigan Association of Broadcasters annual meeting. Hidden Valley Resort, Gaylord, Mich.

■ **Aug. 27-30**—Nebraska Videodisk Symposium, sponsored by Nebraska Videodisk Design/Production Group. Nebraska Center for Continuing Education at University of Nebraska-Lincoln, east campus, and Cornhusker hotel, Lincoln, Neb.

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

Aug. 28-30—Satellite Communications Users Conference, SCUC '84. Louisiana Superdome and Hyatt, New Orleans.

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

September

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

Sept. 7—Deadline for entries in National Black Programming Consortium's "Prized Pieces 1984," awards honoring programs which "present blacks in positive, principal roles." Information: NBPC, 700 Bryden Road, suite 135, Columbus, Ohio, 43215; (614) 461-1536.

Sept. 7-9—New Hampshire Association of Broadcasters annual meeting. Red Jacket Inn, North Conway, N.H.

Sept. 8-10—Minnesota Broadcasters Association fall convention. Kahler Inn, Hibbing, Minn.

Sept. 9-11—Illinois Broadcasters Association annual convention. Eagle Ridge Lodge, Galena, Ill.

Sept. 11—Ohio Association of Broadcasters "small market radio exchange." Westbrook Country Club, Mansfield, Ohio.

Sept. 12—Ohio Association of Broadcasters "small market radio exchange." Holiday Inn, Chillicothe, Ohio.

Sept. 13—Ohio Association of Broadcasters "small market radio exchange." Holiday Inn, Wapakoneta, Ohio.

Sept. 14-16—Maine Association of Broadcasters annual convention. Sebasco Lodge, Sebasco Estates, Me.

Sept. 16-18—Nebraska Broadcasters Association 51st annual convention. Holiday Inn, Columbus, Neb.

Sept. 16-19—"The Radio Convention and Programing Conference," combined conventions of National Radio Broadcasters Association and National Association of Broadcasters' Radio Programing Conference. Westin Bonaventure and Biltmore hotels, Los Angeles.

■ **Sept. 17-19**—Kentucky Broadcasters Association annual fall convention. Marriott, Lexington, Ky.

Sept. 18—Ohio Association of Broadcasters "small market radio exchange." Avalon Inn, Warren, Ohio.

■ **Sept. 19**—Ohio Association of Broadcasters programmers' conference. Columbus Marriott North, Columbus, Ohio.

Sept. 20-21—34th annual Broadcast Symposium, sponsored by Broadcast Technology Society of Institute of Electrical and Electronics Engineers. Program commemorating IEEE's 100th anniversary will be held. Hotel Washington, Washington. Information: (212) 975-3791.

Sept. 21-22—Massachusetts Broadcasters Association annual convention. Westin hotel, Copley Square, Boston.

Sept. 21-25—10th International Broadcasting Convention (IBC), sponsored by Electronic Engineering Association, Institution of Electronic and Radio Engineers, Institution of Electrical Engineers, Royal Television Society, Institute of Electrical and Electronics Engineers and Society of Motion Picture and Television Engineers. Metropole conference and exhibition center, Brighton, England. Information: IEE, Savoy Place, London, WC2R 0BL; telephone: 01-240-1871.

Sept. 22—First "Sol Taishoff [late editor-in-chief, Broadcasting magazine] broadcasting seminar, for future

leaders among broadcast news personnel," sponsored by *Society of Professional Journalists, Sigma Delta Chi*. KRON-TV San Francisco. Information: SPJ/SDX, 840 North Lake Shore Drive, Chicago, 60611; (312) 649-0211.

Sept. 23—Academy of Television Arts and Sciences 36th annual prime time Emmy Awards presentation on CBS-TV, originating from Pasadena (Calif.) Civic Auditorium. Governors' Ball follows at Century Plaza hotel, Los Angeles.

Sept. 23-25—Third annual Great Lakes Cable TV Expo '84, sponsored by *Illinois-Indiana Cable TV Association* and *Michigan Cable TV Association*. Indianapolis Convention and Exposition Center, Indianapolis. Information: Shirley Watson, (618) 249-6263.

Sept. 24—Broadcast management engineering seminar, sponsored by *University of Wisconsin-Extension*. Holiday Inn Southeast, Madison, Wis. Information: Don Borchert, (608) 263-2157.

Sept. 24-26—National Cable Television Association third minority business symposium, "Cable Television: The View From the '80s." Speakers include Bill Daniels, chairman, Daniels & Associates; Frank Biondi, HBO chairman, and Congressman Parren Mitchell (D-Md.). Marbury House hotel, Washington.

■ **Sept. 25—International Radio and Television Society** opening newsmaker luncheon. Speaker: Leonard Goldenson, chairman, ABC Inc. Waldorf Astoria, New York. Information: (212) 867-6650.

Sept. 25-27—30th annual "Broadcasters' Clinic," sponsored by *University of Wisconsin-Extension*. Holiday Inn Southeast, Madison, Wis. Information: Don Borchert, (608) 263-2157.

Sept. 28-30—North Dakota Broadcasters Association annual convention. Ramada Inn, Grand Forks, N.D.

Sept. 28-30—Florida Association of Broadcasters annual fall conference. Sandpiper Bay Resort, Port St. Lucie, Fla.

Sept. 30-Oct. 2—New Jersey Broadcasters Association 38th annual convention. Golden Nugget casino/hotel, Atlantic City, N.J.

Sept. 30-Oct. 2—Washington State Association of Broadcasters annual fall conference. Red Lion Inn, Pasco, Wash.

October

Oct. 1-5—London Multimedia Market III. Gloucester hotel, London. Information: LMM, 33 Southampton Street, London, WC2E 7HQ, London; telephone: 01-240-8676.

Oct. 8-11—First International Music Video Festival of Sanat-Tropez, sponsored by *French Television Channel, TF1*, and *R.S. Communication*, publisher of *Video Club*, French professional magazine. Hotel Byblos, Saint-Tropez, France.

Oct. 10-14—Women in Communications national professional conference, with presentation of Clarion Awards. Theme: "Striving for Excellence." Westin hotel, Seattle.

Oct. 11-14—National Black Media Coalition's 11th annual conference. Theme: "Beyond '84: New Roles, New Goals." Shoreham hotel, Washington.

Oct. 11-14—Missouri Broadcasters Association fall meeting. Marriott's Pavilion hotel, St. Louis.

Oct. 12-14—Illinois News Broadcasters Association fall convention. Collinsville Hilton, Collinsville, Ill.

Oct. 14-16—Pennsylvania Association of Broadcasters annual fall convention. Hershey Motor Lodge and convention center, Hershey, Pa.

Oct. 15-19—Southern Educational Communications Association conference and "SECA Center for Instructional Communications Postsecondary Screening." Adam's Mark hotel, Houston.

Oct. 16-18—Mid-America Cable TV convention. Hilton Plaza hotel, Kansas City, Mo. Information: (913) 841-9241.

Oct. 19-20—Friends of Old-Time Radio annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Oct. 21-23—Communications Expo '84, joint conference and national trade show sponsored by *Canadian Association of Broadcasters* and *Western Association*

of Broadcast Engineers. Edmonton Convention Center, Edmonton, Alberta. Information: Gerry Action, (613) 233-4035.

Oct. 21-24—North Carolina Association of Broadcasters fall convention. Marriott, Charlotte, N.C.

Oct. 22-24—New York State Broadcasters Association's 30th annual meeting. Americana Inn, Albany, N.Y.

Oct. 24-26—Ohio Association of Broadcasters fall convention. New Capitol Square Hyatt, Columbus.

Oct. 25—Presentation of CEBA Awards, honoring excellence in advertising and communications geared to African-American audiences, by *World Institute of Black Communications*. New York Hilton, New York. Information: Linda Bowie, (212) 586-1771.

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

Oct. 26-29—Texas Association of Broadcasters engineering conference. Hyatt Regency hotel, San Antonio, Tex.

Oct. 28-30—Texas Association of Broadcasters management convention. Hyatt Regency hotel, San Antonio, Tex.

Oct. 28-Nov. 2—Society of Motion Picture and Television Engineers 126th technical conference and equipment exhibit. New York Hilton, New York. Information: (914) 472-6606.

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

November

Nov. 2—Montana Broadcasters Association sales clinic. Village Red Lion Motor Inn, Missoula, Mont.

Nov. 5-13—China Comm '84, exhibition and confer-

Errata

BROADCASTING's June 4 story on **FCC Commissioner Mimi Dawson's** appearance before the American Women in Radio & Television convention in Chicago erred in quoting her as saying "we [the FCC] certainly **cooperated** [with the administration] in financial interest/network syndication." Laboratory analysis of the hard-to-hear tape reveals that actual phrase as being: "we certainly **recall the great financial interest** and syndication matter." (Commissioner Dawson's disavowal of the "cooperated" statement appeared in "Open Mike" June 11.)

Top 50 MSO list in June 4 issue listed **Caltec** (number 48) as separate company when in fact it is **owned by Comcast**. Comcast numbers in list included Caltec's subscribers.

Securities and Exchange Commission **investigation of CBS employees focuses on series in CBS Evening News**, not **60 Minutes** as reported June 4 issue.

Director of program development for Showtime, quoted in June 11 "Special Report," is **Harry Chandler**.

Local **sweeps report on Detroit** in June 11 issue should have identified **WDIV-TV** as programing *Wheel of Fortune* at 7:30-8 p.m. and not **WXYZ-TV**, which airs *People's Court* during that time period.

ence covering telecommunications, electronics and computers. Beijing Exhibition Center, Beijing, China. Information: Clapp & Poliak International, P.O. Box 70007, Washington, 20088; (301) 657-3090.

Nov. 7-9—Oregon Association of Broadcasters fall meeting. Salisham, Lincoln City, Ore.

Nov. 7-9—Television Bureau of Advertising annual meeting. Hyatt, Chicago.

Nov. 14—Ohio Association of Broadcasters financial management workshop. Columbus Hilton Inn North, Columbus, Ohio.

Nov. 17-20—AMIP '84, American Market for International Programs, second annual program marketplace, organized by Perard Associates with MIDEA and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach. Information: Perard, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

Nov. 19—International Emmy Award dinner, sponsored by *National Academy of Television Arts and Sciences*. Sheraton Center, New York.

■ **Nov. 27—International Radio and Television Society** newsmaker luncheon. Waldorf Astoria, New York.

December

Dec. 3-6—American Enterprise Institute "Public Policy Week." Washington.

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

Dec. 5-7—Radio-Television News Directors Association 39th international conference and exposition. San Antonio Convention Center, San Antonio, Tex.

Dec. 9-10—NBC midseason promotion executives conference. Innisbrook resort, Tarpon Springs, Fla.

Dec. 11-12—NBC news promotion workshop. Innisbrook resort, Tarpon Springs, Fla.

■ **Dec. 20—International Radio and Television Society** Christmas benefit. Waldorf Astoria, New York.

January 1985

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

Jan. 10-14—NATPE International 22d annual conference. Moscone Center, San Francisco.

Jan. 11-13—Florida Association of Broadcasters annual midwinter conference. Marriott's Casa Marina Resort, Key West, Fla.

Jan. 14-18—National Association of Broadcasters winter board meeting. Sheraton Plaza, Palm Springs, Calif.

■ **Jan. 16—International Radio and Television Society** newsmaker luncheon. Waldorf Astoria, New York.

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

Jan. 30-Feb. 1—Texas Cable Television Association 25th annual convention and trade show. San Antonio Convention Center, San Antonio, Tex.

February 1985

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

■ **Feb. 6-11—International Radio and Television Society** annual faculty/industry seminar and college conference. Rye Town Hilton, Rye, N.Y.

■ **Feb. 7—International Radio and Television Society** newsmaker luncheon. Waldorf Astoria, New York.

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

March 1985

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

NOW RENEWING!

EIGHT REASONS WHY EIGHT IS ENOUGH

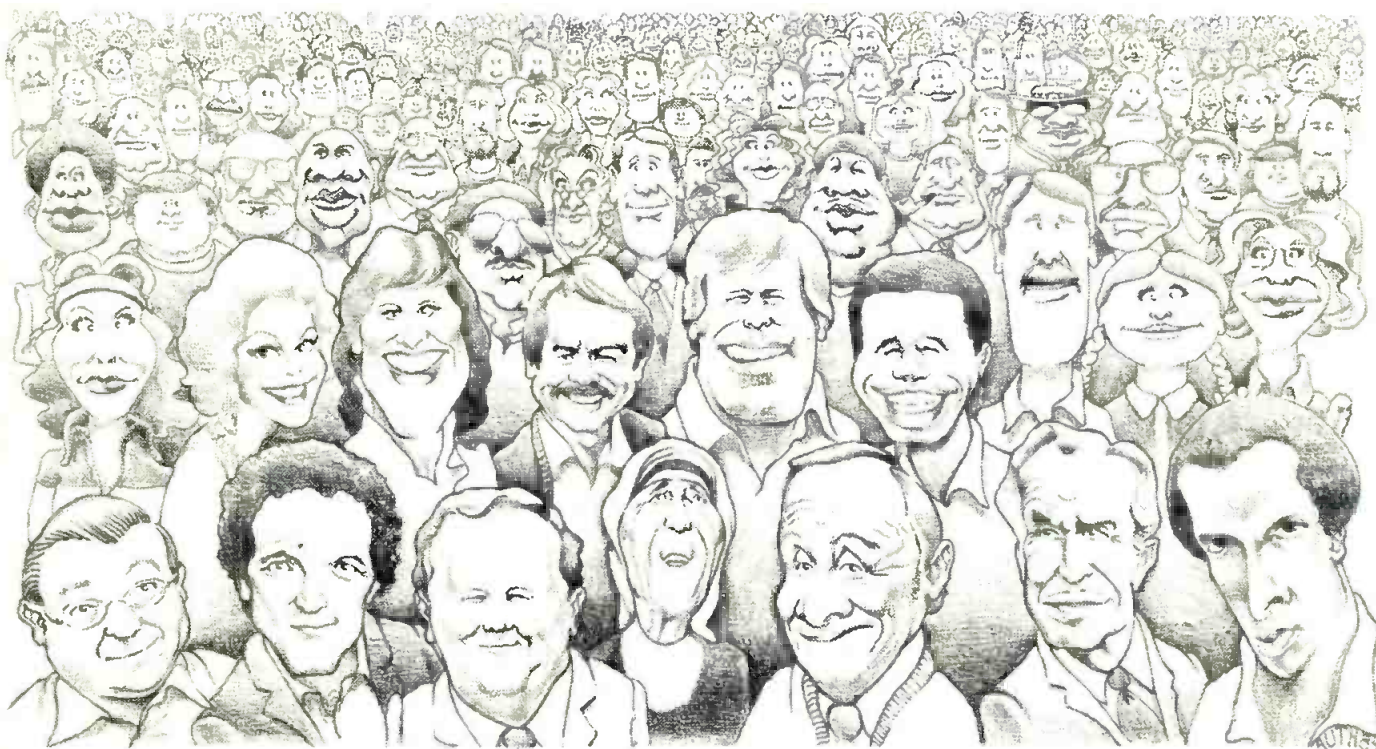
	CITY	STATION	TIME M-F	RATING	SHARE
1. AFFILIATE	INDIANAPOLIS	WRTV	4:00-5:00 P.M.	10	26
2. INDEPENDENT	PHOENIX	KPHO	6:00-7:00 P.M.	11	22
3. MAJOR MARKET	CLEVELAND	WUAB	5:00-6:00 P.M.	7	15
4. SMALL MARKET	BEAUMONT- PORT ARTHUR	KFOM	3:30-4:30 P.M.	12	38
5. EAST	ALBANY	WTEN	4:00-5:00 P.M.	9	29
6. SOUTH	HOUSTON	KTXH	5:00-6:00 P.M.	7	12
7. MID-WEST	KANSAS CITY	KSHB	6:00-7:00 P.M.	7	12
8. WEST	LAS VEGAS	KTNV	3:00-4:00 P.M.	8	24

...AND THIS IS IN OUR 4th RUN!

Source: Feb '84 ARB

LORIMAR[®]

WHAT STAR STUDDERED SPECIAL ATTRACTED 15 MILLION VIEWERS, PULLED A 10.5 NIELSEN, AND WILL BE BACK THIS FALL?



“DON'T ASK ME, ASK GOD”

Success Is Sweet.

During the 1983–1984 season, “Don't Ask Me, Ask God” ranked among the top five syndicated O.T.O. specials aired, racking up over fifteen million viewers in 150 markets from Providence to Portland.

It all began with one simple but weighty question. George Gallup and his staff asked Americans, “If you could ask God one question, what would it be?”

The answers formed this prime time program.

“Ask God” features top stars like Tony Danza of “Taxi,” the husband and wife team Steve Allen and Jane Meadows, Dean Jones, Ruth Buzzi, Vincent Price and many others.

Success Revisited Is Even Sweeter.

Now, this proven winner is returning. You can block out an 8:00–9:00 PM slot on September 10th, 11th, or 12th or September 17th, 18th or 19th right now and lock in “Ask God” in your market today.

It Really Pays To Air Success.

There's one more reason to put “Ask God” on your station — guaranteed revenue.

You see, “Ask God” is fully paid programming.

We buy out the hour from you. Then, give your viewers top quality production, prime time stars, and all without fund raising appeals.

How do you wrap up this sweet deal?

Don't ask God, ask us! Call 804-424-7777 and ask for Syndication.

CBN
SYNDICATION

Broadcasting Jun 25

Vol. 106 No. 26

TOP OF THE WEEK

Supreme Court limits states' rights to regulate cable

Oklahoma law banning liquor ads must yield to FCC regulation; observers feel decision validates FCC's right to regulate cable TV

To government and cable television lawyers, it was an eye-popping decision that a unanimous Supreme Court handed down in the case testing Oklahoma's authority to ignore federal regulations in banning liquor advertising from cable television channels. So sweeping was the language of the opinion rejecting the state's claim that there were some who felt there was no area of cable regulation from which the federal government was barred. Indeed, by the time they had finished reading the 23-page text, some cable television lawyers were wondering whether efforts to reach a compromise with the nation's cities on legislation spelling out their authority over cable was worth the effort. Perhaps, they thought, the FCC holds

the key to the creation of the regulatory framework that would suit the industry best.

At issue was an Oklahoma law, implementing a provision of the state constitution, that barred cable systems from carrying wine commercials in the signals they retransmitted from out of state. To Oklahoma, the fact that compliance would impose a heavy burden on cable systems and require them to violate FCC regulations was not controlling. The state cited its authority under the 21st Amendment, which not only repealed prohibition but authorized the states to regulate the sale of alcoholic beverages within their borders. The argument was not good enough for the Supreme Court. It said application of the advertising ban to out-of-state signals carried by cable operators is pre-empted by federal law and added that the 21st Amendment "does not save the regulation from pre-emption."

That was only the thin edge of the wedge.

"If the FCC has resolved to pre-empt an area of cable television regulation and if this determination 'represents a reasonable accommodation of conflicting policies' that are within the agency's domain," the opinion said, quoting from an earlier decision, "we must conclude that all conflicting state regulations have been precluded." To some cable lawyers, that constitutes a broader grant of authority to the commission than the court granted it in *Southwestern Cable Co.*, in 1968, when the court held that the commission's regulation of cable was "ancillary to broadcasting."

Whether that analysis is correct or not, FCC attorneys—who were not involved in the case—consider the decision a sweeping validation of commission regulation of cable. General Counsel Bruce Fein said that nothing in the opinion "suggests we can't do anything we want, to regulate cable in the public interest." The opinion, he added, "is

Decision expected to have little effect on cable support for H.R. 4103

With the Supreme Court's sweeping decision affirming the FCC's authority to pre-empt city and state regulation of cable television, the cable industry could run to the FCC and importune it for regulatory relief. But the industry doesn't seem inclined that way. Instead, it seems content to continue to work for passage of H.R. 4103, which would limit the regulatory power of cities and states over cable, assuming the cities and states or the telephone companies or the private cable operators don't succeed in gutting provisions that are favorable to cable.

"It was clearly a landmark decision," said National Cable Television Association President Tom Wheeler. "The 'ancillary to broadcasting' doctrine is no longer the justification for FCC" preemption of city and state power over cable, he said. But the legislation is still needed. "There is a major difference in having statutory language, in black-and-white, and having something that the FCC may or may not decide... and some future FCC may decide to change," he said. But, as a result of the court decision, the NCTA will not be as tolerant to attempts to change the bill in ways unfavorable to cable, he said. "There will come a point as you take things away from the legislative package when [the FCC route] becomes more attractive," he said.

The court decision "means H.R. 4103 is less critical to the industry than it was," said John Malone, president, Tele-Communications Inc., the nation's largest MSO, "but it's still on balance an acceptable deal." If the industry chose to pursue deregulation at the FCC, rather than through the legislation, he said, the resulting regulatory climate might be more favorable, but it would not be as permanent. "One of the things that the industry needs is a permanent structure upon which to build its future," he said. "The industry has always been whipsawed by broad changes in governmental regulation." Cable's history has been characterized by long-term investments "based on a set of rules that change every six months," he said. "It makes the job of

planning and financing tougher."

The FCC is no panacea to what ails the cable industry, said John Saeman, vice chairman, Daniels & Associates. "We have no encouragement that the FCC would act in an immediate fashion or in a fashion that is consistent with the needs and growth requirements of the industry," he said. The FCC's deregulatory mood today may be reregulatory one tomorrow, he said. "Pendulums have a tendency to swing back in the other direction."

The Supreme Court decision resolves the immediate concern of Multimedia Cablevision Co., which was a plaintiff in the case. The state's requirement that cable systems delete the wine commercials "was obviously very burdensome," said Multimedia President Donald Sbarra. "We're delighted we don't have to put up with that anymore." The decision raises some questions about the continued importance of the legislation, he said, but "my opinion, at this point, is that the legislation is still a good thing for the industry in the long term unless it gets shot full of holes in markup.... If it does, I could easily change my mind."

In the light of the court's decision, at least one MSO, Cablevision, seems even more certain that the legislation is a mistake. Robert Lemle, vice president and general counsel, Cablevision, said the court decision "gives the industry a lot of comfort that the Community Cable case will be upheld, if challenged, and operators will have more freedom to rearrange services to meet consumer demands." (In the Community Cable case, the FCC exercised its pre-emptive power last November to prohibit the state of Nevada, which was the subject of the declaratory ruling, and all other cities and states, by extension, from regulating any tier of cable service other than those containing must-carry signals.) "We think the bill creates a regulatory environment," he said, "that is not in the best interest of the cable industry or of the cities and states."

a broad ratification of authority to pre-empt [state and local] cable regulation if we think it jeopardizes the quality of service." Furthermore, he said, "It speaks volumes that this opinion was unanimous."

Brent Rushforth, the attorney who appeared before the Supreme Court in behalf of the cable companies seeking reversal of the Oklahoma law, sees the decision as prohibiting local franchising authorities from regulating the content of cable programming, including movies of whatever rating. "It means state and local authorities can't tell a cable system not to carry the Playboy Channel, for instance," he said. "And it would be difficult for a municipality to condition a franchise on carriage or noncarriage of a program." But on the other hand, a spokesperson for the National League of Cities noted, cable systems seeking franchises presumably would continue to offer the kind of programming they believe will win favor with the franchising authorities.

And Howard Bell, president of the American Advertising Federation, called the decision "a major victory for advertising and the cable industry."

The opinion, written by Justice William J. Brennan Jr., left unresolved the question of whether the First Amendment prohibits the kind of regulation imposed by the Oklahoma law. The cable companies that brought the suit had raised a First Amendment as well as a federal pre-emption issue. And the National Association of Broadcasters as well as ABC, CBS and NBC had filed a friend of the court brief urging the court to overturn the state law on First Amendment grounds. But the court felt it was not necessary to address the constitutional question, since it had resolved the case in the plaintiffs' favor on other grounds. However, the high court is expected to announce this week whether it will consider a case challenging a Mississippi law that prohibits radio and television stations, newspapers and magazines in the state from carrying liquor advertising. The law (which does not apply to cable television systems) was upheld by the U.S. Court of Appeals for the Fifth Circuit. The media seeking review by the Supreme Court are attacking the law solely on First Amendment grounds.

The Oklahoma case had its genesis in a declaration by the state's attorney general in 1980 that the state would enforce the state's constitutional and statutory bans on liquor advertising on cable television systems. The cable systems would be required to delete liquor commercials in broadcast signals imported from out of state. The ban had already been applied to broadcast stations in the state. As a practical matter, the ban applied only to wine, since broadcast stations do not carry liquor advertising and beer advertising was not covered by the ban. Four cable television companies—Capital Cities Cable Inc., Cox Cable of Oklahoma City Inc., Multimedia Cablevision Inc. and Sammons Communications Inc.—challenged the law. So did the Oklahoma Telecasters Association (which later merged with the state's radio stations into the Oklahoma Broadcasters Association).

Both groups won in U.S. District Court,

on First Amendment and federal-pre-emption grounds. But the U.S. Court of Appeals for the 10th Circuit reversed, holding that the liquor advertising ban was a valid restriction on commercial speech. At that point, the Telecasters Association dropped out of the fight.

The Supreme Court was unambiguous in its reversal of the Oklahoma law on federal-pre-emption grounds. "To the extent it has been invoked to control the distant broadcast and nonbroadcast signals imported by cable operators," Brennan wrote, "the Oklahoma advertising ban plainly reaches beyond the regulatory authority reserved to local authorities by the commission's rules, and trespasses into the exclusive domain of the FCC." Brennan noted that commission rules permit Oklahoma to regulate the selection of franchises and construction oversight. But nothing in the opinion suggests the commission would be barred from pre-empting those operations as well.

The court said the advertising ban conflicted with commission regulations in a number of ways. For instance, Brennan noted that the commission requires cable systems to carry the signals of local stations "in full," including commercials. Thus, he said cable systems that complied with the federal regulations would be subject to criminal prosecution for carrying out-of-state signals containing wine commercials. (This apparent acceptance by the Supreme Court of the commission's must-carry rules chilled the enthusiasm that some cable television lawyers otherwise felt for the court's opinion.) Brennan also noted the law runs counter to commission rulings encouraging cable systems to import signals from distant stations. (In Oklahoma, the source of such programming includes stations in Kansas, Missouri and Texas, as well as superstations in Atlanta and Chicago.) For cable systems are barred by commission regulations from deleting any portion of the signals, including the commercials, he noted. Again, Brennan said, cable operators obeying the commission rules would face criminal prosecution by the state.

What's more, Brennan said, pay cable service would be jeopardized. He noted that cable systems would face a considerable task in developing the capacity to monitor each signal and delete every wine commercial before it is transmitted. As a result, he said, if the advertising ban were enforced, cable systems would face the choice of abandoning distant signals and pay programming "or run the risk of criminal prosecution." Thus, he said, the public might well be deprived of the wide variety of programming options otherwise available from cable systems.

He said that result "is wholly at odds with the regulatory goals contemplated by the FCC," and added: "As we have repeatedly explained, when federal officials determine, as the FCC has here, that restrictive regulation of a particular area is not in the public interest, 'states are not permitted to use their police power to enact such a regulation.'"

Nor is it only commission policy that stands as a barrier to Oklahoma law. Brennan cited the Copyright Revision Act of 1976, as well. The act confers a compulsory

license on cable systems wishing to carry copyrighted material. But cable systems must not delete the commercials in the programs if they want to take advantage of the licensing scheme. And while cable systems could comply with the Oklahoma ban simply by abandoning their importation of the signals covered by the Copyright Act, Brennan said, "such a loss of viewing options would plainly thwart the policy identified by both Congress and the FCC of facilitating and encouraging the importation of distant broadcast signals."

As for the 21st Amendment, that did not prove an effective defense of the advertising ban. Brennan noted that the amendment gives states broad power to regulate the importation of liquor. But, he said, the presence of a conflicting federal interest requires "a pragmatic effort" to harmonize the state and federal powers. And in the case at issue, he noted the state's interest is limited: The ban is directed only at occasional wine commercials in signals Oklahoma cable systems import from out of state; it does not even apply to out-of-state newspapers and magazines distributed within Oklahoma. When that "limited interest" is weighed against "the significant interference with the federal objective of insuring widespread availability of diverse cable services throughout the United States," Brennan wrote, the state's interest must yield.

To cable industry representatives who feel the NCTA has been too willing to compromise with the cities in the interest of securing cable television deregulation legislation this year, the opinion provides new grounds for at least considering turning away from the compromise that was reached. Jack Cole, an attorney who represents cable television systems and who in a letter to clients described the compromise NCTA reached with the cities on the House deregulation bill (H.R. 4103) as "vague and ambiguous... and susceptible to misunderstanding" where he does not believe it is contrary to cable interests, is a case in point. He said he regards the opinion "as a broad affirmation of FCC pre-emption of cable regulation." And, as for its implications for the legislation moving through Congress, he said, "I feel the industry has to re-evaluate its position regarding [it]. This is a dramatic change in circumstances, which has to be taken into account."

However, commission officials were doing nothing to encourage the industry to turn to the FCC General Counsel Fein, for instance, while describing the opinion as "sweeping" in its affirmation of commission regulatory authority over cable, cautioned that his views should not be considered a signal of commission intent. "By no means do I want to suggest that the commission intends to exercise the authority to the maximum."

And as for the National League of Cities, it seems bloodied but unbowed. Cynthia Pols, the league's legislative counsel, agreed the "dicta" in the opinion (views expressed by a court not dealing specifically with the issue in dispute) are "very broad." But she said she is not sure how the opinion would apply to relations between a cable system and a city. In that situation, she said, "you're

dealing with contractual matters." But more than that, she feels the commission does not offer cable systems the open-ended opportunity some in the industry might think. A commission rulemaking would be monitored by Congress, she said. (She specifically mentioned Representative John Dingell [D-Mich.], chairman of the House Energy and Commerce Committee, who has been a

friend of the cities in their negotiations with the NCTA.) Furthermore, she said, if a rulemaking were adopted over the league's objections, "we could tie the commission up in the courts for years."

Polis offered another observation designed to encourage the cable industry to stick with the effort to secure deregulation through legislation. FCC membership can change over

the years, she noted. "If it's true the commission has the authority the court says they do," she added, "there may be some crazed regulators down the road who would transform cable systems into common carriers. So maybe it's better to have legislation to guard against that." Otherwise, she said, cable operators would be "playing Russian roulette." □

Hubbard's DBS pricetag: \$160 million +

USSB signs contract with RCA for two high-power satellites, the first step in the six-channel national service

How much is Stanley S. Hubbard willing to bet that satellite broadcasting is going to be a big part of television's future? At least \$160 million. That's how much Hubbard's United States Satellite Broadcasting has agreed to pay RCA Astro-Electronics for two direct broadcast satellites that will enable USSB to broadcast six channels of programming to homes equipped with small and inexpensive earth stations anywhere in the United States.

The deal for the satellites, which will be ready for launch some time in 1988, is just the beginning. Hubbard and his hoped-for partners are going to have to gamble hundreds of millions of dollars more over the next few years to try to make a business out of satellite broadcasting, which, in Hubbard's mind, is no different essentially from VHF or UHF broadcasting. "The first things you need to be in the broadcast business is a transmitter, a tower and an antenna," Hubbards said, "and that's what [the deal with RCA] provides us."

Immediately following the signing of the construction contract on June 15, USSB notified the FCC of its action, putting USSB in line for the remaining prime orbital slots and frequencies. Ahead of USSB in the line are Direct Broadcast Satellite Corp. and Dominion Video. Before the FCC awards any slots or channels, however, it must be satisfied that the prospective DBS operator has a firm contract with a satellite manufacturer. USSB could move up in the line if the FCC determines that USSB has a firm contract and either DBSC or Dominion or both do not. Comsat's Satellite Television Corp., which contracted with RCA for two satellites in November 1982, has already received its slots and channels.

Hubbard, who is president of Hubbard Broadcasting, the St. Paul-based station group, as well as USSB, and other USSB executives declined to comment on the cost of the two satellites. But Charles Schmidt, division vice president and general manager, RCA Astro-Electronics, said the price of the identical birds could run as high as \$160 million. According to Schmidt, USSB has already made an "ample" first payment and, according to Hubbard's letter of notification to the FCC, "the next payments, including in-orbit incentives, are due over the next 57 months."

Hubbard first announced his DBS intention in the spring of 1981, proposing a three-channel system that would beam programming

directly to homes as well as to affiliated television stations for rebroadcast (BROADCASTING, May 4, 1981).

As originally planned, the service would be supported by advertising. But, as Hubbard now envisions it, the service will be supported by a mix of advertising, subscription and pay-per-view dollars. Without the pay television revenue, he said, USSB would be handicapped in competing for first-rate programming and special events. "We have to accept the reality of the situation and be involved."

The DBS business requires an enormous investment. The cost of the satellites is just a fraction of the overall cost of getting into the business. Outlays for launching the satellite, home earth stations, programming, studios and uplinking facilities and administration could quickly dwarf the payments for the satellites.

Hubbard knows it would be a difficult venture to undertake by himself. From the beginning, he has tried to encourage other broadcasters to join him in the venture. His pitch has been and will continue to be that DBS is coming inexorably and that broad-

casters ought to be a part of it. By the end of 1986, he said, every broadcaster in the eastern half of the country will experience competition from "six more broadcast stations," the six DBS signals of STC. "It's better to be a part of it than ignore it because it is not going to go away."

Broadcasters can't let the technology pass them by, Hubbard said. "I remember radio broadcasters telling my dad [Hubbard Broadcasting's founder, Stanley E. Hubbard] not to go into television, saying, 'It's too risky, there's too much money involved, where would you get the programming?'"

Hubbard said his message is beginning to sink in. "Over the past few months," he said, "we have all of the sudden had a lot more interest than we had initially and from some pretty substantial broadcasters whom I can't name because I can't embarrass them." USSB is not counting exclusively on broadcasters, he said. It is seeking partners and money wherever it believes it can find both, he said.

According to Bob Fountain, executive vice president and chief operating officer, USSB already has "certain financial com-



Will it float? Stanley Hubbard's United States Satellite Broadcasting awarded a contract for two high-power direct broadcast satellites to RCA Astro-Electronics on June 15, but did not make the first payment cementing the deal until last Tuesday during a formal ceremony aboard Hubbard's yacht, the Sun Dream, on the St. Croix River, which divides Minnesota and Wisconsin. Hubbard, president and chief executive officer, USSB (seated at center), presented the check to Charles Schmidt, division vice president and general manager, RCA Astro. Seated to Hubbard's right is Bob Fountain, executive vice president and chief operating officer, USSB. Seated to Schmidt's left is Larry Yermack, director of satellite programs, RCA Astro. The backrow includes (l-r) Bernie Weiss, senior project manager, USSB; Clare Simpson, vice president/programming, USSB; Stanley E. Hubbard II, vice president and director of special projects, USSB; Gerald Deeney, treasurer and chief financial officer, USSB; Robert Hubbard, special projects, USSB; Paul Heinerschied, director of technical operations, USSB; James Warner, manager of financial control, RCA Astro; Frank Weaver, manager of communications satellites, RCA Astro, and Robert Amadio, director of finance, RCA Astro.

CBS eye may be closing to DBS

Three weeks and a day from now, on July 17, the doors of the FCC will be figuratively ajar to receive a "due diligence" document testifying that CBS Inc. has made the necessary upfront investment to qualify for entry into the medium of direct broadcast satellites. It could be the most important signal yet that DBS is meant to be and that the nation can expect a new communications medium to go into orbit two years from now, in 1986.

The present indication: that CBS won't show. Or that, if it does, it will be to advise the FCC why it is declining a present opportunity to participate in this new medium—and to gamble perhaps \$200 million to \$300 million that it can do better with a spaceborne television system than it can with its present media vehicles on earth.

If CBS goes sour on DBS, so may prospects for the medium as a whole. Satellite Television Corp., the Comsat subsidiary that is farthest along on the DBS trail, has said repeatedly that it will not launch without a partner—and CBS, in recent months, has been the most prominent prospect. (Another known prospective co-venturer is Gulf + Western, and STC says there are still other "fish in the sea.") Moreover, CBS was the first of the major broadcasters—and the only one of the Big Three—to express its enthusiasm and put its money behind early-stage DBS development. Its position of influence among telecommunications companies is unquestioned, and if CBS finds DBS dubious, lesser lights may want to take a second look.

A number of factors are believed to have combined to dim the enthusiasm at Black Rock. The first is an increasing belief that the kind of money necessary to go into space would yield far greater—and far less risky—dividends if invested in improvement or expansion of existing businesses. (In the case of broadcasting, that could include the prospect of increasing its holdings in conventional stations, should the FCC modify its 7-7-7 ownership policy, as is anticipated soon.)

The second is a concern over the availability of programing, and especially movie programing, for a medium that is expected to be supported by pay TV revenues. Or, more correctly, an *additional* pay programing medium—on top of cable and STV and SMATV and MDS and MMDS—when many of those earlier practitioners are experiencing great difficulties in obtaining product and in marketing it.

A third, more recent, concern is over the rapidly expanding universe of videocassette recorders (VCR's), the sales of which are rocketing into the multimillions. That medium—if it may be so called—was most recently responsible for the demise of ABC's TeleFirst project in Chicago (BROADCASTING, June 18) and has been striking terror into the hearts of both cable and pay TV

entrepreneurs. Even closer to home, the universe of backyard earth stations has now reached such proportions—some 800,000—that it is in position to skim the cream off the top of DBS. HBO and others already are working to expand that potentiality; again at the expense of future DBS entrepreneurs.

A fourth consideration might be called the "what's the hurry?" factor. A CBS decision not to enter DBS now would not preclude it from getting into the field—say, five years from now—if the medium begins to show signs of promise. Early entry might be more attractive to a company with less developed present-day assets than CBS's, according to that school of thought. Indeed, CBS could fall back to an entry position even closer than that: there is an echelon of "second round" DBS applicants waiting in line at the FCC, whose applications will be considered once the "first round" aspirants are processed.

(Among those in the CBS/Broadcast Group still sanguine about DBS prospects is Senior Executive Vice President James Rosenfield, point man on the project, who describes the basic difficulty as the number of "short fuses" surrounding the decision—the July 17 deadline chief among them. But he thinks there's still a chance to "work things through." No decision has been made, he says, emphasizing that CBS still feels DBS has a strong future and believes the company should be in it.)

Among the other casualties of a CBS decision not to go forward on DBS may be the broadcasting industry's hopes for high-definition television. The company's ambitions for the new medium have always been tied to its belief that DBS provided the last great hope for improving the technical quality of television—moving from the present 525-line system to one providing perhaps 1,050 lines, and to a 5-to-3 aspect ratio.

As anxious as CBS is to retain a pioneering spirit—and reputation—it is equally anxious not to be burned again by the likes of a CBS Cable or EVR (Electronic Video Recording) fiasco, each of which cost the company on the order of \$40 million. Equally reticent, if the fact be known, is Wall Street. Permeating the atmosphere in the 35th floor boardroom when the go-no go decision is made will be the knowledge that the financial community—and particularly those involved in evaluating CBS stock—will be watching. From the street's point of view, the best news would be that CBS is keeping its options open but its rocket powder dry.

For those reasons among others, the likelihood is that discretion will prove the better part of valor on July 17. The way things stood last week, the only real hope for rescue was in a last-minute deal with Gulf + Western—a circumstance that puts as much of the nod at Columbus Circle as at 51 West 52.

commitments in hand" from others that helped make the satellite deal possible. (He would not reveal the nature of the commitments or who had made them.) What's more, he said, Citicorp is in the final stages of putting together a revised business plan with which it plans to woo additional backers. An earlier attempt by Lehman Bros. Kuhn Loeb Inc. failed to turn up any backers among venture capitalists.

USSB's current plans call for it to place one six-transponder satellite in orbit at 101 degrees west longitude to serve the Eastern half of the country, and one at 148 degrees west longitude to serve the Western half. To insure that the satellites have enough flexibility to meet marketplace demands throughout their 10-year lives, said USSB's director of technical operations Paul Heinerscheid, the coverage of each transponder on the eastern satellite can be switched from half the

country to a single time zone. No more than three transponders on one satellite, however, can be switched at any one time, he said.

Cutting the coverage of a transponder in half with the switching capability, Heinerscheid said, concentrates the power of the transponder's signal and improves its reception. USSB could configure the eastern satellite, for instance, to provide three channels of service to the eastern half of the country and three additional "high-power" channels to just the densely populated Eastern time zone.

The USSB satellites will be powerful and reliable. According to Heinerscheid, each transponder will be driven by a 240-watt traveling wave tube amplifiers and each satellite will carry six extra tubes as backup. The satellites will also carry batteries, he said, that will permit them to provide restricted service around the time of the equinoxes when the satellites' power-generating solar panels are blocked from the sun. During such eclipse periods, he said, USSB will be able to use four transponders at full power or all six transponders at reduced (55%-60%) power.

oxes when the satellites' power-generating solar panels are blocked from the sun. During such eclipse periods, he said, USSB will be able to use four transponders at full power or all six transponders at reduced (55%-60%) power.

The satellites will look much like the three-transponder satellite that RCA Astro-Electronics is building for STC, but they will be much larger. Like the STC birds, the USSB satellites will contain a "momentum wheel" within their bodies to provide stability. But in most respects, Hubbard said, the USSB birds will be superior. "Comsat has paid a terrible price to be first in this business," he said. "Its satellites will not have eclipse protection, its satellites won't be as powerful as ours, its satellites will not have as long a life as ours and they probably paid a lot more money than we have to pay."

RCA Astro-Electronics topped some stiff

competition to win the USSB contract. "We are really excited about the opportunity," said Schmidt. "We think we have shown once again we can bring the necessary technology and cost-efficiencies to a competition in order to win it." According to Heinerschied, the other bidders were General Electric, Satcom International (British Aerospace and Matra), Ford Aerospace and

Hughes Aircraft. The contest came down to RCA and Hughes, he said, and RCA finally won it because its price was lower.

Although most of Hubbard's attention has been principally concerned with his "transmitter" lately, he realizes that programing is what is going to make USSB viable. "In the history of broadcasting, whenever anybody has put something on that is worthwhile, that

people want to listen to or to watch; they will buy the sets to do it as long as the sets are reasonably priced."

At this point, with start-up still four years away, Hubbard is not sure where the programing will come from. "But if worse comes to worse," he said "Bob Fountain and I will get up there and sing and dance. Wouldn't that be great?" □

Summertime tempo for the NAB

Organizational fine tuning is order of the day for joint board; meeting with President Reagan is highlight of the week

The joint board of directors of the National Association of Broadcasters met in Washington last week to deal with the pressing issues that face the organization, and found none on the agenda. The pace of the week-long gathering was leisurely, but determinedly upbeat.

"This meeting has been a meeting of con-

solidation. We've made a lot of good progress internally. Let's get on with the business of the industry," said Robert Hynes, NBC's vice president for Washington and a TV director.

In the past, legislative issues or NAB's management structure have been at the heart of many board conversations. This time, however, the emphasis was on the board itself, its executive committee and the association's more than 25 standing committees assigned to cover industry-related issues.

If there were any reportable action it ema-

nated from the radio board. A proposal to include a radio network representative as a fixed member on the executive committee, or simply to put all network organizations into the rotation now shared solely by the three major networks, erupted into a lengthy discussion.

Although the proposal was rejected, the subject keep cropping up. Both NAB's radio and TV boards followed the recommendation from the special ad hoc committee assigned to examine the proposal, and agreed not to change the shape of NAB's executive



Group portrait. The new NAB board of directors in front of the association's Washington headquarters. Seated, l-r: Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark.; Martin Beck, Beck-Ross Communications Inc., Rockville Centre, N.Y.; Eddie Fritts, NAB; Gert Schmidt, Harte-Hanks Communications Inc., Jacksonville, Fla.; Jerry Holley, Stauffer Communications Inc., Topeka, Kan.; William Turner, KCAU-TV Sioux City, Iowa, and Robert Hynes Jr., NBC, Washington.

(First row, standing, l-r): John David, KFSB(AM) Joplin, Mo.-KDBQ(FM) Pittsburg, Kan.; Ray Lockhart, KOGA-AM-FM Ogallala, Neb.; Thomas Young, KVON(AM)-KVYN(FM) Napa, Calif.; Sally Hawkins, WILM(AM) Wilmington, Del.; Edward Giller, WFBG-AM-FM Altoona, Pa.; Glenn Mahone, Sheridan Broadcasting Network, Pittsburgh; William Rollins, Suburban Radio Group, Concord, N.C.; Donna Zapata WHAS-TV Louisville, Ky.; Bill Bengtson, KOAM-TV Pittsburg, Kan.; Leslie Arries, WVB-TV Buffalo, N.Y.; Wallace Jorgenson, Jefferson Pilot Broadcasting, Charlotte, N.C., and William Poole, WFLS-AM-FM Fredericksburg, Va.

(Second row, l-r): David Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio; Robert Munoz, KCIK(TV) El Paso, Tex.; Gregory Stone, WSOC-TV Charlotte, N.C.; Bev Brown, KGAS(AM) Carthage, Tex.; Wallace Dunlap, Westinghouse Broad-

casting & Cable Inc., Washington; Robert Fox, KVEN(AM)-KHAY(FM) Ventura, Calif.; Richard Rakovan, Outlet Broadcasting, Providence, R.I.; Kenneth MacDonald Sr., The MacDonald Broadcasting Co., Saginaw, Mich.; Jack Clements, Mutual Broadcasting System, Arlington, Va.; Paul Olson, KLEM(AM)-KZZL(FM) Le Mars, Iowa; Gary Capps, Capps Broadcasting Group, Bend, Ore.; Charles Jones Jr., Cosmos Broadcasting Corp., Greenville, S.C.

(Back row, l-r): Clyde Price, WACT-AM-FM Tuscaloosa, Ala.; Richard Oppenheimer, KIXL(AM)-KHFI-FM Austin, Tex.; William Hansen, WJOL-AM-WLLI-FM Joliet, Ill.; Raymond Saadi, KTIB(AM) Thibodaux-KHOM(FM) Houma, both Louisiana; John Hyde, KDHL-AM-FM Faribault, Minn.; William O'Shaughnessy, WVOX(AM) New Rochelle, N.Y.; Crawford Rice, Gaylord Broadcasting Co., Dallas; Michael McCormick, WTMJ-TV Milwaukee; Peter Kizer, Evening News Association, Detroit; William Dunaway, WTHR(TV) Indianapolis; James Dowdle, Tribune Broadcasting Co., Chicago; Jerry Lyman, RKO General Inc., Washington; John Dille III, WTRC(AM)-WYEZ(FM) Elkhart, Ind.; Donald Wear Jr., CBS Inc., Washington; Walter May, WPKE(AM)-WDHR(FM) Pikeville, Ky.; Willie Davis, KACE(FM) Los Angeles; Lee Shoblom, KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz., and Dean Sorenson, KCCR(AM)-KNEY(FM) Pierre, S.D.

committee.

In addition, the executive committee made it clear that the "door is open" to any of the radio board's network representatives to attend its monthly sessions. (Indeed, the committee stressed that any NAB board member is welcome to attend its meetings.) Some directors felt there was no need for the rotation since the three major networks represent both radio and television. Moreover, the network seat on the executive committee is nonvoting.

Nevertheless, some radio directors felt their representation needed a boost. If the plan had survived, the radio board's six network representatives might have been included in the rotation. They are: NBC, ABC, CBS, Mutual, RKO General and Sheridan Broadcasting.

The makeup of the radio board was an issue in itself. There were a number of proposals presented to return to a market-size basis—as opposed to a regional scheme—for election to the board. NAB dropped that method several years ago, and some broadcasters feel representation by larger market radio operators has thinned out. The board rejected the idea.

Wisconsin radio broadcasters had a specific complaint. They said that NAB's regionalization process for radio board elections causes them to be underrepresented. According to the present procedure, Wisconsin is divided between two other states, Michigan and Iowa. The directors solved that problem by rearranging the districts, with Michigan becoming a single district while Iowa and Wisconsin were combined.

Further debate developed over a plan calling for limiting radio and TV directors' memberships on the more than 25 standing committees. NAB wants to open up committee seats to more industry figures and the idea was heartily embraced by both boards. At present, TV board members serve on up to three committees apiece and radio up to two. "We had an excellent dialogue on ways to make the committees more effective," said new Radio Board Chairman Ted Snider, KARN(AM)-KKYK(FM) Little Rock., Ark.

Snider explained that some directors felt NAB needed to do a better job of getting input from the industry. "We want to increase the flow of information from broadcasters," Snider said. NAB spends \$400,000 to operate those committees, said one director, who was concerned about redefining their function.

This summer, NAB President Eddie Fritts and Joint Board Chairman Gert Schmidt, Harte-Hanks Communications, Jacksonville, Fla., will reorganize the committees and are prepared to select more members from the industry.

The NAB's congressional liaison committee, charged with grassroots lobbying, was reviewed by the board. According to its co-chairman, Ed Giller, WFBG-AM-FM Altoona, Pa., and the new radio board vice chairman, a task force was assigned to look at revitalizing the committee.

The task force concluded that the committee should operate on a geographical basis and that the 15-member body should be limited to a more workable size. But while that committee was in for a size reduction, the TV board agreed to increase the television information committee from nine to 11 members.

The television board spent much of its time discussing a number of leading technological and legislative matters. Its agenda was topped by a status report on must-carry legislation. A bill to codify the must-carry rules was introduced in the Senate in April and NAB expects a companion measure to emerge in the House soon ("Closed Circuit," June 18). Multichannel sound and the proposed project to develop a high efficiency klystron tube for UHF were two other topics of discussion.

One matter generated some debate within the TV board: a proposal to limit NAB's membership on the Electronic Media Rating Council. Currently the association spends \$38,750 to keep its five members on the council. The board directed the executive committee to determine whether NAB is "getting its money's worth" out of the council. One solution might be to reduce NAB representatives on the EMRC to three or even two.

The composition of NAB's TV board also

was re-evaluated and resulted in a minor change. The board adopted a proposal that would assign TV directors, currently elected to fill at-large seats, with districts of responsibility. This latest alteration of the board's makeup arose from a concern that some regions of the country were not being represented. Fourteen regions were established and incumbent members were assigned to each.

There were a number of items that came before the joint board. NAB's projected \$265,000 deficit was expected to generate a lengthy dialogue, but after some directors examined the treasurer's report and came away satisfied, the matter was put aside. A recommendation to expand directors' terms from two to three years was rejected. The directors also instructed John Abel, NAB senior vice president for research and planning, to continue exploring a number of options to assuage broadcasters' concerns about current audience measurement techniques. Under consideration are three options: expanding NAB's research committee; reviving the now defunct committee on local television and radio audience measurement, and expanding NAB's presence on existing ratings committees.

Contests for board leadership were easily resolved. Fritts's presidency, a matter of discussion at past gatherings, drew little attention. The board re-elected him unanimously and gave him a vote of confidence. (Both Fritts and Chairman Schmidt, also re-elected, received a standing ovation following the votes.)

The race for radio board vice chairman drew the only competition. Giller defeated Clyde Price, WACT-AM-FM Tuscaloosa, Ala., by 21 to 12. Snider, the former radio vice chairman, advanced to the chairmanship, succeeding Martin Beck of Beck-Ross Communications, Rockville Centre, N.Y. On the TV board, Jerry Holley, Stauffer Communications, Topeka, Kan., TV chairman, and Bill Turner, KCAU-TV Sioux City, Iowa, vice chairman, were re-elected.

In other board action, the directors passed a series of resolutions, two of them recommended by NAB's First Amendment committee. They suggested that the broadcast coverage of "the proceedings of the Congress is best conducted by allowing the news media, in the exercise of its First Amendment rights, to control the cameras and microphones used for the coverage that the media disseminate."

Furthermore, the boards voiced opposition to a Senate bill, S. 804, "or any similar legislation which would approve of any conditions under which impersonation of a member of the news media by a law enforcement agent would be sanctioned as a matter of law." The board stressed its concern that "adoption of such legislation would seriously hamper the news-gathering function, given the fears which would emerge that those presenting themselves as reporters were in fact members of the law enforcement community."

The FCC's decision to discontinue arbitrating call letter disputes was a source of concern. Several directors met with FCC officials, including Commissioners Mimi Dawson and James Quello, to discuss the matter. The joint board also adopted a resolution stating strong objections to the FCC



Official lineup. Members of the National Association of Broadcasters Executive Committee at last week's meeting of the association's joint board of directors (l-r): Robert Hynes, NBC, Washington, network representative; Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark., radio chairman; Edward Giller, WFBG-AM-FM Altoona, Pa., radio vice chairman; Eddie Fritts, president; Gert Schmidt, Harte-Hanks Communications, Jacksonville, Fla., joint board chairman; Bill Turner, KCAU-TV Sioux City, Iowa, TV vice chairman, and Jerry Holley, Stauffer Communications, Topeka, Kan., TV chairman.



Presidential presence. The National Association of Broadcasters joint board of directors, which met in Washington last week, found time to hear from the man responsible for the last four years of deregulation in the telecommunications industry. The broadcasters met with President Reagan during a cabinet-level briefing that included (seated l-r): U.S. Treasurer Katherine Ortega and Transportation Secretary Elizabeth Dole. The President, who spoke briefly, praised NAB for its public service campaign encouraging voter registration and for its formation of an alcohol and drug abuse task force. Reagan's praise was repeated by Dole, who said NAB's efforts were "invaluable."

decision. "Rather than fostering competition, certain elements of the commission's action could result in competitive chaos that cannot be resolved effectively and efficiently through reliance on local courts that are ill-equipped to resolve call letter disputes in an efficient, timely and consistent fashion," the resolution said.

Turning from internal to outside politics, the boards seemed to spend less time on legislative issues than in the past. The subject of broadcast deregulation rarely surfaced except for a briefing on the matter by the government relations department. While the members heard from two of NAB's chief congressional allies, Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.), there was little enthusiasm for the subject.

"We feel like we are in a holding pattern on legislative issues," said one director.

An appearance by President Reagan at a cabinet-level briefing at the Old Executive Office Building highlighted the meeting. The President's remarks were brief, but he praised the association for its voter registration campaign kicked off during NAB's annual meeting in Las Vegas. Reagan also lauded the broadcasters for their efforts through the NAB task force on alcohol and drug abuse to fight those social problems.

The directors were briefed by Transportation Secretary Elizabeth Dole, Treasurer Katherine Ortega, Defense Secretary Caspar Weinberger and Larry Speakes, assistant to the President and principal deputy press secretary. □

Jankowski laments media restrictions

CBS executive criticizes Democrat platform committee for considering proposals calling for voluntary restraint of election projections

Gene F. Jankowski, president of the CBS/Broadcast Group, last week took the occasion of the approach of the nation's birthday, next week, to express the pessimistic view that the nation's "philosophy of media seems to be moving backwards" even as its informational technology expands. To back up that view, he cited a number of recent developments, including two presentations to the Democratic National Committee's Platform Committee.

Jankowski, who was speaking at the annual meeting luncheon of the Federal Communications Bar Association, noted that



Jankowski

technology has permitted the multiplication "by tenfold or more" of the stories and pictures that can be sent to and received from almost any place on earth and that memory capacity, through recordings or computers,

can be created.

Thus, "we would appear to be entering a kind of information millenium in America—the one nation whose informational philosophy and informational technology are a perfect match for each other." Except, he said, for a number of developments.

He cited the presentation to the Democratic Platform Committee of a request that the networks and other media, "in the case of presidential races, to refrain voluntarily from projecting winners or characterizing races while any polls are open in the country." The proposal says early projections of results discourage voter turnout.

"This resolution," Jankowski said, "asks the reporters to close their eyes when any viewer with his or hers open can see what is happening." He said that if a landslide of the proportions of those of 1980, 1972 and 1964 occurs in November, the winner will be known to politicians, pollsters and the people while polls are still open in some states—but the reporters are being asked to withhold the information.

(The House of Representatives is expected to consider this week the resolution Al Swift (D-Wash.) has sponsored that calls for such voluntary restraint on the part of the media. But it is tougher than an original version, in that it asks for restraint on "characterizations" as well as projections, and until all polls in the election involved are closed. In a presidential election, that would mean no announcement of the winner until polls in Anchorage, Alaska, were closed at midnight NYT.)

Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, who was one of three authors of that platform proposal—Representatives Don Edwards (D-Calif.) and Swift were the others—was the sole author of the other one that disturbed Jankowski. It is a statement on telecommunications policy that, among other things, criticizes broadcasters for failing to do more to educate children. Jankowski did not mention that aspect of the proposal. Indeed, he said he does not object to its basic objectives of economic competition and efficiency, or to its assertion that diversity, access and opportunity must underlie communications policy.

But he did question how the goals are to be achieved. "I believe a close reading of this document makes it clear that these principles have been set up in such a way as to justify governmental intervention in any aspect of telecommunications, on any level, under any interpretation," he said—either because of the presence or absence of diversity, access or opportunity. He cited a statement that "even those who exercise less than monopoly power over communications facilities must not be exclusive gatekeepers, deciding what information is acceptable and what is not." This suggests, he said, "that the operator of any of the 37 radio stations in the Washington, D.C., area ought not to be allowed to decide what information to transmit."

Both statements were adopted by a platform subcommittee last week, and were expected to be approved by the full committee

over the weekend.

But Wirth was not the only author of Jankowski's concerns. He said the government's action in preventing the press from accompanying the military during the first two days of the invasion of Grenada was "a stunning reminder that all the technology in the world cannot overcome exclusion"—that "there is no substitute for being there."

The \$120-million libel suit General William Westmoreland filed against CBS has given rise to another concern. In all the articles on the controversy, Jankowski said, he has seen "little recognition that what is at stake here is the ability of the press to investigate government conduct at the highest levels, and in the most serious matters, without

fear of crippling penalty."

Then, too, there is the record on broadcast deregulation. Jankowski regards it as disappointing. He noted the efforts to enact legislation to codify the FCC's deregulation of radio, to extend to television the relief granted radio and to provide "some modest expansion of First Amendment rights for radio"—a reference to Senator Bob Packwood's Freedom of Expression bill—have all failed, at least thus far.

"Looking at these distressing developments," Jankowski said, "I suggest that we have almost as many reasons to be concerned about reregulation as we have about achieving the proclaimed goal of deregulation." □

ABC negotiating for Olympic rebate

Arledge meets with LAOOC's Ueberroth to work out rights refund in wake of Soviet boycott of Los Angeles games

ABC News and Sports President Boone Arledge held several hours of negotiations with Los Angeles Olympic Organizing Committee President Peter V. Ueberroth last Tuesday and Wednesday (June 19-20) in Los Angeles regarding a possible rebate to the network of a portion of the \$225 million ABC had agreed to pay the LAOOC for domestic television rights to the 1984 summer Olympic games. A spokeswoman for the committee said more talks would take place, but that Arledge had returned to New York late Wednesday without a third meeting scheduled.

Ueberroth contended at a Los Angeles news conference last Monday that the committee would have "less leverage" in negotiating final terms of the contract after the summer games and therefore wants to resolve the rebate issue before they begin July 28.

Arledge, in remarks Tuesday afternoon, said ABC "asked for, negotiated for and received a clause in the contract [with the LAOOC] which says that if a significant number of Olympically important countries withdrew from the games there would be a renegotiation of the rights." Arledge said he had previously suggested to Ueberroth that final payments by ABC be placed in an escrow account until after the games. "Understandably, Peter has to know how much money he has to put the Olympics on and he would prefer to negotiate right now a mutu-

ally agreed upon figure, and we are in the process of trying to do that." (The summer games are being privately funded through the LAOOC, which has projected only a small surplus after their conclusion.)

During his news conference, Arledge disclosed that ABC has \$65 million remaining in scheduled payments to the LAOOC: \$20 million due July 1, \$30 million due Aug. 1, and the balance of \$15 million due Sept. 1. He said ABC has not proposed a specific rebate figure, but said it would be less than \$60 million. Although Arledge and Ueberroth had talked informally about the issue after the May Soviet boycott announcement, their first formal negotiations took place after Tuesday's question-and-answer session.

"If you negotiate and you don't have the product any more, you're not in a very good position," Ueberroth had told a Consumer Press Tour audience on Monday. "I don't want the outcome to be in doubt," he continued. "We promised, and it's a [city of Los Angeles] law that was passed, that we are going to deliver these games with a surplus. It's not a very big surplus, but we're not going to be in the red." The LAOOC executive previously estimated that total costs of the Soviet-led boycott could be in the range of \$60 million-\$90 million.

In an apparent response to the pull-out, Arledge also disclosed that ABC is reducing the number of hours devoted to summer games coverage slightly—to 180 hours—by eliminating the first scheduled half-hour on weekday mornings. ABC television coverage is now slated to begin at noon NYT instead of 11:30 a.m. He said the network will be as flexible as possible on a local news window at approximately 11 p.m. NYT, depending on events. The window "will be a minimum of a couple minutes and could be as long as we can break away from Los Angeles. [Stations] will also have their regular news following the [coverage conclusion] at midnight." Arledge said he doubts local news competitors "are going to pick up a great deal" as a result of the situation in late news.

Overall, Arledge said he "would not be surprised if the ratings were just as good as they were ever going to be." □

Little progress on cable-telco negotiation front

The cable and telephone industries met at the bargaining table last week to settle differences over the data transmission issue raised in H.R. 4103. The bill is slated to be marked up by the House Energy and Commerce Committee tomorrow (June 26), and industry officials were racing to complete the negotiations, which had proved unfruitful as of late Friday.

A draft of the House cable bill that incorporates elements of the recent compromise reached by the cities and cable industry was circulated among committee members and will be marked up "no matter what," a Hill aide said.

Reaction to the draft has been generally favorable, although both the cities and cable are seeking some technical adjustments.

The chief dispute remaining is over whether cable can offer data transmission services unhampered by regulation. The telcos, including the Bell operating companies, plus independent telephone organizations and state utilities, feel cable should be regulated for providing two-way video services.

A compromise resolution floated by the staff of House Energy and Commerce Committee Chairman John Dingell (D-Mich.) was found unacceptable by the telcos. The language would basically exempt from common carrier regulation those services that are truly cable services and would be silent about all other services offered over a cable system. The proposal identifies cable services and noncable services. Cable systems offering data transmission and videotex services would be viewed as providing a noncable service and local, state or federal officials could regulate or deregulate them.

Moreover, the telephone industry is pushing for repeal of the bill's crossownership and pole attachment provisions.

The data transmission issue is not the only area in dispute. There are several other amendments likely to crop up. Representative Howard Nielson (R-Utah) is expected to offer a strong antiobscenity clause.

The bill already contains a provision that prohibits franchising authorities and cable operators from specifying in franchise agreements that certain services "shall not be provided or shall be provided subject to conditions, if such cable services are obscene or are otherwise unprotected by the U.S. Constitution."

Also under attack is the bill's consumer access clause that would subject satellite master antenna television systems that cross public rights of way to the same regulations as cable and prohibit landlords from blocking tenants from receiving cable service even if comparable services are available. SMATV operators and the associations representing landlords and home builders have been lobbying to eliminate the language. Representative Jack Fields (R-Tex.) is expected to offer an amendment to strike that language from the bill. □



Arledge



YOU TAKE DRIVE TIME AND LEAVE THE REST TO US

Drive time is where you make the bulk of your profits.

We know it; you know it.

So if you measure the contribution of the rest of your radio day to that of drive time, you'll come to this inevitable conclusion: you ought to be concentrating your resources where they count most.

But that may leave you with the problem of filling the rest of your broadcasting day with quality programming. How do you do it?

More and more radio executives say the answer is ABC Talkradio.

ABC Talkradio not only can fill most of your regular broadcasting day (up to 12 hours), we'll make your weekends totally listenable, too. With 9 hours of programming Saturday and Sunday.

The ABC Talkradio lineup is packed with personalities who are experienced professionals, informed, provocative, entertaining. So audiences do more than just stay tuned, they get involved, not only with the programming but also with your sponsors.

Want some examples?

Dr. Susan Forward and Michael Jackson have grown their 18+ audiences more than 63% and 70%, respectively, for KNUS-Denver in the latest rating period.

Owen Spann, Dr. Forward and Jackson have scored increases ranging from 29% to 218% for WCBM-Baltimore.

Even in a mature Talkradio market like Los Angeles, Michael Jackson and Dr. Toni Grant are increasing audiences. For KABC, Jackson increased his 25-54 women listenership by 22% and Dr. Grant increased hers by 56% in one year.

Each program host on ABC Talkradio has achieved national recognition. Each generates publicity coverage from every type of medium. So it's no wonder audiences talk about the personalities on Talkradio.

To learn more about why you should be concentrating locally on drive time and letting the stars of ABC Talkradio integrate with your local staff, talk with Rick Devlin, Vice President, Director of ABC Talkradio at (212) 887-5638.


Source: Denver and Baltimore: Arbitron, Spring 1983, Fall 1983. ADI: Average quarter hour. Los Angeles: Arbitron, Fall 1982, Fall 1983. ADI: Average quarter hour.

WE'RE NOT LION!

Over 50% of our rated stations
averaged a 10 rating and 26 share!*

***Mutual of Omaha's
WILD KINGDOM***

STARRING MARLIN PERKINS & JIM FOWLER



*February '84 Arbitron

Get this vigorous show working for you! Call Hal Davis at (402) 397-8660 or Bob Aaron at (804) 481-4727. Or write Bozell & Jacobs, 10250 Regency Circle, Omaha, NE 68114.



Recommended by the National PTA for family viewing

Supreme Court upholds postcard renewal

It turns down request by citizen groups and approves FCC action shortening application form; in other action, court declines to review lower court rejection of suit by deaf to require TV stations to caption programing

The FCC's decision to reduce what had been a lengthy license-renewal application for radio and television licensees to five questions that can be printed on a form the size of a postcard has survived another and, presumably, final challenge. The Supreme Court last week refused the request of a number of citizen groups that it review an appeals court decision affirming the commission's action.

That action, on March 26, 1981, was part of the commission's campaign to deregulate broadcasting. And the decision by a majority of a three-judge panel of the U.S. Court of Appeals in Washington affirming the action, on Oct. 7, 1983 (BROADCASTING, Oct. 19, 1983) was a companion to one in which the same panel, in May, had upheld the commission action repealing a number of regulations under which radio broadcasters had long operated. The Black Citizens for a Fair

Media and other citizen groups that sought reversal of the commission's decision had noted in their arguments to the appeals court that the commission had dropped questions regarding programing. As a result, they said, the commission could not make the necessary public interest determination. But the majority disagreed, contending that the commission receives "input" from the public regarding broadcasters' performance and that the commission may rely on "a presumption of service in the public interest." The court said that the law does not prohibit the commission from making such a presumption (BROADCASTING, Oct. 10, 1983).

In petitioning the Supreme Court to take the case, the groups said that the commission had exceeded its authority in discarding "a long history of requiring all broadcast licensees to furnish information concerning their performance at renewal time." They described the commission's action as a case of "regulatory hara-kiri," and said that past court decisions have stressed that renewal applicants "run on their record."

But the Justice Department, representing the commission, and four broadcast industry groups had urged the high court to turn down

the petition for review. Justice said the Supreme Court has consistently held that Congress granted the commission broad discretion in determining how best to achieve the goal of the Communications Act. And Justice said the discretion includes not only the power to define the public interest requirements but also the authority to determine how those goals are to be achieved. The industry groups—ABC, CBS, the National Association of Broadcasters and the National Radio Broadcasters Association—also argued that the commission's discretion is sufficiently broad to accommodate the action at issue (BROADCASTING, May 28).

The simplified forms were designed in large measure to reduce paperwork for the commission as well as the broadcasters. They ask such questions as whether the required equal employment and ownership reports are on file with the commission and whether the applicant has the information in the public file the commission requires it to maintain at the station. The commission said that it will rely on public complaints to indicate which stations are not operating in the public interest. But it also requires 5% of television and noncommercial radio stations, selected on a random basis, to complete longer forms resembling the now-abandoned applications. Because of radio deregulation, commercial radio stations no longer must keep records of the information that is required for completion of the long form.

The appeals court majority said it was not "arbitrary or capricious" for the commission to conclude that information obtained through such means would be sufficient for it to make the necessary "public interest" determination.

Mandatory Captioning Defeated

The high court last week also rejected—and for a second time—the request of a hearing-impaired group from Los Angeles that it hear arguments that public broadcasters be required to provide open captioning with their programs. The court let stand a decision of the U.S. Court of Appeals for the Ninth Circuit that held that the government funding public broadcasters receive does not require them to provide such captioning (BROADCASTING, Nov. 14, 1983).

The case has been moving through the courts as a class-action suit brought by Sue Gottfried on behalf of the Greater Los Angeles Council on Deafness. The suit was based on Section 504 of the Rehabilitation Act, which makes it illegal for entities receiving federal funds to discriminate against the handicapped. Gottfried had won in district court in Los Angeles; the judge issued an order barring the Department of Education from disbursing federal funds to public television stations until they had taken steps to

RKO case. RKO General Inc.'s struggle to retain its remaining broadcast licenses moved into FCC Administrative Law Judge Edward Kuhlmann's court last week where the question of the group broadcaster's basic qualifications to remain a licensee are to be resolved.

The qualifications finding in this proceeding—for RKO's KHJ-TV Los Angeles—will be applied in pending challenges by more than 160 competitors for 13 other RKO stations.

The first two days of the hearings, which started Monday, June 18, consisted almost entirely of questioning of RKO vice president and controller, John Fitzgerald, on details revolving around one of the pending issues: whether RKO had knowingly filed false financial information regarding its trade and barter revenues on Form 324's in the 1970's, an allegedly disqualifying offense. Doing most of the questioning during the first two days was Eugene Mullin, an attorney for Fidelity Television Inc., a competitor for KHJ-TV. Morton Berfield, representing Adway Company, Boston Radio Corp., East Lake Communications Inc., Magna Media Corp. and Potomac Broadcasting Corp.—five of the more than 160 other parties challenging RKO licenses—took his turn asking questions toward the end of the second day.

At issue in this phase of the hearing is whether RKO had knowingly filed the false financial statements and whether RKO had made misrepresentations to the FCC as to the likely outcome of a tax audit by the Internal Revenue Service on the group broadcaster's trade and barter reporting.

Also to be resolved in another phase of the hearing later on is whether the conduct that resulted in the loss of RKO's former WNAC-TV Boston—lack of candor specifically within the context of the Boston proceeding—should result in RKO's disqualification to remain a licensee of its other stations. During another later phase, RKO also will be permitted to present "mitigating evidence"—drawing from its general history and policy, KHJ-TV's programing practices, and whether the loss of the Boston license was sufficient deterrent to prevent repetition of misconduct—to offset any possible adverse findings and conclusions.

At the hearings last week, Kuhlmann said he had decided to add an issue to the proceeding—requested by Adway Co.—on whether RKO had indulged in fraudulent billing practices.

Even though the hearing appears to be moving at a snail's pace, Kuhlmann said he wanted to wrap it up by October. One of the attorneys involved speculated that an ultimate decision on the qualifications issue could be in by next March.

After that, comparative hearings for KHJ-TV and the 13 other stations can begin.

Among the other witnesses for RKO scheduled during the hearing's first phase are Bob Kingston, partner in the accounting firm of Ernst & Whinney, and Robert Stautberg, accountant with Peat Marwick Mitchell & Co. They will discuss broadcast accounting and reporting practices.

Our new
license form
is so simple,
your kids
could figure
it out.

**And BMI still gives you the most music
for your money.**

The new BMI blanket license agreement you received in the mail recently has been greatly simplified. Because you told us that was what you wanted.

There are no long, complicated reports to fill out. Which should save you time and money.

Your current license expires on June 30. So if you wish to keep using BMI music after that—and most of the music you play *is* BMI music—sign and return both contract copies to us.

Of course, you can make your own arrangements. But our license form is the simplest way to keep getting the most music for your money. The music your audiences have preferred, for almost 20 years.



Wherever there's music, there's BMI.

Success Bre



THE BIG 1.

Nielsen and Arbitron both agree: Wheel of Fortune is now the number one show in syndication. And stations in over 150 markets are celebrating their good fortune.

Source: Feb 84 NSI R.O.S.P. and ARB S.P.A.

Number 1 Among All Stations

#1 in Chicago WLS	#1 in Boston WNEV
#1 in Philadelphia WPVI	#1 in Detroit WDIV
#1 in San Francisco KRON	#1 in Dallas KXAS

Number 1 Among Network Affiliates

#1 in New York WCBS	#1 in Washington WDM
---------------------	----------------------

Source: May 84 Selected ARB Metered Markets

JEOPARDY!



THE NEXT 1.

And coming up fast: Jeopardy, the number one game show on network TV for over 11 years is now in daily first-run syndication. Jeopardy, the game that started it all, is moving up fast on the heels of a national trivia craze. Jeopardy, already cleared in over 100 markets, the answer to your quest for access, fringe, or prime time dominance...With Jeopardy, you can win in any time slot.

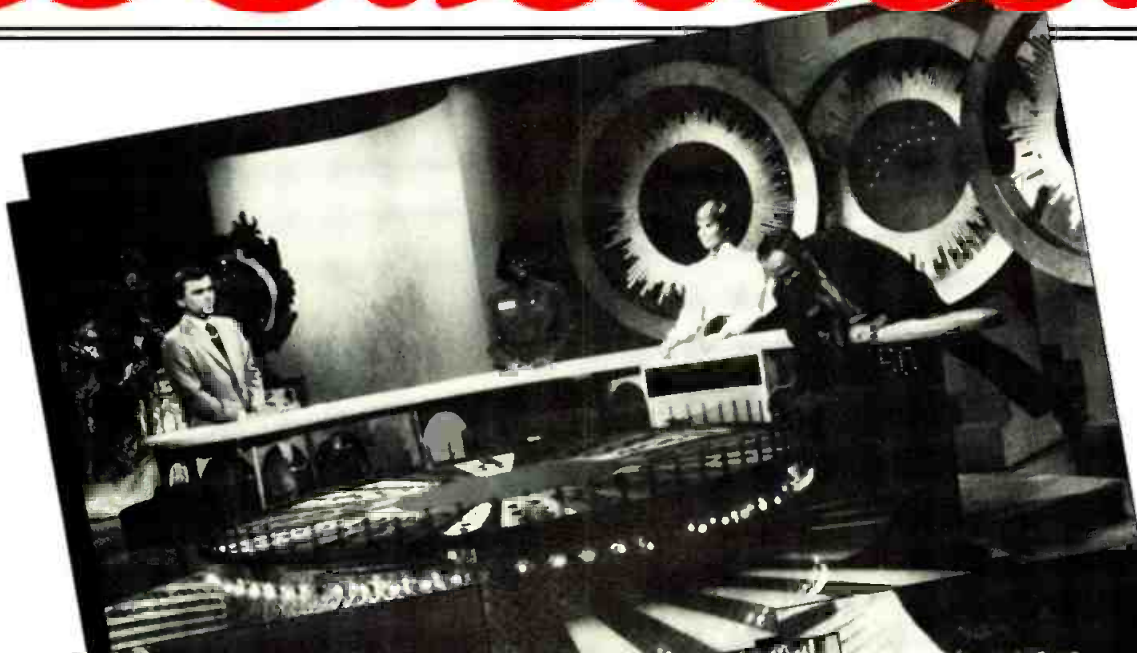
National Advertising By
CAMELOT
ENTERTAINMENT SALES
Entertainment Sales, New York



Produced and distributed by the hottest team in television...

KINGWORLD
NEW YORK • NEW JERSEY • BEVERLY HILLS
(212) 486-9300 (201) 522-0100 (213) 858-1833

eds Success!



assure the hearing impaired access to their preprogramming—and it said that open, rather than closed, captioning would be required (BROADCASTING, Nov. 2, 1981). But the appeals court reversed, asserting that there is nothing in the Rehabilitation Act that authorizes “court-mandated termination of funds upon the request of a private party.”

GLAD's earlier setback came in connection with its effort to use the license-renewal process as a means to its goal. It had petitioned the FCC to deny the renewal of non-commercial KCET(TV) Los Angeles and a number of commercial stations in the city because of their alleged failure to ascertain the needs of the hearing impaired and to afford them access to programs, in violation of the Rehabilitation Act. And, after the commission rejected the petition, GLAD appealed to the appeals court in Washington. That court affirmed the commission as to the commercial stations, but said that, because of its public funding, KCET has a special obligation to the hearing impaired. But that decision led to GLAD's first disappointment in the Supreme Court. The high court, in 1983, held that the law does not require the commission to make a special effort to see to it that broadcasters offer that service (BROADCASTING, Feb. 28, 1983).

In her class action suit, Gottfried had named as defendants the FCC and the attorney general, as well as Department of Education, KCET, the Corporation for Public Broadcasting and the Public Broadcasting Service. The Ninth Circuit court had affirmed the district court's action in dismissing the public broadcasting parties as defendants on the ground that the law does not require the production and broadcasting of federally funded programs with open rather than closed captions. The defendants had said they could satisfy the Rehabilitation Act through the use of closed-captioning, which is being provided through a system developed by PBS and DOE. And the panel said the development of such a system “is clear governmental recognition of this desirable objective”—making television available to the hearing impaired. □

Station break. The FCC has decided to permit KIFM(FM) San Diego (formerly KDIG) to continue operating while it searches for an interim operator (BROADCASTING, June 18). Earlier this year, the Mass Media Bureau was recommending that the station, which was requesting permission for a distress sale, be ordered off the air. But FCC Chairman Mark Fowler wanted the station—which was denied renewal because station principals allegedly misrepresented in station program logs the amount of local news and public affairs programming carried and showed a lack of candor during the FCC's investigation of the matter (BROADCASTING, Jan. 28, 1980)—to be able to continue operating while the commission searched for a new licensee.

After Bruce Fein, FCC general counsel, questioned the legality of Fowler's proposal, the item was removed from the agenda for further study. This time around, Fein explained that he had only opposed Fowler's proposal to permit the station to serve as an interim operator. The commission's processes allow enough flexibility to “provide for the orderly termination of services after revocation to avoid a discontinuity in service,” Fein said. And that's the grounds the commission, after denying the station a distress sale, chose to permit the station to continue operating.

Commissioner Henry Rivera questioned the propriety of the commission's action, but he was the sole dissenter. Fowler said he thought that “justice” had not been done in the case, which was decided before he became the FCC's chairman. “These principals have been punished enough,” Fowler said. Fowler also rejected Rivera's suggestion that the station be allowed to continue to operate only if it gave its profits to charity. Fowler said that if the commission took away the profit motive, it would be taking away the station's incentive to provide good service to the public during the rest of its tenure.

The FCC announced that all parties interested in applying for permanent or interim use of the station's channel may now do so.

Copyright bill squeaks through House subcommittee

Measure provides some relief for cable operators but not as much as proposed in original legislation; move during markup to place moratorium on any legislation fails; language calling for elimination of compulsory license fee is withdrawn

The House Copyright Subcommittee last week passed a cable copyright bill (H.R. 5878) that would permit some cable systems to import additional distant broadcast signals without having to pay significantly higher compulsory license fees for them.

The measure, which the subcommittee reported out by a vote of 8 to 6, is not expected to go before the parent Judiciary Committee until late July. Although the bill provides substantial copyright relief for the cable operators, the industry didn't come away with everything it had originally wanted.

The bill's adversaries, broadcasters, Hollywood and professional sports interests, succeeded in substantially weakening some of the measure's key provisions. They blocked an amendment that would have permitted cable operators to substitute specialty stations (religious or foreign-language programming) for any other distant independent station signals without paying the 3.75% rate. (The amendment offered by Representative Thomas Kindness [R-Ohio] was rejected, 9 to 4.)

Cable, however, captured enough support to defeat an amendment offered by Representative Howard Berman (D-Calif.) that would have effectively impeded the bill's movement.

Berman's amendment, which had the backing of the National Association of Broadcasters and Hollywood, would have required a six-month moratorium on any rate proceeding at the Copyright Royalty Tribunal, delaying any action until July 1985.

There was vigorous opposition voiced against the moratorium. “To call this moratorium a compromise is to distort the word compromise,” said Mike Synar (D-Okla.). Synar is the author of H.R. 2902, a bill on which Subcommittee Chairman Robert Kastenmeier (D-Wis.) modeled H.R. 5878 on. The amendment was narrowly defeated, 6 to 5, after a lengthy debate.

Some subcommittee members were reluctant to vote on the Kastenmeier bill at all. Representative Henry Hyde (R-Ill.) wanted to delay the vote and let the parties arrive at a compromise on their own. “If the cable industry and the mayors can do it, then the broadcast and motion picture industries can do it,” Hyde said. Hyde was also pessimistic about the bill's chances for passage by Congress this year. He felt it wouldn't go anywhere.

Representative Barney Frank (D-Mass.), who voted against the bill at the end of the markup, called for elimination of the compulsory license fee. Frank offered an amendment to strike language from the bill concerning the compensation copyright owners receive for programming sold to superstations. He agreed to drop the amendment when Kastenmeier assured him there would be explicit language in the report on the bill to insure adequate compensation to copyright holders.

Despite the substantial alterations to the bill, the cable industry overall was satisfied with the outcome. Although the bill was not in the form cable had hoped for, said United Video's Roy Bliss, “it certainly goes far toward correcting some of the inequities that have been restricting common carriers and cable operators from providing programming that has been proved popular by cable viewers.”

An original bill, offered by Kastenmeier, has generated broad opposition since it first emerged in April as part of a larger omnibus bill. The omnibus measure, which was never officially introduced, addressed many issues including cable copyright, home taping, audio and video “first sale” and reform legislation affecting the Copyright Royalty Tribunal. (After the subcommittee finished marking up the copyright bill it took up the audio first-sale measure.)

Kastenmeier had difficulty selling the package and split off the cable provisions into a separate measure, and the subcommittee postponed the bill's first markup two weeks ago to have more time to review its provisions.

While the bill's opponents were successful in watering down some provisions, they were not claiming a victory. “Everyone would have preferred no legislation at all,” said one lobbyist who fought the measure. “We're disappointed the bill passed, but we are pleased that the committee made some major changes,” said a Motion Picture Association of America spokesman. The National Association of Broadcasters was equally pleased with the changes. For the broadcast-

**WTCN-TV
TWIN CITIES
AND BLAIR TV
TOGETHER
WE HAVE A
NEW RECORD
TO BEAT.**

OUR OWN.

WTCN-TV, the Gannett-owned NBC affiliate in Minneapolis-St. Paul, Minnesota, has chosen Blair Television for national sales representation. We share a tradition with our clients...Leadership.

BLAIR. ONLY BLAIR.

Television



Savvy.

Sally inter-views. And delivers the kind of depth and daring your TV audience demands. The ratings prove it.



Sally Jessy Raphael

Sassy.

Sally talks back. And makes television a treat for your most attractive audience—women 18-54.



Sally Jessy Raphael

ers, however, stopping the Kindness amendment was key. John Summers, NAB executive vice president for government relations, said the association would have to review the amended bill before appraising its probable effects.

Herman Land, president of the Association of Independent Television Stations, said the changes were "encouraging" and were a sign that Congress was recognizing broadcasters' concerns. The legislation, Land noted, is still missing two ingredients that his members say are essential: must carry and program exclusivity.

Kastenmeier's bill would, among other things, reduce the size of the CRT from five to three commissioners, authorize the tribunal to hire a chief economist and general counsel and include language stating that "placement of the tribunal in the legislative branch should have no effect on the judicial review imposed by the United States Court of Appeals." These provisions were not amended.

The bill would establish specific standards to be considered by the CRT in making royalty adjustments introduced since the FCC dropped its distant-signal rule, including the extent to which television stations compensate copyright owners for programming sold to superstations, and the impact on the availability and cost of programming to subscribers.

The bill as amended would also require the tribunal to consider "the impact of the rates on competition with television broadcast stations," when considering rate adjustments. That amendment, which passed 9 to 4, was offered by Dan Glickman (D-Kan.), who met with a group of broadcasters prior to the mark up. "This takes care of broadcasters' concerns that cable might take advantage of the rates in rural areas," Glickman said.

Subcommittee members also unanimously agreed to alter the bill's language to require the CRT to consider the extent to which the value to cable systems of additional distant signals "decreases or increases" as such signals are carried. Originally the legislation included only decreases in value. Representative Bruce Morrison (D-Conn.) was the author of that amendment.

Kastenmeier's bill would also limit the impact of the 1982 CRT decision that cable systems must pay 3.75% of their gross revenues each six months for each distant signal they added after the FCC dropped its restrictions on importing signals. The subcommittee by a vote of 8 to 6 amended this section to permit all cable systems to carry two distant signals without paying the 3.75% rate. (Morrison was responsible for this change as well.)

Originally the bill allowed cable systems to carry three distant signals without paying the 3.75% rate unless there was a local independent station in the market, in which case the system could carry two distant signals without paying the rate.

The bill's provision that would modify the method by which cable systems calculate royalty fees for secondary transmission made on a tier of service other than basic remained untouched.

"Cable systems would be permitted to compute amounts owed for distant signals

by assigning fractional values to fractional distant signal equivalents, allocating revenues attributable to distant signals in the case of a system which provides programming to subscribers both inside and outside the local service area, and allocating revenues attributable to those who receive distant signals in the case of distant signals offered on a tier other than basic," according to an analysis by NCTA.

While the essential elements of the omnibus measure were included in H.R. 5878, a key provision is missing. It would have permitted cable systems to carry, without any copyright liability, the signals of all TV stations licensed to the Area of Dominant Influence (ADI) in which the cable system is located.

This provision, which has been characterized as a "may-carry rule," was pushed by INTV during earlier subcommittee hearings. It was left out, sources say, because of strong opposition from the motion picture industry, sports interests and the National Association of Broadcasters. Land told BROADCASTING INTV had not dropped the proposal and would pursue it later.

In other subcommittee action, members unanimously passed H.R. 1027, which would modify the first-sale doctrine and give the record industry control over the subsequent sale or rentals of recorded audio works. The present doctrine holds that copyright owners are not entitled to royalties from the re-sale or rental of their works after the first sale is completed. □

Dingell asks Fowler for rulemaking on applications that would compete with Intelsat

Tells chairman he will keep close eye on commission actions and would like to see decision by July 4

Representative John Dingell (D-Mich.) has served notice of the seriousness of his concern that the FCC not make policy on alternative international satellite systems without first conducting "a full rulemaking proceeding." The chairman of the House Energy and Commerce Committee first suggested such a procedure in questioning FCC Chairman Mark Fowler during a hearing of the committee's Telecommunications Subcommittee two weeks ago (BROADCASTING, June 18). Last week, he followed up with a letter to Fowler, restating the suggestion.

What's more, he said, he will monitor the commission's actions on the matter "with keen interest," and added, "I would be greatly reassured by an announcement of your procedural intention before the July 4 congressional recess."

The question of whether the U.S. should authorize the establishment of satellite systems that would serve as alternatives to, or competitors of, the International Telecom-

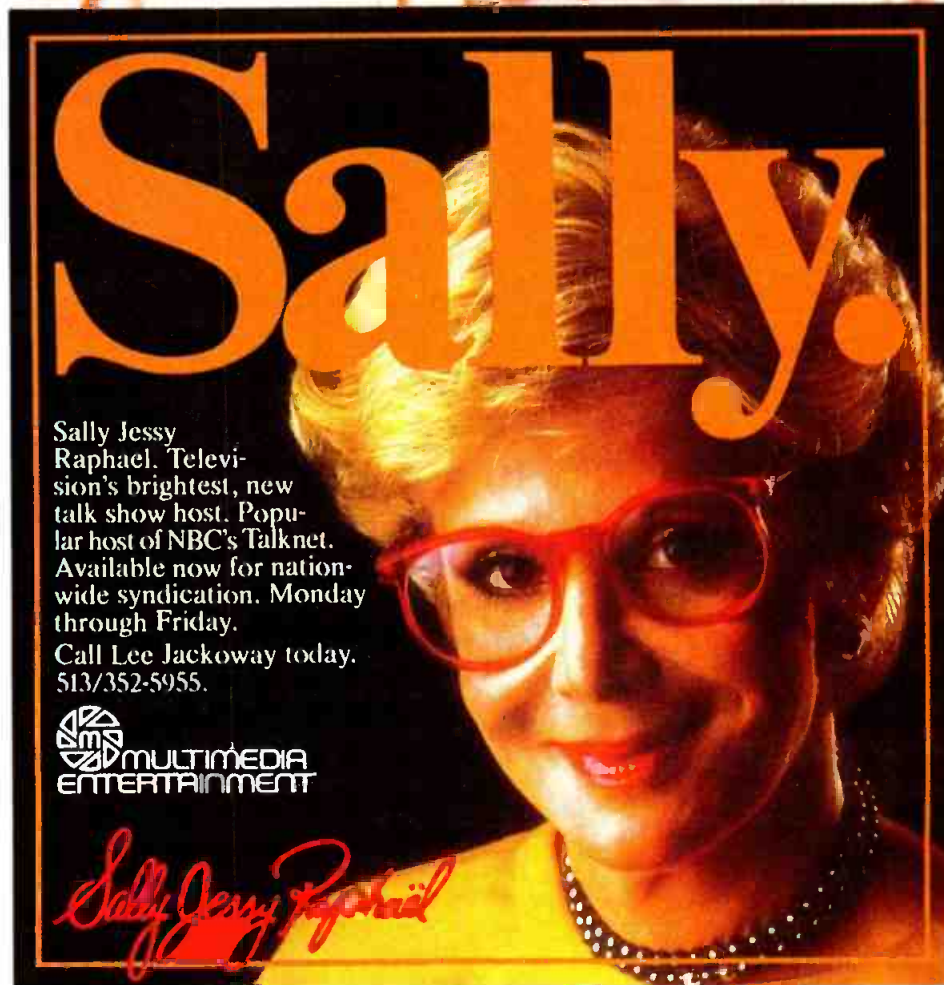


Sensitive.

Sally touches the heart of what's on women's minds. And makes your viewers feel good about watching you.

MULTIMEDIA ENTERTAINMENT

Sally Jessy Raphael



Sally.

Sally Jessy Raphael. Television's brightest, new talk show host. Popular host of NBC's Talknet. Available now for nationwide syndication. Monday through Friday. Call Lee Jackoway today. 513/352-5955.

MULTIMEDIA ENTERTAINMENT

Sally Jessy Raphael

munications Satellite Organization, has been raised by the five applications now pending before the commission for authority to establish international telecommunications satellite systems.

None of the applicants, presumably, would welcome the delay in the establishment of national policy that a rulemaking proceeding would cause. Representatives of two of the applicants—Orion Telecommunications Ltd. and International Relay Inc.—made that clear in the hearing two weeks ago. Orion, the first to file for authority, has already been waiting 15 months for the government to act.

At present, the White House is considering recommendations of the executive branch that the U.S. authorize alternative systems, subject to conditions designed to guard Intelsat against economic harm. And although the President would make a determination of national interest in the matter, the FCC would be responsible for granting or denying the applications. Fowler has said the commission would request public comment on the executive branch recommendations, once they are forwarded to the agency. But Dingell, in his letter, said that would not be adequate. It would not, he said, "constitute a full rulemaking proceeding that sets national policy on the matter."

He also restated his view that "the commission alone has the statutory authority to grant or deny petitions for entry into the international satellite market"—although, as he said, the commission "is well advised to wait for [the] executive branch recommendations." But, as "a matter of fairness to all affected parties," he said, "a national policy might best be formulated in the public forum provided by an independent commission rulemaking."

Besides again calling for a rulemaking, Dingell, in his letter, restated the questions he thinks should be examined—in a congressional hearing as well as in a commission proceeding. And their thrust indicates skepticism regarding the value to the U.S. of alternative systems. For instance, one makes the point that the U.S. "should not unilaterally determine what would not cause significant harm to the global system without first allowing other affected nations to address that issue themselves. . . ." One he had not raised before says that "unilateral action by the United States in licensing alternative satellite systems may have adverse impacts on U.S. bargaining positions in other areas (such as the upcoming World Administrative Radio Conference) where critical long-run U.S. interests are at stake."

It seemed unlikely last week Fowler would accommodate Dingell with the kind of announcement he was seeking. Fowler was out of his office, on a trip to Japan, but an aide expressed the belief the answer would be the same: the commission chairman gave at the hearing—that the commission had not decided on how to proceed, whether case by case or some other means.

Meanwhile, individual members of Congress are continuing to make their views on the matter known to those in the executive branch. Representative Robert J. Lagomarsino (R-Calif.), a member of the House Foreign Affairs Committee, wrote to President Reagan to express concern that U.S. authori-

Outside income. A financial disclosure report filed last week by Senate Commerce Committee Chairman Bob Packwood (R-Ore.) showed he received \$108,379.36 in honorariums during 1983. (Packwood received \$51,800 in 1982.) The senator's 1983 tally includes some \$21,000 from the telecommunications industry alone, including: \$1,500, NBC; \$2,000, ABC; \$2,000, CBS affiliates; \$2,000, National Association of Broadcasters; \$2,000, National Cable Television Association; \$2,869, RKO General; \$2,000, NAB's Television and Radio Political Action Committee, and \$2,000, Rogers Cable Systems.

Packwood, who asked for an extension to file after the May deadline, appears to be one of the top five Senate recipients of honorariums in 1983. According to an analysis released by Common Cause, Senators Bob Dole (R-Kan.) with \$178,917; Richard Lugar (R-Ind.) with \$132,450; Jake Garn (R-Utah) with \$99,700; David Durenberger (R-Minn.) with \$93,750, and Christopher Dodd with \$84,550, head that list. Until 1984 there were no limits on outside income, but the Senate has voted to limit honorarium receipts to 30% of a senator's annual salary.

zation of alternative satellite systems may cause harm to Intelsat and adversely affect U.S. relations with foreign nations. But he was also writing as a representative of California. He noted that the state's two largest aerospace manufacturers—Hughes Aircraft Co. and Ford Aerospace and Communications Corp.—have written the White House to state their opposition to the establishment of the alternative systems; they feel that such proposals would help foreign industries "close the gap on U.S. aerospace technological leadership." One of the arguments against authorizing alternative systems is that such an authorization would cause Intelsat to turn away from U.S. manufacturers.

Lagomarsino said that California alone has received more than \$1.2 billion in contracts from Intelsat.

The congressman also indicated that, like Dingell, he feels detailed policy studies are in order. He said he assumes that, regardless of the decision the President reaches, "extensive deliberations in both Congress and the FCC will be encouraged." The issues are too important to do otherwise, he said, adding, "In particular, I hope that when you forward your recommendations you will urge the FCC to use their special expertise to analyze all of the questions being raised by concerned parties during full regulatory proceedings." □

Allen reiterates cable support for H.R. 4103

NCTA chairman says he will do his best to work for passage of cable bill; praises Supreme Court decision on liquor ads

Trumpeting H.R. 4103 as "a piece of legislation that for the first time establishes a blueprint for [cable operators] to plan our futures," newly elected National Cable Television Association Chairman Ed Allen told members of the Southern California Cable Club last Tuesday (June 19) that "there is a substantial amount of agreement" within the cable industry that the House bill—which would limit regulatory power of cities and states over cable and give operators

some assurance of franchise renewals—should be made into law. Allen, addressing a luncheon audience at the Los Angeles Airport Hilton hotel, also disclosed that the NCTA board of directors was unanimous in its support of the measure when members cast a secret ballot on H.R. 4103 support over the Memorial Day weekend last month.

Allen, who is president of Western Communications, a Walnut Creek, Calif., cable MSO, accused industry opponents of H.R. 4103 of presenting "factual misinformation" and using rhetoric to try to block passage of the bill, due for markup in the House this Tuesday (June 26). He said dissenters are under "the misguided belief" that no franchise regulation is needed in the cable industry, a concept Allen said is alien to NCTA.

"I will do everything in my power to insure that our industry does not shoot itself in the foot again, as it has done previously," he continued, recalling proposed cable policy legislation that was introduced to the U.S. Senate in 1959 and defeated by a narrow vote after, according to Allen, cable representatives double-crossed legislative sponsors by withdrawing support. "Even then," he emphasized, "we needed a national cable television policy."

Declared Allen: "The burden of proof under the new bill is on us; and I'm not so sure that isn't where it should be." He added that "good" cable operators would have nothing to fear under the terms of H.R. 4103, noting provisions "for a reasonable approach to franchise renewal" and a mechanism to protect operators through legal recourse to federal courts.

"I think we're at a very interesting conver-



Allen

FIVE TIMES BENNY!

**FIVE NEW
HOUR-LONG
SPECIALS!**

**PROMOTABLE. SALEABLE.
INIMITABLE. AND VERY,
VERY, VERY, VERY, VERY,
FUNNY. FIRST TIME IN
SYNDICATION.
AVAILABLE STARTING
SEPTEMBER '84.
"THE BENNY HILL HOUR
SPECIALS."**

PRODUCED BY



AVAILABLE FROM

D.L. Taffner / Ltd.

NEW YORK ATLANTA CHICAGO LOS ANGELES
(212) 245-4680 (404) 393-2491 (312) 593-3006 (213) 937-1144

**BENNY HILL WINS
MONTREUX FESTIVAL COMEDY AWARD!
CONGRATULATIONS TO BENNY
AND THAMES TELEVISION!**

gence of events and time that we haven't seen before," said the 26-year cable veteran. "We can move this industry ahead in a dramatic way." The reasons, he said, include expected implementation of a national cable television policy (through passage of H.R. 4103 and a similar bill in the Senate), industry recognition "that we are custodians of a truly awesome technology" and new studies suggesting that customer satisfaction with cable service is very high. On the last point, Allen argued that only "a small but vocal group" of about 5% of cable subscribers express ongoing dissatisfaction with service and programming, "but they will never be satisfied and are not representative of the [subscriber] base."

During a question-and-answer period, Allen conceded that several amendments may be offered to H.R. 4103 but predicted they will be resisted by House Commerce Committee Chairman John Dingell (D-Mich.).

"We do anticipate that there will be resistance from the real estate lobby in the form of an amendment," he said, as well as possible amendments relating to indecency and telephone company involvement in cable.

Allen heralded the U.S. Supreme Court's unanimous ruling Monday (June 18) that states cannot order cable operators to delete liquor advertisements from imported signals (see "Top of the Week") as potentially "broad and helpful to our industry." He said he is hopeful that the ruling will be seen as a signal to local and state governments that their involvement in cable regulation is limited and predicted it may ultimately affect regulation of paid-access channels.

Responding to a questioner, Allen said his "number-one priority" after H.R. 4103 is resolving cable copyright issues confronting cable operators. "We will be going after relief," he explained, in Congress, in the courts, and at the 1985 Copyright Tribunal,

where a mid-decade payment adjustment will be considered. He accused the tribunal of "an overly literal interpretation of [copyright] laws" that appear not to reflect the intent of Congress. □

Promoter's case against HBO/Showtime cleared for trial

The Supreme Court last week let stand without comment a lower court's decision that could pave the way for a trial in a \$60-million antitrust suit against pay cable services HBO and Showtime.

The suit, originally filed in a New York federal court by Hicksville, N.Y.-based Crimper Promotions, alleges that both HBO and Showtime sabotaged Crimper's poorly attended Catel Expo-Programming Sources '81, a trade show held in Las Vegas Sept. 25-27, 1981. According to the suit, the two pay cable services organized a boycott of the trade show to stifle competition and have monopolized the cable programming marketplace in violation of federal antitrust laws. Both pay cable services deny the charges.

The Supreme Court's decision not to hear the case returns the matter to the southern district court of New York where it will enter discovery proceedings. Sources say the discovery phase could take up to a year. However, attorneys for both services said they did not expect the case would ever get to trial.

Attorneys for both HBO and Showtime stressed that the Supreme Court's action holds no weight or precedent and it simply declined to dismiss the complaint outright as a matter of law.

The Catel Expo organizers hoped to attract 5,000 people to attend the three-day show, but only about 200 showed up. The organizers also claim that the alleged boycott by HBO-Showtime forced their promotion firm out of business.

Disagreements between Catel's organizers and various parts of the cable industry started before the trade show took place. In promotional material before the convention, Catel said that it had the endorsement of the National Cable Television Association for the event. Tom Wheeler, NCTA president, subsequently sent a letter to Catel President Don Mittman stating that NCTA had no plans to participate in or endorse the Catel Expo and that NCTA's interest did not go beyond an inquiry for more information about the event. NCTA, Wheeler pointed out, was co-sponsoring with the Cable Television Administration and Marketing Society a cable conference in New Orleans a week after Catel's show.

A Catel press release at the time also listed HBO as an exhibitor at the show, but HBO said that when the release was issued it still was undecided about exhibiting.

Before the convention, Catel said that it hoped to fill 80,000 square feet of exhibit space with 350 exhibitors from different parts of the cable industry, including programming and data services and security systems. Only 97 exhibit booths were occupied. □

Washington Watch

Narrowing sights. Moody Bible Institute of Chicago has petitioned FCC to reconsider in part its action refusing to launch rulemaking looking toward creation of low-power FM service or expansion of ways FM translators can be used (BROADCASTING, April 16). In its original petition, subject of commission's action, Moody had requested, among other things, that FM translators be permitted to originate programming and rebroadcast satellite and microwave signals. In its petition for partial reconsideration last week, Moody proposed that noncommercial FM translators be permitted "to rebroadcast any noncommercial FM broadcast station receivable via existing technology." In its filing, Moody said its new proposal would allow for provision of new noncommercial FM signals to communities that don't already have them. It also said that demand for these new noncommercial translators would not be likely to "burden the commission's application-processing resources." □

Payola investigation. John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, has instructed his House Oversight and Investigations Subcommittee to check reports of payola involving record companies and radio stations. A subcommittee spokesman said no official investigation was under way, but that staff members had conducted preliminary interviews and were weighing evidence to determine whether further investigation is necessary. Reports of payola stemmed from articles in several national newspapers last year. □

Daytimers study. Members of Senate Commerce Committee asked Senate Appropriations Subcommittee leaders to back amendment calling for \$2,000 increase in National Telecommunications and Information Administration's fiscal 1985 appropriations. NTIA appropriation is part of larger appropriations package scheduled for Senate vote late last week. Commerce Committee members, including Chairman Bob Packwood (R-Ore.), Barry Goldwater (R-Ariz.) and Larry Pressler (R-S.D.), asked Subcommittee Chairman Paul Laxalt (R-Nev.) and ranking minority member, Ernest Hollings, to support increase which would be used to fund study conducted by NTIA on regulations governing use of AM spectrum. Packwood and others plan to offer amendment to NTIA reauthorization bill (H.R. 2535) that would direct administration to conduct study. At same time additional funds must be contained in appropriations bill. Letter to Laxalt and Hollings explains need for additional information on use of AM spectrum, in light of FCC decision on daytimers, and before moving forward on daytimers bill (S. 880). □

Proposed. FCC has proposed to permit seven Bell regional holding companies to offer cellular radio customer premises equipment (CPE) through their cellular subsidiaries. Under Computer II rules, those companies are currently required to offer cellular CPE through separate subsidiaries. □

Granted. In summary initial decision, FCC Administrative Law Judge Walter Miller has granted application of B.G.S. Broadcasting Inc. for new TV on channel 29 in Kokomo, Ind., even though B.G.S. principals—James Gregg, Donald Rice, Leslie Gregg, C. Edward Swain and J.P. Bowman—hold interests in WKKI(FM), also Kokomo. "It is unlikely that Kokomo, with its population [under 50,000], will ever have a station on channel 29 unless the commission allows common ownership of that television station and a local radio station," judge said in granting waiver of crossownership rules.

In-Sync

For the FCC files

The FCC Advisory Committee on Technical Standards for DBS Service, headed by former FCC Commissioner Stephen A. Sharp, will be dissolved June 30 in accordance with its charter, having completed its work with mixed success. The final reports of its three subcommittees, which have been adopted by the full committee and forwarded to the FCC, contain a wealth of information and recommendations for a few voluntary standards and even fewer mandatory ones. None of the recommended standards touched upon any of the major system parameters.

The subcommittee on receiver standards, according to its report, was torn by two conflicting philosophies. One held that success of DBS is contingent on the availability of universal receivers: "Home terminals which allow the customer to tune to the maximum number of competitive channels, and to display the maximum number of clear channel transmissions based on a common signal format, will be essential to the development of a broad competitive market. Therefore, if the industry develops as a number of independent submarkets, each based upon a different signal format, encryption system and receiver interface, it will never reach full potential."

The other held that universal receivers, because of their inherent extra costs, would cripple the DBS business: "Although standards that help achieve home terminals capable of receiving numerous DBS channels have a benefit, standards that would impose undue costs on the DBS industry risk severely handicapping the industry at its inception. . . . If start-up DBS operations are required to satisfy standards whose effect will be to increase the cost of DBS home terminals to consumers, their ability to compete with . . . established services and obtain a viable share of the television market may well be seriously impaired."

In addition to the philosophical differences, the receiver standards subcommittee's work was hampered by the inability of the transmission standards and encryption subcommittees to come up with standards in their bailiwicks. The receiver standards subcommittee said it "could have gone further in its recommendations if more precise information about available or preferred transmissions formats and encryption systems had been available."

Among the mandatory standards recommended by the receiver standards subcommittee: to label left-hand circularly polarized channels on 32-channel receivers channels 1 through 16 and to label the right-hand circularly polarized channels, channels 17 through 32. "The purpose of the numbering system is to permit a remote control polarization selector to switch only once at the consumer switches his channel selector in sequence through the full 32 channels, to group each operator's channels together."

The transmission standards subcommittee managed to boil down the plethora of possible signal formats to two types—NTSC



HDTV tryout. Actor-director Robert Redford borrowed a Sony high-definition television system (camera, videotape recorder and monitor) earlier this month and put it through its paces at the Sundance Institute, Redford's workshop for young filmmakers in Provo, Utah. Standing between (and slightly behind) Redford and cameraman Roger Christiansen in photo is Henry Klerx, senior vice president, Sony Broadcast Products Co. Redford directed two scenes, one outdoor and one indoor, consuming about an hour's worth of tape. Sony hopes to show some of that footage as well as 20 minutes of the local scenery taken with the camera at trade show in New York this week.

and time-multiplexed analog component (TMAC). "It expressed a clear preference for TMAC," the subcommittee report said, "although not to the exclusion of NTSC." The subcommittee, the report said, "was not able to recommend parameters for a specific [TMAC] format because, among other things, it had neither sufficient information nor the resources and facilities to permit demonstration and testing" of the various proposed TMAC formats.

Doubling up

If CBS's new fall programing looks better to the viewers of Birmingham, Ala., the producers shouldn't take all the credit. By the start of the fall season, the city's CBS affiliate, Park Communications' WBMG(TV), expects to have almost doubled its power with the installation of a new RCA transmitter. Park extended the station's reach last summer by increasing the height of its tower. Birmingham is, according to Nielsen, the nation's 38th largest market.

Doing it all

To round out its satellite videoconferencing and closed-circuit television businesses, VideoStar Connections Inc., Atlanta, has acquired Southern Staging, a national provider of video projection and staging services. "Video projection is an important part of our business," said VideoStar President Ken Leddick. "We view this acquisition as another step in a nationwide program to improve and expand our services." VideoStar has changed the name of its acquisition to Staging Connections Inc.

Goodson-Todman's

FAMILY FEUD

Hosted by
Richard Dawson

#

IN
PITTSBURGH

-ON-
WTAE

Monday—Friday
7:30—8:00 PM

Family Feud, with a 13 rating and 26 share, outpaces PM Magazine by 8% and Entertainment Tonight by 117%.

Source: NSI, May 1984



© 1984 Viacom International Inc. All rights reserved.

The beat goes on TV: Music videos, sign-on to sign-off

TV stations across the country airing videos nonstop; some are full power, others low power, but all report it is inexpensive

Inspired by the success of MTV and numerous spin-off services, at least a half-dozen full-power television stations in major markets around the country have started or are planning to start broadcasting a full day of music video programming. Most of the stations involved are new UHF's that have recently been awarded construction permits, and all report the minimal investment required for such an enterprise will put them into the black sooner than if the station were programed more like a traditional independent.

Several stations about to sign on with a



Michael

full day of videos have been observing two full-power stations currently in business: WLXI-TV Greensboro, N.C., and WVEU(TV) Atlanta. In addition, WFBN(TV) Joliet, Ill., licensed to Focus Broadcasting Co., which has a signal covering Chicago, is broadcasting a full day of videos, but only temporarily, until it switches to a traditional independent format next fall. And in Las Vegas; Marlboro, Mass. (Boston); Sanger, Calif. (Fresno), and Honolulu there are full-power stations planning to go on air with a full day of videos.

But there are also a growing number of low-power stations, from New York to Phoenix, relying on videos to fill the broadcast day and perhaps another dozen LPTV stations that will soon be doing the same.

The motivations behind the music video formats are as numerous as the stations themselves. One reason, operators agree, is that the format provides a distinctive alternative to scheduling off-network reruns and barter syndicated shows, a staple among many independents. Operators also point to the low costs involved (most of the product is supplied free by record companies), espe-

cially in the case of stations that program only videos and thus need a fraction of the staff most TV operations require. And although attracting advertising is still a problem, operators say they are trying to position—and thus price—themselves as top-flight radio stations, targeting principally the 18-34 audience.

"There's no question about it," says John Garabedian, former owner of WGTF(FM) Nantucket, Mass. "There will be at least one video music television station in every major market in the country within the next three to five years." Garabedian is also the soon-to-be operator of full-power WZTZ-TV Marlboro, Mass., which at 3,366 kw will have a signal that covers Boston, 15 miles away. When the station goes on the air in early October, it will be programed strictly with videos, 24 hours a day, seven days a week. "MTV will have to compete with us," Garabedian predicts. "We'll be reaching all the noncable homes and portable TV's."

While others involved in the music video business do not necessarily share Garabedian's enthusiasm about the commercial future of videos on free, over-the-air television, there is a consensus that broadcasters such as Garabedian may be on to something. Says Rick Sklar, vice president, new businesses, ABC Radio and consultant to the syndicated video music show, *New York Hot Tracks*: "If you can inexpensively spin video music all day long, and localize it as well—give traffic, weather and sports reports—then there's something very appealing about that, and some people are going to take a chance and try it."

So far, there are no established rules on how to program an all-video station and each operator/programer appears to be doing it his way. But most say they want to appeal to a broader audience than MTV, which they criticize for focusing on the 12-24-year-old audience. Toward that goal, Sklar suggests, localism is a big factor in many music video broadcasters' plans, with particular attention paid to the demographic makeup of each market—an advantage, he said, over MTV.

At full-power UHF WLXI-TV Greensboro, N.C. (500 kw), on the air since March 5, the 19-hour broadcast day is divided into four principal dayparts, explained the station's president, Gary Smithwick. Morning is devoted to "soft" artists such as Willie Nelson and Kenny Rogers. From 10 a.m. to 3 p.m., the format is black-oriented. "When the kids come home from school," from 3 p.m. to 8 p.m., "harder rock" is programed, followed by a mix from 8 p.m. to 1 a.m., featuring a female announcer. Smithwick said 35%-40% of the videos he plays are black-oriented. "We rely heavily on a local angle to set us apart from MTV."

Also, said Smithwick, "We emphasize to

our staff that we are a radio station with pictures, not a television station that plays music...there's a distinct difference in terms of targeting your audience, costs, sales."

One of the differences appears to be that music video broadcasters, unlike other television broadcasters, do not program for all demographics. Smithwick says his station principally targets the 18-35 group, and he says research "shows we're hitting it pretty well." A 30-second spot ranges from \$20 to \$90; a full minute costs \$136. Afternoons and evenings are often sold out, Smithwick reported, but daytime sales are "softer." There are 17 on the staff of WLXI-TV, including two parttimers.

WVEU(TV) Atlanta has programed 19 hours per day of videos since November



Route

1983. The company that programs the station, Video Music Channel, formerly programed over cable systems in Atlanta, but switched to over-the-air when a former subscription television operation on channel 69 shut down. Also, explained WVEU General Manager Mike Greene, the Video Music Channel found it couldn't expand beyond 100,000 subscribers when it was on the cable system, and a hoped-for microwave interconnect for the Atlanta area never materialized.

But unlike WLXI-TV, which divides its daypart into four segments, WVEU goes further and breaks its schedule into 13 different music video shows, including top-10 countdowns, premieres of new videos, country video music, music news and other types of popular music. "When we moved from cable to broadcast, we had to be concerned with the daypart," explained Greene, who also says the must-carry rules now put his station on cable systems it was formerly unable to reach.

Eight to 10 minutes of advertising time every hour are available on WVEU, and rates for a 30-second spot range from \$50 to \$400.

Again, the target is 18-34-year-olds, even though "the perception is that it's a teen-only vehicle. . . . The rock spectrum is a lot bigger than MTV has given it credit," said Steve Barry, general sales manager, who heads a seven-person staff.

Although it's only temporary, Focus Broadcasting's WFBN(TV) Joliet, Ill., has programed around-the-clock videos since June 1, when an STV operation airing on that channel shut down. Next fall, the station will become Chicago's third independent, with a more traditional format. But in the interim, said Steve Pruett, general manager of WFBN, "We see video music as a real opportunity for getting attention. It's already more successful than we thought." Originally, when the pay TV operation went off the air, the owners had planned to let the station remain dark until October, according to Pruett. But then they hit upon music videos as an inexpensive way to keep the station on the air until then. Now, Pruett said, Focus is considering programing "whole blocks" of videos in its new, traditional format.

Unlike WLXI-TV, however, which uses announcers on camera to coordinate and lend a local flair to the flow of music videos, WFBN runs only "clips," or the videos themselves, and does not have announcers (or "V.J.'s"). WFBN uses some syndicated music video programs, such as Group W's *This Week's Music*.

Pruett said a 30-second spot costs \$200-\$300 ("about what one of the better radio stations cost"), and he expects to generate perhaps up to \$300,000 in advertising revenues this summer. "The excitement is unbelievable," says Pruett.

In the next few weeks, a music video station is expected to sign on in Las Vegas. The station, KRLR(TV), is owned by Frank Scott and family, owners of the Union Plaza Hotel in Las Vegas. Although it is the first full-power UHF in the market, General Manager Rick Scott explained, "We did not choose video music for a love of video music. We chose it for what would work in this community right now. . . . We figure this will get us into the black sooner than anything else." In the beginning, KRLR will broadcast 16 hours per day of video music, from 10 a.m. to 2 a.m., alternating between live, 90-minute segments with announcers, and syndicated

music video shows. Eight minutes of advertising will be available each hour with rates ranging from \$30 to \$70 for a 30-second spot, Scott said. Two minutes of news will be read each hour. The station will have a full-time staff of 10, plus two parttimers. Scott noted that unlike most television stations, costs have been kept low because the operation does not require traditional production facilities.

In October, KMSG-TV Sanger, Calif., is scheduled to go on the air with 20 hours per day of videos. Its signal will cover Fresno, Calif. According to Gary Cocola, who is principal owner with his wife, Diane, the station will be operated much like WLXI-TV Greensboro. It will be broadcast live with the camera focused on the announcer in a control room, similar to a disk jockey.

Cocola is planning to divide the broadcast day into four-hour dayparts, from 6 a.m. to 2 a.m. Each daypart will be counterprogramed to the standard programing on the affiliated or independent stations, Cocola said. For example, from 6 a.m. to 10 a.m., KMSG-TV will run adult-contemporary video music, which Cocola believes will draw those not devoted to the news/talk programs on the networks. From 10 a.m. to 2 p.m., the station will provide what Cocola described as an "alternative to soap operas"—a male announcer airing "more contemporary" videos. From 2 p.m. to 6 p.m., the station will program a harder rock format, and from 6 p.m. to 10 p.m., an adult contemporary format, featuring a female announcer. From 10 p.m. to 2 a.m. there will be a mix of music videos with an "Elvira type" announcer.

Cocola said it cost about \$1.5 million to build the station, and he hopes to be make a profit within six months, but, he conceded, that is "pretty optimistic." He plans to employ a staff of between 15 and 20, drawn from both radio and television backgrounds.

Low-power television stations are also moving into the music video fold. Booker T. Wade, a former FCC attorney, programs videos 18 hours per weekday (24 hours on the weekend) on his LPTV station in Phoenix, and will do the same in August with an LPTV outlet in Reno, followed by another in Flagstaff, Ariz. Wade has 11 announcers on the air in Phoenix, and is planning seven each for Reno and Flagstaff. Rates for a 30-

Goodson-Todman's **FAMILY FEUD**

Hosted by
Richard Dawson

#

**IN
BIRMINGHAM**

**-ON-
WVTM**
Monday—Friday
6:30—7:00 PM

**Family Feud, with
a 19 rating and 36
share, outpaces
Entertainment Tonight
by 19% and Tic Tac
Dough by 375%.**

Source: Arbitron, May 1984

Viacom®

© 1984 Viacom International Inc. All rights reserved.



Pruett



Diane Cocola

second spot range from \$5 to \$12 in Flagstaff and from \$18 to \$78 in Phoenix.

Bogner Broadcast Equipment Corp., which has an LPTV station in Plainview, N.Y., is broadcasting 24 hours of videos to 360,000 homes in Nassau, Suffolk and Queens counties, all on Long Island, in New York. President Richard Bogner said that by this fall, he plans to do the same with permits for LPTV stations in Westbury and Southampton, also on Long Island. One week after the Plainview station went on the air last December, Bogner related, 700 positive letters were received.

And like many trends or movements, broadcasters who program videos have formed their own trade association. Called the Association of Music Video Broadcasters, the group was launched this spring during the National Association of Broadcasters convention in Las Vegas. Mort Nasatir, a Boston-based radio consultant and former publisher of *Billboard* and president of Billboard Broadcasting, is acting chairman of AMVB. He said about 50 representatives turned out for the meeting in Las Vegas, and about a dozen charter members were named. Applications for another 25 are being processed. The principal criteria for membership, Nasatir explained, is that 51% or more of the broadcaster's schedule must be devoted to video music.

One mandate of the AMVB, Nasatir said, is to promote music video stations to the advertising and station representative community. Most music video stations depend on local retail outlets for advertising revenues and have not attracted national accounts.

Can these stations make money? That question remains unanswered. Music video broadcasters complain that national TV representative firms do not want their business because the rate structure and programming philosophy of music video stations are more akin to radio than television. However, AMVB member Cocola reported, the association hopes to convince rep firms to represent music video stations as a group, rather than individually, thus improving the stations' chances of attracting national advertisers.

Another question that comes to mind about music video broadcasting, especially among the full-power stations, concerns lo-

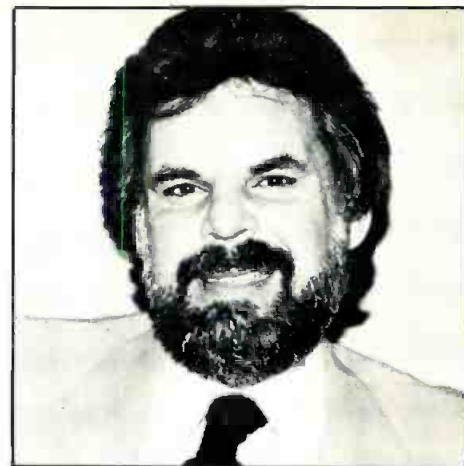


KMSG-TV logo

cal and public affairs programming. None of the stations currently operating or planning to go on the air report any plans for a news operation, and few are planning to build the traditional TV studio that such productions would require. But Smithwick's WLXI-TV, for example, will have a public affairs block on weekends. Similarly, Cocola's KMSG-TV, licensed to Sanger, Calif., will have a three-hour local public affairs program on Sunday mornings.

Another question: What does this all mean for MTV: Music Television, the Warner Communications company that started it all? MTV, available to nearly 22 million cable subscribers, turned a profit in 1983, for the first time. It is the sixth most popular basic cable programming service and is available in 62% of all cable homes, but only 26% of all television homes. In contrast, music video broadcasters in Chicago and Boston, based on their ADI's, already cover 5.8% of all television homes in the U.S. Although no one is boasting they are going to put MTV out of business, music video broadcasters clearly expect to multiply over the next five years.

Jay James, senior vice president, video and technology, Doyle Dane Bernbach, believes music video broadcasters pose no immediate threat to MTV's advertising revenues, but warns that they have "the potential to be very damaging." The success of music video broadcasters, he pointed out, depends on their number and ratings—neither of which shows measurable impact, so



Levinson

far.

Another factor, which music video broadcasters seldom mention, is the availability of music video product. Most record companies supply the programming free in exchange for the promotional value it gives their artists. Paying for the videos, said one music video broadcaster, "would set a bad precedent."

MTV has begun signing agreements with record companies to give it exclusive access to videos for a specified period of time (see page 53). Broadcasters, however, believe they can counter that with the local edge they bring to their programming.

But there are those who believe the free flow of music video product should stop. Among them: Mark Levinson, president of Picture Music International, one of the largest producers of music video programs in the world. Last year, PMI and its UK-based, co-owned company released more than 150 video music segments. To date this year, the two companies have produced another 75. In a speech last week before the New York Academy of Television Arts and Sciences, Levinson warned: "Those programmers who do not want to pay for the clips will find that quality product will be hard for them to come by for free. If they don't spend the money to buy the product, they won't get the product."

According to Levinson, record companies and music video broadcasters are not taking the long-term view. At present, he explained, most music video production is coming from promotional budgets, not from programming budgets, which is not enough for the music video producer to break even. The result, he said, is that the creativity of the programming will eventually suffer.

There is also the issue of music video itself—whether it's a trend or a new and permanent part of the entertainment business. As might be expected, entrepreneur Garabedian, who plans to launch music video station WZTZ-TV in the Boston market next fall, says the format is here to stay. "There's no question. There will be at least one in every major market in the next three to five years." And he believes music video broadcasting will spawn greater use of portable television sets.

Concludes ABC's Sklar: "[Video music] is a very difficult concept for older people to relate to... It's the type of entertainment which the next generation that comes along relates to much better." □



WVEU (TV) video jock, John Gradick, and Adam Ant

Exclusivity enters music video field

MTV announces deals with major record companies for first-run rights

After months of negotiations, MTV has acknowledged signing exclusivity agreements with several major record companies for the first-run rights to the music video clips those companies produce. The music video network declined to identify the record companies with which it has signed deals, but three are CBS Records, RCA Records and MCA Records. (MTV expects to spend \$4.1 million this year in acquiring rights to exclusive video product.)

Geffen Records, 50% owned by Warner Bros. Records (whose parent company, Warner Communications Inc., jointly owns MTV with American Express), has also been reported to have made an exclusivity agreement with MTV.

The network acknowledged it is talking with other record companies for exclusive music video rights. MTV said that 70% of the music videos it aired in 1983 came from record companies. The four companies involved in the new exclusivity provided 35% of the music videos coming from record companies last year. Each deal is said to be structured differently, but generally involves compensation in both cash and advertising time in exchange for an exclusive window of about 30 days.

One major record company with which

MTV has no exclusive video clip arrangement is Warner Bros. Records. But, said a spokesman for the record company, "We're open to that. We will talk" if approached by MTV. Another WCI-owned record company that has no exclusivity arrangement with MTV and does not intend to sign one is Elektra/Asylum/Nonesuch Records. That company, said a source there, distributes the company's videos instead to nightclub and television outlets on an equal basis (and generally for free), to its promotional benefit.

David Benjamin, producer of NBC's *Friday Night Videos*, said the MTV exclusivity deals will not hamper his ability to acquire timely product. He said MTV, in fact, is "following our lead" in securing rights for videos in exchange for payment, which *FNV* has done since its premiere about one year ago. *FNV* pays more than \$1,000 per on-air play but does not receive MTV exclusivity. Exclusive deals, suggested Benjamin, "are not fair to the artist or to the public." He also noted that by securing exclusivity, MTV effectively "locks out" other potential competitors from starting up music video services on cable.

Scott Sassa, who is in charge of WTBS(TV) Atlanta's *Night Tracks*, agreed with Benjamin. "We're not thrilled about the idea of being restricted from any [video music] product flow." Viewers without cable, he said, will miss out, at least for the period of exclusivity, "on the superstar acts," a reference to the 20% or so of video music product per record company to which MTV has reportedly acquired the exclusive rights. □



Rare sight. Chief Justice Warren Burger, whose relations with the media, particularly television, are normally cool, at best, participated Tuesday night in a special one-hour edition of ABC News's *Nightline*, which dealt with prison reform. Burger, shown with *Nightline* host Ted Koppel, has long been interested in that subject, and is an advocate of work training programs in prison as a rehabilitative measure. He made that point during the program, which also featured interviews with two convicts in Louisiana, both serving terms for murder, who participated in a discussion with the Chief Justice. Although Burger rarely consents to interviews, his appearance on *Nightline* was not a first. He was interviewed by Cable News Network for a program on prison reform that was presented on Oct. 15, 1983 (BROADCASTING, Oct. 17, 1983).

Goodson-Todman's **FAMILY FEUD**

Hosted by
Richard Dawson

#

**IN
PROVIDENCE**

**-ON-
WPRI**
Monday—Friday
7:00—7:30 PM

**Family Feud, with a
15 rating and 31 share,
outpaces PM Maga-
zine by 25% and
Tic Tac Dough by 150%.**

Source: NSI, May 1984

Viacom®

© 1984 Viacom International Inc. All rights reserved.

ACT honors the best in children's television

Action for Children's Television presented 20 awards for "significant contributions" to TV and radio for young audiences.

In Boston ceremonies, ABC-TV was lauded for its weekend specials, KING-TV Seattle, Wash., for a children-hosted *Flash* magazine show, Claster Television Productions and WOR-TV Secaucus, N.J., for *Romper Room and Friends* and The Behrens Co. for *Kidsworld*.

A public service commendation went to WBZ-TV Boston for *This Secret Should Be Told*, which treated the issue of sexual abuse of young children.

Winning awards for public service announcements were NBC-TV for *One to Grow On*; KDKA-TV Pittsburgh and Family Communications for *Mister Rogers Talks About TV*; WLVI-TV Boston for *Kid Tips*; USA Network for *In a Minute*, and Alabama Power



ABC's Squire Rushnell (l) and Dolores Moore accept award for *ABC Weekend Specials* as Peggy Charron (r) looks on.

for *Louie the Lightning Bug*.

Public broadcasting awards went to WNET-TV New York, KCET-TV Los Angeles and Satellite Education Services for *Why in the World*; WQED-TV Pittsburgh for *Moving Right Along*; WETA-FM Washington for *Songs Jumping in My Mouth*; WNED-TV Buffalo, N.Y., and Great Plains National for *Reading Rainbow*; TVOntario, Toronto, for

Artscape, and the Alaska Department of Education for *Sea School*.

Cable television awards went to Warner Amex Satellite Entertainment Co. for *Mr. Wizard's World*; Showtime/The Movie Channel for *Faerie Tale Theater*; The Disney Channel for *Welcome to Pooh Corner*, and Community Action Program, Evansville, Ind., for *The Family Room*. □

NBA gives the week to CBS

Thanks in part to the seventh and final game of the National Basketball Association championship, CBS regained its customary lead in the national prime time ratings for the week ended June 17, coming out ahead with eight of the top 10 programs in the Nielsen National Television Index. In a week when 53 of 66 prime time programs were repeats, CBS recorded a rating of 12.7 and a share of 24, compared to 11.9/22 for ABC and 11.8/22 for NBC.

NBC was first on Monday; ABC won Wednesday, Friday and Saturday; CBS took Tuesday, Thursday and Sunday.

■ As it did the week before, baseball kept ABC in third place on Monday, while a repeat of a made-for-TV movie, *Angel Dusted*, carried NBC into first place with an average 15.9/28. CBS's *Scarecrow & Mrs. King* at 8-9 outdrew NBC's *TV Bloopers & Practical Jokes*, which has happened only twice before since the shows started going head-to-head in January.

■ The seventh and final game of the NBA championship (Los Angeles Lakers vs. Boston Celtics) carried CBS to victory on Tuesday, thus winning a night usually reserved for NBC. The 9-11 portion of the game averaged 19.3/33, noticeably above the 18.1/23 average of the three previous prime time NBA championship games.

■ CBS fell back to third place on Wednesday, pulled down by a three hour repeat broadcast of the theatrical "A Tale of Two Cities," which averaged an 8.9/16 for the evening. ABC came out on top, averaging

an 13.9/26 generated by repeats of *Fall Guy* and a made-for-TV movie titled *Tomorrow's Child*.

■ All three networks had their Thursday prime time schedules delayed about 45 minutes for a Presidential press conference, but CBS came back to victory based on repeats of its regular lineup, which averaged 16.6/30. ABC moved back to third place, in part hurt by a one-hour *ABC News Closeup* special on the rise of Syrian war power which averaged a 6.1/11 and was the third lowest rated show of the week.

■ ABC moved back into first place Friday night, winning every half-hour and finishing with an average of 13.2/27 based on repeats of its regular series programming. ABC's *Blue Thunder* in the 9-10 period beat *Dallas* on CBS by 1.8 rating points.

■ ABC came out ahead again with repeats of its regular series lineup of *T.J. Hooker*, *Love Boat* and *Fantasy Island*. CBS came in third, held down by a repeat of the theatrical "The Frisco Kid," which helped deliver the network an average 9.2/18 for the night. Runner-up NBC averaged 9.4/20.

■ CBS's regular Sunday night lineup, led by *60 Minutes*, brought that network into first place with an average 14.7/28. But ABC's *Hardcastle & McCormick*, in the 8-9 period, outdrew NBC's *Knight Rider* by 0.2 of a rating point. ABC averaged 12.3/24 and NBC averaged 9/18 for the night.

Rank □ Show □ Network □ Rating/Share

1.	NBA Championship, game #7	CBS	19.3/33
2.	Simon & Simon	CBS	18.3/31
3.	Trapper John, M.D.	CBS	17.1/31
4.	Angel Dusted	NBC	17.0/29
5.	Magnum P.I.	CBS	16.9/31
6.	20/20	ABC	16.4/32
7.	Newhart	CBS	16.4/28
8.	60 Minutes	CBS	16.2/35
9.	Alice	CBS	16.2/28
10.	Cagney & Lacey	CBS	16.0/28
11.	Facts of Life	NBC	15.6/28
12.	Matt Houston	ABC	15.1/29
13.	One Day at a Time	CBS	15.1/27
14.	The Big Fix	ABC	15.1/27
15.	Cheers	NBC	15.1/26
16.	Tomorrow's Child	ABC	14.7/26
17.	Remington Steele	NBC	14.7/25
18.	Jeffersons	CBS	14.4/26
19.	Family Ties	NBC	14.3/26
20.	Riptide	NBC	14.3/24
21.	Scarecrow & Mrs. King	CBS	14.0/28
22.	A Team	NBC	14.0/28
23.	TV Bloopers and Practical Jokes	NBC	13.7/27

Rank □ Show □ Network □ Rating/Share

24.	Duck Factory	NBC	13.5/24
25.	Night Court	NBC	13.1/22
26.	St. Elsewhere	NBC	13.0/23
27.	Love Boat	ABC	12.9/26
28.	Webster	ABC	12.8/27
29.	Hart to Hart	ABC	12.6/21
30.	Hill Street Blues	NBC	12.5/24
31.	Gimme A Break	NBC	12.5/24
32.	Fall Guy	ABC	12.4/25
33.	Blue Thunder	ABC	12.3/24
34.	Fantasy Island	ABC	11.9/24
35.	Benson	ABC	11.8/26
36.	Hotel	ABC	11.5/20
37.	Hardcastle & McCormick	ABC	11.2/22
38.	Knight Rider	NBC	11.0/22
39.	Real People	NBC	10.8/22
40.	T.J. Hooker	ABC	10.7/24
41.	Monday Night Baseball	ABC	10.7/19
42.	AfterMash	CBS	10.6/22
43.	Knots Landing	CBS	10.6/21
44.	Dallas	CBS	10.5/20
45.	Family Reunion	NBC	10.5/19
46.	Lottery	ABC	10.5/18
47.	Three's Company	ABC	10.4/20

Rank □ Show □ Network □ Rating/Share

48.	Diff'rent Strokes	NBC	10.3/24
49.	Silver Spoons	NBC	10.3/23
50.	Mama's Family	NBC	10.1/21
51.	The Frisco Kid	CBS	10.0/20
52.	Dracula	NBC	9.8/19
53.	Not In Front Of the Kids	NBC	9.8/19
54.	Falcon Crest	CBS	9.5/18
55.	Four Seasons	CBS	9.5/18
56.	Foulups, Bleeps & Blunders	ABC	9.1/19
57.	Dukes of Hazzard	CBS	8.9/19
58.	A Tale of Two Cities	CBS	8.9/16
59.	Monday Night Baseball, pre-game	ABC	8.7/18
60.	Rousters	NBC	8.0/16
61.	Master	NBC	7.9/17
62.	Ripley's Believe It Or Not	ABC	7.9/17
63.	Welcome to Paradise	CBS	7.5/15
64.	Rise of Syria	ABC	6.1/11
65.	Mama Malone	CBS	5.1/12
66.	Father Murphy	NBC	3.9/9

*Indicates premiere episode

Lenders loosening purse strings for radio station buys

Banks and other institutions are finding financing radio station purchases increasingly attractive

More financing opportunities are available in 1984 than in previous years for experienced broadcasters who are shopping for radio stations as either principal investors or part of a newly assembled group, according to a sampling of major banks surveyed by BROADCASTING ("Closed Circuit," June 18). Many of these institutions have either increased their lending over the past year or recently started separate divisions to handle broadcasting (both radio and television) loans.

"There are as many as five times more banks flocking to radio deals today than there were three years ago," said Barry Dickstein, president of Hartstone & Dickstein, a Hartford, Conn.-based investment banking firm that specializes in broadcast properties. Dickstein also sees a great influx of regional banks for the first time, especially in the East.

This upsurge in financing began to surface in 1983 and helped spur a record-breaking year of station trading for radio with money spent on acquisitions registering more than \$621 million (BROADCASTING, Jan. 9). Stewart Cahn, vice president, entertainment industries group, Chemical Bank, an established broadcast lender, links the increase in borrowing from banks to the rapid rise in station trading.

Radio group operators are trading up to bigger growth markets, Cahn said, and some of them are going public to raise capital to buy more properties, leading to increased borrowing from banks.

Why does the banking industry view radio, the medium considered by many a stepchild to television, as a sound business today? Broadcast broker Robert Mahlman,

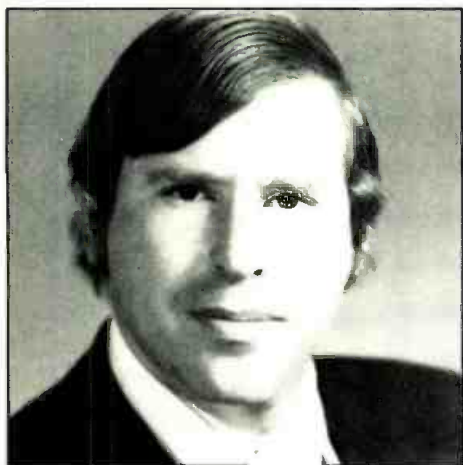
who specializes in medium- and major-market radio properties, reasoned that bankers have begun to see radio as a secure cash flow business and the station license as an asset that has value.

Among the banks now focusing more aggressively this year on radio, in addition to TV, are: Irving Trust, Bank of New England and AmeriTrust. All of them list a successful management track record as the key factor toward approving a loan.

"Expansion in this area [broadcasting] came as a result of assessing the performance of stations acquired by existing customers who achieved 'positive results,'" said Patricia Tresnan, vice president, commercial banking division, Irving Trust, which began its assessment of the industry about 18 months ago. In addition to looking at the past performance of management, Tresnan outlined other criteria her bank has set for radio and television loans: size and location of the market; purchase price in relation to "historic" cash flow; debt service coverage (measuring cash flow against required principal and interest payments to the bank), and equity commitment on the part of purchaser.

Katherine Marien, vice president and group manager, communications, Bank of New England, Boston, which has been a major financier of cable systems in the region for nearly 20 years, said her bank, based on its successful experience with cable, decided to commit itself to radio and television about three years ago. "We understand cash flow lending against intangibles," she said. But, she added, the bank would be "very reluctant" to work with someone who never owned a radio property.

Marien said the Bank of New England, thus far, has 15 radio stations and 12 television station deals in its loan portfolio (some



Dickstein



Cahn

Goodson-Todman's

FAMILY FEUD

Hosted by
Richard Dawson

#1

IN
CHARLESTON-
HUNTINGTON

-ON-
WCHS

Monday-Friday
7:30-8:00 PM

Family Feud, with a 13 rating and 27 share, outpaces Tic Tac Dough by 18% and People's Court by 63%.

Source: NSI, May 1984



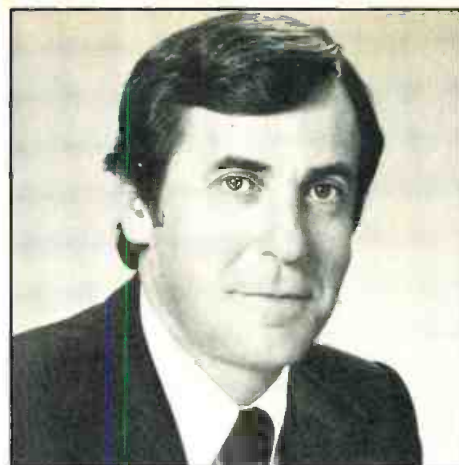
© 1984 Viacom International Inc. All rights reserved.



Marien



Maddox



Mahlman

as group deals), with most of the deals arranged in the last 18 months. The number of radio stations in the bank's portfolio is expected to climb to 20 by the end of July, she said.

Chesley Maddox, commercial banking officer, AmeriTrust, Cleveland, one of the banks involved in the Metromedia leverage buyout deal (BROADCASTING, Dec. 12, 1983), said her company researched 71 different industries in the past year to see which have the greatest growth potential. Communications (primarily radio and television) stood out as one of two leading growth areas, she said. The other was health care.

For radio, AmeriTrust's primary focus is on established group owners. The bank, according to Maddox, already has more than

\$84 million in loan "commitments" for broadcasting ventures, the majority for radio deals.

"There's a growing interest from the banking industry to be better acquainted with broadcasting. But they have to do their homework in order to structure loans," said Alan Griffith, senior vice president, Bank of New York, one of the premier lending institutions in broadcasting. "Broadcasting is not a labor intensive business, but it certainly is management intensive," he added.

Griffith noted a "significant" increase in the company's broadcast loan portfolio in the past year. But he cast doubt on whether loans by regional institutions to broadcasters who want to purchase stations beyond the bank's immediate marketing territory were profit-

able. "I question whether these banks are able to follow the course of the loan."

Putting today's overall financial picture for broadcasters in perspective are findings from a national survey of 40 major broadcast lenders (banks, insurance companies and investment bankers) recently conducted by nine month-old Fairfax, Va.-based Broadcast Investment Analysts, a company that specializes in bank presentations for broadcasters. It showed most lenders prefer loans that represent between 4.5 and 5.5 times the station's operating cash flow. However, most of these lenders said they would not consider a loan for less than \$500,000 and some acknowledged they are reluctant to lend less than \$2 million.

Other findings revealed that banks are willing to consider financing terms of five to 10 years while insurance companies would finance a venture for as long as 15 years. "Financiers look at broadcasting as a cash flow business and broadcasters must demonstrate the cash flow potential of the property in order to get financing," said BIA president Thomas Buono, who was formerly senior analyst and project manager, Frazier, Gross & Kadlec Inc., Washington. Results of the BIA survey were published in the company's "1984 Broadcast Financial/Legal Service Guide."

As for insurance companies' role as broadcast lenders, Barry Dickstein notes a similar upswing in activity. He said Hartford-based Cigna Corp., which owns Connecticut General Life Insurance Co., has lent \$30 million to Stephen Adams, a Minneapolis-based banker and owner of Pepsi-Cola bottling plants in four Southern markets who spent over \$100 million for five television and four radio stations in the past year (BROADCASTING, Nov. 28, 1983). □



Griffith

Answer:
THEY BOTH EXERT ABOUT
65 POUNDS PER SQUARE INCH.



For the question see page 20.
And whenever you have questions about the American trucking industry, call (202) 797-5236.

Trucks. The driving force behind American business.



The American Trucking Associations Foundation, Inc., 1616 P St., N.W., Washington, D.C. 20036

Give your kids a lot of fun Give your advertisers a lot of kids!



Chief Clipper says, "The Kid-A-Littles' are a go for Sept. '84! Cleared in 8 of the top 10 markets! The people/puppets/guest stars series, with a lot of original music. From the award-winning creator of 'The Rainbow Patch'! 'The Kid-A-Littles' has the fun and excitement that kids want... and the

demographics that advertisers love!"

So get a lot for a little. A lot of kids watching and a lot of advertisers buying!

Logged as instructional programming by the FCC! Cleared in 32 markets, including all the NBC owned stations! 26 advertiser-supported half hours available, with more on the way!

Kid-a-Littles **TEN**

A Punch Line Productions, Inc. program syndicated worldwide by THE ENTERTAINMENT NETWORK, INC.

Join our growing list of stations.

Call Bill Doyle or Eve Joffe at (213) 652-2070. In the Midwest and East: Karen Katz (314) 889-1947.
8665 Wilshire Blvd., Suite 205, Beverly Hills, CA 90211. TELEX: 181149 WESTLSA.

Warner takes MTV, Nickelodeon public

Plans to sell minority interest in new company to raise \$80 million

Warner Communications Inc. is pushing its two wholly owned cable services, MTV and Nickelodeon, out of the nest—partially, that is. In a filing at the Securities and Exchange Commission, WCI announced it had formed a new company, MTV Networks Inc., in which it plans to sell a minority interest to outsiders, raising in the process approximately \$80 million. The offering document provided some heretofore unrevealed insights into the operations of both channels.

The two combined reported a profit for the first time in January. For the three months ending March 31, net income, recorded as if the company were a separate operation, was \$1,366,000, on revenue of \$20,548,000, compared to a \$5,929,000 loss for the same three months last year on revenue of \$8,649,000. The prospectus attributes the recent increase in revenue to several factors. It notes that MTV and Nickelodeon were the second and third fastest growing basic cable services over the second half of 1983, according to the Nielsen Home Video Index. MTV subscribership increased from 11,492,000 as of March 31, 1983, to 17,254,000 a year later; Nickelodeon's figures grew from 11,608,000 to 16,147,000.

MTV Networks Inc.

(in thousands)

	1980	1981	1982	1983
Nickelodeon revenue	—	\$4,401	\$10,671	\$16,744
MTV revenue	—	—	\$7,060	\$26,534
Combined revenue	\$2,195	\$4,196	\$23,314	\$49,801
Pro forma net income (loss)	(\$6,172)	(\$29,805)	(\$33,762)	(\$12,291)
Nickelodeon subscribers	2,600	6,160	10,370	15,120
MTV subscribers	—	2,150	9,350	16,280

Yearend per-subscriber revenue

Nickelodeon	—	\$0.71	\$1.03	\$1.03
MTV	—	—	\$0.76	\$1.63

MTV also received \$1.7 million, or 13%, of its first-quarter revenue, from a source unavailable last year, as a result of Warner-Amex's decision to begin charging cable operators for the service. The charge currently applies to less than one-third of its subscriber base, and the company thinks that by the end of the year the percentage of MTV's revenue from cable operator fees will increase to 17%. Nickelodeon, which at the same time last year announced it would start accepting advertising, reported that \$540,000, or 10% of its revenue for the most recent quarter, came from that new advertising revenue. It said the advertising portion should increase to about 17% for the full year.

The company expects MTV to have at least \$50 million in advertising revenue for

the full year. The revenue MTV gets from licensing of its trademark and from performing certain network services came to \$1,682,000 last year. Adding those two together plus the 17% it expects to get from cable operators would put anticipated 1984 revenue near \$62 million, a 133% increase. Nickelodeon expects its advertising revenue to be at least \$3.3 million for this fiscal year, which as 17% of total revenue for the channel would make Nickelodeon's revenue \$19.4 million, a 16% increase, indicating that the profitability of MTV is fast outpacing Nickelodeon.

According to the preliminary prospectus, "Prior to 1984, \$82,030,000 of operating losses had been incurred by WASEC (Warner Amex Satellite Entertainment Co.) in the development and operation of the MTV and Nickelodeon channels." That number is close to the amount that would be raised by the offering. The losses were \$6.2 million in 1980, \$29.8 million in 1981, \$33.8 million in 1982 and \$12.3 million in 1983. Nickelodeon was launched in January of 1980; MTV in August of 1981.

The document also noted that the new company "has an affiliate sales and marketing operation consisting of over 70 staff members located at its headquarters and five regional offices. In addition, the advertising sales force has over 30 staff members."

If the SEC approves the registration, MTV Networks Inc. plans to offer 5,125,000 shares at between \$16 and \$18 per share. The offering would raise \$87 million at \$17 per share, of which an estimated \$7 million would go to expenses and the underwriters—Shearson Lehman/American Express, Salomon Brothers Inc. and Drexel Burnham Lambert Inc.

Warner Communications and American Express, the equal owners of the two channels, would still maintain majority ownership and voting control after the offering. They would each own 2.5 million shares of common stock and would be sole owners of 5 million shares of convertible preferred stock giving them 66.1% of the equity and, because the preferred stock carries nine votes per share, 90.1% of the voting control. The preferred stock would, however, have limited advantages. No dividends could be paid on it unless equivalent dividends were paid on the common stock; the preferred would have no priority in the liquidation of assets, and its votes could not be used to increase preferred rights. □

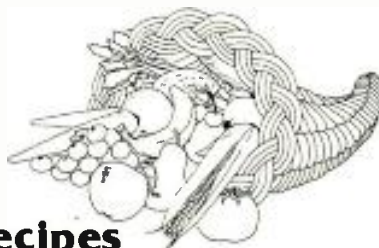
A Fresh Approach To News . . .

"CORNUCOPIA"

**Daily 90 Second News Inserts On
Health, Diet and Fitness**

On-Location, Constructive News Reports:

- **Medical Updates**
- **Healthier Menus**
- **Exercise and Fitness**
- **Food Selection**
- **Nutritious Regional Recipes**



Debuts September 1984

To build your news audience, sign up now for "Cornucopia"

Contact — Lynn Schneider or Betsy Mathews 202-457-0884
DWJ Associates, 1730 Rhode Island Ave., NW, Washington, DC 20036

Davis to buy rest of Fox

Marvin Davis, the Denver-based oil and real estate operator, last week announced he has agreed to purchase the 50% interest in 20th Century Fox Film Corp. held by oil financier Marc Rich, who was indicted last year on racketeering and tax evasion charges. Davis and Rich have been 50-50 partners in the Hollywood studio since June 1981, when they bought the then publicly-traded firm for an estimated \$725 million-\$800 million. The buyout is for an undisclosed sum.

The agreement is subject to modification of a court order imposed last August freezing Rich's holdings in Fox and imposing a general contempt-of-court fine against Marc Rich & Co. of \$50,000 a day. The Swiss company has paid more than \$17 million in fines since last year, after Marc Rich & Co. failed to turn over records to a federal grand jury.

The Davis buyout was disclosed in a June 11 filing with the Securities and Exchange Commission in Washington, in which the oil businessman proposed to take over interests in Fox held by Richco Holdings B.V., the name of Rich's holding company. The report also said the acquisition would be subject to approval of "various officials of the U.S. government, certain federal courts, and the lending banks under Fox's revolving credit

agreement." If approved, the purchase is expected to be completed this month. The government has not said whether it would take over any of Rich's assets at Fox, but it is expected that if Rich is convicted, his U.S.

assets would be seized then for payment of fines and taxes. Rich and an associate, who have fled to Switzerland, are accused of evading \$48 million in U.S. taxes by hiding \$100 million in oil trading profits. □

BottomLine

Board approval. Shareholders of Metromedia Inc. last week approved \$1.13-billion leveraged-buyout initiated last December by company's chairman, John Kluge, and other top management ("Top of the Week," Dec. 12, 1983). Ninety-six percent of shareholder votes were cast in favor of proposal, which offers \$30 cash and \$22.50 14-year note, valued together today at \$39.50 per share, for each of 24.1 million shares. Company spokesperson said plan was expected to close last week and shareholders could possible receive payment as early as today. Because buyout will increase long-term debt, and because of recent earnings numbers, Moody's Investor Service announced it was lowering rating on Metromedia 9.5% debentures from Ba-3 to Baa-3. □

Sony up. Sony Corp. announced continued improvement in revenue and earnings over last year. Company reported 14% increase in net sales to \$1.3 billion for second quarter ending April 30. Video group, which includes VCR's and professional video equipment, reported 14% increase in sales; "other" category, which includes accessories, such as headphones and microphones, and information equipment, including personal computers and disks, showed 29% increase. Sales of both audio equipment and television sets increased 9%. Increase in net income from \$21 million, in second quarter of 1983, to \$79 million in most recent quarter was helped, as in first quarter, by cost reduction, higher production/capacity ratio and reduction in debt. □

Josephson loss. President of Josephson International Inc., Alvin H. Schulman, announced that company will probably report loss for fourth quarter as result of pre-tax losses anticipated at company's recently acquired brokerage and investment banking subsidiary, Herzfeld & Stern. Schulman said that measures were being taken to improve H&S operating results, including reductions in staff and expenses.

WHERE THERE'S SMOKE, THERE'S DEBATE.

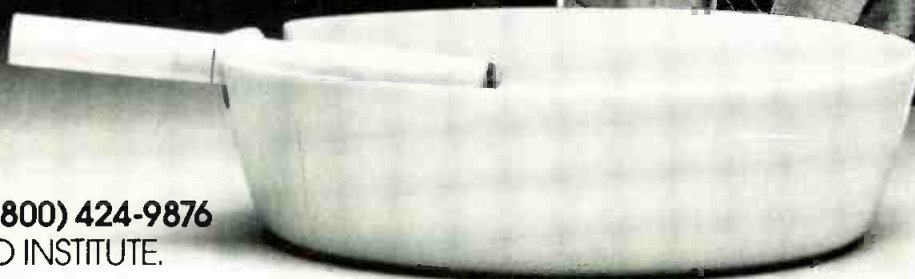
People feel strongly about smoking. You can spark a lot of interest by exposing them to both sides of issues involving cigarettes.

Bill Aylward can help. His job is giving straight answers to tough questions about cigarettes. In person or on the phone.

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



CALL TOLL-FREE (800) 424-9876
THE TOBACCO INSTITUTE.



Court case pits Fifth Estate vs. Fourth

TV station sues newspaper over coverage by its TV critic

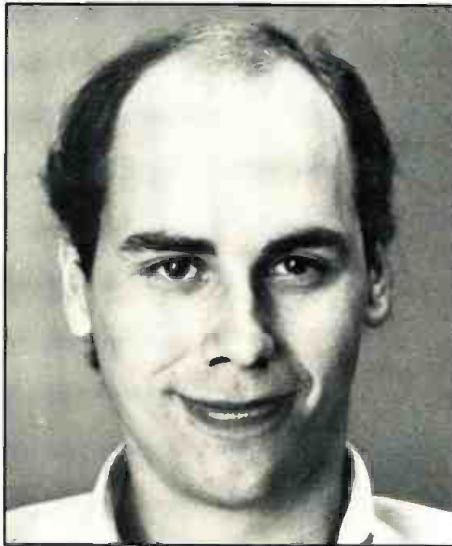
For the past several years, two major media organizations in St. Petersburg, Fla., have been engaged in a bitter dispute. WTSP-TV has complained of the coverage of its activities by the television critic of the *St. Petersburg Times*. Stories by Karl Vick, station officials said, were inaccurate and unfair. Now, the dispute has boiled over into a court suit in which the newspaper is defending what an official says is its First Amendment right of "fair comment" against a demand for compensatory and punitive damages for allegedly placing the station in what its attorney calls a "false light."

Alan Henry, president of Gulf Broadcast Group, the station's owner, said the suit offered "the only way to get a fair hearing." He said the newspaper would not correct what the station said were errors. But the suit—in addition to asserting that the newspaper maliciously defamed the station—claims an unusual right of privacy. It says the statements published about it "were an unreasonable and unwarranted invasion" of its right to conduct its business "free from publicity" and a "wrongful intrusion" into its private business affairs.

The *Times*'s managing editor, Andrew Barnes, said there is no basis for the suit. He said the newspaper has printed corrections and has printed the station's letters. And, in reference to three specific stories cited in the suit, he said station officials refused to talk to Vick before publication, then wrote "belligerent letters" after the stories appeared. Barnes said the *Times* had been engaging in its right of "fair comment" and will mount "a vigorous defense" against the suit. He added: "The *Times* is a powerful newspaper, and it's the responsibility of a powerful newspaper not to be bullied."

As for Vick, the man in the eye of the storm, Barnes said he is "satisfied with his work." Vick, who joined the *Times* three years ago after spending two years at the *Minneapolis Star*, declined to comment on the case, except to say he is as "puzzled by it" as his editors claim to be.

The suit names both Vick and the *Times* Publishing Co., which also publishes *The Evening Independent*, the afternoon newspaper in the city, as defendants. It does not specify the amount of damages being sought, nor does it specifically allege libel. But it claims stories were published for the "malicious purpose of causing, procuring and bringing about embarrassment, damage and injury" to WTSP-TV's reputation, "or with reckless disregard and/or callous indifference" to whether the station's reputation would be damaged. The suit also claims that the stories damaged the station's "good name and reputation" and damaged its relationship



Vick

with current and that they prospective employees.

Of the three stories written by Vick that are cited in the suit, one, of five paragraphs, reports on the resignation of a news director in the context of a number of staff departures and the report of a relatively poor ratings performance for the news operation. The suit claims that some of the statements in the story were false and that the story inaccurately implied that the turnover was related to disappointing ratings. Another story dealt with reporters who said the station has a policy of not retaining reporters whose roommates or spouses work at other stations. The suit claims the story contained a number of false statements which, if taken and understood literally in the context of the article, suggested that the station "was en-

gaged in illegal or unethical conduct." The third piece was said to have "falsely suggested" that Lawrence M. Clamage, president of the station, and the licensee were guilty of sex discrimination in connection with the departure of a woman anchor. "Sex discrimination is where you find it, as Christine Craft might say," the item began.

The station's lawyer, C. Philip Campbell Jr., last week said the suit was "not one of traditional libel," in which damages are sought for false statements. Rather, he said, "it is one of false light, in which accurate and inaccurate statements are combined in a manner that conveys something other than actual practice." As for the invasion of privacy issue, Campbell said, "you have to be accurate" in writing about a company's business affairs.

Campbell described the case as involving "a narrow issue, limited to a situation in which these two organizations are involved."

But the newspaper's counsel, George Rahdert, sees it differently—"as involving cutting-edge theories that would extend the rights of plaintiffs" in such cases. "They are seeking redress not only for false statements but for the creation of an overall impression, for context, 'innuendo,'" he said. "They are trying to plead a theory of negligence that gets around *Times v. Sullivan* regarding malice. They're trying to extend the scope of libel and privacy plaintiff law." Then he added: "I have concern for the press in general. If [the station is] successful, we'll all have hell to pay."

He also saw an irony in the WTSP-TV complaint regarding invasion of privacy. "How can an organization purport to report news and assert a right to scrutinize the business activities of other companies, then assert a right of privacy?" he said. □

NewsBeat

Denied. FCC has refused to review staff action denying complaint by Dr. Carl Galloway against 1979 CBS *60 Minutes* segment, "Its No Accident." Galloway had alleged slanting, distortion and falsification in news. Staff said Galloway had not submitted "extrinsic evidence" of intentional distortion. Without that, commission had no proper role in journalistic decision making, staff said. □

Friendly brief. American Legal Foundation, conservatively oriented public interest law firm, has filed friend of court brief on side of state of Washington in suit in which its law banning exit polling of voters by news media is being challenged. ALF, which claims 40,000 members and supporters, filed on their behalf as well as Representative Dan Marriott (R-Utah) and residents of Washington. Plaintiffs in its suit are ABC, CBS, NBC, *The New York Times* and *The Everett (Wash.) Herald*, which is owned by Washington Post Co. They claim law violates First Amendment. ALF, in opposing motion for summary judgment, contends material collected in exit polling is used to make early projections of election results. And early projections, ALF maintains, damage integrity of election process. Brief contends practice decreases voter participation, affects outcome of close elections and infringes upon right to vote by undermining belief by individuals that their vote is important.

THINK TV



Over 175,000 ADWEEK Readers will be thinking hard about TV when they read the upcoming Special Issue: 1984 Television Industry Today.

For media advertisers—broadcasters in particular—it's a special advertising opportunity. You'll reach industry decision makers while they're contemplating the state of the TV industry. And, you'll reach them while they're learning about the latest fluctuations in America's media mix.

It will all be written and presented in ADWEEK's pithy, cogent style—that kind of quick, intelligent information busy executives have come to expect from ADWEEK.

So, think TV. Order your ad space now. Just call your ADWEEK representative.

1984 Television Industry Today/Special Report

Issue Date: August 15

Ad Close: July 25



East
(212) 661-8080

Southeast
(404) 881-6442

Southwest
(214) 747-2385

Midwest
(312) 467-6500

West
(213) 384-7100

Stock Index

Closing Closing Net Percent P/E Market
Wed Wed Change change Ratio (000,000)
June 20 June 13

BROADCASTING

N ABC	61	5/8	58	7/8	2	3/4	4.67	11	1,808
N Capital Cities	153	1/4	152	3/4		1/2	0.33	18	2,054
N CBS	78	3/4	76		2	3/4	3.62	12	2,337
N Cox	50	3/4	51			1/4	0.49	18	1,437
A Gross Telecast	71		70		1		1.43	16	57
O Gulf Broadcasting	7	1/2	7	7/8		3/8	4.76	188	330
O LIN	21		21	1/8		1/8	0.59	20	440
O Malrite Commun	9		9					8	76
N Metromedia	37	3/8	36	5/8		3/4	2.05	32	1,045
O Orion Broadcast		1/16		1/16					827
O Price Commun.	6	1/4	6	1/8		1/8	2.04		20
O Scripps-Howard	25	1/2	24	3/4		3/4	3.03	15	263
N Storer	38	1/8	37	1/8	1		2.69	22	625
O SunGroup Inc.	6	3/4	4	3/4	2		42.11	3	5
N Taft	63	3/8	60	1/2	2	7/8	4.75	15	576
O United Television	15	5/8	15	1/4		3/8	2.46	22	174

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	17	3/4	17	7/8		1/8	0.70	16	107
A Affiliated Pubs	43	1/4	43	3/8		1/8	0.29	17	351
N American Family	17	7/8	17	1/2		3/8	2.14	10	293
O Assoc. Commun.	11		10		1		10.00		52
N A.H. Belo	46		44	1/2	1	1/2	3.37	14	525
N John Blair	35	3/4	34	5/8	1	1/8	3.25	15	282
N Chris-Craft	28		29		1		3.45	33	177
N Cowles	37	3/8	35	3/4	1	5/8	4.55	36	148
N Gannett Co.	42	1/4	40	7/8	1	3/8	3.36	18	3,381
N General Tire	33	3/8	32	1/2		7/8	2.69	12	717
O Gray Commun.	61		62	1/2	1	1/2	2.40	13	30
N Harte-Hanks	29	1/4	29	5/8		3/8	1.27	18	641
N Insilco Corp.	15	7/8	14	3/4	1	1/8	7.63	8	269
N Jefferson-Pilot	44		41	1/2	2	1/2	6.02	10	935
O Josephson Intl.	9	3/4	9			3/4	8.33	7	48
N Knight-Ridder	27	7/8	27	1/2		3/8	1.36	15	1,822
N Lee Enterprises	22	3/8	22			3/8	1.70	14	300
N Liberty	23	1/4	23	3/4		1/2	2.11	13	233
N McGraw-Hill	44		41	1/4	2	3/4	6.67	18	2,205
A Media General	52	3/4	54	1/4	1	1/2	2.76	10	367
N Meredith	44		42	1/4	1	3/4	4.14	12	414
O Multimedia	40		39	1/2		1/2	1.27	19	666
A New York Times	30	1/2	28	3/4	1	3/4	6.09	7	1,190
O Park Commun.	23		23	1/4		1/4	1.08	19	212
A Post Corp.	62	1/4	62	1/4				23	114
N Rollins	19	1/2	19	5/8		1/8	0.64	24	505
N Schering-Plough	38		38	3/8		3/8	0.98	11	1,919
T Selkirk	14	1/4	14			1/4	1.79	31	116
O Stauffer Commun.	50		52		2		3.85	13	50
A Tech Operations	35		35	1/2		1/2	1.41	15	32
N Times Mirror	38	3/4	38	5/8		1/8	0.32	15	5,322
N Tribune	26	3/4	26	1/4		1/2	1.90	12	1,096
O Turner Bcstg.	22	1/2	23	1/2	1		4.26	64	459
A Washington Post	75	3/4	75	1/2		1/4	0.33	17	1,074

SERVICE

O BBDO Inc.	41		39	1/2	1	1/2	3.80	14	263
O Compact Video	5	1/4	5			1/4	5.00	24	21
N Comsat	22	1/8	21	1/2		5/8	2.91	7	398
O Doyle Dane B.	19	1/4	18	1/4	1		5.48	15	117
N Foote Cone & B.	48	3/8	48	1/4		1/8	0.26	13	141
O Grey Advertising	115		123		8		6.50	9	682
N Interpublic Group	31	1/8	30	1/2		5/8	2.05	7	332
N JWT Group	35		34	1/2		1/2	1.45	13	207
A Movielab	5	3/8	5			3/8	7.50	5	9
O A.C. Nielsen	46	3/8	47			5/8	1.33	21	1,045
O Ogilvy & Mather	27	1/4	26		1	1/4	4.81	8	122
O Sat. Syn. Syst.	8		7	3/4		1/4	3.23	17	46
O Telemation	5	3/4	5	3/4				6	7
O TPC Commun.		5/8		5/8					1
A Unitel Video	7		7	1/8		1/8	1.75	10	15
N Western Union	23	3/8	23	7/8		1/2	2.09	10	57

Closing Closing Net Percent P/E Market
Wed Wed Change change Ratio (000,000)
June 20 June 13

PROGRAMMING

O Barris Indus	4	5/8	4	7/8		1/4	5.13	24	26
N Coca-Cola	58	1/8	56	7/8	1	1/4	2.20	14	7,913
N Disney	49		49	1/8		1/8	0.25	18	1,694
N Dow Jones & Co.	42	5/8	42			5/8	1.49	24	2,731
O Four Star	6		6					6	5
N Gulf + Western	30	5/8	31	1/4		5/8	2.00	9	2,369
O Robert Halmi	1	3/8		7/16		15/16	214.2	28	23
A Lorimar	24	5/8	24	1/2		1/8	0.51	14	126
N MCA	42	3/4	41	1/2	1	1/4	3.01	14	2,060
N MGM/UA	13	7/8	13	5/8		1/4	1.83	24	690
N Orion	10	3/8	11	3/8	1		8.79	11	96
O Reeves Commun.	7	1/4	6	1/2		3/4	11.54	12	90
O Telepictures	14	1/4	13	7/8		3/8	2.70	23	93
O Video Corp.	13	1/4	13			1/4	1.92	24	22
N Warner	22	3/4	22	3/4				3	1,488
A Wrather	13	5/8	13	5/8				15	30

CABLE

A Acton Corp.	6	3/8	5	7/8		1/2	8.51	22	35
O AEL	28		26		2		7.69	21	57
O AM Cable TV	3	3/8	3	5/8		1/4	6.90	17	12
N American Express	27	7/8	26	5/8	1	1/4	4.69	11	5,933
N Anixter Brothers	16	3/4	17	3/4	1		5.63	23	305
O Burnup & Sims	5	3/4	5	1/2		1/4	4.55	6	51
O Cardiff Commun.		13/16		7/8		1/16	7.09	81	4
O Comcast	21	1/4	20		1	1/4	6.25	20	174
N Gen. Instrument	21	1/2	21	1/2				16	677
N Heritage Commun.	16	1/2	16	1/2				34	122
T Maclean Hunter X	17	1/4	17	1/2		1/4	1.43	24	636
A Pico Products	7	7/8	7	3/4		1/8	1.61	25	22
O Rogers Cable	6	3/16	6	3/8		3/16	2.93	7	136
O TCA Cable TV	12		12	1/4		1/4	2.04	24	80
O Tele-Commun.	19	3/8	18	5/8		3/4	4.03	19	834
N Time Inc.	38	3/4	38	1/4		1/2	1.31	15	2,276
N United Cable TV	22	7/8	22	3/4		1/8	0.55	15	252
N Viacom	27	5/8	28	1/4		5/8	2.21	17	354

ELECTRONICS MANUFACTURING

N Arvin Industries	22	1/2	22	3/8		1/8	0.56	9	169
O C-Cor Electronics	8	1/2	8	3/8		1/8	1.49	8	30
O Cable TV Indus.	3	7/8	3	3/4		1/8	3.33	19	12
A Cetec	8	1/8	8	1/4		1/8	1.52	16	18
O Chyron	16	3/4	17	3/4	1		5.63	24	103
A Cohu	8	1/8	8			1/8	1.56	18	14
N Conrac	13		12	3/4		1/4	1.96	11	80
N Eastman Kodak	68	1/4	65	1/2	2	3/4	4.20	17	11,300
O Elec Mis & Comm.	9	3/4	9	1/2		1/4	2.63	30	28
N General Electric	53	5/8	53			5/8	1.18	12	24,357
O Geotel-Telemet	1	3/8	1	3/8				20	4
N Harris Corp.	25	1/2	26	7/8	1	3/8	5.12	14	1,007
N M/A Com. Inc.	19		17	7/8	1	1/8	6.29	63	819
O Microdyne	8		8					26	37
N 3M	77	1/8	75		2	1/8	2.83	14	9,052
N Motorola	31	3/4	31	7/8		1/8	0.39	5	1,247
N N.A. Philips	30	1/4	31			3/4	2.42	5	434
N Oak Industries	4		4	1/8		1/8	3.03	1	65
A Orrox Corp.	2	5/8	2	5/8				3	6
N RCA	32	1/4	31		1	1/4	4.03	15	2,634
N Rockwell Intl.	28	3/4	28			3/4	2.68	11	4,442
N Sci-Atlanta	8	1/2	8	7/8		3/8	4.23	425	203
N Signal Cos.	25	3/8	25	1/8		1/4	1.00	25	223
N Sony Corp.	14	1/2	14			1/2	3.57	26	3,348
N Tektronix	56	3/4	55		1	3/4	3.18	22	1,087
A Texscan	12	1/8	12	1/8				14	76
N Varian Assoc.	39	7/8	41		1	1/8	2.74	20	854
N Westinghouse	22	1/8	21	5/8		1/2	2.31	8	3,873
N Zenith	25	1/8	24	1/2		5/8	2.55	10	550

Standard & Poor's 400

176.17 173.09 3.08 1.78

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: * Wrather stock split 3-for-1.

Question marks abound in C-band direct plans

Scrambling and fee uncertainties are just two of the problems that have to be solved before cable services can market product package directly to backyard earth station owners

Low-power satellite-to-home broadcasting (or C-band direct, as some call it) could happen tomorrow, but maybe it's an idea whose time hasn't come. That hot and cold response was elicited repeatedly, often in the same breath, from executives at various cable program services, who for the better part of a year have been considering the idea of marketing a package of the services carried on Galaxy 1 to backyard-dish owners. Whether the idea flies or not may be easier to tell three months from now.

The reason the prospects for C-band direct still appear uncertain is that there are several major questions yet to be resolved: Are the scrambling systems going to be available at the right price and in the right quantity? How will subscription fees be split among the program services and who will make that decision? Related to the answers of those two questions is another: How good a business will C-band direct be?

According to Ken Gorman, executive vice president of Showtime/TMC parent, Viacom, "We've got to pick the scrambling first. Our affiliates are the most important customers; we have 20-some-odd million customers through affiliated cable systems, whereas you might have a universe of a million noncable customers. We want to give cable operators equipment that is reliable."

Only one cable service, HBO, has chosen a scrambling system from those offered by M/A-COM, Scientific-Atlanta, General Instrument and Oak Industries. And after the postponements encountered by the pay channel in setting up its scrambling system, which has yet to be tested at a cable operation, more than one executive said he was looking with skepticism at any promises made by the hardware suppliers. Bob Williams, vice president of production and operations for the Disney Channel, said that company would most likely see how HBO was doing before making a decision on a scrambling system. Another executive said, "A lot of us haven't made final decisions yet on the scrambling device or the delivery dates. I don't think Scientific-Atlanta or M/A-COM can deliver the number of boxes that would be necessary to service both the cable operator and the backyard-dish owner by the beginning of next year." Those systems would essentially comprise an encoder, or signal scrambler, connected to the uplink; a computer to control billing and addressing of the scrambled signal, and a decoder, or descrambler, for each channel at each head-end. The contract currently being negotiated

by HBO with M/A-COM is for about \$8 million. That includes the 7,400 decoders, priced between \$500 and \$700, which HBO is buying for each HBO and Cinemax affiliate. HBO was to have extended the test scrambling of its signal to 500 affiliates in January, but that's on hold.

In addition to the question of whether the systems can be reliably mass-produced, there is also the question of price. Frank Biondi, chairman of HBO, said at the National Cable Television Association convention that personal descramblers, those used by backyard-dish owners, would have to be in the \$150-to-\$300 range if HBO was to undertake a C-band direct project.

HBO's supplier, M/A-COM, plans on producing two versions of the personal decoder—one a stand-alone unit and the other a modular board that could be inserted in the consumer's receiver. Drendel thinks both units will meet Biondi's pricing criteria.

Viacom's Gorman said, "I think Showtime/TMC will make some decision within the next 90 days. They are way down the road with respect to the manufacturers. I expect a decision about C-band direct would happen about the same time."

At the time of the NCTA convention, executives representing ESPN, Arts & Entertainment and CNN, were quoted as saying their channels had made definite decisions about C-band direct. Subsequent conversations have revealed those earlier remarks to have been overstated. ESPN president and chief executive officer, Bill Grimes, said: "A decision has not been made at this point as to whether or not we will participate; we are, however, quite interested. Assuming that we would go forward, we would probably begin to scramble in early 1985. The equipment manufacturer... has not yet been decided." Arts & Entertainment President Nikolas Davatzes said he should know within three to four weeks whether the basic service would move to Galaxy I, making it eligible to be included in a package, or to Satcom III-R. There has been speculation that HBO might offer its two currently vacant transponders (it owns six) to other cable programmers, so that they might be included in plans for C-band direct, however a source close to the C-band project said that possibility was "very unlikely." MTV and USA Network were also mentioned as cable channels that might make the move to Galaxy.

Terrence McGuirk, Turner Broadcasting's vice president for special projects, said that recent statements by Ted Turner and TBS president, Robert Wussler, indicating that CNN would not be part of a C-band direct (BROADCASTING, June 11) could have been misread. "I think Turner was responding to a question about our being involved in something that HBO owned and controlled and in

which we were in a subservient role," he said. "I think it's something where if we had partnership status, it would be entirely different. It [C-band direct] has never been a reality, it's always been a plan. It's still a plan and so it's hard to say whether we would be involved or not."

"Right now we are not trying to decide on a scrambling package because we haven't decided whether to scramble yet.... In the environment we perceive in the near future I couldn't see any reason why we would scramble unless we were part of a package."

Among other basic services that have had discussions with HBO about tapping the backyard-dish market are Nashville Network and Spanish International Network. Most basic services agreed with McGuirk that they would not scramble their signal unless they were part of a package and would have to be persuaded that their share of revenue from such an enterprise would make it worth their effort and the cost of providing cable affiliates with the decoders. One basic channel president wondered: "How big is that marketplace is the real question. How big is the expense front-end to take advantage of that marketplace? If you're a basic service talking about receiving 20 or 30 cents a month; that's not a whole lot of money if the marketplace is small. In theory there are 800,000 C-band dishes out there today. But the vast majority of them have steerable dishes so they are able to receive 70 channels today at the push of a button. So will scrambling five, seven or 10 channels motivate those people to pay enough money to make it make sense?" Another pointed out that C-band dish owners are already counted among the audience of advertiser-supported basic services and noted that, if anything, scrambling a signal might eliminate that audience. David

C-SPAN is one of several channels on Galaxy that are not part of current plans for C-band direct. C-SPAN President Brian Lamb, said "I will not say now and forever more that we will never be scrambled, but I suspect not. I suspect that there is not a whole lot to be gained by scrambling the signal but there is a lot to lose."

In recent months both Showtime/TMC and HBO have been negotiating existing and new contracts with the movie studios to obtain rights for C-band direct.

HBO initiated the C-band direct idea, has pursued the discussions over the last nine months and has the greatest incentive to get the package set up soon. If it does begin scrambling as planned early next year, it would prefer to have a marketing plan in place to sell its service to backyard dish owners rather than have 500,000-1,000,000 people wake up one morning to find a scrambled signal on the channel. □

INTV reveals indies' share of national spot

New data uses 15 markets to project quarterly estimates of spending; for Jan.-March, indies got 42% of total expenditures, or \$339,701,000

Another effective weapon was given independent TV stations for their fight with network-affiliated outlets for a larger share of the national spot pie. It came last week from the Association of Independent Television Stations in fulfillment of a promise made at last winter's INTV convention to provide quarterly breakouts of national advertising dollars being spent with independents (BROADCASTING, Jan. 23).

The new sales data, provided by Broadcast Advertisers Reports (BAR) Barcume, is based on a special 15-market tabulation for the January-March 1984 period that is projected to estimates for all markets.

Among the findings (see charts, pages 64-65):

- The top 25 independent station national advertisers, as reported by the Television Bureau of Advertising, spent \$151,975,000 with indies in the first quarter of this year, placing an average of 59% of their total spot TV outlays. The list is headed by Procter & Gamble with \$34,699,000 (68% of P&G's spot total of \$51,028,000).

- In another perspective, TVB's 25 leaders in total spot buying are presented with a projection of the independents' share by dollar and percent. Those advertisers averaged 54% of their total expenditures with independents in the first quarter.

- A third list offers TVB's total spot expenditures in the 20 leading product categories with BAR projections of the independents' shares. It credits independents with \$339,701,000, or 42% of the \$809,965,000 total spot expenditures.

The 15 markets used to estimate independent shares are New York, Chicago, Los Angeles, Philadelphia, San Francisco, Washington, Dallas, Tampa-St. Petersburg (Fla.), St. Louis, Denver, Indianapolis, Nashville, New Orleans, Norfolk (Va.) and Albuquerque (N.M.)—representative of BAR's 75-market universe. They represent 42% of the TV homes of the top 75 markets and 45% of the TV advertising volume, according to INTV.

The association also said the average independent share of spot TV for all advertisers in the 15-market universe is 39%. This figure, INTV added, may be somewhat inflated because BAR cost estimates do not distinguish between barter and paid spot TV advertising.

Howard Kamin, INTV vice president and director of marketing, last week hailed the start of the new service as a valuable addition to "the growing arsenal" of sales aids that have been made available by the associ-

ation since 1977. He added that the spot TV advertisers' allocation of dollars to independent stations underscores the conviction that "people watch programs, not stations."

In making the original announcement last January, INTV President Herman Land noted that advertisers had kept quiet about how

much they spend on independent television, "in part because they feel they have a competitive edge in doing so," a situation that is being rectified by the new quarterly figures.

In the commercial TV universe, there are 193 independent stations and 623 network-affiliated outlets, according to INTV. □

Top 25 spot TV advertisers independent station usage January-March 1984

Company	Total spot TV expenditures (\$000)	Independent share of spot TV (%)	Independent expenditures (\$000)
1. Procter & Gamble	51,028	68	34,699
2. General Mills	16,259	79	12,845
3. Lever Bros.	15,293	35	5,353
4. General Foods	14,860	59	8,787
5. Pepsico	13,806	43	5,937
6. A.H. Robins	12,096	55	6,653
7. Nissan Motors	11,771	33	3,884
8. Warner-Lambert	10,906	81	8,834
9. Time Inc.	10,737	54	5,798
10. Toyota Motor Sales	10,619	38	4,035
11. Ford Motors	9,872	28	2,764
12. Mars Inc.	9,690	63	6,105
13. Dart & Kraft	8,944	45	4,025
14. General Motors	8,652	27	2,336
15. Kellogg Co.	8,530	75	6,398
16. Anheuser-Busch	8,391	83	6,965
17. American Home Prod.	8,280	50	4,140
18. Coca-Cola Co.	7,582	54	4,094
19. Nabisco Brands	7,182	49	3,519
20. Colonial Penn. Group	6,766	43	2,909
21. Beatrice Foods	5,892	22	1,296
22. Richardson-Vicks	5,723	43	2,461
23. Trans World Corp.	5,719	18	1,029
24. Triangle Pubs.	5,516	59	3,254
25. MCI Communications	5,496	31	1,704
Top 25	\$279,610	54%	\$149,824

Source: Barcume, January-March 1984; BAR Special 15-market tabulation for independent shares

Severino says networks deserve more ad support for controversial fare

ABC-TV president tells consumer press television needs backing of advertisers to avoid 'bland' shows

ABC Television President John C. Severino urged advertisers and television critics to support the network's risk-taking programming and criticized the former for avoiding. Severino, speaking to reporters during the semiannual Consumer Press Tour at the Century Plaza hotel (BROADCASTING, June 18), said the broadcast networks are sometimes rightfully charged with blandness, "yet when we attempt to do something different, when we attempt to take a risk, when we attempt to do something unique, the advertisers run for cover and don't support us, and

they are some of the very people who criticize us for being bland."

During a question-and-answer session, Severino said progress has been slow in convincing potential sponsors to support risk-taking programs, citing *The Day After* and *Something About Amelia*.

"I'm going to ask the advertising community to support us and I'm going to ask you [journalists] to help us get the advertising community to support us," he said. "In order to get the vitality that this medium can deliver, we need that support of the advertising community. We've got to avoid the blandness, and I ask for your support in that area."

Other "risk-taking" ABC ventures named by Severino were the mini-series *Winds of*



Severino

War (and its successor, *War and Remembrance*), canceled series a.k.a. *Pablo* and *Two Marriages*, plus the upcoming series, *Call to Glory* (previously titled *Air Force*) and *Jessie*. The network executive also labeled the summer and winter Olympic games "risk-taking" ventures.

"We'll be there in 1988 from Calgary [for the winter games] despite all the prophets of gloom, and I guarantee you that, too, will be a success," Severino emphasized. "I think once the summer Olympic games begin and this American kid and that American kid is a gold medal winner here and a silver medal winner there, and the momentum begins to build... I think it's going to be such that the ratings will be higher than we anticipated."

Severino disclosed that "there are occasions where we think there may be a three-, four-, five-, or even 11-minute window" for late local newscasts within ABC's summer games coverage. He said no final decision had yet been made on local news windows by ABC, but acknowledged that the topic has generated keen interest among affiliates. Severino also noted that the cutaways will be at random times, depending on which events are being highlighted at the time.

The summer games are "99% sold out, without having guaranteed anything" to advertisers, according to Severino. "[But] we're not in the business of antagonizing clients. If the [summer games] rating level weren't there—and again I don't think that's going to be the case; if anything I think the rating levels are going to be higher—but if for some unforeseen circumstances the rating level were lower than we anticipated we would then take whatever steps we deem necessary to help those advertisers." Severino said that, to his knowledge, ABC's insurance coverage of the event "only becomes in effect if we do not make a profit; it has nothing to do with ratings."

Severino said the network's summer Olympics coverage will be used as a "springboard" for the promotion of the new serial drama, *Call to Glory*, which will premiere immediately following the Olympics as a two-hour pilot at 8-10 p.m. NYT on Monday, Aug. 12. The new series will run in the 8-9 p.m. slot for "five or six" Mondays and could result in the rescheduling of *Streethawk*, currently set for the time period, "if the program works." The Olympics will be used to promote fall shows. □

Top 25 independent station national advertisers First quarter 1984

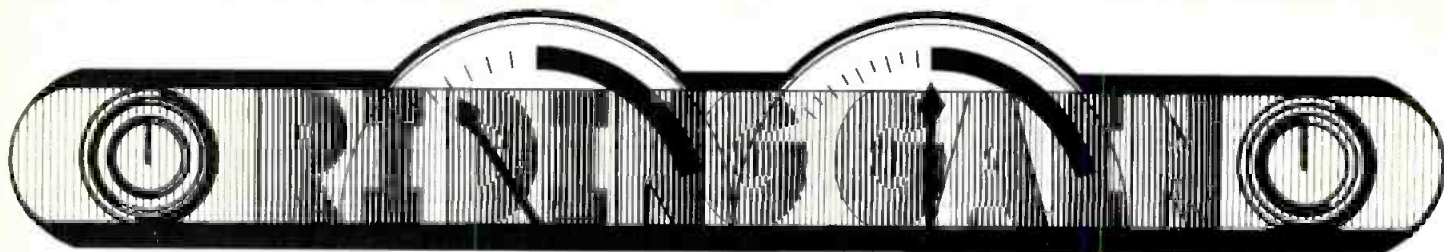
Company	Independent expenditures (000's)	Independent's share of spot TV expenditures (%)
Procter & Gamble	\$ 34,699	68
General Mills	12,845	79
Warner-Lambert	8,834	81
General Foods	8,767	59
Anheuser-Busch	6,965	83
A.H. Robins	6,653	55
Kellogg Co.	6,398	75
Mars Inc.	6,105	63
Pepsico	5,937	43
Time Inc.	5,798	54
Lever Bros.	5,353	35
American Home Prod.	4,140	50
Coca-Cola	4,094	54
Toyota Motor Sales	4,035	38
Dart & Kraft	4,025	45
Nabisco	3,519	49
Reynolds Metals	3,296	64
Triangle Publications	3,227	59
Wrigley, Wm. Jr.	2,789	72
Colgate-Palmolive	2,733	53
Esmark	2,545	56
Gillette	2,385	82
Bristol-Myers	2,382	58
Philip Morris	2,328	43
ITT Corp.	2,123	40
Top 25	\$151,975	59

Source: Barcume, January-March 1984; BAR special 15-market tabulation for independent share.

Top 20 spot TV categories Independent station usage January-March 1984

Company	Total spot TV expenditures (\$000)	Independent share of spot TV (%)	Independent expenditures (\$000)
1. Food & food products	183,757	44	80,853
2. Automobiles	135,507	30	40,652
3. Confectionary & soft drinks	51,312	58	29,761
4. Toiletries & toilet goods	48,948	52	25,453
5. Travel, hotels & resorts	48,794	20	9,759
6. Proprietary medicine	44,851	55	24,668
7. Consumer services	42,670	25	10,668
8. Publishing & media	37,215	43	16,002
9. Soaps, cleaners & polishes	32,636	56	18,276
10. Household equip. & supplies	29,223	47	13,753
11. Beer & wine	28,016	48	13,448
12. Insurance	22,018	43	9,468
13. Apparel, footwear & accessories	20,929	47	9,837
14. Gasoline, lubricants & other fuels	17,231	30	5,169
15. Home electronics equipment	15,843	58	9,189
16. Pet foods & supplies	13,152	43	5,655
17. Office equipment, computers & copiers	11,747	23	2,702
18. Sporting goods & toys	10,343	82	8,481
19. Agriculture & farming	8,537	16	1,366
20. Jewelry, optical goods & cameras	7,236	63	4,559
Top 20	\$809,965	42%	\$339,701

Source: Barcume, January-March 1984; BAR special 15-market tabulation for independent shares



The week's worth of news and comment about radio

SCA inquiry

Questionnaires on broadcasters' use of subsidiary communications authorization (SCA) channels were sent out last week by the National Radio Broadcasters Association to every FM station (commercial and noncommercial), according to NRBA's Jane Rulon. "We want to see how SCA usage has developed since our survey [NRBA's first SCA survey] last year," she said. That survey, reported last October, showed 42% of the 630 respondents utilizing their SCA's.

Rockin' Fourth

In an effort to capture the 12-24-year-old audience, Dr Pepper has become a major and/or sole sponsor of seven July 4 radio rock specials offered to affiliates of ABC's youth networks (Rock, FM and Contemporary); NBC's Source; RKO Radio Networks; the United Stations; and DIR Broadcasting. The programs: *Rock Salutes Motown* (June 29-July 1, four hours, NBC Source); *The Police* (July 4, three hours, NBC Source); *Jefferson Starship Live* (June 30, two hours, ABC); *All*

American Beach Party (July 4, two hours, ABC); *4th of July Summer Beach Party* (June 30-July 1, three hours, *The United Stations*); *Countdown America*, (special June 30-July 1 edition of weekly countdown program over RKO I), and *From Britain With Love—The Continuing Invasion* (June 29-July 4, 12 hours, DIR Broadcasting). The entire Dr Pepper July 4 radio sponsorship package was put together by Steve Ozzano, senior media planner, Young & Rubicam USA, the agency of record for the soft drink company. "From a media standpoint, radio makes sense. Not only do we obtain obvious frequency benefits, but we can garner tremendous leverage during a season when radio listenership will increase significantly, as opposed to other media," noted Ozzano.

Invasion update

DIR Broadcasting, New York-based radio program producer/syndicator, is offering a 12-hour July 4 special, *From Britain With Love—The Continuing Invasion*, which traces 20 years of British rock music from 1964 to the present. Thus far, the show will air on

125 stations nationwide between June 29 and July 4. The host is noted music historian and author Ian Whitcomb. Sponsors are Dr Pepper (which is also sponsoring a number of other July 4 radio specials, see above) and Heineken beer.

English rock music is also the subject of a 24-hour special, *The British Invasion*, which is being offered to stations on a market-exclusive, bartered basis by the newly formed Playa del Rey, Calif.-based Nationally Syndicated Broadcasting Alliance (NSBA). The show centers on music and artists from 1964 to 1970. About 200 stations across the country have already cleared the broadcast, which can air between Aug. 23 and Sept. 3 (Labor Day), said NSBA President Jeff Leve. The host is Los Angeles radio personality Brian Beirne.

From beautiful to news

Boston will soon get another full-time all-news radio station when Alexander Tanger's WHUE(AM) drops Churchill's beautiful music format and affiliates with Atlanta-based CNN Radio. The switch is scheduled to take place July 16. WHUE will air CNN Radio news throughout the day, interspersed with local newscasts. The market's other major 24-hour all-news station is WEEI(AM), which was sold last year by CBS to Helen Broadcasting (BROADCASTING, Dec. 5, 1983).

Tanger's WHUE-FM will remain with the Churchill format. "We are going to sell both stations as 'a combination upscale' buy," said station vice president, Woody Tanger.

Figure swap

The New York-based Simmons-Scarborough Syndicated Research Associates, a new joint venture launched by Simmons Market Research Bureau and Scarborough Research Corp. to measure newspaper audiences, acknowledged that it has been negotiating with Arbitron Ratings for radio audience measurement data which SSSRA would include in its new top-50-market newspaper ratings study, scheduled to be distributed next spring. In exchange, SSSRA would share newspaper audience information with Arbitron. "We are optimistic that an agreement can be reached," said John Polich, president of the new enterprise.

Seek and ye shall find

Cambridge, Mass.-based Ventech Partners has signed an "exclusive" six-month agreement with National Public Radio to "explore new commercial opportunities" for the public radio satellite and broadcast distribution system, NPR said. Ventech, which specializes in communications technology investments, will solicit and evaluate potential

*After spending the last few years just catching up,
you're ready for the the next step.*

Coming this fall from the...

YORK • RADIO • NETWORK

business partnerships for the public network, including those using the network's satellite interconnect capabilities and member stations' FM subcarrier channels for point to multipoint digital data transmission.

NPR is currently a partner in National Satellite Paging Inc., a joint venture with Mobile Communications Corp. of America, and Western Union Telegraph Co., which is intended to provide national paging services for businesses and individuals, NPR said.

Finfest

American Public Radio plans distribution in early 1985 of *Kuhmo, 1984*, a program containing highlights from the 15th annual Kuhmo Chamber Music Festival taking place July 15-29 in Finland. The series is being produced by KUSC(FM) Los Angeles under the direction of Gene Parrish, who wrote, produced and hosted a similar production from Kuhmo in 1980. "The aim is to bring to the series a strong sense of place, with interviews and short documentary features added to the music performance material," Parrish said. "This is not just a Finnish festival; 18 different countries will be represented."



On board. CBS's RadioRadio affiliate board members met in New York to elect new officers of the two-year-old, young-adult network and discuss providing more sales tools and promotion ideas to stations. Pictured (top row, l-r): Dana Horner, KJZZ(AM)-KLSY(FM) Seattle, secretary; Manny Broussard, WAFB-FM Baton Rouge, chairman; Carl Brenner, WOSR(FM) Baltimore; Bill Smith, KOOL-FM Phoenix, treasurer; Alan Noyes, WORK(FM) Barre, Vt.; Mike Faherty, WSB-FM Atlanta, and Charlie Jones, WIS(AM) Columbia, S.C.

Bottom row, l-r: Robert Kipperman, RadioRadio vice president/general manager; Dan Ingram, host of RadioRadio's weekly *Top 40 Satellite Survey*; Gene Jankowski, president, CBS/Broadcast Group, and Dick Brescia, senior vice president, CBS Radio Networks. Not pictured is new board vice chairman Paul Stagg of WLTE(FM) Minneapolis-St. Paul.

The Media

Denver talk show host gunned down

KOA's controversial Alan Berg killed outside his home; station offers \$10,000 reward for information leading to arrest and conviction

Alan Berg, the outspoken host of a popular call-in program on KOA(AM) Denver, was shot to death outside his home there. Part of his next day's broadcast was to be devoted to gun control.

According to police, Berg, 50, died at about 9:30 p.m. Monday, June 18, of multiple .45 caliber gunshot wounds. There were no suspects, and as yet no known motive for the crime, according to police. A "major case squad" has been formed to investigate the murder, said Detective George Masciotro of the Denver police department. That investigation will include listening to tapes of Berg's programs, which occasionally featured heated exchanges between Berg and his callers.

On a 60 Minutes segment on the increasing popularity of call-in programs, broadcast in January, Berg's program was described by Morley Safer as a "mixed bag of mayhem and malarkey, political science and pop psychology, common law and uncommon sense, all of it laced with aggression, abuse and sarcasm." Safer later asked if there wasn't something "a little dangerous about this kind of broadcasting." "There is a danger. I agree with you," Berg said. "I think that's the danger that we exhibit in all rights of free expression." "[B]ut you say yourself,

you often . . . don't know quite what you're going to say," continued Safer. "Hopefully," said Berg, "my legal training will prevent me from saying the one thing that will kill me. And I've come awfully close."

Coming under the definition of close, as recently as January of 1984, Berg was scheduled to do a remote from a livestock show. Someone called the station switchboard and threatened to "get him," according to KOA general manager Lee Larsen. The station hired two off-duty policemen for security, and Berg went ahead with the broadcast without incident. And in 1979, when Berg was with KWBZ(AM) (now KRZN) Englewood, Colo., a local Ku Klux Klan organizer, who had gotten into a shouting match with Berg on the air, allegedly threatened the studio and threatened him with a gun, saying: "You're going to die." The man was

arrested and the case was eventually settled out of court. "[Threats] are standard for talk show hosts," said a former co-worker of Berg's at another station. "He was rude to people. All talk show hosts have to be. If you don't set up that point-counter point you'll be out the door."

KOA, a clear channel AM that at night, reaches parts of 38 states, gave Berg a large following. "When Alan was on at night, we got calls and letters from all those 38 states," said Larsen. He had consistently pulled the strongest numbers in his daypart. "But his aim was not to be rude to people," said Larsen, adding that it was unfair to attribute his success strictly to controversy. "He had opinions and he expressed them, occasionally vehemently. He was known to lose patience with a caller and hang up. . . Alan was like a good defense lawyer. He would make you explore all sides. He didn't do recipes four hours a day."

Berg was a former Chicago attorney who had once represented comedian Lenny Bruce on obscenity charges, and who, at 22, was reportedly the youngest person ever to pass the bar in Illinois. He moved to Denver in the mid-sixties, where, according to his resume, he was a shoe salesman, shirt salesman, insurance salesman, cab driver and alcoholic (the last, reformed, after a stay in St. Joseph's hospital in Denver), before getting into radio in the late sixties as a weekend air personality at KGMC (which would become KWBZ). After a successful stint with



Berg

KHOW(AM), where his talk show was among the highest rated in Denver broadcast history, Berg joined KOA in February 1981.

Jim Hawthorne, operations manager and program director for KOA, said he hopes

Berg's death "will not make people afraid to stir things up." He has told his staff the incident will not change the station's approach to its programming." The station has offered \$10,000 for information leading to arrest. □

Changing Hands

PROPOSED

KESQ-TV Palm Springs, Calif. □ Sold by Esquire Inc. to Gulf Broadcast Co. for \$3.75 million cash. **Seller** is subsidiary of Gulf + Western, New York-based conglomerate with holdings in the entertainment and programming fields. Esquire is primarily publisher of school text books and has merged with Simon & Schuster, publishing arm of Gulf + Western. It is spinning off its broadcast properties, including KECY-TV El Centro, Calif. (see below). **Buyer** is St. Petersburg, Fla.-based, publicly traded station group that owns two AM's, six FM's and three TV's. Alan Henry is president. It recently purchased KTXH(TV) Houston and KTXA(TV) Dallas-Fort Worth ("In Brief," May 28). KESQ-TV is ABC affiliate on channel 42 with 316 kw visual and 45.8 kw aural and antenna 630 feet above average terrain.

WKTZ-AM-FM Jacksonville, Fla. □ Sold by Beck-Ross Communications Inc. to Kravis Co. for \$3.5 million, comprising \$1.5 million cash, \$500,000 note and assumption of liabilities of approximately \$1.5 million. **Seller**, based in Rockville Centre, N.Y., is owned by Martin F. Beck and George H. Ross. They also own WHCN(FM) Hartford,

Conn.; WKMF(AM)-WGMZ(FM) Flint, Mich., and WBLI(FM) Patchogue, N.Y. **Buyer** is owned by George R. Kravis III, who also owns KRAV(AM)-KGTO(FM) Oklahoma City. WKTZ is daytimer on 1220 khz with 1 kw. WKTZ-FM is on 96.1 mhz with 100 kw and antenna 830 feet above average terrain. **Broker:** Blackburn & Co.

KEYC(TV) El Centro, Calif. □ Sold by Esquire Inc. to John and Raymond Smart and Ellen Smart Oswald for \$1.5 million cash. **Seller** is subsidiary of Gulf + Western (see KESQ-TV Palm Springs, Calif., above). **Buyer** is owned by John Smart (80%) his son, Raymond (10%), and his daughter, Ellen Oswald (10%). Smart is former chairman of board of Esquire Inc. KEYC is ABC, CBS, and NBC affiliate on channel 9 with 316 kw visual and 34 kw aural and antenna 1,720 feet above average terrain.

KGVL-AM-FM Greenville, Tex. □ Sold by M&M Broadcasting to First Greenville Corp. for \$1.2 million, comprising \$652,000 cash, remainder note. **Seller** is owned by Edwin McMackin (40%), his son, Waymon E. McMackin (40%), and John Ryman (20%). They purchased stations in 1982 for \$714,000. They have no other broadcast

interests. **Buyer** is owned by Urban J. Endres and R.W. Andrews equally. Andrews has auto dealership in Rockwall, Tex. Endres is Muenster, Tex., investor. Neither has other broadcast interests. KGVL(AM) is on 1400 khz with 1 kw day and 250 w night. KGVL-FM is on 93.5 mhz with 3 kw and antenna 300 feet above average terrain.

WDGS(AM) New Albany, Ind. □ Sold by Joselyn Broadcasting Co. to Dale's Broadcasting Corp. for \$385,000, comprising \$17,250 cash and remainder note. **Seller** is owned principally by Michael A. Benages, who also owns WMPP(AM) Chicago Heights, Ill., and KKKX(AM) Galveston, Tex., and has applications for new FM's in Liberty City, Fla., and Chicago. **Buyer** is owned by Archie L. Dale (60%) and Eddie James (40%). Dale was salesman at WOVS(AM) New Albany. James is pastor of Second Baptist church of Charlestown, Ind., and was also announcer at WOVS. Neither has other broadcast interests. WDGS is daytimer on 1290 khz with 500 w.

KZKZ(AM) Flagstaff, Ariz. □ Sold by George Nackard to TW/A Broadcasting Inc. for \$355,000, comprising \$35,000 cash and remainder note. **Seller** has no other broadcast interests. **Buyer** is owned by Thomas A. Mueller and his wife, Kathy. Mueller is owner of Todd Wallace Associates, broadcasting consulting firm, and Radio Index, survey company, both based in Phoenix. KZKZ is on 690 khz with 1 kw day and 500 w night.

WJLY(AM) Braddock, Pa. □ Sold by Benns Communications to Unity Broadcasting Corp. for \$340,000, comprising \$315,000 cash and \$25,000 note. **Seller** is owned by Robert O. Copeland (25%), William E. Benns (10%), and his sons, Robert A. Benns (22%) and Michael J. Benns (43%). Benns own WHYW-FM Braddock, Pa.; WFLI(AM) Lookout Mountain, Tenn., and WJTT(FM) Red Bank, Tenn. Robert and Michael Benns also have interests WMYK(FM) Elizabeth, N.J., and WZAM(AM) Norfolk, Va. Copeland has no other broadcast interests. **Buyer** is owned by Dr. J. Van Alfred Winsett, Alfred L. Pugh, Eugene Thorne and Dwayne A. Darkins (25% each). They are Pittsburgh clergymen with no other broadcast interests. WJLY is daytimer on 1550 khz with 1 kw.

WWGA(FM) Waynesboro, Ga. □ Sold by Burke Broadcasting Inc. to John M. Manthei and his wife, Cheryl, for \$250,000, comprising \$10,000 cash and remainder note. **Seller** is owned by Mildred Hunnicut, Chris Nichols and Jimmy Drew III. They also own WKZK(AM) Augusta, Ga. **Buyer** is Louisville, Ga., investor with no other broadcast interests. WWGA is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain.

KNSP(AM) Staples, Minn. □ 75% of Staples Broadcasting Inc. sold by Sherryl E. Stramer, Neil J. Nemmers and Perry W. Kugler to David Borman, and his wife Deanna, owners of other 25% for \$245,000, comprising \$40,000 cash and remainder. **Sellers** each own 25%. Kugler is owner of KDJS(AM) Willmar, Minn., and has 30% interest in KDAK(FM) Carrington, N.D. Stramer and Nemmers have no other broadcast interests. **Buyer**, David Borman is gen-

POWER, PROFITS, POTENTIAL

Class B FM. Fulltime AM. State Capital with solid economic base. Real Estate includes land and buildings. Less than 8 times current cash flow. Potential remains to be fully developed.

\$3,500,000 cash

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.,
20036
1111 19th Street, N.W.
(202) 331-9270

CHICAGO, IL
60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA, GA
30361
400 Colony Square
(404) 892-4655

BEVERLY HILLS, CA
90212
9465 Wilshire Blvd.
(213) 274-8151

6/25/84

eral manager of KNSP. He has no other broadcast interests. KNSP is daytimer on 1430 khz with 1 kw.

WLOB(AM) Portland, Me. □ Sold by Portland Radio Inc. to Pilgrim Broadcasting Inc. for \$203,000 cash. **Seller** is owned by Peter W. Kuyper who has no other broadcast interests. **Buyer** is owned by Ken Carberry also known as Ken Carter, who also owns WROL(AM) Boston; WACE(AM) Chicopee, Mass., and low-power television stations in Twenty-Nine Palms, Calif., and Key West, Fla. He is also applicant for new FM in Northhampton, Mass., and for 83 other low-power television stations. WLOB is on 1310 khz full time with 5 kw.

KNKX(AM) Delta, Utah □ Sold by L. John Miner to Pahvant Valley Broadcasting Inc. for \$200,000, comprising \$50,000 cash, assumption of \$59,000 note and remainder in note. **Seller's** wife, Julie, owns KDXU(AM)-KZEZ(FM) St. George, Utah. His sons, William and Lawrence Miner, own KFMJ(FM) Grants Pass, Ore., and low-power television

station in St. George. **Buyer** is owned by Alan M. Roper (25%), hardware/lumber dealer in Philmore, Utah; Neil R. Dutson (25%), real estate developer in Delta; Darrell S. Lester (30%), retired controller, and James L. Fletcher (20%), general manager of KNKX. They have no other broadcast interests. KNKX is daytimer on 540 khz with 1 kw.

CABLE

System serving Burlington, Kans. □ Sold by Television Cable Co. to HSI Communications Inc. for approximately \$1.2 million. **Seller** is headed by Tom Moore of Cordell, Okla. He also owns two other systems. **Buyer** is owned by Earl Hurst who also owns 15 systems in Kansas. System passes 1,350 homes with 22 miles of plant, 1270 basic and 390 pay cable subscribers. *Broker for seller: Communications Equity Associates. Broker for buyer: Charles Greene Associates.*

For other proposed and approved sales see "For the Record," page 76.

promote the ESPN telecasts nationally and in each team's local market, she said.

Because the deal is based on anticipated growth, both in the size of ESPN's potential audience and the popularity of the league, Grimes said, ESPN's annual payments to the USFL will be "stepped." Instead of paying the same amount each year, he said, the network will pay a relatively small sum in 1985, a larger one in 1986 and a still larger one in 1987.

If the \$71 million price is more than ESPN expected or wanted to pay, it can blame it on Ted Turner. The owner of superstation WTBS(TV) Atlanta bid \$60 million for the same rights in mid-May ("Closed Circuit," May 21). As part of its original deal with the USFL, ESPN had the right of first refusal on the new rights package. Emboldened by the Turner offer, the USFL set the price of the rights at \$71 million and gave ESPN until June 12 to respond. Had ESPN balked, the USFL would have gone back to Turner.

What ESPN is paying is also big in comparison to what ABC is paying for the broadcast rights. The broadcast network, which paid \$18 million for the 1983 and 1984 broadcast rights, has exercised its option to pick up the 1985 rights for a minimum of \$14 million.

During the current season, the network televised two or three "regional" games each week, Simmons said, and it is the league's hope that the network can be persuaded to televise more games in 1985 and subsequent seasons. Simmons feels the broadcast exposure, particularly the airing of a team's away games in its home market, is critical to

ESPN-USFL's symbiotic relationship

Cable network pays \$71 million for football rights for '85-'87

ESPN and the United States Football League are closely identified with each other. Over the first two seasons of the upstart professional football league, ESPN has carried 70 of its games, enhancing its image as a cable service and helping to establish the league on the American sports scene.

The association should get even closer. ESPN announced last week that it had agreed to acquire for an unprecedented price the exclusive cable television rights to league games, which are played in the spring and summer, for three seasons starting in 1985. Neither the USFL nor ESPN would comment on the price, but informed sources pegged it at \$71 million.

The price of the deal dwarfs the \$11 million that ESPN paid for the original two-year package that covered the 1983 and current seasons and makes some wonder whether ESPN will be able to recoup its investment through advertising sales.

"In just two short years, the USFL has proved its demand and appeal among ESPN viewers," said William Grimes, president and chief executive of the network, in a prepared statement. "The league's telecasts consistently rank as ESPN's highest-rated programming series. With its increasing quality of play and players, the USFL has the momentum to enjoy tremendous growth over the next three years."

"This is the biggest sports deal ever made in cable," said USFL Commissioner Chet Simmons. "And that's a hell of a statement for a league that hasn't quite finished its second year." He said the deal should serve to quiet the "skeptics and cynics" who have predicted that the league would founder.

Under the new agreement, which has yet to be finalized, said ESPN spokesperson Rosa Gatti, the network will show more games each season than it has in the past, although exactly how many is one of the

questions still open to negotiation. (ESPN cablecast 34 games in 1983 and 36 in 1984, typically two a week on Saturday and Monday nights, she said.) Simmons said ESPN would like to handle three games a week.

The agreement also stipulates that not all the rights money goes directly to the USFL, Gatti said. ESPN will spend an unspecified portion of it on an advertising campaign to

Brill Media Company

has acquired

KQWB AM/FM, Fargo, North Dakota

and

WEBC/WAVC, Duluth, Minnesota

for

\$7,000,000

from

Midwest Radio Corporation

The undersigned initiated this transaction and represented the seller in the negotiations.

A Confidential Service to Owners & Qualified Buyers

CECIL L. RICHARDS

INCORPORATED

MEDIA BROKERS

NEGOTIATIONS FINANCING APPRAISALS
TV CATV RADIO NEWSPAPERS

7700 LEESBURG PIKE, FALLS CHURCH, VA 22043 • (703) 821-2552

MIDWEST OFFICE

4320 DUNDEE ROAD, NORTHBROOK, IL 60062 • (312) 291-0188

arousing fan interest and, ultimately, to the success of the USFL. The league plays nine games a week, he said, so if ESPN televises three, six would be available to ABC. Included in ABC's rights are the playoffs and the championship game.

(According to an ABC sports spokesperson, the games' average rating, which was 6.0 in the 1983 season, has dropped off slightly to 5.6 through the first 16 weeks of the current season. For this season, 30-second spots in regular-season games were priced at \$33,000; in playoff games, at \$38,500, and in the July 15 prime time championship game, at \$66,000. ABC sold out the regular season games and it is "very close" to selling out the playoffs and championship games, the spokesperson said.)

ABC became the sole owner of ESPN last week, closing on its earlier agreement to buy out Texaco's 85% interest for \$202 million. ABC, as the prospective owner of ESPN, had tried to strike a deal with the league for both the cable and broadcast rights, Simmons said. But after Turner's bid, he said, the league felt it could do better for itself by striking two separate deals.

Grimes was not conceding that ESPN would be unable "to recoup" the \$71 million. Because the package includes a greater number of games each season, he said, the network will simply have more inventory to sell. What's more, the price of the advertising time will rise, he said, as the homes reached by ESPN and the ratings for the games increase.

According to ESPN's Gatti, the network

now sells three 30-second spots (for one "original" airing of a commercial and two repeats) for \$12,000. The price will jump 20% by next year simply to reflect the anticipated increase in ESPN homes from the current 31.8 million to 37.5 million. And as the league continues to grow stronger and more attractive to football fans, Grimes said, the ratings should go up. The average rating for the USFL games on ESPN so far this season is 3.0, topping all other regular programming series on the network.

"It appears to be a lot of money that they paid," said Jerry Solomon, executive vice president, Anheuser-Busch Broadcast Group, D'Arcy MacManus Masius, "but not knowing how many games they are doing, how many [spots] they'll put in the games and what [the spots] will cost, I can't tell you whether it's outlandish."

ESPN advertisers may be willing to pay more for the spots in the USFL games, he said, "because you get some pretty good demographics." But there is a limit to how much of a rights hike the advertisers will allow ESPN or any network—broadcast or cable—to pass through to them, he said. Solomon said he will know more about ESPN and its intentions later this week after he meets with network executives.

"I think it's lot a of money," said Duane Kell, senior vice president, director of broadcast media, Campbell Ewald. "They will have a difficult time supporting it from a profitability standpoint." Kell believed that ESPN would have a tough time passing on any increase that couldn't be justified on the

basis on increased viewership. "Advertisers are not going to overpay because ESPN overpaid," he said. "They are going to pay what's its worth."

Turner spokesman Arthur Sando said Turner would have lost money on the games had it won the rights with a \$60-million bid. "Turner has never made a secret of believing in loss leaders," he said, "buying up major events to lure new viewers or to enhance the prestige" of the superstation.

Some advertisers suggested that, because of the ABC-ESPN connection, there may be more to the ESPN-USFL deal than meets the eye. Some of what ABC pays through ESPN for increased cable rights, they said, it may get back through reduced broadcast rights in upcoming years. Despite the league's protestations to the contrary, they said, ABC is working out an informal cable-broadcast deal that will bring the actual cost of the cable rights far below \$71 million and insure the league ample broadcast exposure.

ESPN was said to have a special need for the rights to the USFL games. It wanted a live professional sports package for the spring and early summer, and it had invested two years of time and money in promoting the league and network's association with it. Turner took National Basketball Association games away from USA Cable Network and ESPN, agreeing to pay \$20 million for the exclusive cable rights to NBA games over the next two seasons (BROADCASTING, June 11). And Major League Baseball is simply not making games available to any cable service.

Grimes conceded that the loss of the USFL would have been a major blow. Aside from being the network's highest rated series, he said, the games "have played a major role" in improving the network's image among cable operators and advertisers. Jay James, senior vice president of video technology/programming, Doyle Dane Bernbach, said the USFL was "pretty important" to ESPN. The games were "sort of proprietary" to ESPN, he said, helping to distinguish it from the other cable networks.

That ESPN retained the rights to USFL is good news for the cable industry, Grimes said. ESPN makes advertising spots in the games available to local cable operators, a growing number of whom are selling them to local advertisers, he said. Had Turner won the rights, he said, the operators would have lost the spots (and the revenues that can come from selling them) because they are prevented by law from inserting local commercials in Turner's superstation.

The cable rights deals should have a profound and positive impact on the USFL, increasing the ability of teams to sign the high-priced and talented players they need to improve their credibility among fans and to reach parity with the older and far more popular National Football League. According to John Bassett, managing general partner of the Tampa Bay Bandits, money paid for television rights is split equally among the 18 teams that make up the league. Under the arrangement, Bassett said, each team will garner more than \$3.5 million from the ESPN deal over the three years. But the ESPN money, he said, will be just be a portion of the total the teams expect to receive

We Don't Publicize Our Successes. Only Those Who Benefit Know.

Through June, we've successfully transacted more than \$12,000,000.00 in contracts. Buying or selling? Put Rounsaville to work for you.

Our formula for doing business is one you'll be happy to talk about. And we'll be just as happy to keep it confidential.

Robert W. Rounsaville & Associates
MEDIA BROKERS AND CONSULTANTS

ATLANTA, GA 30355 P.O. Box 11898 (404) 261-3000/1-800-531-1500
ORLANDO, FL 32802 P.O. Box 2991 (305) 423-9426/1-800-328-3500

from television and radio. The Tampa Bay franchise will derive around \$1 million of its total 1984 revenues of \$6.5 million from the sale of cable, broadcast (ABC and WTOG[TV] Tampa Bay, which televised some away games locally) and international television rights. Primarily because of the increases in rights payments from ESPN and ABC, he said, the franchise expects its total rights revenue to jump to \$2.25 million in 1985. □

Arbitron and Nielsen rank cable penetration

Each of the two major rating services has released market-by-market cable penetration figures as of May. Arbitron and Nielsen made separate measurements during the May sweeps and each came up with slightly different numbers for the total penetration of cable in the U.S.

Arbitron earlier estimated that total cable penetration in the U.S. is 40%, or 33,572,000 television households—up from 39%, or 32,546,800 television households last February. Nielsen estimated that total U.S. cable penetration is 42.5%, or 35,783,000 television households—compared to 41.2%, or 34,740,300 homes in February ("Cablecasting," June 4).

The two services also differ as to the highest cable penetrated market in the country, in part because Arbitron uses Area of Dominant Influence (ADI) and Nielsen uses Designated Market Area (DMA) to base their measurements. Arbitron estimates the leader is Palm Springs, Calif., which has 85% penetration of its 43,700 cable households. (Nielsen includes Palm Springs under its Los Angeles DMA). Nielsen, on the other hand, estimates the highest cable penetrated market is San Angelo, Tex., at 85%—which Arbitron ranks as the second highest penetrated market (84%). On the low end, Arbitron estimates that Minneapolis-St. Paul, at 15%, is the lowest cable penetrated market, and Nielsen also has it last, but at 16%.

Market	% penetration	
	Nielsen	Arbitron
Abilene-Sweetwater, Tex.	69	63
Ada-Ardmore, Okla.	52	48
Albany, Ga.	49	54
Albany-Schenectady-Troy, N.Y.	56	54
Albuquerque-Farmington N.M.	42	44
Alexandria, La.	55	55
Alexandria, Minn.	34	29
Alpena, Mich.	52	49
Amarillo, Tex.	66	67
Anchorage	26	
Atlanta	38	36
Augusta, Ga.	43	41
Austin, Tex.	57	52
Bakersfield, Calif.	68	65
Baltimore	26	20
Bangor, Me.	36	31

Market	% penetration		Market	% penetration	
	Nielsen	Arbitron		Nielsen	Arbitron
Baton Rouge	54	56	Columbus-Tupelo, Miss.	47	45
Beaumont-Port Arthur, Tex.	44	46	Columbus, Ohio	49	46
Beckley-Bluefield-Oak Hill, W. Va.	72	68	Corpus Christi, Tex.	53	53
Bend, Ore.	59	55	Dallas-Fort Worth	36	31
Billings-Hardin, Mont.	50	51	Davenport, Iowa-Rock Island, Moline, Ill.	52	50
Biloxi-Gulfport-Pascagoula, Miss.	71	76	Dayton, Ohio	52	48
Binghamton, N.Y.	64	64	Denver	31	30
Birmingham-Anniston, Ala.	45	40	Des Moines-Ames, Iowa	42	39
Boise, Idaho	35	32	Detroit	29	24
Boston-Manchester-Worcester	36	32	Dothan, Ala.	47	44
Bristol, Va.-Kingsport, Johnson City, Tenn.	51	50	Duluth, Minn.-Superior, Wis.	42	37
Buffalo, N.Y.	55	47	El Paso	51	47
Burlington, Vt.-Plattsburgh, N.Y.	49	43	Erie, Pa.	55	53
Butte, Mont.	59		Eugene, Ore.	64	62
Casper-Riverton, Wyo.	69	72	Eureka, Calif.	70	70
Cedar Rapids-Waterloo, Dubuque, Iowa	42	40	Evansville, Ind.	47	44
Champaign-Springfield-Decatur, Ill.	60	62	Fairbanks, Alaska	39	
Charleston, S.C.	46	46	Fargo-Valley City, N.D.	49	46
Charleston-Huntington, W. Va.	62	62	Flint-Saginaw-Bay City, Mich.	44	37
Charlotte, N.C.	38	35	Florence, S.C.	44	45
Chattanooga	45	44	Fresno, Calif.	34	29
Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	68	71	Ft. Myers-Naples, Fla.	69	65
Chicago	23	20	Ft. Smith, Ark.	61	57
Chico-Redding, Calif.	61	54	Ft. Wayne, Ind.	41	35
Cincinnati	37	39	Gainesville, Fla.	61	63
Clarksburg-Weston, W. Va.	72	60	Glendive, Mont.	64	70
Cleveland-Akron	42	39	Grand Junction-Montrose, Colo.	56	52
Colorado Springs-Pueblo	46	40	Grand Rapids-Kalamazoo-Battle Creek, Mich.	47	43
Columbia-Jefferson City, Mo.	45	39	Great Falls, Mont.	55	56
Columbia, S.C.	43	42	Green Bay, Wis.	38	39
Columbus, Ga.	51	52	Greensboro-Winston Salem-High Point, N.C.	38	38



Our silence is golden.

Trust Chapman for complete confidentiality.

If you are contemplating the sale or purchase of a radio or television station, you can count on Chapman Associates for both service and silence. Our reputation of more than 30 years ensures it. At Chapman Associates, the only horn we blow is our own.

CHAPMAN ASSOCIATES
nationwide mergers & acquisitions

1835 Savoy Drive/Atlanta, Georgia 30341/(404) 458-9226

% penetration			% penetration			% penetration		
Market	Nielsen	Arbitron	Market	Nielsen	Arbitron	Market	Nielsen	Arbitron
Greenville-New Bern-Washington, N.C.	46	43	Lincoln-Hastings-Kearney, Neb.	51	48	Orlando-Daytona Beach, Fla.	53	51
Greenville-Spartanburg, S.C.-Asheville, N.C.	39	34	Little Rock-Pine Bluff, Ark.	45	43	Ottumwa, Iowa-Kirkville, Mo.	53	38
Greenwood-Greenville, Miss.	66	67	Los Angeles-Palm Springs	31	27	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	47	43
Harlingen-Weslaco, Tex.	44		Louisville, Ky.	45	41	Panama City, Fla.	50	52
Harrisburg-York-Lancaster-Lebanon, Pa.	56	53	Lubbock, Tex.	53	50	Parkersburg, W. Va.	76	75
Harrisonburg, Va.	46	43	Macon, Ga.	57	58	Peoria, Ill.	57	58
Hartford-New Haven, Conn.	59	57	Madison, Wis.	42	38	Philadelphia	42	41
Hattiesburg-Laurel, Miss.	44	49	Mankato, Minn.	58	56	Phoenix-Flagstaff, Ariz.	34	31
Honolulu	83		Marquette, Mich.	74	68	Pittsburgh	59	56
Houston	43	38	Mason City, Iowa-Austin-Rochester, Minn.	44	44	Portland-Poland Spring, Me.	51	42
Huntsville-Decatur-Florence, Ala.	47	42	Medford-Klamath Falls, Ore.	60	56	Portland, Ore.	39	35
Idaho Falls-Pocatello	50	50	Memphis	39	40	Presque Isle, Me.	62	55
Indianapolis	45	41	Meridian, Miss.	44	43	Providence, R.I.-New Bedford, Mass.	34	32
Jackson, Miss.	47	44	Miami-Ft. Lauderdale	40	39	Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	46	42
Jackson, Tenn.	54	51	Milwaukee	29	24	Raleigh-Durham, N.C.	41	41
Jacksonville, Fla.	52	48	Minneapolis-St. Paul	16	15	Rapid City, S.D.	55	53
Johnstown-Altoona, Pa.	71	71	Minot-Bismarck-Dickinson, N.D.	52	52	Reno	62	59
Jonesboro, Ark.	57	55	Missoula-Butte, Mont.	52		Richmond-Petersburg-Charlottesville, Va.	42	39
Joplin, Mo.-Pittsburg, Kan.	47	43	Mobile, Ala.-Pensacola, Fla.	51	47	Roanoke-Lynchburg, Va.	44	45
Kansas City, Mo.	45	38	Monroe, La.-El Dorado, Ark.	49	53	Rochester, N.Y.	47	44
Knoxville, Tenn.	44	48	Monterey-Salinas, Calif.	71	71	Rockford, Ill.	53	51
La Crosse-Eau Claire, Wis.	50	45	Montgomery, Ala.	50	48	Roswell, N.M.	68	72
Lafayette, Ind.		66	Nashville-Bowling Green, Ky.	37	34	Sacramento-Stockton, Calif.	31	30
Lafayette, La.	51	50	New Orleans	47	51	Salisbury, Md.	64	56
Lake Charles, La.	56	53	New York	33	32	Salt Lake City	32	28
Lansing, Mich.	48	45	Norfolk-Portsmouth-Newport News-Hampton, Va.	48	47	San Angelo, Tex.	85	84
Laredo, Tex.	78	83	North Platte, Neb.	47	47	San Antonio-Victoria, Tex.	57	57
Las Vegas	30	23	Odessa-Midland-Monahans, Tex.	73	73	San Diego	66	62
Lexington, Ky.	55	56	Oklahoma City	49	44	San Francisco-Oakland, Calif.	47	45
Lima, Ohio	69	64	Omaha	49	44	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	79	83



Recent Seller of WWLT (FM) Gainesville/Atlanta, Georgia

John W. Jacobs, Jr.

"I was impressed with the commitment and the follow through of your actions according to our conversations . . . you went only to a handful of qualified and compatible buyers, to bring us the offer we were looking for — \$5,500,000."

Americom, specializing in the brokerage of top-100 market radio stations

AMERICOM MEDIA BROKERS, INC.

Suite 1050

900 Seventeenth Street, N.W.

Washington, D.C. 20006

(202) 737-9000



Thomas P. Gammon



Daniel T. Gammon

Savannah, Ga.	49	49
Seattle-Tacoma	49	45
Shreveport, La.	47	47
Sioux City, Iowa	43	42
Sioux Falls-Mitchell, S.D.	45	40
South Bend-Elkhart, Ind.	37	32
Spokane, Wash.	49	48
Springfield-Holyoke, Mass.	55	52
Springfield, Mo.	35	33
St. Joseph, Mo.	55	59
St. Louis	34	30
Syracuse-Elmira, N.Y.	59	54
Tallahassee, Fla.-Thomasville, Ga.	51	53
Tampa-St. Petersburg-Sarasota, Fla.	41	36
Terre Haute, Ind.	42	42
Toledo, Ohio	50	44
Topeka, Kan.	64	59
Traverse City-Cadillac, Mich.	39	33
Tucson, Ariz.	31	34
Tulsa, Okla.	53	49
Twin Falls, Idaho	58	57
Tyler, Tex.	60	58
Utica, N.Y.	66	67
Victoria, Tex.	70	71
Waco-Temple, Tex.	61	83
Washington-Hagerstown, Md.	20	19
Watertown, N.Y.	53	55
Wausau-Rhineland, Wis.	34	31
West Palm Beach-Ft. Pierce, Fla.	59	57
Wheeling, W. Va.-Steubenville, Ohio	64	62
Wichita Falls, Tex.-Lawton, Okla.	64	62
Wichita-Hutchinson, Kan.	61	54
Wilkes-Barre-Scranton, Pa.	69	67
Wilmington, N.C.	48	43
Yakima, Wash.	54	52
Youngstown, Ohio	47	43
Yuma, Ariz.-El Centro, Calif.	70	72
Zanesville, Ohio	70	67



Washington wishes 'Happy 50' to Communications Act

Reagan, via videotape, praises Fowler deregulation; Lee roasts Wiley, others; Russell jokes with Wirth and Fritts

Much of Washington's communications industry showed up at a black-tie dinner in Washington June 15 hosted by the Federal Communications Bar Association and the Broadcast Pioneers, marking the 50th anniversary of the Communications Act. Those attending were treated to a show featuring, among others, FCC Chairman Mark Fowler, former FCC Chairman Robert E. Lee and House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.).

President Reagan, present on videotape, drew a round of applause when he said radio and television were entitled to the same constitutional freedoms as print. He drew another when he observed that the FCC had become "everything you want from government, and less."

Fowler said the Communications Act, which became law in 1934, had been a great advance for its time. But now the act could use a "new set of wheels," he said.

Fowler also said that one of his hopes during this "jubilee year" is to accord First Amendment rights to broadcasters. "Would it not be fitting," Fowler said, "to celebrate this golden anniversary by bringing the act

and the Constitution into harmony?"

Lee roasted former Chairman Richard Wiley, master of ceremonies at the dinner, current Commissioner James Quello, Vincent Wasilewski, former National Association of Broadcasters president, and others. But his prime target was Fowler, whom he pricked in a poem (see page 74).

Wirth, whom humorist Mark Russell claimed was attending the gala with his "food taster," jabbed a needle or two at Eddie Fritts, current NAB president, and company. Resurrecting Senate Commerce Committee Chairman Bob Packwood (R-Ore.)'s

now-famous comment that the NAB couldn't "lobby its way out of a paper bag in the House," Wirth invited the audience to look for NAB lobbyists at the dinner. "If you see anybody in a paper bag . . ." he said.

A spokeswoman for the dinner committee said 1,475 attended. She said the committee had not yet received bills for the dinner but was projecting a profit of about \$20,000, which will be split between the FCBA and the Broadcast Pioneers.

At the head table (l-r): Robert E. Lee, former FCC chairman; Mark Russell, humorist; Diana Lady Dougan, head of State Department's office of international communications and information policy; James Quello, FCC commissioner; F. Robert Kalthoff, president, Broadcast Pioneers; House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.); Mark Fowler, FCC chairman; Richard Wiley, former FCC chairman; Senator Ted Stevens (R-Alaska); Edward O'Neill, president, Federal Communications Bar Association; Mimi Dawson, FCC commissioner; David Markey, head of National Telecommunications and Information Administration; Henry Rivera, FCC commissioner; Spottswood Robinson III, chief judge, Court of Appeals in Washington; Rosel Hyde, former FCC chairman. □



Master of Ceremonies Wiley



House's Wirth



FCC's Fowler



Senate's Stevens



Ode to the FCC

by Robert E. Lee

Let me take you back a bit to the 20th century's dawning,
when the grand inventor-geniuses' new gadgets were a'spawning.
Among the great developments to issue from that era,
was the magic horse of radio, which brought the distance nearer.
Sage men much wiser than ourselves, with vision, depth and skill,
like Hoover down at Commerce and Dill up on the Hill.
They surveyed the ether high above, and fearing growing chaos,
said we must harness spectrum use, lest interference plague us.

Hence there was born the Radio Act, followed soon in '34,
by the advent of the FCC, to regulate still more.
A license, it was reckoned then, was needed for transmissions,
and woe betide the licensee, that sinned in its emission.

The airwaves that the public owned, were ne'er become indecent,
tainted by vulgarity, like so much that is recent.
For spectrum space was precious stuff, a watchful eye was kept,
on those who broadcast far and wide, our vigil never slept.

Thenceforth, for nearly 50 years, the system stayed in place,
to keep the heathen off the air, and the rest in licensed space.
It worked all right, we must admit, but legions did complain,
that regulation cost too much, and was a needless pain.

And, hark, to rescue came a voice, who told us boldly that,
the marketplace could supersede the federal bureaucrats.
First off, he piped, unregulate, then 'midst a din of thunder,
seized hold the Communications Act, and plowed the sucker under.

Yes, yes, Fowler's left his mark, he's cast the old laws off,
but now that he is nearly done, a lot of people scoff.
They claim he's freed the licensees, to plunder, fleece and rob.
But more importantly, they say, he'll never find a job.

For now that regulation's gone, why lawyers by the bunches—
Christ, even the commissioners—are buying their own lunches.
You've really done it now, my boy, but in your smug enjoyment,
I hope you're working a quick cure for widespread unemployment.

Yes, M Street's like a ghost town now, and we've had the final scare,
abandon hope the rest of you, Dick Wiley's on welfare.

The system that we knew so well, passed from the New Deal on,
like a snowball rolling straight through hell: it's vaporized; it's gone.

There's no one left but Fowler now, and just one rule survives.
It's financial interest and syndication, for all our natural lives.
Perhaps the pendulum will swing, so wish upon a star,
but if you'd save the whole shebang, just vote for FDR.



Full service financial counseling to the broadcast industry.
EXCELLENCE. INTEGRITY. EXPERIENCE.

R.C. CRISLER & COMPANY

580 WALNUT ST.
CINCINNATI, OHIO 45202
(513) 381-7775

Richard C. Crisler
Clyde G. Haehnle
Alex Howard
Larry C. Wood
Cincinnati, OH
(513) 381-7775

John Babcock
Ithaca, NY
(607) 257-6283

Carl S. Ward
Phoenix, AZ
(602) 948-4885

Special Consultant:
Ward L. Quaal Company
Chicago, IL
(312) 644-6066
Los Angeles, CA
(213) 277-9399

WNET(TV) passes \$86-million budget

The board of trustees of noncommercial WNET(TV) New York has approved a 1984-85 fiscal year budget (beginning July 1) totaling \$86 million, the largest single budget for a noncommercial television outlet and \$11 million more than the station's 1983-84 budget.

As in the past two years, the station will set aside \$2 million to help erase its \$6-million working capital deficit, a spokesman for the station said. The latest \$2-million allocation, he said, will bring the station "within a couple hundred thousand [dollars] of retiring the deficit."

Corporate underwriting for program projects will account for the budget's largest chunk—a projected \$31.2 million, or 36.3%. The second largest slice—\$23.1 million, or close to 27%—will come from donations from viewers and other individuals, foundations and special events, such as a recent auction conducted on air. The station expects to receive \$6.4 million in program grants from the Corporation of Public Broadcasting, up from \$5.6 million last year, and \$3.5 million in federally funded community service grants, down just slightly from last year.

The station also expects to receive close to

Going public. International Film Productions Inc. (IFP), a Beverly Hills-based producer of television programs, has filed for an initial public offering of 2.5 million shares of common stock. IFP last year recorded net a loss of \$258,015 on revenue of \$35,000, its to-date share of the take from the co-production of *A Tribute to Princess Grace*, which was broadcast on PBS. The company is currently co-producing *A.D., Anno Domini*, a 12-hour mini-series scheduled on NBC for early 1985. Future plans include the possible co-production of an eight-hour sequel to *A.D.* and feature films, where the company intends to concentrate on moderate projects (\$6 million to \$8 million). IFP founder and chairman, George R. Jensen Jr., is a former stockbroker. President Francis B. McKeivitt is a former vice president at Reeves Communications Corp. The three-year-old company anticipates to begin offering shares at between \$6 and \$8 per share, and would use \$12.5 million of the proceeds, after offering expenses, to pay back the principal and interest on the bank debt. The balance will be used to develop productions, add financial administrative and marketing personnel and to expand office facilities. New stockholders would own 71.4% of common; officers and directors, 17.2%.

\$7 million from the state of New York, almost \$1.5 million more than it received from last year. It also anticipates revenues of more than \$6.5 million from the sale of four program series (*MacNeill/Lehrer NewsHour*, *Nature*, *American Playhouse* and *Great Performances*) to other public television stations, up from last year's \$4.7 million. Nonbroadcast revenues in the budget will total \$725,000, including the leasing of a station-owned studio facility in Manhattan. The station also said that *Dial*, the outlet's membership magazine, will generate \$7 million in revenues during the coming fiscal year. WNET said it is involved, through its own productions and various co-ventures, in as much as 40% of the current supply of prime

time programming for national public television. It has earmarked \$15 million of its 1984-85 budget for two new series with which it is involved—*The Brain*, about human behavior and the mind, and *Heritage: Civilization and the Jews*.

A third major new national series debuting in the fall is *Adam Smith's Money World*, a Sunday-night series focusing on international finance and major economic issues. Returning national series that the station is involved in will include *Great Performances*, *Nature*, *American Playhouse*, *Live from Lincoln Center*, *Live from the Met*, *In Concert at the Met*, *The MacNeill/Lehrer NewsHour* and *The Constitution: That Delicate Balance*. □

For the Record

As compiled by BROADCASTING, June 13 through June 20, 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.

profit corporation headed by Jim Nabors and his wife, Gayle, and R.L. Whitworth and his wife, Nona. Nabors is administrator, and his wife is school principal. R.L. Whitworth is Minister and his wife is Office manager. It is app. for new FM's in Waco and Abilene, both Texas. Filed June 12.

■ *Corsicana, Tex.—Navarro College seeks 88.7 mhz; 85 kw; HAAT: 473 ft. Address: Box 1170, Corsicana, Tex. Principal is educational institution with no other broadcast interests. Filed June 13.

■ *Cadillac, Mich.—Echo Broadcasting seeks 91.1 mhz; 50 kw; HAAT: 700 ft. Address: 592 Elmdale Ct., Holland, Mich. 49423. Principal is nonprofit corporation headed by David Higgins, equipment manufacturer. It is also app. for new FM's in Zeeland, and Galesburg, both Mich. Filed June 11.

■ *Gillette, Wyo.—Heritage Educational Broadcasting Foundation seeks 91.9 mhz; 510 kw; HAAT: 413 ft. Address: 910 East Third St., Gillette, Wyo. 82716. Principal is nonprofit corporation headed by Kelley F. Mader, who has app.'s for new FM's in Buffalo, Rock Springs, and Cheyenne, all Wyoming. Filed June 12.

Actions

AM's

■ Bellefonte, Ark.—Granted app. of Johnson, Bowman, Caselman Enterprises Inc. for 1440 khz, 1 kw-D. Address: 111 North Shiloh, Springdale, Ark. 72764. Principal is equally owned by Dewey Johnson, Randall Caselman and Roy Bowman. Johnson also owns KQXK(AM)-KCIZ(FM) Springdale, Ark. Caselman and Bowman, with their wives,

New stations

Applications

FM's

■ *Birmingham, Ala.—SMI Ministries Foundation seeks 89.5 mhz; 10 kw; HAAT: 922 ft. Address: 281 Old Tyler Rd., Birmingham, Ala. 35226. Principal is nonprofit corporation headed by Dr. Richard H. Vigneulle, minister. It is also app. for new LPTV. Filed June 13.

■ *New Smyrna Beach, Fla.—Cornerstone Community Radio Inc. seeks 89.7 mhz; 1 kw; HAAT: 190 ft. Address: 2560 SR 44, New Smyrna Beach, Fla. 32069. Principal is nonprofit corporation headed by Richard L. Van Zandt, who is in mobile home business. Filed June 8.

■ *Brownwood, Tex.—Waco Educational Broadcasting Foundation seeks 90.3 mhz; 550 w; HAAT: 310 ft. Address: 1208 N. Robinson Dr., Waco Tex. 76707. Principal is non-

EDWIN TORNBURG & COMPANY, INC.

Negotiators
For The Purchase And Sale Of
Radio And TV Stations • CATV • Appraisers

P.O.Box 8698 Washington, D.C. 20011
(202)291-8700



■ **Ennis, Mont.**—Granted app. of Big Sky Broadcasters for 710 khz, 10 kw-D. Address: P.O. Box 160, McAllister, Mont. 59740. Principal is owned by Scott Shurian, who has no other broadcast interests. Action June 11.

FM's

■ **Modesto, Calif.**—Returned app. of Ceres Educational Broadcasting Foundation for 90.5 mhz, 825 w, HAAT: 1,689 ft. Address: 1850 East Hatch Rd., Modesto, Calif. 95351. Principal is charitable trust, headed by James D. Gaches, minister. Action June 7.

■ ***Santa Maria, Calif.**—Returned app. of Pacific States Educational Foundation for 90.7 mhz, .704 kw, HAAT: 779 ft. Address: P.O. Box 3011, Orcutt, Calif. 93455. Action June 4.

■ **Freedom, Calif.**—Returned app. of Pajaro Broadcasters for 95.9 mhz, 3 kw, HAAT: 277 ft. Address: 89 D Spring Valley Rd., Watsonville, Calif. 95076. Principal is owned by Niki Silva, Magdalena Beltran and Suzanne Manriquez who have no other broadcast interests. Action June 4.

■ **Key Largo, Fla.**—Dismissed app. of Florida Keys Broadcasting Corp. for 103.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 2515, Key West, Fla. 33040. Principal is owned by Gayle D. Swofford, president (42.6%), Norman D. Artman (40.6%) and five others. Action June 5.

■ **Norton, Kan.**—Dismissed app. of Channel 294 Inc. for 106.7 mhz, 100 kw, HAAT: 499 ft. Address of counsel: Gene A. Bechtel, 1000 Potomac St. NW, Su. 402, Washington, D.C. 20007. Principal is owned by Rhonda L. Wise who has no other broadcast interests. Action May 31.

■ **Holland, Mich.**—Granted app. of Hope College for 89.9 mhz, 250 w, HAAT: 153 ft. Address: Holland, Mich. 49423. Principal is noncommercial educational institution with no other broadcast interests. Action June 6.

■ **St. Charles, Mo.**—Returned app. of Florida Public Radio Inc. for noncommercial 89.9 mhz, 100 w and HAAT: 102 ft. Address: 505 Josephine St., Titusville, Fla. Principal is headed by Randy Henry, technician. It is also applicant for *WPLO-FM Titusville, Fla., and a new noncommercial FM in New Hartford, Iowa (see above). Action June 13 1983.

■ **Saranac Lake, N.Y.**—Dismissed app. of Saranac Broadcasting for 101.7 mhz, 3 kw, HAAT: 320 ft. Address: P.O. Box 381, Syracuse, N.Y. 13201. Principal is owned by Peggy Nicholson. Action June 11.

■ **Enterprise, Ore.**—Granted app. of Thistar Communications Corp. for 92.1 mhz, 3 kw, HAAT: minus 650 ft. Address: 107 S.W. First St., Enterprise, Ore. 97828. Principal is owned by Thomas F. Erickson (51%), and his wife, Monica F. (49%). They also own co-located KWVR(AM). Action June 12.

■ **McAlester, Okla.**—Returned app. of Megacom Broadcasting for 104.9 mhz, 1.45 kw, HAAT: 454 ft. Address: 1st & Carl Albert Parkway, McAlester, Okla. 74501. Principal is owned by Randy Dunn, Anthony Ashmore, and Mark Emmons who have no other broadcast interests. Action June 10.

■ ***Providence, R.I.**—Dismissed app. of Rhode Island College for 89.3 mhz, 13.79 kw, HAAT: 500 ft. Address: 600 Mount Pleasant Ave. Providence, R.I. 02980. Principal is nonprofit nontoxic corporation run by College Board of Governors. Action June 11.

■ **Saluda, S.C.**—Returned app. of Saluda Broadcasters for 92.1 mhz, 2.45 kw, HAAT: 328 ft. Address: Route 3 Box 677, Saluda, S.C. 29138. Applicant is limited partnership of Joyce C. Smith, general partner (51% O, 100% VS) and Don Smith, limited partner (49% O). They have no other broadcast interests. Action June 8.

■ **Midland, Tex.**—Returned app. of Criswell Center for Bible Studies for 90.1 mhz, 2.9 kw, HAAT: 336 ft. Address: 525 N. Ervay, Dallas, Tex. Principal is nonprofit corporation headed by Ed Rawls. It has no other broadcast interests. Action March 31.

TV's

■ **Alexandria, La.**—Dismissed app. of Cenla Broadcasting Group seeks ch. 41 plus; ERP: 1,380 kw vis., 138 kw aur., HAAT: 585 ft.; ant. height above ground: 522 ft. Address: 219 Main Street, Minden, La. 71055. Principal is equally owned by J. Robert Kemmerly; his wife, Sue Martin Kemmerly; Harmon Drew Jr., and his wife, Jean Talley Drew. Action April 18.

■ **Vicksburg, Miss.**—Dismissed app. of Vicksburg Broadcasting Group for ch. 35; ERP: 5,000 kw vis., 500 kw aur., HAAT: 722 ft.; ant. height above ground: 523.4 ft. Address: 219 Main Street, Minden, La. 71055. Principal is owned by J. Robert Kemmerly, M.D., and wife, Sue Martin Kemmerly. Harmon Drew Jr., and wife, Jean Talley Drew (25% each). Action April 18.

Ownership changes

■ **KZKZ(AM) Flagstaff, Ariz.** (690 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from George Nackard to TW/A Broadcasting Inc. for \$355,000, comprising \$35,000 cash and remainder note. Seller has no other broadcast interests. Buyer is owned by Thomas A. Mueller and his wife, Kathy who have no other broadcast interests. Mueller is owner of Todd Wallace Associates, broadcasting consulting firm, and Radio Index, rating survey company, both based in Phoenix. Filed June 12.

■ **KEYC-TV El Centro, Calif.** (ch. 9, 316 kw vis., 34 kw aur., HAAT: 1,720 ft.)—Seeks transfer of control of Pacific Media Corp. from A.L. Binder, et al., (100% before; none after) to John and Raymond Smart and Ellen Smart Oswald (none before; 100% after) for \$1.5 million cash. Seller is owned by Esquire Inc. publicly traded New York based firm recently sold to Gulf + Western. It also owns KESQ-TV Palm Springs, Calif. Buyer is owned by John Smart (80%); his son, Raymond (10%), and his daughter, Ellen (10%). Smart is on board of Esquire Inc., and has elected to purchase KEYC-TV. App. for transfer of KESQ to Gulf Western will be filed shortly with FCC. Filed June 12.

■ **KRVV(AM) Vail, Colo.** (1360 khz, 5 kw-D)—Seeks transfer of control of Mountain Wireless Ltd. from Robert D. Greenlee, and his wife, Diane (30.5% before; none after) to John A. Dobson (30% before; 60.5% after) for \$30,206 cash. Seller is owner of KADE(AM)-KBCO(FM) Boulder, Colo. Buyer is former mayor of Vail. Filed June 15.

■ **WWGA(FM) Waynesboro, Ga.** (100.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Burke Broadcasting Inc. to John M. Manthei and his wife, Cheryl, for \$250,000, comprising \$10,000 cash and remainder note. Seller is owned by Mildred Hunnicut, Chris Nichols and Jimmy Drew III. They also own WKZK(AM) Augusta, Ga. Buyer is Louisville, Ga., investor with no other broadcast interests. Filed June 12.

■ **WDGS(AM) New Albany, Ind.** (1290 khz; 500 w-D)—Seeks assignment of license from Joselyn Broadcasting Co. to Dale's Broadcasting Corp. for \$385,000, comprising \$17,250 cash and remainder note. Seller is owned principally by Michael A. Benages, who also owns WMPA(AM) Chicago Heights, Ill.; KXXX(AM) Galveston, Tex., and has applications for new FM's in Liberty City, Fla., and Chicago. Buyer is owned by Archie L. Dale (60%) and Eddie James (40%). Dale was salesman at WOVS(AM) New Albany. James is pastor of Second Baptist Church of Charlestown, Ind., and was also announcer at WOVS. Neither have other broadcast interests. Filed June 15.

■ **WPAD(AM)-WDDJ(FM) Paducah, Ky.** (AM: 1560 khz 10 kw-D; 1 kw-N, FM: 96.9 mhz; 100 kw; HAAT: 340 ft.)—Seeks assignment of license from Paducah Broadcasters Inc. to Radio Paducah Inc. for \$1.5 million, comprising \$1.3 million cash, and remainder in note. Seller is owned by Edward B. Fritts (96%) and his son, Edward O. Fritts (4%), president of National Association of Broadcasters. Younger Fritts, with other family members also owns WNLA(AM)-FM Indianola, Miss., and KMAR(AM)-FM Winsboro, La. Buyer is owned by William H. Bereman, who also owns WBAQ(FM) Franklin, Ind. Filed

■ **WLOB(AM) Portland, Me.** (1310 khz; 5 kw-U)—Seeks assignment of license from Portland Radio Inc. to Pilgrim Broadcasting Inc. for \$203,000 cash. Seller is owned by Peter W. Kuyper who has no other broadcast interests. Buyer is owned by Ken Carberry a.k.a. Ken Carter, who also owns WROL(AM) Boston and WACE(AM) Chicopee, Mass., and LPTV's in Twenty-nine Palms, Calif., and Key West, Fla. He is also app. for new FM in Northampton, Mass., and 83 new LPTV's. Filed June 12.

■ **WMKR(AM)-WKTR(FM) Millinocket, Me.** (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 97.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Katahdin Radio Inc. to Katahdin Broadcasting Inc. for \$210,000, comprising \$50,000 cash and remainder note. Seller is owned by Mabry Keys, who has no other broadcasting interests. Buyer is owned by Mark Osborne (51%) and his wife, Natalie (49%). They also own WKSQ(FM) Ellsworth, Me. Filed June 15.

■ **WXYZ(AM) Detroit** (1240 khz; 5 kw-U)—Seeks assignment of license from ABC Inc. to Fritz Broadcasting for \$3 million ("Closed Circuit," April 30). Seller, one of three national radio-television network owners, owns six FM's and five AM's in addition to WXYZ. Buyer is newly formed corporation, owned by Charles Fritz (49%), vice president and general manager of WXYZ, and Jack Fritz (49%), president of John Blair & Co., publicly traded station representative and owner of four AM's, four FM's and four TV's, and William Saxton (2%), managing partner in Detroit-based law firm of Butzel, Long, Gust, Klein, & Vanzile. Filed June

12.

■ **KNSP(AM) Staples, Minn.** (1430 khz; 1 kw-D)—Seeks transfer of control of Staples Broadcasting Inc. from Sherry E. Stramer, Neil J. Nemmers, and Perry W. Kugler (25% each before; none after) to David Borman, and his wife Deanna (25% jointly before; 100% after), for \$245,000, comprising \$40,000 cash and remainder. Seller Kugler is owner of KDJS(AM) Willmar, Minn., and has 30% interest in KDAK(FM) Carrington, N.D. Buyer is GM of KNSP(AM) and has no other broadcast interests. Filed June 12.

■ **KRFG(FM) Greenfield, Mo.** (93.5 mhz, 2.35 kw, HAAT: 330 ft.)—Seeks assignment of license from The Watkins Investment Co. to Mach Broadcasting Co. for \$165,000, comprising \$45,000 cash and remainder note. Seller is principally owned by John Q. Watkins who has no other broadcast interests. Buyer is owned by Mark Allen, who was former announcer at KBRQ(AM) Denver, and has no other broadcast interests. Filed June 18.

■ **WJLY(AM) Braddock, Pa.** (1550 khz, 1 kw-D)—Seeks assignment of license from Bennis Communications to Unity Broadcasting Corp. for \$340,000, comprising \$315,000 cash and \$25,000 note. Seller is owned by Robert O. Copeland (25%), William E. Bennis (10%), and his sons, Robert A. Bennis (22%) and Michael J. Bennis (43%). The Bennis also own WHYW-FM Braddock, Pa., WFL(AM) Lookout Mountain and WJTT(FM) Red Bank, both Tennessee. Robert and Michael also have interests WMYK(FM) Elizabeth, N.J., and WZAM(AM) Norfolk, Va. Buyer is owned by Dr. J. Van Alfred Winsett, Alfred L. Pugh, Eugene Thorne and Wayne A. Darks (25% each). They are Pittsburgh clergymen with no other broadcast interests. Filed June 14.

■ **WGCG-TV Greenwood, S.C.** (ch. 48; ERP vis. 4,761 kw, aur. 276 kw; HAAT: 1,616 ft.; ant. height above ground: 1,500 ft.)—Seeks transfer of control from Metro Communications South Inc. to Harry J. Pappas for \$99,100 cash. Seller is owned by Peter Sathakis; his brother, James (9%); Ron Moore, VP and GM (9%), and 10 stockholders each owning less than 9%. Buyer is owner of Pappas Telecasting Inc. station group owning KMPH(TV) Visalia, Calif., and WHNS(TV) Asheville, N.C. Filed June 4.

■ **KDSJ(AM) Deadwood, S.D.** (980 khz; 5 kw-D, 1 kw-N)—Seeks transfer of control of Goldrush Broadcasting from Rick Keefer (40% before; none after) to Al Decker and his wife, Jeanne (60% before; 100% after), for \$35,000, comprising \$5,600 cash, and remainder assumption of note. Seller is program director of the station with no other broadcast interests. Buyer is GM and president of Goldrush Broadcasting. He has no other broadcast interests. Filed June 14.

■ **WZRA(AM) Chattanooga, Tenn.** (1450 khz; 1 kw-D, 250 w-N)—Seeks assignment of license from Beacon Broadcasting Inc. to D. Stephen Hollings for \$550,000, comprising \$10,000 cash, \$1,000 noncompete agreement and remainder note. Seller is station group which also owns WBJF(AM) Winston-Salem, N.C.; WMOB(AM) Mobile, Ala.; CP for WQAC-TV Fort Walton, Fla.; app. for LPTV in Colorado Springs, Colo., and seven AM's and three FM's in other countries. Buyer is Columbus, Ga., ophthalmologist with no other broadcast interests. Filed May 31.

■ **WRJZ(AM) Knoxville, Tenn.** (620 khz; 5 kw-U)—Seeks assignment of license from Thomas H. Dickenson, trustee for WRJZ Inc. to Tennessee Media Associates Inc. for \$170,198 plus assumption of \$34,801 debt and \$700,000 promissory note. Seller is owned equally by Burton Sherwood of Glenview, Ill., and William Hennes of Mt. Prospect, Ill. Thomas H. Dickenson was appointed trustee on April 5, 1984, although ownership remains unchanged. Dickinson has control of affairs of station. They purchased station from Basic Media Ltd. in April 8, 1982, assumption of debt is to them. Buyer is owned equally by Edward Attinger and Stuart Epperson. Epperson owns (100%) KAKC(AM), KCFD(FM) Tulsa, and part interest in KSLR(AM) San Antonio (50%), WRFD(AM) Columbus-Worthington (50%), WEZE(AM) Boston (47%) and KGBA(FM) Holtville, Calif. (37%), his wife, Nancy, has 30% interest in corporation which owns 80% of New Inspiration Broadcasting Co. permittee for new FM in Los Angeles. In addition, his relatives (brothers and sisters) have extensive holdings numbering eight AM's and two FM's in Virginia and North Carolina. Attinger is sole owner of KDAR(FM) Oxnard, and has part interest in WEZE (47%), KGBA (37%), WRFD (50%), KLSR (50%), WNYM(AM) New York (50%), and KGFT(FM) Carpinteria, Calif. (60%), his father owns the other 40% of KGFT. He also holds 30% each of corporation which owns 80% of New Inspiration Broadcasting Co. His sister Carol Prenter owns CP for new FM in Rosamond, Calif. Filed June 15.

■ **KGVL-AM-FM Greenville, Tex.** (AM: 1400 khz, 1 kw-D, 250 w-N, FM: 93.5 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of M&M Broadcasting to First Greenville, Corp. for \$1,200,000, comprising \$652,000 cash, remainder note. Seller is owned by Edwin McMackin (40%); his son Waymon E. McMackin (40%), and John Ryman

0%). They purchased station in 1982 for \$714,000. They have no other broadcast interests. Buyer is owned by Urban J. Endres and R.W. Andrews equally. Andrews has auto dealership in Rockwall, Tex. Endres is Muenster, Tex., investor. Neither have other broadcast interests. Filed June 14.

■ KNAK(AM) Delta, Utah (540 khz, 1 kw-D)—Seeks assignment of license from L. John Miner to Pahvant Valley Broadcasting Inc. for \$200,000, comprising \$50,000 cash, assumption of note of \$59,000 and remainder note. Seller's wife, Julie, owns KDXU(AM)-KZEZ(FM) St. George, Utah, his son, William, and Lawrence own KFMJ(FM) Grants Pass, Ore., and LPTV in St. George. Buyer is owned by Alan M. Roper, hardware/lumber store in Philmore, Utah (25%); Neil R. Dutson, real estate developer in Delta (25%); Darrell S. Lester, retired comptroller (30%), and James L. Fletcher, GM of KNAK (20%). They have no other broadcast interests. Filed June 13.

Facilities Changes

Applications

AM's

Tendered

- WRUS (610 khz) Russellville, Kan.—Seeks CP to change hours of operation by adding night service, install DA-N and change TL. App. June 18.
- WTBQ (1110 khz) Warwick, N.Y.—Seeks mod. of lic. to change SL. App. June 15.
- KTNX (1230 khz) Elmira, N.Y.—Seeks CP to change freq. to 1200 khz, change city of lic. to Southport, N.Y., increase power to 1 kw N, 5 kw D, install DA and make changes in ant. sys. App. June 19.
- KDJW (1010 khz) Amarillo, Tex.—Seeks CP to make changes in ant. sys. and change TL. App. June 18.
- WOKL (1050 khz) Eau Claire, Wis.—Seeks CP to change city of lic. to Altoona, Wis., increase power to 5 kw and install DA-D. App. June 18.

Accepted

- KTNX (1080 khz) Anchorage—Seeks CP to change TL. App. June 19.
- WPCK (1290 khz) West Palm Beach, Fla.—Seeks MP to change D-A pattern (nighttime). App. June 15.
- WIYN (1360 khz) Rome, Ga.—Seeks CP to make changes in ant. sys. & incr. height of tower. App. June 14.
- WUCO (1270 khz) Marysville, Ohio—Seeks mod. of lic. to change SL. App. June 14.
- WTIP (1240 khz) Charleston, W.Va.—Seeks CP to make changes in ant. sys. App. June 15.

FM's

Tendered

- KLSS (106.1 mhz) Mason City, Iowa—Seeks CP to change TL, change ERP to 100 kw, change HAAT to 1,000 ft. and make changes in ant. sys. App. June 18.
- KWED (105.3 mhz) Seguin, Tex.—Seeks CP to change TL, change ERP to 93.9 kw, change HAAT to 1,122 ft. and make changes in ant. sys. App. June 13.

Accepted

- WELR (102.3 mhz) Roanoke, Ala.—Seeks CP to change ERP to 2.9 kw and change freq. to 102.3 mhz. App. June 19.
- KENY (101.7 mhz) Soldotna, Ark.—Seeks CP to change TL and change HAAT to 266 ft. App. June 13.
- KEZY (95.9 mhz) Anaheim, Calif.—Seeks CP to change TL, change HAAT to 328 ft. and change ERP to 2.4 kw. App. June 13.
- WGLF (96.9 mhz) Tallahassee, Fla.—Seeks CP to change TL, change HAAT to 326 M and changes in ant. sys. App. June 18.
- WAJX (98.3 mhz) Titusville, Fla.—Seeks CP to change HAAT to 328 ft. App. June 13.
- WEAT (104.5 mhz) West Palm Beach, Fla.—Seeks CP to change TL and change HAAT to 1,250 ft. App. June 19.
- WYFE (95.3 mhz) Winnebago, Ill.—Seeks CP to change ERP to 1.23 kw. App. June 19.
- WLTS (105.3 mhz) Slidell, La.—Seeks CP to change HAAT to 902 ft. App. June 15.

- *KOPN (89.5 mhz) Columbia, Mo.—Seeks CP to change TL, change ERP to 20 kw and change HAAT to 219 ft. App. June 19.
- KTUF (98.3 mhz) Kirksville, Mo.—Seeks CP to change ERP to 1.55 kw and change HAAT to 456 ft. App. June 19.
- KBBZ (98.5 mhz) Kalispell, Mont.—Seeks CP to change SL. App. June 15.
- KEER (97.1 mhz) Las Vegas—Seeks CP to changes in ant. sys., install aux. sys., change TL, change ERP to 15.0 kw and change HAAT to 1,811 ft. App. June 19.
- WEVD (97.9 mhz) New York—Seeks CP to change ERP to 7.76 kw. App. June 15.
- WPLJ (95.5 mhz) New York—Seeks CP to change ERP to 6.3 kw and change HAAT to 1,331 ft. App. June 19.
- WGGN (97.7 mhz) Castalia, Ohio—Seeks CP to change TL and change HAAT to 375 ft. App. June 15.
- WKKI (94.3 mhz) Celina, Ohio—Seeks CP to change ERP to 1.2 kw and change HAAT to 448 ft. App. June 15.
- KQTZ (105.9 mhz) Hobart, Okla.—Seeks CP to change ERP to 100 kw and make changes in ant. sys. App. June 13.
- WWDW (101.3 mhz) Sumter, S.C.—Seeks CP to change TL; change HAAT to 1,364 ft. and change ERP to 100 kw. App. June 13.
- WQQK (92.1 mhz) Hendersonville, Tenn.—Seeks CP to change SL. App. June 15.
- KJIM (94.9 mhz) Fort Worth, Tex.—Seeks CP to change coordinates. App. June 15.
- KBCB (99.1 mhz) Corpus Christi, Tex.—Seeks CP to change ERP to 97 kw and make changes in ant. sys. App. June 13.
- KOOV (103.1 mhz) Copperas Cove, Tex.—Seeks CP to change ERP to 1.82 kw and change HAAT to 415.8 ft. App. June 13.
- WKMY (100.9 mhz) Princeton, W.Va.—Seeks CP to change HAAT to 689 ft. App. June 19.
- WVSR (102.7 mhz) Charleston, W.Va.—Seeks CP to change HAAT to 402.6 ft. App. June 19.
- WROE (94.3 mhz) Neenah-Menasha, Wis.—Seeks CP to change ERP to 2.9 kw. App. June 13.

TV

Accepted

- WTGS (ch. 28) Hardeeville, S.C.—Seeks MP to change to ERP vis. to 1,698 kw, aur. to 169.8 kw and change HAAT to 792 ft. App. June 13.

Summary of broadcasting as of April 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,747	170	4,910
Commercial FM	3,577	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,464	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	537	23	558
Commercial UHF TV	347	222	562
Educational VHF TV	112	3	114
Educational UHF TV	173	25	198
Total TV	1,169	273	1,452
VHF LPTV	194	74	266
UHF LPTV	78	136	207
Total LPTV	272	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.

Actions

AM's

- KNIX (1580 khz) Tempe, Ariz.—Granted app. to increase power level to 50 kw. Action June 6.
- KIQI (1010 khz) San Francisco—App. returned for change in hours of operation to unlimited by adding night service with 2.5 kw, install DA-2 and make changes in ant. sys. Action April 2.
- WBPA (1460 khz) Elkhorn City, Kan.—Granted app. to increase power to 5 kw. Action June 11.
- WKIX (850 khz) Raleigh, N.C.—Granted app. mod. of lic. to change SL and to operate transmitter by remote control. Action May 2.
- WNLA (1380 khz) Indianola, Miss.—Granted app. to construct new ant. and change TL. Action June 7.
- WJON (1240 khz) St. Cloud, Minn.—Granted app. to make changes in ant. sys. and increase TPO. Action June 11.
- KHOB (1390 khz) Hobbs, N.M.—Granted app. for mod. of lic. to change SL and operate by remote control. Action June 7.
- WBNX (1380 khz) New York—Granted app. to change hours of operation from shared time to unlimited time. Action June 11.
- WHLO (640 khz) Akron, Ohio—Granted app. to increase power to 5 kw and change directional pattern. Action June 6.
- WUCO (1270 khz) Marysville, Ohio—Granted app. for mod. of lic. to change SL and to operate by remote control. Action June 12.
- KLIQ (1290 khz) Lake Oswego, Ore.—Granted app. for mod. of lic. to change SL and operate by remote control. Action June 7.
- WGFV (1580 khz) Morovis, P.R.—Granted app. to increase power to 2.5 kw. Action June 11.
- WEAN (790 khz) Providence, R.I.—Granted app. to make changes in ant. sys. and change from DA-2 operation to DA-N. Action June 6.
- KDXU (1450 khz) St. George, Utah—Granted app. to change TL. Action June 6.
- KCVL (1270 khz) Colville, Wash.—Granted app. to add night service with 250 kw, change freq. to 1240 khz, and make changes in ant. sys. Action June 11.
- KCLK (1430 khz) Clarkston, Wash.—App. returned to change city of lic. to Asotin, Wash., add night service with 1 kw, increase day power to 5 kw, install DA-2, change TL and make changes in ant. sys. Action June 11.

FM's

- KHTN (92.1 mhz) Placerville, Calif.—Granted app. change TL and changes in ant. sys. Action May 25.
- *WKGK (90.7 mhz) Panama City, Fla.—Granted app. to change ERP to 100.0 kw. Action June 7.
- *WVGS (91.9 mhz) Statesboro, Ga.—Granted app. to change freq. to 91.9 mhz and change ERP to 1.00 kw. Action June 8.
- KVCL (92.1 mhz) Winfield, La.—Dismissed app. to make changes in ant. sys. Action June 1.
- KCIL (107.5 mhz) Houma, La.—Granted app. change freq. to 107.5 mhz; change TL; change ERP to 100 kw; change HAAT to 655 ft. and make changes in ant. sys. Action June 6.
- WTKS (102.3 mhz) Bethesda, Md.—Granted app. to change TL, to change ERP to 1.12 kw and to change HAAT to 480 ft. Action June 7.
- WSHN (100.1 mhz) Fremont, Mich.—Granted app. to make changes in ant. sys., change ERP to 2.0 kw and change HAAT to 355 ft. Action June 7.
- WYXX (96.1 mhz) Holland, Mich.—Granted app. to change TL; change ERP to 20 kw; change HAAT to 500 ft. and make changes in ant. sys. Action June 6.
- WXYX (106.1 mhz) Wilson, N.C.—Granted app. to change TL; change ERP to 89 kw; change HAAT to 1,370 ft. and make changes in ant. sys. Action June 6.
- WDZD (93.5 mhz) Charlotte, N.C.—Granted app. for mod. of lic. to change SL. Action June 7.
- WTOJ (103.1 mhz) Carthage, N.Y.—Denied app. to change SL. Action June 11.
- WYMJ (103.9 mhz) Beavercreek, Ohio—Granted app. change TL; change ERP to 1.50 kw; change HAAT to 405 ft. and make changes in ant. sys. Action June 6.
- KCMA (106.1 mhz) Owasso, Okla.—Returned app. to change TL. Action June 11.
- WBRQ (97.7 mhz) Cidra, P.R.—Dismissed app. to

change TL, change ERP to 1.0 kw, change HAAT to 994 ft. and changes in ant. sys. Action June 8.

■ WLDY (92.7 mhz) Ladysmith, Wis.—Granted app. change ERP to 1.70 kw and change HAAT to 391 ft. Action June 7.

In contest

ALJ Joseph Chackin considered following requests:

■ Burlington, N.J.—Granted petition by Angelo Roman and dismissed with prejudice his app. for new TV (ch. 28) Burlington, N.J. (By order June 8; MM 84-443-452).

■ Milwaukee—Granted motion by Glory Ministries to add issue to determine whether programing proposal demonstrates superior devotion to public service over other applicants, and if comparative preference is warranted. (By order June 8; MM 84-225-230).

ALJ John Conlin considered following requests:

■ Gurdon, Ark.—Granted motion by Southwestern Broadcasting Co. and dismissed app. of Orr Broadcasting Co.'s app. for new FM in Gurdon. (By order June 8; MM 84-191-194).

■ Lindsborg, Kan.—Granted motion by Osage Radio Inc. for summary decision and resolved air hazard in its favor. (By order June 1; MM 83-1328-1329).

■ Milwaukee—Granted petition by Radio Harlan Inc. and dismissed it's app. (By order June 6; MM 84-479-489).

ALJ Frederic J. Coufal considered the following requests:

■ Gardnerville-Mindville, N.M.—Granted joint request for approval of settlement agreement by dismissing Overcast's app. with prejudice. Granted Higuera's app. for a new FM at Gardnerville-Minden and terminated proceeding. (By order June 8; MM 84-367-368).

ALJ John M. Frysiak considered the following requests:

■ New Haven, Conn.—Granted app. by Meister for lic. renewal of WNHC, approved assignment agreement, granted app. for consent to lic. assignment and terminated proceeding. (By MO&O June 5; MM 83-955-956).

Call letters

Applications

Call	Sought by
New FM's	
KNBZ	Snow Peak Limited Partnership, Wasilla, Alaska
KKBN	Clear Mountain Air Broadcasting Co., Twain Hart, Calif.
WGSJ	God's Station Inc., Russell, Pa.
KPCE	Dove Broadcasting Inc., Eunice, N.M.
KTLT	Wichita Falls Communications, Wichita Falls, Tex.
WXXX	Champlain Valley Broadcasting Corp., S. Burlington, Vt.
Existing AM's	
WBUL	WSAC Altes Broadcasting Corp., Fort Knox, Ky.
WQKA	WOZO David Taylor Smith & Alan H. Andrews, Jr. Pen Yan, N.Y.
WXYT	WXYZ Fritz Broadcasting Inc., Detroit
KQRO	KEWS Cuero Broadcasting Inc., Cuero, Tex.
KDUV	KINE Whitlock Broadcast System Inc., Kingsville, Tex.
KBCM	KBXN Golden Spike Broadcasting Inc., Tremonton, Utah
KISD	KEUE Whidbey Broadcasting Service Inc., Oak Harbor, Wash.
Existing FM's	
KSEI	KRBU Pacific Northwest Broadcasting Co.,

Pocatello, Idaho

WXJY	WGTF C.C.N.B. Corp., Nantucket, Mass.
KLRK	KMWR Clarcom Inc., Vandalia, Mo.
KHLC	KQRC Big Pine Broadcasting Inc., Bandera, Tex.
KDUV	KINE Whitlock Broadcast System Inc., Kingsville, Tex.
KBCM-FM	KBXN Golden Spike Broadcasting Inc., Tremonton, Utah

Existing TV's

WLNS	WJIM Backe Communications Inc., Lansing, Mich.
KMSQ	KAT Independent School District No. 492, Austin, Minn.
KFWY-TV	KTNW Hi-Ho Broadcasting Corp. of Wyoming, Riverton, Wyo.

Grants

Call	Assigned to
New AM's	
WHZI	Betty Jane Morgan Stinedurf, Hanceville, Ala.
WENL	Safe Broadcasting Inc., Trion, Ga.
WBSO	Clinton Radio Associates, Clinton, Mass.
WIKV	David T. Murray, Colonial Heights, Tenn.
New FM's	
WECH	The Bishop of the Diocese, Tampa, Fla.
WLPZ	On Sonde Communications Corp., New Carlisle, Ind.
WFOV	Pike Broadcasting Corp., Petersburg, Ind.
KKEI	Kathy J. Kautz, Imperial, Neb.
WJGT	The St. Lawrence University, Canton, N.Y.
WGOX	Camac Broadcasting Co. Inc., Ravenel, S.C.
KQMG	William Jackson Pennington III, Carrizo Springs, Tex.
New TV	
KXWY-TV	Channel 20 Casper Inc., Casper, Wyo.
Existing AM's	
WGTC	WTTS Sarkes Tarzian Inc., Bloomington, Ill.
WXXI	WRTK Rochester Area Educational Television Association Inc., Rochester, N.Y.
KKZU	KKNW Radio Northwest Broadcasting Co., Mountlake Terrace, Wash.
Existing FM's	
WCFI	WDOQ Abell Communications, Inc., Daytona Beach, Fla.
WTTS	WGTC Sarkes Tarzian Inc., Bloomington, Ind.
KKJQ	KBUF Robert Ingstad, Garden City, Kan.
KWOC-FM	KPBM Three Rivers Broadcasting Corp., Poplar Bluffs, Mo.
KLIR	KOXI KJSK Inc., Columbus, Neb.
KMCQ	Mid-Columbia Broadcasting Inc., The Dalles, Oregon
WMJR	WWWK First Virginia Communications Inc., Warrenton, Va.
Existing TV's	
KSMQ-TV	Independent School District No. 492, Austin, Minn.
WXXI-TV	WXXI Rochester Area Educational Television Association Inc., Rochester, N.Y.
KWBR	KTYT Weber State College, Ogden, Utah

Services

FCC DATA BASE
dataworldSM
AM • FM • TV • LPTV • MDS
1302 18th St., N.W. Suite 502
Washington, D.C. 20036
(202) 296-4790 800-368-5754

301-731-5677 Complete
Broadcast Facility
Design & Installation
Harrison
Systems Ltd.
7515 Annapolis Road Suite 411
Hyattsville Maryland 20784

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including
Data Base/Allocation Studies
Terrain Profiles
A Div. of Moffet, Larson & Johnson, P.C.
(703) 841-0282

AERONAUTICAL CONSULTANTS
Tower Location/Height Studies
FAA Negotiations
JOHN CHEVALIER, JR.
AVIATION SYSTEMS
ASSOCIATES, INC.
1650 So. Pacific Coast Hwy
Redondo Beach CA 90277
(213) 316-5281

SOUTHERN
BROADCAST SERVICES
COMPLETE TURNKEY SYSTEMS
STUDIOS, TRANSMITTERS
TOWERS, ANTENNAS
Full Rigging & Erection Services
Custom Electronics Design & Installation
PO Box 740, Alabaster, Al 35007
12051 663-3709

UNUSED
CALL LETTERS
CALL LETTER SYSTEMS
P.O. Box 12403
Jackson, MS 39211
16011 981-3222

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCEE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 642-4164

**EDWARD F. LORENTZ
& ASSOCIATES**
CONSULTING RADIO ENGINEERS
1334 G St. N.W. Suite 500
Washington, D.C. 20005
(202) 347-1319
Member AFCEE

A.D. RING & ASSOCIATES
CONSULTING RADIO ENGINEERS
Suite 500
1140 Nineteenth St., N.W.
Washington, D.C. 20036
(202) 223-6700
Member AFCEE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
1015 15th St., N.W., Suite 703
(202) 783-0111
Washington, D.C. 20005
Member AFCEE

 **CARL T. JONES ASSOCIATES**
CONSULTING ENGINEERS
7901 YAMWOOD COURT SPRINGFIELD, VA 22153
MEMBER AFCEE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W. Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCEE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCEE

SILLIMAN AND SILLIMAN
8701 Georgia Ave., #805
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCEE

Moffet, Larson & Johnson, P.C.
CONSULTING ENGINEERS
1925 North Lynn Street
Arlington, VA 22209
(703) 841-0500
Member AFCEE

**DAVID STEEL
& ASSOCIATES, INC.**
P.O. Box 230
Main St. & Melvin Ave
Queenstown, MD 21658
(301) 827-8725
Member AFCEE

ANDRUS AND ASSOCIATES, INC.
ALVIN H. ANDRUS, P.E.
351 SCOTT DRIVE
SILVER SPRING, MD. 20904
301 384-5374
 Member AFCEE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCEE

JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114
Member AFCEE

**JULES COHEN
& ASSOCIATES, P.C.**
Suite 400
1730 M St. N.W.
Washington DC 20036
(202) 659-3707
Member AFCEE

CARL E. SMITH
CONSULTING ENGINEERS
AM FM TV Engineering Consultants
Complete Tower and Rigging Services
8500 Snowville Road
Cleveland, Ohio 44141
216/526-9040

VIR JAMES
CONSULTING ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
3137 W. Kentucky Ave. - 80219
(303) 937-1900
DENVER, COLORADO
Member AFCEE & NAB

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57 Street
New York, N.Y. 10107
(212) 246-2850

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCEE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W.,
Seattle, Washington, 98107
(206) 783-9151
Member AFCEE

ENTERPRISE ENGINEERING P.C.
Consulting Engineers
FW HANNEL, PE
PO Box 9001 Peoria, IL 61614
(309) 691-4155
Member AFCEE

MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design, Modifications
Inspections, Supervision of Erection
6867 Elm St., McLean, VA 22101
Tel (703) 356-9765
Member AFCEE

C. P. CROSSNO & ASSOCIATES
Consulting Engineers
P.O. Box 18312
Dallas, Texas 75218
(214) 669-0294
Member AFCEE

 **RADIOENGINEERINGCO**
CONSULTANTS
NORWOOD J. PATTERSON
P.O. Box 420
SANTA YNEZ, CA 93460
(805) 688-2333
Serving Broadcasters over 35 years

**JOHN F.X. BROWNE
& ASSOCIATES, INC.**
CONSULTING ENGINEERS
525 Woodward Avenue
Bloomfield Hills, MI 48013
Tel (313) 642-6226
Member AFCEE

**D.C. WILLIAMS
& ASSOCIATES, INC.**
Consulting Engineers
AM FM TV LPTV CATV
POST OFFICE BOX 700
FOLSOM, CALIFORNIA 95630
(916) 933-5000

R.L. HOOVER
Consulting Telecommunications Engineer
11704 Seven Locks Road
Potomac, Maryland 20854
301 983 0054
Member AFCEE

**SHERMAN & BEVERAGE
ASSOCIATES, INC.**
Broadcast/Communications Consultants
Box 181, R.D. #2
Medford, N.J. 08055
(609) 983-7070

**LAWRENCE L. MORTON, E.E.
AND ASSOCIATES**
Consulting Telecommunications Engineers
AM, FM, TV, LPTV, CATV, MDS, STL,
Cellular, Field Engineering, Computerized
Channel Searches
21671 SUPERIOR LANE
LAKE FOREST, CALIFORNIA 92630
(714) 859-6015

EVANS ASSOCIATES
Consulting Telecommunications
Engineers
AM-FM-TV-CATV-ITFS-LPTV-Satellite
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone: (414) 242-6000
Member AFCEE

SELLMEYER & KRAMER, INC.
CONSULTING ENGINEERS
J.S. Sellmeyer, P.E., S.M. Kramer, P.E.
AM FM TV MDS ITFS LPTV CATV
APPLICATIONS • FIELD ENGINEERING
P.O. Box 841 McKinney, TX 75069
(214) 542-2056

**W. LEE SIMMONS
& ASSOCIATES, INC.**
Broadcast Telecommunications Consultants
Applications • Field Engineering
14 Archer Road
Hilton Head Island, S.C. 29928
(803) 785-4445

 **COMSEARCH**
INCORPORATED
11503 Sunrise Valley Dr./Reston, Virginia 22091
1701 North Greenville Avenue, Suite 814
Richardson, Texas 75081
Communications Engineering Services
Harry L. Stemple, Virginia 703/620-6300
G. Pat Mart, Texas 214/235-3156

PAUL DEAN FORD
BROADCAST ENGINEERING CONSULTANT
R.R. 12, Box 379
WEST TERRE HAUTE, INDIANA 47885
812-535-3831

D.B. COMMUNICATIONS, INC.
Broadcast/RCC-Cellular/Satellite
Communications Consultants
Software Development
300-120th Ave., N.E., Bldg. 3 Suite 233
Bellevue, WA 98005
(206) 455-1700

Applications - Field Engineering
Radio - TV - Cellular - LPTV - STL
Pathfinders Ltd.
11704 Stonington Place
Silver Spring, Md 20902
301-681-8188

EDM & ASSOCIATES, INC.
B/cast AM FM TV LPTV ITFS Translator
Frequency Searches & Rule Making
C/Carrier Cellular, Satellites
MMDS, P/P Microwave
FCC 1st Class & PE licensed staff
1110 Vermont Ave., N.W., Suite 1130
Washington, D.C. 20005 Phone (202) 296-0354
Member AFCEE

**JOHN J. DAVIS
& ASSOCIATES**
CONSULTING ENGINEERS
P.O. BOX 128
SIERRA MADRE, CA 91024-0128
(818) 355-6909
Member AFCEE

DON'T BE A STRANGER
To Broadcasters 19178** Readers
Display your Professional or Service
Card here it will be seen by station and
cable TV system owners and decision
makers
*1982 Readership Survey showing 52
readers per copy

**LECHMAN, COLLIGAN,
& JOHNSON**
Telecommunications Consultants
Applications • Field Engineering
2033 M Street N.W. Suite 702
Washington, D.C. 20036
(202) 775-0057

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Winning SM ready to GM. Growing company needs strong leader with high personal goals for outstanding top 100 contemporary C in Sunbelt market. High income and long term career growth for committed professional. Box T-82.

Operations manager for Carolina small market. Looking for person ready to stay put. Must have experience, be community minded, handle some sales. Good opportunity. Resume to Box T-109. EOE.

Growing radio group needs director of finance & planning. Must have experience in acquisitions, divestitures & an accounting background. Experience in broadcasting at the station level a must. New York-based. Replies kept confidential. EOE. Box T-118.

Sales manager for group owned Northeastern medium market FM. Must be an aggressive, results-oriented individual with a proven track record. This position will be filled within six weeks. Send resume to Box T-128. EOE.

Talented sales manager, Myrtle Beach, SC. WNMB-WGNN is reviewing applications for creative, enthusiastic sales manager. We will consider potential as well as experienced track record. Individual will supervise, train, and motivate a sales force of 6, plus carry a list. If you are looking to move into a billion dollar tourist market, send resume, salary requirements, and references to Matt Sedota, Ogden Broadcasting Of SC, 429 Pine Avenue, North Myrtle Beach, SC 29582. EOE.

Sales manager. West Texas station. Must be able to train and inspire salespeople. Work out schedules. Handle follow thru. Share in all sales. All replies in confidence. EOE. Box T-142.

HELP WANTED SALES

Sales manager. KFAM Radio, Utah's first 50,000 watt AM radio station in over 50 years, is accepting applications for the position of general sales manager. Good starting salary, benefits and opportunity to advance. Call 801-531-0700.

Unique opportunity. WNIR, Akron, the station the nation is talking about, has an opening for an account executive. Unlimited sales potential including exclusive format, major league sports, aggressive sales promotions. Excellent guarantee, commissions, active account list. Call Bill Klaus, 216-673-2323. EOE.

WCOL Radio, an established leader in Columbus, Ohio, is searching for an experienced local sales manager. Applicants must have direct sales management experience, must excel in training retail salespeople, and must be a motivator for an eager, aggressive sales staff of 7. Applicants should mail their resume, earnings history and sales philosophy to: Paul Wachsmith, WCOL Radio, 195 East Broad St., Columbus, OH 43215. Strictest confidence will be observed. EOE.

We are growing! Need salespeople to replace those promoted from within. Must be hustlers with 2 to 3 years radio sales required. Markets are in Texas, Florida, Tennessee. Only those self-motivated, professional, and dedicated need apply. We pay top dollars and top commission, so we expect the best. Resume to Box T-86. EOE/MF.

WITS/WCAC, Sebring, FL. Great market, all new equipment. Willing to make the calls, you will make the sales. Six aggressive sales personnel needed. Contact Bob Connelly, 813-385-0714.

WIBX/WIBQ, central New York's most listened-to radio stations, has an immediate opening for a radio advertising salesperson. You will inherit a well established account list. Income from salary and commissions will range in the mid to upper twenties. This is an excellent opportunity for a career-minded individual. Send resume to WIBX/WIBQ, P.O. Box 950, Utica, NY 13503. EOE.

Central Indiana country FM needs aggressive salesperson to build list with good potential. Healthy guaranteed draw for right person. Must have at least 1 year's experience. Send resume to Sales Manager, 5888 East 82nd Street, Indianapolis, IN 46250.

What a challenge! New class C FM seeks sales manager to head staff of 3-5. Virgin market for FM-need someone with tons of new ideas and enthusiasm. 1-2 years' experience preferred, but not required. Owner/manager is 24 — if he can do it, you can too! On air July. KOMA, Box 493, Phillipsburg, KS 67661. EOE.

New owner, WV market, seeking aggressive salespeople for AM station with music of your life format, & FM with adult rock. Room for advancement. Call John Demeter, GM, 304-485-7354, today.

Group broadcaster has immediate opening for an experienced salesperson with an eye toward management. This single station market has outstanding growth potential, so we want the best. Send resume to Cory Thurston, President, WCNX, Box 359, Middletown, CT 06457. EOE.

Sales manager: college town, upper Rocky Mountains. Large multi-national corporation owns this excellent AM facility. We need a smart, scrappy sales manager, well-trained and with a good track record in sales. Excellent advancement opportunities and earnings potential. This town of 60,000 is a nice place to work, live and raise kids. Send resume and references to Box T-126.

Money motivated professionals for new class B FM. Resume and recent client proposal to WEQX, Box 102, Manchester, VT 05254.

Top list available on number one rated FM for self-motivated salesperson. Position has excellent growth potential and earnings. Successful applicant will be hard worker with management potential. Drifters need not apply. Resumes to: Mr. McKeown, Suite 408, 1015 Eighteenth Street, NW, Washington, DC 20036, or call 919-527-1230.

HELP WANTED ANNOUNCERS

Announcer for automated small market C & W station. Duties will include: production, sports, PBP, feature news, and remotes. Applicant must have good radio voice and acceptable typing. Qualified entry level applicants considered. Salary based on experience. WSVS is an EOE. Minorities and females are encouraged to apply. Send tape, resume and salary requirements to WSVS, 800 Melody Lane, Crewe, VA 23930.

Morning drive announcer needed. AC format, personality. Tape & resume now to WSER, 192 Maloney Rd., Elkton, MD 21921.

Radio announcer. KETR-FM, 100,000 watt public radio station at East Texas State University, seeks morning host & operations director. Ideal candidate should possess excellent on-air personality, music programming experience, ability to train/motivate student staff, & background with winning operation. Sports experience a plus. Good starting salary. No calls. Tape/resume: KETR, Box BB, ET Station, Commerce, TX 75428. ETSU is an EOE.

Eastern New Mexico's #1 country station needs talented performer, air shift, production. Minimum two years experience; full service format; Nat'l AP news winner. T & R to VP, KWKA, P.O. Box 869, Clovis, NM 88101. EOE.

We're looking for a bright morning person who also does PBP. Excellent opportunity to work in a great area with terrific people. T & R to WLCC-FM/WRAA-AM, P.O. Box 387, Luray, VA 22835. EOE.

Urban contemporary station seeking complete air staff. Program director position open. References will be checked thoroughly. Air check and resume to: WJM, 2640 San Diego Road, Jacksonville, FL 32207. An equal opportunity employer.

Afternoon drive personality. Very successful adult contemporary between Chicago and Milwaukee. We offer number one ratings, state of arts facility, stable management, good pay and fringe. Demand above average talent with strong production and minimum two years experience. Tape/resume to: Jim Schaefer, PD, WLIP/WJZQ, PO Box 659, Kenosha, WI 53141.

Immediate opening for top-40 announcer with proven on-air and production ability. Play-by-play a plus. Send T and R to: Marshall Smith, WADZ-FM, Americus GA 31709, or call 912-924-1290.

WHBC needs a creative, mature and conversational air personality. Talk show and/or sports interest a plus. Three years experience preferred. Box 9917, Canton, OH 44711. EOE. Minorities encouraged.

HELP WANTED TECHNICAL

Chief engineer. So. Texas FM. Join our #1 team and enjoy the great Gulf Coast life style. Send resume to Chuck Dunaway, GM, KITE-FM, 441 Laguna, Corpus Christi, TX 78401. EOE.

Colorado AM/FM needs chief engineer. Installing new AM transmitter this Summer. Relocating studios next year. Contact Bob Treadway, KFKA/KGBS, Box K, Greeley, CO 80632.

Chief engineer wanted for top 15 market AM/FM, Northeast. Opening late July for full-charge, self-motivated experienced engineer with first/general license, SBE certified. EOE. Box T-90.

Radio/television engineering technologist I. Assists chief engineer in maintaining equipment in university media center. Helps television production staff with their assignments. Min. quals: A Bachelor's degree with a major in elec. or comm. engineering or elec. eng. tech. and FCC gen. radio design, op. or const. of tech. broadcasting equipment and FCC fen. radio te. op. lic. voc/tech training in comm. eng. or elec. Can sub or coll. education can substitute for max. of 2 years, required exp. Salary range: \$14,532.48 - \$20,900.88 Work hours: 2-10:30 P.M., Mon - Fri. Apply at Univ. Pers. Rel., The University of West Florida, Pensacola, FL 32514. AA/EOE.

FM chief engineer for major West Coast market. Hands-on position will require applicant to demonstrate a complete understanding of FM broadcasting techniques. Salary commensurate with experience. Send resume and references: c/o General Manager, KITS Radio, 1355 Market Street, Suite 152, San Francisco, CA 94103. Entercom is an equal opportunity employer.

Northern California 3 county FM in Sierra Nevada needs strong production organizer - talented voice - who can also handle basic FM transmitter, automation maintenance. Our operations director will have a major market sound, engineering and production experience, quality character traits, and enthusiasm for a great job in a great place. No air shift. Send production tape/resume to KNXN, P.O. Box 1016-A, Quincy, CA 95971. No calls.

The world's finest hunting and fishing. Need dedicated engineer for group operation, immediate opening. Send resume to P.O. Box 520, Cadillac, MI 49601, or phone Andrew MacDonald, 616-775-1263.

Chief engineer needed for AM/FM. Must be competent with modern studio equipment and transmitters. Prior experience essential. Stations located in McLeansboro and Carbondale, Illinois areas. Resume to Jim Glassman, VP, Community Service Broadcasting, 811 Broadway, Mt. Vernon, IL 62864 EOE, M/F.

HELP WANTED NEWS

Newsperson. Experienced, mature, top gathering-writing-communicating skills. Straight news now, replace retiring farm news director 6-18 months. Opportunity to settle in Mid-Atlantic, end-of-the-rainbow locale. Group owned 50-year old AM with FM. Resume/salary to Box T-115. EOE.

News person. Solid reporter-anchor. Must have experience or college journalism. Send tape, resume and writing sample; WCSS, Amsterdam, NY 12010.

Small market station wants an experienced and aggressive news director. Must be able to write and air broadcasts and direct the department. Medical and life insurance plan paid by station. ABC Information Affiliate, AP radio wire and audio service from state capital. Immediate opening. WBYS AM/FM, Box 600, Canton, IL 61520. An equal opportunity employer.

FM & AM in Johnstown, PA, looking for news director. Nice benefits. Prefer close to area. 2 years experience. EOE. No calls. T & R to WKYE, 109 Plaza Drive, Johnstown, PA 15905.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Group-owned Newstalk station in growing Tampa market needs program director/afternoon talk host. Strong talk background, on-air and management skills required. Unedited air checks and resume by July 2 to: Vanessa Radcliffe, Operations Manager, WPLP, P.O. Box 570, Pinellas Park, FL 33565. EOE.

Continuity director needed immediately for WRUF AM/FM, a 5000 watt MOR/100,000 AOR combo. Duties include supervision of continuity department, writing creative copy for 18-34 and 35+ demographics. Requires a Bachelor's degree in communications or English and strong production skills and radio continuity experience. Send tape, resume and salary requirements to Central Employment Center, 4th Floor Stadium, University of Florida, Gainesville, FL 32611, by July 2, 1984. AA/EOE.

Program director/announcer for small market Carolina station. Must have minimum of two years experience. Production required. Resume to Box T-110. EOE

PD. Country format. Major FL mkt. 100KW FM. Are you ready? Replies confidential. Resume to Box T-121.

2-broadcast producers - WOSU Radio of the Ohio State University is seeking two broadcast producers. One will be responsible for planning, writing, producing, and announcing music programs and operating the FM control console. This individual will also conduct interviews about the arts, communicate with listeners, and participate in station promotional activities. Qualifications: Bachelor's degree in music, communication or related field or an equivalent combination of education and experience. Announcing and/or production experience and knowledge of classical music required. Knowledge of various foreign languages desired. Works Monday through Friday, 5:30 a.m. to 2:30 p.m. or 9:30 a.m. to 6:30 p.m. The other broadcast producer will plan, produce and host call-in public affairs programs, maintain records on the programs, and operate the radio control console and related equipment. Qualifications: Bachelor's degree in journalism, communications or related field, or an equivalent combination of education and experience. Professional experience in broadcast production and journalism required. Starting salary for both positions: \$15,960-17,640. Applicants should send a resume by July 16, 1984, to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Avenue, Columbus, OH 43210. An AA/EOE.

SITUATIONS WANTED MANAGEMENT

I am not an old hand in the business. I am a young hand. For 10 strong years, I have consistently delivered an excess of the expected revenue and ratings to my owners/supervisors in major and medium markets. My track-record for hiring, training, motivating, and achieving success is substantial, regardless of mkt. size, format, or agency vs. direct. I am currently positioned, but plan to make a change. If you have the need and the time to talk, I have the interest. All correspondence is reciprocally confidential. Box T-23.

Successful Operations manager/PD seeks GM opportunity in eastern U.S. Over 8 years' experience in programming, promotions, sales, administration. People-oriented, team leader, proven winner. Leave message at 301-559-7963.

Chief operating officer or broadcast vice president: successful general manager ready to move up. Confidential. Box T-68.

General manager, successful at turnarounds, sales-oriented, seeks medium, major market assignment. Confidential. Call 415-944-5396.

Minority GM with 4 successful turnaround situations seeks new challenge. Major, medium market experience. 600% sales increase in 2 yrs. Urban, CHR formats. Currently employed. Let's talk now for Fall book. Will put strong sales/programming team together to win. Box T-69.

If you are an owner looking for a manager that's a heavyweight with success based on results, sales and profit oriented, whose expertise includes basic management skills, strong on promotions and programming, 19 years in management as a successful broadcaster, you found him. Write Box T-77.

Dedicated professional with 13 years experience, 3 years as GM, wants to work! Excellent motivator and proven sales builder. Midwest only. Pat Chambers, 816-665-5883.

People/profit-oriented GM available (present station being sold). 30 yrs. experience includes on-air, PD, SM, GM. Challenge & opportunity more important than market size. Prefer SE. Opportunity to buy-in an added +. 704-298-2986, or write Box T-112.

You need a manager to pass the test of handling people, organizing programming and sales, selling, getting involved in the community, getting you or keeping you competitive in your market. I'll pass the test and more. If you're in medium market offering above average pay, possibly equity, reply to Box T-122.

Ten years as sales manager, desire small or medium market GM or GSM opportunity. Know what's important, manage people, and relate to community. Would like to learn your market and excel with your station. Write Box T-132.

SITUATIONS WANTED SALES

Sales oriented GM looking for permanency in a medium market. A sixteen-year pro who believes in radio. Willing to take charge. Must receive equitable compensation. Box T-134.

SITUATIONS WANTED ANNOUNCERS

Experienced, success-oriented announcer, with diverse background, wants fulltime position now! Don Brinkley, 414-284-6983, after 6 PM CDT.

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, anytime, 201-777-0749.

Attention: medium mkts. 4 yrs. experience. Extensive live remote performances, program & promotion director, news & sports director, skilled writer. Drive time jock. Will relocate. Justin, 212-996-4181.

Have exceptional abilities in talk-information radio. Major market experience. Available immediately. 216-732-8383.

Hardworking, dependable, experienced announcer seeking opportunity in Baltimore-Washington area. Call Eric, collect, 301-725-3342.

Experienced disc jockey and newscaster with FCC permit seeking full-time announcing position. Christine Lamos, 414-546-3377.

Professional voice and delivery. Excellent reader. Personable. Any hours. Can start now. David Semenske, 414-258-6085.

Will Go anywhere for 1st job. Success-oriented, diverse background. BA degree. Trained, warm personality. Mature, dependable, creative, articulate. Interviewing, reporting, sports. Darrell, 219-883-9337.

Need a "can do" attitude around your station? Trained beginner gives 150% effort. Any format, any place, immediately. DJ-news-production. Rick, 18 Harvard Ave., Lynbrook, NY 11563. 516-599-1143.

9 months part-time experience, broadcast school graduate. Excellent voice, good production. PBP. Randy, 319-355-4212; 319-355-4353.

SITUATIONS WANTED TECHNICAL

Position wanted. Hard working, diligent, engineer seeks long term position with professional broadcast station or group. Experienced in FM, AM directional, microwave, RPU, satellite, & studio operations. Heavy on maintenance & good technical operation. 15 years in business, married, wishing to settle down. Write Box T-83.

Chief engineer - MOYL DJ - big band musician seeks airshift. 305-786-0127.

SITUATIONS WANTED NEWS

Top notch, sophisticated PBP, all sports. Oldies expert can combo with board work. Bob, 201-546-5546.

Award winning PBP, sportscaster, newswriter. 9 years experience. Ed Lewis, 714-630-8316.

Experienced sports/news director ready to move up. NCAA & minor league PBP. Excellent reporting skills. Will consider sports/airshift combo. Jon Richards, 406-761-1310 (W); 406-454-3736 (H).

Sportscaster, with exceptional skills and experience; groomed in small market, superb writer. I'll put my PBP up against anyone's. Broad knowledge, expertise. Medium, large market, college PBP. 513-433-1094, or write 6710 Green Park Dr., Centerville, OH 45459.

Radio journalist. Local news comes first. Five years experience as writer, anchor, and interviewer. Seek small/medium market on East Coast with competitive salary. P.M. drive shift preferred. Box T-120.

If you're only allowed one phone call. Blue-chip sportscaster headed for the top, seeks college or minor league PBP shot. Accurate, riveting PBP. Inventive writer, skillful reporter. Attitude, track record top-notch. Call Barry, 516-692-5188.

Professional seeking sports position. Energetic, knowledgeable, personable. Play-by-play experience as well. Andy, 305-763-1686.

22 years experience. Format change necessitates job change. Desire strong, well established station. News, sports, or combo. Award winning play-by-play. Any size market. Stable family man. Box T-136.

Experienced newsman seeks Minneapolis-St. Paul market. Excellent writer, organizer, and voice. Angelo, 212-338-8328, between 6PM-7PM EDT.

NFL PBP announcer seeks free-lance radio major college football. Five years major college experience. Box T-138.

TELEVISION

HELP WANTED MANAGEMENT

Treasurer/controller wanted for broadcast group. Experience in broadcasting preferred. Good benefits, salary negotiable. Write Box T-98.

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, 45 Broadcast Plaza, Dayton, OH 45408.

HELP WANTED SALES

General sales manager—WPTF-TV 28. Rapidly growing NBC affiliate in Sunbelt market seeks an aggressive, positive, dynamic, goal setter to lead local sales department of six, national sales manager, and traffic operations. Applicant should have TV sales experience on local and national levels. Previous sales management desirable. Send resume to: Bob Butler, Vice President and General Manager, WPTF-TV, Box 1511, Raleigh, NC 27602. EOE.

Sunbelt Independent in top 50's market has an immediate opening for an aggressive, knowledgeable marketing salesperson with ability to package and develop new business as well as handle established list. Must have a minimum of two years TV sales - independent preferred. Send complete resume to Box T-37. EOE.

National sales representative/account executive for New York-Philadelphia-Atlantic City area teen dance show. Immediate opening. Rush resume to Box T-43.

Local sales manager—WIS-TV, Columbia, SC, has an opening for a local sales manager. Applicants must have solid experience in broadcasting sales management, capable of giving directions to and working with an aggressive, high-powered, six-member sales staff. Send resumes to C. Joseph Tonsing, General Sales Manager, WIS-TV, P.O. Box 367, Columbia, SC 29202.

Local account executive. Needed immediately - individual with media sales experience, preferably television. Aggressive self-starter. A real door kicker. We'll pay whatever it takes to get the right person. Send resume to Gene Reilly, WNFT-TV 47, 2117 University Blvd., S., Jacksonville, FL 32216, or call 904-725-4700. EOE.

National sales manager. California central coast affiliate looking for a dynamic person to head up national sales effort. Applicants must be willing to travel extensively. Prior sales and marketing experience is preferable. This is a chance for an upcoming national salesperson to gain valuable experience on the station side. Excellent salary, bonus and benefits. EEO. Send resume to Box T-97.

Needed immediately - experienced national sales manager with good credentials. Must have substantial experience in calling on N.Y., Chicago, L.A. and other major cities. Must have experience in working with national reps. Must be a real door-kicker. Money is no object. We'll pay whatever it takes to get the right person. Send resume to Ray Davis, WNFV-TV 47, 2117 University Blvd. S., Jacksonville, FL 32216, or call 904-725-4700. EOE.

Small, independent Missouri television station seeks operations/sales manager. Write Dept. A, P.O. Box 808, Rolla, MO 65401.

Account executive-WBRE-TV is looking for an aggressive AE who has a proven track record. Rush resume and salary requirements to: Art Daube, WBRE-TV, 62 S. Franklin St., Wilkes-Barre, PA 18773. EOE.

Account executive. NBC affiliate station in Rockford market seeking seasoned individual to take over one of the top lists at the station. Must have prior experience in broadcast. Good station, excellent community to raise family and close to Chicago/Milwaukee markets. If your interest is to join strong sales department, send resume or call Rod Leezer, WTVQ-TV, Box 470, Rockford, IL 61105. 815-963-5413.

Co-op marketing director. WHNS-TV 21 requires person knowledgeable in retail vendor and co-operative advertising programs to work with our sales force. Previous sales experience, assertiveness, knowledge of retail co-op programs, and good organizational skills required. Prior co-op experience essential. If you are a retail store buyer or department store advertising associate, this opportunity may be for you. Send resume to: Rick Lowe, WHNS-TV 21, Interstate Court at Pelham Road, Greenville, SC 29607. EOE/M-F.

General sales mgr. Hands-on manager in San Angelo, Texas. Demonstrate success in this market, move up to station mgr. within mkt. or move to top 50 mkt. within two yrs. Excellent salary and benefits with multi-operator. Send resume to PO Box 27206, Houston, TX 77027.

Sales manager-new independent UHF station needs aggressive sales leader. Local sales experience required, management experience preferred. We guarantee a challenge with high income potential. Send resume to: General Manager, WNHT, Box 2100, Concord, NH 03301. EOE.

HELP WANTED TECHNICAL

Asst. chief engineer. Southern California, UHF commercial independent, needs engineer with at least five years maintenance experience and a solid knowledge of modern electronics. Should also have UHF transmitter experience. Send resume to: KDOC-TV 56, 1730 S. Clementine, Anaheim, CA 92802. c/o Bill Welty 714-999-5000. EOE.

Chief engineer for 2.4 megawatt public TV station on channel 28 in Flint, Michigan. Must be experienced in studio, transmitter, microwave and remote operation. Minimum technical administration of 5 years, preferably in public television. Responsibilities will include staff selection and supervision, construction of facilities, budget administration, operation and maintenance of station. Licensee also holds CP for co-located new FM radio station and ITFS frequencies. Excellent fringe benefits. Send resume to: Station Manager, WFUM-TV/Channel 28, The University of Michigan-Flint, Flint, MI 48503. The University of Michigan is an AA/EEO.

Engineer-in-charge for network quality mobile unit. Hands-on maintenance of RCA cameras, Grass Valley switching and terminal equipment, type C 1" VTR's. Resume to Hal Lipman, E.J. Stewart, Inc., 525 Mildred Avenue, Primos, PA 19018. 215-626-6500.

Chief engineer. Small market VHF CBS affiliate on the northern coast of California needs an experienced person with good management skills and experience in studio and transmitter maintenance. Call or send resume to KIEM-TV, 5650 S. Broadway, Eureka, CA 95501. 707-443-3123.

Video services technician to perform gen. maintenance, component-level diagnostics & repair of video production electronics w/high quality equipment. Min. two years formal education + equiv. experience. Requirements & resume: Staff Engineer, United Cable TV of Scottsdale, 3720 N. Marshall Way, Sct., AZ 85251 M/F, AA/EEO.

Mobile unit maintenance supervisor needed for first class 43 ft. TV production truck. Individual should be familiar with maintenance of Ikegami, Ampex, Grass Valley and Quantel broadcast equipment. Some travel required. Contact: Russ Abernathy, YES Productions, 916 Navarre Ave., New Orleans, LA 70124. 504-486-5511.

Chief engineer - fifteen years' experience in broadcast engineering; or ten years experience in broadcast engineering and Bachelor's degree in electrical engineering. Experience must include five years in a supervisory position. First class or general class FCC license is required. Send resume to Box T-63.

Television and FM radio transmitter supervisor for PTV and NPR affiliated stations in Southwest. Person hired will be responsible for installation, operation, overall maintenance and major repair of transmitter systems. He/She will also perform chief operator functions as defined by the FCC. A BS or specialized technical degree with five-seven years of broadcast television experience required. FCC general radiotelephone license and a working knowledge of FCC rules and regulations also required. Supervisory experience desirable. Must be able to drive a 4-wheel drive oversize vehicle. Write to University of New Mexico Personnel Department, 1717 Roma NE, Albuquerque, NM 87131. UNM is an EOE.

ENG Maintenance technician. Major market VHF station, NE U.S. Minimum three years experience maintaining video recorders, cameras, editors, microwave systems and other news electronic equipment. Must have 1st or general class FCC license. Supervisory experience desired. Resumes to Box T-92.

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.

Studio maintenance technician needed by this 15th market VHF independent. We are looking for someone to help us maintain our RCA, Grass Valley & Sony equipped facility in the beautiful Pacific Northwest. Qualifications include 2-4 years of studio maintenance experience and a general class FCC license. SBE certification or tech. school also helpful. Send resume to: Larry Brandt, KCPQ-TV, POB 98828, Tacoma, WA 98499. EOE.

Maintenance technician. Major market VHF station, NE U.S. Minimum four years experience maintaining television studio broadcast equipment and a 1st class or general class FCC license. Resume to Box T-93.

Prominent Chicago film/video production company is looking for a maintenance/operations engineer. Some location shooting will require travel and client contact. Must be experienced in repair of cameras, VTR's, edit systems, etc., with thorough knowledge of digital electronics. This position requires an energetic, responsible self starter. Send resume with salary requirements and references to Neal Kesler, Airfax Productions, 727 N. Hudson, Chicago, IL 60610.

Engineer technician with a 3/4", - 1" and TCR-100, maintenance background. So. Cal. location. RF a plus. EOE. Resume and requirements to: Frank Goddard, KEYT-TV, P.O. Drawer X, Santa Barbara, CA 93102. Start sal. range \$20K up.

Chief engineer for PA's largest teleproduction facility. Experience required. Equipment includes RCA TH200 1" VTR's, RCA TK86's, Grass Valley switchers & DVE, Dubner CBG, Chyron IV, and RCA 2" VTR's. Company produces commercials, broadcast & industrial programs, music videos, animation & interactive video. Competitive salary and benefits. Contact Hal Lipman, E.J. Stewart, Inc., 525 Mildred Ave., Primos, PA 19018. 215-626-6500.

Maintenance engineer. Experience and general class license required. RCA equipment. WTVX-TV, P.O. Box 3434, Fort Pierce, FL 33454./

Take charge chief engineer for new state of the art post-production facility in Denver. Responsible for development, installation and maintenance of latest technology in Ampex equipment. Also responsible for 1" remote truck. References required. Please send resume and salary history to Intermountain Media Corp., 1380 Lawrence, Suite 1250, Denver, CO 80204, Attention: Don Montague.

Public television assistant Chief engineer trainee position available at KNPB/Channel 5, Reno, Nevada. Applicant should have basic understanding of electronics theory and application. Formal post-secondary education in technical field desirable. Trainee will undergo a rigorous on-the-job training program to assume full-time engineering responsibilities in one year. Position is funded through CPB minority and women's training grant. Send resume to Sherri Dangberg, KNPB, P.O. Box 8856, Reno, NV 89507, by 7/27/84. EOE.

TV maintenance engineer: requires experience with Sony 3/4" tape and Ikegami cameras. RF, 1" and microwave experience preferred. Requires FCC general class license. Send resume to Marty Peshka, WTNH-TV, Box 1859, New Haven, CT 06508. An equal opportunity employer.

KAVT-TV/FM is seeking director of engineering for 1.2 megawatt public TV station on channel 15 and 100 watt city wide FM public radio station in Austin Minnesota. Candidate must be experienced in studio, transmitter, microwave and design. FCC general license and five years technical administration required. Responsibilities will include staff selection and supervision, construction of new facilities, budget administration, operation and maintenance of stations. Salary to \$28,000, plus excellent benefit plan for employee and family. Send resume to General Manager, KAVT, 1900 8th Avenue NW, Austin, MN 55912. EEO/AA.

Satellite communications company in Washington, DC has opening for engineers. Experienced in operation and maintenance of video/ENG, studio, and earth stations equipment. Resume to Box T-117.

Maintenance engineer-must have six years broadcasting experience including work on UHF transmitter, all videotape formats, microwave, field and studio cameras, switchers, etc. Enjoy good salary and benefits with a growing independent station. Send resume and salary requirements to: Randy Davis, WGNO-TV, Suite 2912, ITM Bldg., New Orleans, LA 70130. A Tribune-Broadcasting station.

Maintenance and EFP-growing production company in eastern PA looking for engineer with experience in 3/4" EFP and 3/4" to 1" type C on line time code editing. Capable of troubleshooting broadcast equipment, including 1" type C, BVU 820 and 110, Ikegami HL79. Must be motivated self-starter and willing to travel. Freelance or full time. Send resume to Box T-129.

Maintenance engineer experienced in VHF transmitter, all video tape formats, studio and field cameras, etc. sought by small market station in SE. Send resume to Box T-135.

HELP WANTED NEWS

We need reporters to join our award-winning news team on Guam. We want your talent, your energy, your nose for news and your commitment to excellence. You should have one to three years experience. A journalism degree is preferred. We produce two daily casts, weekend news and many specials, including our own weekly video magazine show. Send your tape and resume now to Peter Bie, Cablecasting Manager, Guam Cable TV, 530 West O'Brien Drive, Agaña, GU 96910.

Need reporter/photographer. Reporting and some back-up sports anchor work. Must know ENG and editing. Good small market hands-on opportunity. Send tape & resume: Karen Adams, News Director, WMDT-TV, P.O. Box 321, Salisbury MD 21801. EEO-M/F.

Weekend anchor/producer. Peoria, Illinois ABC affiliate seeks candidate with a strong on-air presence and production skills. Three day a week general assignment reporting. Candidate must have the experience to fill in for weekday news anchor. Send tape and resume to Thomas Saizan, News Director, WRAU-TV, 500 N. Stewart St., Creve Coeur IL 61611. EOE.

Tokyo bureau—reporter/producer for weekly news/documentary program airing in U.S. Need not be bilingual. Must have high production standards. Please send tape and resume to: John Kippycash, Executive Producer, TeleJapan, 964 Third Ave., Third Floor, NY, NY 10155.

Top-notch reporter/weekend anchor. Experienced, hard news reporter with producing and anchoring ability needed. Tapes and resumes to Harry Bowman, WCIV-TV, PO Box 10866, Charleston, SC 29411. EOE.

News producer for ABC affiliate. Fast-paced productions. Require crisp writing, ability to coordinate live helicopter, live satellite, & DVE special effects. Send tape, resume and writing samples to Cathlynn Cannon, Executive Producer, WFRV-TV, P.O. Box 1128, Green Bay, WI 54305. EOE.

WRCB-TV news is looking for a reporter. Persons applying should have a degree in journalism or related field, previous experience as a television reporter and knowledge in the operation of video camera and editing equipment. Person should be creative and innovative with demonstrable writing skills. Send resume to Keith Nichols, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

Group owned station seeks co-anchor/reporter. Good communicator. Experience preferred. Excellent benefits, good pay, room to advance. Send resume to Box T-116. EOE, M/F.

General assignment reporter—good writing and reporting skills essential. Send tape and resume to Mark Allen, WTWO, PO Box 299, Terre Haute, IN 47808. EOE.

Looking for the best in news talent and management? Contact Steve Porricelli, Primo People Inc., Box 116, Old Greenwich, CT 06870. 203—637-3653.

KETV is looking for an enterprising reporter with at least two years of news experience. Must be a solid writer with good story production skills. Send resume and tape to Ray Depa, ND, KETV, 27th & Douglas, Omaha, NE 68131. EOE.

Just lost the top rated female anchor in the market. Looking for experienced, aggressive anchor/reporter for 6 & 10 news. Must possess strong writing and producing skills. Journalism degree required. No beginners, no phone calls. Send tape, resume and salary requirements to Morris Emison, News Director, KODE—TV, Box 46, Joplin, MO 64801. An equal opportunity employer.

Anchor wanted: Co-anchor for CBS affiliate in Sunbelt. On air experience and field reporting required. Tape and resume to Roy Hardee, News Director, WNCT-TV, P.O. Box 898, Greenville, NC 27835. EOE.

Weekday news anchor to complement our female anchor. Looking for a journalist who can deliver the news. Producing ability a plus. Also, a weekend sports anchor with creative approach to local sports. Someone who doesn't rely on network feeds. Send resume and salary requirements to Box T-139. An equal opportunity employer.

Strong (hands-on) mgr., well organized and capable of leading bright people in medium mkt., SW. Demonstrate success in this mkt., move up to top 50 mkt. within two years. Excellent salary and benefits with multi-operator. Send resume to PO Box 1867, Ft Smith, AR 72902. Attn: Jo Edgell.

Executive news producer: Producer for the most innovative 10 P.M. newscast in the Midwest. Must have experience with all phases of live ENG, be able to work with people. Includes supervision of daily newscasts and occasional special projects. Previous producing and management experience required. Tapes and resumes to Allen Oldfield, KGAN-TV, P.O. Box 3131, Cedar Rapids, IA 52406.

Experienced producer wanted for 5PM broadcast. Applicant must be excellent writer and must have good news judgement. Send resumes and tapes to Ray Depa, News Director, KETV, 27th & Douglas, Omaha, NE 68131. EOE.

News director—network affiliate, medium sized Northeast market, seeks experienced, aggressive news director. People skills, creativity, initiative, and track record must be strong. Send resumes to Box T-144.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Hands-on commercial director. Experience required in commercial directing. Medium Midwest market leading production station. Resume/salary requirements to Box T-1. An EOE.

TV producer/director must be able to direct/switch fast paced newscasts, live remotes, commercials, and promotion. Southeastern market. Excellent company benefits. Send resume to Box T-41.

KUAC-TV, Fairbanks, Alaska, seeks a producer/reporter to research, write, and produce programs catching the flavor of life on the last frontier. CMX editing and/or directing experience a plus. Mature, adventurous, applicants encouraged. No beginners, please. Send application, resume, tape, and references to KUAC-TV, University of Alaska, Fairbanks, AK 99701. The University of Alaska is an EO/AA employer and educational institution. Your application for employment may be subject to public disclosure if you are selected as a finalist.

Promotion/on-air producer. Top 50 market seeking creative individual with excellent writing and editing skills. Must have strong production/promotion background. Send resume and tape to Promotion Manager, WVEC-TV, P.O. Box 400, Hampton, VA 23669. A Belo Broadcasting Company. Equal opportunity employer.

TV prod. dept. has an opening for a highly motivated and experienced videographer. College degree preferred with minimum 2 years experience in 3/4" commercial, programming, promotion shooting and editing. Some 35 mm slide photography required. Send resume and cassette to Drake Akroyd, Prod. Mgr., WAVY-TV, 801 Wavy Street, Portsmouth, VA 23704. Deadline for applications is July 6, 1984. No phone calls accepted. EOE.

Director of television programming needed for KWSU-TV, Pullman, WA. PBS station serves 150,000 HH in eastern Washington and northern Idaho and has strong commitment to local Programming. Requires significant professional experience in television programming functions and in management. BA/BS required. Apply by July 20 to General Manager, KWSU-TV, WSU, Pullman, WA 99164-2530. WSU is AA/EOE.

Television operations manager Top 100 CBS affiliate. Southeast Sunbelt. Individual must know programming engineering, production, traffic, and work well with people. Prefer prior management experience. Send resume with salary history to Box T-88. EOE/MF.

Editor - national production facility looking for individual with CMX/Epic experience. Previous experience necessary. No calls. Send resume to N.N.E., 3210 W. Westlake Ave., Glenview, IL 60025. EOE.

Top 50 East Coast market has opening for Newscast Producer. Send resume, references and salary requirements in first letter to Box T-96.

Chief editor - must have strong tech background and two years editing experience. Washington, DC, production house. Convergence 204 editor. Salary negotiable. 301—652-7800.

Senior producer—ITV services—responsible for supervision and management of the six person instructional television services unit for statewide ETV network. Bachelor's in journalism, mass communication or radio and television or film plus a minimum of five years experience in television producing/directing or an equivalent nine years experience. Deadline: July 11, \$26,146 minimum. Apply to: Lee Rockwell, University of Nebraska Television, Box 83111, Lincoln, NE 68501. EEO/AA.

Producer/director wanted for new daily religious program targeted to 45+ women who are typical donors of non-profit UHF television ministries. Applicant should have experience in local talk show studio productions, including skills in public relations, scheduling guests, format development, equipment operation including editing, and an understanding of the religious marketplace. Excellent working environment in suburban rural area with small dedicated staff. Resumes and video to Marvin D. Sparks, P.O. Box 26, Dayton, OH 45401. EOE, M/F/H.

Art director for independent station, fast-growing Southeast market. Experienced in all phases of TV work: on-air, ad makeup and layout, graphics, sales brochures, photography helpful. Resume to Barry Stinson, WHNS-TV 21, Interstate Court at Pelham Road, Greenville, SC 29607.

Editor/director needed to work with growing eastern PA production company. Experience in 3/4" EFP, 3/4" to 1" type C editing. Ability to work well with producers and clients. Must be motivated self-starter and willing to travel. Full time or freelance. Send resume (no tapes) to Box T-130.

Promotion writer-producer for major market south Florida independent. Solid background in movie, program and news promotion, plus knowledge of state of the art equipment required. Strong copy writing skills essential. Resumes only to Promotion Manager, WCIX-TV, 1111 Brickell Avenue, Miami, FL 33131. EOE.

Producer needed to work with growing Eastern PA production company on various client projects; a majority medically-related. Ability to work under pressure and within budget. Experience in writing, directing and 3/4" EFP and 3/4" to 1" on line editing. Full time or freelance. Send resume (no tapes) to Box T-131.

Public affairs director. Nation's first maximum powered UHF station based in dynamic western Carolinas region has public affairs director position available. If you are an innovative producer-director, and have PM Magazine or similar magazine format experience, this may be the place for you. Minimum 3 years public affairs or on-air magazine type format experience required. Send 3/4" tape and resume to: Bruce Reid, WHNS-TV 21, Interstate Court at Pelham Road, Greenville, SC 29607. EOE/M-F.

WTLW-TV is an evangelical Christian ministry dedicated to encouraging viewers toward biblical principals. We are looking for a self-starting producer. This person should be able to research, write, shoot, voice, edit 3/4" and dig up meaningful stories, features and reports with strong local appeal. Understanding the religious audience is vital. Equal opportunity employer. Contact: WTLW-TV, 1844 Batty Road, Lima, OH 45807, Attn: Roger Rhodes, Pgm. Dir.

TV program manager. WOSU-TV of the Ohio State University is seeking a TV program manager to plan and supervise the scheduling of TV programs and productions. This individual also establishes policies, supervises staff, develops and administers budget, and develops TV programming and production strategies. Candidates must have a bachelor's degree in communications or a related field, or an equivalent combination of education and experience. Several years experience at a public television station and supervisory experience required. Master's degree desired. Starting salary: \$22,800-25,440. Applicants should send a resume by July 16, 1984, to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Avenue, Columbus, OH 43210. An equal opportunity/affirmative action employer.

SITUATIONS WANTED MANAGEMENT

Top 20 market local sales manager seeks next challenge as NSM or GSM. Excellent background, track record, references. Box T-53.

Need station or general manager? Currently employed operations manager in top 100 market seeking opportunity in 100 plus market. Experienced in sales, cost control, programming, license renewal and people management. Excellent references. Box T-75.

Experienced AM/TV treasurer & business manager seeking similar spot in larger market/company (Sunbelt preferred). 8+ years in medium market, network-affiliated. Employed; computer-literate; degreed; heavy on budgets, analysis, and action. Earns \$40K. Box T-141

SITUATIONS WANTED NEWS

Anchorman. Credibility, vitality, voice, appearance. Recently a financial news anchor/interviewer in 5th market. 415—856-6602.

A meteorologist who is accurate, interesting, and enthusiastic is looking for a position in a small or medium market. Contact Dave Hackel, 16 West 166th Place, Calumet City, IL 60409. 312—862-0102.

NY area sports voice looking to jump to TV in small/medium market. Call Jim. 212—836-5046.

5 years experience in television news and sports broadcasting. Looking for new opportunity. 713—484-3977.

Award winning producer seeks position on I-team with station committed to hard news. Excellent journalist, 10-years experience, investigative documentaries, newsmagazines. Box T-70.

Black lady, 8 yrs. ENG editor, 5 yrs. videotape operator. 1st class FCC license. Ready to relocate. Box T-73.

Meteorologist: With another degree in journalism, I can also report. My only goal: to be the unqualified best in any market, large or small. Call Mark, 314-631-3285.

ENG photographer, editor, videotape operator seeks permanent position. Charles Rakestraw, 615-272-4625.

Political reporter. Offering exciting, thoughtful, creative coverage of '84 elections. Covered local races, Iowa caucuses in-depth. Quality general assignment/government reporter, too. An enterpriser. Journalism, political science degrees. Five years TV news. Prefer top 30 markets. Box T-76.

Young, aggressive lieutenant working for AFRTS in L.A. seeking sportscasting position. Can start mid-July. Prior medium mkt. experience. Call Jack, 213-468-1260.

Hostess/feature reporter. Young, aggressive medium market reporter seeking feature or magazine position. On-air experience, features are unique and guaranteed to draw audience attention. Tape available. Box T-107.

Meteorologist seeking weekday position in medium or major market, preferably South. Experienced small, large markets. Box T-119.

Professional seeking sports position. Energetic, knowledgeable, personable. Play-by-play experience as well. Andy, 305-763-1686.

Video humorist. Versatile feature reporter specializes in the lighter side of news. Box T-140.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Sunbelt public affairs - news management. 24 years producer, host, reporter, editor. License renewal, ascertainment, monitor FCC, EEO. Box T-81.

Producer/director with national credits. Desires a new opportunity with a creative challenge and high goals. Box T-20.

I produce the best human interest documentaries and human interest stories you've ever seen. I've won numerous awards. If you are looking for a producer-reporter of human interest stories for a public affairs magazine, a documentary series, special segments for your talk shows, special segments for the news or if you're looking for a public affairs director who will also produce specials, please contact me. Also interested in being overall producer for public affairs magazine. Box T-133.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Instructor/assistant professor. Broadcasting. Teach survey, R/TV writing, production and announcing. Develop area of interest. Teaching experience desirable. PhD/ABD preferred. MA minimum. Salary negotiable. 3-year term appointment. Start August 22, 1984. Application deadline: June 30. Vita and references to James Rapport, Department of Speech, Northern Michigan University, Marquette, MI 49855.

Search reopened. Communications. asst/assoc professor and chairperson. Program includes an M.S. in telecommunications and a B.A. in communication arts. Candidates must have a Ph.D. with preparation in several of the following areas: broadcast journalism, media law, production, electronic advertising. Administrative experience in telecommunications is required. Position open August 1984. Deadline for applications is July 6. Send letter of application, resume and transcripts to Andre Cote, Dean, School of Arts and Sciences, Barry University, Miami Shores, FL 33161.

Assistant professor to teach in broadcasting sequence. Should be prepared to teach 2 to 3 courses in introductory and/or advanced level history, production, programs and audiences, promotion. Ph. D. preferred; Master's required. Send letter, resume and references to Dr. Marlan D. Nelson, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74078. Application deadline is July 6, 1984. OSU is an affirmative action/equal opportunity employer.

Media instruction/production coordinator: tenure track, for fall 1984. Teach two advanced telecommunication design and production courses each semester. Supervise and coordinate activities of television studio. Ph.D. preferred. Masters degree in relevant mass communications area required; full-time television production experience and teaching experience required. Broad professional experience desirable. Salary: \$19,205 to \$31,055. Rank dependent on education and experience. Send resume, three letters of recommendation, transcripts and supporting material to: Journalism Search Committee, Dept. of English, Journalism & Philosophy, Lock Haven State University, Lock Haven, PA 17745. An equal opportunity employer.

Expert in television community service for professor of journalism and inaugural Leonard H. Goldenson Chair of Local Broadcasting. Candidate should have established national reputation with vision and energy to guide innovative venture. Goal is to provide continuing mid-career educational and research service to help broadcasters upgrade their skills and better serve their communities. Duties include serving as national spokesperson for the concept, conducting workshops and seminars, coordinating an annual competition and teaching broadcast issues. Tenure-line. Requires Bachelor's degree and extensive experience in local television, preferably in both news and management. Prefer Masters and some teaching experience, too. Open until filled. Send resume to Mackie Morris, Chairman, Broadcast Department, University of Missouri School of Journalism, P.O. Box 838, Columbia, MO 65205. AA/EOE.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

1" C-type videotape wanted. Will pay cash, will pay shipping. Contact Andy Carpel, 301-845-8888.

Western Electric equipment. Vintage tubes: 2A3, 10's, 45's, 50's, 80's, 81's, 82's, 83's, 211, 242, 845. Tel 818-576-2642. POB 832, M.P. CA 91754.

Wanted — 10 years or newer, ch-3, 10KW transmitter. Contact Jerry Homer, KYCU-TV. 307-634-7755.

Used type C Sony & other 1-inch VTR's, 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.

2" Quad videotape, archived in plastic shippers. Low pass 30's, 60's, major brands, fully guaranteed. Carpel Video. Call collect, 202-296-8059.

20 KW FM Collins 831G1 w/z1; also ITA 5KW FM, MS-15 exciter, under two yrs. old. Call M. Cooper, 215-379-6585.

Tk-29C, 3 years old. Saticons, PA3600/PA3000 computerized color correction system. All accessories. Call Carl Hanseman, 818-840-8060.

54 AM/FM transmitters in stock. All spares, all inst. books, all powers, all prices, all working, all our inventory. Immediate delivery. Crystal for your freq. World leader in AM/FM transmitters. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. R.E. Witkovski, owner.

Video equipment for sale by owner. 2 Ikegami HL-79DA cameras - excellent condition. Convergence ECS 103B editor. BVU-200B VTR's. NEC FS-15 frames-tore/TBC. Hitachi HR-100 1" portable VTR. Other video equipment, VTR's, test equipment, C.G., audio equipment too numerous to list. All equipment in good to excellent condition with original accessories and documentation. For detailed inventory list, description and prices, contact Jeff Van Pelt, 512-473-2020.

Used broadcast TV equipment. Hundreds of pieces wanted & for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

SMC automation: ssp 3060 programmer with lime clock correct; 2-350 series carousels; 2-6ft. equipment racks. \$7700. Call Bob Zak, 815-729-4400.

26' trailer-studio, three cameras. Used less than 100 hours. One year old. \$120,000. Write for list of equipment. Also available: 100 other items from 2" film chain to meters. Priced to sell. Star Communications, 4290 Lake Michigan Drive, NW, Grand Rapids, MI 49504. 616-453-7754.

JVC-KY2000 (two cameras) with CCU five inch view finder camera cables. Both need a little work. \$5,000 or best offer. Call Brian Lockman, 202-737-3220.

BMS portable microwave system, nearly new, including antenna and battery pack. 315-683-5669.

TK-44s - make offer. TR-600s, TR-70, TR-60s, TK-28, TP-66s, TK76s, ADA VIP-PR2 digital effects. Do you have something to sell? List with Media Concepts, 919-977-3600.

Vital squeeze zoom. Digital video effects unit. 2 channel with mini revision four software. System Associates, 213-641-2042.

Weather graphics—Kelly color graphics video system. Used; good condition, includes Apple II computer, graphics tablet and pen, 2-drives, 1 Symtec. Inc. electronic interface package. Call Harry Hill, 414-437-5411.

Cetec 7000 automation. 5-Otari reel to reel, 2-IGM-48-instancats. Stereo. Additional accessories. Take over lease. 801-268-8181.

COMEDY

Comedy writers: George Bissessar, Morrie Gallant, Martin Gershben, Jerry Margulis, Milton Olan, Wayne Scott. Free information package with jokes. Robert Markinson, GPO Box 3341, Brooklyn, NY 11202. 212-855-5057.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

CABLE

HELP WANTED SALES

Account executive wanted. Aggressive Iowa system desires key individuals for local sales. Good entry opportunity. Excellent company benefits. Females and minorities encouraged to apply. EOE/AA. Box T-108.

RADIO

Help Wanted Sales

EXPERIENCED RADIO SALESPERSON

If you have a strong background in sales, a working knowledge of radio management, a willingness to travel, and a strong desire to make money - this is the position for you. For more information, call Bob Bruton, 800-527-4892.

Help Wanted Announcers

MOR!

Bob Henabery Associates, Inc., is staffing big signal major market AM facility in an old-line MOR/nostalgia format for 35+ demo. DJ's and new-people must be experienced pros familiar with non-rock music and pop history dating from World War II to today, and be able to operate in a controlled atmosphere. Creative environment with outstanding company, excellent living area, excellent pay and working conditions. Forward one page resume only to:

Box T-143.

Phone calls will not be accepted.

PHILADELPHIA

A unique, adult opportunity. Philadelphia's Love Song station is looking for a personable, mature morning person to help solidify station's market position. 5 years experience minimum. Great \$'s and people. Send tapes and resumes to Kris Chandler, PD, KISS-100, 1001 Baltimore Pike, Media, PA 19063. EOE, M/F.

Help Wanted Technical

CHIEF OPERATOR

Internal promotions have created an immediate opening for chief operator of Katz Broadcasting's WDBO/WWKA. The successful applicant will report to the chief engineer and should have experience with DA systems, STL, two-way and remote control. This is an excellent opportunity if you are a quality-oriented, self-starting team player and have a desire to work with some of the best broadcasters in the industry. Send resume and salary requirements to Tom Bohannon, WDBO/WWKA, 58 South Ivanhoe Blvd., Orlando, FL 32804, or call 305-843-5800. Katz Broadcasting Company is an equal opportunity employer.

Help Wanted Management

DIRECTOR OF MEMBERSHIP

We've doubled our membership in the past three years and we're looking for someone to continue our growth with us! The National Radio Broadcasters Association, now in its 25th year of representing radio's interests, seeks a director of membership to develop new members. Background should include a thorough knowledge of radio station management and a proven sales record. Salary plus incentives. Send resume with salary history and references by July 16 to Tom McCoy, NRBA, 2033 M Street, NW, Suite 506, Washington, DC 20036. No phone inquiries, please.

Situations Wanted Technical

CHIEF ENGINEER

Successful, 1-of-a-kind chief now working in large Midwest mkt. seeks opportunity in Boston, NY, SF, L. A., Philadelphia, or DC. If you honestly want a hard-working member of a management **TEAM** who understands something more than just wires & transistors, contact a **COMPETITOR!** Write Box T-123.

Situations Wanted Management

YOUNG, AGGRESSIVE, EXPERIENCED!

Top 20 market VP/general manager seeking management opportunity with growing broadcast group. Strong people, sales and programming skills including corporate headquarters experience. Box T-104.

GM

Experienced in urban format seeks return to major or medium mkts. Successful track record & references. Will put winning team together. Currently employed. Box T-114.

TELEVISION

Help Wanted Programing, Production, Others

TV Program Host/Hostess

East Coast, top 10 network affiliate TV station wants exciting host/hostess for new daily program.

If you are truly outstanding, we will take the chance on you.

Send resume to Box T-36. An equal opportunity employer, M/F.

Help Wanted Programing, Production, Others Continued

EXECUTIVE PRODUCER

THE NIGHTLY BUSINESS REPORT

"The Nightly Business Report," national television's prestigious business and economics news show, seeks an executive producer with extensive national news, production and management background. This person will be based at WPBT's South Florida production facility and will supervise the program's daily operation. The successful candidate accepting the challenge to oversee production of a daily news program telecast to 263 public stations nationwide, should have a minimum of five years television news production management experience, and the ability to coordinate coverage with our national and international bureaus and PBS Stations. General business knowledge and a college degree required, with advanced degree in journalism strongly preferred. Excellent salary and benefit package. Send resume in confidence to Manager of Administrative Services, WPBT, P.O. Box 2, Miami, FL 33261-0002. An Equal Opportunity Employer M/F/H.

wpbt

GRAPHICS DIRECTOR

WTVF, Nashville, seeks graphics director to design and produce graphic elements for local television production needs. Person will design, maintain and supervise graphic look of station. Will supervise graphic effort of weather presentation, Chyron operators and directors. Person will supervise and design graphic approach and production for promotion and news. Person must understand television/computer animation, graphic production methods and budgeting. Send resume to: Bob Gordon, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. An EOE, M/F.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

ATTENTION:

EARLY DEADLINE NOTICE

Due to holiday Wednesday, July 4, 1984, the deadline for classified advertising for the July 9, 1984 issue will be:

FRIDAY, JUNE 29, 1984

COUPLES

TV host/hostess wanted for new daily show. Looking for real life couples for exciting daytime concept.

Station in top 10 market, East Coast.

Please send your resume to Box T-35. An equal opportunity employer, M/F.

DIRECTOR, TOP 20 MARKET

Director, WXFL-TV, Tampa, Florida. Immediate opening for director with experience in news, local live programming and commercial production. Applicants should be self motivated leaders with a creative eye for quality production. Send resume to: Chuck Easler, Executive Producer, WXFL-TV, 905 Jackson St., Tampa, FL 33601. Phone: 813-229-7781. EOE, M/F.

PRODUCER

An established Midwestern production company which is network affiliated seeks a writer/producer. Candidates must be able to document experience from conceptualization through post-production: studio and location; broadcast and video-cassette. Experience in dealing with commercial clients essential. Experience within context of religious programming and in multi-media adult education a plus. Send letter and resume to Box T-137.

Help Wanted Management

TV MANAGER/PARTNER

Although no investment will be required, our managers will acquire stock in addition to compensation. Candidates should easily be able to demonstrate specific examples of past local sales success. Interested parties should send background information to: Mr. Davis, USA Communications, 779 Greeley, Nashville, TN 37207.

THIS PUBLICATION IS AVAILABLE IN MICROFORM University Microfilms International

300 North Zeeb Road,
Dept., P.R., Ann Arbor,
MI 48106

Finance Director London-based

The successful candidate, who will have a legal/business affairs background, has an unrivalled opportunity to help shape and direct the growth of a well-funded, presently small, new production company which is making films and film series for worldwide theatrical and television use.

Salary by negotiation.

In the first instance please write to:

**Charles Denton, Zenith Productions Ltd.,
35 Portman Square, London, W1A 2HZ, England**

explaining why you are the man or woman for this job.

Zenith is a subsidiary of

Central Independent Television PLC.

ZENITH PRODUCTIONS LTD

Help Wanted News

News Writer/ Producer

Major-market midwest owned and operated TV station has immediate opening for a News Writer/Producer. Must have 3-5 years of newswriting experience. Salary per NABET scale.

Send resume to:

Box T-125.

equal opportunity employer m/f/h/v

Help Wanted Technical

ASSISTANT CHIEF ENGINEER

KXAS-TV, Fort Worth/Dallas, a LIN Broadcasting Corporation station, is seeking a qualified assistant chief engineer. This management position requires a minimum of seven years TV broadcasting experience with familiarity in maintenance, scheduling and operating experience. Advancement to the position of chief engineer for the successful candidate is likely. Direct resumes and salary history to Tom Bedford, Chief Engineer, KXAS-TV, P.O. Box 1780, Fort Worth, TX 76101. KXAS-TV is an equal opportunity employer.

VIDEO CHIEF ENGINEER

Full service teleproduction facility seeks engineer experienced in 1", 3/4", Beta-cam VTRs, cameras and editing system maintenance and repair. R & D background helpful. Managerial experience a must. Salary commensurate with experience. Contact: Allen Goldman, National Video Industries, 15 W. 17 Street, NYC 10011. 212-691-1300.

NEWS WRITER/ PRODUCER

for TV news feature production company in Bergen County, New Jersey. Competitive salary. Please send resume to Box T- 145.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

CLIENT SERVICE REPRESENTATIVE

ATLANTA OFFICE

Arbitron, one of the nation's leading radio and television audience measurement firms, has an entry level position available which requires a college degree or equivalent work experience. TV station sales experience preferred. Duties will include extensive telephone contact and correspondence with clients. If you are qualified, send resume with salary requirements to:

Rob Fields
Southeastern Television
Sales Manager
The Arbitron Ratings
Company
A Control Data Company
300 Embassy Row
Atlanta, GA 30328

An affirmative action employer

SALES CHALLENGE WITH HIGH REWARDS!

Exciting new TV station, Tucson, AZ, seeks energetic, highly motivated self-starter for general sales manager's position. You must have 5-7 yrs. in TV sales on both national and local levels. You must be able to demonstrate a successful & creative selling technique, & possess proven new business performance record. You must have extensive, in-depth knowledge of agency media departments. A solid benefit package that includes salary & bonus add up to make this an important career opportunity for the right individual. If you're ready for this dynamic future, send resume in confidence to

ROBERT NORDMEYER
PO BOX 31
TUCSON, AZ 85702

Help Wanted Management

PRESIDENT

Sales executive with multi-radio station management experience to operate multi-system cable ad sales company. Ground floor opportunity with well-financed communications company. Unique concept. Call Bill Stacy at Cable Marketing Systems:

305-576-4327

Employment Service

WE NEED RADIO PEOPLE!

NATIONAL, recognized as the leader in radio personnel placement, is currently receiving job orders for announcers and newpeople, programmers and production personnel, male and female, from radio stations in all size markets, coast to coast. As a registrant, NATIONAL will make a complete presentation in your behalf, if your professional profile matches the job description. More and more radio stations are joining the many hundreds that are using our service. Are you ready for a move? Let NATIONAL help. For complete details, and registration form, enclose \$1.00 postage and handling to:

**NATIONAL BROADCAST
TALENT COORDINATORS**
DEPT. R, PO 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 DJs, PDs, 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!

CAREER ADVANCEMENT?

You Now Have Connections!

Our unique, affordable broadcast job placement service is being praised nationwide. Call us and allow us to tell you more about our connections! We can help!

APR Broadcast
919-523-0543

Consultants

FM FREQUENCY SEARCH - \$100
Also reasonable rates on new FM applications.

FM TRANSLATORS
Channel Searches - FCC Applications

CHUCK CRISLER
Box 42, Greenwood, ARK 72936
(501) 996-2254

WANT TO OWN A STATION?

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Mr. Robin B. Marin, President, Deer River Broadcasting Group, 645 Madison Ave., NY, NY 10022. 212-980-3886.

LIKE TO VISIT CHINA? JOIN US!

Escorted by Radio Beijing.
Most comprehensive 25 day tour.
Inquire potential tax benefits.
For brochure send S.A.S.E.

**Paul Hale, 1619 N. Royer St.
Colorado Springs, CO 80907 303-633-4795**

Radio Programing

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
included in each series



Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884



The
Original
Radio
Network
Series

Dragnet



starring Jack Webb
BACK ON THE AIR!

Now available for local purchase.

CHARLES MICHELSON, inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

Wanted to Buy Stations

AAA INVESTORS

will pay cash for your radio station. Northeast, South, or West. Any size market, AM or FM. The property can be profitable, bankrupt, off the air, a management problem, or for sale due to retirement. Please write in complete confidence for a prompt reply: Rod A. Callahan, 20 Emerson Street, Suite 250, Pittsburgh, PA 15205.

INVESTOR & BROADCASTER

Seeking to purchase FM or AM-FM combo in S. New England. Prefer station(s) billing \$750,000 to \$1,500,000. Call Ken Patch, 617-540-8216, or write Box 571, Falmouth, MA 02541.

For Sale Stations

CHAPMAN TELEVISION

ABC network, Midwest market, \$7 million, good terms. Indy, top 25 market, \$6.5 million. Call Chapman Television Associates, Brian Cobb, 404-458-9226; Bill Lochman, 816-254-6899.



CHAPMAN ASSOCIATES
nationwide mergers & acquisitions

BLUE CHIP DEAL!

- One Of America's Best Known And Highest Rated Radio Stations.
- A Powerful, Full Time/Low Dial Position AM In A Highly Desirable Medium-To-Large Market In The SE.
- A Very Profitable Property.
- Owns Its Own Real Estate—Including An Attractive Building.
- Priced At \$3,000,000—Approximately 2X Gross Billing.
- Good Terms To Qualified Buyer.

Call 901/767-7980
In Complete Confidence!



**MILTON Q. FORD
& ASSOCIATES**
MEDIA BROKERS/APPRISERS

5050 Poplar Ave. • Suite 816 Memphis, TN 38157

For Sale Stations Continued



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION

CONTACT

HI	Med	AM/FM	\$495K	\$275K	Elliot Evers	(818) 366-2554
South	Med	AM	\$175K	\$25K	Bill Cate	(904) 893-6471
NE	Sub	AM	\$499K	Terms	Don Hickman	(401) 423-1271
Midw	Maj	FM	\$600K	Cash	Peter Stromquist	(319) 359-4768
SW	Maj	AM/FM	\$3,500K	\$1,500K	Bill Chapman	(404) 458-9226
West	Sm	FM	\$650K	\$200K	James Mergen	(818) 366-2554
West	Med	AM/FM	\$1,800K	\$300K	Brian Cobb	(404) 458-9226
Mt	Med	AM/FM	\$1,550K	\$375K	David LaFrance	(303) 534-3040
NE	Sm	AM	\$850K	\$850K	Warren Gregory	(203) 364-5659
SW	Maj	AM	\$800K	\$800K	Bill Whitley	(214) 680-2807

For information on these and our other available stations, or to sell, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

MIDWEST AM

Stable top 50 market fulltime AM billing over \$400,000. \$850,000 asking price is negotiable if buyer is capable of cash sale. Great coverage. Box T-105.

STAN RAYMOND & ASSOCIATES, INC.

Broadcast Brokers & Consultants

Thinking about buying or selling? We sincerely invite you to talk it over with us. Put our 35 years' experience to work for you. Specializing in Sunbelt properties. 1819 Peachtree Rd., NE, Suite 714, Atlanta, GA 30309. 404-351-0555.

FOR SALE BY ABSENTEE OWNER

5 kw small market station in Virginia.
\$135,000 cash. Box T-111.



**Wilkins
and Associates**
Media Brokers

NC	AM	\$300,000	25%
FL	FM	\$600,000	30%
LA	AM	\$500,000	20%
NJ	AM	\$700,000	30%
SC	AM	\$230,000	20%
IN	AM/FM	\$500,000	20%
GA	AM	\$380,000	25%
CO	FM	\$30,000	downpayment
AL	AM	\$25,000	downpayment
MO	FM	\$50,000	downpayment
AR	AM	\$50,000	downpayment
MI	AM	\$35,000	downpayment
NC	AM	\$40,000	downpayment
TN	FM	\$50,000	downpayment

P.O. Box 1714

Spartanburg, SC 29304 803/585-4638

JAMAR-RICE CO.

Fulltime AM & class C FM. Colorado ski country.
Good, steady economy. \$800,000, great terms.

512-327-9570
950 W. LAKE HIGH DR., #103
AUSTIN, TX 78746

TEXAS COMBO

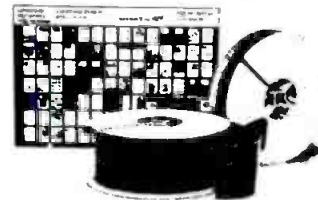
Excellent broadcast opportunity in vibrant Texas city. 100,000w Class C FM, 5,000w AM. Community leader for quarter century. Equipment excellent. Current billings \$95,000 to \$110,000 monthly, with pre-tax profit \$25,000 to \$35,000. Favorable real estate leases. Brochure available to sincere qualified buyers. Selling for health reasons. Price: \$2,700,000. Attractive terms.

George **MOORE**
& Associates, Inc.

MEDIA BROKERS AND APPRAISERS

6116 N. Central Expressway
Dallas, Texas 75206 (214) 361-8970

this
publication is
available in
microform



Please send me additional information.

**University Microfilms
International**

300 North Zeeb Road
Dept. P.R.
Ann Arbor, MI 48106
U.S.A.

18 Bedford Row
Dept. P.R.
London, WC1R 4EJ
England

Name _____
Institution _____
Street _____
City _____
State _____ Zip _____

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

MASSACHUSETTS!!

Message for station owners: we have buyers looking for stations in your state. If you'd like to simply talk about the possibility of selling, please phone & let's set a date when I can stop in & see you. No obligation, naturally.

8 DRISCOLL DR
ST. ALBANS, VT 05478
802-524-5963



R.A. Marshall & Co.

Media Investment Analysts & Brokers

Bob Marshall, President

Daytimer in top 10 market now with fulltime grant. Immediate new revenue potential—excellent cash flow history. \$3.5 million on terms or \$3.2 million cash.

R. A. Marshall & Company will soon offer direct data transmissions to selected clients with computer communication links.

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.

SPANISH LANGUAGE STATION

Highly profitable radio station. Major Hispanic mkt. Your response will be acknowledged & kept strictly confidential. **PRINCIPALS ONLY.** Write Box T-124.

MIDWEST AM

Daytime AM in top 25 Midwestern market. Asking price of \$375,000 breaks down to approximately 1.3 times last year's revenue. Some negotiation possible for cash price. Box T-106.

MONEYMAKER

Mid-South AM daytimer. Only station in county. Low overhead. Consistent monthly sales increases. Excellent growth potential. \$315,000 firm. For referral, call 816—885-8278. No brokers, please.

WALKER MEDIA & MANAGEMENT, INC.

■ West. Class C FM, 24.8% revenue increase 1st 5 months 1984. \$675,000, terms.

■ Midwest fulltimer, consistently profitable, \$890,000, generous terms.

David E. Hurlbut, VP, Box 553, Mt. Carmel, IL 62863. 618—263-3380.

John F. Hurlbut, Pres, Box 1845, Holmes Beach, FL 33509. 813—778-3617.

W. John Grandy

BROADCASTING BROKER

1029 PACIFIC STREET

SAN LUIS OBISPO, CALIFORNIA 93401

805-541-1900 • RESIDENCE 805-544-4502

EXCELLENT INVESTMENTS

Myrtle Beach, SC station. FL FM, MO FM, GA AM, NC AM. 803—585-4638.

FLORIDA FULL-TIMER!

- Profitable, Full-Time AM In Medium-To-Large Florida Growth Market.
- Priced Right At \$1,250,000—Approximately 1½X Gross Billing.
- Owns Its Own Valuable Real Estate.
- Good Terms To Qualified Buyer.

Call 901/767-7980
In Complete Confidence!



MILTON Q. FORD

& ASSOCIATES
MEDIA BROKERS/APPRAISERS

5050 Poplar Ave. • Suite 816 Memphis, TN 38157

RALPH E. MEADOR

Media Broker

AM-FM-TV-Appraisals

P.O. Box 36

Lexington, MO 64067

816—259-2544

Dan Hayslett

& associates, inc.



Media Brokers

RADIO, TV, and CATV

(214) 691-2076

11311 N. Central Expressway • Dallas, Texas

TOP 30 MARKET

Class C FM. Profitable, growing. Reply in confidence to Box T-146.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

RESORT AREA FM

Northwest. Profitable, fully automated, with owner/mgr. house included. Asking \$650,000, less than 2.2 X gross, with \$100,000 down. Contact Elliot Evers, 818-366-2554.



CHAPMAN ASSOCIATES*

nationwide mergers & acquisitions

TV UHF CP AVAILABLE

Penetrates top 40 market. Tremendous possibilities. Could be built for less than \$1,500,000. Could be on the air in less than 90 days. Some investors and equipment available. Reply Box T-113.

IOWA CLASS A

Population of 30,000+. 1/3 down, 10% terms. Write Box T-127.

- AM/FM combos: AL, GA, IL, MI, NE, OH, TN, VA.
- FM's: AL, AZ, CA, GA, GU, IL, MI, MS, NE, OH, PR, TN, TX, VA, VI.
- Fulltime. Powerful. Charlotte area. \$280,000. terms.
- Over 80 listings in 31 states priced from \$90,000 to \$8,500,000.

BUSINESS BROKER ASSOCIATES
615-756-7635-24 HOURS

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Wednesday, July 4, 1984, the deadline for classified advertising for the July 9, 1984 issue will be:

FRIDAY, JUNE 29, 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



McKeel

Benjamin McKeel, general manager, WXEX-TV Richmond, Va., named VP, television operations for parent, Nationwide Communications Inc., Columbus, Ohio, Nationwide owns three TV's and seven radio stations in seven states.

James Wesley Jr., executive VP, radio, broadcasting division, Cox Communications, Atlanta, resigns to become president of newly formed DKM Broadcasting, Atlanta. Wesley is one of number of private investors who have formed company to acquire nine Plough Broadcasting stations currently on market.

Robert Lewis, president, Jones Intercable, Englewood, Colo., has begun three-month sabbatical. In interim, Glenn R. Jones, chief executive officer of Jones, will serve as president.

Neely Crowley, corporate VP and general manager, Shore Broadcasting, licensee of WIBG(AM)-WSLT(FM) Ocean City, Md., named president.

General managers named VP's, Malrite Communications Group stations: **Dean Thacker**, WHTZ(FM) Newark, N.J.; **James Gregori**, KLAQ(AM)-KPPL(FM) Lakewood, Colo., and **John Bailie**, WAWS(TV) Jacksonville, Fla.

Kent Colby, general manager, KSVQ(AM)-KKWZ(FM) Richfield, Utah, named president of licensee, Sevier Valley Broadcasting. **Melinda Sittre**, account executive, KSVQ-KKWZ, named VP and station manager.



Alexander

Marcellus Alexander, general sales manager of WRIF(FM) Detroit, named VP and general manager, succeeding John Hare, who joined KIXK(FM) Denton, Tex. ("Fates & Fortunes," June 11).

Myron Laufer, business manager for WCBM(AM) Baltimore, named VP and general

manager.

Jim Lucas, co-op sales specialist, Ackerly Communications, Seattle, named VP and general manager of Ackerly's KKTU(TV) Colorado Springs.

Jerry Birdwell, VP and general manager, KAUT(TV) Oklahoma City, joins WLOS-TV Asheville, N.C., in same capacity.

Bob Dehn, from KJZZ(AM) Phoenix and co-owned KJZZ(FM) Glendale, Ariz., joins WDSC-AM-FM Dillon, S.C., as operations manager.

John Rodman, reporter, IMS Radio Network, Washington, joins WXNE-TV Boston as director of on-air operations.

George Boggs, director of operations, KAYU-TV Spokane, Wash., joins WRGT-TV Dayton, Ohio, as operations manager.

Howard Burkat, VP, marketing services, defunct Entertainment Channel, New York, joins ABC-TV there as district manager, station relations.

Shelley Greenwald, senior attorney, NBC, New York, named assistant general attorney.

Carol Rushton, from KRBK-TV Sacramento, Calif., joins KXTV(TV) there as financial manager.

Jeanne Fisher, assistant business manager, WLS-TV Chicago, named business manager.

Gregory O'Neill, manager of budgets and special projects, Colony Communications, Providence, R.I., named manager of accounting.

Benita Baird, from Atlanta law firm of Rogers & Hardin, joins Turner Broadcasting there as assistant general counsel.

Tom Summerville, administrator of program production, noncommercial WMBI-AM-FM Chicago, named station manager.

Madison Hodges, manager, noncommercial WEKU(FM) Richmond, Ky., joins noncommercial WFSU(FM) Tallahassee, Fla., as director of radio.

Diane Smith Winkey, from Blackhawk Broadcasting, Waterloo, Iowa, joins noncommercial KHKE(AM)-KUNI(FM) Cedar Falls, Iowa, as development associate.

Kathy Barricks, acting business manager, WGR(AM)-WGRQ(FM) Buffalo, N.Y., named business manager.

Marketing

Appointments, Doyle Dane Bernbach, New York: Group senior VP's elected executive VP's: **Lloyd Highbloom**, **Larry Iannuzeli**, **Martin Kreston** and **Rein Luik**; account supervisors elected VP's: **Brian Craig**, **Tony Hagar**, **Paul Katzka** and **Bob Stern**.

Appointments, BBDO, New York: **F. Lloyd Kiernan**, VP, account supervisor, Rapp & Collins, New York, to BBDO Direct as senior VP, management supervisor; **Douglas Pruden**, account supervisor, Mason & Madison, Bethany, Conn., to account manager; **Angela Ragona**, local spot negotiator, to local broadcast supervisor; **Randy Altman**, media coordinator, and **Barbara Kiffel**, assistant buyer, to local broadcast negotiators.

Jefferson Miller Jr., creative director, and **Norman Berger**, account supervisor, Kenrick Advertising, St. Louis, named senior VP's.

Jim Aalen, media director, and **Celesta Segerstrom**, creative group head, Keller-Crescent, Dallas, named VP's.

Mark Liska, account supervisor, Compton Advertising, New York, named VP.

Jim Hyman and **Ken Kimura**, group creative directors, Marsteller, Chicago, named senior VP's.

Daisey Sanders, production manager, Lawler Ballard Advertising, Norfolk, Va., named VP, production. **Leonard Blumberg**, media planner and buyer, Lawler Ballard, named media director.

Helen Sullivan, account supervisor, Henry J. Kaufman & Associates, Washington, named VP.

Raquel Suarez, director of human resources, Marsteller Inc., New York, named VP.

Douglas Darfield, research manager, independent raiders team, Seltel, New York, assumes additional responsibilities as manager of special projects, independent division. **Cindi Gelber**, account executive, Katz Communications, New York, joins Seltel there as account executive, rebels sales team.

Denise Marrs, from George Duncan Advertising, Tucson, Ariz., joins Trone, Donohoe & Johnson, Greenboro, N.C., as art director.

Lorelei Depew, account executive, WGNV(AM) Newburgh, N.Y., joins U.S. Cablevision Corp., Beacon, N.Y., in same capacity.

NEW Continental 55 kW FM



High performance. Offers you high fidelity, dynamic balance, good stereo separation, extremely low noise and distortion; excellent frequency stability. Compact size. Simple installation. Low power consumption. Available with fully automatic exciter and combiner control.

Write for brochure on 817R-3 FM transmitter

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

Continental Electronics

1 kW thru 50 kW AM & FM transmitters and related equipment
©1983 Continental Electronics Mfg. Co./5331

Dan O'Shea, recent graduate, University of Richmond, Richmond, Va., joins Christal Radio Sales, New York, as account executive.

Wade Herman and Jeffrey King, art directors, Ensslin & Hall, Tampa-St. Petersburg, Fla., named associate art directors.

Richard Landesman, research manager, CBS Radio Networks, New York, joins Blair/RAR there as research director.

Kathleen Molnar, from Connecticut Connection, Washington, joins Jam Corp., Washington-based advertising and public relations firm, as senior account executive.

Randy Abse, creative supervisor, Needham, Harper & Steers, Washington, joins W.B. Doner, Baltimore, as copywriter.

Ken Gioia, office manager, Eastman Radio, St. Louis, assumes additional duties as farm director for Eastman Radio.

Debra Hand, part owner and president, Executive Advance Co., Dallas, joins Katz Radio there as account executive.

Bob Selvy, general manager, WKOW-TV Madison, Wis., joins Wisconsin TV Network, comprising WAOW-TV Wausau, WXOW-TV La Crosse and WQOW-TV Eau Claire, as VP, marketing.

Bill Harrison, general sales manager, KAAM-(AM)-KAFM(FM) Dallas, named VP, sales.

Clyde Helton, general sales manager, KODE-TV Joplin, Mo., joins WMTV(TV) Madison, Wis., as executive VP, general sales manager.

Scott Hayner, national sales manager, KOMO-TV Seattle, named general sales manager.

Jack Reber, national and local sales manager, KHQ-TV Spokane, Wash., named VP, KHQ Inc., with responsibilities for KHQ-AM-FM-TV.

Albert Lewis Jr., account executive, WVA(FM) Charleston, W. Va., named general sales manager.

Ron Wilson, from KGB(FM) San Diego, joins KSDO(AM) there as sales manager. **Lou Fernandez**, local sales manager, KSDO(FM) San Diego, named sales manager.

Bill Harper, from WAND(TV) Decatur, Ill., joins WRSP-TV Springfield, Ill., as local sales manager.

Jay McSorley, from WFSB(TV) Hartford, Conn., joins WPOP(AM) Hartford-WIOF(FM) Waterbury, Conn., as local sales manager.

Marge Meyer, team manager, Seltel, Chicago, joins KOTV(TV) Tulsa, Okla., as national sales manager.

Harrol Brauer III, local sales manager, WVEC-TV Norfolk, Va., named national sales manager.

Geraldine Meyer, from KRIV-TV Houston, joins WCVB-TV Boston as assistant traffic manager.

Fred Sanchez, account executive, KOMO(AM) Seattle, joins KKMI-FM there as marketing representative.

John Castleton, from KJEO-TV Fresno, Calif., joins Blair Television, San Francisco, as account executive.

Tia Chlup, sales research coordinator, WRC-TV Washington, joins KGO-TV San Francisco as sales presentation writer.

Dennis Welsh, national advertising sales representative, Branham Newspaper Sales, New York, joins KDKA-TV Pittsburgh as account executive.

Michele Davis, from KRLA(AM) Pasadena, Calif., joins KFAC-AM-FM Los Angeles as account executive.

Michele Davis, from KRLA(AM) Pasadena, Calif., joins KFAC-AM-FM Los Angeles as account executive.

Jim Culbertson, account executive, WENS(FM) Shelbyville, Ind., and **Brenda Jessup**, from WFMS(FM) Indianapolis, join WTHR(TV) Indianapolis as account executives.

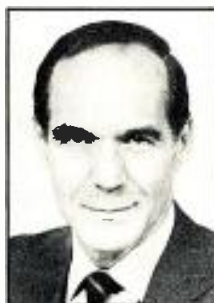
Programing

Dick Cignarelli, general sales manager, D.L. Taffner Ltd., Los Angeles, joins Four Star/Gold Key Distribution there as president.

Glenn Padnick, executive VP, comedy programs, Embassy Television, Los Angeles, named president.



Padnick



Abrams

Elliott Abrams, partner in communications consulting firm of Abrams & Zeigler, New York, joins ITC Entertainment there as executive VP, acquisitions.

Appointments, Telepictures: **David Salzman**, executive VP, to vice chairman; **Dick Robertson**, senior VP, sales and marketing, to executive VP, and **Jay Feldman**, VP, news and information division, to VP, programing.

Jim Wood, national program director, Malrite Communications Group, San Francisco, named corporate VP.

Margot Horn, affiliate marketing manager, Rainbow Programing Services, Chicago, joins SportsVision, regional pay-cable sports service there, as product manager.

Meddy Woodyard, VP and general manager, The Source, New York, NBC's young-adult network, resigns.

Louise Callahan, from ABC Radio, New York, joins London Wavelength, New York-based syndicator of British Broadcasting Corp. radio programing, as consultant, station relations department.

Ted Cohen, national artist development director, Warner Bros. Records, Los Angeles, joins Westwood One there as director of talent acquisition and program development.

Appointments, RadioRadio, CBS, New York: **David West**, director of affiliate relations, to VP; **Frank Murphy**, director of programing, CBS Radio Networks (traditional and RadioRadio networks), to same capacity for RadioRadio; **Norm Ginsburg**, director of affiliate/program promotion, CBS Radio Networks, to director of newly formed mar-

keting and promotion department (new structure which combines both affiliate/program promotion and sales promotion departments) for RadioRadio, and **Rob Carpenter**, manager, affiliate/program promotion, CBS Radio Networks, to same capacity in new RadioRadio department, reporting to Ginsburg.

Donald Heller, senior VP, finance and administration, Prism, Philadelphia-based regional pay television network, Rainbow Programing Services, Woodbury, N.Y., named VP and general manager of service. **Sam Schroeder**, VP, programing and production, assumes additional responsibilities of VP and assistant general manager.

Appointed regional affiliate relations directors and managers, USA Network: Eastern region, New York: **Betsy Dimberger**, broadcast consultant and national director of broadcast group sales, United Press International, New York, director; **Dennis Gillespie** and **Dawn Hill**, affiliate representatives, defunct Satellite News Channel, Stamford, Conn., and **Bob Rose**, affiliate district manager, Showtime, Garden City, N.Y., to managers. Central region, Chicago: **E.A. (Buzz) Hassett**, regional director, Warner Amex Satellite Communications, Chicago, director; **Anita Cross**, community relations coordinator, Warner Amex Cable Communications, Chicago, and **Alana Lagerhausen**, sales marketing coordinator, Warner Amex Cable Communications, Chicago, managers. Western region, Los Angeles: **Barbara Kirbach**, VP, marketing, Spotlight, Los Angeles, director; **Mark Hotz**, sales manager, Showtime/The Movie Channel, Los Angeles, and **Sandra Medof**, director of sales and marketing, Group W, Torrance, Calif., managers.

Marilyn Fong-Choy, psychologist and consultant, Los Angeles County Unified School District, joins NBC, West coast there as program policy administrator.

Christina Hampson, assistant contract administrator, Lorimar Productions, Culver City, Calif., named director of licensing and contract administration.

Virgil Wolff, Southern division sales manager, MGM/UA Television, Atlanta, named director of regional sales, Southeastern division.

David Forier, director of sales, KHJ(AM) Los Angeles, joins Lifetime, Los Angeles, as Western regional sales manager for cable service of Hearst/ABC-Viacom Entertainment Services.

Arthur Wright, VP, commercial production, Cunningham & Walsh, New York, joins Levinson Productions there as executive VP.

Sarah Kraft, affiliate service coordinator, Turner Broadcasting's 24-hour radio news service, CNN Radio, Atlanta, named affiliate relations manager, Turner Program Services there.

Mark Camp, from WWWK(FM) Warrenton, Va., joins United Stations, Washington, as station clearance representative, Midwest region.

Robert Friedman, program director, WXIX-TV Cincinnati, joins WNEW-TV New York in same capacity.

Bobby Hatfield, from KOMA(AM) Oklahoma City, joins WNYR(AM) Rochester, N.Y., as program director.

John Shomby, programming and operations director, KAAM(AM)-KAFM(FM) Dallas, named VP, programming.



Alex

Julie Alex, VP, operations, WPIX(TV) New York, named VP, programming, succeeding **Donna Hutchinson**, resigned.

Julie Lux, promotion manager, KSHB-TV Kansas City, Mo., named program manager.

James Roberts, producer-director, WJZ-TV

Baltimore, named associate program producer.

Mark Quenzel, producer-director, WSBK-TV Boston, named executive producer.

Roger Cawthorn, assistant sports director and weekend sports anchor, WVEC-TV Norfolk, Va., named sports director. **Donnell Jones**, sports director, WRDW-TV Augusta, Ga., joins WVEC-TV as assistant sports director.

Richard Berlant, director of operations, non-commercial WVUM(FM) Coral Gables, Fla., joins Greater Fall River (Mass.) Cable TV as production supervisor.

Ann Summerall, freelance producer-director, joins noncommercial KUID-TV Moscow, Idaho, as producer, writer and reporter.

Stan Miller, co-host, *PM Magazine*, WKW-TV Cleveland, joins WFAA-TV Dallas in same capacity.

Lynn Flaster, professor, Fairfield University, Fairfield, Conn., joins noncommercial WEDW(TV) Bridgeport, Conn., as host, *The Fairfield County Business Report*.

W.J. (Bill) Andres, from KDKB-FM Mesa, Ariz., joins KLZI(FM) Phoenix as air personality.

Al Calkins, film director, KOKH-TV Oklahoma City, joins KITN(TV) Minneapolis-St. Paul in same capacity.

News and Public Affairs

Tom Bettag, senior political producer, CBS News's "Campaign '84" coverage, named senior broadcast producer of *The Evening News with Dan Rather*. **Richard Cohen**, associate producer, *CBS Evening News*, succeeds Bettag.

Bob Roy, senior producer, political unit, ABC News, New York, named executive producer, *World News This Morning and Good Morning America*. **Robin Weiner**, associate producer, *This Week With David Brinkley* and weekend news, Washington, named producer.

Reagan Ramsey, production manager and executive producer, KGW-TV Portland, Ore., named news director.

James Boyle, news manager, WMAR-TV Baltimore, joins KSAT-TV San Antonio, Tex., as news director.

Joyce Reed, anchor-reporter, KYTV(TV) Springfield, Mo., named news director.

Appointments, WKRN-TV Nashville: **Michael Sullivan**, assistant news manager, to news

manager; **George Jones**, anchor, KSLA-TV Shreveport, La., to weeknight co-anchor; **Steve Salonsky**, producer, WTVF(TV) Nashville, to same capacity; **Michael Brown**, reporter, WFMY-TV Greensboro, N.C., to troubleshooter-reporter; **Tom Silver**, weather anchor, KHOU-TV Houston, to same capacity; **Ralph Bell**, photographer, WSEE(TV) Erie, Pa., and **Rob Deaton**, freelance photographer, Nashville, to news photographers; **Rhea Borzak**, graphics specialist, The Weather Channel, Atlanta, to associate producer in charge of graphics, and **George Mauro**, freelance photographer-editor, to ENG editor.

Marc Levinson, newscast director, KSNW-TV Wichita, Kan., joins WYFF-TV Greenville, S.C., in same capacity.

Thomas Pratt, news director, WMGC-TV Binghamton, N.Y., joins WGAL-TV Lancaster, Pa., as weekend producer.

George Prentice, anchor, WGR(AM) Buffalo, N.Y., joins WKBW-TV there as news producer.

Appointments, 10 p.m. news, WCIX-TV Miami: **Rob Puglisi**, news producer, WKBW-TV Buffalo, N.Y., to producer; **Rod Meloni**, anchor-producer, WMTW-TV Poland Spring, Me., to reporter, and **Gail Anderson**, from WPLG(TV) Miami, to weekend anchor.

Betsy Freeman, manager of corporate projects, ABC, New York, named executive director, Advisory Committee on Voter Education, post previously held by Cecily Coleman, who was "discharged" May 1 and has since filed suit against network for alleged sexual harassment (BROADCASTING, May 28).

Appointments, Associated Press: **Tom Dallas**, chief of communications, Albuquerque, N.M., to chief of communications, Dallas; **Vernon (Cliff) Little**, assistant chief of communications, Columbus, Ohio, succeeds Dallas; **Pat Hazan**, correspondent, Washington, to director of station services; **Clay Haswell**, newsman, Boston, to editor, Minneapolis; **Eileen Putman**, supervisor, New York, to editor, Nashville; **Elaine Norton Hooker**, correspondent, Boston, to editor there; **Michael McKesson**, director of government and political coverage, Lansing, Mich., to editor, Detroit; **Richard Spratling**, editor, Boston, to acting bureau chief, Milwaukee; **Robert Burns**, business writer, New York, to NATO/Common Market correspondent, Brussels; **Maureen Santini**, member of AP White House staff, to chief White House correspondent; **Paul Raeburn**, science writer, New York, to science editor there; **David Fox**, correspondent, Detroit, to same capacity, Centralia, Ill., and **Sue Cross**, member of Columbus, Ohio, bureau, to correspondent, Toledo, Ohio.

Nick Alexander, news correspondent, ABC Radio, New York, named morning drive time anchor and host of daily feature, *Nick Alexander: Special Edition*. **Gil Fox**, morning news anchor, ABC FM Network, named morning news anchor, ABC Contemporary Network, succeeding **Mary Margaret Myers**, named midday anchor for Contemporary Network.

Marilyn Lis, noon anchor and reporter, WKJG-TV Fort Wayne, Ind., named 6 and 10 p.m. anchor.

Lis Exon, anchor-reporter, KJRH(TV) Tulsa,

Broadcasting

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

☐ **Broadcasting  Magazine**

☐ 3 years \$160

☐ 2 years \$115

☐ 1 year \$60

(Canadian and international subscribers add \$20 per year)

☐ **Broadcasting  Cablecasting Yearbook 1984**

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

Address _____

Home? Yes ☐ No ☐

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations ☐ Yes ☐ No

(required)

For renewal or address change
place most recent label here

The one to read when there's time to read only one.

Okl., joins WESH-TV Daytona Beach, Fla., in same capacity.

Dan McPherson, assistant news director, KRNT(AM)-KRNQ(FM) Des Moines, Iowa, joins MissouriNet, Jefferson City, Mo., as capitol correspondent.

Gregory Stardard, anchor-reporter, WCJB-TV Gainesville, Fla., joins WTVN(TV) Chattanooga as reporter.

Ron Fulton, reporter and weekend anchor, KIII(TV) Corpus Christi, Tex., joins KTRK-TV Houston as reporter, police beat.

Technology



O'Brien

Colin O'Brien, executive VP and assistant to chairman, Times Fiber Communications, Wallingford, Conn., named president and chief executive officer. At president he succeeds

William Lynch, who retires June 30, but remains consultant to company. As CEO, he succeeds

Lawrence DeGeorge, who remains chairman.

Appointments, Centel Corp.: **John Frazee Jr.**, group VP, video services, elected executive VP, and president of Centel Communications Co. subsidiary; **James Lovell Jr.**, senior VP, elected executive VP; **William Laggett**, group VP, communications products, to group VP, corporate operations; **A.A. Kurtze**, VP, market planning, to group VP, video services, succeeding Frazee, and **Eugene Irmingier**, senior VP and chief financial officer, to additional post of treasurer.

Marion Rimmer, VP, international sales, Strand Century Inc., Los Angeles broadcast equipment manufacturer, assumes additional duties as marketing manager.

Bryan Roub, executive VP, finance, Midland-Ross Corp., Cleveland, joins Harris Corp., Melbourne, Fla., as senior VP, finance.

Keith Andoos, manager, satellite operations, Video Corp. of America, New York, named manager of electronic maintenance, VCA Teletronics, production, post-production and satellite broadcast division of VCA.

Greg McVeigh, from Audio Services Corp., North Hollywood, joins Soundcraft Electronics, Santa Monica, Calif., as field sales manager.

Dennis Correia, equipment supervisor, WXNE-TV Boston, named chief engineer.

George Molnar Jr., chief engineer, noncommercial WIPB(TV) Muncie, Ind., joins WNDU-AM-FM-TV and Golden Dome Productions production subsidiary, all South Bend, Ind., as assistant to chief engineer. **James Miller**, from WKJG-TV Muncie, Ind., joins WIPB, succeeding Molnar.

Edward Roberts, maintenance production engineer, KGUN-TV Tucson, Ariz., joins KDTU-TV there as assistant chief engineer.

Joseph Steindl, engineer, WITS(AM) (now WMRE(AM)) Boston, joins WEEI(AM) there in same capacity.

Promotion and PR

Alfred Newman, from MGM/UA Entertainment, Los Angeles, joins 20th Century Fox there as VP, advertising, publicity and promotion.

Paula Brown, manager, on-air promotion, USA Network, Glen Rock, N.J., named director, creative services.

Peggy Keegan, manager of public relations, Rainbow Programming Services, Woodbury, N.Y., joins Viacom Cable, Pleasanton, Calif., as manager, public relations.

Sharyn Mallamad, director of research, and **Dan Snyder**, creative director, Needham Porter Novelli, Washington public relations firm, named VP's.

Shirley Kaiden, acting president, Ruder, Finn & Rotman, Washington, named corporate executive VP, New York.

Marsha Freeman, from Arnold Lipsman & Associates, Los Angeles, joins Lippin & Grant there as account executive. **Peter Meade**, associate editor and columnist, United Media Enterprises, New York, joins Lippin & Grant there as account executive.

Steve Fisch, promotion director, KBVO(TV) Austin, Tex., joins Texas Cable Network there as promotion manager.

Donna Lillard, Southwest regional clearance coordinator, Mutual Broadcasting System, Arlington, Va., named writer-editor, advertising and promotion.

Judith Keltner, from Mercantile Bancorporation, St. Louis, joins Aragon Public Relations there as account executive.

Julie Wasson, administrative assistant, KSDO(AM) San Diego, named promotion director.

Jane Kline, traffic coordinator, D'Arcy MacManus Masius, Detroit, joins KNBN-TV Dallas as promotion coordinator.

Mark Davidson, from WTHI-TV Terre Haute, Ind., joins WTHR(TV) Indianapolis as on-air news promotion writer-producer.

Allied Fields

William Gamble, staff engineer, Spectrum Plans and Policies Office, National Telecommunications and Information Administration, Washington, named deputy associate administrator, Office of Spectrum Management, NTIA.

Joan Ganz Cooney, president and co-founder, Children's Television Workshop, received 1984 achievement award from American Association of University Women at meeting of division presidents in Washington June 22. Award is presented to women who have made outstanding contributions in their fields.

Mark Estren, founder and executive producer, *Nightly Business Report*, produced at non-commercial WPBT(TV) Miami, and carried by PBS, joins Squarecom Inc., New York, newly formed communications venture capital firm, as VP.

Tom Watson, program director, WNCI(FM) Columbus, Ohio, joins Robert E. Balon & Associates, radio consultant, Austin, Tex., as vice

president, research and development.

Joseph Durso Jr., director, news and programming, WBBM(AM) Chicago, joins University of Montana School of Journalism, Missoula, as chairman of radio-television department.

Deaths

Audrey Dillman, 62, retired Washington editor, A-News, NBC's news syndication service for affiliates, died of cancer June 16 at Sibley Memorial hospital, Washington. She began as a news clerk at NBC in 1955 and had been a reporter, editor, producer and writer before moving into syndication. She is survived by her husband, Grant Dillman, retired Washington bureau chief, UPI, and two sons.

Donald R. Musson, 49, director of technical development, operations and technical services, NBC, New York, died June 9 at NBC headquarters from injuries in what NBC source said was apparent suicide jump from building. Musson was with RCA for 22 years as engineer in broadcast equipment division, engineering design manager and sales engineer, New England, before joining network in 1980 as senior staff engineer, allocations engineering. He was a member of Society of Motion Picture and Television Engineers, and was president of Broadcast Technology Society of Institute of Electrical and Electronics Engineers. Musson is survived by two sons.

Meredith Willson, 82, composer of Broadway musical, "The Music Man," and former musical director with NBC's Western division, having joined NBC Red network in 1936 as musical director of *Signal Carnival*, died of heart attack June 15 at St. John's hospital in Santa Monica, Calif. He is survived by his wife, Ralina.

David Bain, 69, founding partner, David Bain Associates, Port Washington, New York, manufacturers' representative firm in broadcast and cable television, died of cancer June 14 at his home in Port Washington. In addition to being chief engineer at radio stations in Florida, Georgia and Virginia in 1930's, Bain's broadcast career included posts with RCA, Muzak and Fairchild Recording Equipment Corp., before he founded his own company in 1972. He is survived by his wife, Rosemary, two daughters and two sons.

Irwin (Wynn) Sumner Hott, 57, consultant, Warner Amex, Columbus, Ohio, died of heart disease May 11 at Riverside Methodist hospital, Columbus. Hott began his broadcasting career in sales department at WVKO(AM) Columbus in 1957, and was later general manager of WSOC-AM-FM Charlotte, WAMS(AM) Wilmington, Del., and WJIS-FM Lynchburg, Va. He is survived by his wife, Donna, and son and daughter from previous marriage.

Ted F. Arnold, 76, retired VP and general manager, WHBF-TV Rock Island, Ill., died of cancer June 15 at Franciscan Medical Center, Rock Island. He joined WHBF(AM) as announcer in 1937, and was with radio and television station for 41 years. He is survived by his wife, Rosalie, and daughter.

Alan Berg, 50, talk show host, KOA(AM) Denver, was shot to death outside his Denver home June 18 (see story, page 67).

John Evans: cable's operator on the Capital front line

At 40, he may be too young to be considered a true cable television pioneer, but the accomplishments of Arlington Cable Partners' John Evans during cable's growth spurt in the late 1970's and early '80's may be as significant as those of Bill Daniels and company in the early 1950's.

Evans conceived, lobbied for and was eventually granted the first waiver of the FCC's distant-signal carriage rules, enabling his company, Arlington Telecommunications Corp., to import signals from Baltimore television stations to ARTEC's Arlington, Va., cable system in 1977. The ARTEC waiver, which was to be used successfully by other cable operators to import distant signals, began the process that saw the FCC scrap the rules altogether in 1981.

ARTEC—which borders on the flight path for National Airport in Washington—also assisted the Federal Aviation Administration and the FCC in developing what are now industrywide waiver standards and procedures for signal leakage problems.

Evans and Brian Lamb, now president of C-SPAN, developed the idea of taking the footage that cameras in the House of Representatives were already shooting and sending it out through ARTEC's system and, via satellite, to cable around the country.

In addition to his frequent testimony before the House Telecommunications Subcommittee and the Copyright Royalty Tribunal on copyright and other cable matters, Evans has won battles on the local and state fronts.

In 1981, he negotiated a refranchising agreement that settled problems that other operators are beginning to face—what to do with nonrevenue-producing access channels—"When you have social overhead that is basically nonrevenue producing, the consumer ultimately has to pay for it." Evans has become a pioneering expert on franchise renewal. (Former FCC Chairman Dick Wiley, in fact, headed the county task force that combed the books and negotiated what Evans calls "a reasonable and balanced agreement.")

Being a cable operator in the Washington fishbowl has made ARTEC's Arlington system the cable industry's showcase for government regulators. ARTEC and staffers from the National Cable Television Association are still directing congressmen and regulators through ARTEC headquarters, explaining what cable is, how it works and what constraints it works under. (Evans counts among his subscribers Robert Kasstenmeier [D-Wis.], chairman of the House copyright subcommittee; Jim Wright [D-Tex.], majority leader of the House; Wiley, and National Association of Broadcasters President Eddie Fritts.)



JOHN DERBY EVANS—president, Arlington Cable Partners; b. June 3, 1944, Detroit; BA, communications, University of Michigan, Ann Arbor, 1966; ensign, lieutenant, U.S. Navy, 1966-70; president, Evans Communications Systems (then licensee of WCHV(AM)-WCCV(FM) Charlottesville, Va.), 1970-72; system and regional manager, American Television and Communications, 1972-76; special telecommunications consultant to assistant secretary of Health Education and Welfare, May-November 1976; chief operating officer, Arlington Telecommunications Corp., 1976-83; present position since December 1983; m. Susan Allan, April 9, 1973; children—John Jr., 5; Courtney, 2.

Evans was born and raised in Detroit and received a healthy dose of entrepreneurship from his family. His father and uncle expanded the family business founded by their father, Edward S. Evans Sr. (Evans Products Co. manufactured railroad equipment and sold building supplies.) But business did not exclude sport. Edward Sr. set a record in 1926 for traveling around the world by train, plane, steamship and automobile in a little over 28½ days.

While in school, Evans worked for the radio station at the University of Michigan, and there met a figure who would later aid him in the waiver victory. On the station's advisory board sat James Quello, then WJR(AM) Detroit station manager and now FCC commissioner. (Quello voted in favor of ARTEC's distant-signal waiver in 1977.)

After graduation Evans joined the Navy as a public affairs officer. He helped set up, in effect, a cable television system on the aircraft carrier John F. Kennedy, for both operational and entertainment purposes. By age 26, he had become head of Naval Television Systems, responsible for \$150 million in assets and 4,000 people.

"The Navy taught me a lot about project management as well as about people," Evans says. He put that experience to good use after leaving the Navy and joining his family's two radio stations in Charlottesville,

Va., in 1970. But, "I was looking for a sunrise industry where I could learn and grow," he says. He chose cable.

He joined ATC in 1972 as system manager in Charleston, W. Va. Evans built a reputation as a good manager and a bottom-line operator. Even then, Evans was creating cost structures "that would fit the business," something, he says, "that is a problem the industry hasn't paid attention to" even today.

He turned down a job in ATC's headquarters in Denver, moved to Washington in the summer of 1976 and after a short government stint, joined ARTEC as chief operating officer. The company had won the cable franchise for Arlington, Va., three years before, but had not built anything and had only \$3,000 in the bank when Evans arrived. He raised \$210,000 through local investors, helping to get the company through its first year. He devised a flow chart to build and operate the system and created a cost system to fit the business, which at that time was basically a reception service. That cost system required the distant-signal waiver ARTEC received from the FCC. With the waiver and sound engineering and economic plans in hand, Evans secured \$2 million in financing from a venture capital subsidiary of General Electric and another \$4.7 million from a local bank. ARTEC was on its way.

Lamb calls Evans "a real leader in business and sincerely dedicated to the industry." What sets him apart, Lamb said, "is his incredible attention to detail and his understanding of the numbers."

While the Arlington system was being built, Evans produced numbers that made his stockholders and creditors smile: a 42% operating margin after 42 months of operation and a cost overrun of 6% during a period (1977-80) when inflation rose 32%.

Evans beams when pointing to cable's contributions to a strong economy and the information revolution. "Clearly, [cable] accelerated the development of satellite telecommunications," he says, "and [it] is keeping our economy strong by helping to accelerate the whole information revolution." On C-SPAN's role: "I have a great belief in the American population that if you give them information that's in a pure form they will have the ability to sort it all out."

When Evans isn't in front of his IBM personal computer, determining the cost structure that the 1984 cable system needs to make a profit, he can be found sailing or water skiing on the Chesapeake Bay with his wife, Susan, a two-time East Coast and four-time Virginia state tennis champion.

The PC, however, has not necessarily increased his leisure time. There are still system efficiencies to maximize and new products to be considered. Cable's challenge, sailor Evans says, "is making sure we're being good video cruise directors," by keeping the product line "exciting, different, entertaining and informative."

In Brief

NBC closed out its upfront sales with 70%-75% of 1984-84 inventory sold for **over \$800 million**, reported Bob Blackmore, senior vice president, sales. This is up from last year, when NBC sold \$660-80 million in upfront market, said Blackmore.

NBC News announced that Tom Brokaw will be sole anchor for all 1984 Democratic and Republican national convention coverage—first time since 1952 that NBC has adopted single-anchor format. Coverage of Democratic convention will run nightly 9-11 p.m., July 16-19. If coverage goes past 11 p.m., "every effort will be made" to cut at that time for 30 minutes of local news. Post-11:30 coverage will be based on convention developments, although NBC said it expects uninterrupted coverage until closing gavel. **John Chancellor** will provide commentary and analysis, and **Roger Mudd** will be podium correspondent. As reported, they will be joined by floor correspondents Ken Bode, Chris Wallace, Don Oliver and Connie Chung. NBC is planning to deploy 400 news staffers—reporters, editors, writers, technicians—plus 100 temporary hands to Democratic convention.

Motion picture and television industry executives are developing contingency plans in face of **possible strike** beginning July 1 by 7,300-member **Directors Guild of America**. Little progress is reported in contract talks which began April 19, with current agreement set to expire June 30. Both sides refuse to discuss substance of negotiations, but impact of **new technologies said to be key issue**. DGA was to hold meetings with other Hollywood union leaders Saturday (June 23) to report on status of talks and implications of possible walkout. **Virtually all film and videotape production would be affected by strike, including network news and sports programs**. Networks have said they have trained staff to take over directing duties if strike occurs, but are hopeful new three-year agreement can be reached by June 30.

Contract **talks broke off last week between Broadcast Music Inc. (BMI) and All-Industry Radio Music License Committee**, represented by New York law firm of Weil, Gotshal & Manges. Industry has been under extended contracts with BMI for six months since old one expired last Dec. 31. "BMI had demanded an immediate rate

Sawyer for '60.' Diane Sawyer, co-anchor of CBS Morning News with Bill Kurtis, will leave that program to join CBS's 60 Minutes as soon as a replacement is found for her slot on the morning news program. Executives at the network were unsure how long that would take, indicating it could be weeks, or possibly, months. Sawyer, who was in Italy on vacation last week, has reportedly grown weary of the daily morning news grind, which usually requires her to arise at 2 a.m. on weekdays, to arrive at work by 3:30. Until quite recently, she also co-anchored the early morning news show, at 6-7 a.m., followed immediately by Morning News from 7 a.m. to 9 a.m. She has been a co-anchor of the program since September 1981.

Confirming the new assignment, Don Hewitt, executive producer of 60 Minutes, said Sawyer was "the only" correspondent he considered adding to the program. He also denied reports earlier in the week that current 60 Minutes correspondent Harry Reasoner would be let go to make room for Sawyer, insisting she will become the fifth reporter. As of the need for a fifth reporter, Hewitt said, "we now have four guys doing 25 stories each, every year. Everybody will last a lot longer if we have five people doing 20 stories a year."

Network executives declined to talk about who might be in the running to take Sawyer's place, but two potential candidates are Meredith Vieira, a reporter based in Chicago, and Susan Spencer, a Washington-based correspondent, both of whom have substituted for Sawyer in the past. Vieira, in fact, sat in all last week for the vacationing Sawyer, who was expected back at her desk this morning (June 25). Sawyer joined CBS in 1978 as a reporter in the network's Washington bureau, after having served in the Nixon administration from 1970 to 1974 and then as an aide to Nixon from 1975 to 1978.

Two more. Interest in the provision of international telecommunication services continues to expand. But the two applications that were filed with the FCC last week differ markedly from the five that preceded them. The applications—one to provide service in the Atlantic area (at 41 degrees west), the other in the Pacific (at 171 degrees west)—were filed by Systematics General Corp., a provider of secure computer communications terminal access equipment and services, and would be used exclusively to provide secure communications on a noncommon carrier basis to the Department of Defense, NASA and other, unspecified government agencies. The Tracking and Data Relay Satellites involved will be part of the NASA communications network.

Twelve C Band transponders in each will be operated and managed by SGC under contract to NASA. That agency transferred control of C band transponders in three TRW-built satellites last November, after acquiring control of the TDRS system from Space Communications Co., a partnership that then included Western Union Telegraph Co., Fairchild Industries and Continental Telecom. (SGC filed an application for domestic use of one of the satellites in November.)

SGC and NASA officials say the proposed international service would not provide competition for Intelsat, since the service is not now being offered and requires security arrangements they say are not available to Intelsat. The application says a provision of the Intelsat Agreement exempting satellite services dedicated to national security purposes from the provisions of the Intelsat Agreement applies to the SGC proposals. However, Intelsat Director General Richard Colino last week remained to be convinced of the uniqueness of the security to be offered by SGC.

increase as the price for continuing negotiations which was said by BMI to be 'only a down payment' on much more substantial increases," said Robert Henley, president, KGNR(AM)-KCTC(FM) Sacramento, Calif., who serves as committee chairman. According to Alan Weinshel, attorney with Weil, Gotshal & Manges, committee plans to sue BMI on any rate hikes in new contract as well as money overpaid by radio broadcasters during old contract because "royalty reporting forms were not consistent with the contract." All-Industry Radio Music License Committee has been in negotiations with BMI regarding establishment of terms of new contract since late last year. Meanwhile, agreement with ASCAP for new industry contract, whereby fees will not be raised, is expected to be finalized shortly (BROADCASTING, May 28). Industry has been operating through interim contracts with ASCAP since Dec. 31, 1982, when old agreement expired.

Metromedia and Arbitron have reached **multiyear agreement** for Arbitron to supply Metromedia meter ratings service in four top markets where it owns TV stations: **Boston, Washington, Dallas, Fort Worth, and Houston**. Agreement commences immediately for Metromedia's WCVB-TV Boston and WTTG(TV) Washington and begins in October for KNBN-TV Dallas and next February for KRIV(TV) Houston. **Metromedia stations will continue to subscribe to Nielsen meter service** in those markets where it is available. Although Metromedia's position has been to support diary-based service as long as possible, research vice president Dianne Sass said "timing was appropriate" to begin subscribing to Arbitron's meter service due to inevitability of markets becoming metered. One reason Metromedia held out, Sass said, is because of enormous subscriber payments increases that come with meter service. Agreement also gives Arbitron boost in Boston and Washington, where only three other independent stations subscribe to its meter service. In both those markets, competitor Nielsen has been meter service stations have chosen.

Leveraged buyout of Metromedia officially closed Thursday following Delaware Chancery Court approval of company's previously announced settlement with certain shareholders who had sought to block \$1.13-billion deal ("In Brief," March 26). Shareholders' meeting last Wednesday ratified proposal (see "Bottom Line," page 59).

tion for Children's Television has asked FCC to launch rulemaking aimed at prohibiting "arrangements where in return for airing particular program, TV stations share in the profits from the sale of products bearing the name of the program, its characters or program devices such as vehicles and weapons." In petition for rulemaking, ACT noted report that Telepictures Corp. plans marketing its syndicated children's series, *Thunder Cats*, by offering / stations chance to participate in profits resulting from sale of licensed toys bearing same name as program or its characters (BROADCASTING, June 11). "Where product sales and profit sharing impel program selection, no interest consistent with any concept of the public interest in communications is served," ACT said. ACT also sent letters notifying Congress of petition. "In case the FCC's marked lack of concern for viewers' interests results in failure to act, we believe it especially appropriate that the rule proposed... be given the consideration of Congress," letter said.

□

C. Nielsen Co., television audience measurement company, is apparently once again exploring possibility of getting back into radio ratings business, now ruled by Arbitron. Nielsen has had talks with Birch Radio, another radio ratings service, which, according to Birch Radio President David Gingold, centered on nature of business. It has been about two years since Nielsen last examined prospect of radio ratings, which it provided in pre-television years.

□

Mizlou Television Network, New York-based sports program syndicator, has filed \$75 million law suit against NBC, Florida Citrus Bowl, Florida Citrus Commission and six individuals in Washington district court, alleging restraint of trade and tortious interference with relations in connection with rights to this year's Florida Citrus Bowl scheduled for December. NBC paid \$405,000 for rights to this year's contest (formerly known as Tangerine Bowl), which Mizlou syndicated last year. However, Mizlou contends that its contract gave it rights of first and last refusal to this year's game, and that it matched NBC's offer, only to have contract dishonored by bowl game authorities and commission that supports annual event.

□

Senate Subcommittee on Labor, Health and Human Services approved fiscal 1985 appropriations bill last Tuesday (June 19), which included \$238 million for Corporation for Public Broadcasting for FY '87. Parent Senate Appropriations Committee expected to take action on bill Tuesday (June 26).

□

James M. King, former president and CEO of Corinthian Broadcasting, has joined newly formed Backe Communications Inc. as president.

□

D.C. district judge in Washington has upheld right of Defense Department action in prohibiting press from accompanying U.S. military forces in their invasion of Grenada in October. Judge Oliver Gasch, in opinion issued in connection with suit brought by *Hustler* magazine publisher Larry Flynt, said decision on "whether or not impose a press ban" during military operation and scope of one if imposed "are matters that necessarily must be left to the discretion of the commander in the field." Gasch also concluded that nothing in record suggested government has formulated fixed policy of excluding press from military operations, "even during the initial stage of island invasions."

□

International Telecommunications Satellite Organization, faced with prospect of competition from increasing number of would-be providers of international telecommunications satellite service, is prepared to offer vast array of new international video services. Richard Colino, who took over as director general in January, briefed press on Friday on work of Intelsat board of governors in approving, at June 5-14 meeting in Honolulu, offering of more than 100 new services. Most are international cable television and broadcast services that will be provided on six Intelsat V and two Intelsat IV-A satellites. With all of that, board did not complete review of service proposals submitted by Colino. It will consider four more at its meeting in September. Variety of services, he said, permits Intelsat to be flexible in its offerings, and allows users to meet needs.

Representatives Mickey Leland (D-Tex.) and Cardiss Collins (D-Ill.) are planning to introduce measure this week, "Cellular Communications Minority Opportunities Act," that would require FCC to award minority preferences to cellular applicants. Leland and Collins also sent letters to key Senate leaders asking them to introduce similar measure in that chamber. Letters went to Senators Barry Goldwater (R-Ariz.), Bob Packwood (R-Ore.) and Ernest Hollings (D-S.C.), explaining need for bill and urging their cooperation.



ABC's Erlich details 1984-85 fall schedule. According to ABC Entertainment President Lewis H. Ehrlich, the network has only one backup series ordered for the 1984-85 prime time season, although decisions on midseason pilot orders will be made "within the next four to eight weeks." Speaking to reporters during the Consumer Press Tour, Ehrlich said ABC has ordered 13 episodes of *Call to Glory*, a one-hour drama that will run for six consecutive weeks at 8-9 p.m. NYT Mondays, beginning Aug. 13. He said no time has been set for the remaining seven episodes. Another new series, *Streethawk*, is slated for the same time slot beginning in September.

In his opening remarks, the ABC executive termed *Call to Glory* "an event series" in the tradition of such past ABC made-for-television movies as *The Day After*, *Something About Amelia* and *The Dollmaker*. "The one area of programming that we will continue, and are pledged to continue, is what we consider to be 'event' programming," he declared.

Reviewing the past season, Ehrlich conceded that ABC's biggest problem nights were Tuesday and Thursday, "which in our opinion we have addressed and are addressing for the fall and are optimistic about our results there." Asked to assess the network's prime time odds for the coming year, Ehrlich said "hopefully on Tuesday and Thursday we will make improvements. We've changed the shows and it's up to the audience."

Ehrlich believes ABC "will do better than last year," but stopped short of predicting a first-place showing in overall ratings for the season. "I think on the three nights where we are number one now we are going to remain solid, on the two nights where we have shown improvement—which are Friday and Saturday—I feel that, especially with the advent of *Buddy Ebsen* on *Matt Houston* and the change in programming at 9 o'clock, that we should show an increase there. On Sunday, with *Hardcastle & McCormack* as a solid show that should grow in the second year, we will improve."

Discussing other dayparts, Ehrlich admitted ABC has had "some problems with slippage to number in households [during the daytime]. This has come about predominately because of what has occurred in the morning. We've had troubles with the 11 a.m. show... so, effective [last Monday] we are changing the 11 o'clock show to what we think is an alternative to two game shows [on other networks], *The Love Report*. We will be bolstering the story lines of the 1 p.m.-4 p.m. serials, and we anticipate showing an improvement in this area as soon as this summer." He added that no changes are anticipated in the scheduling of *Loving*, ABC's newest daytime serial, which has shown lackluster ratings performance.

Editorials

Bleak future

The Democratic platform that was scheduled for adoption over last weekend contained a blueprint for governmental regulation of communications on a scale hitherto unknown in this country. The blueprint was the work of Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, who, it now becomes apparent, is staking a political career on the establishment of federal control of the communications media.

Gene Jankowski, president of the CBS/Broadcast Group, was on the right track last week when he said the principles stated in the party plank on telecommunications policy have been "set up in such a way as to justify governmental intervention in any aspect of telecommunications, on any level, under any interpretation." Jankowski, a visitor in Washington when he made his remarks, was being nice.

"We must be sure to organize our communications system," says Wirth's contribution to the Democratic statement of the party's intentions if it comes to power, "not by allocating markets and scarce resources among a few providers, but by meeting the diverse needs of diverse users in a diverse country." So far, fair enough, except perhaps for the unanswered question as to who is to be the organizer when "we... organize our communications system." Wirth, and now the Democrats if they swallowed his bait, go on:

"No small group—public or private—should be able to arrogate to itself the responsibility for the information that reaches 230 million Americans. Those who dominate the transmission must not be allowed to edit and control the content of information flowing over their channels." OK, but what does he mean by "those who dominate"? And who, if not they, is to "edit and control"? The clue is found in the next paragraph:

"Even those who exercise less than monopoly power over communications facilities must not be exclusive gatekeepers, deciding what information is acceptable and what is not."

Ladies and gentlemen, meet the United States government.

And where will the government start? The plank closes with the statement, borrowed without credit to the originator who applied it on a larger scale, that "television is a wasteland for children" and with an endorsement of the National Science Board's proposal that television stations be required to air "a certain amount of informational/educational programming for children each week."

It is, of course, well known that platforms are forgotten almost as soon as they are adopted, a fate that no doubt awaits the work of both major parties in this election year. But the author of the plank on telecommunications policy and many of his like-minded colleagues are favored to live on.

Whatever else may come of it, the plank announces what is to be expected as long as Wirth keeps his job.

Stay the course

For cable operators who prefer federal to local regulation, assuming there must be regulation of some kind, the news out of the Supreme Court last week was all good. Bruce Fein, general counsel of the FCC, said the court had given the FCC the power to "do anything we want to regulate cable in the public interest." If other analysts stopped somewhat short of that appraisal, there was general agreement that the court had said states must defer to federal pre-emption of cable regulation.

As was to be expected, the decision inflamed the dispute be-

tween cable interests, clearly the majority, that favor the assertion of federal standards by law, as represented in the compromise legislative draft negotiated by cable and municipal associations, and those who think the compromise is a cable sell-out. The latter interests would place their bets on the FCC to do by rulemaking what H.R. 4103, as redrafted by the compromise, has fallen below their expectations to do by law.

It may be worth recalling that the leaders of the National Cable Television Association not long ago were saying that FCC regulation could be the way to go. At the time, the NCTA was despairing of reaching an accommodation with municipal authorities who had reneged on an earlier legislative compromise.

The critics of the new compromise have a point in saying that the NCTA gave up more than some members wanted to give in negotiating with the National League of Cities. They fail to note that the league gave up more than some of its members wanted to give. That is why the result was called a compromise. On balance, the NCTA is correct in urging members and the Congress to support H.R. 4103 in its amended form. The legislation promises enough improvement in cable regulation to deserve support.

If legislative efforts fail, attention will turn to the FCC. Cable interests must keep in mind, however, that despite its deregulatory set of mind, the FCC might not provide the haven that some imagine. The necessary rulemaking would be an extended process, subject to the same political cross-currents that have buffeted the Congress. It is not as though Mark Fowler could wave his hand and make all those bad regulations go away.

Respite

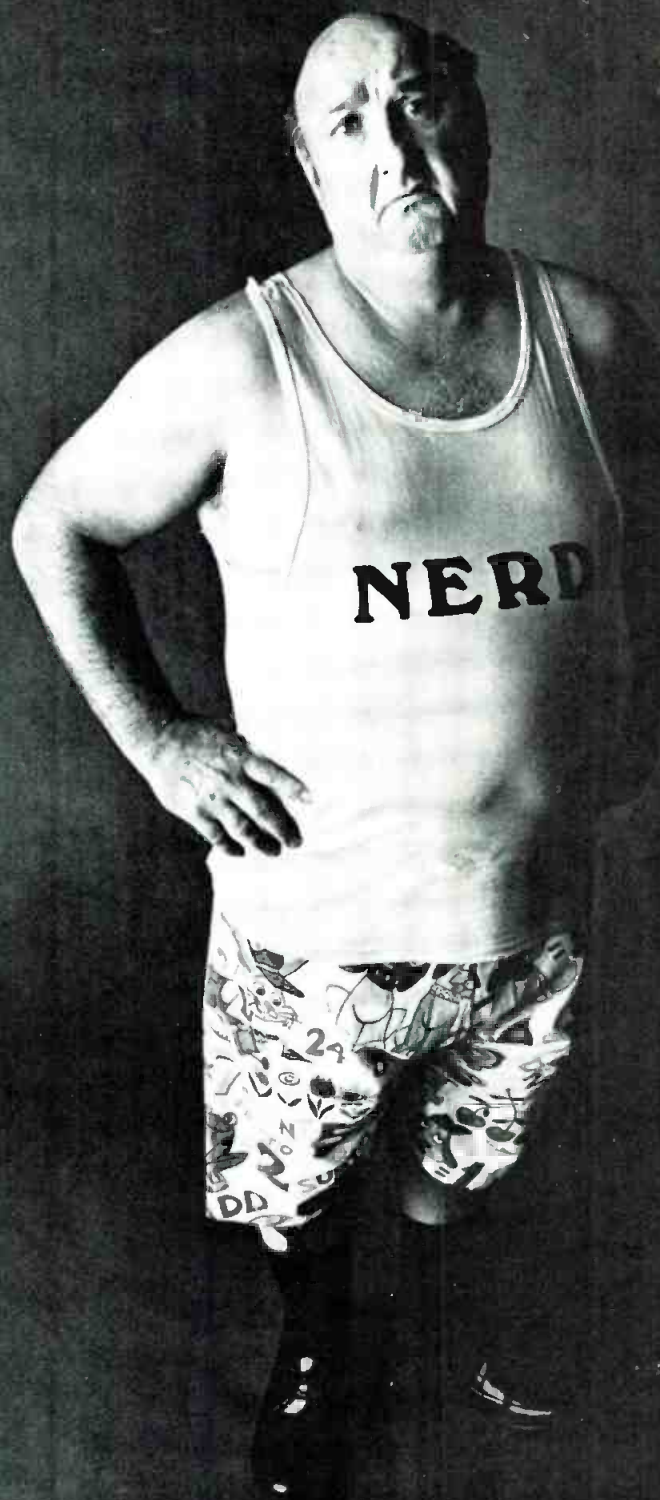
The leadership of the National Association of Broadcasters has pronounced itself well pleased after a week spent getting down to business at the annual Washington meeting of its boards. To judge by the number in attendance (see group photograph on page 31), and by our report of what they accomplished, the ratio of directors to major problems dealt with, or important initiatives begun, appeared to be on the order of 52-0.

Director Bob Hynes of NBC was on the mark when he said at the finish: "Let's get on with the business of the industry." Last week's meeting left him and his fellow board members a wide-open field.



Drawn for BROADCASTING by Jack Schmidt

"Based on first inning scoring, we are projecting today's winner to be..."



The judging took place in court. This town councilman wouldn't allow wet t-shirt contests in a local pub. So a local D.J. called him a nerd. The councilman sued for libel. But the D.J. won. And ERC paid the contest fees. Because for just this kind of unforeseeable event, we pioneered libel insurance over 50 years ago. And we keep innovating to meet your changing legal needs. Talk to your broker about libel insurance from the expert. **Employers Reinsurance Corporation.**

**BEATING THIS GUY IN
THE WET T-SHIRT CONTEST WASN'T EASY.**

ALL THE WAY TO FIRST...ALMOST



DOUBLEDAY'S KPKE(FM) GOES FROM 5th TO 2nd IN DENVER IN JUST TWO BOOKS.

At Doubleday Broadcasting when we decide to get the job done, we do. A few months ago, our KPKE in Denver adopted a new contemporary hit format. We were 15th in the book, so the tower didn't have to fall on us to know we'd better do something. Well, in just 6 short months KPKE has risen to 2nd position in the crowded

Denver market...and we've just added Denver's top morning team of Steven B. and the Hawk for the frosting on the cake.

Hard work, dedication and professionalism, that's how the job gets done. As for KPKE...will it get to first place?

Stay tuned...all Denver is.

DOUBLEDAY BROADCASTING...RADIO IS OUR ONLY BUSINESS.

WAPP(FM) New York	WMET(FM) Chicago	WLLZ(FM) Detroit	WAVA(FM) Washington, D.C.	KDWB AM/FM Mpls./St. Paul	KPKE(FM) Denver
-----------------------------	----------------------------	----------------------------	-------------------------------------	-------------------------------------	---------------------------

DOUBLEDAY BROADCASTING CO.

100 Park Avenue, New York, N.Y. 10017

WAPP(FM)/Lake Success-New York City,
WAVA(FM)/Arlington-Washington,
KDWB-FM/Richfield, MN

Source: Arbitron Winter
Total person 12+ AQH
Mon-Sun 6am-Mid