

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 9

IT WORKS HARD FOR YOUR MONEY
ALL YEAR LONG!



SUMMER GOLD

In its Dallas and Los Angeles premiere weeks SUMMER GOLD delivered the same high-powered ratings as LAVERNE & SHIRLEY and continues to grow.

KTVT-DALLAS

Week of

6/4/84

Program
"It's A Living"

ARB R/SH

8/18

6/11/84

"

9/18

6/18/84

"

9/19

KTLA-LOS ANGELES

6/18/84

"

6/12

Call Golden West today for more information on our SUMMER GOLD Package, 68 half-hours of "It's A Living," "I'm A Big Girl Now" and "It Takes Two."



5800 SUNSET BLVD., P.O. BOX 500
LOS ANGELES, CA 90078 • (213) 460-5831

SOURCE: ARB L.A. and Dallas overnights subject to qualifications available upon request.

© 1984 GOLDEN WEST TELEVISION

53d Year 1984

From the Supreme Court:
Bright ray of hope on
First Amendment



Doughnuts to dollars.

Budget cuts threatened to close the Blandford Nature Center, a working farm with trails and exhibits run by the Grand Rapids Public Museum. To help save it, WJFM Radio offered support for the Center's Back-To-Earth-Day fundraising celebration.

Admission was free, but proceeds from the sale of refreshments went to the Center. WJFM provided promotion plus the services of "Uncle Walt the Donut Man." The event was a tremendous success, and the Center's Director wrote, "Your contribution made it possible for us to hire our doughnut baker and add all the profits to the Save the Farm fund. Your on-the-air support is also much appreciated."

Helping preserve this opportunity to see man and nature working in close harmony is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO
Kalamazoo,
Michigan

WKZO-TV
Kalamazoo-
Grand Rapids

KOLN-TV
Lincoln,
Nebraska

KGIN-TV
Grand Island,
Nebraska

WJFM
Grand Rapids,
Michigan

WKJF
Cadillac,
Michigan

WKJF-FM
Cadillac,
Michigan

KMEG-TV
Sioux City,
Iowa

THE NEW DIVORCE COURT LIST IS GROWING!

ALBANY.....	WTEN-TV
ALBUQUERQUE.....	KNAT-TV
ATLANTA.....	WAGA-TV
BOISE.....	KTVB-TV
BOSTON.....	WSBK-TV
CHATTANOOGA.....	WDEF-TV
CINCINNATI.....	WCPO-TV
CLEVELAND.....	WJKW-TV
DALLAS.....	KTVT-TV
DENVER.....	KDVR-TV
DETROIT.....	WJBK-TV
EL PASO.....	KVIA-TV
FRESNO.....	KJEO-TV
GREENVILLE/NEW BERN/	WITN-TV
WASHINGTON.....	KHTV-TV
HOUSTON.....	WTLV-TV
JACKSONVILLE.....	WJAC-TV
JOHNSTOWN/ALTOONA.....	KVHP-TV
LAKE CHARLES, LA.....	KVVU-TV
LAS VEGAS.....	WLKY-TV
LOUISVILLE.....	KOBI-TV
MEDFORD.....	WSVN-TV
MIAMI.....	WITI-TV
MILWAUKEE.....	WKAB-TV
MONTGOMERY.....	KPDX-TV
PORTLAND, OR.....	WLNE-TV
PROVIDENCE/NEW BEDFORD.....	WHEC-TV
ROCHESTER.....	KTXL-TV
SACRAMENTO.....	KSBW-TV
SALINAS/MONTEREY.....	KCST-TV
SAN DIEGO.....	KSBY-TV
SANTA BARBARA/SAN LUIS OBISPO.....	KSTW-TV
SEATTLE.....	WTWC-TV
TALLAHASSEE.....	WTOG-TV
TAMPA.....	WTVG-TV
TOLEDO.....	KGUN-TV
TUCSON.....	KOTV-TV
TULSA.....	WUTR-TV
UTICA.....	WPEC-TV
WEST PALM BEACH.....	WWAY-TV
WILMINGTON, NC.....	KYEL-TV
YUMA/EL CENTRO.....	



DIVORCE COURT

STARTING **DIVORCE COURT**
FOR 52 WEEKS FIRM
SEP '84 AS A WEEKLY STRIP!



Television's most successful courtroom drama series.

NEW PRODUCTION
IN ASSOCIATION WITH STORER COMMUNICATIONS

"A kind of super-reality and spontaneity not found
anywhere else on television."

—TV GUIDE



BLAIR ENTERTAINMENT

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



Now you'll see what it's really like for the men behind the badge.

POLICE STORY

Created by
Joseph Wambaugh

Available now!
The series that inspired
today's most outstanding
police dramas.

A David Gerber Production
in association with



WHAT MAKES THAT'S INCREDIBLE SO INCREDIBLY DIFFERENT?

For four seasons on ABC-TV, **That's Incredible** has uncovered more than 800 incredible stories and brought them to some of the largest audiences on the network!

These stories go far beyond the highly publicized—and popular—stunts. Indeed, it is this remarkable range of stories that has given **That's Incredible** its distinctive character.

INCREDIBLE RESCUES

A series of spectacular rescues occurred at the tragic MGM Grand Hotel fire.

INCREDIBLE FRIENDSHIPS

A blind calf, ostracized from the rest of the herd, is helped by his friend, a seeing-eye duck!



INCREDIBLE CURES

A stroke victim is miraculously cured when he photographs a burning house in which the image of Jesus appears in the flames!



INCREDIBLE GAMES

Can you imagine a basketball game in which all of the participants are rats?

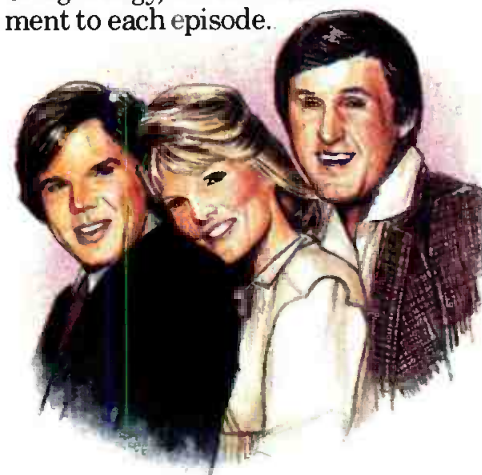
INCREDIBLE RECORDS

From Santiago de Chile comes the touching story of the Albino family—the world's largest, with 53 children!

And, there's more...incredible kids, incredible victories, incredible contests, incredible mysteries...stories from around the globe, stories filled with laughter, tears, magic and wonder!

INCREDIBLE HOSTS

John Davidson, Cathy Lee Crosby and Fran Tarkenton bring energy, wit and excitement to each episode.



THAT'S INCREDIBLE AS IT HAS NEVER BEEN SEEN BEFORE!

Now, only the very best **That's Incredible** stories—once part of an hour format—are being reprogrammed in entirely new sequences. Each new half-hour episode has stories that have never been seen together before!

THAT'S INCREDIBLE

The incredibly different series.
165 half-hours available Fall 1984.
An Alan Landsburg Production.

MCA TV

© 1984 UNIVERSAL CITY STUDIOS INC. ALL RIGHTS RESERVED.

Broadcasting Jul 9

Editorializing ruling could fuel push for fairness doctrine modifications □ ABC's Olympian coverage Stepping up to bat at NCTA: James Mooney

FCC AMMO □ Footnotes in decision on Supreme Court editorializing case seen as helping broadcasters in their bid to modify fairness doctrine. **PAGE 27.**

SAN FRANCISCO BOUND □ Radio and television networks packing bags for extended coverage of next week's Democratic National Convention in San Francisco. **PAGE 28.**

FILLING THE SHOES □ Observers see James Mooney as the right man at the right time for the cable industry as it seeks regulatory stability. **PAGE 30.**

FREE SPEECH □ Supreme Court ruling permits editorializing by public broadcast stations that receive federal funds. **PAGE 33.**

FOOTBALL FALLOUT □ NCAA asks Oklahoma judge to be a part of television plan; college representatives plan to block move. **PAGE 34.**

MEGACOVERAGE □ ABC Sports is putting finishing touches on summer Olympics coverage; most advertising time sold out on radio and television networks; some local avails still unsold; boycott's effect on viewing remains to be seen. **PAGE 38-54.**

DAYTIME'S BEST □ ABC takes top honors with 18 Daytime Emmy awards. **PAGE 54.**

MADE-FOR WIN □ Repeats of made-for-television movies give NBC its first prime time ratings win since February. **PAGE 58.**

SPACE CONSIDERATIONS □ Commenters present views on what to do with the additional AM space between 1605 and 1705 khz. **PAGE 62.**

SPACE CHAIRMAN □ Former FCC Chairman Dean Burch named to head U.S. delegation to Space WARC next year in Geneva. **PAGE 63.**

SWEEP TALLIES □ Arbitron sweeps data shows NBC edging CBS for second behind first-place finisher ABC. **PAGE 66.**

DGA DEAL □ Strike averted as Directors Guild of America locals vote to approve new contract. **PAGE 69.**

COMPUTER SALE □ Warner sells troubled Atari division to former Commodore executive. **PAGE 70.**

TRADE-OFF □ Storer looks for city approval to swap two Arizona cable franchises to Times Mirror, approval that previously has been denied company. **PAGE 70.**

BMI FALLOUT □ Rate increase causes dismay among radio broadcasters. **PAGE 71.**

NEW UNIT □ Petry forms television syndication sales unit. **PAGE 72.**

DISNEY DEALINGS □ Roy Disney returns to board of Disney Productions. Hearings on Steinberg buyout-related suits begin in California. **PAGE 73.**

FIRST PRINCIPLES □ Newspaper reporter jailed for refusing to disclose sources for information he used in editorial. **PAGE 74.**

PAY CABLE ENTREPRENEUR □ Tony Cox, president, HBO Network Group, has applied his varied experience and love of challenge to help build HBO's pay cable fortunes. **PAGE 95.**

INDEX TO DEPARTMENTS

Business	70	Datebook	23	In Brief	96	Programming	38
Business Briefly	14	Editorials	98	Journalism	74	Riding Gain	60
Cablecastings	10	Fates & Fortunes	91	Law & Regulation	62	Stock Index	64
Changing Hands	68	Fifth Estater	95	The Media	66	Telecastings	65
Closed Circuit	9	For the Record	74	Monday Memo	22		

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). Microfiche 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 Alcoa-NEC Communications Corp. 19 □ ABC Television Network 36-37 □ The American Trucking Associations Foundation, Inc. 24, 61 □ Antonelli Media Training Center 18 □ Associated Press Broadcast Services 14 □ Bear, Stearns & Co. 59 □ Blackburn & Co., Inc. 68 □ Blair Entertainment 3 □ Blair/RAR, Inc. 44-45 □ Broadcast Personnel, Inc. 91 □ Centerpoint Distribution, Inc. 47 □ Chapman Associates 71 □ Classified Ads 82-90 □ Columbia Pictures Television 4-5 □ Continental Electronics 72 □ R.C. Crisler & Co. 73 □ DCA TeleProductions Third Cover □ Eastman Kodak Co. 56-57 □ The Feltzer Stations Second Cover □ Golden West Television Front Cover □ Henderson-Crowe Communications Co. 43 □ Lorimar 15 □ MCA TV 6, 16-17 □ NetSpan 8 □ Professional Cards 81 □ Cecil L. Richards, Inc. 69 □ RKO Radio Networks 26 □ Robert W. Rounsaville & Associates 70 □ Services Directory 80 □ SONY Broadcast 40-41 □ Standard Rate & Data Service, Inc. 77 □ Howard E. Stark 74 □ Telepictures Corp. 12-13, 49, 50-51 □ TeleRep, Inc. 35, 55 □ 20th Century Fox Television 39 □ Warner Bros. Television Distribution 20-21 □ WTTG Fourth Cover □ Xerox Corporation 11 □ York Radio Network 60



PAUL NIEDERMEYER, GENERAL MANAGER KSCI, NETSPAN AFFILIATE.

Come with us!

Be a NetSpan station! Be a part of the new service that makes it possible for advertisers to get their sales messages on an entire network of Spanish language stations with *one* television buy.

As of today, this network covers over 40% of all Hispanic households in the U.S. through its affiliated stations which include WNJU-TV 47 New York, WBBS-TV 60, Chicago, KSCI 18 Los Angeles (San Diego)

and KDVR-TV 31 Denver.

Now we're looking for *more* stations to come with us! So, if you are a television station or a cable system in a market with a significant Hispanic population, NetSpan can provide you with programming that is geared to the individual character of your particular market—and bring you advertising dollars as well!



LOCAL APPEAL...NETWORK EFFICIENCY!

WNJU-TV 47 NEW YORK
(212) 935-3480

WBBS-TV 60 CHICAGO
(312) 271-7171

KSCI 18 LOS ANGELES/SAN DIEGO
(213) 479-8081

KDVR-TV 31 DENVER
(303) 831-8831

FIND OUT HOW YOUR STATION CAN BECOME A NETSPAN AFFILIATE!
CONTACT CARLOS BARBA (212) 935-3480.

7-7-7 to 14-14-14?

FCC is hoping to vote on order relaxing rule of sevens at open meeting July 26 or Aug. 8. But as of last week, no consensus on its details had been reached. Notion of taking transitional approach, however, has compelling support from commissioners themselves, discussions last week revolving around how FCC should relax rules as first step. One approach, source said, would be to increase number of stations that could be owned, from current seven AM's, seven FM's and seven TV's (with no more than five of those VHF's), with 12-12-12 or 14-14-14 numbers being mentioned. Under that approach, it's still unresolved whether total of TV's permitted would have to include three or four UHF's.

Under other approaches still being discussed, limit would be set at 25% to 27% share of total TV households for TV, or limits would be fashioned to take into account both numbers and reach. Also being discussed was whether order should repeal rules altogether after set number of years. But indications are sunset provision won't survive. There was still other talk of FCC scheduling additional proceedings two years hence to decide whether to further relax, or eliminate, remaining restrictions.

Hounds loose

Antitrust division of Justice Department is investigating "several" cable industry transactions in addition to recently announced Storer/Times Mirror cable system swap. Investigation is not concerned with concentration of subscribers in large MSO's but apparently with local anticompetitive effects of clustering and attempts to reduce overbuilds. Justice Department officials have no comment, but one industry source described department as "on the warpath."

Wheel of fortune

FCC Common Carrier Bureau has completed draft order authorizing commission to use lotteries in granting construction permits for multichannel multipoint distribution service. Still at issue is whether MMDS lottery rules should grant preferences to minorities and others, as bureau had tentatively concluded they should not, FCC source said last week. Bureau hopes to have lottery order on FCC's meeting agenda for July 26.

Bureau has come far enough along in its processing of those 16,499 MMDS applications on file (BROADCASTING, Sept. 19, 1983) to start using lotteries once order is released, source said.

Price of breakup

Divestiture of Bell system has severely reduced ability of regional phone companies to satisfy telecommunications and microwave transmission needs of broadcasters. In fact, regional phone companies in southern California (GTE and Pacific Bell) will lose millions to competitors for services rendered at upcoming summer Olympic games. Competitors can provide services at moment's notice and at significantly reduced rates. However, there are some services that phone companies have lock on, for now, including 36 video and audio circuits for which ABC will pay between \$2,500 and \$3,000 apiece. In all, network will pay close to \$6 million to phone companies for telecommunications facilities at games, more than double what it paid for similar facilities at Lake Placid, N.Y., in 1980.

No counts

RKO Radio Networks' problems concerning \$4-million worth of errors in charges to advertisers and payments to certain affiliated stations ("In Brief," July 2) are said to stem, in part, from advertisers being charged regular rate for commercial spots that ran in programing not measured by RADAR (audience measurement service for network radio). RKO General spokesman, however, said he could not confirm or deny any reports until company completes internal investigation.

Skirmishing goes on

Commerce and State Departments are continuing their gamesmanship in international telecommunications policy making. Secretary of Commerce Malcolm Baldrige has written Secretary of State George Shultz to express concern over "backlog" of applications to provide transborder satellite service in western hemisphere. Baldrige says State is supposed to coordinate such proposals with International Telecommunications Satellite Organization and that applications must be cleared by embassies in destination countries as well as by Intelsat and FCC. Then he offers Commerce's

help in developing procedures to prevent delays.

State last week was drafting response saying that progress is being made, that Ambassador Diana Lady Dougan, State's coordinator for international communication and information policy, had written Intelsat and FCC on matter. Intelsat had been notified that number of foreign governments had expressed interest in receiving U.S. transborder service, and was asked to schedule extraordinary meeting within six months to consider coordinating unspecified number of applications with Intelsat on economic grounds. FCC was advised to give final clearance to applicants proposing service to Canada if U.S. programmer had contract to protect its copyright ("Closed Circuit," July 2).

Audition

Daniel Brenner, legal assistant to FCC Chairman Mark Fowler, took different sort of vacation last month. During week of June 18, Brenner was guest host of *Good Company*, live weekday morning talk show on KING-TV Seattle. Brenner, part-time stand-up comedian believed to be aspiring to on-air employment, was sitting in for show's regular host, Cliff Lenz, who was on vacation. Bob Jones, KING-TV program director, said audience reaction had been positive. "He did wonderfully," Jones said. Brenner hosted show while on annual leave from FCC. Talent fees went to charity.

Staying home

Independent television news services are finding 1984 summer Olympic games of dubious value. Several had planned to make trip to Los Angeles in hopes of finding market for ENG facilities, uplink connections, and tape editing among stations sending out their own reporters to cover local angles. Newslink, New York-based television news service, dropped out after signing only two contracts. Now Group W's Newsfeed service is considering doing same after finding market "disappointingly" soft.

Bonneville Satellite Communications, which has contract with ABC to provide limited remote microwave service in area, reportedly after big push has also found few takers among local stations. Reasons given for lack of station interest range from deploying limited news budgets for Olympic coverage to unwillingness to draw attention to events competing with regular programing.

NCTA's new number two

If Walter Mondale is elected President next fall, the National Cable Television Association would appear to be sitting particularly pretty.

Bertram W. Carp, 39, just named NCTA executive vice president ("Closed Circuit," July 2), worked as a legislative counsel for the former senator for seven years. When Mondale moved over to the White House as Vice President to former President Jimmy Carter, Carp went along, changing bosses to serve as deputy assistant to the President for domestic affairs and policy.

After the Carter administration was voted out of office, Carp, a Democrat, became an attorney with the Boston-based law firm of Hale & Dorr. He has been serving in the firm's Washington office ever since, representing New England natural gas producers and high-tech companies.

NCTA President Jim Mooney said last week that Carp's Democratic credentials had nothing to do with his getting the job. "This organization is relentlessly nonpartisan," Mooney said. "He [Carp] is very strong on substantive analysis... has solid administrative experience, and I think, has good experience at high levels in this town."

"I will feel comfortable in relinquishing [to Carp] a large part of the responsibility for

sponsored: "I consider that I have made a commitment to NCTA for the foreseeable future."

Mooney said Carp would be responsible for handling "day-to-day" administrative matters as well as the "day-to-day" management of the association's "policy endeavors."

Carp was graduated from Stanford University's law school in 1968. From 1969 until 1970, he was an attorney in the civil rights division, office of the general counsel, Department of Health, Education and Welfare. He will assume his NCTA duties on July 23.

California says 'whoa' to H.R. 4103

The California Cable Television Association passed a resolution last week expressing that organization's dissatisfaction with the House cable deregulation bill, H.R. 4103. The resolution supercedes an earlier stand taken by the CCTA board to withdraw its support for the legislation.

The CCTA board adopted a resolution, July 3, by a 9-8 margin with eight of the board's 25 members absent. The meeting was called to prepare a position paper that would be sent to the National Cable Television Association and a vote was not expected to occur. NCTA Chairman Ed Allen, president of Western Communications, Walnut Creek, Calif., who was present at the board meeting, but did not vote, felt that if the other eight members had been present that motion would have failed.

John Goddard, president of Viacom Cable and a CCTA board member absent from the meeting, issued a statement following the vote. Goddard described the July 3 meeting as "hastily called" and believed the vote would be overturned. Goddard favors the legislation.

Since that meeting, however, the association drafted a new resolution described by some as a milder version of the CCTA's earlier position. Only the original 17 board members present at the first meeting were permitted to vote on the second resolution. According to Jerry Yanowitz, director of administration for CCTA, the members were polled over the telephone and the most current count as of late Friday, was 13 to 1 in favor of the new resolution. Yanowitz said they felt only those directors present at the first meeting, in which participants discussed the bill for eight hours, should vote.

According to the new CCTA resolution "the current provisions of H.R. 4103 on rate, renewals, franchise fees, leased channels, access to multiple unit dwellings, and telco issues are not in the interest of the cable TV industry and the cable television consumer. The board further finds that without substantive changes in each of these areas that CCTA cannot continue to support this federal legislation."

"We felt we ought to give NCTA a two- or three-week window," Yanowitz said. The NCTA board meets July 17 to review the

cable bill as amended by the House Energy and Commerce Committee several weeks ago (BROADCASTING, July 2). NCTA President James Mooney called the CCTA action "symptomatic of widespread concern in the industry in light of the Supreme Court decision." Mooney was referring to the decision that affirms the FCC's authority to pre-empt city and state regulation of cable television. NCTA announced two weeks ago that it has some serious concerns about the legislation and plans to re-evaluate the bill's rate regulation provisions. Mooney met last week with representatives of the National League of Cities and the U.S. Conference of Mayors to discuss the possibility of renegotiating those provisions. "We're in a situation where there is a major intervening event. The landscape has been radically changed," Mooney said. Details of that meeting were not released. The NLC board meets July 13 when it is expected to outline its own position on the rate regulation provision.

The Community Antenna Television Association is also reevaluating the bill. Its board meets July 15. Steve Effros, CATA's executive director, said the association cannot accept the bill in its present form, particularly in the areas of rate regulation and access. "I don't know what my board will do. I would not be surprised that because of the Supreme Court case the recommendation would be that we still want federal legislation, but that the legislation has got to reflect the new realities," he said.

Ruckus in Reston

Warner Amex's Reston, Va., cable system has been challenged in court to stop expansion and possibly shut down operation. In a law passed in 1980 by Fairfax county, where Reston is located, all cable systems must be franchised by the county: that franchise was awarded to Media General in 1982. The county board of supervisors filed suit on July 2 against Warner Amex to declare the system, and any extension of the system, "unlawful."

Attorneys for Warner characterized the suit as a declarative action to determine the status of the Reston system in light of Media General's franchise. They contend that a clause in the original franchise proposal states that the county cannot infringe on preexisting cable systems. The Reston system has been in operation since September 1970.

5% exception

The FCC's Mass Media Bureau has granted Miami, Fla., a waiver of rules to collect 5% franchise fees from a proposed joint cable system to be operated by Miami Tele-Communications Inc. and Americable of Greater Miami Ltd. However, the bureau denied the city's request to collect extra cash payments, which the bureau said would only



Carp

making this place go on a day-to-day basis," Mooney said.

In an interview last week, Carp said he had opted to become second in command at the cable association because NCTA was a "terrific" organization. "And it's a terrific opportunity to get involved in something that's interesting, important and in a state of change," he said.

Carp did not say that financial considerations had played a part in his decision. But he won't have to take a cut in salary to take the new job, he said.

Asked whether he would consider a position in a Mondale administration, Carp re-

have benefitted access channel users, beyond that 5%. The bureau singled out for criticism a franchise provision requiring a \$200,000 annual fee for the city's drug enforcement program. "While the other provisions at least relate to cable access use, this requirement has nothing to do with providing service to cable subscribers and has no business in the franchise," the bureau said. "Requirements such as this are clearly impermissible and we declare it to be a null and void provision of the franchise."

Playboy repurchase

As part of the settlement of a shareholder suit, Playboy Enterprises Inc., parent of the Playboy Channel, announced it will offer to repurchase at least 500,000 of 9.9 million shares outstanding at \$11.75 per share totaling \$5 million. The repurchase may include an additional 250,000 shares. Certain shareholders filed suit in 1982 charging company officers and directors with mismanagement after the company's London casino had its license revoked and Playboy failed to obtain a license in Atlantic City, N.J. The settlement is subject to the approval of a Delaware court where the case is pending.

Earnings drop

Cable TV Industries reported a 2% decline in revenue to \$7,690,000 and a 19% decline in net income to \$133,000 for the first quarter ending April 30 compared to the same period a year before. The Los Angeles-based cable TV product distributor and manufacturer reported first-quarter income per share of four cents.



Spreading the Word. Mother Angelica, founder and chairman of Birmingham, Ala.-based Eternal Word Television Network basic cable service, checks blueprints and surveys the progress of a new studio now under construction and expected to be completed by the fall of 1984. The new facility will give EWTN five times more space than its old studio and enable it to expand on the approximately 30% of its programming now produced there. The facility will also house office space, a conference room and workshop areas. August 15 will mark the third anniversary of EWTN, which was founded in 1981 by Mother Angelica, a cloistered Franciscan nun, on the grounds of Our Lady of the Angels monastery. EWTN currently cablecasts 4 hours of programming nightly and reaches 2.4 million homes over 157 cable systems in 38 states.

**Just a little reminder
from Xerox.**

XEROX



You may have heard a phrase like, "I Xeroxed my recipe for you" or "Please Xerox this for me." And they may seem harmless enough.

But they're not. Because they overlook the fact that Xerox is a registered trademark of Xerox Corporation. And trademarks should not be used as verbs.

As a brand name, Xerox should be used as an adjective followed by a word or phrase describing the particular product.

Like the Xerox 1075 Copier. The Xerox 640 Memorywriter. Or the Xerox 9700 Electronic Printing System.

Our brand name is very valuable to us. And to you, too. Because the proper use of our name is the best way to ensure you'll always get a Xerox product when you ask for one.

So, please remember that our trademark starts with an "X."

And ends with an "®."

XEROX® is a trademark of XEROX CORPORATION.

"Love means having to say"

This fall, over 130 stations stepped up to the plate and went to bat with a new first-run show... "Love Connection."

They realized that in a dwindling off-network marketplace, taking a chance on quality first-run programming from a reliable source was the way of the future.

"Love Connection" became the run-away demographic hit of the 1983-84 season, building from sweep to sweep in rating, share, young demos, teens and kids. And when it came to giving the stations phenomenal growth from year to year, "Love Connection" stood in front of the pack, winning over the competition in market after market.

So next season, experience what over 130 other stations learned this season.

Learn that "Love" means never having to say you're sorry on taking a chance with first-run!



New York			
4:00 PM Monday-Friday			
		Rating	Share
WNBC	LOVE CONNECTION	7	20
WCBS	Rockford Files	6	19
WABC	Edge of Night	6	17
WNEW	He-Man	6	16
WOR	Local Music Show	2	7
WPIX	Battle Of The Planets	2	7

Rochester			
10:30 AM Monday-Friday			
		Rating	Share
WHEC	LOVE CONNECTION	4	26
WROC	Sale of the Century	3	22
WOKR	Local Talk Show	3	20
WUHF	700 Club	1	6



Columbus, GA			
4:00 PM Monday-Friday			
		Rating	Share
WTVM	LOVE CONNECTION	11	34
WRBL	Love Boat	6	19
WXTX	Flintstones	3	10
WLTZ	Brady Bunch	3	9

Amarillo			
3:00 PM Monday-Friday			
		Rating	Share
KAMR	LOVE CONNECTION	6	30
KVII	Edge of Night	4	19
KFDA	Vegas	2	12

never pure sorry!

Already renewed
in over 80% of the country
for its second hit season!

LOVE CONNECTION

Sacramento-Stockton

7:30 PM Monday-Friday

		Rating	Share
KXTV	LOVE CONNECTION	10	22
KCRA	Entertainment Tonight	8	17
KOVR	Family Feud	7	16
KTXL	Barney Miller	7	16
KRBK	Soap	3	5



South Bend-Elkhart

3:00 PM Monday-Friday

		Rating	Share
WSJV	LOVE CONNECTION	6	26
WSBT	Little House	6	23
WNDU	Super Friends	3	13
WHME	Inspector Gadget	2	7



Peoria

4:00 PM Monday-Friday

		Rating	Share
WMBD	LOVE CONNECTION	5	21
WEEK	Laverne & Shirley	4	19
WRAU	Chips Patrol	3	14
WBLN	Flintstones	1	6

Birmingham

12:30 PM Monday-Friday

		Rating	Share
WBRC	LOVE CONNECTION	10	31
WVTM	Days of Our Lives	7	23
WBMG	As World Turns	4	12
WTTQ	Medical Center	2	7



Macon

10:30 AM Monday-Friday

		Rating	Share
WMAZ	LOVE CONNECTION	8	48
WGXA	Family	3	20
WMGT	Sale of the Century	2	12

Source: NSI/Cassandra

Telepictures CORPORATION

New York • Los Angeles • Chicago • Dallas • Atlanta
Paris • Munich • Sydney • Tokyo • Toronto

© 1984 Telepictures Corporation

"Love Connection" is an Eric Lieber Production in association with Telepictures Corporation.

Business Briefly

RADIO ONLY

Circle T Foods □ Four-week flight promoting State Fair corn dogs (wiensers fried in corn batter) will begin in early August in Kansas City, Mo., and Birmingham and Montgomery, both Alabama. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Bateman Advertising, Dallas.

Fairfax Co. □ Promotion for diamonds will be held for one week starting in mid-August in Nashville and Chattanooga, Tenn. Commercials will be placed in all dayparts during weekdays. Target: adults, 25-49. Agency: Western International, Atlanta.

Sagebrush Jeans □ Two-week flight is set to begin in late July in six markets in Michigan. Commercials will run in all dayparts on weekdays and weekends. Target: adults, 18-34. Agency: Mars Advertising, Southfield, Mich.

Uniroyal Chemical □ Dimilin insecticide will be featured in two, two-week flights scheduled to begin this week in about 40

markets. Commercials will be carried on farm radio programs. Target: farmers, 25-54. Agency: Swanson, Rollheiser, Holland, Omaha, Neb.

British Caledonian Airways □ Airline is launching late summer/fall campaign in five markets, with three-week flight beginning Aug. 20 and another three-week flight scheduled to begin Oct. 1. Commercials will be placed in all time periods. Target: men, 25-54. Agency: Winius-Brandon Advertising, Bellaire, Tex.

TV ONLY

John Morrell & Co. □ Meat products will be spotlighted in seven-week flight to begin in late July in Northeast, including Albany and Syracuse, N.Y. Commercials will be presented in all dayparts. Target: women, 25-54. Agency: Clinton E. Frank Advertising, Chicago.

Southeastern Cadillac Dealers □ Four-week flight is scheduled to start in late July in 19 markets. Commercials will be placed in all time slots. Target: men, 25-54. Agency: Cook/Ruef & Associates,



Image-building. In its first corporate advertising campaign since AT&T divestiture, Southwestern Bell Corp. has launched spot television campaign in five states—Texas, Missouri, Kansas, Arkansas and Oklahoma. Commercials focus on theme: "Together we are bringing you together." Campaign, created by D'Arcy MacManus Masius, St. Louis, includes activities of parent company and its subsidiaries: Southwestern Bell Telephone, Southwestern Bell Publications, Southwestern Bell Telecom and Southwestern Bell Mobile Systems. Campaign's target audience is adults, 21 and older.

Columbia, S.C.

Church's Fried Chicken □ Third-quarter campaign has staggered starting dates from early to late July in 10 markets, with flights running for about eight weeks. Commercials will be

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

DIVERSIONS—AP highlights a different form of entertainment every day of the week, from classical music to the latest in video games. Scripts run seven days, from 90 seconds to two and a-half minutes.

SPORTS QUIZ—Test your listeners' memory with this sports trivia feature. Use questions as a contest for tickets and other prizes. Questions and answers run Tuesday and Thursday mornings.

COMING ATTRACTIONS—All of AP's features are in this Monday morning preview of the week's programming. It's an easy way to find out about special upcoming features and other outstanding sales opportunities.

THE SPORTSMAN—Charles Morey introduces listeners to the people who play for pay in this regular sports personality feature show. This three-take feature runs about three minutes and moves seven days a week.

MUSICWATCH—This regular AP feature gives listeners the inside track on country, black, adult contemporary and popular singles.

For more information call, (202) 955-7200

AP Associated Press Broadcast Services.

Rep4Report

KMGG(FM) Los Angeles, WLEE(AM) Richmond, Va., and WEIR(AM) Weirton, W. Va.: To Hillier, Newmark, Wechsler & Howard from Masla Radio.

□

WLLR(FM) Davenport, Iowa: To Hillier, Newmark, Wechsler & Howard from Torbet Radio.

□

WCKS(FM) Cocoa Beach, Fla.: To Masla Radio from PW Radio.

□

WHFL(FM) Havana, Fla.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

WFBG-AM-FM Altoona, Pa.: To Hillier, Newmark, Wechsler & Howard from Blair Radio.

□

WBYG-FM Kankakee, Ill.: To Masla Radio (no previous rep).

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®

NETL'S IN 31-32-33 36 as of

The first 36 markets sold:

**New York
Los Angeles
Chicago
San Francisco
Boston
Detroit
Washington D.C.
Dallas-Fort Worth
Houston**

**Cleveland
Miami
Atlanta
St. Louis
Denver
Sacramento
Baltimore
Indianapolis
Kansas City**

**Cincinnati
Milwaukee
Nashville
New Orleans
Memphis
Louisville
Norfolk
Birmingham
Greensboro**

NUMBERS 3-34-35- 7/6/84

© 1984 UNIVERSAL CITY STUDIOS INC. ALL RIGHTS RESERVED

Flint-Saginaw
Richmond
Mobile
Albuquerque
West Palm Beach
Jacksonville
Lexington
Jackson, MS
Baton Rouge



NELL CARTER
STARRING IN
GIMME A BREAK
AN ALAN LANDSBURG PRODUCTION
AVAILABLE FALL 1985

MCA TV

shown in daytime, fringe and prime time periods. Target: adults, 18-49. Agency: Grey Advertising, Los Angeles.

RADIO AND TV

New England Dodge Dealers □ Flights

will start in late July for three to four weeks in about six radio and television markets, including Providence, R.I., and Hartford, Conn. Commercials will run in all time periods on television and radio. Target: men, 25-54. Agency: Quinn & Johnson, Boston.

AdVantage

Finding the co-ops. Radio Advertising Bureau has just published second volume of 1984 radio co-op sources. Book, which contains 4,356 co-op plans, was compiled and edited by Joyce Reed and Beverly Banks, both of RAB. It has 856 new listings—19% more than first volume released in January—which show hardware, tire, battery and accessories, home entertainment and computer industries as growth areas in radio co-op advertising. Book also shows 100% co-op reimbursement from 821 companies.

Market test. Warner-Lambert Co., Morris Plains, N.J., has been testing radio commercials for its Lifestyle brand of condoms on WCOL(AM) and WGXT(FM), both Columbus, Ohio, for past month. Company spokesman would not disclose future advertising or marketing plans. Lifestyle trails both Schmid Laboratories' Ramses and Youngs Drug Products' Trojan brands, said to be sales leaders in this category. Lifestyle is only condom marketed presently using broadcasting. In 1975, Youngs tested Trojan ads on radio in Newark, N.J., and television in San Jose, Calif., but dropped broadcast advertising because of reluctance of many stations to accept such ads. Only \$1 million was spent in category in 1983, all in print, according to Leading National Advertisers.

Wanted: TV commercials. Television Bureau of Advertising is seeking entries for its annual TVB/Sales Advisory Committee Commercials Competition, open to all member stations. Grand prize is free trip to bureau's annual membership meeting next November in Chicago. Spots entered should be on three-quarter-inch videotape and include advertiser's name, entrant's name, market and market rank and phone number. Entries can be sent to: 1984 TVB/SAC Commercials Competition, 485 Lexington Avenue, New York, N.Y. 11017. Entry fee is \$25 per commercial. Deadline is Sept. 3.

LEARN TO SELL TV TIME FROM THE MAN WHO TAUGHT REPRESENTATIVES OF WPIX, WNEV, KTTV, WDVM, KTVU AND WSB.

There are 1,149 TV stations across this country. Selling their air-time is a career that's wide open.

But to learn the business you had to be in the business. Until now.

Now, Martin Antonelli, who trains representatives for some of the industry's leading TV time-sales firms and TV stations, and who helps experienced sales professionals sharpen their techniques, is offering his program to you.

In this intensive, individualized program you'll become a TV sales professional. You'll learn to speak the language of TV sales and how to evaluate programs, stations and

markets. You'll understand the role of news, movies, specials, sports and cable.

You'll learn how to maximize your revenue by using your total inventory of shows, how to present to ad agencies, and how to create a package of shows. And you'll learn how to close the sale.

The program works. Former students now successfully sell time for firms like TeleRep, Blair, Seltel, Petry and Katz. Plus dozens of major stations all across the country.

To learn how you might work in TV time-sales, call or write for more information.

But do it today because new classes are starting soon.



ANTONELLI MEDIA TRAINING CENTER

20 West 20th Street, New York, New York 10011 (212) 206-8063

ANTONELLI MEDIA TRAINING CENTER, INC. LICENSED BY THE N.Y. STATE DEPT. OF EDUCATION

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 Broadcastings

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 Gello, 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. Dittingo, senior editor: radio.
John Lippman, assistant editor.
Geoff Foisie, staff writer.

Marie Leonard, June Chaudhan, advertising assistants.

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

TELEVISION. Cablecasting.

STC chose ANCOM for two good reasons... **ALCOA & NEC.**



ALCOA-NEC
Communications Corporation

*ANCOM's 0.6 meter
dish for DBS... in
production now.*

Nobody knows aluminum better than Alcoa. Electronics is NEC's middle name.

Put them together and you've got ALCOA-NEC Communications Corp., or ANCOM, the most advanced DBS receiving equipment manufacturer on earth. And the designated initial supplier for STC.

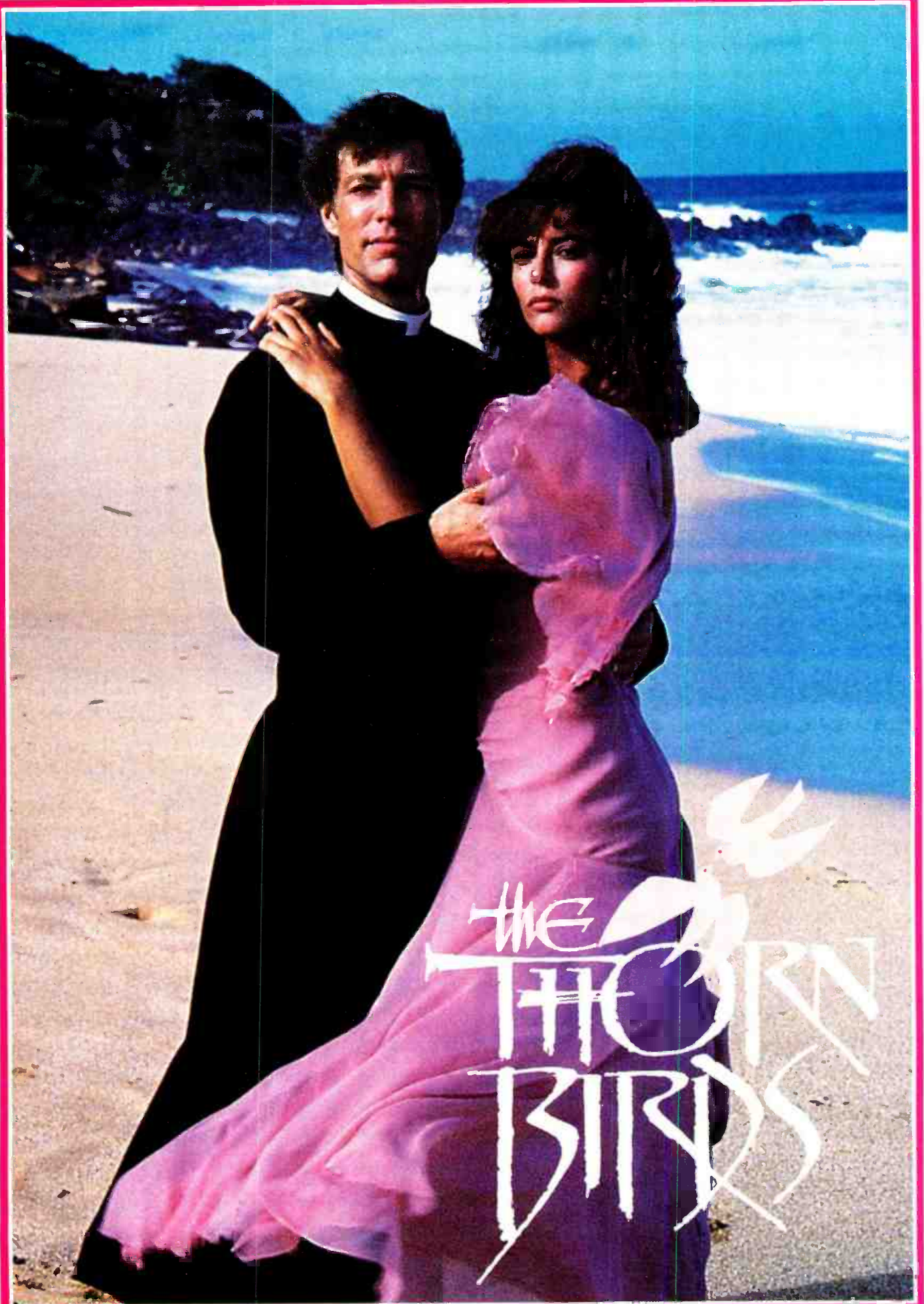
When the STC bird flies, ANCOM will be ready with millions of rooftop dishes, low noise convertors and compact in-home receiving units to capture that perfect TV picture. For millions of families that will mean first 5 and then 6-channel choice of movies, news, sports and music events they've never had before. Plus a future computer interface capability pay TV subscribers never dreamed possible. All for less than the price of a large color TV set.

Now that you know what ANCOM is doing for STC, find out what we can do for you. Just write or call (312) 640-8466 for more information.

ANCOM

ALCOA-NEC Communications Corporation

130 Martin Lane, Elk Grove Village, Illinois 60007
Phone (312) 640-8466 TWX 910-222-5991 (ANCOM ELGR)



the
THORN
BIRDS

52 Markets !

WPIX, New York
KCOP, Los Angeles
WGN-TV, Chicago
WTAF-TV, Philadelphia
KBHK-TV, San Francisco
WBZ-TV, Boston
WDIV, Detroit
WDCA-TV, Washington
KTXA-TV, Dallas-Ft. Worth
KTXH-TV, Houston
WBFS-TV, Miami
KMSP-TV, Minneapolis
KSTW-TV, Seattle-Tacoma
WGNX-TV, Atlanta
WTOG-TV, St. Petersburg
KPLR-TV, St. Louis
KWGN-TV, Denver
KTXL, Sacramento
WFSB-TV, Hartford
KPTV, Portland
WPDS-TV, Indianapolis
XETV, San Diego
WCPO-TV, Cincinnati
WITI-TV, Milwaukee
WMOD-TV, Melbourne
WZTV, Nashville

WUTV, Buffalo
WGNO-TV, New Orleans
KOKH-TV, Oklahoma City
WPRI-TV, Providence
KTVX, Salt Lake City
WOWK-TV, Huntington
KMOL-TV, San Antonio
WLYH-TV, Lancaster
WTKR-TV, Norfolk
WTEN, Albany
KOKI-TV, Tulsa
WJRT-TV, Flint
KGSW-TV, Albuquerque
WPEC, West Palm Beach
WJXT, Jacksonville
WUHF-TV, Rochester
WTAJ-TV, Altoona
KBVO-TV, Austin
KSBW-TV, Salinas
KDLH-TV, Duluth
KBMT-TV, Beaumont
KOLO-TV, Reno
KIII, Corpus Christi
WBNG-TV, Binghamton
KTRV, Boise
KMID-TV, Odessa-Midland



Monday Memo

A television journalism commentary from George Watson, VP, ABC News

Turning TV over to the audience

A funny thing happened to us on the way to the forum for critics of broadcast journalism. We discovered, since starting ABC News's *Viewpoint* three years ago, that the notion of deep public dissatisfaction with the press—electronic or print—is exaggerated.

That is not to say people lack specific complaints about things they dislike. But our experience does not indicate that the press has become the national pariah many accounts suggest.

I base this on having produced 15 *Viewpoint* programs, almost 30 hours of broadcasting, in which we have invited live audiences around the country to make specific complaints about ABC News, or discuss general issues of broadcast journalism.

Nowhere have we been tarred and feathered or run out of town on a rail. Which is more than our spiritual ancestor, the country newspaper editor, could have claimed when confronted with the angriest of his readers.

We have, of course, met viewers with a variety of piques and some serious complaints.

On the whole, however, our audiences have been polite almost to a fault.

My conclusion that our esteem with the public is higher than often imagined is also supported by eight opinion surveys we have commissioned since 1981 for *Viewpoint*.

The polls consistently show that broadcast journalism enjoys a basically good reputation with the American public.

For the third anniversary *Viewpoint* program on July 9, ABC News commissioned a nationwide poll that repeated many of the questions we first asked in 1981.

On one, "Do you approve or disapprove of the way television networks handle the job of reporting the news?", an overwhelming majority of 79% approved.

That this high level of approval has remained constant—it actually increased slightly from 75%—since 1981—is surprising considering that those three years were marked by a variety of developments that might have been expected to erode that approval.

Among the bad news was the spate of highly publicized libel suits against broadcasters; attacks of special interest groups in newspaper advertising and elsewhere and the media's excessively negative image of itself, reflected in *Time's* cover, "Accusing the Press: What Are Its Sins?"

Whatever its sins, broadcast journalism continues to receive not only high levels of general approval but also good marks on many specific questions.

■ 58% of the public believe television news does a good job of telling all sides of controversial issues. Again, no change since



George Watson is vice president of ABC News, where he has worked in various assignments as a correspondent and executive for more than 20 years. In 1981, Watson was named to his current position and assumed the responsibilities of overseeing the policies, standards and practices that apply to all ABC News programs. Among his duties has been the development and supervision of *Viewpoint*, a program, started in 1981, that provides a forum for criticism and analysis of broadcast journalism.

1981.

■ 65% believe television news is telling the truth when high government officials deny a network report.

■ 61% think the coverage of President Reagan has been fair and balanced.

■ 67% say that all the major Democratic Party candidates—Mondale, Hart and Jackson—have been treated fairly.

Another issue on which public antipathy toward the press clearly has been misjudged is the barring of reporters from the early stages of the invasion of Grenada.

Based on misleading gauges such as the volume of critical mail and what the White House had to say on the subject, many concluded that the public favored the administration's decision to bar reporters.

In fact, as Lou Harris discovered, a decisive majority of the public was convinced that at least a small group of reporters should have accompanied the invasion force. Our recent survey also indicated that a majority feels the press should not have been barred.

This does not mean that we are winning any popularity contests, nor should we.

On a variety of issues, the public holds some disturbingly critical opinions:

■ 54% think the networks are too negative and often "focus on tearing things down."

■ 63% think not enough time is spent in explaining the issues.

■ 84% believe it's wrong to invade the privacy of ordinary people while covering a

news story.

On the current controversy of projecting the winners of elections, the public is strongly opposed to the networks' practice.

Almost four out of five people (78%) say it's not important to know the winner as soon as possible. In fact, 61% say they would favor a law requiring that the networks wait until polls are closed all over the country before projecting a winner in a presidential election.

What finally emerges, then, from our experience on the road with *Viewpoint* and from the opinion surveys we have taken? First, there's a deep reservoir of public support and approval of network news. Second, there are a number of issues on which people hold strongly negative views.

Addressing those critical issues was the reason *Viewpoint* was developed. It provides viewers with an answer to the old question, "How do you talk back to the tube?" For those who wanted to register a complaint or caveat, television used to be uniquely a one-way street.

Since its July 24, 1981, debut *Viewpoint* has dealt with many of the most contentious issues affecting broadcast journalism: why more blacks are not employed in network news; complaints about too much violence on television, and accusations involving superficiality, sensationalism and invasion of privacy.

Why, then, do we regularly turn over our air to our staunchest critics?

We do so out of enlightened self-interest, to correct the false impression that television news doesn't give a damn.

We do so because by listening attentively to critics we can more intelligently assess what we do and why we do it, even if at times a given practice is unpopular.

Finally, we do so because we know that freedom of the press ultimately depends on the support and consent of citizens.

In the ABC News poll from which I have liberally quoted, the last question asks:

"The First Amendment of the U.S. Constitution says Congress cannot pass any law that abridges freedom of speech and freedom of the press. Which of these two views is closest to yours?"

a) It's good the First Amendment protects television news from government interference even if television news sometimes abuses its freedom.

b) It's too bad the First Amendment prevents the government from curbing television news when it abuses its freedom.

Two thirds—65%—supported press freedom. Almost a third—29%—favored government curbs for what they perceive to be abuses. And 5% had no opinion.

Those are three excellent reasons, totaling 100%, why broadcasters need to develop new and different ways of being responsive—and responsible—to our viewers. ■

This week

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: Rob-

■ Indicates new or revised listing

ert Weisgerber, president and co-founder, Modern Telecommunications Inc. Topic: "East Coast Production: Alive, Well and Going on the Satellite." Copacabana, New York.

■ **July 11-13**—*Arbitron Ratings Television Advisory Council* meeting. Topnotch At Stowe, Stowe, Vt.

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

July 12-13—"Advanced Wired Cities: Driving Forces and Social Implications," seminar sponsored by *Washington Program of Annenberg School of Communications*, Annenberg School, 600 Maryland Avenue, S.W., Suite 750, Washington.

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.

Also in July

July 15-18—*New York State Broadcasters Association* 23d executive conference. Rye Town Hillon, 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. Speaker: Vince Wasilewski, Dow, Lohnes & Albertson, Washington law firm, Shangri La, Altou, 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 25-27**—Teleconferencing workshop sponsored by *Services by Satellite (SatServ)* and *Applied Business Communications*, Washington.

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*

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.

ciation 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 programers 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.

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. 17**—*National Association of Telecommunications Officers and Advisors* and *National League of Cities* regional seminar, "Telecommunications '84: Challenges and Choices." Hilton hotel, Portland, Ore.

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. 7-9—*Society of Motion Picture and Television Engineers, Atlanta section*, symposium, "Film and Video: The Best of Both Worlds." Video Tape Associates, Atlanta. Information: (404) 239-0319.

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. 13—*Cabletelevision Advertising Bureau* local cable sales advertising workshop. Sheraton Tobacco Valley Inn, Hartford, Conn.

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

Sept. 14-16—*Society of Motion Picture and Television Engineers, Atlanta section*, symposium, "Film and Video: The Best of Both Worlds." Crawford Communications, Atlanta. Information: (404) 239-0319.

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

Sept. 16-18—*National Religious Broadcasters* Western chapter convention. Los Angeles Marriott (Airport), Los Angeles.

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

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

Sept. 18—*Cabletelevision Advertising Bureau* local cable sales advertising workshop. Red Lion Inn, Omaha.

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

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

Sept. 20—*Cabletelevision Advertising Bureau* local cable sales advertising workshop. Sheraton Denver airport. Denver.

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.

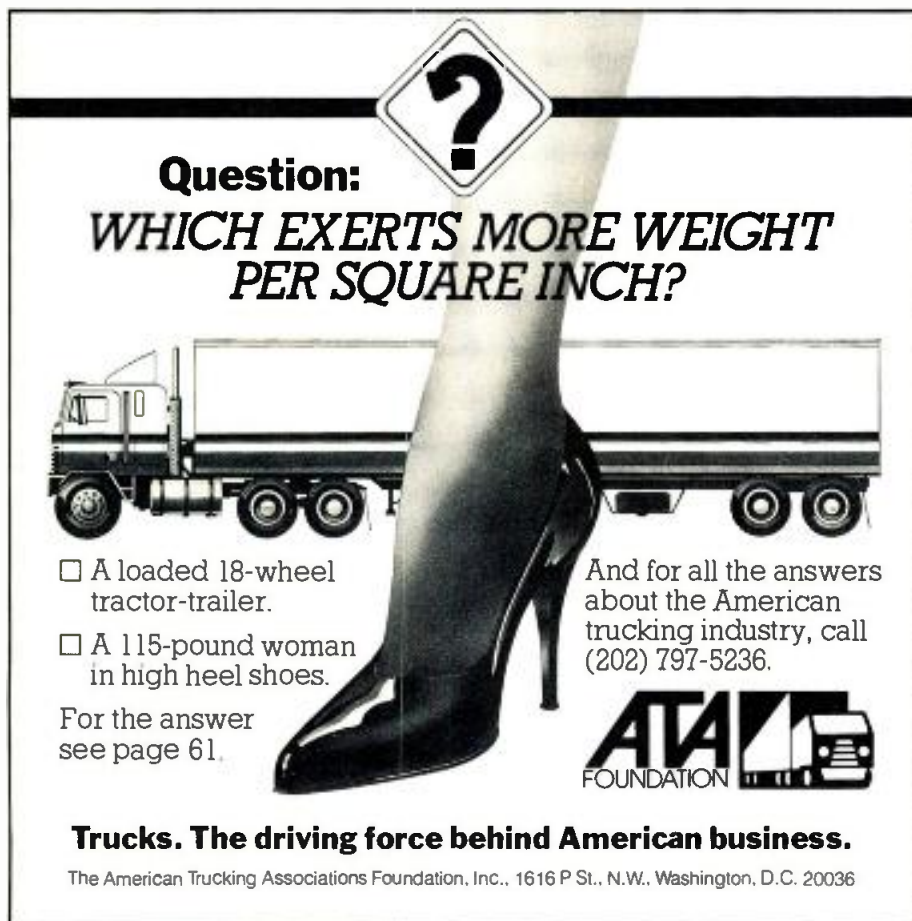
Sept. 23—*Academy of Television Arts and Sciences* 36th annual prime time Emmy Awards presentation on CBS-TV, originating from Pasadena (Calif.) Civic Auditorium. Governors' Ball follows at Century Plaza hotel, Los Angeles.

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. 23-26**—*National Association of Telecommunications Officers and Advisors*, affiliate of National League of Cities, annual conference. Sheraton El Conquistador, Tucson, Ariz. Information: (919) 890-3010.

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.



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 61.

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

ATA
FOUNDATION

Trucks. The driving force behind American business.

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

Errata

Frank Drendel, vice chairman of board and president, cable/home communications division for M/A-COM Inc., was incompletely identified in June 25 story on C-band direct broadcasting.

Headline on story on **cable system swap between Storer and Times Mirror Co.** ("Top of the Week," July 2) said that systems traded by two companies were either unprofitable or in competitive franchises. Only two of systems being traded, Storer's systems in Phoenix and Paradise Valley, fit those characterizations.

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—Cabletelevision Advertising Bureau local cable sales advertising workshop. Wyndham Southpark, Austin, Tex.

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. 26-28—National Religious Broadcasters Southeastern chapter convention. Sheraton Atlanta, Atlanta.

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. 2—Cabletelevision Advertising Bureau local cable sales advertising workshop. Sheraton Inn, Portland, Ore.

Oct. 4—Cabletelevision Advertising Bureau local cable sales advertising workshop. Airport Hilton, Los Angeles.

Oct. 4-6—National Religious Broadcasters Eastern regional convention. Marriott, Dulles International Airport, suburban Washington.

Oct. 8-9—National Religious Broadcasters Southwestern chapter convention. Astro Village Complex, Houston.

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

Oct. 10-12—National Religious Broadcasters Midwestern chapter convention. Yahara Center, Madison, Wis.

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. 17-20—American Association of Advertising Agencies 47th annual Western region convention. Hotel del Coronado, San Diego.

Oct. 18-19—Society of Broadcast Engineers, Pittsburgh chapter, 11th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

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 ex-

cellence 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. 25-28—MDS Industry Association** annual meeting. Sheraton Washington, Washington. Information: Bonnie Guthrie, (202) 639-4410.

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

■ **Oct. 27-30—Texas Association of Broadcasters** management convention. Hyatt Regency hotel, San Antonio, Tex.

■ **Oct. 28-30—Texas Association of Broadcasters** engineering conference. 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 conference 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.

Stay Tuned

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

Network television □ ABC: *Viewpoint: "Talking Back to TV News"* (discussion), Monday 11:30 p.m.-1 a.m.; *Concrete Beat* (drama), Monday 9:30-11 p.m.; *Major League Baseball's 55th All-Star Game*, Tuesday 8 p.m. until finish; *The Greatest Daytime Drama of Them All* (30-second Olympic vignettes), Monday through July 27, several times daily. CBS: *The 1984 Miss Universe Pageant*, Monday 9-11 p.m.; "The Rose" (movie), Saturday 8:30-11 p.m. PBS (check local times): *Sarah Vaughan and Wynton Marsalis* (concert), Monday 8-9 p.m.; *Violoncello* (documentary), Monday 10-11 p.m.; *Eight Minutes to Midnight* (documentary portrait), Friday 10-11 p.m.

Network radio □ ABC Radio: *Whither Ma Bell?* (five-part informative series), Monday-Friday (check local times).

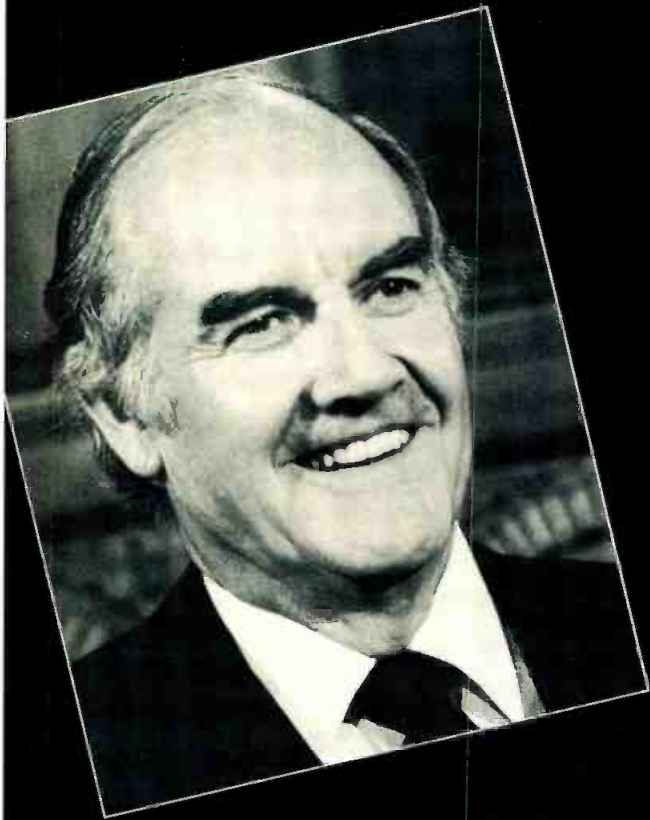
Cable □ Arts & Entertainment: *Kate the Good Neighbor* (drama), Saturday 8:15-9:45 p.m.; *Being Normal* (drama), Saturday 9:45-12 midnight. HBO: *Draw!* (western), Sunday 8-10 p.m. Showtime: **Brothers* (comedy series), Friday 10-10:30 p.m.

Play It Again (rebroadcasts) □ ABC: *The Ransom of the Red Chief* (dramatized story), Saturday 12 noon-12:30 p.m. CBS: *Will There Really Be A Morning?* (dramatized biography), Tuesday 8-11 p.m.; *Word Of Honor* (drama), Wednesday 9-11 p.m. PBS: *There Was Always Sun Shining Somewhere: Life in the Negro Baseball Leagues*, Wednesday 10-11 p.m. Wtbs Atlanta: "The Bridges at Toko-Ri" (war film), Monday 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

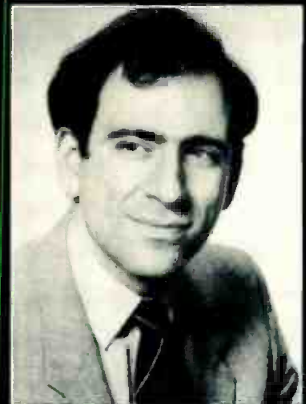
RKO RADIO NETWORKS



RKO News Anchors



ED GULLO—RKO ONE



GIL GROSS—RKO TWO

RKO'S GOT YOU COVERED...

AT THE DEMOCRATIC NATIONAL CONVENTION
with exclusive political analysis by
GEORGE MCGOVERN

The man the other candidates call the
"conscience of the Democratic Party"...the man who,
12 years ago, was picked by the Democratic Convention to be its
Presidential nominee...the man who will give your listeners
the exclusive inside story of this year's Democratic National Convention
July 16-19...RKO News and George McGovern providing your
listeners an understanding of the American political
process no other radio network can offer.
Twice hourly live special reports on each of the RKO Radio Networks.

RKO News Floor Correspondents

JOHN BISNEY



DIANE DIMOND



RICHARD DAVIES

Broadcasting Jul 9

Vol. 107 No. 2

TOP OF THE WEEK

Two tails that could wag the dog in winning First Amendment rights

Footnotes to decision freeing public broadcasters to editorialize are read by FCC, Senate as inviting broadcasters to seek Supreme Court test of issues

A Supreme Court decision last week, granting public broadcasters the right to editorialize, has given renewed hope to those who are pushing for full First Amendment rights for the electronic media (see story, page 33). Two footnotes from the decision are being viewed by many in the Fifth Estate as an open invitation to repeal the fairness doctrine and other broadcast content regulations. At minimum, the footnotes are expected to provide the FCC with the necessary ammunition to back up its proposed rulemaking, now on hold, to eliminate or modify its rules governing personal attacks and political editorializing and its proposed review of the whole fairness doctrine.

FCC Chairman Mark Fowler said he was "extremely heartened" by the decision. "For the first time, the Supreme Court has recognized that the scarcity argument may not be sound," Fowler also welcomed a signal in one of the footnotes that the court is prepared to reconsider its ruling in *Red Lion* regarding the constitutionality of the fairness doctrine.

"We're encouraged," said Jeff Baumann, the National Association of Broadcasters senior vice president and general counsel. Baumann's interpretation of the footnotes typified the overall positive response from the broadcasting community.

The first of the two footnotes, Baumann pointed out, shows the court would be willing to examine the scarcity argument as the underlying rationale for regulating the broadcasting industry. And a second footnote, he said, will give the commission ammunition to proceed with its notice of inquiry on fairness. "For the first time the Supreme Court even in a footnote is acknowledging it may wish to review that argument on scarcity."

The first footnote says: "The prevailing rationale for broadcast regulation based on spectrum scarcity has come under increasing criticism in recent years. Critics, including the incumbent Chairman of the FCC, charge that with the advent of cable and satellite television technology, communities now have access to such a wide variety of stations that the scarcity doctrine is obsolete. See, e.g., Fowler & Brenner, *A Marketplace Approach to Broadcast Regulation*, 60 Tex. L. Rev. 207, 221-226 (1982). We are not prepared, however, to reconsider our

long-standing approach without some signal from Congress or the FCC that technological developments have advanced so far that some revision of the system of broadcast regulation may be required."

The second footnote says: "We note the FCC, observing that 'if any substantial possibility exists that the [fairness doctrine] rules have impeded, rather than furthered, First Amendment objectives, repeal may be warranted on that ground alone,' has tentatively concluded that the rules, by effectively chilling speech, do not serve the public interest, and has therefore proposed to repeal them. Of course, the commission may, in the exercise of its discretion, decide to modify or abandon these rules, and we express no view on the legality of either course. As we recognized in *Red Lion*, however, were it to be shown by the commission that the fairness doctrine 'has the effect of reducing rather than enhancing' speech, we would then be forced to reconsider the constitutional basis of our decision in that case."

"If I've ever seen an invitation to bring a case, there it is," said Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee and chief backer of the movement to gain full First Amendment rights for broadcasters. While Packwood was ecstatic over the footnotes, he felt the fact that the dissents were not related to the question of scarcity was equally encouraging. "This now calls for a case and I would want one of America's great trial lawyers to bring the case and simply start showing the growth of radio, television, low-power, cable and on and on, until you explode the myth of scarcity."

"Surely those footnotes were not added just because there was extra white space at the bottom of the page and somebody decided to pin something in."

Packwood said the footnotes were sending a strong signal to the FCC or Congress or broadcasters "to bring us a case and lay the ground work for the argument that the scarcity argument is no longer valid." He plans to talk with the NAB and others in the broadcasting industry about choosing the "right case" to bring before the court.

The senator's excitement over the footnotes was shared by Craig Smith, president of the Freedom of Expression Founda-

Continues on page 28.



Fowler



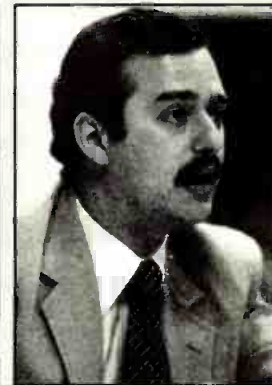
Fein



Packwood



Abrams



Simon

Continues from page 27.

tion, established by Packwood to aid broadcasters in their fight to gain full First Amendment rights. "We consider it an invitation to challenge the constitutionality of parts of the fairness doctrine," Smith said. He believes that in light of what the court said about scarcity, it may go as far as overturning its *Red Lion* decision. The foundation, Smith noted, is conducting a search to see if there are any cases pending before the court that might provoke an examination of the scarcity argument.

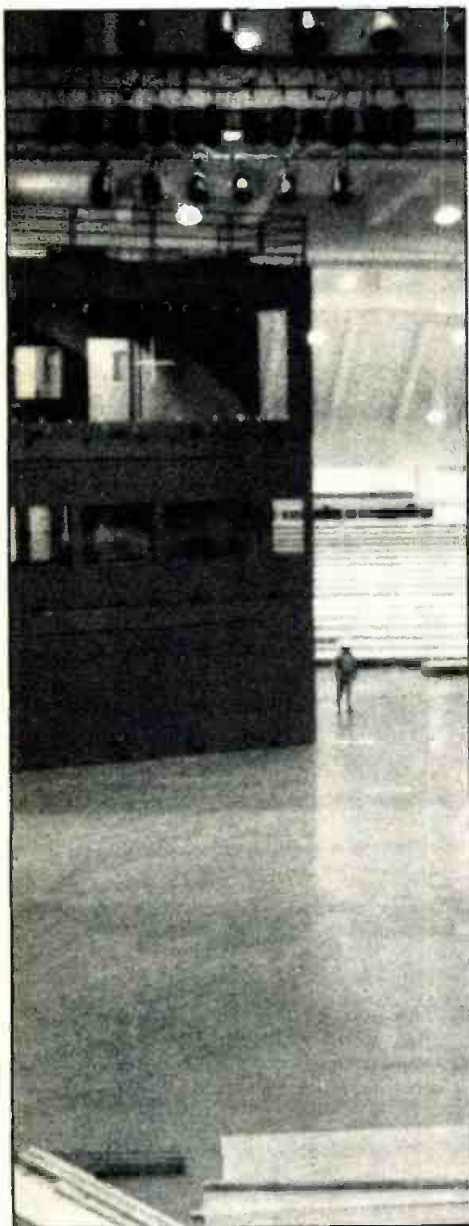
Not everyone on Capitol Hill shared Packwood's view. "Overall we are pleased with the decision," said Thomas Rogers, counsel to the House Telecommunications Subcommittee. Subcommittee Chairman Tim Wirth (D-Colo.), he said, has long been in favor of allowing public television stations to editorialize. On the question of the footnotes, however, Rogers maintained they are not an invitation to repeal the scarcity rationale. "If you look at them in isolation they don't give much support to that theory."

The entire opinion, Rogers noted, is premised on the notion that the fairness doctrine exists and that the government does have an interest in regulating the airwaves in furtherance of First Amendment rights. Moreover, he continued, the court reasons

throughout the opinion that the fairness doctrine meets that governmental interest and it cites cases in a way that further validates it. If the FCC repeals the doctrine, what will Congress do? Said Rogers: "On a Richter scale of congressional reaction, repeal of the financial interest and syndication rules and the FCC's access charges decision were a 1. Reaction to repeal of the fairness doctrine would be a 7 or 8."

Furthermore, he maintained that the decision is a strong statement of the court's continued conviction that content regulation of broadcasting is a permissible governmental interest and fully consistent with the First Amendment if it doesn't go too far. "The decision repeatedly said the fairness doctrine doesn't go too far," Rogers said.

At the FCC, the footnotes were heartily embraced. The FCC's general counsel, Bruce Fein, said the footnotes combined with other recent Supreme Court decisions were the "seeds of destruction of *Red Lion*." The first footnote, he said, suggests that if the FCC finds that spectrum scarcity is no longer a genuine constraint upon the availability of a vast array of programming or viewpoints, then the spectrum scarcity rationale may fall by the wayside. Furthermore, he pointed out, the justification for treating the broadcast media different than the print media would fall



CBS anchor booth

Unconventional convention coverage

Journalists make the every-four-year trek to nominate a Democratic candidate; this year three networks are moving away from gavel-to-gavel coverage; CNN, other television suppliers and radio will be feeding programming from San Francisco

A large part of America's—no, make that the noncommunist world's—broadcast journalism establishment is converging on San Francisco's Moscone Center this week for the start of the Democratic National Convention, next Monday (July 16). For the three broadcast networks, with some 20 or more major conventions under their belt, the time has come to show a little editorial discrimination in their coverage. ABC, CBS and NBC plan to concentrate their coverage in prime time Monday through Thursday; gavel-to-gavel coverage, which had been more hype than reality in the recent past, is finally being junked as a working principle. But if the big three are cutting back, the Cable News Network is planning the biggest effort in its five-year history. As Bob Funnad, CNN's executive producer for convention coverage put it, "We intend to make our mark as a major news organization." For the convention remains one of the major media stories of the year.

Never mind that the principal business of the convention—the nomination of the party's presidential candidate—seems such a foregone conclusion that the only surprise in that respect will be if former Vice President Walter Mondale is not the nominee. The journalistic appetite for convention coverage remains sharp. Some 14,000 members of the press, foreign and domestic, have been accredited. And of those, some 4,400 represent the broadcast and cable television media—400 of them from Europe, Canada, the Middle East, North Africa and Japan. As Joan Richman, CBS News vice president and executive producer of special events,

put it, "The most important thing Americans do is elect a President. This is the procedure by which one of the likely candidates is chosen." And what the candidate stands for and how the party "defines itself" in the convention, she added, "are news."

Nor is it only what confirmed convention junkies refer to as the "civics lesson" of the proceedings that will provide material for the journalists. Richman and others planning the coverage for their respective news organizations are sensitive to the possibility of some political stories that would generate interest. And the Rev. Jesse Jackson—who has already enlivened the political year with his campaign for the Democratic nomination—figures in several of them. Will he press his fight for changes in the rules regarding the run-off primary system or that would allow him delegates equal in number to the percentage of votes he won in the primary? How wide a swath generally will he cut in the convention?

Then, too, there is the vice presidential nomination to be decided—and the demonstration the National Organization for Women has threatened if Mondale does not select a woman.

Not too bad, but none of that would have the drama of the Democratic convention of 1968, in Chicago, when the party tore itself apart on national television over the Vietnam issue. And even the stories that seem to be developing may fade by next week. NBC News's Reuben Frank, who has been involved in many conventions over the years, said last week: "These things look bigger two weeks ahead of time." The party, he noted, has the time to "damp down" the possible fights before they get on national television. What's more, he said, the committee sessions that could provide the setting for squabbles are being scheduled for the afternoon, before network coverage is scheduled to start.

The networks, with the enormous re-

as well.

Addressing the second footnote, Fein believes that if the commission is able to assemble evidence in the record that the fairness doctrine, in fact, inhibits expression then the court is willing to examine *Red Lion*.

Fein's enthusiasm was shared by former FCC Chairman Richard E. Wiley of Wiley, Johnson & Rein. He said the footnotes represented a "major indication of open-mindedness" on the part of the court which has not been seen before. "It portends that the next time the court gets a chance to rule in this area, at least a majority is prepared to entertain this," Wiley said.

Wiley thinks the second footnote is the more significant because it suggests that the distinction between the print media and broadcast media should be examined.

Timothy Dyk of Wilmer, Cutler & Pickering, who prepared an amicus brief on behalf of CBS, NAB and the Radio-Television News Directors Association, believes the footnotes confirm what CBS and others have been saying all along: "The spectrum scarcity issues need to be re-examined." Dyk noted that whether or not the court intended the invitation, "it's an invitation."

"They give reason for hope that the court will view with favor efforts by the commission to limit the role of government in

broadcasting," said Floyd Abrams, a leading First Amendment lawyer. The tone of the language in the majority opinion, he said, is far more receptive than that previously issued by the court. "I think that the last line in [the first footnote], notwithstanding it is phrased in the negative, is the single most important line in the opinion, insofar as the future of broadcast regulation [is concerned]. I read that line to be more than a hint that if there were a signal from the FCC that technological developments have advanced to a particular point, the court might well reconsider its approach," Abrams said. He also felt the footnotes were even more significant for being written by Justice Brennan, joined by Justice Marshall—both of whom "have been proponents of more rather than less in the way of broadcast regulation."

Joining Rogers in a generally negative assessment of the footnotes was Sam Simon, executive director of the Telecommunications Research and Action Committee, who is prepared to fight the FCC if it repeals the fairness doctrine. Simon pointed out that the decision upholds the current regulatory scheme and reaffirms *Red Lion*. "The court could have included a footnote that said the fairness doctrine is mandated by the Constitution and the FCC would have to read it in a way to continue what they are doing," Simon said.

sources they can bring to bear—dozens of cameras in the hall and around the city, minicam crews, earth stations for transmitting signals by satellite to headquarters in New York, vans in Media Village behind the center loaded with editing and other gear or equipped as control rooms—are prepared to cover the convention any time a story warrants it, day or night, according to their executives. But they are not planning to start coverage until the evening. All three are scheduled to start at 9 p.m. NYTon each of the four nights. If there is any guarantee that the convention will end in prime time on Thursday, when the presidential nominee is to give his acceptance speech, it is the Democrats' horror of a repeat of the embarrassment of 1972, when George McGovern delivered his acceptance speech at 3 a.m. in Miami.

(But with the Democrats, there may be no guarantee. A press spokesman who was asked for rough estimates as to when events would occur, snapped, "If you want a firm schedule, call Dallas," a reference to those planning the Republican convention that will be held there next month.)

With the reduction in the hours to be filled with their coverage, there will be a slight decrease in the number of personnel the networks will have in San Francisco, as compared with numbers employed at the conventions in 1980. Four years ago, the networks each had about 600 staffers and technicians at the Democratic and Republican get-togethers. This year, only NBC will have that large a contingent. ABC will have 500 and CBS, 400. But the stars will certainly be on view.

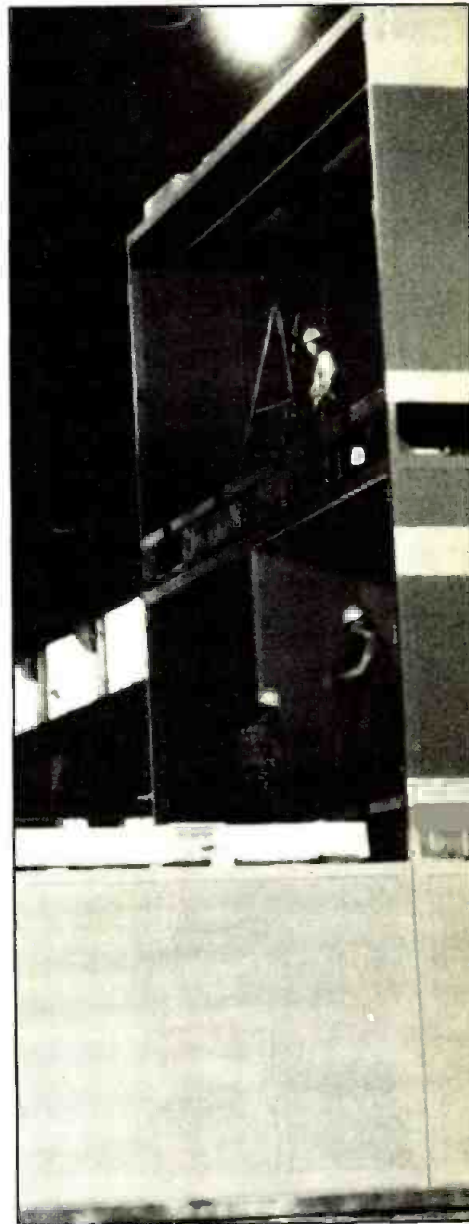
CBS is bringing back its semiretired star of conventions past, Walter Cronkite to share the anchor booth with Dan Rather from time to time as "special correspondent." ABC will reinstate the team of Peter Jennings and David Brinkley that shared anchor duties in coverage of the primaries. Tom Brokaw will operate solo, as he does on *Nightly News*. And all three will have their

full complement of commentators and analysts to tell viewers what it all means.

Competition and a desire to show off their news departments' talent and technical virtuosity in covering a complicated event had made it difficult for the networks to give up exhaustive coverage of the conventions. Thus, the networks' schedule indicates that they and the parties (coverage of the Republican convention will be structured similarly) have come a long way from the days when coverage began with the rap of a gavel and continued through desultory reading of reports and delivery of speeches, through the nominating process itself—and when cutaways to correspondents at candidates' hotels or in other areas of the hall or to analysts or visitors were designed not only to inform viewers but to hold on to them. But the networks now have taken their cue from the changed reality of the nominating process.

"In the old days, the convention picked the nominee," Richman said. "Now the primaries and the caucuses pick the nominee. So a lot of the stuff is procedural. People are not that interested. The coverage didn't reflect that fact. Now the coverage reflects the reality of what people want to see."

But if ABC, CBS and NBC are thinking less, CNN is thinking more. It will be operating with three anchors—Bernard Shaw, Don Farmer and Mary Alice Williams—and almost 200 people in what Funnad said will be "a major effort," larger by far than the efforts it made at the conventions in 1980. It will have four floor reporters, as will each of the other networks, and have its own cameras distributed though the hall and at strategic locations around the city, including the candidates' hotels. CNN will carry news of the convention—live reports and taped pieces—twice an hour throughout its broadcast day, from 6 a.m. to 3 a.m. And when the convention is "hot," Funnad said, CNN will cover it live. In that flexibility lies CNN's advantage, according to Funnad. "The other networks will have to recap to bring their



NBC under construction

viewers up to date. We can do a running story. By staying with CNN, a viewer can see the story unfold."

In the eyes of those in the hall, at least, CNN will be on an equal footing with the other networks. Because the convention is in a hall and not an arena with canted seating and skyboxes, the networks chose to erect prefabricated, modular anchor booths, some 40-feet high that "sit" on the floor. An advantage over the skyboxes that house the anchors when conventions are held in arenas is that the modular booths, each of which costs about \$800,000, can be disassembled following the convention, then reassembled as needed—as in the Dallas Convention Center, another hall, when the Republicans meet next month to renominate President Reagan. Four modular booths will be seen on the floor in both places, one of them occupied by CNN.

CNN will not be the only organization augmenting if not competing with the major networks' services. C-SPAN will be on hand to provide gavel-to-gavel coverage, literally—and not only for its cable system subscribers. CNN, which decided to use its own cameras because it felt the cost of the network feed was too high—about \$60,000—is serving as a pool, itself, responding to requests for a feed from its five cameras in the hall from Public Broadcasting Service, Post-Newsweek Stations, WCCO-TV Minneapolis, Gannett Broadcasting Group and Independent Network News. "We don't solicit that business," said Brian Lamb, C-SPAN's president. (CBS is providing the network pool feed. It was NBC's turn to perform that

job, but because NBC union engineers have been working without a contract in a labor dispute and, therefore, could walk out on five days notice, the networks decided they would all feel more comfortable if NBC relinquished pool responsibilities.)

C-SPAN, whose 35 personnel were to begin arriving in San Francisco today (July 9), will be feeding pieces in increasing quantities all week. Much of the programming scheduled for the week involves the call-in format, a C-SPAN staple, though in one case with a new wrinkle: It will plug into one of the talk shows of KGO(AM) San Francisco. But, following up on a program it did in connection with its coverage of the New Hampshire primary, it will produce two Days in the Life of a Newspaper—*The San Francisco Chronicle* and *The Oakland Tribune*. And next week, it will raise its ubiquity to a new level, taking a camera to the news-budget meetings of *USA Today* Monday through Thursday, to offer viewers a look into how that newspaper assigns reporters to convention coverage.

But beyond the national coverage being provided, 385 television stations and 355 radio outlets will be represented by a total of 3,500 personnel. The efficiency and economy of satellite transmissions have been a major factor in the decision of many stations to send reporters and technicians to cover the local angle, and gain prestige in the local market, while the networks present the big picture. A sign of the interest are the scores of equipment-packed trailers in the Media Village and the uplink dishes in the parking lot and on the roof of the Moscone Center

that will be used by six satellite providers on the scene—Wold Communications, Bonneville Telecommunications, Netcom International, IDB, Videostar and Western Union.

And increasingly, organizations are springing up to make the job easier for independent stations. For instance, 20 non-network outlets organized themselves into something called Washington Electronic News Media, to provide each member with the collective clout they felt was needed to get the Democratic and Republican parties' attention—and cooperation. And it has worked, according to Norman Wagdy, head of Storer Communications Inc.'s Washington news bureau, who is chairman of the new group. "We told the networks of the extensive local coverage independent stations would provide, and that we wanted more than the crumbs the networks sweep off the table." The DNC built 34 skyboxes—each 10-by-20-feet—for independent stations, and all have been reserved, at a minimum cost of \$10,000.

What's more, there are organizations that now are prepared, for a price, to provide virtually any service a station desiring coverage might want—among other things, they book satellite time, make available editing and other equipment, even complete camera crews, offer the use of skyboxes, and provide microwave facilities from the convention floor to permit stations' correspondents to broadcast live inserts for their stations' evening news programs. The networks have provided such services for affiliates, but now groups like Newslink (whose clients next week include 44 stations, the *700 Club* and

A thinking man's president for the NCTA

Jim Mooney is the antithesis of his predecessor in running the cable industry's principal trade association but comes into the job with equal industry enthusiasm for his prospects in doing it well

The belief pervades the cable television industry: As the new president of the National Cable Television Association, James Pierce Mooney is the right man in the right place at the right time.

Cable operators believe Mooney's skills as a tenacious negotiator and effective politician will bring the regulatory relief and stability the industry needs to meet complex marketing challenges and fend off competition from other pay television media. And they hope his reputation for "telling it like it is" will somehow help restore the industry's credibility, which has been tarnished in recent years by some operators' unfulfilled promises.

The 41-year-old Mooney, who had been NCTA's executive vice president for almost three years, differs in almost every respect from his predecessor, the immensely popular Tom Wheeler—and to some, that's a plus. "The last thing the industry needs now is five more years of Wheeler-type flamboyance," said one cable programmer. "Nobody would buy it."

That Mooney is the man for the times is apparent even to those on the periphery of the industry. William Lilley III, vice president of corporate affairs for CBS Inc., and a close friend of Mooney's, says it's a measure of the NCTA board's intelligence that they picked Mooney to represent the industry during its "consolidation phase."

Mooney has proved himself to the industry (and, more important as far as he is concerned, to the NCTA board) by bringing sorely needed federal cable legislation to the verge of becoming law. He

was, by all accounts, the chief architect of the legislation, which would define the limits of state and local regulation over cable and provide a heavy dose of reason and order to cable regulation and franchising.

The Senate version (S. 66) was passed in the summer of 1983 and, after NCTA negotiated a tough compromise on some key provisions with city officials, the House version (H.R. 4103) was sent to the floor by the House Energy and Commerce Committee just two weeks ago. Mooney and the industry fully expect the bills to become law and set a national cable policy before Congress recesses this fall.

The legislation is "heavily premised on the notion that regulation, particularly rate regulation, tends to complicate and possibly even suffocate the ability of the industry to find and establish a sound, long-term economic basis under which it can flourish," Mooney says, sunk low in one of his office's stuffed chairs during a hiatus in his hectic schedule of meetings still needed to insure final passage of the legislation. Cable will meet the challenges posed by other media, he says, if it is allowed to operate in a regulatory environment that allows "experimentation and modification and new ideas so it can deliver on an economically sound basis what it is the public wants to buy."

Although Mooney will not formally assume the presidency until August, his new two-year contract kicked in on July 1 and he seems to have taken charge after the association's annual convention, which ended on June 6. NCTA staffers expect no major shifts in policy at NCTA headquarters. In addition to being the point man on the association's legislative initiatives, they say, Mooney has been running the place since being named executive vice president in September 1981.

Erudite, urbane and reserved, Mooney is unlike not only the

Financial News Network) and Group W's Newsfeed Network (with more than 30 member stations) also offer them to affiliates and nonaffiliates alike, competing with networks, in the case of affiliates, on the basis of price and customized service.

With the horde of journalists and technicians descending on San Francisco, there is among them the question of whether the story will support the weight of the coverage. Other questions, raised by some correspondents, are less cosmic. Will there be enough floor passes? There never are. And, as one broadcast journalist noted, the tone for convention could be set at 3 p.m. PT, when the evening news programs of stations in the East will be starting. "If we get through 6 o'clock ET, we'll be all right," he said. "That's when everybody wants to go live."

Major radio networks are providing a full menu of satellite-delivered coverage for affiliates with some offering continuous convention coverage of key events over a separate satellite channel. Most of the networks will have correspondents covering activities on the convention floor.

ABC Radio Networks will offer two updates each hour from 7 p.m. NYT until the session concludes each night. Convention anchors are correspondents Bob Trout, Bob Walker and Kate Doordan. Special ABC Radio news correspondents for this year's event will be Sander Vanocur, Joe Templeton and Chet Douglas.

Meanwhile, the CBS Radio Network will be providing 17 special reports beginning at 4:30 p.m. NYT each day. CBS News correspondents Reid Collins and Charles Osgood

will co-anchor coverage. Analysis and commentary will be provided by correspondent George Herman.

CBS's youth-oriented RadioRadio's coverage will include four regularly scheduled evening newscasts originating live from the convention site beginning at 7:50 p.m. NYT, in addition to four special 60-second reports during the convention sessions each evening (July 16-18). There will also be two 90-second, early morning reports (July 17-19). Serving as anchors for RadioRadio will be Chris Stanley, Michael Schone and Larry Cooper.

At NBC Radio, its traditional network will broadcast hourly morning drive and evening newscasts live from the convention site as well as 90-second reports each hour during morning drive, anchored by senior Washington radio correspondent, Sid Davis, and reports twice an hour during convention sessions, anchored by NBC News correspondent Mike Maus who will also serve as the main anchor for the network.

As for The Source, NBC's young adult network, correspondent Bob Madigan will anchor morning drive newscasts live from the convention.

Mutual Broadcasting's plans include four-minute reports, two-per day during morning and afternoon drive and two each hour in the evening from 7 p.m. to midnight. Co-anchors will be Jim Bohannon and Peter Maer. Additionally, Mutual's weekday *The World This Morning* and *The World Today* as well as *The Larry King Show* will air live from the convention site.

The RKO Radio Networks will feed two

live, 90-second reports per hour over the RKO I and II networks starting at 7 p.m. to the end of each session. Anchoring for RKO I will be Ed Gullo, and for RKO II, Gil Gross. There will also be morning and afternoon 60-second drive time *Convention News Extras* over both networks. Political analyst will be former South Dakota senator George McGovern ("Riding Gain," July 2).

AP will have 14 staffers at the convention, including anchors Bob Moon and Frank Sesno, who will do three-minute newscasts from the floor. The segments will begin at 7:20 p.m. and run twice-hourly until 11:20 p.m. AP will also send out a two-minute morning feed each day at 7:12 a.m., repeated at 9:20 a.m. Both shows include a 30-second local avail.

UPI's coverage will be anchored by Bill Small (a reporter, no relation to UPI's president of the same name) and Camille Bohannon. Coverage includes two live, three-minute updates each hour, starting at 6:25 p.m. and running to 11:55 p.m. each day. In addition to live coverage of major addresses, roll-call votes and acceptance speeches, UPI will also file directly to its new Custom News service, unveiled earlier this year. Both wire services will also be filing updates for their regular newsfeeds and newscasts each day.

CNN Radio will air updates in its regularly scheduled newscasts at the top and bottom of each hour beginning at 6 p.m. NYT and lasting until the end of the night's activities. The radio network's coverage will rely upon reporters who will be on the scene for its cable counterpart, Cable News Network. □



Mooney outside NCTA headquarters

gregarious Wheeler but most other trade association presidents and directors in Washington. Although not of the Dale Carnegie school, he is no less able to influence people than many who are. What Mooney may lack in the way of personal charisma he more than makes up for with an ability to explain complex issues and his position on them. Listening to him discuss this or that provision of the cable legislation is akin to sitting in a classroom listening to a favorite teacher. "Mooney can effectively and articulately represent the industry," said Ed Allen, president of Western Communications and the new chairman of NCTA. "I don't think the job requires the charisma of Tom Wheeler or Jack Valenti."

Mooney is a tough boss. So tough, in fact, that he has caused some staffers to quit and has alienated others. He is a perfectionist and believes that people who work for him should be too. "Life is too short to tolerate people not doing their best," he says. "One of the functions of a manager is to push people to their limits. But not everybody shares those values. It doesn't mean you are a bad person, but it does mean you are not going to be terribly happy at NCTA."

When he joined NCTA after a decade on Capitol Hill, Mooney was inexperienced at managing a large staff; it was something he had to learn. He still has to remind himself "to delegate and keep people informed of what's going on and what the plan is," he says. "It's hard to do in a totally consistent and satisfactory way if you are constantly living in a crisis atmosphere, which we have been for the past few years."

Mooney may have trouble getting along with the press during his tenure at the top. He seems wary of the press, and some reporters find him condescending and heavy handed. "He doesn't understand the role of the press, what it is about and what it is supposed to do," said one reporter. "He thinks we ought to be on his side." But no real basis for antipathy exists between him and the press. Mooney says. "The only thing that annoys me is being misquoted in a significant way when the reporter ought to know better," he says. "I think it is a pain in the ass to get misquoted." Even when he is mistreated by the

press, he says, he does not become vindictive, as another reporter had suggested. "You can't be vindictive with the press," he says. "The press owns the printing mechanism and it is going to continue to publish whether you like it or not."

Perhaps because he is physically unimposing and usually soft-spoken, Mooney's first impression is not always his best one or even a good one. Bill Strange, vice president, corporate development, Sammons Communications, who has been active in NCTA for many years, said that when he first met Mooney he dismissed him as another "Washington type who reacts like putty to whoever put the last thumbprint on him." But Strange now says his initial impression was wrong. While working closely with Mooney in early 1982 on NCTA's successful campaign to defeat the St. Paul referendum that would have allowed the city to own its own cable system, he says he was impressed by Mooney's "professionalism" and has since "grown to be an ardent champion of Jim Mooney."

By the time Wheeler announced his resignation and recommended Mooney as his replacement to the NCTA board last April, the only lingering concerns among board members about Mooney's ability to step up to the presidency had to do with what some felt was his heavy handedness in dealing with the NCTA staff. But those concerns failed to produce a single negative vote. Mooney's election was unanimous.

Some Washington observers, however, believe that not all board members voted for Mooney because they liked him. Some, they say, voted for Mooney because they had rejected Wheeler's choice for the NCTA chairmanship—Wheeler's candidate was said to be Gus Hauser, who was rejected in favor of Ed Allen—and they didn't want to reject his choice for the presidency as well. And others voted for him, it is said, simply because they didn't want to jeopardize the cable legislation, for which Mooney was chiefly responsible.

Nonetheless, Mooney's support is clearly wide and deep among cable leaders. John Saeman, vice chairman and chief executive officer, Daniels & Associates, seems to speak for many in the industry when he calls Mooney "an outstanding resource and asset . . . he is solid, tremendously bright and extremely persuasive." John Malone, president of Tele-Communications Inc., likes Mooney because he is a "thinker." "He is more analytical than the past few [presidents] and I tend to favor that," he says. "He's a good chess player and has a good grasp of the underlying economics of the industry."

In Washington, Mooney enjoys the respect of other lobbyists. Steve Effros—who as executive director of the other cable trade association, the Community Antenna Television Association, often clashes with NCTA over cable's political agenda—says Mooney "accepts the concept that we can disagree. We have the ability to talk straight to each other and I value that a great deal." And Cynthia Pols, legislative counsel of the National League of Cities, who has sat opposite Mooney in negotiating language in the federal cable bills, describes him as "straightforward, pragmatic and a pretty fair guy to deal with." And he's tenacious, she adds. "He has objectives and he is prepared to stay the course to obtain them."

□

Tiverton is a small town amid the bays and rivers of the eastern half of Rhode Island. As Mooney was growing up there in the 1950's, developers were just beginning to transform it from a farming community into a bedroom community feeding workers into Providence and Newport, both Rhode Island, and Fall River, Mass. As did many youngsters in the area, Mooney spent much of his time on Mount Hope Bay and the bay-like Sakonnet River, learning to sail with a "candy boat," a 12-foot, flat-bottomed craft indigenous to the area, and eventually graduating to larger, more seaworthy vessels. Mooney's father, who died when Mooney was 14, ran a liquor store in Fall River; Mooney's mother still lives in Tiverton. "It was a great place to grow up," Mooney said. "As the years go by, I learn to appreciate more and more the beauty of the place."

Mooney studied history at the University of Rhode Island and law at New York University. He went to Washington in 1969 to become a legislative counsel with the U.S. Equal Employment Opportunity Commission. In 1971, he moved to Capitol Hill as an aide to John Brademas, a liberal Democratic representative from northern Indiana, and, when Brademas became majority whip, Mooney became head of the Office of the Whip, responsible for keeping Democratic congressmen informed, plotting legislative strategies and mustering votes. It was the fulfillment of his adolescent ambition: to hold a

senior appointed political job in Congress.

But, as Mooney knows well, voters are a capricious lot. In 1980, those of northern Indiana rejected Brademas, and Mooney was suddenly out of a job. However, Mooney had developed skills and important connections on the Hill that enabled him in January 1981 to beat out around 75 other applicants for the job of vice president, government relations, at NCTA. Believing he had the necessary administrative skills to complement the political ones, NCTA appointed Mooney executive vice president just eight months later after NCTA's two senior vice presidents, who had been splitting the executive vice president duties, unexpectedly resigned.

Throughout his career as a professional politician, Mooney has worked to advance the causes of others. On the Hill, they were those of Brademas; at NCTA, they are those of the board of directors. But Mooney bristles at the suggestion that he is a bloodless political mercenary who doesn't care deeply or passionately about anything. "I care a great deal about the integrity of the political system and about the efficient functioning of the political system and about the ability of the political system to retain the confidence of the people. Because if you don't, then democracy is in trouble," he says.

Mooney sees no contradiction between his lifelong commitment to preserving the integrity of the political process and his current role as a lobbyist, pressing for the parochial interests of those who pay his salary. Although lobbying is not the "most admired of American professions," he says, it is an integral and natural part of the political process. "We live in a very complicated society that is very legalistically oriented," he says. "We have laws on every conceivable subject under the sun and I think it is a little naive to suggest, in circumstances of that kind, that all of the different groups which have an interest in how those laws are framed and how they are administered would not be represented at the seat of government and constantly communicating their points of view to the people who are calling the shots."

But lobbyists, in representing their constituents' interest, should be honest and as candid as possible, Mooney said. "I take very strong offense to some of the tactics pursued by the telephone companies in their legislative fights," he said. "The telephone companies use every stratagem . . . to prevail, including personal attacks on individuals, including tactics that smack of deceit and lying."

(Mooney has been known to mutter complaints about some of the tactics of the cities during the long negotiations leading up to the compromise, but he doesn't put them in the same class as the telephone companies. "The cities people are basically decent people," he said, although "they are sometimes a little too cute for their own good.")

Mooney said he will not allow NCTA "to stoop" to the level of the telephone lobbies because it would be personally distasteful—"If it comes to that, I will walk out the door"—and because it would damage the association and the industry in the long run. The cable industry lobby is currently respected on Capitol Hill, he said. "We tell it to 'em pretty straight," he said. "In our public policy positions, we don't try to gain an advantage through deception and misleading people. And that's pretty important to the regulatory future of an industry that has been as heavily regulated as this one has."

Mooney is a private person. In a formal interview, he volunteers little information about his personal life and habits and answers questions about them politely, but far more tersely than those dealing with his professional life or cable policy. "I've read too many articles by [Washington Post reporter] Sally Quinn," he says, "not to know that it is dangerous to talk at length about one's self to a tape recorder."

Mooney, who is unmarried, lives in Wesley Heights, a verdant and nicely aged neighborhood in Washington's mostly white, mostly wealthy area west of Rock Creek Park. Is he a good housekeeper? "He is as impeccable in terms of his home management as he is in terms of his job management," said Lilley, who was his neighbor for almost four years. "His place is flawless, elegantly furnished and decorated."

Lilley and Mooney met on the Hill, while Mooney was directing the whip's office and Lilley the Republican staff of the House Budget Committee. Lilley moved to New York for his latest promotion at CBS, but the two remain close friends, sharing an interest in history and, on occasion, boating together off the coast of Maine.

Mooney reads social and military histories of western civilization,

particularly American and British, and, although he has compiled a wealth of knowledge on the subjects, doesn't pretend to be a scholar. "I'm a scholar manqué," he says. "I don't approach it with the rigor, exactitude and discipline as does the scholar." The military histories, he says, hold some lessons that can be applied to politics: "Don't start fights for the sheer hell of it. Understand what is worth fighting for and what is not. And be careful of expending too much in the way of resources in pursuit of minimal objectives."

Mooney also is an avid reader of thrillers. "I'm the world's leading expert on which airports have good paperback stands for thrillers and which don't."

All that reading does not make a writer. "Writing is something that is extremely difficult and it takes great concentration and discipline and I'm not sure I have it any more," he said. The "habits" he has picked up from his years of "fast-moving, active, jump-from-one-things-to-another" jobs, he said, are antithetical to the habits needed to write.

And all that reading does not make much of a television viewer. But the bibliophile says he has three television sets in his home. "When things come on that are of interest to me, I do watch it, and I would watch more of it if there were more that was interesting to me," he said, noting that his home is not yet wired for cable. "There are certain ideas and emotions, which can be conveyed through pictures and music, which are more difficult to convey off the printed page."

According to Mooney, the problem with television today is economics. That "much of it is simply lowest-common-denominator garbage" is not due to "malevolence and greed to the extent that some people say it is," he said. "It is a product of the distribution system and of the economic system we use to support television, particularly broadcast television. To make television more interesting to people with more discrete tastes, you are going to have to evolve new economic structures to support programming... and cable offers much more promise of doing that than any other form of television, certainly more than broadcast television."

"Broadcast television, by its nature, has to appeal to large numbers of people in a market, and it necessarily follows that you can't aim at very sophisticated tastes," he said. "On the other hand, I don't think it is impossible either to have programming with broad appeal

which is not... contemptuous of the intelligence of the broad audience. The broad audience is not as foolish as we are sometimes led to believe."

Cable programming networks have, to a certain extent, fallen into the same economic trap of trying to reach the broadest possible audiences at the cost of quality programming, he said. But cable programming is in "the very early stages of its evolution and still struggling for survival," he said. At some point, when all the major markets are wired, he said, the economics of cable will be such that its programming will "revolutionize the television landscape."

Looking past the successful disposition of H.R. 4103, Mooney still sees a full plate of issues and problems to be resolved. The NCTA will continue to do battle with the phone companies, he says. "Whether cable will be able to offer a broader array of nonvideo services, particularly data transmission, on a deregulated basis, is something the legislation will not settle. It will have to be settled at the commission and in the courts."

There will be a "major" copyright battle in Congress next year, Mooney says. NCTA is not as concerned with the basic structure of the Copyright Act, he says, as it is with the interpretation of the act by the Copyright Office and the Copyright Royalty Tribunal. And, he says, "there is going to have to be some resolution of the must-carry issue because of pressure from cable operators, who want relief from some of the 'more paradoxical results' of the rules, and from broadcasters, who are pushing for 'more in the way of must-carry requirements and statutory codification of the requirements.'"

During his five-year tenure as president, Wheeler was constantly trying in his speeches to fire the imagination and entrepreneurial spirit of cable operators. Mooney plans to avoid such evangelism. "This industry is very sophisticated," he told BROADCASTING editors as the NCTA convention wound down last month. "It is made up of very sophisticated individuals. They don't want to be led in a crusade. They don't want me standing on a hillside playing the role of Bernard de Clairvaux." [Saint Bernard de Clairvaux, for those not as familiar with medieval history as Mooney, was a 12th century Cistercian monk and rabble rouser, who promoted the ill-fated Second Crusade.] "What they want is a trade association that will lead not by exhortation, but by helping to identify the problems and then finding the way to solve them." □

Public broadcasters granted right to editorialize

Federal law prohibiting stations that receive federal funds from editorializing ruled in violation of First Amendment; challenge brought by Pacifica Foundation

The Supreme Court last week struck down as a violation of the First Amendment a federal law prohibiting public radio and television stations that receive federal funds from editorializing. The decision was a close one—5-4—but it was believed to mark the first time the high court had overturned a restriction imposed on broadcast content on First Amendment grounds. And beyond that, the court indicated a readiness to review the legal rationale on which that regulation generally rests—including the spectrum "scarcity" argument. But the opinion itself hews to the established line that Congress and the FCC are authorized to regulate the content of broadcast speech.

The decision affirmed a ruling of a U.S. district court that had held the law to be a violation of the First Amendment. The challenge had been brought by the Pacifica Foundation, the nonprofit organization that owns and operates six AM and FM stations known for unconventional programming—one Pacifica station figured in the case in which the Supreme Court upheld the commission's authority to regulate "indecent" programming.

Pacifica, which said it wanted to broadcast editorials by station management, was joined in the challenge by the League of Women Voters of California and Representative Henry Waxman (D-Calif.).

Justice William J. Brennan Jr., writing for the majority, said the law appears to restrict precisely that form of speech—the expression of opinion—"which the Framers of the Bill of Rights were most anxious to protect." Furthermore, he said, the ban "singles out noncommercial broadcasters and denies them the right to address their chosen audience on matters of public importance." And that, he said, violates the principle the court laid down in an earlier case, in which the court held that "the First Amendment's hostility to content-based regulation extends not only to restrictions on particular viewpoints, but also to prohibition of an entire topic."

But despite such optimism over what was seen as the implications for broadcast regulation generally, some commission attorneys said it is possible to read the opinion as not breaking much new ground. Brennan notes, for instance, that broadcasters operate "under restraints not imposed upon other media" but that the restraints are designed "to secure the public's First Amendment interest in receiving a balanced presentation of views on diverse matters of public concern." And as a result of those restrictions, he adds, broad-

casters lack the freedom of newspapers and soapbox orators to advocate one's own positions without presenting opposing viewpoints. What's more, he concludes by emphasizing that the disposition of the case "rests upon a narrow proposition." The court does not hold that Congress or the FCC lacks the power to regulate "content, timing or character of speech by noncommercial broadcasting stations," Brennan says. Rather, he says, the law abridges in ways that cannot be justified journalistic freedoms the First Amendment "jealously protects."

Despite that, citizen groups gearing up to defend retention of the fairness doctrine were stunned by the decision, particularly the two footnotes (see page 27). "It makes clear the FCC proceeding will be critical to the future of the fairness doctrine," said Sam Simon, executive director of the Telecommunications Research and Action Committee. "It puts a burden on us to present evidence that establishes the continued viability of the 'scarcity' argument, legally and factually. I think we can do it."

The editorializing ban—Section 399 of the Public Broadcasting Act of 1967—was enacted as a result of the fear of some in Congress that the financial assistance that was to be provided under the act would be used by government to transform public radio and television stations into propaganda

organs for the administration in power. Another concern was that the ban was needed to prevent the stations from becoming a "privileged outlet for the political and ideological opinions" of the stations and their owners. A third argument advanced by the government in support of the statute in arguments before the Supreme Court was that the ban was aimed at preventing the use of public money to subsidize "private partisanship" and that the stations were free to reject federal funds.

Originally, the law—which also prohibits supporting or opposing political candidates, a section not challenged in the case presented to the Supreme Court—applied to all public broadcasting stations. In 1981, it was amended to apply only to stations receiving federal funds.

For a time, it appeared that the challenge filed by Pacifica Foundation in 1979 would not be opposed by the government. The Carter Justice Department said that "reasonable arguments" could not be advanced to defend the statute. The Senate then adopted a resolution directing its own counsel to intervene. But later, after the law was amended and the Reagan administration had taken office, the Justice Department said it would defend the suit.

Brennan—who was joined in the majority by Justices Thurgood Marshall, Harry A. Blackmun, Lewis F. Powell and Sandra Day O'Connor—says the likelihood that the federal government will attempt to coerce or influence public stations is "attenuated" by the fact federal funds, funneled through the Corporation for Public Broadcasting, account for a minor share of those stations' income—about 23% last year. But more than that, he says the law is overbroad.

The dissenters in their statements resorted to mockery as well as to legal arguments, although none raised the traditional scarcity question. Justice William Rehnquist, in a statement in which Chief Justice Warren E. Burger and Justice Byron R. White joined, likened Brennan's opinion to the "development of a scenario" in which the government, appearing as "the Big Bad Wolf...cruelly forbids 'Little Red Riding Hood' from taking her grandmother some of the food that she is carrying in her basket." He said a more fitting analogy is that of Faust and Mephistopheles. "Pacifica, well aware of Section 399's condition on its receipt of public money, nonetheless accepted the public money and now seeks to avoid the conditions which Congress legitimately has attached to receipt of that funding."

Justice John Paul Stevens, in a separate statement, said the court would be wise to listen to members of Congress when they conclude "there is a danger of political considerations influencing the dispensing of federal funds to public broadcasting stations and that [the ban] on editorializing is necessary to insulate grantees from political pressures in addition to the other safeguards." "Members of Congress, not members of the judiciary," he said, "live in the world of politics."

The court's decision was greeted warmly by leaders of the public broadcasting community. Edward J. Pfister, president of the Corporation for Public Broadcasting, said

the important teaching of the case is that "public broadcasting stations cannot be required to forfeit their First Amendment rights in exchange for federal financial support." And Peter Fannon, acting president of the National Association of Public Television Stations, and Bruce Christensen, president of the Public Broadcasting Service, said in a joint statement that those organizations "applaud the...decision confirming that public broadcasters have the same freedoms as their commercial counterparts to express editorial views on issues of concern to their communities." They also said that "underscoring public broadcasting's full First Amendment rights can only strengthen its identity as an independent and essential American journalistic institution free of governmental interference." □

NCAA seeks to be included in new football plan

It asks Oklahoma judge to allow it to participate in modified college television arrangement

The National Collegiate Athletic Association last week asked Judge Juan Burciaga of the Oklahoma City federal court to modify his injunction barring the organization from any involvement with a college football television plan. Although the U.S. Supreme Court two weeks ago upheld Burciaga's initial ruling that the NCAA's television football plan violated antitrust laws, it did not rule out some form of modified participation by the organization in the television arrangements for football played by member schools—with Burciaga's approval (BROADCASTING, July 2).

However, Clyde Muchmore, an attorney representing the Universities of Oklahoma and Georgia, said he was drafting a response to the NCAA motion, to be filed early this week, asking Judge Burciaga to deny the NCAA's request, and to bar the association from any sort of involvement in the television of football at its member schools for a designated (but at press time undetermined) period of time. Muchmore said the responding petition of the two universities—which jointly initiated the series of law suits culminating in the high court's decision two weeks ago—would ask Burciaga to invoke a doctrine known in the jargon of antitrust law specialists as "fencing out." Muchmore said the doctrine allows for the placing of special restrictions on persons or entities found guilty of antitrust violations, to allow would-be competitors time to "catch up."

"For 30 years there has been no market" for televised college football as dominated by the NCAA, said Muchmore. He contended also that the NCAA's plan restricted not only the ability of individual schools to market their games, but also the ability of packagers to compete directly with the NCAA. And, he added, a look at the organization's proposed modified plan indicates to him that

"they don't seem to have gotten the message" that the organization cannot legally dictate to member schools how they can market their football games.

The NCAA's modified plan was received by member schools last Wednesday (July 4) and Division I-A and I-AA schools (the 190 largest in the NCAA) will meet in Chicago this Tuesday (July 10) to vote on its acceptability. Should the plan be ratified, Judge Burciaga would have to approve the NCAA's involvement as well as the specific plan before it could take effect.

The modified plan, which addresses the 1984 season only, calls for the establishment of a single time period (alternating between noon-3:30 p.m., and 3:30-7 p.m. as predetermined by the NCAA) that would be reserved for national telecasts by one or more networks (including cable) that would compete head to head with one another, not unlike the way NBC and CBS now compete with NFL football games. Networks carrying national games would have to reach at least 20 million homes in 30 states and agree to televise 10 weeks of games.

The NCAA's role would be minimal, and limited to designating the network time period for each Saturday afternoon of the season (a task to be completed by Aug. 1, so syndicators will know what options they have available) and basic administrative functions, such as overseeing the proposed sharing of football television revenues among plan participants.

The NCAA would not negotiate with the networks for the rights to a package of games for fear the courts would rule that procedure as restricting the amount of money schools might otherwise receive for their games. Instead, the networks would negotiate directly with schools, enabling those colleges that receive more than one bid to take the best offer.

The establishment of only one exclusive network time period, or "window" in the jargon of those involved, would give schools ample opportunity to make their own non-network deals for telecasts outside the network time period, according to the NCAA.

The plan would be voluntary. It would limit schools to a maximum of four network appearances (three if only one network makes a deal to carry games in the time period designated for national telecasts) compared to the six maximum appearances over two years under the old plan.

CBS appeared to be favorably disposed to the NCAA proposal. Neal Pilson, president, CBS Sports, described it as a "very good alternative." A spokesman for the network added that, conceptually, the NCAA alternative stood the best chance of passing legal muster. The CFA proposal, he said, which at this point would allow only one broadcast network the opportunity to air a package of exclusive national telecasts, might be on shakier legal ground. ABC, on the other hand, had serious concerns about the NCAA proposal. "On its surface," said a network spokesman, the plan does not offer the "healthiest" scenario that executives there have imagined. "The plan allows for what appears to be the potential of too many games in the marketplace," he said. □

TELEREP Now Represents

WPWR-TV CHICAGO

CHICAGO'S POWER INDEPENDENT

The strongest signal and soaring shares in key
dayparts make this dynamic station Chicago's
fastest growing independent.

TeleRep Inc. • 875 Third Avenue • New York, N.Y. 10022 • (212) 759-8787
Offices: Atlanta • Boston • Charlotte • Chicago • Cleveland • Dallas • Detroit • Houston • Los Angeles
• Memphis • Miami • Minneapolis • New York • Philadelphia • St. Louis • San Francisco • Seattle

ABC SALUTES OUR EMMY AWARD-WINNERS

Thanks for making our day!

OUTSTANDING DAYTIME
DRAMA SERIES
GENERAL HOSPITAL
Gloria Monty
Producer

OUTSTANDING ACTRESS IN A
DAYTIME DRAMA SERIES
ERIKA SLEZAK
One Life To Live

OUTSTANDING
ACHIEVEMENT IN
ANY AREA OF
CREATIVE
TECHNICAL CRAFTS—
ELECTRONIC CAMERAWORK
Edge Of Night
REMOTE: GATEWAY NATIONAL PARK
WILLIAM J. MILLARD III
Electronic Camera



OUTSTANDING INDIVIDUAL
ACHIEVEMENT IN TECHNICAL
CRAFTS IN CHILDREN'S
PROGRAMMING—VIDEOTAPE
EDITING

Andrea's Story:
A Hitchhiking Tragedy
(ABC Afterschool Special)
ARTHUR SCHNEIDER
Videotape Editor

**OUTSTANDING DIRECTION
FOR A DAYTIME DRAMA
SERIES**

One Life To Live
LARRY AUERBACH
GEORGE KEATHELEY
PETER MINDER
DAVID PRESSMAN

**OUTSTANDING WRITING
FOR A DAYTIME DRAMA
SERIES**

Ryan's Hope
CLAIRE LABINE
PAUL AVILA MAYER
MARY RYAN MUNISTERI
JUDITH PINSKER
NANCY FORD
B.K. PERLMAN

**OUTSTANDING ACHIEVEMENT
IN TECHNICAL EXCELLENCE
FOR A DAYTIME DRAMA
SERIES**

One Life To Live
Technical Directors:
MARTIN GAVRIN
LOUIS MARCHAND
Electronic Camerapersons:
CHARLIE HENRY
JOHN MORRIS
RICK SCHIAFFRO
FRANK SCHIRALDI
WALLACE HEWITT
HOWIE ZEIDMAN

**SPECIAL CLASSIFICATION OF
OUTSTANDING PROGRAM
ACHIEVEMENT**

FYI
YANNA KROYT BRANDT
Producer
MARY ANN DONAHUE
Coordinating Producer

**SPECIAL CLASSIFICATION OF
OUTSTANDING INDIVIDUAL
ACHIEVEMENT—
HOST/HOSTESS**

FYI
HAL LINDEN

**SPECIAL CLASSIFICATION OF
OUTSTANDING INDIVIDUAL
ACHIEVEMENT—AUDIO**

All My Children
REMO: AIR PLANE CRASH
PAUL COLTEN
Senior Video Engineer:
HERB SEGALL
Senior Audio Engineers:
FRANK BAILEY
MARIANNE MALITZ
Associate Directors:
SUSAN POMERANTZ
STUART SILVER
Video Tape Editors:
AL FORMAN
LEONA K. ZEIRA

**OUTSTANDING CHILDREN'S
ENTERTAINMENT SPECIALS**

**THE GREAT LOVE
EXPERIMENT**
(ABC Afterschool Special)
Jane Startz
Executive Producer
Doro Bachrach
Producer

**OUTSTANDING CHILDREN'S
INFORMATIONAL/
INSTRUCTIONAL SERIES**

ABC WEEKEND SPECIALS

**OUTSTANDING INDIVIDUAL
ACHIEVEMENT IN CHILDREN'S
PROGRAMMING—DIRECTING**

Andrea's Story:
A Hitchhiking Tragedy
(ABC Afterschool Special)
ROBERT MANDEL

**OUTSTANDING
CINEMATOGRAPHY IN
CHILDREN'S PROGRAMMING**

Andrea's Story:
A Hitchhiking Tragedy
(ABC Afterschool Special)
HANANIA BAER
Cinematographer
JACK HUGHES
Audio Mixers

**OUTSTANDING INDIVIDUAL
ACHIEVEMENT IN CHILDREN'S
PROGRAMMING—
ART DIRECTION**

Andrea's Story:
A Hitchhiking Tragedy
(ABC Afterschool Special)
CARY WHITE
Art Director

**OUTSTANDING INDIVIDUAL
ACHIEVEMENT IN DESIGN
CRAFTS IN CHILDREN'S
PROGRAMMING—
MAKE-UP**

The Great Love Experiment
(ABC Afterschool Special)
MARIE-ANGE RIPKA

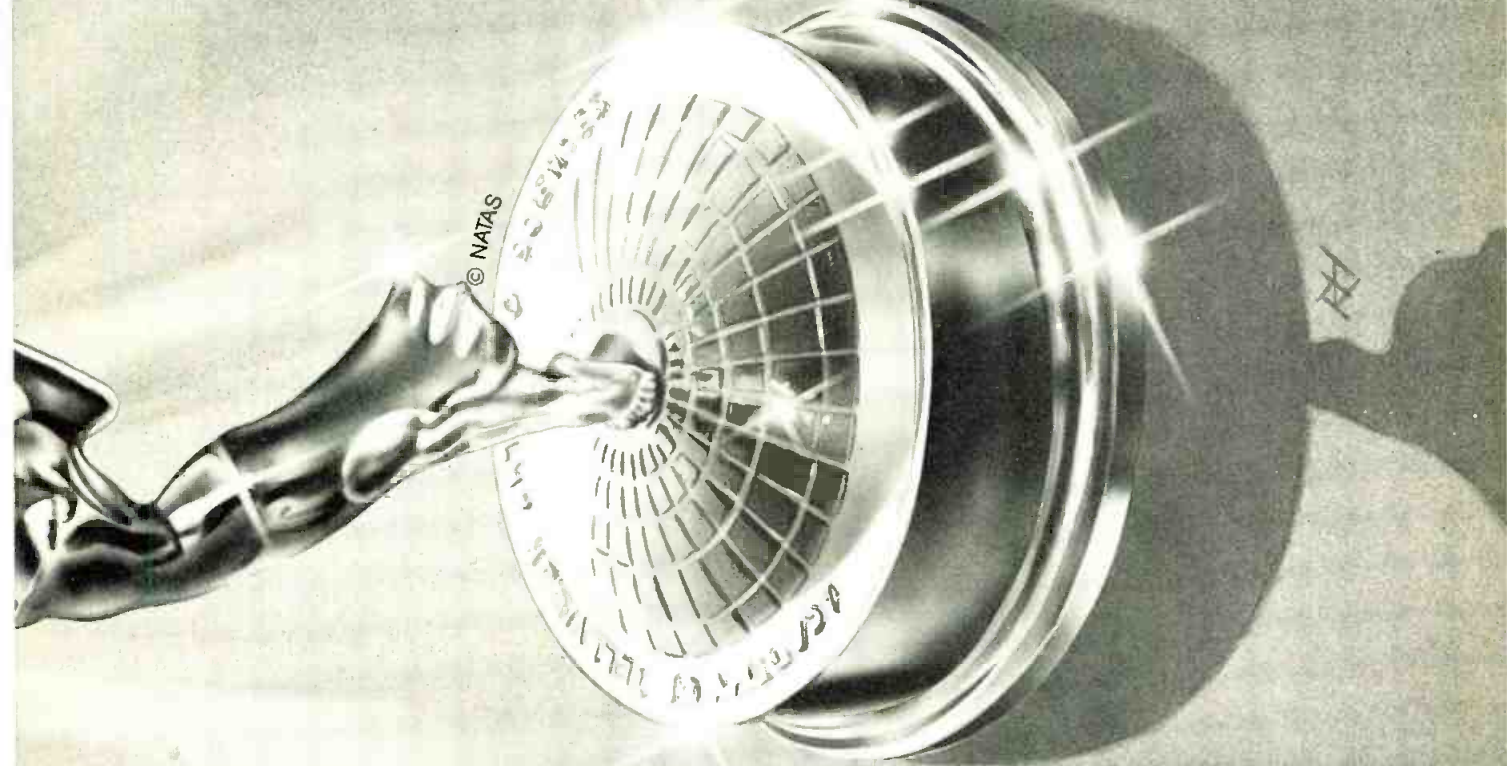
**OUTSTANDING MUSIC
COMPOSITION IN CHILDREN'S
PROGRAMMING**

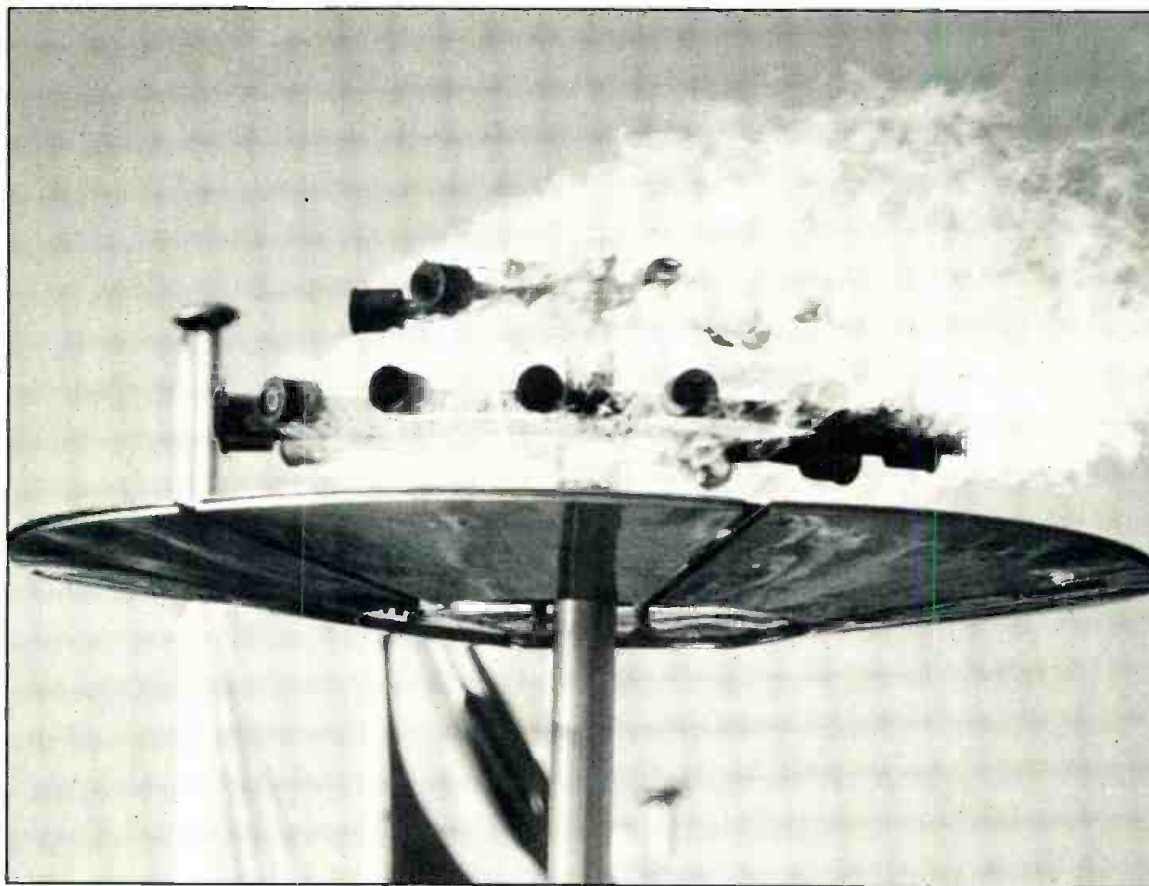
Andrea's Story:
A Hitchhiking Tragedy
(ABC Afterschool Special)
MISHA SEGAL
Composer

**OUTSTANDING ACHIEVEMENT
IN RELIGIOUS
PROGRAMMING—SERIES
DIRECTIONS**

Sid Darion
Executive Producer
INSIGHT
Ellwood Kieser
Executive Producer
Mike Rhodes
Terry Sweeney
Producers

**ABC
TELEVISION
NETWORK abc**





ABC's countdown for Los Angeles games

Network is putting finishing touches on preparations for Olympics; advertising sold out at radio network, TV just about gone; local stations still have some avals; effect of Soviet boycott still remains to be seen

ABC Sports will begin televising what it labels "the biggest show in the history of television" less than three weeks from today, and all indications are that the network's presentation will be ambitious. The carefully planned and extensive coverage, coupled with patriotic enthusiasm for U.S. athletes, is expected to draw large audiences. But just how large remains a troublesome question for the network. Despite the Soviet-led boycott, ABC executives have remained upbeat, at least in their public announcements. ABC Television President John C. Severino told a Los Angeles news conference last month he's convinced public enthusiasm "is going to be such that the ratings will be higher than we anticipated."

In a May 21 speech to sales and marketing executives, ABC-TV Network President James E. Duffy insisted the Olympic games "have a special magic... that political games can't really tarnish." He added that, if

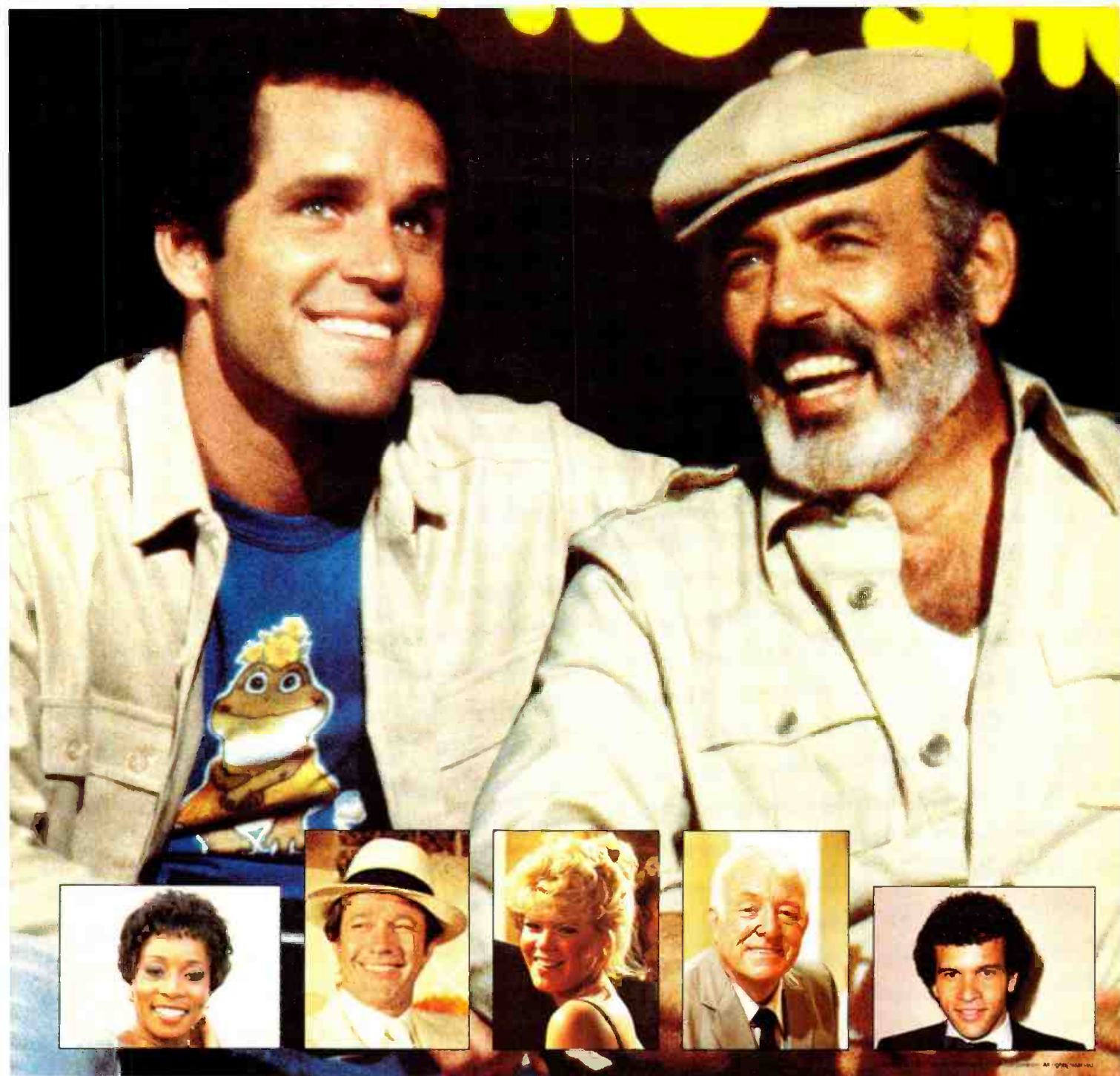
the Olympic ideal is to be valued, "we've got to do everything we can to see to it that nothing prevents the games from being a magnificent experience." The executive cited a poll conducted by *USA Today* which found "fully 86% of those queried say they plan to watch the Olympics on television—exactly the same percentage that said they would watch before the Soviet boycott" announcement. ABC's research department has been conducting its own audience attitude study, but no results have been released. Duffy and Severino are expecting ABC's record 180 hours of coverage, much of it live and in prime time, to attract the largest television audience in Olympics history.

With more than \$225 million invested in television and radio rights fees and another \$100 million to \$110 million to be spent on production, ABC set aside about \$440 million worth of time for commercial inventory in Olympic coverage. The network's sales division has also said it hopes for an average 25 prime time rating during the summer games coverage, an all-time record.

But ratings and revenue are not the sole measures of broadcast performance. Already the 1984 summer Olympics have set sports records, with the promise of more to

come. Indeed, with some 7,500 athletes from 142 nations competing, this year's games are by far the largest ever undertaken. There will be a record 217 contests at 30 sites. (Fourteen countries joined the boycott called May 8 by the Soviet Union.)

As part of its \$225-million domestic television rights agreement with the Los Angeles Olympic Organizing Committee, the private organization coordinating this summer's XXIII Olympiad, ABC is acting as the "host broadcaster" for the games, which means the network is providing video/audio feeds, technical facilities and other services to broadcasters covering the games from around the world. ABC must provide television and radio signals for every one of the 217 scheduled events, even those of little interest to domestic audiences. Although the programming is being paid for under separate agreements negotiated by individual countries or entities with the LAOOC, ABC is allowed to charge these users for technical services. ABC is counting on those fees to pay for the costs of production. The network is planning 180 hours of U.S. coverage, but will cover more than 1,100 hours of additional competition for about 140 other countries plus its own archives. (The domestic



Get what it takes to be #1

During our CBS run, the competition has thrown some real blockbusters at us. But Trapper John has racked up a 5-year average that's a solid #1 in its time slot.

Now you've got the chance to treat your viewers to the same irreverence that's made Trapper so popular with network audiences everywhere.

Trapper John

Renewed for Year 6 on CBS.

Over 70 markets sold, available now.

Source: NTL Sept. 79-Apr. '84

See Fox First



SONY TRINITRONS HAVE BEEN YOUR PICTURES CAN LOOK

1 An Aperture Grille, which doesn't warp, instead of a shadow mask, which does—for high color purity.

2 Nine-hundred TV lines for the highest resolution of any master control CRT—so details are sharper, and noise is never hidden.

3 Advanced comb filter—to achieve excellent luminance/chrominance separation with minimum artifacts.

4 ± 5 mm convergence within center circle—to prevent outlines from appearing around images.

5 One-percent linearity in center lines—to ensure perfectly proportional images.

6 Current feedback circuitry—to reduce color temperature drift to 1% over 500 hours.



DRAMATICALLY IMPROVED SO THEIR ABSOLUTE WORST.

If this were live, and you were critically evaluating your video signal, you would be looking blissfully at one of the most revolting pictures you ever saw.

You would, that is, if you were viewing a new Sony BVM-1900 or BVM-1201 Broadcast Trinitron®.

The new BVM Master Control Monitors have been completely re-engineered to reproduce your signal precisely the way it was fed into them.

If Tiny Tim's hair was covered with snow, or his ukulele was making too much noise, you'd know it. Because these Trinitrons offer the highest resolution available—900 TV lines.

This degree of resolution has been made possible through Sony's extensive research and development in high-definition TV.

However, the real reason they're the state of the art in broadcast CRTs is that they give you the highest resolution without ever compromising color purity or brightness.

That's because instead of using a shadow mask, which suffers from the disadvantage of being spherical (therefore causing it to warp

from heat), Sony uses an exclusive Aperture Grille. It's cylindrical, and is rigidly held straight at the top and bottom, enabling it to resist thermal or mechanical bending and ensuring white uniformity.

And thanks to another exclusive Sony feature, Automatic Beam Control, when Mr. Tim goes tiptoeing through the tulips, they won't turn into pansies right before your eyes. Because the monitor reads its own signal and instantly corrects for color drift.

Plus, all phosphors used in BVM Broadcast Trinitrons now match the industry's U.S. standards.

For more information on the one piece of test equipment you shouldn't be without, the one with mixed video capability, that's ready to accept computer graphics, and you don't have to be Tiny Tim to afford, contact Sony Broadcast today.

In New York/New Jersey call Sony at (201) 833-5350; in the Northeast/Mid-Atlantic (201) 833-5375; in the Midwest (312) 773-6045; in the Southeast (404) 451-7671; in the Southwest (214) 659-3600; in the West (213) **SONY** Broadcast 841-8711.

Sony Broadcast Products Company, 1600 Queen Anne Rd., Teaneck, NJ 07666. © 1984 Sony Corporation of America. Sony and Trinitron are registered trademarks of Sony Corporation.



coverage is a reduction from the 207½ hours planned initially.)

In a move that is unpopular with CBS and NBC, ABC has taken full advantage of new International Olympic Committee rules that give the network obtaining broadcast rights tremendous control over what other networks can broadcast from the Olympic events. In practice, this means rival broadcasters will not be allowed to show action taped by ABC until all of ABC's daily coverage is complete. These rivals will be prohibited from taking cameras into the venues to tape their own coverage. Instead, they will be allowed to show only three minutes of Olympic action three times a day with each of those segments separated by at least three hours (the 3-3-3 rule). And the same restriction applies to radio coverage.

Great Expectations And Preparations

Here is a sampling of what ABC is expecting:

- About 2.5 billion people—more than half the world's population—will tune in at least some of the summer games during their two-week schedule (July 28-Aug. 12).

- More than 3,500 production and support personnel (including 1,800 newly hired workers) will be used by ABC to produce its Olympic programing. They will rely on 660 miles of cable, 209 cameras (121 studio, 75 hand-held and 13 others), 154 videocassette recorders, 153 one-inch videotape recorders, 26 mobile units, 14 ENG units and 12 editing studios (10 with computerized editing). Signals will be fed on 52 separate video/audio channels to production centers.

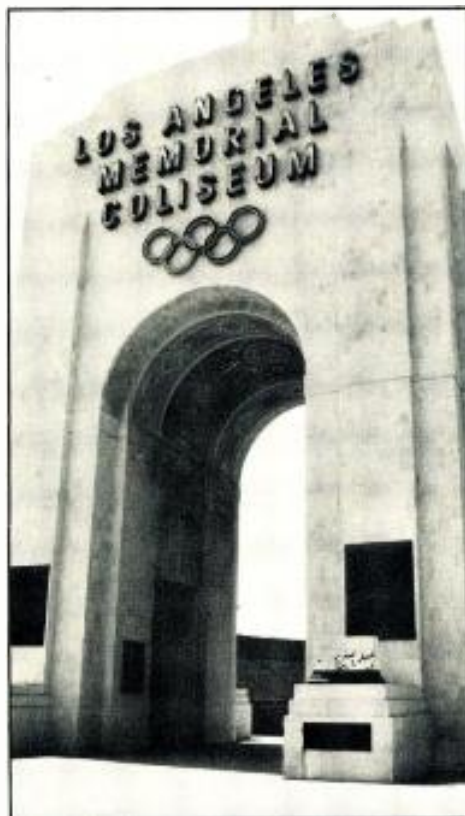
- Since the distance between event sites is up to 190 miles, ABC will have a transportation pool that includes 850 cars, 112 vans, 19 buses, 12 motorcycles, six trucks, five boats and four helicopters.

- Two production centers—domestic and international—are being outfitted for the event. The International Broadcast Center, feeding "unbiased video and natural sound" to 1,600 foreign broadcasters, is on the site of Columbia Pictures' old film studios at Sunset and Gower in Hollywood. ABC's own programing will emanate from a company-owned studio in Hollywood ordinarily used for soap operas and such game shows as *Family Feud*. ABC will have 35 office trailers at the competition sites, plus six cranes and four scissor-lifts.

- Equipment designed especially for use at the Olympics includes a grapefruit-sized camera that can be attached to a helmet for an equestrian's-eye-view; a cable-directed sky camera that can show events from as high as 150 feet above participants; underwater cameras used for tight shots of swimmers; electric-powered motorcycles that will provide close-ups of marathon runners without annoying them with gasoline fumes, and a "super slo-mo" video playback unit designed to show slowed-down action with minimal blurring. To get pictures to its satellite uplinking facilities, ABC will use elaborate microwave hook-ups, in some cases to hovering helicopters locked by radar to fly in sync with ground vehicles. Computer graphics will also be prominent in the coverage. One example is the "pulse watch," whereby the heart rates of Olympic runners will be

displayed side-by-side in graph form through a Dubner character generator. Computer-stored data about athletes' past achievements will be used to graphically represent their performance in relation to 1984 Olympics accomplishments. Quantel's Paint Box will also be used to display the efforts of 35 staff artists while commentators are summarizing just-completed events. A total of 37 Chyrons, seven character generators, four Dubners, two Quantel 5000's, two Paint Boxes, two electronic still storage units, two ADO's and one Mirage unit will be used.

- More than \$500,000 was paid by ABC



for domestic English-language radio rights, the first time exclusive radio rights have been granted. (ABC will spend about \$5 million originating radio coverage from Los Angeles.) There are more than 1,700 updates scheduled for six of the ABC Radio Networks (all except ABC Talkradio), with exclusive short-form features and play-by-play coverage of key events distributed on two separate satellite channels. Once the games begin, at least two reports will be fed each hour between 5 a.m. and midnight NYT. The short-form material will range in length from 60 seconds to three-and-a-half minutes. The long-form programing will be available from two to four hours each day, with stations free to switch in and out. (Westwood One, a Culver City, Calif., radio program producer/syndicator, has exclusive domestic Spanish-language radio rights, and will be feeding an ad hoc network of more than 35 stations with play-by-play and special reports. In addition, ABC handed off its rights to coverage of the affiliated Olympic Arts Festival to noncommercial KUSC(FM) Los Angeles.)

- A 20-person crew has spent 18 months

traveling around the world (including the Soviet Union) to prepare some 115 three-minute profiles of top athletes. These "Up Close and Personal" segments will be interspersed during ABC's coverage.

- The network has booked 2,725 rooms in 16 hotels to accommodate its staff, plus 460 affiliate representatives, sponsors, clients, industry analysts and others. Counting ABC, 8,250 credentialed journalists will attend the games—more than the total number of athletes participating.

"The Olympics are simply the biggest thing that television does," summed up Jeff Ruhe, coordinating producer of ABC's Olympic coverage. Added Marvin Bader, vice president of Olympic operations for ABC, "I don't think anybody in the world has ever done anything on this scale."

It All Starts on July 28

President Reagan will open the games on Saturday, July 28, in ceremonies expected to be viewed by more than two billion people. ABC's coverage begins with a two-hour prime time special preview the previous evening, and concludes with a one-hour prime time highlights show on Monday, Aug. 13. The opening and closing ceremonies are being produced for an estimated \$5 million by Hollywood producer David L. Wolper. The network's coverage is more than double the 76½ hours it originated from Montreal in 1976. Weekday coverage begins at 11 a.m. NYT and continues until mid-afternoon. ABC had initially planned to preempt its entire daytime block, but later elected to show condensed versions of its most popular serials. Soap opera stars will be used in promos to try to increase female viewership during the early hours of Olympics coverage.

Jim McKay will host the prime time segments of ABC's Olympic coverage, while Frank Gifford and Kathleen Sullivan will co-anchor daytime programing and Jim Lampley and Donna de Varona will present late-night coverage. Exact times will vary, but during weekdays, Olympic coverage will run at 11 a.m.-2 p.m., 4-5:30 p.m., 7 p.m.-midnight, and at 12:30-2 a.m. NYT. Weekend coverage will run between 10 and 14½ hours, depending on scheduled events.

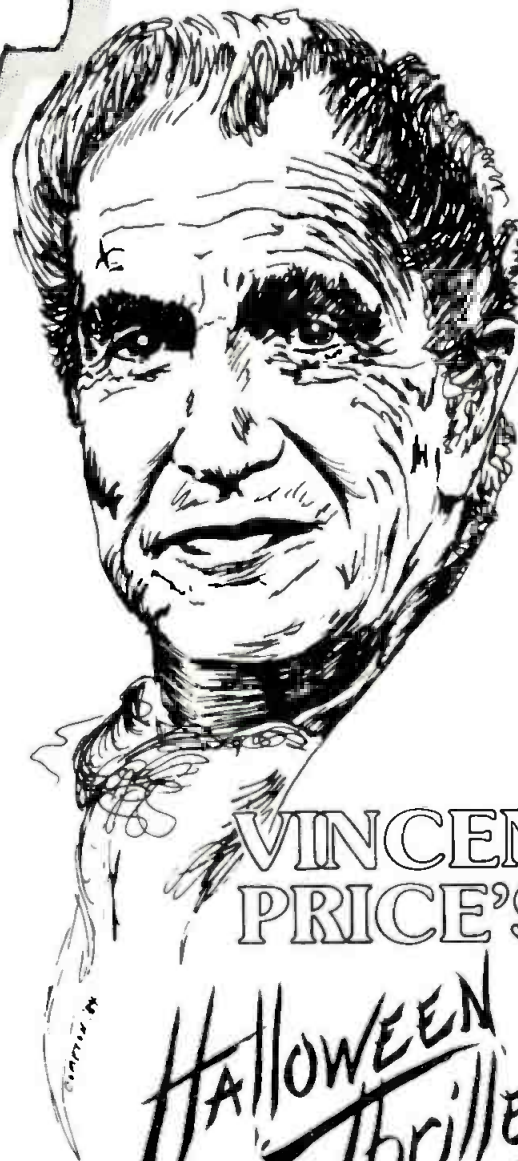
Anchor for the ABC Radio Networks will be: Don Chevrier, Fred Wymore and Mike Barry (Direction); Dan Lovett, Bob Fouts and Gil Santos (Entertainment); Fred Manfra, Johnny Holliday, Jim Simpson and Tom McKee (Information); Brian Madden, Barry Tompkins, Steve McPartlin, Dave Barrett and Larry Kanter (Contemporary, FM and Rock). Back-up anchors Spencer Ross, Barry Landers and Morrie Trumble will be assigned as needed.

In his remarks to visiting television critics last month, ABC's Severino characterized ABC's Olympic coverage as "a risk-taking venture" that he and other network officials are optimistic will pay off. In remarks to ABC stockholders last May, Chairman Leonard Goldenson said ABC is confident the games will be "very profitable" for the company. Because of the U.S. boycott of the 1980 summer games in Moscow (in which NBC paid \$87 million to obtain domestic television rights), the most recent games that

RANKING BY PROGRAM TYPE

RANKING BY PROGRAM		MUSICAL VARIETY
PROGRAM TYPE		ADPTS
PROGRAM TITLE		
RANK	PRE AWARD SPECIAL	
1	DANCE FEVER	8 2
2	SOLID GOLD	7 2
3	STAR SEARCH	6 6
4	GOLDEN GLOBE AWARDS	6 2
5	SOLID GOLD COUNTDOWN SPECIAL	4 7
6	ALABAMA AND FRIENDS	4 6
7	COUNTRY GOLD	4 2
8	SOLID GOLD COUNTDOWN SPCL-R	4 0
9	SOUL TRAIN	3 6
	UN-CO	3 5
	ETY PERFORMANCE	3 4
		3 4
		3 3
		3 3

A presentation of Video Concert Hall, Ltd. in association with Henderson-Crowe Syndications, Inc.



VINCENT PRICE'S

Halloween Thriller



A Henderson-Crowe Communications Company

* Source: Arbitron Television Ratings, Syndicated Program Analysis February 1984 (Data obtained during Arbitron Nationwide Survey of all U.S. Television Markets.)

PopVids™ is a trademark of Henderson Crowe Syndications, Inc.
Video Concert Hall is a registered trademark of Video Concert Hall, Ltd.
PopVids, Vincent Price's Halloween Thriller, Pre Award Special, Video Concert Hall copyright 1984 Video Concert Hall, Ltd. and
Henderson-Crowe Syndications, Inc.



They sell quantity.

Conglomerates don't sell radio stations. They dish out CPM's. They toss everything into a computer and radio's strongest stations can be the losers. • Blair RAR sells stations. We understand your unique story because almost every Blair rep has heavy radio station experience. We know how to sell results. Listeners motivated to buy. Station leadership. Blair RAR specializes in great



We sell quality.

stations and people who know how to communicate greatness. What a station is worth, not just what it costs. • If you're an advocate of your station's individuality, don't let yourself be bought cafeteria-style. Be sold, completely, constantly, in the selling environment you deserve.

BLAIR / RAR INC.

Selling Stations, Not Just Numbers.

can be used to gauge audience interest are the 1976 summer games in Montreal, for which ABC paid \$25 million in television rights fees. During prime time, ABC received an average 24.8 rating and 48 share, compared with a 21.3/47 for overall coverage (49.5 of the 76.5 hours were in prime time). In 1972, from Munich, ABC's prime time coverage received a 24.4/44, or a 21/45 overall. The network paid only \$7.5 million for television rights to the summer games 12 years ago.

According to Severino, ABC made a profit on the 1984 winter games from Sarajevo, even though ratings were so much lower than expected (averaging an 18.2/28) that the network was forced to give make-goods to advertisers. ABC emphasizes that no ratings guarantees were made in either the winter or summer games to advertisers. One advertising industry executive predicted that if the average prime time rating falls below 20 during the summer games, advertisers will expect some form of compensation from the network.

The network spent \$8 million for a \$200-million insurance policy with Fireman's Fund, a subsidiary of American Express. Reportedly, the policy specified compensation for losses caused by a pull-out by the Soviet Union or any of nine other major competitors. One source familiar with the policy said that ABC could be paid up to \$75 million by Fireman's Fund for losses caused by the pull-out. The premium is reportedly the largest ever paid to insure broadcast coverage of a sports event. A *Los Angeles Times* report, which neither ABC nor Fireman's Fund would confirm, claims ABC's policy protects the network against revenue losses if ratings fall below an agreed-upon level due to changes in the format of the games, such as elimination of certain events or a reduction in the number of days of competition. (NBC reportedly lost \$34 million in 1980 after Lloyd's of London paid off a \$78-million insurance policy held by the unlucky network.)

"We're not in the business of antagonizing

clients," said Severino. "If the rating level weren't there—and, again, I don't think that's going to be the case—we would then take whatever steps we deem necessary to help those [Olympics] advertisers."

Asked by a reporter why he believes the summer games will attract a larger audience than they would have without the Soviet-led boycott, Severino responded this way: "America loves winners, and without the Communist bloc countries there I don't think it's any secret that you're going to see the U.S. win more and more medals. . . . I think once the summer games begin and you have this American kid and that American kid winning a gold medal here and a silver medal there, and the momentum begins to build, I think it's going to be such that the ratings will be higher than we anticipated." Advertising time, has reportedly been selling for as much as \$260,000 for a 30-second spot. The network encouraged advertisers to order early at discounted rates, with some 30-second spots selling for as little as \$35,000 in daytime (most sell for \$45,000). ABC has also benefited from the large number of official Olympic commercial sponsors, almost all of which have bought schedules during the games. Individual sponsors have spent as much as \$20 million for advertising time within ABC's coverage.

Nonetheless, ABC has been negotiating with the LAOOC for a reduction in its \$225-million rights fee (it has a return-of-fee clause in its contract), apparently because there is concern that the Soviet-led boycott could have a dampening effect on the event. "We are talking potentially about losing profit," ABC News and Sports President Boone Arledge explained in a Los Angeles news conference last month (BROADCASTING, June 25), shortly before the rights fee reduction negotiations began. He added that the give-back would not be as high as \$60 million, but declined to specify what figure was being sought by the network (those talks are continuing). ABC has a \$30-million payment to the LAOOC due on Aug. 1 and a final rights fee payment of \$15 million pay-

able on Sept. 1.

Technically, only \$100 million of the \$225-million figure is for television rights, divided between the LAOOC and the International Olympic Committee, with the remaining sum going to the LAOOC for production and support services. The LAOOC has budgeted about \$500 million to put on the Olympics, with about \$300 million of that income derived from broadcast rights sales.

In addition to Arledge, Bader and Ruher, other key ABC-TV executives involved in the Olympics broadcasts are Julius Barnathan, president of broadcast operations; Marvin Bader, vice president for Olympic productions; Jeff Ruhe, director of Olympics operations and programing, and Roger Goodman, Olympics coverage director.

Although affiliates have been vocal in their enthusiasm for ABC's Olympic coverage, there have also been reports from some about a slowdown in the sale of local advertising availabilities during the games. While ABC claimed it was 99% sold out at the end of June, many affiliates reportedly had sold less than 50% of their inventory by the same date.

On the other hand, some stations, such as ABC-owned KABC-TV Los Angeles and KGO-TV San Francisco, are completely or nearly sold out. KABC, incidentally, is planning to broadcast the opening ceremonies with stereo audio.

Many affiliates have also expressed concern about loss of the local late news audience to their competitors during weeknight coverage of the games. ABC has promised to provide a two-minute window as close as possible to 11 p.m. NY each evening, and recent statements by Severino and Arledge indicate the window may be expanded to as long as 10 minutes in some instances. Stations will also be able to program full-length local newscasts that will begin at midnight NYT.

ABC will be picking up some income from ancillary activities as well. Each evening a team of editors will prepare a 15-minute program, *Highlights of the XXIII Olympiad*, for screening the following day on selected United Airlines flights. AT&T retains two minutes of commercial time in the series, plus opening and closing billboards. A separate 15-minute program, *The Summer Olympics: a Look Back and a Look Ahead*, is being shown on United flights through July 27, with sponsorship being shared by Hertz Corp. and First Jersey Securities.

ABC Sports has joined with ABC Publishing in publication of the "Official ABC-TV Viewers Guide," being distributed by the 7-Eleven convenience store chain, and with Random House is co-publishing an Olympics retrospective book. ABC Publishing has also issued a 296-page "Official Olympic Guide" to Los Angeles and special editions of *Los Angeles Magazine*, which it owns.

ABC-TV will also take advantage of Olympics tune-in as a promotion vehicle for its eight-and-a-half hours of new fall programing. ABC has indicated it will heavily promote a midseason series candidate, *Call to Glory*, scheduled for a short run beginning



ABC's Olympic control room

CENTERPOINT.

Rock-N-America



NOW CLEARED IN 60 MARKETS

Rock-N-America **IS AVAILABLE NOW!**

'Rock-N-America' has the potential to generate an avid cult following and offers an unbalanced mix of off-beat music videos and off-the-wall humor from its star Rick Ducommun.

Hollywood Reporter

Finally there's a veejay (cq) who's intentionally funny. His name is Rick Ducommun and he's the host of this wacky new hour-long comedy video series 'Rock-N-America.' Ducommun's on-air persona is that of a gizmo-savvy genius.

USA TODAY

Rock-N-America is produced by Picture Music International, Inc.
and Q.C. Productions, Inc.

CENTERPOINT DISTRIBUTION, INC.

767 Third Avenue
Floor 15
New York, NY 10017

Call: David Sifford, President
9000 E. Church Street
P.O. Box 911
Brentwood, TN 37027

3575 Cahuenga Blvd. West
Suite 455
Los Angeles, CA 90068

212 355 3160

615 373 1500

213 850 1250

Aug. 13, the day after the summer games conclude.

Future Olympics Coverage Is Unclear

ABC's monumental preparations for the 1984 summer Olympics—which several network executives have described as being on the scale of the D-Day invasion—may be the last mounted in such magnitude by a single network. Concern is building over the volatile political climate surrounding the 1988 summer games in Seoul, South Korea, a nation not given diplomatic recognition by the USSR and several other Communist countries. Several senior network officials have said it may be virtually impossible for their companies to obtain insurance for coverage of the Seoul games. But perhaps a bigger problem is the revenue required to obtain broadcast rights to initiate programming from such a distant venue. Although there were reports last year that bidding for the 1988 summer Olympics domestic television rights might top the \$1 billion mark, executives at all three networks now say that a more realistic range is between \$300 million and \$500 million. ABC now considers the \$1-billion figure “absurd,” according to Arledge. The South Koreans are expected to be hard bargainers when rights talks resume

this fall, since their costs of putting on the 1988 games are expected to approach or exceed \$1 billion. By comparison, NBC bought the first Olympics television rights in 1960 for only \$50,000.

“Clearly, the negotiations for the Calgary [1988 winter] games indicated that the escalation of rights to the Olympics could not continue at anywhere near the same pace that it had in the past,” Arledge said. “Some new revenue base is going to have to be found.” (ABC is paying \$309 million for the 1988 winter games, as compared to only \$91.5 million for the Sarajevo rights). Arledge sees “a good possibility” that 1988 summer games television coverage “could be a mixture of cable and home [broadcast] television and maybe some pay cable.” ABC's acquisition this spring of the ESPN basic cable sports network (barred under terms of the LAOOC contract from televising this year's events) is expected to result in at least some events moving from broadcast television in 1988. He also feels that other nations should also pay a bigger share of the Olympic broadcast rights, noting that the European Broadcast Union (representing 36 nations in continental Europe) paid just \$19.8 million for 1984 summer Olympic rights. The Soviet Union, as another example, paid just \$3 million for the right to tele-

vise the 1984 summer Olympics in the USSR and 15 of its allies, a figure the ABC News chief labels “foolish.” The Soviets paid ABC a nonrefundable \$1 million for its audio/video feeds before the pull-out announcement.

Sounding an ominous note, Arledge said that ABC went as high as it did in bidding for the Calgary games “in order not to be in the position of having to have the Seoul games in order to keep our Olympic [coverage] continuity.” Added Arledge: “Clearly, the fact that the Russians don't recognize South Korea, the fact that we've had two [summer] Olympics in a row where major nations have chosen for whatever reason not to participate, is not a happy subject in the Olympic world.”

Network Avails Just About Gone. Local Stations Still Selling

With less than three weeks to go before the 1984 summer Olympic games begin in Los Angeles, ABC has sold virtually all of the network availabilities within the coverage that will span 180 hours over 16 days. The network's five owned-and-operated television stations (in Los Angeles, San Francisco, Detroit, Chicago and New York) have sold about 70% of their Olympic availabilities, and fully expect to be sold out, or very close to it, by the start of the opening ceremonies on July 28. But for the rest of the ABC affiliates, the Olympic sales story this time around is a mixed bag, some stations reporting disappointing activity so far, with more than 50% of Olympic inventories still available, while others report getting off to slow starts with quicker pacing now that the third-quarter spot market is taking off. Still other stations report that they have had steady and strong demand for Olympic spots all along.

Two trends have contributed to the downward pressure on Olympic sales activity on the local level. The first is that some major advertisers—most notably McDonald's—have opted to spend all of their Olympic dollars on the network level, bypassing the spot market altogether. McDonald's has placed \$30 million in summer Olympic buys with ABC. A second trend, station sources say, has been the practice of some advertisers to “buy around” the summer games. Such advertisers have bought spots right up to the start of the games, have then gone “on hiatus” for 16 days and then come back with more buys. That strategy has been mapped to avoid paying the premium prices that have been attached to most of the spots within the games. Stations report commanding prices for Olympic spots that range from 40% or 50% higher to three times as much as they would ordinarily receive for those commercials in regular programming.

“We are having trouble,” said Benjamin McKeel, general manager of ABC affiliate WXEX-TV Richmond, Va., when asked of his station's efforts to sell Olympic time. Many advertisers are buying around the games, he noted, while others are simply unwilling to compete in the spot market against counterparts that have invested many millions on the network level. McKeel said the station has so far sold less than 40% of all available Olympic spots, while he hoped to be ap-

Radio's active

In addition to ABC Radio's exclusive live broadcast rights to the summer Olympics, other radio networks are gearing up for coverage of the games but will be guided by the 3-3-3 rule for on-scene coverage (see story above). Coverage plans of the other major networks during the Olympics are as follows:

■ CBS Radio Network will be feeding six, three-minute special reports two hours apart each day anchored by CBS sportscasters Brent Musburger and Ed Ingles. The reports, according to a network spokeswoman, will originate from CBS-owned KNX(AM) Los Angeles. There will also be 15-minute reports summarizing each day's events fed at 11:45 p.m. (Eastern time) from the studios of KNX(AM). CBS said it plans some on-site coverage under the 3-3-3 rule as well. Also, the CBS Radio Network and RadioRadio, CBS's youth-oriented network, will air regular sports programming from Los Angeles.

NBC Radio Network will offer affiliates three-minute reports, three times each day, anchored by Jack O'Rourke, the network's executive producer of sports. In addition, *The Morning Line*, NBC's weekday program featuring NBC News Correspondent Stan Martyn, will center on the Olympics. For *The Source*, NBC's young adult network, reporter Larry Jacobs will file three special Olympic reports daily.

RKO Radio Networks will be providing two 90-second reports, Monday through Sunday, anchored by Charlie Steiner, the network's director of sports, for RKO I affiliates and by RKO Radio sportscaster John Madden, for RKO II affiliates. There will also be two 60-second updates, Monday through Friday, on both networks. Principal reporters are Curt Chaplin, Tony Bruno and Dan Davis. Programming, according to Steiner, will originate from the studios of public radio station KUSC(FM) Los Angeles. Most of RKO Radio Networks' weekday sports programming and all of its weekend sports shows will also come out of Los Angeles.

Mutual Broadcasting will be airing three-minute reports, three times every day, anchored by Mutual sportscaster Jim Gannon. Mutual will also broadcast its daily *Inside Sports* program with Al Wester from Los Angeles. And this year's summer Olympics will mark the first time Mutual talk show host Larry King will file news reports as a correspondent for Mutual News.

AP Radio Network plans a series of hourly reports throughout the day, most of which will be two-and-a-half minutes in length, called *Going for the Gold*. They begin at 7:06 a.m. (NYT) and continue through 2:06 a.m. the next day. AP Radio will also offer stations several short closed-circuit feeds each day for optional use. Principle anchors are Dave Lubeski, Jack Briggs and Jim Militello. Most of AP's reports and all of its regularly-scheduled sportscasts will be filed from its Los Angeles bureau.

UPI Radio Network will mainly air 60-second hourly reports each day from 6:06 a.m. (NYT) through 1:06 a.m. the next day as well as regularly-scheduled sportscasts from its Los Angeles bureau. Principle anchors are Bill Rosinski, Greg Haber and Bob Berger.

Over
60%
of the
country
cleared in
just 4 weeks.

That's why
they're...

*Thunderrific!*TM

ction
ares

THUNDERCATS

Thundercats™— 65 first-run animated half-hours custom crafted to world premiere on your station in early fringe for the fall of 1985.

Produced by Rankin/Bass, award-winning American producers with a track record of success with American kids.

Already cleared in over 60% of the country in just 4 weeks on a station line-up that speaks for itself.

"Thundercats"—
They're

Thunderrific!



Already cleared on these leading stations.

New York	WNEW-TV	Houston	KRIV-TV	Baltimore	WBFB
Los Angeles	KTTV	Pittsburgh	WPGH-TV	Hartford	WTVX
Chicago	WFLD-TV	Miami	WDZL	Portland	KPDY
Philadelphia	WTAF-TV	Seattle	KTZZ	Phoenix	KPHO-TV
San Francisco	KTVU	Atlanta	WANX-TV	San Diego	XETV
Boston	WLVI-TV	Tampa	WTOG	Nashville	WZTV
Detroit	WKBD-TV	St. Louis	KDNL-TV	Orlando	WOFX
Washington, D.C.	WTTG	Denver	KWGN-TV	New Orleans	WGNO-TV



ARE COMING!



THUNDERCATS and THUNDERCATS characters are trademarks of Telepictures Corporation.

Greenville WHNS
 Memphis WMKW-TV
 Leigh WLFL-TV
 Oklahoma City KAUT
 Norfolk WTVZ-TV
 L-L WPMI
 Greensboro WJTM-TV
 Richmond WRLH-TV

Mobile WPMI
 Fresno KMPH
 Spokane KAYU-TV
 Chattanooga WDSI-TV
 Tucson KPOL
 Boise KTRV

A Rankin/Bass Production

Telepictures CORPORATION

New York • Los Angeles • Chicago • Dallas • Atlanta
 Paris • Munich • Sydney • Tokyo • Toronto

proaching a sell-out by this time. However, McKeel has not given up hope. "I think we'll surprise ourselves," he said, as the third-quarter spot market begins to pick up. Nevertheless, the station will most likely fail to meet its initial budget. McKeel indicated that Olympic spots, initially priced 50% above the normal rate for a package (75% more for a single spot), have been reduced to "good prime time rates."

At WJLA-TV Washington, activity got off to a slow start, but has picked up considerably in recent weeks. "Two weeks ago I was getting a little worried," said Thomas Cookerly, president and general manager of the station. "But it does seem to be picking up as we get closer to the games." Cookerly said WJLA-TV had sold 60% of its inventory and had reached 70% of its dollar goal so far. He noted, however, that other stations in the Allbritton Communications station group, located in the South and Southwest (Tulsa, Okla.; Little Rock, Ark., and Lynchburg, Va.) were not faring as well. But at WJLA-TV, he said, Olympic spots were selling for three times the normal rate.

In Dallas, at WFAA-TV, the ABC affiliate there, the Olympic sales pace has quickened after a slow start. "A lot of people were laying back," said Biff Parham, the station's general sales manager. He said the station was now past the halfway mark toward its Olympic dollar goal. And currently, he said, "we like what we are seeing. The activity level is pretty healthy." In recent weeks, he said, "the shift has gone from national to local." He added that a substantial portion of national spot advertisers were "on hiatus" in the third quarter due to heavy network commitments or were placing only nominal amounts of spot time.

Stations in California seemed to be faring as well as any and perhaps better. Clayton Brace, vice president and general manager of KGTV(TV) San Diego, reported last week that his station had sold almost 75% of its Olympic availabilities. "We have an awful

lot of time to sell," noted Brace, "but the [Olympics] fever is heating up a bit." He offered that stations like his, in markets "close to the action," as he put it, probably have an edge over those located in more distant markets. For the most part, he said, the station was commanding prices "at least" 50% higher for the Olympics.

At KOVR(TV) Sacramento, Calif., Charles Kennedy, president and general manager, said the station was 75% sold out and expects to sell out "within the next week or two." Spots have been priced at 50% to 60% above normal. Kennedy said the station commissioned a telephone survey after the announcement of the Soviet boycott to get a reading on its possible effect on viewership. He said the survey found that more people intended to watch the games after the boycott was announced than before (by about 2%). He attributed the result to a feeling perhaps shared by many Americans that "we're not going to let those Russians" ruin the L.A. games.

At the time of this writing, ABC had sold all but \$4 million of its \$440-million summer Olympic inventory, according to John Lazarus, the head of sports sales for ABC. On top of that, it's estimated the O&O division will sell close to \$50 million worth of national spot and local time. As per the network's policy, said Lazarus, the network is not guaranteeing ratings performance for the L.A. games. "There are no assurances," he said. "But we do have integrity and we won't let them [advertisers] die on the vine" if the ratings are way off the mark. He noted that some make-goods were awarded to advertisers in the winter games due to poor ratings and said the network would follow a similar policy, if need be, for the summer games.

The going rate for prime time summer Olympic spots is \$260,000 per 30, while weekend daytime 30's are going for \$110,000. Late night spots are priced at \$70,000 and weekday daytime spots cost \$45,000. Those rates, said Lazarus, are

comparable to the rates charged for the Sarajevo games.

McDonald's is the biggest network buyer, spending \$30 million for the L.A. games. Coca-Cola is next with a \$25 million network buy. Those spending about \$20 million include Sears, Anheuser-Busch and Miller. Among those spending about \$10 million are Datsun, Levi Strauss, AT&T, Kellogg, IBM, Beatrice Foods, United Airlines, Transamerica and Mars.

The ABC owned-and-operated stations have sold about 70% of their Olympic inventories, according to Philip Sweeney, general sales manager, ABC TV spot sales. The O&O's were a little better sold at the comparable period before the start of the Sarajevo games, acknowledged Sweeney, but that gap will close as the third-quarter spot sales pace quickens, he added. Enthusiasm for the summer games, he said, "is only starting to build now." He said the O&O's would be sold out or close to it by the start of the games. Among the group's major sponsors are United Airlines, Datsun, Bank of America and Mervyn's, a West coast retail clothing chain.

According to a telephone survey commissioned by the O&O group after the Soviet boycott was announced, more than 99% of those polled said they still intended to watch the games. And more than 80% said they believed Americans would win more medals as a result of the boycott. More than 92% said it was important for all Americans to continue to support the upcoming summer games.

Despite the hundreds of millions of dollars that ABC has sold in advertising time for the summer games, the network won't make windfall profits, but may make a tidy return. According to an estimate by entertainment analyst Joseph Fuchs, vice president, Kidder, Peabody & Co., ABC may end up with an operating profit in the \$20-million range, although that estimate was made prior to the Soviet boycott and ABC's cutback of seven-

Satellite carriers fill the skies with games

ABC isn't the only broadcaster transmitting television signals from the Los Angeles summer games. Television networks around the world and local stations throughout the U.S. will also converge upon Southern California to generate their own coverage—of the events themselves, or, in the case of local U.S. stations, coverage of hometown Olympic athletes and other nonevent stories. And those foreign and domestic broadcasters will pay millions to satellite common carriers and resalers and local microwave transmission service providers to get their signals from origination point to final destination.

Netcom International, San Francisco, in a joint venture with AT&T has contracted to transmit the signals of 34 Western European countries belonging to the European Broadcast Union from the International Broadcast Center in Los Angeles to Andover, Me., or Edam, W.Va., where the signals will uplink to an Intelsat satellite. Netcom has secured time on a number of satellites for the transmissions, including Satcom III and AT&T's Comstar D-3, and, to a lesser degree, the Westar satellite system.

Netcom has contracted to transmit the signals of the Australia 10 and New Zealand networks out of the L.A. Basin to Intelsat's Pacific gateway at Santa Paula, Calif., by way of Satcom I-R. It will transport the signal of TV Marchete (Brazil) along the same route as the EBU signals, and also handle a separate unilateral feed for ARD, the West German network. Netcom President William Tillson said the company had also contracted to handle the Soviet Union and Eastern Bloc feeds

before the announced boycott and that those countries have paid nonrefundable deposits for Netcom's services. Tillson declined to put a specific dollar figure on the amount of business his company will generate from Olympics-related activity, but he said it would be "well into seven figures." He said that many customers had contracted for a package of services for their coverage of the Olympics and both the Democratic and Republican political conventions.

World Communications will transmit the feeds of six broadcasters within the Japanese International Satellite Users Organization (including NHK, Nippon Television Network, Tokyo Broadcasting System, Fuji Telecasting, Asahi National Broadcasting and TV Tokyo) from the games to the Intelsat gateway at Santa Paula via Westar V. World is also handling unilateral feeds for two companies within the group, NHK and Tokyo Broadcasting. World will also transmit the signal of Brazil's TV Globo to Andover, Me., via Telstar 301 for hookup with Intelsat. The company is also providing 200 hours of satellite time for Mexico City'sXHDF(TV), but not uplinking services, which were contracted to the Los Angeles-based Videonet.

World is also providing local terrestrial microwave services in Los Angeles for the British Broadcasting Corp. for transmission of stories on British athletes at the Olympic Village on the grounds of UCLA back to the International Broadcast Center. World is also doing the mobile uplink transmissions from two Olympic venues for ABC—fencing at Long Beach and rowing at Lake Casitas, near Ventura. "ABC found

and-a-half hours of summer Olympic programming. Based on net revenues of \$365 million (\$425 million-\$440 million gross revenues less agency commissions), Fuchs estimated that the network's operating expenses will amount to \$120 million. And ABC's biggest expense item, of course, was the \$225 million in rights fees. However, ABC is negotiating for a rebate with the LAOC in the wake of the Soviet Union's Boycott.

Network Radio Sold Out

ABC Radio has sold out its Olympics commercial inventory, according to Lou Severine, vice president and director of sales for the radio networks. Major advertisers include Stroh's and Sears, Roebuck, both with quarter sponsorships, and AT&T, ARA Services, Paine Webber and Motorola, all with one-eighth sponsorships. The predominate ad form is one 60-second spot within a short-form report each hour from 6 a.m. to 2 a.m. NYT. A second 60-second spot is available with another short-form hourly report for the local station.

Severine said the boycott of several Eastern European nations has not hurt the sales efforts. "It seemed to be business as usual for the advertiser," he noted.

A sampling of some ABC-owned radio stations last week shows the most ambitious sales effort being carried out by the company's station in the host city of the games, KABC(AM) Los Angeles. "We have generated about \$400,000 in sales revenues from our Olympic packages," said George Green, the station's vice president and general manager.

The station, said Green, has sold all of its availabilities for the short-form reports as well as special metro traffic package deals. Traffic reports for the Los Angeles area will air every 15 minutes from 5 a.m. to midnight throughout the games, he said. Pricing varies from \$450 per 30-second spot for the traffic reports to \$600 per minute for the

regular Olympic short-form hourly reports. Green said that ABC Information Network's *Olympic Tradition* feature, which has been airing since April 1, is sold out.

Major advertisers for KABC's regular Olympic reports are Quaker Oats, Lucky Supermarkets and Tokina Optical while Broadway Department Stores, PSA Airlines and Murata Pearls have bought sponsorships of the traffic reports.

Although ABC's Talkradio programming service will not include Olympic reports, Green said KABC's Michael Jackson will originate his show from the site of the Olympics live from 9 a.m. to 1 p.m., with the final two hours of the show fed via satellite to Talkradio affiliates.

KGO(AM) San Francisco has sold out all of its Olympics inventory, station vice president and general manager Michael Luckoff said. The major KGO Olympics advertiser is RCA.

At WABC(AM) New York, Jim Haviland, station vice president and general manager, reports a one-third sponsorship sold and said the station is currently negotiating with other advertisers for the remaining two-thirds.

Political Influences On The Games

Unlike Olympic competitions, politics is a game everyone can play. To date, 15 countries, led by the Soviet Union, have announced they will not be participating in the 1984 summer Olympic games in Los Angeles. And although that may not seem much when compared to the 141 countries that intend to compete, it no doubt represents a disproportionate number of athletes—the Soviet Union alone was expected to bring a delegation of over 700.

What kind of impact the boycott has had on the games is unclear. Some blame the approximately one million unsold tickets on the fact that star athletes from the Soviet Union and East Germany will not be competing, thus cooling spectator interest. The

LAOC doesn't agree, and points out that many of those tickets were unsold even before the Soviets announced their pull out in the middle of the ABC affiliates meeting (BROADCASTING, May 14).

The official reason given by the Soviets and the other boycotting countries is that the Olympic charter had been violated and not enough security had been assured their delegations. Few consider this anything but a ruse by the Soviets for getting even after the U.S. boycotted the 1980 summer Olympics in Moscow in protest of the Soviet invasion of Afghanistan. According to William Booth, a spokesman for the Los Angeles City Police Department, the Soviets never reviewed the security plans of the Olympic Law Enforcement Coordinating Council, the policy-making body which is coordinating the security efforts of over 50 local, state and federal agencies.

The boycotting countries are Afghanistan, Bulgaria, Czechoslovakia, Cuba, East Germany, Ethiopia, Hungary, Laos, Mongolia, North Korea, Poland, South Yeman, the Soviet Union and Vietnam. Two other countries, Albania and Iran, said more than 18 months ago they would not participate.

As far as ABC is concerned, the boycott will have no effect on its broadcasting plans. The number of broadcast hours has been shaved from 185 to 180, but that was done to accommodate scheduling problems, and not because some countries won't be participating in certain events.

Los Angeles officials are expecting the boycott to have no noticeable impact on tourist traffic. The police department is still bracing itself for an estimated 350,000 visitors daily, over double the 150,000 per day Los Angeles usually draws. Altogether, between one and one-and-a-half million visitors are expected over the two-week period. To help manage the surge, half of the police force will be on duty at any one time, up from the normal one-third. The other half will be on call. The LAPD is mum on anti-

they could save \$100,000" for each job, said Wold, by having the coverage of those two events fed by satellite back to the main broadcast center in Los Angeles rather than having GTE, the telephone company, supply the feed via terrestrial microwave. The phone company would have charged about \$140,000 for each venue, said Wold. Long Beach is about 45 miles south of Los Angeles while Lake Casitas is about 100 miles north. Wold said his company will do about \$750,000 in Olympics-related business. The company will also provide service to CNN, a regular Wold customer.

Bonneville Telecommunications, a subsidiary of the Salt Lake City-based group broadcaster, is transmitting the signals of the equestrian events at Rancho Santa Fe (near San Diego) back to Los Angeles for ABC, the BBC and London Weekend. Bonneville is concentrating however, on tapping the potentially lucrative business of helping local broadcasters put together various nonevent stories of interest to viewers in their markets. Blaine Colton, vice president of sales for Bonneville, said the company is providing a menu of services that includes everything from lining up stringers to tape origination, editing, uplinking and transmission services. "We're taking the news bureau approach," said Colton. "What we're telling [local broadcasters] is, 'hey, you don't have to be frozen out of this process.'" Bonneville has sent direct mail pieces to every television outlet in the country and has followed up in areas where U.S. Olympic contenders reside. In those markets, said Colton, viewers "will expect some kind of nonnetwork coverage of the athletes. It's a responsibility."

Colton said satellite time will be split into segments as small as 10

minutes to accommodate local stations. He said that about half a dozen stations have signed up so far for some type of service, including Bonneville's own KSL-TV Salt Lake City. "We don't expect the real business to hit until about two weeks before the start of the games."

Atlanta-based Videostar Connections is providing uplink and satellite time the Canadian Broadcasting Corp. (CBC), the Canadian television rights holder for the L.A. games. "We are doing all of the Canadian service," said Videostar's Jim Black. Videostar also has a portable Ku band uplink available for roving among Olympic venues. But, said Black, "we don't anticipate much demand for it." Black said Videostar was also providing satellite time for a group of about a dozen stations organized by Gannett Broadcasting. The group has purchased a package of services, said Black, for satellite time at the Olympics and both political conventions. The transmissions will be carried over Telstar 301, GTE's Spacenet and SBS-3. Black said Videostar may generate \$1 million in Olympics-related revenues.

In Los Angeles, the Huntington Beach, Calif.-based Microwave Mobile Systems is building 18 terrestrial microwave paths to transmit the signals of clients from various Olympics venues to satellite uplinks, including signals from the IBC. Clients include CNN, Nippon Television, 7 Network Australia and Videostar, West Germany's ZDF network and CBC. MMS President David Anderson said that his company is offering rates for service that are perhaps one-half to two-thirds those offered by the two telephone companies that make up the bulk of his competition—Pacific Bell and GTE. Anderson said MMS may generate as much \$300,000 in Olympics-related business.

terrorist measures except to say that any terrorist actions will be met with a "very rapid and awesome response."

Almost remarkably, there were no political or advocacy spots sold on the ABC network, although ABC had no set guidelines against accepting them. Any political advertisements or advocacy spots that might be offered in the few remaining spaces available, ABC explained, would be reviewed on a case-by-case basis.

What's on Elsewhere

ABC's rivals concede that the summer Olympics will be difficult competition during their 18 days of prime time scheduling. However, they will be attempting to woo viewers, especially those in demographic categories that have traditionally displayed low interest in the games, such as women and children.

NBC has perhaps the most ambitious plans. It is developing a local news tune-in campaign for its affiliates designed to capitalize on the severe reduction in late news (a two-minute window that will be stretched as events allow) affecting ABC affiliates in Eastern time zones. NBC affiliates will be showing promos that spoof the "Where's the beef?" campaign of the Wendy's restaurant chain, asking "Where's the news?" In addition, the network has chosen July 30, the first Monday of Olympic events, as the premiere date of its new big-budget serial, *Santa Barbara*. The soap opera, shot both on location and in NBC's new Studio 11 in Burbank, Calif., will air at 3-4 p.m. NYT and is being launched with a massive promotional campaign intended to sway ABC daytime viewers disrupted by serial cutbacks caused by the Olympics. NBC News plans to originate at least one edition of its experimental weekly summer series, *Summer Sunday USA*, from Los Angeles during the Olympics. No major prime time innovations are planned during the period. (NBC presented a mini-series with an Olympics theme, *The First Olympics*, during the May sweeps period.)

CBS says it plans to "bolster its story lines" on serials broadcast during the Olympics, but is not introducing any new programs. "There are strong loyalty factors to contend with," said Michael Brockman, vice president for daytime and children's programming, CBS Entertainment. "We will be doing some promotion, but it's something we'd probably be doing anyway. We don't anticipate any change in [daytime] viewing levels during the 1984 Olympics." No new ventures in prime time are expected, although the newly launched *Crossroads* from CBS News will continue during the period with its Wednesday night try-out. CBS Entertainment presented a two-hour special on July 4, *America at the Olympics*, but a spokesman said no other prime time Olympic-themed programs are planned. CBS/Broadcast Group Executive Vice President Neal Pilson, who oversees the network's sports division, believes viewing levels for this summer's games would have been reduced even without the Soviet boycott because of the expansion of hours to include weaker time periods. Added hours,

he said, usually mean lower overall ratings. As a result, he predicted, ratings for the summer Olympics will be similar to those of coverage from Sarajevo last February. Pilson said CBS Sports will counterprogram the Olympics by offering coverage of sporting events not included in the games.

Home Box Office is deliberately avoiding scheduling any sports programming during the Olympics and has no major premieres slated within the period.

Superstation WTBS(TV) Atlanta has no major counterprogramming strategy, judging from its advance program schedule. Highlights of the prime time slate during the first week of the games include four previously broadcast motion pictures, specials on the Okefenokee swamp and state of North Dakota, plus Atlanta Braves baseball.

ESPN will present highlights of the Second Annual Jones Intercable Star 5/10-Kilometer Run, held July 7 in Oxnard, Calif., to benefit the Special Olympics. The event included members of the 1984 summer Olympics marathon team and celebrities from cable program services. The program, created by Jones Intercable, a cable MSO, will be shown July 24, 28, 29 and 30. ABC, which now owns ESPN, has obtained cable rights as part of its 1988 winter Olympics package and expects to place some Calgary coverage

on the advertiser-supported cable service.

In the Los Angeles market, the rival network-owned-and-operated stations will compete aggressively with the coverage available on ABC-owned KABC-TV. KCBS-TV there will put into effect its "Channel 2 News Game Plan," whereby the CBS-owned outlet will expand its usual daily three hours of local news to five and a half hours, with the additional air time devoted to Olympics-related information and the impact of the games on Los Angeles. Existing newscasts will be stretched and hourly news updates presented beginning July 27. While KNBC(TV) has no plans to expand its regular news schedule, it may pre-empt other programs for Olympics news and began including daily features on the games in its newscasts last week. The NBC-owned station has assigned four full-time reporters to cover the games and their impact on the community. Metromedia's KTTV(TV) is creating "an electronic newspaper" during the games using World System teletext. One hundred Zenith teletext decoders and color receivers will be placed at Olympic event sites and other high-traffic public locations during the competition, allowing users to obtain access to constantly updated results from the Olympic games, plus traffic conditions and other news. □

ABC takes 18 Daytime Emmys

CBS second with 14; PBS wins eight; syndication seven, NBC four

Led by its daytime specials and serials, ABC took home the honors as the top winner of the 11th annual Daytime Emmys. The network's *General Hospital* won for outstanding daytime drama and its *ABC Afterschool Special*, *Andrea's Story: A Hitchhiking Tragedy*, won five Emmys.

CBS came in second with 14 Emmys, PBS won eight, syndication seven and NBC four. The awards were presented June 27 in the Imperial ballroom of the Sheraton Center in New York.

The winners follow:

Programs

General Hospital, (ABC). Gloria Monty, producer □ Outstanding daytime drama series

The \$25,000 Pyramid, (CBS). Bob Stewart, executive producer □ Outstanding game or audience participation show

Woman to Woman, (syndication, Golden West). Mary Muldoon, producer □ Outstanding talk/service series

The Merv Griffin Show, (syndication). Bob Murphy, executive producer, Peter Barsocchini, producer □ Outstanding variety series

Captain Kangaroo, (CBS). Bob Keeshan, Jim Hirschfeld, executive producers; Bette Chichon, Ruth Manecke, producers; **Smurfs**, (NBC). William Hanna, Joseph Barbera, executive producers, Gerard Baldwin, producer □ Outstanding children's entertainment series

Performers

Larry Bryggman, *As The World Turns*, (CBS) □ Outstanding actor in daytime drama series

Justin Deas, *As The World Turns*, (CBS) □ Outstanding actor in a supporting role in daytime drama series

Erika Slezak, *One Life To Live*, (ABC) □ Outstanding actress in daytime drama series

Judi Evans, *The Guiding Light*, (CBS) □ Outstanding actress in a supporting role in daytime drama series

Bob Barker, *The Price Is Right*, (CBS) □ Outstanding host/hostess in a game or audience participation game show

Gary Collins, *Hour Magazine*, (syndication) □ Outstanding host/hostess in a talk/service series

Merv Griffin, *Merv Griffin Show*, (syndication) □ Outstanding host/hostess in a variety series

Dick Van Dyke, *The Wrong Way Kid*, (CBS) □ Outstanding performer in children's programming

Directing

Larry Auerbach, **George Keathley**, **Peter Miner**, **David Pressman**, *One Life To Live*, (ABC) □ Outstanding direction for daytime drama series

Marc Breslow, *The Price Is Right*, (CBS) □ Outstanding individual direction of a game or audience participation show

Ron Weiner, *Donahue*, (syndication) □ Outstanding individual direction for a talk/service series

Writing

Claire Labine, **Paul Avila Mayer**, **Mary Ryan Munisteri**, **Judith Pinsker**, **Nancy Ford**, **B.K. Perlman**, *Ryan's Hope*, (ABC) □ Outstanding writing of daytime drama series

Children's programming

The Great Love Experiment, (ABC) Jane Startz, executive producer, Doro Bachrach, producer □ Outstanding children's entertainment special

Dead Wrong: The John Evans Story, (CBS). S. Bryan Hickox, Jay Daniel, executive producers □ Outstanding children's informational/instructional special

ABC Weekend Specials, (ABC) □ Outstanding children's informational/instructional series

Robert Mandel, *Andrea's Story: The Hitchhiking Tragedy*, (ABC) □ Outstanding individual direction in children's programming

Norman Stiles, **Gary Belkin**, **Sara Compton**, **Tom Dunsmuir**, **Judy Freudberg**, **Tony Geiss**, **Emily Kingsley**, **David Korr**, **Sonia Manzano**, **Jeff Moss**, **Luis Santeiro**, *Sesame Street*, (PBS) □ Outstanding individual writing in children's programming

Misha Segal, composer, *Andrea's Story: A Hitchhiking Tragedy*, (ABC) □ Outstanding music composition

Hanania Baer, cinematographer, *Andrea's Story: A Hitchhiking Tragedy*, (ABC) □ Outstanding cinematography

Thomas Haneke, **Charlotte Grossman**, film editors, *He Makes Me Feel Like Dancing*, (NBC) □ Outstanding film editing

Others

Directions, **Sid Darion**, executive producer, (ABC), **Insight**, **Ellwood Kieser**, executive producer, **Mike Rhodes**, **Terry Sweeney**,

TELE^{REP} Now Represents

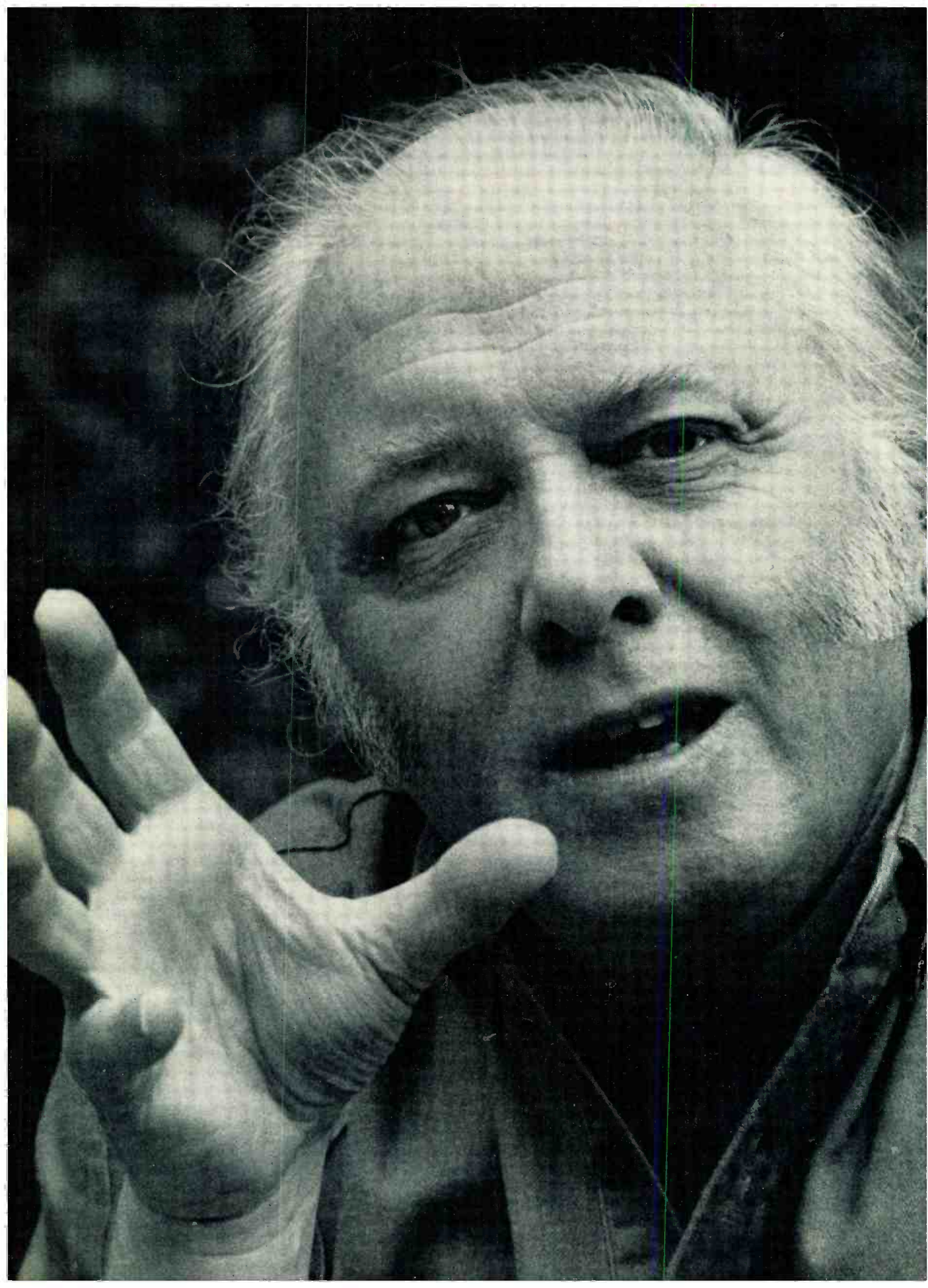
WCAY NASHVILLE

NASHVILLE'S FASTEST GROWING INDEPENDENT

The only station in the market to increase
sign-on to sign-off share from February to May '84!*

* Source: Nashville Nielsen & ARBITRON Reports

TeleRep Inc. • 875 Third Avenue • New York, N.Y. 10022 • (212) 759-8787
Offices: Atlanta • Boston • Charlotte • Chicago • Cleveland • Dallas • Detroit • Houston • Los Angeles
• Memphis • Miami • Minneapolis • New York • Philadelphia • St. Louis • San Francisco • Seattle



ATTENBOROUGH



"The function of a motion picture is to entertain."

Sir Richard Attenborough is best known as the director and producer of "Gandhi," a film to which he devoted two decades and which won eight American Academy Awards, and five awards from the British Academy. He also directed "Oh! What a Lovely War," "Young Winston," "Magic," and "A Bridge Too Far," and is currently working on "A Chorus Line" in New York. In 1974, he was knighted for his services to theatre and film.

"I have always found storyboards of tremendous help. They give one a studied skeleton on which to improvise, once all the actors and crew start to work with you on the floor. In fact, I do believe that meticulous forward planning in every department is an essential in making movies. The unit knows what is expected of them, and it is also a prerequisite for attempting to remain on budget.

"With the exception of *Magic*, my movies, as a director, have been large ones involving considerable sums of other people's money, and I regard it as a prime duty not to waste a single penny.

"I feel privileged to be an actor who also directs, since I believe I truly understand the actor's problems. The most important contribution a director can make is to persuade an actor that he or she is the one person on earth who can play that part. Once you do that, embarrassment is dispelled, confidence boosted, and the actor no longer plays it safe, falling back on technique or clichés. So every now and again, you capture something which is totally magical.

"In filming *Gandhi*, one of our difficulties was the tendency of color film to beautify everything. In certain scenes, we wanted to depict poverty and deprivation. To achieve this, we reduced the visible range of hues, maintaining only those which used to be seen in the color magazines of thirty or forty years ago, with a slightly sepia overtone.

"I am not a pyrotechnical director at all. I like narrative and, above all, wish to tell a story. When I started in the business, people learned their trade by making second features. Today, many young directors train in their craft by making commercials, and these demand visual and oral fireworks, since they must make their impact within twenty or thirty seconds. When those same young people embark on a full feature production, they inevitably bring similar techniques to bear.

"I believe fundamentally that the function of a motion picture is to entertain, and I regard that as paramount. Cinema is a mass medium, and unless you attract a large audience to your subject, you not only lose your backers' money, which may amount to millions of dollars, but you fail to reach the people to whom you wish to tell your story.

"For *Gandhi*, we were on location in Delhi, Bombay, Patna, Pune, and Udaipur. All the footage was processed in London. We flew it out at night, and it was in the bath the next day in London. A telex would come through at lunchtime to report on the results. We never had a problem. Kodak was marvellous. One of the difficulties of a long feature is continuity of film stock. Whether it

was Paris, Rome, or Rochester, they had it. They were so helpful that they even reserved stock beyond the amount to which we were fully able to commit ourselves. This was wonderful, because it gave us total confidence that whatever we needed would be available, and the vital element of quality control would be maintained.

"As we shoot, I have in my mind's eye a vision of how the image should appear on the screen. Naturally, I always hope that, when projected, the result corresponds to my original concept. Of course, it doesn't always happen, but when it does, the joy is immense. Indeed, that moment of satisfaction is one of the reasons I love making movies."

If you would like to receive our quarterly publication for filmmakers, KODAK Professional Forum, write Eastman Kodak Company, Dept. 640, 343 State Street, Rochester, NY 14650.

© Eastman Kodak Company, 1984

EASTMAN KODAK COMPANY MOTION PICTURE AND AUDIOVISUAL MARKETS DIVISION

ATLANTA: 404/351-6510
CHICAGO: 312/654-5300
DALLAS: 214/351-3221
HOLLYWOOD: 213/464-6131
HONOLULU: 808/833-1661
MONTREAL: 514/761-3481
NEW YORK: 212/930-7500
SAN FRANCISCO: 415/928-1300
TORONTO: +16/766-8233
VANCOUVER: 604/926-7411
WASHINGTON, DC: 703/558-9220



**Eastman film:
Images from
innovation.**

producers (syndication) □ Outstanding achievement in religious programming—series.

Martin Gavrín, Louis Marchand, Charlie Henry, John Morris, Rick Schiaffro, Frank Schiraldi, Wallace Hewitt, Howie Zeidman, Herb Segall, Frank Bailey, Marianne Malitz, Susan Pomerantz, Stuart Silver, Al Forman, Leona Zeira, One Life To Live □ Outstanding technical excellence in daytime drama series.

Richard Hankins, Harry Miller, Paul Hickey, Wes Laws, Ralph Holmes, Lincoln Stulik, Robert Anton, David Dangle, Joseph Cola, Susan Saccavino, Linda Williams, Albi Samperisi, Barbara Miller, Guiding Light □ Outstanding design excellence in daytime series.

FYI, Yanna Kroyt Brandt, producer; Mary Ann Donahue, coordinating producer (ABC) □ Special classification of outstanding program achievement.

Live From the Met: Metropolitan Opera Centennial Gala, Part 1, Michael Bronson, executive producer; Clement D'Allesio, producer □ Outstanding program achievement in the performing arts.

Carol Spinney, Sesame Street, (PBS) □ Special classification of outstanding individual achievement—performers.

Hal Linden, F.Y.I. (ABC) □ Special classification of outstanding individual achievement—host/hostess.

Dorothy Hamill, Romeo & Juliet On Ice, (CBS) □ Outstanding individual achievement in the performing arts—host/hostess.

Jay Sandrich, Insight: The Day Everything Went Wrong, (syndication) □ Outstanding individual achievement in religious programming—directing.

Dick Schneider, Macy's Thanksgiving Day Parade, (NBC) □ Outstanding individual achievement in the coverage of special events—directors.

Rob Iscove, Romeo & Juliet on Ice, (CBS) □ Outstanding individual achievement in the performing arts—directing.

Technical crafts

Ralph Mensch, technical director, Sesame Street, (PBS) □ Outstanding achievement in children's programming—technical direction.

Terry Rohnke, technical director; Bill Goetz, John Hillyer, Steve Gonzales, Barry Fisher, John Pinto, Don Mulvaney, Michael Bennett, Gene Martin, Karl Eckert, electronic camera, Macy's Thanksgiving Day Parade, (NBC) □ Outstanding individual achievement in the coverage of special events—technical direction/electronic camerawork.

William Millard III, electronic camera, Edge of Night, (ABC) □ Outstanding individual achievement in electronic camerawork.

Blake Norton, audio, Sesame Street, (PBS) □ Outstanding individual achievement in programming—audio.

Paul Colten, Jack Hughes, audio mixers, All My Children, (ABC) □ Special classification of outstanding individual achievement—audio.

Jay David Saks, audio mixer, Live from the Met: Metropolitan Opera Centennial Gala, Part 1, (PBS) □ Outstanding achievement in the performing arts—audio.

Arthur Schneider, videotape editor, Andrea's Story: A Hitchhiking Tragedy, (ABC) □ Outstanding individual achievement in children's programming—videotape editor.

James Levine, music director, Live From the Met: Centennial Gala, Part 1, (PBS) □ Outstanding individual achievement in the performing arts—music, composition/direction.

Cary White, art director, Andrea's Story: A Hitchhiking Tragedy, (ABC) □ Outstanding individual achievement in children's programming—art direction.

Val Strazovec, scenic designer, Romeo & Juliet On Ice, (CBS) □ Outstanding achievement in scenic design.

Randy Nodstrom, lighting director, Sesame Street, (PBS) □ Outstanding individual achievement in children's programming—lighting direction.

Marie-Ange Ripka, The Great Love Experiment, (ABC) □ Outstanding individual achievement in design crafts in children's programming—make-up.

Zandra Rhodes, costume design, Romeo & Juliet on Ice, (CBS) □ Outstanding individual achievement in the performing arts.

Made-fors give NBC ratings victory

Supported by repeats of made-for-TV movies, NBC won the prime time ratings for the week ended July 1. It had been tied for first on two previous occasions but this was the first time NBC stood alone at the top since the second week in February.

NBC recorded an average rating of 12.3/24 compared to 11.3/22 for CBS and 10.7/21 for ABC. NBC had six of the top 10 shows of the week, including the number-one rated *Monday Night Movie*, part II of *Rage of Angels*. It was the second week in a row that ABC was without a show in the top 10. That movie helped it win the night with an average 16.1/29, the highest nightly average for the week. NBC also had an unusual Friday victory, fueled by a repeat of its *Friday Night Movie*, a 1981 version of *Splendor in the Grass*, which averaged 12.5/24, a significant improvement on a night where NBC has consistently finished third.

Highlights of the week, night by night:

■ Sports continued to hold ABC down on Monday night. Its baseball broadcast averaged 10.1/19, ranking 39th out of 63 programs, and was the weakest performance yet for Monday night baseball this year.

■ NBC glided to its usual Tuesday-night win based on repeats of *A Team*, *Riptide* and *Remington Steele*. CBS ran the second part of the repeat theatrical "Valley of the Dolls" in the 8 to 11 p.m. block and averaged 0.4 of a rating point better than ABC did with repeats of its regular schedule for the night.

■ ABC led Wednesday night, powered by a repeat of *The Fall Guy* (27 share) at 8 p.m. and a repeat of the made-for-TV movie *Dreams Don't Die* beat out by over two rating points the premiere of the theatrical "Atlantic City" opposite on CBS. The debut of the new Charles

Kuralt/Bill Moyers summer news program, *Crossroads*, averaged 8.6/18.

■ CBS and NBC essentially tied for first place on Thursday night, with NBC clocking one-tenth of a share ahead of CBS in the prime time averages. CBS was dominant against both the other networks from 8 to 10 p.m. with repeats of *Magnum, P.I.* and *Simon & Simon* before NBC took the 10 p.m. hour with *Hill Street Blues*, whose 30 share was its best average since March 15.

■ NBC's first-place finish on Friday night was its first victory on that night since before the open of the 1983-84 season, and only the fourth time since then it climbed out of third place. NBC's win might have been helped by ABC's broadcast of the U.S. Olympic trials, which averaged 6.8/14 and ranked 60th out of 63 programs.

■ ABC came back to sweep Saturday night based on repeats of its regular schedule of *T.J. Hooker*, *Love Boat* and *Fantasy Island*. CBS fell to third, knocked down by the premiere of the theatrical "Sphinx," which averaged 9.2/19.

■ CBS was the easy winner Sunday night, boosted by its usual high performance of *60 Minutes* at 7 p.m. Although a repeat of *Hardcastle & McCormick* on ABC overpowered CBS at 8 p.m. by almost three rating points, CBS snapped back for the remainder of the night with repeats of its regular schedule. Third-place NBC appeared to have the edge over ABC between 9 and 11 p.m. as its *Sunday Night Movie*, "Fire on the Mountain," outdrew by 0.3 of a rating point and one share point the theatrical "Invasion of the Body Snatchers" on ABC. However, the debut of NBC News' experimental *Summer Sunday U.S.A.*, drew a 3.5/8—the lowest rated show of the week.

Rank □ Show □ Network □ Rating/Share

1.	Rage of Angels, part 2	NBC	17.6/32
2.	Simon & Simon	CBS	16.1/30
3.	Hill Street Blues	NBC	16.0/30
4.	Facts of Life	NBC	15.7/28
5.	Magnum, P.I.	CBS	14.9/32
6.	A Team	NBC	14.8/29
7.	Riptide	NBC	14.8/26
8.	Remington Steele	NBC	14.7/26
9.	Trapper John, M.D.	CBS	14.5/27
10.	Alice	CBS	14.2/25
11.	20/20	ABC	14.0/28
12.	Fall Guy	ABC	13.4/27
13.	Valley of the Dolls, part 1	CBS	13.4/23
14.	Night Court	NBC	13.3/24
15.	St. Elsewhere	NBC	13.2/24
16.	TV Bloopers & Practical Jokes	NBC	13.1/27
17.	Dreams Don't Die	ABC	13.1/24
18.	Cheers	NBC	13.0/25
19.	Duck Factory	NBC	13.0/23
20.	Fire on the Mountain	NBC	12.9/24
21.	Hart To Hart	ABC	12.7/23
22.	Invasion of Body Snatchers	ABC	12.6/23

Rank □ Show □ Network □ Rating/Share

23.	Scarecrow & Mrs. King	CBS	12.5/26
24.	Splendor in the Grass	NBC	12.5/24
25.	Family Ties	NBC	12.2/25
26.	60 Minutes	CBS	11.9/28
27.	Love Boat	ABC	11.6/24
28.	Jeffersons	CBS	11.6/22
29.	Valley of the Dolls, part 2	CBS	11.5/21
30.	Fantasy Island	ABC	11.4/23
31.	Hardcastle & McCormick	ABC	11.0/23
32.	Atlantic City	CBS	11.0/22
33.	Gimme a Break	NBC	10.9/24
34.	Dukes of Hazzard	CBS	10.8/24
35.	Hotel	ABC	10.6/19
36.	Dallas	CBS	10.5/21
37.	Sprague	ABC	10.5/20
38.	T.J. Hooker	ABC	10.1/23
39.	Monday Night Baseball	ABC	10.1/19
40.	Three's Company	ABC	10.0/19
41.	Lottery	ABC	10.0/19
42.	Silver Spoons	NBC	9.9/22
43.	Foulups, Bleeps & Blunders	ABC	9.9/20
44.	Knots Landing	CBS	9.9/18

Rank □ Show □ Network □ Rating/Share

45.	Real People	NBC	9.8/20
46.	Diff'rent Strokes	NBC	9.4/22
47.	All Together Now	NBC	9.4/19
48.	Things Are Looking Up	NBC	9.3/20
49.	Mama's Family	NBC	9.3/19
50.	Sphinx	CBS	9.2/19
51.	Knight Rider	NBC	9.0/19
52.	Falcon Crest	CBS	9.0/17
53.	Roasters	NBC	8.7/18
54.	Crossroads	CBS	8.6/18
55.	AfterMash	CBS	8.6/18
56.	Four Seasons	CBS	8.1/16
57.	ABC Monday Night Baseball (pregame)	ABC	7.9/18
58.	Happy Days	ABC	7.5/16
59.	Ripley's Believe It Or Not	ABC	7.1/17
60.	Olympic Trials	ABC	6.8/14
61.	Bliss	ABC	6.6/14
62.	Mama Malone	CBS	6.1/14
63.	Summer Sunday USA	NBC	3.5/8

*Indicates premiere episode

**BEAR
STEARNS**

Metromedia, Inc.

Acquisition Corp.

(a corporation owned by
management and certain other investors)

We provided financial advisory services to the Special
Committee of the Board of Directors of Metromedia, Inc.

Bear, Stearns & Co.

New York/Atlanta/Boston/Chicago/Dallas/Los Angeles/San Francisco
Amsterdam/Geneva/Hong Kong/London/Paris

June 1984

The week's worth of news and commentary

Looking back

A series of 75 one-hour music and interview specials centering on rock music of the 1950's and 60's has been compiled by the New York-based Continuum Broadcasting Group.

According to Continuum's vice president and general manager for programing, Don Fass, some of the shows include *The Fillmore Era*, *The Philly Sound*, *Mod Carnaby Street*, *Dance Music of the Early Sixties*, *Bubble Gum and Incense* and *TV and Movie Memories and Magic*. Some of the interviews, Fass said, were originally done as part of Continuum's weekly one-hour broadcast, *Don & Deanna on Bleecker Street*, which airs on 63 public radio outlets and about 50 commercial stations. Continuum plans to offer the latest series beginning in August on a cash or barter basis.

Separately, Fass said Continuum is in the process of launching a national campaign to combat cocaine abuse and is soliciting volunteer artists from the music industry to record radio spots. Fass said the campaign

has been sanctioned by the New York State Division of Substance Abuse Services, which will distribute the spots to stations across the country.

Trying another medium

Live from Hampton Bays, N.Y., it's WWHB(FM). That's the new Long Island station recently purchased by Lorne Michaels, creator of NBC's *Saturday Night Live*, singer Paul Simon and his brother, Ed Simon, which last month changed from an adult contemporary format to a combination of hits and oldies from the 1950's to the present. "We play mainstream contemporary hits with no 'heavy metal' artists," said WWHB President Ed Simon. The station will target 18-40 year-olds, according to Simon.

Simon reports that the reception of the new sound by the beach resort community was "enthusiastic," claiming station sales nearly doubled in one month. Simon also said that "good-natured" humor routines will be incorporated into the format as well

Not about radio

...comedy album cuts by established...
...knowing money...
Plans C...
ferred to...
satellite-de...
Satcom I-R...
Radio person...
According to...
ducer, Stephanie...
missioned Frank N...
search the potential...
of-

*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



KFWB(AM)



KBEQ(FM)

Great outdoors. Campaigns for two radio stations were among those advertising designs winning Obie awards from the Institute of Outdoor Advertising in New York. KFWB(AM) Los Angeles won the top campaigns—posters and printed/posted bulletins award, which was presented to the station's advertising agency, Abert, Newhoff & Burr, Los Angeles, with credit going to Craig Matsumoto for the art and Jeff Lam for the copy. KBEQ(FM) Kansas City, Mo., and its agency, Gannett Outdoor, Kansas City, won in the radio, television and cable category. Marcy Wilson of Gannett was credited with creating the award-winning design. The awards will be presented at special luncheons in New York, Chicago and Los Angeles.

show 29.8% of adults 25-plus said they would be very interested in listening to the show. (The national sample size of research was 1,000 adults age 25 and older.)

New station

In an initial decision, FCC Administrative Law Judge Joseph Chachkin has granted the application of New Thinking Inc. for a new FM station in Luling, Tex., denying competing applications of Caldwell Broadcasting Corp., Lockhart Radio Associates and Central Texas FM Broadcasting Inc. New Thinking won on a combination of diversification and integration grounds. New Thinking is owned by J. David Bamberger (55%) and two others, none of whom has other media interests. Bamberger is chairman and chief executive officer of Church's Fried Chicken Inc., a fast food chain.

Phone grant

AT&T has given \$450,000 to the National Public Radio news and information fund for 1984 election coverage. The grant will help fund reporting and analysis of the elections, live satellite coverage of general election results and polling data from Louis Harris and Associates Inc., NPR said. A special feature of the election coverage will include a "crosssection of citizen commentators" to air their views on NPR's *All Things Considered*.

Look in the pocket

Prom-goers renting tuxedos in the listening area of WKCI(FM) New Haven, Conn., found more than a claim ticket in their jacket pockets. As part of the station's "Project Graduation," 1,000 cards were placed in the inside pockets that reminded prom goers to "Be a friend...friends don't let friends drive drunk. From your friends at KC101FM." The station plans to continue distribution of the cards to other tux-renters throughout the year.

Bowling them over

NBC Radio has acquired exclusive three-year broadcast rights to the Gator Bowl and Liberty Bowl games, bringing to five the number of post-season college football bowl games carried by its traditional network. The 1984 Liberty Bowl will air on Dec. 27, followed by the Gator Bowl on Dec. 28. NBC Radio Network also broadcasts the Fiesta, Rose and Orange Bowl games on New Year's Day.

Executive group

The National Radio Broadcasters Association is forming a new suborganization called "The Radio Professional Society," which, according to Jane Rulon, NRBA's director of member services, will be designed to serve the needs of industry executives on an "individual basis." Organization, open to all who have been in radio at least two years regardless of whether they or their companies belong to NRBA, will provide members with, among other things, employment referrals. Charter membership for the first year is \$25.



Mayoral aid. New York City Mayor Edward I. Koch (right) helped NBC's adult contemporary WYNY(FM) New York kick off its second annual "97 Great Ways to Enjoy New York. Absolutely Free" subway card campaign at a party on top of the Empire State Building. Promotion plans call for cards highlighting different free events in New York to be distributed throughout the city's subway system. Pictured with the mayor is Harry Durando, WYNY vice president and general manager.



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




For the question see page 24. And whenever you have questions about the American trucking industry, call (202) 797-5236.

Trucks. The driving force behind American business.



ATA
FOUNDATION

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

What to do with additional AM space?

Comments to FCC suggest plans for new allocations in 1605-1705 khz; among ideas: full-time service, daytime service, some slots for noncommercial use, preference for minorities

What should the FCC be keeping in mind as it prepares for the International Telecommunication Union administrative radio conference for planning broadcasting in the 1605-1705 khz band?

In comments at the FCC last week responding to a notice of inquiry (BROADCASTING, May 14), the National Association of Broadcasters said the commission should give "primary consideration" to using that band for resolving incompatibilities that have developed among existing and proposed AM radio stations. "It is our view that, where such incompatibilities exist, these new channels should be used to afford foreign nations opportunities to provide service while 'freeing up,' for United States operations, those frequencies where conflicts currently exist," the NAB said. "Also, it may be that the commission would consider reservation of at least a portion of these channels for noncommercial use."

NAB also said broadcast stations assigned to the new frequencies should have reasonable guarantees of providing effective, interference-free service day and night. It said it agreed with the commission's initial assessment that higher power is needed at 1605-1705 khz to provide effective groundwave coverage.

The NAB also recommended that the FCC establish nighttime protection requirements to provide for the "most reliable" service possible. "That is, we oppose the use of the Class IV model as the pattern for AM operation on the expanded band," said the NAB. "We recommend that the commission utilize the 'RSS' method, as described in Section 73.182(o) of its rules, for calculating night limits and protection requirements. This approach will offer an appropriate balance between substantial protection of nighttime service and the lack of protection that otherwise might result were the commission to use the Class IV model for operation on the expanded AM band. The commission, we believe, also should impose a 'ceiling' on the received night limits of stations which may be allocated on the expanded portion of the band."

The NAB further urged that the existing Advisory Committee on Radio Broadcasting provide recommendations and guidance on the matters contained in the FCC notice.

In addition, NAB said that if the commission should determine that there is a true need for travelers information service, "then an appropriate reservation should be made for domestic use with, if necessary, provi-

sion for international clearance."

The National Radio Broadcasters Association urged the FCC to concentrate, at this stage of the game, on allocations questions, not technical issues. "It is expected that, in order to stimulate service in the extended band, the receivers to be used to cover the extended spectrum will not differ materially from those in use to cover the current broadcast band," the NRBA said. "Therefore, the technical standards to be applied to the expanded band should, for the most part, be similar to the technical standards applied to the current band. Consequently, the commission does not need to dwell upon these matters."

On the topic of allocations, however, the NRBA urged the FCC to give attention to the resolution of incompatibilities in the 535-1605 khz band. "The 'incompatible' assignments are those assignments which (1) cannot be utilized because stations operating thereon would cause or receive unacceptable interference or (2) are being utilized by stations which are suffering severe interference problems. A large number of existing stations in the United States fall within the latter category," NRBA said. "To resolve this problem, the commission should consider reserving the spectrum from 1605-1705 khz for the reallocation of as many of these incompatible assignments as possible," said NRBA.

The Corporation for Public Broadcasting urged the FCC to include in its plans a commitment to provide for public radio service. "Reservation of a portion of these new AM channels will be necessary to insure their equitable and effective use for noncommercial educational purposes," CPB said. "CPB therefore urges the commission to include in its plans for use of the new AM channels the eventual reservation of channels in specified locations for Class III stations up to 5 kw with protected contours, based on unlimited-time operation, using omnidirectional antennas, to provide noncommercial educational broadcast service," CPB said.

"Reservation of channels is essential to the development of such Class III public radio stations. Reservation insures not only that a channel is available for public radio service, but that the public radio station may be built with an omnidirectional antenna, even after the construction of other stations on the same or adjacent channels. Use of omnidirectional antennas would be necessary for public radio stations because of the prohibitive expense of constructing and maintaining Class III stations with directional antennas."

The National Black Media Coalition urged the FCC to insure the greatest possible benefit to black consumers and the nation. "Historically, blacks and other minorities

have had to purchase stations others obtained free in order to enter the broadcasting industry," NBMC said. "This proceeding represents a rare opportunity for minorities to obtain stations the same way they were obtained by nonminorities."

The consulting engineering firm of du Treil-Rackley recommended that a new class of station be established to operate with extended daytime hours on the 1605-1705 khz frequencies, along with one or more Class I-B stations. It envisioned that this new class of station would operate year-round from 6 a.m. until 7 p.m. During daytime hours, the stations would operate with a maximum power of 5 kw; during nondaytime hours, power would be limited to 1 kw. "This proposed operation would mimic the operation of existing Class IV stations, except that the sign-on and sign-off times would be uniform throughout the year and the power would be slightly higher to compensate for propagation characteristics of the relatively high frequencies," the firm said.

The firm also said that one or more Class I-B stations, with maximum power of 50 kw day and night, should be permitted on each of the new frequencies. The nighttime skywave service areas of the Class I-B stations would be protected from interference to the same extent they are under current rules. "During daytime hours, Class I-B stations would be provided protection from interference as are Class II stations under the present rules," the firm said.

"The primary reason for the suggested use of the new frequencies during nighttime hours by I-B stations is spectrum efficiency," the firm said. "For example, if the new frequencies were treated as the existing Class IV channels, we can assume that somewhat less than 400 stations could be established, each with a nighttime interference-free service radius of approximately four miles. The estimated 50 square miles of coverage by each station would, in total, cover an area of about 20,000 square miles."

"On the other hand, a single Class I-B station operating with 50 kw and directional antenna is estimated to provide skywave service to over 800,000 square miles. This additional skywave signal could provide service to large areas which are unserved or underserved. The [new class of station it recommends] would terminate operation in the evening at the point where their audience is insignificant due to various other audience interests, such as television, sporting events, etc."

Also last week, Robert Powers, FCC chief scientist, denied a petition by the Association of Federal Communications Consulting Engineers seeking an extension of the comments deadline. Reply comments are due July 20. □

Meetings begin to plan for Space WARC

Former FCC chairman Burch named to head U.S. delegation to international meeting on space services, next year in Geneva

The State Department last week formally announced the appointment of Dean Burch, a former FCC chairman now practicing law in Washington, as chairman of the U.S. delegation to the first session of the so-called Space WARC, to be held in Geneva next year ("Closed Circuit," April 23). This week Burch is in Geneva, meeting with some of the members of the foreign delegations who will also be attending the World Administrative Radio Conference to plan the space services utilizing the geostationary orbit.

Burch and Leonard Marks, who headed the U.S. delegation to the first session of the



Burch

High Frequency (shortwave) WARC earlier this year, traveled to Geneva with Ambassador Diana Lady Dougan, the State Department's coordinator for international communication and information policy. They are taking advantage of the fact a meeting preparing for the Space WARC is under way in Geneva to take care of related matters.

Dougan said Burch will be introduced to members of the foreign delegations, with many of whom he will be dealing at the first session of the WARC, known as ORB-85, that will run from Aug. 8 to Sept. 14, 1985. The conference is designed to develop the international agreements under which nations would obtain recognition and protection of communications satellites. The agreements that are approved will be implemented by the second session of the conference, to be held in October 1988.

Dougan said Marks will meet with members of western delegations on work being done between sessions of the HF conference; the second session will be held in 1986. Dougan said many of those attending the CPM (conference preparatory meeting) are also involved in their countries in work on the HF conference.

In another matter last week, Dougan shrugged off the comments in a draft report by the General Accounting Office that had criticized some aspects of U.S. participation

in the Regional Administrative Radio Conference on direct broadcast satellites, last summer, in Geneva, as well as some of the preparations, even while saying the U.S. generally met its objectives at the conference (BROADCASTING, July 2). Among other things, the report criticized the work of the home team Dougan had developed to back up the delegation in Geneva.

Dougan noted that the report was still in "draft" form and contains some "factual errors" she said would be corrected in the final version. She said the draft, for instance, "mischaracterized" the home team as deal-

ing with technical matters. It didn't, she said. She also said the criticism of lack of staff in her office—staffers numbered five—has been "superceded by events." The staff has been increased to 11, plus personnel borrowed from other agencies to work on upcoming conferences, and Congress has authorized 11 additional positions.

She also indicated she thinks the criticisms of the report have been overtaken by another event—the HF WARC. She noted that the conference was the first in which the office had an opportunity fully to coordinate U.S. participation. □

Washington Watch

Platform revisions. Democratic party platform, in final form, includes minor changes in section on telecommunications and broadcast media submitted by House Telecommunications Chairman Tim Wirth (D-Colo.) (BROADCASTING, June 18). Platform drew attention of broadcasting industry because it advocated children's television program quotas, provision still appearing in adopted document. According to final draft that is condensed version of Wirth's policy statement, "social and cultural principles must be as much a part of communications policy as a commitment to efficiency, innovation and competition." Plank still stresses three principles in setting telecommunications policy, diversity, access and opportunity. Moreover, platform contains statement on public broadcasting that emphasizes party's commitment to survival of public radio and television. "We oppose the efforts of the Reagan administration to enact Draconian cuts which would totally undermine the viability of this nation's excellent public broadcasting system, a broadcasting system which has given the country *Sesame Street*, *3-2-1 Contact* and other superb children's as well as cultural and public affairs programming." □

Cellular plan. Representatives Mickey Leland (D-Tex.) and Cardiss Collins (D-Ill.) have introduced H.R. 5957 which would require FCC to award minority preferences to cellular applicants. □

Funding. Senate adopted fiscal 1985 appropriations package that would increase funds for National Telecommunications and Information Administration by \$150,000 for study of regulations governing AM radio. Request for funds came from Senate Commerce Committee which has authorized study in light of FCC decision on daytime broadcasting. Appropriations bill also included \$94.1 million for FCC, \$64.3 million for Federal Trade Commission and \$13.9 million for NTIA and \$30 million for NTIA's public telecommunications facilities program. □

Opposed. National Association of Broadcasters has opposed motion by Black Citizens for Fair Media seeking stay of FCC's repeal of regional concentration rule. In filing at FCC, NAB said BCFM, which also has petitioned FCC to reconsider decision, had not made necessary showing. □

Stereo fight. National Association of Broadcasters has asked FCC to dismiss petitions by Blonder-Tongue Laboratories and Telease Inc. seeking reconsideration of FCC order authorizing TV stereo and protecting standard industry recommended—Zenith/dbx system. According to NAB, those companies are concerned that FCC's decision could affect their subscription television systems. But association said companies' concerns already have been considered and rejected. Blonder-Tongue's allegations that proceedings of Electronic Industries Association subcommittee that recommended protected TV stereo standard were undemocratic and raised material questions under antitrust laws are "completely without merit," NAB said. □

Another look. FCC Review Board has directed Administrative Law Judge Joseph Gonzalez to give further consideration to comparative contest between Cascade Video of Oregon and Portland Television Associates for new TV station on channel 40 in Portland, Ore. In initial decision, Gonzalez granted application of Cascade, declining to explore some allegations against Portland Television on grounds that he was granting Cascade's application anyway (BROADCASTING, Jan. 16). Review Board, however, directed Gonzalez to determine whether Portland Television had misrepresented facts or lacked candor about its integration proposal. Review Board noted that its "preliminary analysis" otherwise indicated that Portland Television might be comparatively superior. □

Renewed. FCC has renewed licenses of WYEN-FM Des Plaines, Ill., and WTMJ(AM) and WTKI-FM, both Milwaukee, despite objections by National Black Media Coalition. NBMC had petitioned to deny, alleging that stations had not complied with FCC's equal employment opportunity requirements.

Stock Index

Closing Tues July 3 Closing Wed June 27 Net Change Percent change P/E Ratio (000,000) Market Capitalization

BROADCASTING

N ABC	63 3/8	64 3/4	- 1 3/8	- 2.12	12	1,859
N Capital Cities	161 5/8	162	- 3/8	- 0.23	19	2,167
N CBS	77 3/8	76 3/8	1	1.31	12	2,296
N Cox	53 1/8	52	1 1/8	2.16	19	1,504
A Gross Telecast	72 1/4	72 1/4			16	58
O Gulf Broadcasting	8 1/4	8 1/4			206	363
O LIN	21 1/4	22	- 3/4	- 3.41	20	445
O Malrite Commun	10 1/4	9 1/2	3/4	7.89	9	87
O Orion Broadcast	0 1/16	1/16				827
O Price Commun.	6 3/8	6 3/8				21
O Scripps-Howard	25 3/4	25 3/4			15	266
N Storer	39	38 3/4	1/4	0.65	23	639
O SunGroup Inc.	6 3/8	6 3/4	- 3/8	- 5.56	3	4
N Taft	65	64 1/2	1/2	0.78	16	591
O United Television	17	15 7/8	1 1/8	7.09	24	189

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	18 3/8	18 3/8			17	111
A Affiliated Pubs	44	43 1/2	1/2	1.15	17	357
N American Family	17 3/4	17 7/8	- 1/8	- 0.70	10	291
O Assoc. Commun.	11 3/8	11 3/8				54
N A.H. Belo	47 3/8	47 1/8	1/4	0.53	15	540
N John Blair	36 1/4	35 1/8	1 1/8	3.20	15	286
N Chris-Craft	30	29	1	3.45	35	190
N Cowles	41 7/8	41 5/8	1/4	0.60	40	166
N Gannett Co.	41 3/8	42 7/8	- 1 1/2	- 3.50	17	3,311
N General Tire	36 7/8	36 1/8	3/4	2.08	13	792
O Gray Commun.	61 1/2	61	1/2	0.82	13	31
N Harte-Hanks	30 1/2	29 3/4	3/4	2.52	18	669
N Insilco Corp.	15 1/4	15 3/4	- 1/2	- 3.17	8	258
N Jefferson-Pilot	29 3/8	43 3/8	- 14	- 32.2	7	624
O Josephson Intl.	9 1/2	10	- 1/2	- 5.00	7	47
N Knight-Ridder	27 5/8	29	- 1 3/8	- 4.74	15	1,806
N Lee Enterprises	23 3/8	23 1/8	1/4	1.08	14	314
N Liberty	24 3/4	24 1/4	1/2	2.06	14	248
N McGraw-Hill	42 1/4	43 3/4	- 1 1/2	- 3.43	17	2,117
A Media General	53 3/4	52 1/4	1 1/2	2.87	10	374
N Meredith	42 3/4	44 3/8	- 1 5/8	- 3.66	12	402
O Multimedia	38	38 3/4	- 3/4	- 1.94	18	632
A New York Times	30 7/8	31 3/8	- 1/2	- 1.59	7	1,205
O Park Commun.	24 1/2	23	1 1/2	6.52	20	225
A Post Corp.	63 7/8	63 3/4	1/8	0.20	23	117
N Rollins	14	19 1/4	- 5 1/4	- 27.27	17	363
N Schering-Plough	38 7/8	37 1/4	1 5/8	4.36	11	1,963
T Selkirk	15	15			33	122
O Stauffer Commun.	52	53	- 1	- 1.89	13	52
A Tech Operations	35	34 1/2	1/2	1.45	15	32
N Times Mirror	36 7/8	38 7/8	- 2	- 5.14	14	5,065
N Tribune	24 7/8	25 1/4	- 3/8	- 1.49	12	1,019
O Turner Bcstg.	24 1/2	24	1/2	2.08	70	499
A Washington Post	77 3/4	78	- 1/4	- 0.32	18	1,102

SERVICE

O BBDO Inc.	40 1/2	41	- 1/2	- 1.22	14	260
O Compact Video	4 3/4	4 3/8	3/8	8.57	22	19
N Comsat	23 1/8	24 1/4	- 1 1/8	- 4.64	8	416
O Doyle Dane B.	19 3/4	19	3/4	3.95	16	120
N Foote Cone & B.	53	50	3	6.00	14	154
O Grey Advertising	118	115	3	2.61	9	700
N Interpublic Group	33 1/4	32	1 1/4	3.91	7	355
N JWT Group	36 3/4	36 1/4	1/2	1.38	13	218
A Movielab	5 3/4	6 7/8	- 1 1/8	- 16.36	5	9
O A.C. Nielsen	50 1/4	49 3/4	1/2	1.01	23	1,133
O Ogilvy & Mather	28 1/2	28 3/4	- 1/4	- 0.87	8	128
O Sat. Syn. Syst.	9	8 1/2	1/2	5.88	19	51
O Telemation	5 3/4	5 3/4			6	7
O TPC Commun.	5/8	5/8				1
A Unitel Video	6 3/4	7	- 1/4	- 3.57	10	15
N Western Union	22 7/8	22 3/4	1/8	0.55	10	56

Closing Tues July 3 Closing Wed June 27 Net Change Percent change P/E Ratio (000,000) Market Capitalization

PROGRAMMING

O Barris Indus	4 5/8	4 1/2	1/8	2.78	24	26
N Coca-Cola	57 1/4	57 3/4	- 1/2	- 0.87	14	7,794
N Disney	46 1/4	46 7/8	- 5/8	- 1.33	17	1,599
N Dow Jones & Co.	44 3/8	44 1/4	1/8	0.28	25	2,844
O Four Star	6	6			6	5
N Gulf + Western	28 5/8	28 5/8			8	2,214
O Robert Halmi	1 1/4	1 3/8	- 1/8	- 9.09	25	21
A Lorimar	26 7/8	26 5/8	1/4	0.94	15	137
N MCA	42 7/8	42 1/2	3/8	0.88	14	2,066
N MGM/UA	13 3/4	14 1/8	- 3/8	- 2.65	24	683
N Orion	11 3/8	10 7/8	1/2	4.60	13	106
O Reeves Commun.	7 1/8	7 1/2	- 3/8	- 5.00	11	88
O Telepictures	13 3/4	13 7/8	- 1/8	- 0.90	23	90
O Video Corp.	13 3/4	13 5/8	1/8	0.92	25	23
N Warner	22 1/8	21 3/4	3/8	1.72	3	1,447
A Wrather	14	14 1/8	- 1/8	- 0.88	15	31

CABLE

A Acton Corp.	6 1/2	6 1/4	1/4	4.00	22	36
O AEL	27 1/4	27 1/2	- 1/4	- 0.91	20	56
O AM Cable TV	2 3/4	3	- 1/4	- 8.33	14	10
N American Express	28 5/8	28	5/8	2.23	11	6,093
N Anixter Brothers	16 1/8	16 5/8	- 1/2	- 3.01	22	293
O Burnup & Sims	6 1/8	6 3/8	- 1/4	- 3.92	7	55
O Cardiff Commun.	3/4	3/4			75	3
O Clear Channel	12	12				12
O Comcast	24	22 1/2	1 1/2	6.67	23	197
N Gen. Instrument	20 7/8	22 1/4	- 1 3/8	- 6.18	15	657
N Heritage Commun.	16 1/4	15 3/4	1/2	3.17	33	120
T Maclean Hunter X	18 3/8	17 7/8	1/2	2.80	26	677
A Pico Products	7 3/8	7 3/4	- 3/8	- 4.84	24	21
O Rogers Cable	6 3/8	6 1/2	- 1/8	- 1.92	8	141
O TCA Cable TV	11 1/2	11 1/2			23	77
O Tele-Commun.	18 5/8	19 3/8	- 3/4	- 3.87	19	802
N Time Inc.	40 1/8	40 1/2	- 3/8	- 0.93	15	2,356
N United Cable TV	24 3/8	23 5/8	3/4	3.17	16	268
N Viacom	28 1/2	28 3/8	1/8	0.44	17	365

ELECTRONICS/MANUFACTURING

N Arvin Industries	22 1/2	22 3/8	1/8	0.56	9	169
O C-Cor Electronics	8 3/4	8 3/4			8	31
O Cable TV Indus.	4 1/8	4	1/8	3.13	21	12
A Cetec	8	7 7/8	1/8	1.59	15	18
O Chyron	17	17			24	104
A Cohu	8	8 1/8	- 1/8	- 1.54	18	14
N Conrac	11 5/8	11 1/2	1/8	1.09	10	71
N Eastman Kodak	69 7/8	69 3/8	1/2	0.72	17	11,569
O Elec Mis & Comm.	9 3/4	10 1/2	- 3/4	- 7.14	30	28
N General Electric	52 5/8	53 3/8	- 3/4	- 1.41	12	23,903
O Geotel-Telemet	1 3/8	1 3/8			20	4
N Harris Corp.	25 1/8	26 1/4	- 1 1/8	- 4.29	14	992
N M/A Com. Inc.	18 1/2	18 3/4	- 1/4	- 1.33	62	797
O Microdyne	8 3/8	8 1/4	1/8	1.52	27	39
N 3M	76 1/4	77 3/8	- 1 1/8	- 1.45	13	8,949
N Motorola	33	32	1	3.13	5	1,296
N N.A. Philips	31 5/8	31 1/2	1/8	0.40	5	454
N Oak Industries	3 3/4	3 5/8	1/8	3.45	1	61
A Orrox Corp.	2 1/2	2 5/8	- 1/8	- 4.76	3	6
N RCA	31 1/4	32 1/4	- 1	- 3.10	15	2,553
N Rockwell Intl.	28 1/4	27 3/4	1/2	1.80	11	4,364
N Sci-Atlanta	8 3/4	8 7/8	- 1/8	- 1.41	16	209
N Signal Co.s	26 3/8	26 5/8	- 1/4	- 0.94	26	231
N Sony Corp.	14 7/8	15 3/8	- 1/2	- 3.25	27	3,434
N Tektronix	56	55 1/2	1/2	0.90	22	1,073
A Texscan	11 3/8	11 5/8	- 1/4	- 2.15	13	72
N Varian Assoc.	38 3/8	40 1/8	- 1 3/4	- 4.36	19	822
N Westinghouse	22	21 3/4	1/4	1.15	8	3,851
N Zenith	24 1/8	24 3/8	- 1/4	- 1.03	10	528

Standard & Poor's 400

175.19 172.72 2.47 1.43

T-Toronto, A-American, N-N.Y. and O-OTC. Bid Prices and Common A Stock used unless otherwise noted. "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 & Pooors or as obtained by Broadcasting's own research. Footnotes: * 3-for-2 split on June 29.



TELECASTINGS



Quarterly gains

CBS won the daytime ratings in the second quarter, although NBC showed the greatest improvement in period-to-period comparisons. According to Nielsen's national ratings for the second quarter (March 19-June 17), CBS ended the quarter with an average 6.9/25 (up 6% over 6.5/25 during the second quarter of 1983), and ABC averaged 6/21, down 15% from the previous year's 7.1/26 average. NBC, although still in third place, averaged 5.1/19, an increase of 16% over the 4.3/17 average in the comparable 1983 period.

'Flash' back

National Lampoon Inc. has moved back the release date for its syndicated late-night television strip, *Hot Flashes*, to "some time" in 1985. The show was originally scheduled to go into first-run distribution in the fall of 1984, and 65 stations participated in a one-week test last month. Five barter test shows were co-produced by National Lampoon with Golden West Television and Tribune Broadcasting. National Lampoon said more time was needed to refine the production.

In the marketplace

Mutual Insurance Co. will underwrite a one-hour Statue of Liberty special, a co-production of noncommercial WNET(TV) New York and Florentine Films, in association with American Heritage. The special, which will air in October 1985 over PBS, will trace the history of the statue, from its design by sculptor Auguste Bartholdi to its arrival in the U.S. ■ *The Joy of Gardening*, distributed by Troy, N.Y.-based Garden Marketing Associates, has cleared 79 stations representing 47% coverage for next fall. Thirteen new half-hour episodes will be produced, adding to 26 produced over the last two seasons. Last year, 70 stations carried *Joy of Gardening*, mostly in daytime periods on week-ends. ■ D.L. Taffner Ltd. has become exclusive distributor of HTV International Product for Australia, New Zealand, Southeast Asia and Japan. HTV, part of the United Kingdom's ITV system, produces over 20 hours of programming each week. ■ Tribune Entertainment is making available for airing in the fourth quarter a 90-minute feature, *Smurfs and The Magic Flute*. The special is being sold on cash-plus-barter basis. It is not part of the NBC-TV Saturday morning series. ■ Dancer Fitzgerald Sample has cleared 21 markets for *Campaign Buttons*, a series of program inserts produced by the Corporation for Entertainment and Learning that give historical campaign snippets from previous election years. Toyota Motor Sales has an adjacency. ■ Lexington Broadcast Services and Chelsea Communications

have banded together to produce a pilot with the working title, *The Making Of...* One-hour magazine format special will feature behind-the-scenes glimpses of the making of the year's most popular movies, records, music videos, commercials and concerts. LBS said it expects to clear over 100 stations for the special, which is a possible pilot for a weekly syndicated series in 1985. ■

Future film

ABC is developing another made-for-TV movie with an apocalyptic theme. The production, *Topeka, Kansas... U.S.S.R.*, is set in 1994 and envisions a Soviet takeover of the United States. ABC is predicting that the program could air in the 1985-86 prime time season. According to ABC Motion Pictures President Brandon Stoddard, the program will "examine what happens to American freedom when another country has control of the United States." It is in the development stage and will not be ready for broadcast this season, the network said. Added Stoddard, "We hope that the film will not be political and that it will not take a point of view or spark attitudes that will please or upset any sides." The title of the broadcast may be changed. Stoddard also noted that ABC will have fewer hours of mini-series than both CBS and NBC in the coming season, although the individual productions may be longer than the four-hour programs usually scheduled in the past. Mini-series slated for broadcast during the 1984-85 prime time season are *The Kennedys of Massachusetts*, *Texas, A Death in California*, *North and South* and *Hollywood Wives*.

Computer talk

Mark J. Estren, former executive producer of *The Nightly Business Report*, on WBPT(TV) Miami, is now vice president of programming and production for Squarecom Inc., a television production company that opened its offices in New York last week. The company, funded by J.H. Whitney & Co., a New York-based venture capital firm, has plans for a syndicated series for midseason and has a commitment in hand for a series on the USA Network beginning next October. Both series will be about personal computers (PC's) and the "electronic life style." Estren, who will be staffing the company dur-

ing the next month, has already hired Harriet Meth, formerly assistant director for broadcasting at WCB-TV New York, as senior producer for both projects. Estren said, "I think computers are entertaining and I want to do programming about them that's entertaining." He characterized current shows on the subject as "relatively dull instructional programming," which he said scares people away. In addition to the series, future projects might include the production of short vignettes about PC's to be aired on local news programs. President of Squarecom is Janet Norman, formerly an executive with Singer Co. and International Paper Co.

Money for ads

According to the Public Broadcasting Service's new president, Bruce Christensen, "The simple answer to why people aren't watching [public television] is because they don't know about the programs." Christensen made his remarks to PBS public information directors at a conference in Las Vegas. In line with that thinking, the Corporation for Public Broadcasting's board of directors has passed a resolution to give \$700,000 to the public television Tune-In Advertising Project, \$200,000 for the same in public radio and \$60,000 for a research project on potential public broadcasting audiences.

Commemorative cooperation

Four hundred years ago the first Englishmen arrived in the New World. To commemorate that event, WRAL-TV Raleigh, N.C., and the Center for Public Television, a North Carolina noncommercial network, will broadcast *On the Shores of Roanoke Island* on Friday, July 13. The program, airing live from Manteo, N.C., will show television viewers in North Carolina and Southwest England, a celebration featuring Princess Anne of Great Britain, the British ambassador, North Carolina Governor James B. Hunt and the U.S. Marine Corps band, among others.

The program will be broadcast by Television Southwest, the only local television station in Southwest England. The event involves an international exchange of reporters between WRAL-TV and TSW. The U.S. Postal System will issue a commemorative stamp. And in addition to the WRAL-TV-CPT broadcast, *PM Magazine* will record a segment at Manteo Friday at 7:30 p.m.

Center sold. ABC Inc. has sold its ABC Entertainment Center in Los Angeles to Pacific Financial Group, a Beverly Hills, Calif.-based real estate investment company. No price was given for the office complex, theaters and restaurants but reliable sources place it between \$40 million and \$50 million. The transaction was a sale-leaseback, meaning that the company's West Coast headquarters will remain at Entertainment Center and that, for accounting purposes, proceeds of the sale will be divided over the life of the lease. ABC also announced it had increased its line of credit with a consortium of banks from \$150 million to \$300 million. The funds can be used for general corporate purposes, including the \$202-million acquisition of ESPN from Texaco Inc. ("Cablecastings," June 25).

Market-by-market sweeps: It's ABC, NBC and CBS

Surprise in data is NBC edging CBS out for second place

The May 1984 prime time market-by-market Arbitron analysis confirms what the national ratings showed all along: ABC won the May sweeps, the only network to post a gain over the same period a year ago. The surprise comes in Arbitron analysis supplied by both ABC and CBS, which shows NBC, not CBS, as the second-ranked network in total households during May. CBS, according to both ABC and CBS analysis, came in third. And, reported ABC researchers, ABC was the only network to gain in total adults, 18-49, during the May sweeps, while both CBS and NBC declined.

NBC said that it placed second to ABC in both women, 18-49, and men, 18-49. According to NBC researchers, NBC in prime time drew an average of 5,870,000 for women, 18-49, which was down 7% over last year. But CBS, NBC said, was down 12% in women, 18-49, drawing an average 4,980,000. ABC was still the leader, however, attracting 6,421,000 women, 18-49 (up 6%), NBC said. As for men, 18-49, NBC reported it was down 5% from May 1983 by recording 5,062,000 viewers in that category, compared to CBS, down 14% with 3,849,000. Again, NBC figures showed, ABC came in first with women, 18-49, averaging 5,102,000 viewers (up 2%).

Some caveats: Neither of the networks disputes the order in which they were ranked during the May sweeps. They only disagree on the margin of victory, principally due to slightly different computation methods. The results are based on Arbitron-supplied ratings from 147 markets in which each of the networks has a full affiliate. (Last year there were 145 Arbitron-defined markets because Harrisburg-Lancaster-York, Pa., was treated as one three-station market.) The ratings analysis is based on only those cleared prime time periods when all three networks were programing directly against one another; lo-

cal programing run on the affiliates in prime time is factored out.

However, ABC's computations included programs that extended past prime time (11 p.m. EST) or were delayed locally and shown in other dayparts. CBS, on the other hand, does not include either runovers or delayed broadcasts in its computations.

Some highlights of the May sweeps, according to CBS, included:

■ A virtual tie between CBS and NBC, with NBC drawing 11,137,000 households per quarter hour compared to 11,074,000 for CBS. Both, however, were about 14% below ABC's 12,943,000 households per quarter hour.

■ Compared to May 1983, the ABC audience rose 5.9%, from 12,221,000 households per quarter hour to 12,943,000. However, CBS's per-quarter-hour household audience dropped 11.5%, from 12,506,000 in 1983 to 11,074,000 in May 1984, and NBC's slipped 9.8%, from 12,343,000 to 11,137,000.

■ Combined network viewership fell 5.2% in May-to-May comparisons, from 37,070,000 to 35,154,000. However, since the total U.S. household population has increased 0.6% (83,642,600 to 83,971,800 from 1982-83 to 1983-84), the combined network decline is actually a 5.4% loss.

The ABC analysis came in lower than the CBS analysis—both in measuring itself and the competition. According to ABC:

■ The CBS-NBC margin was wider—NBC came out 555,000 households ahead (CBS estimated 63,000 ahead), with NBC drawing 11,809,000 households per quarter hour compared to 11,254,000 for CBS. ABC, estimated its own researchers, carried 13,087,000 per quarter hour. However, based on ABC's numbers, CBS lagged 14% behind ABC while NBC fell only 10% short in quarter-hour viewing.

■ Compared to May 1983, ABC estimated its audience rose 5.1%, from 12,452,000 households per quarter hour to 13,087,000.

However, CBS's per-quarter-hour household audience dropped 9.9%, from 12,494,000 in May 1983 to 11,254,000 in May 1984, and CBS dropped 7.9%, from 12,823,000 to 11,809,000.

■ ABC also didn't see the combined network viewership loss as great as did CBS. CBS recorded a 4.3% erosion, from 37,769,000 to 36,150,000 in May-to-May comparisons.

During prime time in May, CBS concurred with ABC that the latter had the overwhelming number of affiliates in first place—more than CBS's and NBC's first place showings combined, in fact. According to CBS, ABC led 81 markets, while CBS followed in 37 and NBC in 29. ABC said that ABC came in first in 82 markets, CBS was top in 38 and NBC in 31. (ABC's first-place markets add to 151 compared to 147 for CBS because of ties.)

This is the reverse of last year when, according to CBS, CBS was ranked first in 60.5 markets, compared to 42.5 for NBC and 42 for ABC. (CBS uses a split-point system for ties.) Last year, ABC reported it was first in 43 markets, compared to 59 for CBS and 44 for NBC.

CBS also noted that in the May 1984 sweeps, based on seven-day averages from 9 a.m. to midnight, CBS led in 71 markets, compared to 42.5 for ABC and 33.5 for NBC—or in nearly 50% of the markets.

The following chart was developed by BROADCASTING from compilations of Arbitron market-by-market reports supplied by CBS. Household numbers are in thousands (000) per average quarter hour (8-11 p.m., Monday-Saturday; 7-11 p.m., Sunday). Boldface numbers indicate a market winner. A dash (—) indicates no primary affiliate in the market. An asterisk shows a new station in the market or an affiliation change between May 1983 and May 1984 sweeps. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and St. Thomas, V.I.

ADI (rank)	1984 households (000)			ADI (rank)	1984 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	14	14	20	Baltimore (21)	174	119	141
Albany, Ga. (150)	7	—	52	Bangor, Me. (156)	20	20	17
Albany-Schenectady-Troy, N.Y. (51)	74	72	63	Baton Rouge (91)	66	50	32
Albuquerque, N.M. (62)	60	37	50	Beaumont-Port Arthur, Tex. (120)	36	37	31
Alexandria, La. (163)	—	—	33	Bend, Ore. (203)	—	5	—
Alexandria, Minn. (178)	—	30	—	Billings-Hardin, Mont. (169)	15	13	5
Alpena, Mich. (208)	—	7	—	Biloxi-Gulfport-Pascagoula, Miss. (179)	36	—	—
Amarillo, Tex. (115)	33	22	25	Binghamton, N.Y. (134)	11	36	16
Anniston, Ala. (192)	—	11	—	Birmingham, Ala. (48)	119	35	91
Ardmore-Ada, Okla. (172)	12	24	—	Bluefield-Beckley-Oak Hill, W.Va. (131)	25	—	22
Atlanta (16)	171	143	129	Boise, Idaho (137)	26	18	24
Augusta, Ga. (103)	48	36	26	Boston (6)	291	248	304
Austin, Tex. (82)	37	40	27	Bowling Green, Ky. (187)	23	—	—
Bakersfield, Calif. (147)	26	18	16	Bristol, Va.-Kingsport, Johnson City, Tenn. (87)	26	44	68

ADI (rank)	1984 households (000)			ADI (rank)	1984 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Buffalo, N.Y. (33)	107	88	78	Laurel-Hattiesburg, Miss. (164)	—	—	29
Burlington-Plattsburgh, Vt. (93)	15	40	31	Lexington, Ky. (77)	48	49	38
Casper-Riverton, Wyo. (180)	16	6	3	Lima, Ohio (193)	—	—	11
Cedar Rapids-Waterloo, Iowa (76)	51	42	39	Lincoln-Hastings-Kearney, Neb. (89)	27	39	12
Charleston, S.C. (111)	34	36	33	Little Rock, Ark. (53)	74	64	68
Charleston-Huntington, W.Va. (43)	75	68	105	Los Angeles (2)	619	443	538
Charlotte, N.C. (32)	106	99	46	Louisville, Ky. (44)	61	77	76
Chattanooga (79)	52	36	45	Lubbock, Tex. (131)	20	21	17
Cheyenne, Wyo. (189)	—	14	—	Macon, Ga. (140)	17	32	15
Chicago (3)	472	348	413	Madison, Wis. (106)	29	38	30
Chico-Redding, Calif. (138)	30	18	—	Mankato, Minn. (197)	—	10	—
Cincinnati (28)	112	98	101	Marquette, Mich. (184)	—	18	—
Clarksburg-Weston, W.Va. (162)	—	21	18	McAllen-Brownsville, Tex. (120)	35	24	19
Cleveland (11)	264	203	220	Medford, Ore. * (152)	10	15	25
Colorado Springs-Pueblo (105)	45	28	26	Memphis (38)	72	95	90
Columbia, S.C. (90)	33	26	68	Meridian, Miss. (171)	23	8	4
Columbia-Jefferson City, Mo. (141)	26	25	18	Miami (13)	190	156	165
Columbus, Ga. (113)	43	41	16	Milwaukee (29)	120	91	104
Columbus, Ohio (35)	114	112	94	Minneapolis-St. Paul (14)	159	136	111
Columbus-Tupelo, Miss. (136) *	9	21	48	Minot-Bismarck-Dickinson, N.D. (142)	—	20	26
Corpus Christi, Tex. (125)	32	23	23	Missoula-Butte, Mont. (153)	27	—	21
Dallas-Fort Worth (9)	230	193	163	Mobile, Ala.-Pensacola, Fla. (61)	56	66	56
Davenport, Iowa-Rock Island-Moline, Ill. (75)	49	43	53	Monroe, La.-El Dorado, Ark. (114)	9	51	20
Dayton, Ohio (49)	75	85	63	Montgomery, Ala. (119)	20	21	57
Denver (19)	136	104	136	Nashville, Tenn. (31)	81	110	107
Des Moines (67)	44	52	52	New Orleans (34)	91	96	94
Detroit (7)	314	220	290	New York (1)	988	723	908
Dothan, Ala. (160)	9	34	—	Norfolk-Portsmouth, Va. (47)	75	69	74
Duluth, Minn.-Superior, Wis. (114)	31	28	23	North Platte, Neb. (207)	—	—	7
El Centro, Calif.-Yuma, Calif. (177)	5	—	5	Odessa-Midland, Tex. (144)	24	21	18
El Paso, Tex. (103)	32	27	35	Oklahoma City (40)	73	68	72
Elmira, N.Y. (165)	12	—	12	Omaha (71)	61	52	45
Erie, Pa. (146)	24	18	33	Orlando-Daytona Beach, Fla. (30)	115	89	101
Eugene, Ore. (126)	36	29	12	Ottumwa, Iowa-Kirkville, Mo. (204)	18	—	—
Eureka, Calif. (181)	9	7	—	Paducah, Ky.-Cape Girardeau, Mo. (72)	34	60	52
Evansville, Ind. (88)	53	35	33	Palm Springs, Calif. (186)	8	—	5
Fargo, N.D. (101) *	30	27	27	Panama City, Fla. (175)	18	—	20
Flint-Saginaw-Bay City, Mich. (56)	91	39	79	Parkersburg, W.Va. (194)	—	—	7
Florence, S.C. (149)	25	50	—	Peoria, Ill. (100)	39	32	34
Fort Myers-Naples, Fla. (112)	22	32	23	Philadelphia (4)	493	330	360
Fort Smith, Ark. (148)	18	26	14	Phoenix-Flagstaff (25)	101	103	98
Fort Wayne, Ind. (95)	44	31	35	Pittsburgh (12)	268	198	143
Fresno, Calif. (65)	53	46	43	Portland, Ore. (23)	124	96	98
Gainesville, Fla. (170)	18	—	—	Portland-Poland Spring, Me. (78)	55	39	38
Glendive, Mont. (209)	—	1	—	Presque Isle, Me. (200)	—	7	—
Grand Junction, Colo. (185)	6	13	—	Providence, R.I.-New Bedford, Mass. (41)	97	67	98
Grand Rapids-Kalamazoo, Mich. (38)	95	65	74	Quincy, Ill.-Hannibal, Mo. (152)	—	25	25
Great Falls, Mont. (176)	12	11	—	Raleigh-Durham, N.C. (37)	107	82	32
Green Bay, Wis. (69) *	58	46	54	Rapid City, S.D. (161)	11	—	23
Greensboro-Winston Salem-High Point, N.C. (50)	76	81	69	Reno (124)	27	15	18
Greenville-New Bern, N.C. (98)	36	48	53	Richmond, Va. (57)	66	66	58
Greenville-Asheville-Spartanburg, S.C. (36)	72	84	97	Roanoke-Lynchburg, Va. (68)	44	60	52
Greenwood-Greenville, Miss. (174)	23	9	—	Rochester, Minn.-Mason City, Iowa (139)	21	18	22
Harrisburg-Lancaster-Lebanon-York, Pa. (46)	57	65	90	Rochester, N.Y. (70)	54	47	44
Harrisonburg, Va. (196)	17	—	—	Rockford, Ill. (109)	33	26	26
Hartford-New Haven, Conn. (22)	123	144	65	Roswell, N.M. (188) *	3	11	—
Helena, Mont. (205)	—	—	4	Sacramento-Stockton, Calif. (20)	141	108	127
Houston (10)	196	150	160	St. Joseph, Mo. (190)	15	—	—
Huntsville-Decatur-Florence, Ala. (92)	42	41	37	St. Louis (18)	156	141	163
Idaho Falls-Pocatello (157)	10	14	15	Salinas-Monterey-San Jose, Calif. (108)	51	17	22
Indianapolis (24)	127	104	106	Salisbury, Md. (166)	12	17	—
Jackson, Miss. (84)	30	43	54	Salt Lake City (42)	79	72	73
Jackson, Tenn. (183)	27	—	—	San Angelo, Tex. (195)	—	9	—
Jacksonville, Fla. (64)	49	69	38	San Antonio, Tex. (45)	91	78	63
Johnstown-Altoona, Pa. (80)	0	48	76	San Diego (26)	98	79	69
Jonesboro, Ark. (173)	32	—	—	San Francisco (5)	274	225	242
Joplin, Mo.-Pittsburg, Kan. (118)	28	31	21	Santa Barbara-Santa Maria, Calif. (116)	27	17	14
Kansas City, Mo. (27)	111	98	101	Savannah, Ga. (107)	33	36	23
Knoxville, Tenn. (58)	72	71	44	Seattle-Bellingham-Tacoma (15)	177	117	146
La Crosse-Eau Claire, Wis. (129)	16	30	34	Selma, Ala. (206)	—	2	—
Lafayette, Ind. (191)	—	9	—	Shreveport, La.-Texarkana, Tex. (55)	79	69	53
Lafayette, La. (109)	44	50	—	Sioux City, Iowa (135)	27	8	24
Lake Charles, La. (168)	—	—	34	Sioux Falls-Mitchell, S.D. (95) *	30	47	19
Lansing, Mich. (98)	—	51	37	South Bend-Elkhart, Ind. (80)	46	47	51
Laredo, Tex. (198)	—	3	5	Spokane, Wash. (74)	58	43	44
Las Vegas (102)	31	27	28	Springfield, Mass. (96)	39	—	38

ADI (rank)	1984 households (000)			ADI (rank)	1984 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Springfield, Mo. (82)	19	43	48	Victoria, Tex. (202)	5	—	6
Springfield-Decatur-Champaign, Ill. (73)	47	43	49	Waco-Temple, Tex. (97) *	—	36	33
Syracuse, N.Y. (66)	57	61	66	Washington-Hagerstown, Md. (8)	206	178	210
Tallahassee, Fla. (128) *	10	40	7	Watertown-Carthage, N.Y. (167)	—	16	—
Tampa-St.Petersburg-Sarasota (17)	181	163	136	Wausau-Rhineland, Wis. (132)	26	31	9
Terre Haute, Ind. (126)	13	34	39	West Palm Beach-Ft. Pierce, Fla. (63)	49	19	47
Toledo, Ohio (60)	63	72	73	Wheeling, W.Va.-Steubenville, Ohio (123)	—	38	41
Topeka, Kan. (145) *	5	30	18	Wichita-Hutchinson, Kan. (58)	52	55	49
Traverse City-Cadillac, Mich. (132)	17	38	28	Wichita Falls-Lawton (130)	25	20	21
Tucson, Ariz. (85)	44	31	39	Wilkes Barre-Scranton, Pa. (52)	89	53	73
Tulsa, Okla. (55)	80	58	55	Wilmington, N.C. (150)	27	—	45
Tuscaloosa, Ala. (188)	—	9	—	Yakima, Wash. (122)	23	23	21
Twin Falls, Idaho (203)	—	—	8	Youngstown, Ohio (83)	42	48	47
Tyler, Tex. (159)	40	—	—	Zanesville, Ohio (198)	—	—	7
Utica, N.Y. (158)	14	—	24				

Changing Hands

PROPOSED

WTPA(AM) Harrisburg, Pa. □ Sold by Sky Corp. to The Keymarket Group for \$3.6 million cash. **Seller** is owned by Foster Management Co. (80%) and Dennis Israel (20%). Foster Management is principally owned by John Foster. Sky Corp. is station group, based in New York, owning six AM's and four FM's. **Buyer** is station group, based in Aiken, S.C., owned by Kirby Confer and Paul Rothfuss. It owns three AM's and three FM's. WTPA is on 104.1 mhz with 14.8 kw and antenna 950 feet above average terrain. *Broker: Ted Hepburn Co.*

KPEN(FM) Los Altos, Calif. □ Sold by Los

Altos Broadcasting Inc. to Dowe Communications Co. for \$2.5 million, comprising \$1.2 million cash and remainder in note. **Seller** is owned by Frank DeSmidt (51%) and Don Burden (49%). Sale of DeSmidt's 51% to another buyer ("Changing Hands," March 19) fell through. Burden, former owner of Indianapolis-based Star Stations, which lost licenses in FCC renewal hearing (BROADCASTING, Dec. 22, 1975), is KPEN general manager. **Buyer** is principally owned by Ken Dowe, who recently sold KLTE(FM) Oklahoma City. ("Changing Hands," Feb. 6). KPEN is on 97.7 mhz with 3 kw and antenna 303 feet above average terrain. *Broker: Chapman Associates.*

KLHT(AM)-KREM-FM Spokane, Wash. □ Sold by King Broadcasting Co. to Highsmith Broadcasting Co. for \$1.2 million cash. **Seller** is owned by Dorothy S. Bullitt (30.82%), her sister, Harriet S. Bullitt (22.7%), and seven others. It is Seattle-based station group with four AM's, five FM's and three TV's. **Buyer** is owned by William M. Highsmith (51%), Michael J. Schweitzer (20%) and Ivan E. Braiker (29%). Highsmith is president of Highsmith Co., Phoenix-based library supply firm and has no other broadcast interests. Schweitzer is general manager of WCPX-TV Orlando, Fla., and VP of Outlet Communications Inc., Providence, R.I.-based station group owning one AM, four FM's and four TV's. Braiker is senior VP with subsidiary of Sunbelt Communications Inc., Colorado Springs-based station group owning two AM's and four FM's. KLHT is on 970 khz with 5 kw day and 1 kw night. KREM is on 92.9 mhz with 81 kw and antenna 2,080 feet above average terrain. *Broker: Kalil & Co.*

KMHT(AM) Marshall, Tex. □ Sold by Marshall Media Inc. to Bayou Broadcasting Inc. for \$1.2 million, comprising \$300,000 cash, \$75,000 noncompete agreement, \$789,000 assumption of debt and remainder note. **Seller** is owned by Clint Formby (30%), George Franz (50%) and Ray Eller (20%). They also own KMHT(FM) Marshall, Tex., and KSAM(AM)-KHUN(FM) Huntsville, Tex. Formby also owns KTEM(AM)-KPLE(FM) Temple, Tex.; KLVN(AM) Levelland, Tex.; KPAN-AM-FM Hereford, Tex., and Hereford Cablevision, operator of cable system in Hereford, Tex. **Buyer** is owned equally by Charles Strickland, Dale Palmer and A.T. Burke. They also own KBIL(FM) San Angelo, Tex. Burke also owns KYCU(TV) Cheyenne, Wyo.; KSTF(TV) Scottsbluff, Neb.; KTVS(TV) Sterling, Colo.; KGNS(TV) Laredo, Tex., and 3% of KLMG(TV) Longview, Tex. Palmer also owns KOLE(AM)-KKMY(AM) Beaumont, Tex., and KBLU(AM)-KTTI(FM) Yuma, Ariz. *Broker: Chapman Associates.*

KBAR(AM)-KMVC(FM) Burley, Idaho □ Sold by Mini-Cassia Broadcasting Inc. to Charles E. Skaggs, J. Garth Payne, Joe D. Henderson, James J. Lynch, and Donald Westfall (none before; 20% after) for \$900,000 cash. **Seller** is owned by Dean S. Leshar (50%),

TOP-50 MARKETS

SUNBELT	Class A FM. Adjacent to top-10 market. State-of-art facility waiting for operator to develop lucrative future.	\$3,500,000
MOUNTAIN	Class C FM with wide coverage. Excellent turnaround opportunity for aggressive operator. Recently improved signal has set stage for dramatic growth. Excellent terms available.	\$2,100,000
MIDWEST	Class B FM. Full time AM. Ethnic format serving major urban center. Under developed with unlimited potential.	\$3,500,000

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

7/9/84

his son, Dean II (30%), and his son's wife, Carol (20%). They also owns six daily newspapers. Dean Leshner II and his wife also control *Madera Tribune*, Madera, Calif. **Buyers** are Burley investors with no other broadcast interests. KBAR is on 1230 khz with 1 kw day and 250 w night. KMVC is on 98.3 mhz with 3 kw and antenna 157 feet above average terrain.

KSIT(FM) Rock Springs, Wyo. □ Sold by Imperial Broadcasting Co. to Eagle Broadcasting Inc. for \$728,500, comprising \$50,000 cash and remainder in note. **Seller** is owned by Courtney Plateau, who also owns KSES(AM) Yucca Valley, Calif., and Brent Larson and Gary Waldron, who also own KBUH(AM)-KFRZ(FM) Brigham City, Utah. Larson also owns KCKO(AM) Spokane, Wash. **Buyer** is owned by Leonard A. Kaomo (30%), Barbara L. Mathis (30%), David M. Piaia (30%) and Charles R. Reeves (10%). Kaomo and Piaia are Rock Springs attorneys. Mathis and Reeves own copier and supply firm in Rock Springs. None have other broadcast interests. KSIT is on 104.5 mhz with 100 kw and antenna 1,630 feet above average terrain.

KOOO(AM) Omaha □ Sold by MediaOmaha to Nelson Broadcasting Co. for \$650,000, comprising \$25,000 cash and remainder note. **Seller** is owned equally by Jayne A. Woods and John W. Biddinger. Woods, with her husband, Frank, also owns 51% of permittee for new AM in Cross City, Fla. Frank Woods also has interest in sale of WBRY(AM) Woodbury, Tenn., which is being sold (see "For the Record," page 78). Biddinger also has interest in WPDS-TV Indianapolis. **Buyer** is owned by Lyle W. Nelson and his wife, Georgia. He is general sales manager at KFAB(AM)-KGOR(FM) Omaha. KOOO is daytimer on 1420 khz with 1 kw.

WRIE(AM) Waterford, Pa. □ Sold by Radio Erie Inc. to CEB Enterprises Inc. for \$490,000 cash. **Seller** is principally owned by F. Brady Louis, who has no other broadcast interests. **Buyer** is owned by Michael M. Crosby (51%), Theodore C. Bloomstine (24.5%) and Martin P. Eisert (24.5%). Crosby is VP of Gannon University, Erie, Pa. Bloomstine owns Erie, Pa.-based insurance agency. Eisert is senior VP of Erie insurance company. None have other broadcast interests. WRIE is on 1330 khz full time with 5 kw.

WTMB-FM Tomah, Wis. □ Sold by Tomah-Mauston Broadcasting Co. to Wisconsin Voice of Christian Youth Inc. for \$465,000 note. **Seller** is owned by Dean A. Dickie, director of estate of Hugh W. Dickie. It also holds CP for WTMB(TV) Tomah. **Buyer** is nonprofit educational institution headed by Ralph Studeman. It also owns WCVY-FM Milwaukee and WCVY-TV Milwaukee, a commercial UHF station. WTMB-FM is on 98.9 mhz with 100 kw and antenna 200 feet above average terrain.

WATL-TV Atlanta □ Sold by WATL Television Inc. to Outlet Communications Inc. for appx. \$30 million. **Seller** is owned by Sillerman-Morrow Broadcasting Group, Middletown, N.Y.-based group owning four AM's and four FM's. It is owned by Robert F.X. Sillerman and Bruce Morrow. **Buyer** is Providence, R.I.-based subsidiary of pri-

vately held The Rockefeller Group, New York. Outlet owns one AM, four FM's and five TV's. It recently negotiated to buy KTXA(TV) Dallas-Fort Worth and KTXH(TV) Houston ("Closed Circuit," May 7), but stations were sold to Gulf Broadcast Group ("In Brief," May 28). Outlet is headed by Bruce G. Sundlun. The Rockefeller Group is headed by Richard A. Voell. WATL-TV is on channel 36 with 2,030 kw visual, 304 kw aural and antenna 1,170 feet above average terrain.

For other proposed and approved sales see "For the Record," page 76.

DGA contract dispute settled

A threatened strike by the 7,300-member Directors Guild of America was averted last week after members in New York and Los Angeles overwhelmingly approved a new three-year contract.

Before the ratification, there had been speculation that a July 5 walk-out by the 50-year-old union could have crippled motion picture and television production, including network coverage of the national political conventions and the 1984 summer Olympic games.

Under terms of the new agreement, directors will receive 1.5% of the portion producers receive for wholesale price of videocassettes, an increase from 1.2%. (Producers receive 20% of the wholesale price.) If videocassette sales total more than \$1 million,

the directors' share increases to 1.8%. The increase applies only to motion pictures and television programs made after July 1, 1984. The DGA also received a guaranteed increase of \$14 million in its health fund, a boost from \$15,000 to \$20,000 in minimums for development of screenplays, pay hikes associated with use of theatrical films on television, and fee increases for directing pilots.

"The membership obviously weighed the benefits from that gain in [video] cassette participation," explained DGA National Executive Director Michael Franklin, "and decided on balance to accept, rather than inflict on DGA members and the entire industry a devastating strike."

Nicholas J. Counter, president of the Alliance of Motion Picture and Television Producers, which represents management, said the new pact "represents a coming together of sides in a solution of some monumental problems facing this industry."

Film and freelance directors voting in New York on Tuesday approved the contract by a vote of 511-31, with television network staff members casting a separate ballot, approving their agreement by a 351-81 vote. On Monday in Los Angeles, the vote was 1,989 to 126 among those covered by the film/freelance pact and 174-18 among network directors.

The old DGA contract expired at midnight on June 30. The union's bargaining team and board of directors rejected the AMPTP's offer of July 1, prompting management negotiators to add concessions to a final proposal, submitted in the early hours of July 2. □

Thinking of Selling ?

Call us—Our confidential handling and screening techniques can effect a sale with a minimum of exposure and risk.

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

Warner unloads Atari

Former Commodore executive steps in to buy most parts of troubled division

Warner Communications Inc. announced last week that it was selling most of its Atari division to a company headed by a former Atari competitor, Jack Tramiel, founder and former president of Commodore International Ltd. The write-down of assets resulting from the sale and Atari's second-quarter operating losses will give Warner a loss of approximately \$425 million for the quarter, the company said.

The completed deal gave Tramiel's company, Tramel (sic) Technology Ltd. (TTL), ownership of Atari's consumer division, which comprises its home computer and home video game segments. Warner will keep Atari's coin-operated video game business and a new product research and development operation. AtariTel. As payment, TTL will undertake \$140 million in senior debt at 13% and \$100 million in subordinated debt at 9%. The current value of the purchase, discounted, has been estimated by securities analysts at \$150 million. The \$27 million in annual interest payments by TTL reportedly have to be made only when cash flow permits.

The agreement also gives both companies warrants to buy a stake in each other. Warner has options to buy, at \$2 per share, 14.2 million shares, or 32% of TTL. The newly formed company itself has a five-year option to purchase a million shares or about 1.5% of Warner at \$22 per share. Warner stock closed Monday, the day the sale was announced, at \$22.125, down \$1.25.

Atari had been victim of the competition and reduced demand that had forced three other major home computer manufacturers, Texas Instruments, Mattel and Timex, out of the business within the past year. In 1983 the consumer electronics division of Warner had \$661 million, or 21% of Warner's total assets and \$1.1 billion, or 33% of its revenue.

Operating losses of the division—all Atari except for a small portion attributable to a 39% equity interest in Hasbro Industries Inc.—were \$538 million in 1983 and continued into the first quarter of this year, totaling \$35 million on revenue which declined to \$154 million from \$329 million the same period last year. The division reported it had a "continued excess of game software inventories at retail."

Warner bought Atari for \$27 million in 1976. Over seven years, ending in December 1983, Atari showed operating profit of \$284 million, but the asset write-down and first-half losses this year may change that. Second-quarter operating losses for Atari are reported to be near \$100 million.

Warner had brought in James Morgan as

Atari's new president last September to trim the losses, and, as a result of continued cutbacks, Atari had 1,100 employees this spring, down from 7,000 a year ago. It reportedly was Tramiel, while CEO at Commodore, who initiated a cost and price cutting strategy that contributed to the industry shakeout and Atari's problems.

Because the write-down will reduce the company's equity almost in half, and thereby increase the ratio of total debt to total capitalization to 66%, Standard & Poor's placed Warner on its CreditWatch list with negative implications, said Noreen Williams, assistant vice president of industrial ratings at S&P. Warner's divestiture continues a plan of corporate restructuring which included the March 1984 sale of its cosmetics division and which may include the sale of its Franklin Mint operations. □

Frontier showdown on cable overbuild

Phoenix systems part of Storer-Times Mirror swap still need approval by local municipalities, which rejected transfer two years ago

Paradise Valley likes things the way they are. The town of 4,000 outside of Phoenix, home to such notables as Barry Goldwater, Joe Garagiola and Erma Bombeck, has two sets of cable plant on each street in town: one built by Storer, the other by American Cable Television, now owned by Times Mirror Co. Two years ago Storer, went before the Paradise Valley town council asking permission to transfer its assets to ACT as part of a system swap. The proposal was unanimously rejected. In the next 30 days, the same two companies again will propose the transfer as part a larger swap involving eight systems and approximately 180,000 subscribers (BROADCASTING, July 2).

Storer also plans to turn over to ACT its systems in Mesa, Ariz., and Phoenix, where the approval of local authorities is also prob-

lematic. After the trade was announced June 29, Phoenix's mayor, Terry Goddard, said: "It came as a big surprise, the council clearly has to take a hard look at the planned sale. There will be ramifications particularly because the council agreed to deregulate cable rates thinking that competition between companies would act as a control on rates."

The "deregulation" to which the mayor referred was actually a revision of regulated rates made two months ago, according to Terry Parker, cable communications officer for the city: "I think the council was concerned that a continuing loss like the companies reported for last year would mean the end of the cable system in Phoenix... Actually, over the past six years since cable has been here, the companies have never taken more than 50% of the consumer price index [the limit granted by a city ordinance] so they had not even been keeping up with inflation. The council decided for a big one-time increase [62% of current rates] and then allow them to keep up with inflation for a couple of years [100% of the consumer price index from 1985 through 1987]."

Both Storer and Times Mirror Co. submitted financial information to the Phoenix city council detailing what the competition had done to the systems' bottom line. Storer said that its system, serving 23,000 subscribers, had 1983 revenue of \$5.1 million, operating expenses of \$4.7 million, depreciation and amortization costs of \$3.6 million, leading to a loss of \$3.2 million. Times Mirror said that its 55,000-subscriber system had 1983 revenue of \$11.6 million, total expenses of \$19.2 million, leading to a before-tax loss of \$7.6 million.

Much of the extra expense was incurred not in competition for subscribers in the 10% of Phoenix where overbuilding occurred, but in the race to build the 54-channel systems first, according to Rick Michaels,

We don't publicize our successes. Only those who benefit know. Put the Rounsaville formula for success to work for you!

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

chairman of Communications Equity Associates, which brokered the deal. Both companies were granted citywide franchises and applied for permits covering half-square miles which were good for six months.

According to Michaels the structure led to a land-rush mentality: "In that kind of situation, where it's a horse race for territory, the companies rightly or wrongly spent millions and millions; they were paying overtime and triple time. The cost per mile to win the race to get in the condominiums and apartment buildings and wire them at any cost ran the capital costs so high, and the interest costs on the capital invested so high, that they would never make any money."

The race was also fueled by the desire to be first in areas with above ground wiring, said Parker: "It's very difficult as the second applicant for the pole permit. The utilities allow them to be on, but the second applicant usually has much higher costs because they are going to have to pay extra to move some of those wires or maybe put in taller poles. In some areas where ACT had the pole permits, Storer went underground. If you're spending that much money and only getting 20% of the subscribers [out of an estimated 40% total cable penetration for both companies] that's not very economical."

Now that the race is over, the city is 90% wired and the downtown area and institutional network are all that remain to be built before the July 31, 1985, construction deadline. Storer, which as a company has heavy interest and depreciation expenses and capital expenditures, reportedly would be happy to be out of a market that at one time, in addition to competing cable companies, had an STV station, a multichannel MDS operator—then one of only two licensed in the country—and SMATV systems. Cable operators in Arizona also lost a legal battle, the result of which gave SMATV operators access to pay programming.

That competition among cable companies led to a fast build is of little doubt; 3,000 miles of plant were installed after the competing construction began in the spring of 1981. A third company, Western Cable, competed with ACT in a northwest section of the city and now has approximately 5,000 subscribers.

Storer and Times Mirror now have to convince officials in Phoenix and Paradise Valley that a change from a two-cable-system town to an essentially one-system town will not endanger good and affordable cable service. Mary Ann Brines, the town clerk in Paradise Valley, says the city council should consider the request in about 30 days; Phoenix may take longer. □

BMI aftershock

The battle lines have been clearly drawn between Broadcast Music Inc. (BMI) and the radio industry after stations received new blanket music license forms two weeks ago that include, among other provisions, a rate hike effective next Jan. 1 through the end of 1987 (BROADCASTING, July 2). Radio group operators canvassed last week were disap-

pointed in BMI's action, and some who have already signed the new agreement said they did so "under protest."

BMI President Ed Cramer said the new fee increases would amount to about a 10% hike for the average station while the New York-based law firm of Weil, Gotshal & Manges, which represents the All-Industry Radio Music License Committee, estimated at least a 15% rise for stations, and, in some cases, a 30%-40% jump. The committee plans to sponsor legal action against BMI over the rate increase as well as on money said to be overpaid by radio broadcasters during the old agreements.

"The new contract puts us between a rock and a hard place," said Dennis Israel, president of Sky Corp., a group operator of six AM and four FM stations. While objecting to the rate hike, "if we don't sign it, we'll be infringing on BMI copyrighted music," he said.

Israel said his stations signed the new agreements and sent them back with a letter to Cramer saying that they reserve the right to collect "any damages, refunds or other monetary awards or relief which may accrue as a result of the litigation brought by the radio industry." Israel noted that his stations would probably incur a 10%-20% increase in BMI fees due to the new terms.

"I'm very disappointed that BMI has taken this position," said Harte-Hanks Radio President Gary Edens, who told BROADCASTING that, after consulting with company attorneys, his station managers have signed

the new contracts under protest. Harte-Hanks owns and operates five AM and four FM stations.

Herb McCord, group vice president/radio for Greater Media, echoed Edens's remarks, saying the new fee hike amounts to a "staggering" increase for his five AM and seven FM stations. "We don't know if we will sign them," he said.

In a telegram sent last Tuesday (July 3) by National Radio Broadcasters Association President Bernie Mann to Cramer, Mann suggested that the music licensing firm agree to a 30-45 day "cooling off period" and return to the bargaining table with the all-industry committee. National Association of Broadcasters President Eddie Fritts issued a statement saying that the association will offer to serve as mediator in the dispute. "NAB stands ready to help facilitate a resumption of negotiations," said Fritts ("In Brief," July 2).

Talks between BMI and the all-industry committee broke down on June 21 (they had been ongoing since the old agreement expired last Dec. 31; the agreement was extended twice, the second time until June 30). The committee has taken the position that neither the American Society of Composers, Authors and Publishers, whose license agreement expired Dec. 31, 1982, but has been extended through interim agreements, nor BMI should increase fees. BMI sent out new contracts during the last week of June with an effective date of July 1 (the old rate applies until the end of the year). But, ac-

Over 30 years of sales and the list goes on.

Gulf Coast

AM/FM Combo, Corporation Liquidating, Includes land
\$1,950,000, Contact Bill Cate—(904) 893-6471
Randall Jeffery—(305) 295-2572

Rockies

AM/FM Combo, Scenic Metro Area, \$1,200,000,
Contact Brian Cobb—(404) 458-9226

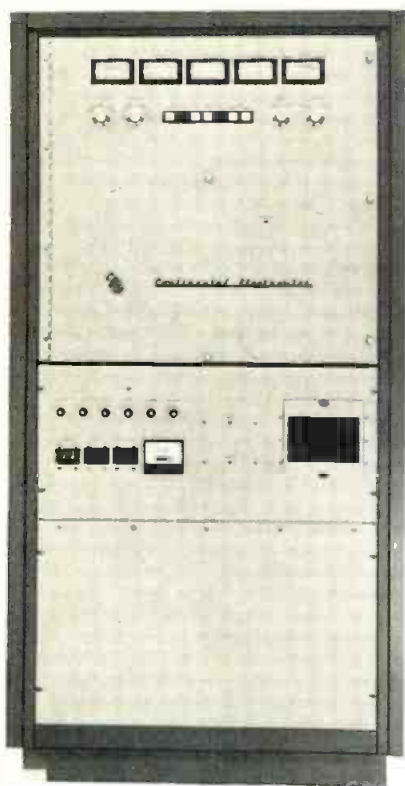
Top 30 market

Major port city, Daytime with Night potential, \$850,000,
Contact Randall Jeffery—(305) 295-2572



CHAPMAN ASSOCIATES
nationwide mergers & acquisitions

Executive Offices, 1835 Savoy Drive, Atlanta, Georgia 30341
(404) 458-9226



Continental's 5 kW AM Power Rock: a sound winner that's ready for AM stereo.

The Power Rock is designed to give you the very best audio. Listen to the loud, clear signal, and you know you have a winner. The Power Rock is ready for AM Stereo and accepts sophisticated audio.

- Owners and managers like Power Rock's superior performance and outstanding on-air performance.
- Program directors like the crisp, clean signal and compatibility with the most sophisticated audio processors.
- Engineers like the proven design and conservative components: a safety margin for steady, reliable on-air performance.



Left: Photo shows excellent dynamic response of Continental's 5 kW AM transmitter at 20Hz modulation. Right: photo of modulation wave form shows effect of Instantaneous Peak Limiter

For a copy of our brochure on the 315R 5 kW AM Power Rock, call (214) 381-7161. Continental Electronics Mfg. Co. Box 270879 Dallas, TX 75227.

© 1982 Continental Electronics Mfg. Co. #5101

Continental
Electronics

cording to Cramer, stations are being allowed a "reasonable period of time" to send them back. The committee is advising stations to sign the agreement now and "fight later."

BMI, which represents about 71,000 writers and publishers, was formed by radio broadcasters in the early 1940's as an alternative music licensing organization when ASCAP raised its fees and stations began to boycott its music. Currently, about 450 stations remain as stockholders of the firm. The all-industry committee calls the present contract situation "ironic" saying that BMI is "now making unreasonable demands on the very people who formed it."

The all-industry committee said it is close to finalizing a new music license agreement with ASCAP which will not raise the rates (BROADCASTING, May 28). No official comment has come from the committee on whether the new BMI terms will have an impact on a new ASCAP agreement but Bob Henley, president, KGNR(AM)-KCTC(FM) Sacramento, Calif., and committee chairman, said talks with ASCAP will continue. □

Petry goes into TV syndication

Petry Television Sales has formed Media Sales Corp., a subsidiary set up to sell and market sports and syndicated television entertainment programming.

David Allen, president of Petry TV, said its recent agreement with Metrosports/TCS, puts Media Sales Corp. in the forefront of the sports syndication field. Metrosports/TCS has acquired live broadcast rights to Big 10, Pac 10 and Penn State football and also holds rights to the Aloha, Freedom and Hula Bowls, as well as Pac 10, Big 10, Big East, Maryland and Great Independent basketball.

MSC is also syndicating four specials created by Alan Landsburg Productions. Titled *The Astounding World of ...*, the specials will center around specific holidays. The first, *The Astounding World of Ghosts*, will be telecast in late October (Halloween).

Edward Karlik, senior vice president and



Class portrait. Forty-two radio sales professionals (33 men and nine women) have graduated from the Radio Advertising Bureau-sponsored fourth annual Wharton School Seminar, conducted on the campus of the University of Pennsylvania in Philadelphia. "It is the leading sales and management program available," said RAB President Bill Stakelin. Participants, most local or general sales managers, were between 25 and 44 years old, college educated and in radio for at least five years.

Pictured in front of the Wharton School are (front row, l-r): Bill Willins, KRNV(AM), Vail, Colo.; Jeff Lyons, WERZ(FM) Exeter, N.H.; Diane Rosenthal, WINK-FM Fort Myers, Fla.; Kay White, McGavren Guild Radio, Atlanta; Maynard Grossman, WGCI-FM Chicago; Susan Wolin, KSHE(FM) St. Louis; Harvey Buz Hiken, WYST(AM) Baltimore; Clay Holladay, WVM(AM) Biloxi, Miss.; Carolyn Barnaby-Merz, WBBF(AM) Rochester, N.Y.; Sarah Kennard, WBCY(FM) Charlotte, N.C., and Danny Flamberg, senior vice president, communications, RAB.

Second row, l-r: Wayne Cornils, executive vice president, RAB; Michael Disney, Major Market Radio, Atlanta; John Shomby, KAAM(AM) Dallas; Leigh Earle, WFBC(AM) Greenville, S.C.; Carl Adams, WRA(AM) Richmond, Va.; Victor Sansone, WKHK(FM) Atlanta; Paul Cook, KQKI-FM Morgan City, La.; Truman Criss, KRMG(AM) Tulsa, and Michael Disney, Major Market Radio, Chicago.

Third row, l-r: Professor Lawrence Hrebiniak, Wharton School; John Poche, KZZB(FM) Beaumont, Tex.; Tim Patterson, KAAM(AM) Dallas; Barry Shrier, WLTW-FM New York; Sue Bell, KOAX(FM) Dallas; Marci Cohen, WBZ(AM) Boston; Bob Roof, WTVN(AM) Columbus, Ohio; Kevin Kelly, KLYV(FM) Dubuque, Iowa, and James Bryant, WKRC(AM) Cincinnati.

Fourth row, l-r: Phillip Norten, WHJY(FM) Providence, R.I.; Clark Harvey, WNOE(AM) New Orleans; Robert Hogan, KSSR(FM) Houston; Dennis Dorton, WLNH-FM Laconia, N.H.; Ned Cook, WMRN(AM) Marion, Ohio; Bill Branch, WPOC(FM) Baltimore, and John Dziuba, WJLK(AM) Asbury Park, N.J.

Fifth row, l-r: Norm MacDonald, WLRW(FM) Champaign, Ill.; Don DeLaHoussaye, WWL(AM) New Orleans; Denton Holmes, McGavren Guild Radio, Seattle; Bill Pope, WUSY(FM) Cleveland, Tenn.; Albert Lewis, WAF(FM) Charleston, W.Va., and Tom Ranker, WBSA(AM) York, Pa.

Metromedia, Inc.

has been merged with

JWK Acquisition Corp.

(a newly formed corporation owned by
Metromedia management and certain other investors)

We provided financial advisory services to the Special
Committee of the Board of Directors of Metromedia, Inc.

Bear, Stearns & Co.

New York/Atlanta/Boston/Chicago/Dallas/Los Angeles/San Francisco
Amsterdam/Geneva/Hong Kong/London/Paris



The week's worth of news and comment about radio

Looking back

A series of 75 one-hour music and interview specials centering on rock music of the 1950's and 60's has been compiled by the New York-based Continuum Broadcasting Group.

According to Continuum's vice president and general manager for programing, Don Fass, some of the shows include *The Fillmore Era*, *The Philly Sound*, *Mod Carnaby Street*, *Dance Music of the Early Sixties*, *Bubble Gum and Incense* and *TV and Movie Memories and Magic*. Some of the interviews, Fass said, were originally done as part of Continuum's weekly one-hour broadcast, *Don & Deanna on Bleecker Street*, which airs on 63 public radio outlets and about 50 commercial stations. Continuum plans to offer the latest series beginning in August on a cash or barter basis.

Separately, Fass said Continuum is in the process of launching a national campaign to combat cocaine abuse and is soliciting volunteer artists from the music industry to record radio spots. Fass said the campaign

has been sanctioned by the New York State Division of Substance Abuse Services, which will distribute the spots to stations across the country.

Trying another medium

Live from Hampton Bays, N.Y., it's WWHB(FM). That's the new Long Island station recently purchased by Lorne Michaels, creator of NBC's *Saturday Night Live*, singer Paul Simon and his brother, Ed Simon, which last month changed from an adult contemporary format to a combination of hits and oldies from the 1950's to the present. "We play mainstream contemporary hits with no 'heavy metal' artists," said WWHB President Ed Simon. The station will target 18-40 year-olds, according to Simon.

Simon reports that the reception of the new sound by the beach resort community was "enthusiastic," claiming station sales nearly doubled in one month. Simon also said that "good-natured" humor routines will be incorporated into the format as well

as some comedy album cuts by established comedians.

New money

The newly established Minneapolis-based York Radio Network is readying a two-hour weekly live call-in financial advice program, known as *Getting Ahead*, for a fall debut. Plans call for the show, which is being offered to stations on a barter basis, to be satellite-delivered on Sunday evenings via Satcom I-R. Host will be Minnesota Public Radio personality Bob Potter.

According to the show's executive producer, Stephanie Borden, York Radio commissioned Frank N. Magid Associates to research the potential audience. Its findings

*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



KFWB(AM)



KBEQ(FM)

Great outdoors. Campaigns for two radio stations were among those advertising designs winning Obie awards from the Institute of Outdoor Advertising in New York. KFWB(AM) Los Angeles won the top campaigns—posters and printed/posted bulletins award, which was presented to the station's advertising agency, Abert, Newhoff & Burr, Los Angeles, with credit going to Craig Matsumoto for the art and Jeff Lam for the copy. KBEQ(FM) Kansas City, Mo., and its agency, Gannett Outdoor, Kansas City, won in the radio, television and cable category. Marcy Wilson of Gannett was credited with creating the award-winning design. The awards will be presented at special luncheons in New York, Chicago and Los Angeles.

director of corporate planning for Petry TV, has been named president and chief operating officer of MSC. Media Sales Corp. is located at 3 East 54th Street, New York 10022. Phone is (212) 688-0200.

Roy Disney back on company board

Disney Productions Inc. has completed its corporate maneuvering of top management but the final chapters on the takeover bid of New York-based financier Saul P. Steinberg have yet to be written.

Roy E. Disney, a 5.2% shareholder of the Disney Channel parent, who resigned from the company's board of directors on March 9 for undisclosed "personal reasons," rejoined that board, as vice chairman, along with his brother-in-law, Peter H. Dailey, vice-chairman of Interpublic Group of Companies, and Stanley P. Gold, president and chief executive officer of Shamrock Holdings Inc., a Los Angeles-based group owner and real estate/investment company owned by Roy Disney and family.

Roy Disney, who criticized the company's recent acquisitions of Arvida Corp., a Florida-based real estate company, and Gibson Greeting Inc., a Cincinnati-based greeting cards company, will be vice chairman of the Disney board; Gold will sit on the three-member executive committee. Disney board member Raymond L. Watson said negotiations between Roy Disney and the board began before the company arranged to buy back Steinberg's shares for \$325.3 million, or \$70.83 cents per share.

Last Thursday, a California state court judge began a hearing to determine whether the money Steinberg received from the stock buyback should be held in trust pending the outcome of shareholders' suits that oppose the deal. Judge Norman Dowds has already ordered Steinberg to temporarily restrict investment of the \$325.3 million to short-term certificates of deposit and commercial notes. The judge also ordered the shareholder group to post \$100,000 bond to compensate for any damages to Steinberg, should the sale not be reversed. So far 18 shareholder suits have been filed seeking to rescind the sale, which top Disney management arranged to end Steinberg's tender offer for 49% of outstanding stock (BROADCASTING, June 18).

In papers filed in Los Angeles court, also last week, Steinberg reportedly said he agreed to the buyback after being told that Disney officials were contemplating adding to the company's debt if he gained control of the company. Steinberg said in the deposition that he was informed the company would repurchase all shares not owned by him or his partners at \$80 per share, leaving them as sole owners and leaving the company with \$2 billion debt.

Disney also announced last week it was revising the terms of its purchase of Gibson Greetings Inc. The purchase, initially valued at a minimum of \$310 million, is now worth about \$269 million, based on the current price of Disney stock. □

Bottom Line

Changing Moody's. Prime-1 (highest) rating was given by Moody's Investor Service to up to \$350 million in commercial paper which ABC will issue to help finance acquisition of ESPN and for general corporate purposes... Rating on Metromedia's 9 1/2% subordinated debentures, due 1988, was lowered from Baa3 to Ba3 (Aaa1 is highest; C3 is lowest), which Moody's characterizes as those whose "future cannot be considered well-assured." Credit rating service said that downgrading, which affects \$50 million in debt, "reflects substantial increase in leverage and the depressed earnings that will result from the leveraged buyout just approved."... Raised from B1 to Ba2 was rating on Viacom's 9.25% convertible subordinated debentures, due 2007. Moody's cited, "improved outlook for the company's cable programming ventures, expected decline in capital expenditure in its cable TV systems and the increasing contribution to revenue and earnings of the company's broadcasting business." □

Profit report. Burnup & Sims announced year-end profit from continuing operations of \$1.9 million after reporting comparable \$3.4-million loss in previous year. Loss from discontinued operations, including "certain unprofitable telephone interconnect and related services" of \$6.5 million, brought year's net figure to \$4.5 million in red, down from \$13.4 million loss previous year. Fort Lauderdale, Fla.-based cable and telecommunications construction company had \$179,963,000 in revenue for year ending April 30, 5% increase over 1983. □

First report. Westwood One, producer and syndicator of radio programming, based in Culver City, Calif., has released first earnings report as publicly held firm. Revenues for second quarter ended May 31 rose to \$2.8 million from \$2.2 million for same period in 1983, yielding net income increase from \$192,000, or nine cents per share, to \$457,000, or 21 cents per share. Company raised \$8,681,000 last April in first public stock offering. □

Transponder sales approved. FCC Common Carrier Bureau has granted Western Union Telegraph Co. authority to sell eight transponders on Westar IV on noncommon carrier basis. Application requested permission to sell six transponders to Public Broadcasting Service, two to undesignated buyers.



Full service financial counseling
to the broadcast industry.

EXCELLENCE. INTEGRITY. EXPERIENCE.

R.C. CRISLER & COMPANY

580 WALNUT STREET
CINCINNATI, OHIO 45202
(513) 381-7775

Reporter jailed for failure to reveal sources

Illinois newspaper writer sued for libel for calling county supervisor 'liar' in editorial

Richard Hargraves on Tuesday began serving an indeterminate sentence in county jail in Belleville, Ill., rather than reveal the sources of information in an editorial that led

to a libel suit by a St. Clair county elected official. Hargraves's last hope of avoiding jail vanished on Monday, when the Supreme Court refused to consider the matter.

Hargraves had been ordered by the judge in the libel case to reveal the sources on whom he had relied, in writing an editorial in December 1981 for the *Belleville News-Democrat*, in which he had called St. Clair County Board of Supervisors Chairman Jerry Costello a liar. Both that newspaper and Hargraves, who now works for the *St. Louis Globe-Democrat*, are defendants in the suit.

The editorial asserted that Costello had

promised in his campaign to oppose new taxes that were not first approved by the voters but that he did not oppose creation of a regional transit district with powers to impose a sales tax. "Jerry Costello lied to us," the editorial said. In preparing their suit, attorneys for Costello asked Hargraves to reveal his sources. Judge Roger Scrivener ruled that the request be honored—and ordered Hargraves jailed when he refused. The case was originally taken to the Illinois Supreme Court.

Under Scrivener's order, Hargraves is to stay in jail until he purges himself of contempt by revealing his sources or until the trial of the libel suit concludes—and it is not scheduled to start until August. One of Hargraves's attorneys, Thomas Burroughs, of St. Louis, said his client is going to jail "on the basis of principle. I don't think he'll give, at least any time soon." Hargraves, as he reported to jail, indicated he did not intend to give—period. "A free and responsible press protects us from the damned dictators—it's what keeps us civilized," he said.

Hargraves, 34 and married with a 4-year-old son, said he was worried about them and about how he will "take it" in jail, where Sheriff Mearl L. Justus said, "He will be treated no differently than any other prisoner."

Hargraves and his attorneys had attempted to reach a compromise with Costello's lawyers in an effort to avoid jail. Hargraves disclosed that his sources were two members of the 29-member St. Clair county board, but he would not identify them. Costello's lawyers, he said, could find out by questioning all of the board members. But Costello said some board members had moved from Illinois and could not be forced to testify. The judge agreed, and ordered Hargraves to jail for contempt.

Then, last week, one of the two sources told Hargraves he was prepared to be identified rather than have Hargraves go to jail. The other source did not make a similar offer, so, Burroughs said, "we have revealed neither name." Burroughs said he would make another effort to reach a compromise, but he was not optimistic. The two sides are at "loggerheads," he said.

To Burroughs, as to other observers, the case was unusual in a number of respects. He noted that a writer was going to jail for not revealing the source of information in an editorial, which is a highly protected form of speech, in a case involving an elected official. Political figures have considerable difficulty collecting damages for injury to their reputations.

The case is believed to be the first since 1958 in which a reporter has gone to jail for not revealing sources in a civil suit. In the case 26 years ago, Marie Torre, then a television columnist for *The New York Herald Tribune*, refused to name the person at CBS she said had criticized Judy Garland. Torre spent 10 days in jail. □

NewsBeat

First Amendment boomerang. Arguments by some journalists that they need special status under First Amendment could lead to more public regulation and less press freedom, writes William W. Alstyne in "Interpretations of the First Amendment" (Duke University Press, Durham, N.C.; 136 pages, hardcover, \$24.75). Author, who is professor of law at Duke and who has served as consultant to U.S. House and Senate committees on constitutional matters, warns that arguments attorneys for journalists are making in court could lay groundwork for regulation of newspapers in similar way radio and TV are regulated by FCC. Special status could prompt "a dissatisfied public" to mount its own claims for better journalistic accounting under law, Alstyne says, with those claims possibly taking form of public rights to access to newspapers' columns, some public oversight agency, or greater liability for erroneous reporting. "There are... large segments of the American public already eager to press precisely for this end," Duke researcher writes. "The institutionalized, corporate newspaper industry, already severely buffeted by newer media competition, remains even now the object of jealousy and resentment." Alstyne's caveats are but one part of book devoted to full review of history of free speech-free press clause, government policy in that area and analyses of major decisions by courts and agencies including FCC.

□

Capital idea. Gannett Co., Rochester, N.Y., will move its corporate headquarters to Rosslyn, Va., Washington suburb, over next two years. Company will assume additional space in Rosslyn's USA Today tower where it currently rents space for its *USA Today*, Gannett News Service and number of Gannett corporate executives. Company will also use adjacent twin tower scheduled to be completed next year. Gannett has had corporate headquarters in Rochester for more than 60 years. Gannett Chairman Allen Neuharth noted that as operations of company became nationwide, headquarters had become "somewhat fragmented" and that "consolidating corporate activities near the nation's capital now is prudent and timely." Gannett, owner of nation's largest newspaper chain and *USA Today*, also has group radio-TV station holdings and is in outdoor advertising. Gannett's revenues of \$1.7 billion in 1983 ranked it 22d in BROADCASTING's annual listing of top 100 publicly held companies in Fifth Estate (BROADCASTING, April 16).

*Closed:—Over One Billion Dollars
In Television Station Sales*

HOWARD E. STARK

Media Brokers—Consultants

575 Madison Avenue

New York, N.Y. 10022

(212) 355-0405

[illegible]

For the Record

As compiled by BROADCASTING, June 27 through July 3, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

Applications

FM's

- Ketchikan, Alaska—Advancom Inc. seeks 106.7 mhz; 27 kw; HAAT: minus 334.37 ft. Address: P.O. Box 2563, Spokane, Wash. 99220. Principal is owned by Janice D. Newell (45%), Robert W. Irish (22.5%), Robert W. Moore (22.5%) and Donald P. Cary (10%). It has app.'s for nine multipoint distribution systems. Filed June 26
- Merced, Calif.—Jack L. McFadden and his daughter, Ginger, seek 106.3 mhz; 3 kw; HAAT: 164 ft. Principal's wife, Jo McFadden, is app. for new FM in Freedom, Calif.

They have no other broadcast interests. Filed June 25.

- *Dalton, Ga.—Joy Public Broadcasting Corp. seeks 91.3 mhz; 25.1 kw; HAAT: 300 ft. Address: 5712 Massachusetts Ave., Bethesda, Md. 20816. Principal is nonprofit corporation. Filed June 21.
- Dehli, Louisiana—Dehli Broadcasting Ltd. Partnership seeks 93.5 mhz; 3 kw; HAAT: 320 ft. Address: Highway 80, Bee Bayou, La. 71269. Principal is owned by Julie Ann Bolton (80%) and Kay Comeaux (20%). They have no other broadcasting interests. Filed June 25.
- Winfall, N.C.—Charles J. Saltzman seeks 104.9 mhz; 3 kw; HAAT: 280 ft. Address: 20355 N.E. 34th Ct. #2421, N. Miami Beach, Fla. 33180. Principal has app. for new FM in Sarahlville, Idaho, and owns 50% of CP for KWDQ(FM) Woodward, Okla., and app. for new FM in Bountiful, Utah. Filed June 25.
- *Harrogate, Tenn.—Lincoln Memorial University seeks 90.5 mhz; 190 kw; HAAT: 284 ft. Address: Lincoln Memorial University, Duke Hall, Harrogate, Tenn. 37752. Principal is educational institution headed by Dr. Gary Burchett. It has no other broadcast interests. Filed June 25.

Actions

- Rome, Ga.—Granted app. of Rome Television Inc. for ch. 14; ERP vis. 86.1 kw; aur. 8.6 kw; HAAT: 884 ft. Action March 12.
- Rome, Ga.—Dismissed app. of North Georgia Television Ltd. for ch. 14; ERP vis. 1288.2 kw; aur. 257 kw; HAAT: 762 ft. Address: 15 Barnstable Way, Rome, Ga. 30161. Principal is owned by Robert T. Cheatham III (95%) and Juanita Haynes (5%). Action March 12.
- Rome, Ga.—Dismissed app. of Community Broadcasting Network of North Georgia Inc. for ch. 14; ERP: 5,000 kw vis., 500 kw aur., HAAT: 2,000 ft.; ant. height above ground: 1229 ft. Address: 440 Beverly Road N.E., Atlanta

30309. Principals: Bernadine Layne, president (51%); Frank Favors (29%), and Judy Sims (20%). Action March 12.

- Rome, Ga.—Dismissed app. of Marilyn M. McMullan for ch. 14; ERP: 1,450 kw vis., 145 kw aur., HAAT: 1050 ft.; ant. height above ground: 248 ft. Address: 1210 Springdale Road N.E., Atlanta, 30306. Principal: Marilyn M. McMullan, whose husband, John F., is director and 8.7% stockholder of Media Central Inc., Tennessee-based permittee of KHAL-TV Honolulu. Action March 12.
- Pontiac, Ill.—Granted app. of Woodrow D. Nelson for ch. 53; ERP: 500 kw vis., 60 kw aur., HAAT: 483 ft. ft.; ant. height above ground: 469 ft. Address: Route 1 Box 310, E. Division St., Lockport, Ill. 60441. Principal is Chicago-based senior mechanical consulting engineer and has no other broadcast interests. Action May 29.
- Pontiac, Ill.—Dismissed app. of Retherford Publications Inc. for ch. 53; ERP: 4,500 kw vis., 450 kw aur., HAAT: 288 ft.; ant. height above ground: 272.85 ft. Address: 8545 E. 41st Street, Tulsa, Okla. 74145. Action May 29.
- Mishawaka, Ind.—Returned app. of Mishawaka Educational Broadcasting Foundation for 89.9 mhz; .378 kw; HAAT: 226 ft. Action June 15.
- Topeka, Kan.—Granted app. of Arapahoe Silent Majority Inc. for ch. 43; ERP vis. 1,995 kw; aur. 19.95 kw; HAAT: 288 ft.; ant. height above ground: 286 ft. Address: East Berry Drive, Aurora, Colo. 80015. Action May 24.
- Topeka, Kan.—Dismissed app. of Channel 43 Inc. for ch. 43; ERP: 1197 kw vis., 120 kw aur., HAAT: 851 ft.; ant. height above ground: 852 ft. Address: 3744 Southeast Fremont, Topeka, Kan. 66609. Principals: Blanche C. Parks (51%), president, and her husband, Sherman A. Parks Jr. (49%), who have no other broadcast interests. Action June 25.
- Hagerstown, Md.—Granted app. of Good Companion Broadcasting for ch. 68; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,335 ft.; antenna height above ground: 275 ft. Address: 210 South Avenue Way, Greencastle, Pa. 17225. Principal is equally owned by Samuel Guerrero, James M. Resh Sr., Benjamin F. Thomas and wife, Mary Lucille. Benjamin Thomas also owns WKSL(FM) Greencastle, which he will divest. Action June 4.
- Hagerstown, Md.—Dismissed app. of Retherford Publications Inc. for ch. 68; ERP: 4,000 kw vis., 400 kw aur., HAAT: 166.03 ft.; ant. height above ground: 275.45 ft. Address: 8545 E. 41st Street, Tulsa, Okla. 74145. Action June 4.
- Altoona, Pa.—Granted app. of Western Pennsylvania Christian Broadcasting Co. for satellite facilities of WPCB-TV Greensburg, Pa. ch. 46; ERP: 137.6 kw vis., 13.76 kw aur., HAAT: 1,019.2 ft.; ant. height above ground: 193.2 ft. Address: Channel 40, Wall, Pa. 15148. Principal is headed by R. Russell Bixler, president. It also owns WPCB-TV Greensburg, Pa. Action May 10.
- Altoona, Pa.—Dismissed app. of Altoona Television 47 Ltd. for ch. 47; ERP: 1,000 kw vis., 100 kw aur., HAAT: 1,177 ft.; ant. height above ground: 550 ft. Address: R.D. 3, Box 285-B Cumer Rd., McDonald, Pa. 15057. Principal is owned by Elaine C. Lesnett, 10% general partner, and limited partners: Jerry Meyers (30%), Robert C. Savage (22.5%), James H. Hayes (15%) and Tim K. Brady (22.5%). Action May 10.
- Austin, Tex.—Dismissed app. for 720 khz; 10 kw-D; 5 kw-N. Address: 6411 Mesa Dr., Austin, Tex. 78731. Action June 20.
- Danville, Va.—Dismissed app. of Apogee Inc. for ch. 24; ERP vis. 26. kw; aur. 2.63 kw; HAAT: 146 ft.; ant. height above ground: 292.5 ft. Address: P.O. Box 169, Point Clear, Ala. 36564. Action June 24.

RADIO

State of the Art: A Special Report Coming in BROADCASTING in our July 23 issue, a report on what's new in the industry's premiere medium. Advertising closing date is July 13.

THE RADIO CONVENTION

Full and complete coverage of this first combined convention of the NAB and NRBA beginning with the September 17 issue which will be distributed at the convention site. Advertising closing date is September 7.

Reserve space in both issues now while good positions are still available.

Broadcasting

The News Magazine of the Fifth Estate

New York
630 Third Ave., 10017
(212) 599-2830

Washington Headquarters
1735 DeSales Street, N.W. 20036
(202) 638-1022

Hollywood
1680 N. Vine St. 90028
(213) 463-3148

Ownership changes

Applications

- KCFR(FM) Denver (90.1 mhz; 26.5 kw; HAAT: 910 ft.)—Seeks assignment of license from University of Denver (Colorado Seminary) to Public Broadcasting of Colorado Inc. for no consideration. Seller is educational institution headed by Lucien Wulsin, president. Other members of the



announces the new 1984-1985
Newspaper Circulation Analysis—

NOW... prepare your media and marketing plans faster, more accurately, more completely!

The essential source book for
advertisers, agencies, media planners,
marketers and researchers.

Take the "guess work" out of your marketing and media planning
with strategy based on hard facts. In a single, easy-to-use and
understand volume you get . . .

- Newspaper circulation by County, Metro Area, TV Market Area,
County Coverage summaries! Primary Market Areas and/or City
Zones for covered ABC dailies!
- Newspaper circulation analyzed by TV markets (ADI's) . . .
including spill-over circulations of 1% or more!
- Open inch rates!
- Newspaper Group Analysis includes
B&W page rates, circulation analysis,
market data summaries!

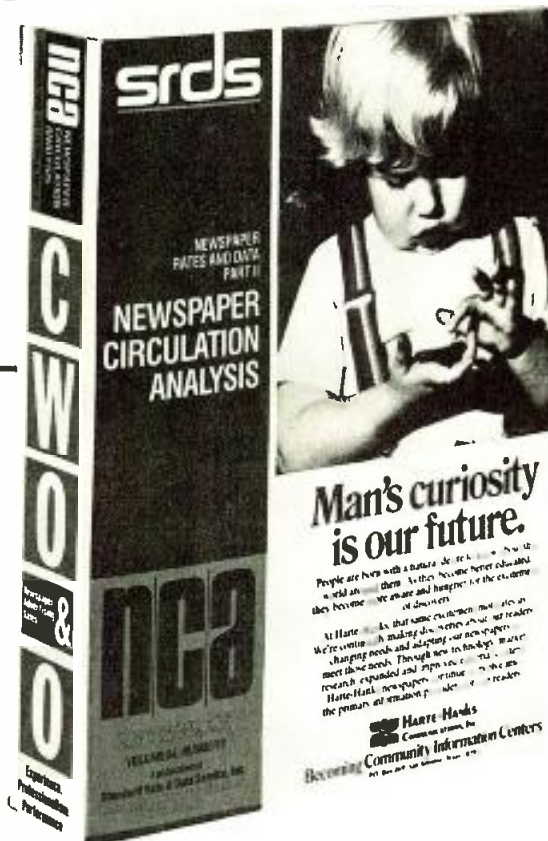
PLUS . . .

more exclusive features!

- CONSUMER MAGAZINE DATA: Major
consumer magazines with ABC audit cir-
culation by county, Metro area and ADI!
- NEWSPAPER AND MARKET AREA
RANKINGS: Newspapers ranked by circu-
lation; market areas analyzed by seven
important demographic categories includ-
ing consumer spendable income, total
retail sales and population.
- Much more — There is no better single
planning guide giving you the facts, the
analysis, the up-to-date information you
need for accurate, comprehensive media
and market plans!

Take advantage of this PRE-PUBLICA-
TION OFFER: Order now and use the
SRDS 1984-85 NEWSPAPER CIRCULA-
TION ANALYSIS. Return it if you are not
delighted!

Pre-Publication
Offer!
**SAVE
\$15.00**
if you act now.



PRE-PUBLICATION OFFER



NEWSPAPER CIRCULATION ANALYSIS
Standard Rate and Data Service, Inc.
3004 Glenview Road, Wilmette, IL 60091

☐ **YES**

Send me _____ copies of SRDS' NEWSPAPER CIRCULATION ANALYSIS at
the special pre-publication price of \$45.00, a savings of \$15.00 for each copy ordered.

☐ My check is inclosed for \$ _____ in full payment.

☐ I prefer to be billed at the full price of \$60.00.

IMPORTANT: If order is received after 8/31/84 or if billing is requested, the full price of \$60.00 a copy
applies.

Ship to:

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ () _____

Type of Business: _____

Note: NCA is a supplement to NEWSPAPER RATES AND DATA. If you are a subscriber, you will
automatically receive ONE copy for EACH subscription.

FOR FASTER SERVICE, CALL toll-free 1-800-323-4588. Ask for the Circulation Department.

Illinois residents call: 312-256-6067.

011-PFGBC

**SAVE \$15.00
FOR PROMPT
ACTION!**

board include Morley Ballantine, director of Des Moines Register and Tribune Co.; Daniel L. Ritchie, chairman and chief executive officer of Westinghouse Broadcasting and Cable, and King D. Shwayder, principal in Orion Broadcast Group. Wulsin's wife, Pamela, is director of assignee corporation. Buyer is nonprofit corporation for noncommercial broadcasting, headed by Alvin W. Haggerty, chairman. William D. Stanfill, treasurer, has interest in Cencom Cable Associates Inc., St. Louis-based cable operator, and Prime Cable Corp., Austin, Tex.-based cable operator. Filed June 25.

■ **KWHP(TV) [CP]** Boise (ch. 14; ERP vis. 2.512 kw; aur. 251 kw; HAAT: 2,688 ft. ant. height above ground: 192 ft.)—Seeks assignment of license from Sterling Associates Ltd., to Matlock Communications Inc. for \$14,020.38 cash. Seller is owned equally by James Price and his wife, Pat. It has no other broadcast interests. Buyer is owned by Stephen J. Matlock. It holds CP's for new TV's in Spokane, Wash., and Winnemucca, Neb., and has app.s for four new TV's and eight LPTV's. Filed June 22.

■ **KBAR(AM)-KMVC(FM)** Burley, Idaho (AM: 1230 khz; 1 kw-D; 250 w-N, FM: 98.3 mhz; 3 kw; HAAT: 157 ft.)—Seeks transfer of control of Mini-Cassia Broadcasting Inc. from Dean S. Leshar (50% before; none after), his son Dean (30% before; none after) and his son's wife, Carol (20% before; none after) to Charles E. Skaggs, J. Garth Payne, Joe D. Henderson, James J. Lynch, and Donald Westfall (none before; 20% after) for \$900,000 cash. Seller also owns six daily newspapers. Dean Leshar II and his wife also control *Madera Tribune*. Buyers are Burley, Idaho investors with no other broadcast interests. Filed June 27.

■ **WVQV-FM** Peru, Ill. (100.9 mhz; 1 kw; HAAT: 485 ft.)—Seeks assignment of license from Radio Illinois Ltd. to Starved Rock Radio Project Inc. for \$155,000 cash. Seller is principally owned by Robert D. MacVay, Henry Jennings, Gary Ballard, Bob Brown, William MacCarthy and Keith Gensheimer. MacVay and Jennings also have interest in WKTN(FM) Kenton, Ohio. MacVay also owns WKNX(AM) Frankenmuth, Mich. Jennings also has interest in WBUK(AM) Portage, Mich. Ballard is general manager of station. Buyer is owned by Thomas N. Spaight. He and his wife, Lynn, also own 9.34% of KRNA(FM) Iowa City, Iowa. Filed June 28.

■ **KICS(AM)-KEZH(FM)** Hastings, Neb. (AM: 1550 khz; 500 w-U, FM: 101.5 mhz; 3 kw; HAAT: 265 ft.)—Seeks transfer of control of Tri-Cities Broadcasting from Robert D. Hanna (50% before; none after) to Brian Griffey (none before; 10% after) and Charles R. Cooper (none before; 30% after) for \$75,100, comprising \$35,100 cash and \$45,000 loan to licensee. Seller was originally owned equally by Robert D. Hanna and Edward H. Tricker. They split stock 5 for 1 and Tricker purchased 40% for \$45,000 and loan of \$10,000 to retain 50%. They also own KROX(AM) Crookston, Minn. Hanna also owns KCLW(AM) Hamilton, Tex. Buyer Griffey is general manager of station. Cooper is Lincoln, Neb., investor with no other broadcast interests. Filed June 29.

■ **KOOO(AM)** Omaha (1420 khz; 1 kw-D)—Seeks assignment of license from MediaOmaha to Nelson Broadcasting Co. for \$650,000, comprising \$25,000 cash and remainder note. Seller is owned equally by Jayne A. Woods and John W. Biddinger. Woods, with her husband, Frank, also owns 51% of permittee for new AM in Cross City, Fla. Frank Woods also has interest in sale of WBRV(AM) Woodbury, Tenn. (see below). Biddinger also has interest in WPDS-TV Indianapolis. Buyer is owned by Lyle W. Nelson, and his wife, Georgia. He is general sales manager at KFAB(AM)-KGOR(FM) Omaha. Filed June 28.

■ **KCPK-FM** Clovis, N.M. (107.5 mhz)—Seeks assignment of license from Triton Broadcasting to Taber Broadcasting for \$325,000, comprising \$75,000 cash and remainder in note. Seller is owned equally by Joe E. Stuckey and William R. Wiggins. They have no other broadcast interests. Buyer is owned by Jim Taber (66.6%) and his father, Wally Taber (33.3%). Younger Taber is broadcast consultant. Father is photographer and lecturer on wildlife. Neither has other broadcast interests. Filed June 27.

■ **WRIE(AM)** Waterford, Pa. (1330 khz; 5 kw-U)—Seeks assignment of license from Radio Erie Inc. to CEb Enterprises Inc. for \$490,000 cash. Seller is principally owned by F. Brady Louis, who has no other broadcast interests. Buyer is owned by Michael M. Crosby (51%), Theodore C. Bloomstine (24.5%) and Martin P. Eisert (24.5%). Crosby is VP of Gannon University, Erie, Pa. Bloomstine owns Erie, Pa.-based insurance agency. Eisert senior VP of Erie insurance company. None have other broadcast interests. Filed June 27.

■ **WBRV(AM)** Woodbury, Tenn. (1540 khz; 500 w-D)—Seeks assignment of license from Tennessee Valley Broadcasting Corp. to Gordon T. Greenup and Edgar H. Pierce for \$90,000 cash. Seller is owned by H.L. Townsend and Frank A. Woods. They also own WTBP(AM) Parsons, Tenn., and permittee for new AM in Cross City, Fla., with Wood's wife,

Jayne, who also owns 50% of KOOO(AM)-KESY(FM) Omaha. KOOO is being sold (see above). Buyer Greenup is Springfield, Tenn., investor. Pierce is Brentwood, Tenn. physician, neither have any other broadcast interests. Filed June 28.

■ **KMHT-AM-FM** Marshall, Tex. (AM: 1450 khz; 1 kw-D; 250 w-N, FM: 103.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Marshall Media Inc. to Bayou Broadcasting Inc. for \$1.2 million, comprising \$300,000 cash, \$75,000 noncompete agreement, \$789,000 assumption of debt and remainder note. Seller is owned by Clint Formby (30%), George Franz (50%) and Ray Eller (20%). They also own KSAM(AM)-KHUN(FM) Huntsville, Tex. Formby also owns KTEM(AM)-KPLE(FM) Temple, Tex.; KLVN(AM) Levelland, Tex.; KPAN-AM-FM Hereford, Tex., and Hereford Cablevision, operator of cable system in Hereford, Tex. Buyer is owned equally by Charles Strickland, Dale Palmer and A.T. Burke. They also KBLI(FM) San Angelo, Tex. Burke also owns KYCU(TV) Cheyenne, Wyo.; KSTF(TV) Scottsbluff, Neb.; KTVS(TV) Sterling, Colo.; KGNs(TV) Laredo, Tex., and app. for KLMG(TV) Longview, Tex. Palmer also owns KOLE(AM)-KKMY(AM) Beaumont, Texas and KBLU(AM)-KTTI(FM) Yuma, Ariz. Filed June 28.

■ **WHBG(AM)** Harrisonburg, Va. (1360 khz; 5 kw-D)—Seeks assignment of license from Radio Harrisonburg Inc. to WHBG Inc. for \$315,000, comprising \$157,500 retained by seller, \$47,250 cash, and \$110,250 note. Seller is owned by W.W. Greer, who is retaining half interest in station. Buyer is also owned by Robert L. Dean, who owns 80% of WAMM(AM) Woodstock, Va., which was recently sold ("For the Record," June 11). Filed June 28.

■ **KLHT(AM)-KREM-FM** Spokane, Wash. (AM: 970 khz; 5 kw-D; 1 kw-N, FM: 92.9 mhz; 81 kw; HAAT 2,080 ft.)—Seeks assignment of license from King Broadcasting Co. to Highsmith Broadcasting Co. for \$1.2 million cash. Seller is principally owned by Dorothy S. Bullitt (30.82%), Harriet S. Bullitt (22.7%) and seven others. It is Seattle-based station group with four AM's, five FM's and three TV's. Buyer is by William M. Highsmith (51%), Michael J. Schweitzer (20%) and Ivan E. Braiker (29%). Highsmith is president of Highsmith Co., Phoenix-based library supply firm. He has no other broadcast interests. Schweitzer is general manager of WCPX-TV Orlando, Fla. and VP of Outlet Communications Inc., Providence, R.I.-based station group owning one AM, four FM's and four TV's. Braiker is senior VP with subsidiary of Sunbelt Communications Inc., Colorado Springs-based station group owning two AM's and four FM's. Filed June 28.

■ **WTMB(AM)** Tomah, Wis. (1460 khz; 1 kw-D)—Seeks

assignment of license from Tomah-Mauston Broadcasting Co. to Phyllis Rice for \$185,000 note. Seller is owned by Dean A. Dickie, director of estate of Hugh W. Dickie. It also holds CP for WTMB(TV) Tomah, Wis. Buyer is former secretary/treasurer of assignor corporation and has no other broadcast interests. Filed June 26.

■ **WTMB-FM** Tomah, Wis. (98.9 mhz; 100 kw; HAAT: 200 ft.)—Seeks assignment of license from Tomah-Mauston Broadcasting Co. to Wisconsin Voice of Christian Youth Inc. for \$465,000 note. Seller is owned by Dean A. Dickie, director of estate of Hugh W. Dickie. It also holds CP for WTMB(TV) Tomah, Wis. Buyer is nonprofit educational institution headed by Ralph Studeman, and nine others. It also owns *WCVY-FM Milwaukee, and WCVY-TV Milwaukee, a commercial UHF station. Filed June 26.

■ **KSIT(FM)** Rock Springs, Wyo. (104.5 mhz; 100 kw; HAAT: 1,630 ft.)—Seeks assignment of license from Imperial Broadcasting Co. to Eagle Broadcasting Inc. for \$728,500, comprising \$50,000 cash, and remainder note. Seller is owned by Courtney Flatau, who also owns KSES(AM) Yucca Valley, Calif., and Brent Larson and Gary Waldron, who also own KBUH(AM)-KFRZ(FM) Brigham City, Utah. Larson also owns KCKO(AM) Millwood, Wash. Buyer is owned by Leonard A. Kaomo (30%); Barbara L. Mathis (30%); David M. Piaia (30%) and Charles R. Reeves (10%). Kaomo and Piaia are Rock Springs attorneys. Mathis and Reeves own copier and supply firm in Rock Springs. None have other broadcast interests. Filed June 29.

Actions

■ **WDAE(AM)** Tampa, Fla. (1250 khz; 5 kw-D)—Granted assignment of license from Taft Radio and Television to Gannett Tampa Broadcasting Inc. and Combined Communications Corp. for \$6,050,000 cash. Seller is Cincinnati-based group owner with five AM's, seven FM's, seven TV's and number of cable systems. Buyer is owned by Allen H. Neuharth, chairman. Combined Communications, Douglas H. McCorkindale, president, owns five AM's, seven FM's and six TV's. Action June 22.

■ **WRJQ(FM)** Williston, Fla. (92.1 mhz; 3 kw; HAAT: 450 ft.)—Granted assignment of license from Jim Johnson Enterprises to Arkellian Broadcasting for \$750,000, comprising \$200,000 cash, \$50,000 assumption of liabilities, and \$500,000 note. Seller is owned by James E. Johnson and his wife, Roberta. They have no other broadcast interests. Buyer is owned by Eric Times-News, in Erie, Pa. Subsidiary, Arkellian Broadcasting also owns WGR(FM) Naples, and WMIB(FM) Marco Island, both Florida. Arkellian is president of Arkellian Broadcasting and general manager of stations. Action June 22.

■ **KTQQ(FM)** Sulphur, La. (100.9 mhz)—Granted assignment of license from Thomas Broadcasting Inc. to Lafayette Broadcasting Inc. for \$1.25 million cash. Seller is owned by H. Kinnon Thomas, and his son, Steve, who have no other broadcast interests. Buyer is owned by Ron Gomez and eight others. It also owns KPEL(AM)-KTDY-FM Lafayette, La. Action June 22.

■ **KLLT(FM)** Grants, N.M. (95.3 mhz; 3 kw; HAAT: 215 ft.)—Granted transfer of control of Rainbow Broadcasting Corp. from Michelle Z. Elliot (50% before; none after) to Robert S. Hedin and his wife, Maxine (50% before; 100% after, jointly) for \$60,000 cash. Seller has no other broadcast interests. Buyer Hedin is program director at station. Action June 21.

■ **WMPA(FM)-WHAY(AM)** Aberdeen, Miss. (AM: 1240 khz; 1 kw-D; FM: 105.5 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Radio Monroe Inc. to Superior Communications Corp. for \$450,000, comprising \$60,000 cash, plus \$390,000 note. Seller is owned by J.W. Furr (60%) and J.D. Buffington (40%). Furr owns 87.6% of WFOR(AM)-WHER(FM) Hattiesburg, Miss., and 51% of WMBC(AM)-WJWF(FM) Columbus, Miss. Buffington is station manager at the Aberdeen, Miss., station. Buyer is owned by Buffington (65%) and Jack D. Home, local furniture retailer (35%). Action June 20.

■ **KIXC-AM-FM** Quanah, Tex. (AM: 1150 khz; 500 w-D; FM: 100.9 mhz; 3 kw; HAAT: 192 ft.)—Granted assignment of license from Crippen Communications Inc. to T.W. Broadcasting Inc. for \$195,000 cash. Seller has no other broadcast interests. Buyer is owned by Warren G. Hall who has no other broadcast interests. Action June 21.

■ **WNST-AM-FM** Milton, W.Va. (AM: 1600 khz; 5 kw-D; FM: 106.3 mhz; 110 w; HAAT: 1,230 ft.)—Granted assignment of license from WNST Radio to Peters Broadcasting Inc. for \$225,000 cash. Seller is owned by Kathryn Tweel, executrix of estate of Naseeb S. Tweel, who also owns 49% of WMOV(AM) Ravenswood, W.Va. Buyer is owned by Roscoe H. Peters, automobile dealer with no other broadcast interests. Action June 22.

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	2,868	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	2,835	166	3,002

* Includes off-air licenses.

Facilities Changes

Applications

AM's

Accepted

- WGGG (1230 khz) Gainesville, Fla.—Seeks CP to make changes in ant. sys. and change TL. App. July 2.
- WKLB (1290 khz) Manchester, Ky.—Seeks MP to change TL. App. July 2.
- WCOG (1320 khz) Greensboro, N.C.—Seeks mod. of lic. to change SL and to operate by remote control from proposed SL. App. June 28.

FM's

Tendered

- *New (90.9 mhz) Opp, Ala.—Seeks CP to change freq. to 91.9 mhz. App. July 2.
- WRAYO (98.5 mhz) Crystal River-Home Springs, Fla.—Seeks CP to change TL; change HAAT to 1,333 ft., and make changes in ant. sys. App. June 29.
- KMMK (95.3 mhz) McKinney, Tex.—Seeks CP to change TL; change ERP to 2.51 kw; change HAAT to 106.6 ft., and make changes in ant. sys. App. July 2.

Accepted

- KMLA (103.9 mhz) Ashdown, Ark.—Seeks CP to change TL. App. June 29.
- KMVC (98.3 mhz) Burley, Idaho.—Seeks CP to change TL; change ERP to 25 kw; change HAAT to 2,437 ft., and change freq. to 99.9 mhz. App. June 29.
- KSKU (102.1 mhz) Hutchinson, Kan.—Seeks CP to change HAAT to 1,030.89 ft. and change radiation sys. App. June 29.

TV's

Accepted

- KOAA-TV (ch. 46) Pueblo, Colo.—Seeks MP to change TL and replace existing ant. with circularly polarized ant. App. July 2.
- WFLX (ch. 29) West Palm Beach, Fla.—Seeks MP to change ERP to vis. 5000 kw, aur. 500 kw. App. June 29.
- WTUV (ch. 33) Utica, N.Y.—Seeks MP change to ERP vis. 6.95 kw, aur. .695 kw and change HAAT to 772 ft. App. June 29.
- KABC-TV (ch. 7) Los Angeles—Seeks lic. for authority to use formerly licensed main ant. as an aux. ant. App. July 2.
- WYAH-TV (ch. 27) Portsmouth, Va.—Seeks mod. of lic. to change SL. App. July 2.

Actions

AM's

- KAFY (550 khz) Bakersfield, Calif.—Granted app. to make changes in nighttime DA pattern. Action June 21.
- KUTY (1470 khz) Palmdale, Calif.—Granted app. for mod. of lic. to change SL and operate by remote control. Action June 20.
- WSHO (800 khz) New Orleans—Granted app. for mod. of lic. to change SL. Action June 21.
- KJPW (1390 khz) Waynesville, Mo.—Granted app. to increase power to 5 kw. Action June 22.
- WTBQ (1110 khz) Warwick, N.Y.—Granted app. for mod. of lic. to change SL. Action June 21.
- WKSD (920 khz) Orangeburg, S.C.—Granted app. to construct new ant. and change TL. Action June 21.
- KTEK (1110 khz) Alvin, Texas—Granted app. to make changes in ant. sys. Action June 22.

FM's

- KZTR (95.9 mhz) Camarillo, Calif.—Granted app. to change TL; change ERP to 0.43 kw, and change HAAT to 720 ft. Action June 21.
- KYOU (92.5 mhz) Greeley, Colo.—Granted app. to

change ERP to 100 kw; change HAAT to 562 ft., and request for DA. Action June 21.

- KJAD (92.7 mhz) Lihue, Kauai, Hawaii—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,587 ft. Action June 21.
- *WBHI (90.7 mhz) Chicago—Granted app. to change freq. to 90.7 mhz; change ERP to 0.008 kw; change HAAT to 55 ft., and make changes in ant. sys. Action June 21.
- *WCYC (90.5 mhz) Chicago—Granted app. to change freq. to 90.5 mhz; specify ERP at 0.008 kw; change HAAT to 71 ft., and make changes in ant. sys. Action June 21.
- WRIK (98.3 mhz) Metropolis, Ill.—Granted app. to make changes in ant. sys. Action June 22.
- *WMTH (90.5 mhz) Park Ridge, Ill.—Granted app. to change ERP to 100 w; change HAAT to 103 ft.; change TL, and make changes in ant. sys. Action June 21.
- WKDQ (99.5 mhz) Henderson, Ky.—Granted app. to change TL; change HAAT to 922 ft., and make changes in ant. sys. Action June 21.
- WLTS (105.3 mhz) Slidell, La.—Granted app. to change HAAT to 902 ft. Action June 21.
- *WBFH (91.3 mhz) Bloomfield, Mich.—Returned app. to change freq. to 91.3 mhz; change ERP to 0.100 kw; change HAAT to 175 ft., and install non DA.
- *WXDU (88.7 mhz) Durham, N.C.—Granted app. to change ERP to 1.62 kw and make changes in ant. sys. Action June 21.
- KMOD (97.5 mhz) Tulsa, Okla.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 744 ft., and make changes in ant. sys. Action June 23.
- KRGT (92.1 mhz) Hutto, Tex.—Returned app. to change community of lic. to Hutto; change TL, and make changes in ant. sys. Action June 20.
- KFQX (104.9 mhz) Llano, Tex.—Granted app. to change TL and change HAAT to 92 ft. Action June 22.
- KSPO-FM (104.3 mhz) Salt Lake City—Dismissed app. to change HAAT to 3,767 ft. Action June 21.

TV

- *New (ch. 13) Indianapolis—Granted app. to change HAAT to 980 ft. and increase tower height. Action June 18.

In contest

ALJ John M. Frysiak considered the following requests:

- Des Moines, Iowa (Federal Television Co.)—Granted joint request by Iowa Television Authority and Des Moines TV, Ltd. Dismissed FTC's app. and granted ITA's app. for a TV station at Des Moines (By MO&O, June 19; MM 83-1165-1167).
- Webb City, Mo.—Granted joint request for approval of settlement agreement and dismissed Stubblefield's app. with prejudice. Granted Elsner's app. for a new FM service at Webb City (By MO&O, June 18; MM 84-4-5).
- Lowville, N.Y.—Granted petition by North Country Broadcasting Co. and added Sec. 1.65 and cross-interest issues against Lowville Radio, Inc. (By MO&O, June 14; MM 84-211-214).

ALJ Joseph P. Gonzalez considered the following requests:

- Pueblo, Colo.—Granted motion by tvUSA/Pueblo, Ltd. for summary decision and resolved financial qualifications issue in its favor (By MO&O, June 22; MM 84-20-22).
- St. Joseph, Mo.—Granted motion by Public Television 19 and added issues to determine whether the proposals of Metro Program Network Inc., in this or other comparative television proceedings, to integrate Gerald Fitzgerald as general manager have been made without a good faith intention of effectuation and whether the applicant has made misrepresentations in this respect to the commission and, if so, the effect on Metro's basic and comparative qualifications to be a commission licensee (By MO&O, June 19; MM 83-1392; 1394).
- Bismark, N.D. (Bismark Media Co.)—Granted joint request by Capitol City Communications Inc., Bismark Media Co., North Plains Communications Co. and Delta Radio Inc. for approval of settlement agreement. Dismissed apps. by Bismark, Delta and North Plains with prejudice. Granted Capitol City Communications Inc.'s app. for new FM station to operate on ch. 243 at Bismark (By MO&O, June 13; MM 83-1079; 1081-1083).
- Burkburnett, Texas—Granted joint request by Dove Media and Burkburnett for approval of agreement and dis-

Books For Broadcasters

THE ART OF INTERVIEWING FOR TELEVISION, RADIO AND FILM, by Irv Broughton. A journalist's bible on professional techniques: how to plan, prepare and conduct a film, video or radio interview for any purpose. It's a guide for anyone involved with interviews ... in any capacity ... doing any type of interviewing. Covering everything from selecting a subject and a personality to asking the right questions and preparing for the interview, this book will help the reader become a more professional, competent interviewer. There are hints and suggestions on how to ask questions, how to act and react, the legal aspects, how to familiarize yourself with the scope and limitation of technical equipment, and more. It's a book of problem-solving techniques that distill the essence of which good interviews are made, and it's for everyone: the newperson, writer, disc jockey, talk show host, documentary filmmaker. 266 pps. 33 illus. **T51125 \$14.95.**

THE EXECUTIVES GUIDE TO TV AND RADIO APPEARANCES. This book will tell you exactly how to prepare for being on TV or radio, how to anticipate questions, how to tell a good anecdote, how to smile and gesture, even what to wear. What's more, *The Executives Guide to TV and Radio Appearances* shows you how to turn a hostile accusation to your advantage—how to use your new-found communications skills and your time on camera to create a favorable impression of yourself and your organization. Written by an experienced public relations manager for Ford Motor Co., *The Executives Guide to TV and Radio Appearances* is a must tool for every executive who makes policy or who must articulate it. It's also invaluable for TV producers, TV talk and news show staff and anyone else involved in this type of communications. 138 pages, illus., appendix. **O-914236-53-9 \$14.95**

BROADCASTING BOOK DIVISION

1735 DeSales St., N.W.
Washington, D.C.
20036

Please send me book(s) number(s) _____. My _____ payment is enclosed.

Name _____

Firm or call letters _____

Address _____

City _____

State _____ Zip _____

missed Dove Media's app. for a new FM station. By separate action, granted joint request for approval of settlement agreement by Wichita County Communications and Burk-burnett Broadcasters's apps. for a new FM station at Burk-burnett (By MO&O, June 14; MM 83-739, 83-741-742).

■ Denton, Tex.—Granted motion by Denton FM Radio, Ltd. to enlarge issues to determine whether the proposal of Denton Media Co. will provide great enough signal to all of the city of Denton. By separate action, granted motion by Denton Radio to enlarge issues to determine whether the proposal of Lori Ann Brotman and Sherwin Byron Brotman will provide the same signal strength to all of Denton and to determine whether Lori Ann Brotman's representations about her ant. site and the FAA clearance and her failure to notify the commission about another app. in the Rockport, Tex., proceeding evidenced carelessness, negligence or lack of candor (By MO&O, June 20; MM 84-92-95).

■ Jacksonville, Tex.—Granted motion by Kirk Broadcasting Co. to determine whether George E. Gunter misrepresented the facts or lacked candor when he answered certain questions on FCC Form 301, of his original app. and in subsequent amendments; to determine whether Gunter has violated 47 C.F.R. 1.65 by failing to report his other broadcast interests, and to determine whether Gunter has sufficient net liquid assets available to construct and operate his proposal in view of his other broadcast construction and operation financial commitments (By MO&O, June 21; MM 83-1305-1306).

■ Logan, Utah—Granted motion by Powley for partial summary decision and resolved the air hazard issue in Powley's favor. Granted joint request for dismissal of app. and approval of agreement. Dismissed Matlock's app. and retained Powley's app. for a new TV station on ch. 12, in hearing status (By MO&O, June 15; 84-284-285).

ALJ James F. Tierney considered the following request:

■ Marco Island, Fla.—Granted petition for approval of settlement agreement. Dismissed Palmer's app. and granted app. of the joint venture Marco Island MDS Co. consisting of Palmer and Qualicom, successor to Charlotte Message Center Inc. (By MO&O, June 15; MM 83-1158-1159).

ALJ Joseph Chachkin considered the following request:

■ Vicksburg, Miss.—Granted joint request by Matthew D. Wiggins Jr. and TV 35 Inc. for dismissal of apps. and approval of agreement. Granted Vicksburg Broadcasting's app.

for a TV station at Vicksburg (By MO&O, June 20; MM 83-1168-1170).

ALJ John H. Conlin considered the following request:

■ Green Valley, Ariz.—Granted motion by Alden Communication Corp. for summary decision and resolved the requisite signal strength issue in its favor (By MO&O, June 21; MM 83-718; 720-721).

ALJ Walter C. Miller considered the following requests:

■ Fountain and Widefield, Colo.—Granted motion by Al-len for partial summary decision and resolved hazard issue in his favor (MO&O, June 19; MM 84-385-386).

■ El Paso and Clint, Tex. (Fina Broadcast House Corp.)—Granted motion by El Paso Radio Corp. for summary decision and resolved air hazard issue in its favor (By MO&O, June 14; MM 84-56-59).

ALJ Joseph Stirmer considered the following request:

■ Cheyenne, Wyo.—Granted motion by Retherford and dismissed its app. for a TV station at Cheyenne (By order, June 22; MM 83-23-24).

Call letters

Applications

Call	Sought by
New FM	
KXBX	Visionary Radio Euphonics of Lake County Inc., Lakeport, Calif.
Existing AM's	
WNTR	WGAY Interstate Communications Inc., Silver Spring, Md.
WQOK	WMRB Paramount Broadcasting Co., Greenville, S.C.
WPFD	WBLP Paul F. Durham, Fairview, Tenn.

Existing FM's

WAIL	WVFK Long Communications Corp., Key West, Fla.
WBVR	WAKQ Keymarket Communications of Kentucky Inc., Russellville, Ky.
WGNV-FM	WFMN Stereo Newburgh Inc., Newburgh, N.Y.
WRDU	WXYX Voyager Communications II Inc., Wilson, N.C.
*KBNJ	KFLB World Radio Network Inc., Corpus Christi, Tex.
KDUV	KINE-FM Whitlock Broadcast System Inc., Kingsville, Tex.
WJJR	WHWB-FM Media Concepts Inc., Rutland, Vt.
KGDN	KTRJ Read Broadcasting, Ephrata, Wash.

Existing TV's

WSFN	WSCT SFN Communications of Florida Inc., Melbourne, Fla.
KTCT	KBHJ Television Communications, Inc., Tulsa, Okla.

Grants

Call	Assigned to
New FM's	
*KSLV-FM	San Luis Valley Broadcasting Inc., Monte Vista, Colo.
*WTHS	Hope College, Holland, Mich.
*KKFI	Mid-Coast Radio Project Inc., Kansas City, Mo.
*WAPX-FM	Austin Peay State University, Clarksville, Tenn.
KGRA	Hispanic Broadcasting Co., Kermit, Texas
WKTT	Dan Emil Haluska & Paula Louise Haluska, Cleveland, Wis.

Existing AM's

WMCJ	WBEB Berkeley Broadcasting Corp., Moncks Corner, S.C.
WGHW	WNAR Alpha Omega Broadcasting Corp., Alcoa, Tenn.
WMDR	WEAG Blount County Broadcasting Corp., Alcoa, Tenn.
Existing FM's	
WORQ	WFAN Shoreline Communications Inc., Stonington, Conn.
WYAY	WWLT Katz Broadcasting of Atlanta Inc., Gainesville, Ga.
WJYA-FM	WJYF LWB Atlanta Corp., LaGrange, Ga.
WBMX-FM	WBMX Sonderling Radio Corp., Oak Park, Ill.
*WFWM	WGTK Frostburg State College, Frostburg, Md.
WXJY	WGTF C.C.N.B. Corp., Nantucket, Mass.
KLRK	KMWR Clarcorn Inc., Vandalia, Mo.
WTCO	WKAL-FM WKAL Corp., Rome, N.Y.
WBHC-FM	WJBW-FM Hampton County Broadcasters Inc., Hampton, S.C.
KXAS-FM	KILT-FM Lin Texas Broadcasting Corp., Houston
KQTX	KIXC-FM T & W Broadcasting Inc., Quanah, Tex.
KBCM-FM	KBXN-FM Golden Spike Broadcasting Inc., Tremonton, Utah
KGDN	KTRJ Read Broadcasting, Ephrata, Wash.
Existing TV	
WZTZ-TV	WZTZ 66 Corp., Marlborough, Mass.

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 Moffer, 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
(205) 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 AFCE
5390 Cherokee Avenue
Alexandria Virginia 22314
(703) 642-4164

A.D. RING & ASSOCIATES
CONSULTING RADIO ENGINEERS
Suite 500
1140 Nineteenth St., N.W.
Washington, D.C. 20036
(202) 223-6700
Member AFCE

 TELEPHONE (703) 569-7704
CARL T. JONES ASSOCIATES
CONSULTING ENGINEERS
7901 VARNWOOD COURT SPRINGFIELD VA 22153
MEMBER AFCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
1015 15th St., N.W., Suite 703
(202) 783-0111
Washington, D.C. 20005
Member AFCE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCE

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 AFCE

Moffet, Larson & Johnson, P.C.
CONSULTING ENGINEERS
1925 North Lynn Street
Arlington, VA 22209
(703) 841-0500
Member AFCE

DAVID STEEL & ASSOCIATES, INC.
P.O. Box 230
Main St. & Melvin Ave
Queenstown, MD 21658
(301) 827-8725
Member AFCE

ANDRUS AND ASSOCIATES, INC.
ALVIN H. ANDRUS, P.E.
351 SCOTT DRIVE
SILVER SPRING, MD 20904
301 384-5374
 Member AFCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCE

JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114
Member AFCE

JULES COHEN & ASSOCIATES, P.C.
Suite 400
1730 M St. N.W.
Washington DC 20036
(202) 659-3707
Member AFCE

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 AFCE & 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 AFCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W.,
Seattle, Washington, 98107
(206) 783-9151
Member AFCE

ENTERPRISE ENGINEERING P.C.
Consulting Engineers
FW. HANNEL, PE
P.O. Box 9001 Peoria, IL 61614
(309) 691-4155
Member AFCE

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 AFCE

C. P. CROSSNO & ASSOCIATES
Consulting Engineers
P.O. Box 18312
Dallas, Texas 75218
(214) 669-0294
Member AFCE

 **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 AFCE

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 AFCE

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 AFCE

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

 **COMSEARCH™**
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 Marr, 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

JOHN J. DAVIS & ASSOCIATES
CONSULTING ENGINEERS
P.O. BOX 128
SIERRA MADRE, CA 91024-0128
(818) 355-6909
Member AFCE

 **Teletech, Inc.**
TELECOMMUNICATIONS ENGINEERS
FM-TV-MDS-LPTV-Land Mobile
Applications—Frequency Searches
P.O. Box 924
Dearborn, MI 48121
(313) 562-6873

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 Makings
C/Carrier-Cellular, Satellites
MDS, 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 AFCE

W. LEE SIMMONS & ASSOCIATES, INC.
Broadcast Telecommunications Consultants
Applications • Field Engineering
614 Sunnybrook Drive
Monroe, N.C. 28110
(704) 289-1301

DON'T BE A STRANGER

To Broadcasting's 191 781* 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

General sales managers. Group owner seeking experienced general sales managers for AM and FM stations in top 50 Midwest markets. Experience in national sales, and working knowledge of budgets important. Must be creative, motivator, people person with good marketing skills. Minimum 3 years sales manager or general manager experience required. Excellent starting salary, override, insurance, profit sharing and continuing education benefits are part of the package. Send resume, earnings history, salary requirements, and references in first letter to: Great Trails Broadcasting Corp., 4 S. Main Street, Dayton, OH 45402. All replies confidential. An equal opportunity employer.

General manager: experienced (hands-on) manager (sales oriented). Small (AM-FM) market - hill country - central Texas. Demonstrate success in this market, move up to top 75 mkt. within 2 years. Excellent salary and opportunity. Send resume to 3901 Westheimer, Suite 190, Houston, TX 77027.

Atlanta: financial manager needed. Three to four years experience in broadcasting preferred. Accounting degree required. Computer experience preferred. Send resume only to Rick Ellis, WJYA, 19 Atlanta St. Marietta GA 30060.

GSM-WHTF-FM 92 Rock. York/Harrisburg/Lancaster market. Our unbelievable growth to top-rated CHR position requires a "take control" decision maker. If you have the credentials, you may be the successful candidate who enjoys growth, status, and responsibility in an excellent environment! Phone Doug George, General Manager, 717-266-6606, or write WHTF-FM, RD #4, Box 312-B, York, PA 17404. An equal opportunity employer.

HELP WANTED SALES

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/M/F.

Salesperson to grow with us in Sunbelt. Minimum 2 years small market experience and success. Call for details 704-482-1390.

WNGS-FM, West Palm Beach, looking for experienced account executive/local sales. Bill Pearl, General Manager, P.O. Box 669, West Palm Beach, FL 33402. EOE.

Central coastal California AM/FM combo opportunity with one of the largest radio groups. Come live in our beautiful community if you are motivated to make great money and enjoy selling direct retail. Send resume: KSLY/KUNA, P.O. Box 1400, San Luis Obispo, CA 93406. 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. Resume/references to Box T-126.

We are growing! Need salespeople to replace those promoted from within. Must have 2 to 3 years radio sales required. Top 55 market in southern New England. Only those self-motivated, professional, and dedicated need apply. Resume to Box W-34. EOE.

HELP WANTED ANNOUNCERS

Tapes and resumes needed to fill afternoon drive position on great station. WLBR, P.O. Box 1270, Lebanon, PA 17042.

Major market MOR/ - nostalgia station. Music director/mid-day announcer. Experience required; growth potential and great benefits. self starter. Send tape and resume to Bob Middleton, 1515 St. Charles Avenue, New Orleans, LA 70130. EOE. M/F.

WSLB-AM, located on the St. Lawrence River, is looking for a DJ. Work includes production. Send tape, resume and three references to WSLB, P.O. Box 239, Ogdensburg, NY 13669. EOE.

Morning personality. Top rated adult/contemporary across Lake Michigan from Chicago. If you're the person, we offer stability, good pay, excellent benefits, professional staff. Seeking above average one-to-one and strong production. Three years experience minimum. Tape/resume to: Stan Banyon, PD, WHFB, PO Box 608, Benton Harbor, MI 49022.

Indiana contemporary FM offers opportunity for person with proven talent and ability. Management skills important since you will be directing our announcing staff. EOE. Resume to Box W-37.

HELP WANTED TECHNICAL

Chief engineer. Top rated, quality conscious class C FM. Company involved in major rebuilding projects. Super growth opportunity for creative chief. Send resume and salary requirements to Tom BonDurant, WGLD, P.O. Box 2808, High Point, NC 27261, or call 919-869-0101. An equal opportunity employer.

Chief engineer - immediate opening. Directional AM/class C FM. EOE. KKAA, Box 1770, Aberdeen, SD 57401.

Maintenance engineer/board operator/staff announcer. Part-time evenings and weekends. Previous experience and first class license preferred. EOE. Call L. Migala, afternoons, 312-282-6700.

Chief engineer. WKHX, Atlanta/Capital Cities. Full technical responsibility for well equipped FM. Must be experienced in audio and RF. Send resume to Norm Schrutt, President and General Manager, WKHX, 360 Interstate North, Suite 101, Atlanta, GA 30339. EOE.

Broadcast Engineer. Audio/video engineer, Memphis State University's department of theatre & communication arts. Chief operator for WSMS-FM-92, University's radio station. Inclusive of all equipment installation, repair, and maintenance in labs and classrooms. Oversees all FCC related documents for radio station. Qualifications: A.S. in electronics technology or military electronics school (B.S./E.T. preferred) and two years experience in radio or TV broadcasting or directly related field. Salary: \$18,000-\$19,500. Send letter of application and resume by August 1, 1984, to: Robert W. McDowell, Department of Theatre & Communication Arts, Memphis State University, Memphis, TN 38152. Position available September 5, 1984.

Self starting chief engineer needed for middle Georgia AM/FM. Must know automation. Good working conditions. Send resume and salary requirements to Box W-35. EOE.

Vermont chief engineer. Knight Quality Stations recently acquired WEZF 93 FM, Burlington, Vermont, and is looking for a chief engineer to manage and maintain our new facility. Minimum 5 years experience with emphasis on audio. Send resume to Edward J. Juare, Vice President of Engineering, Knight Quality Stations, P.O. Box 927, Fall River, MA 02722. The Knight Quality Stations group is an equal opportunity employer.

HELP WANTED NEWS

News person. 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 director for Fall opening. Small northern Virginia market seeks a little experience and lots of ambition. Tape and resume now to Kemp Miller, P.O. Box 192, Front Royal, VA 22630.

News /sports director - San Luis Obispo, California. Station has outstanding news profile and major college PBP. Beautiful city with great climate. Station has excellent broadcast facilities. Only total professionals in news gathering, writing, reporting, and colorful PBP need apply. Tape/resume to Dan Clarkson, GM, KVEC, Box 787, San Luis Obispo, CA 93406. EOE/M/F.

Public Radio KNAU, Flagstaff, is looking for a take-charge news and public affairs director, willing to start from scratch to build a student-staffed department. Duties include training, news-gathering, and studio-production of news, features, and public-affairs programming; plus teaching a news-writing and production course. You must be able to take a story from idea to finished on-air product; design programming that fits into a fine-arts/information format. Minimum qualifications: Bachelor's degree in journalism, broadcasting, or related field, and 3 years experience, or equivalent combination. Salary: \$18,111 to start. Applications must be received by July 31. Position starts Sept. 10 or earlier. Apply to: Russ Hamnett, Manager, KNAU, Box 5764, Northern Ariz. University, Flagstaff, AZ 86011. NAU is an EEO/affirmative action/Title IX/Section 504 employer.

Top-rated news/talker looking for experienced morning anchor/reporter with good pipes. News Director, 115 Eastern Avenue, East Providence, RI 02914. EOE.

WEBR, all news radio in Buffalo, has two openings. We are looking for a feature editor to fill a vacancy created by a promotion. Duties include anchoring, and responsibility for production and scheduling of feature reports. We are also looking for a full-time anchor to fill a new position. Both jobs require at least two years radio news experience, strong writing and on-air abilities, and solid news judgment. We offer competitive salary and benefits package, creative atmosphere, and growth potential. Send resumes and tapes to Mike St. Peter, News Director, WEBR, 23 North Street, Buffalo, NY 14202. We are an equal opportunity employer. No phone calls please.

Top rated talker looking for host who isn't afraid of controversy. Make some noise in a good market. Tape and resume to 115 Eastern Avenue, East Providence, RI 02914.

News anchor/reporter for four-person award winning news department at very successful, top rated AM/FM facility. Must have above average air sound, good writing skills and news judgement. Minimum two years experience. Good pay and fringe. Air check/resume and writing to: David Cole, ND, WLIP/WJQZ, P.O. Box 659, Kenosha, WI 53141.

HELP WANTED PROGRAMMING PRODUCTION AND OTHERS

Continuity director needed for AM/FM facility. Need creative copywriter with good production skills and management abilities to coordinate efforts of a 4-person copy staff serving 12 sales reps. Energy, creativity and experience a must. Resume to Station Mgr., WAXX/WAYY Radio, P.O. Box 47, Eau Claire, WI 54702. By 7/18/84. An equal opportunity employer.

Program director. WORT-FM, Madison, WI. Develop and oversee all programming. Supervise paid staff and oversee training and evaluation at largely volunteer programmed station (diverse non-commercial, strong audience). Demonstrated management experience, three years programming 608-256-2001 for application. EOE.

SITUATIONS WANTED MANAGEMENT

Nine years successful sales and sales management experience. Seek GSM or local sales manager position. Prefer Florida. All considered. I have what it takes if you have the opportunity. Box W-38.

GM or GSM. Broadcast professional, sales oriented, highly motivated. 20+ years experience. Presently employed. Will consider all markets. Box W-43.

General manager: dedicated professional with 21 years as achiever. Aggressively consistent in producing sales and profits. Take charge individual with strong organizational skills. Experience includes managing all size markets. Want an achiever with excellent credentials? Write Box W-46.

GM/GSM. Outstanding success. 12 yrs. mgmt. (9 same station). Cost efficient. Sales/profit oriented. Professional, motivated. Prefer SE, sm./med. Credentials/references. Box W-49.

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.

SITUATIONS WANTED SALES

Owner's "right hand man" at small market station in Texas available soon. Now sales manager, sign-on and production announcer who can bring in the bucks! Small market radio is my first love! Call 806-249-6362.

SITUATIONS WANTED ANNOUNCERS

Experienced, success-oriented announcer, with diverse background, wants fulltime position now! Don Brinkley, 414-284-6983, after 6 PM CDT.

Broadcast graduate seeks fulltime announcer's job. Responsible, dependable, hardworking. Any format. Prefer Midwest. 312-389-0882, Jeff Allen.

Have job, will relocate! Prefer evenings/overnights in Ohio, nearby state, cool climate area. Previous part-time experience-training. Doug, 419-387-7761.

Look out, West Coast! Insane Chicago area personality moving westward. Dependable, hard working, good pipes, stable CHR or AC. Tape/resume: (Crazy) Tony Imburgia, 312-442-1198.

Disc jockey/ 1st class engineer 5 yrs. experience + BA Communications. Seeking fulltime position. 215-952-0673 anytime.

Beautiful music announcer from Bonneville's KOIT, also KJOI. Seeks large market. Call 602-956-6677.

Former booth announcer for PBS & dial-it service weather in NY will relocate anywhere in U.S. for entry-level on-air radio job. Salary negotiable. Fast learner, hard worker. Roy Fredriks, 212-496-0497.

Experienced morning man, production, creative copy writer, excellent news delivery, former PD/ND-managerial potential. Married, stable. Currently working, central PA. Want permanent growth/advancement opportunity. Prefer Florida; all areas considered. Complete particulars-first letter. Box W-36.

Attention: small mkts. Hardworking, dependable announcer with professional sound seeks fulltime position. Will relocate. Ron Naldi, 212-948-1444

Announcer/sportscaster. Eight years experience, CHR, Southern Rockies, West Coast leave messages anytime. 303-651-1167.

SITUATIONS WANTED TECHNICAL

Engineer - experienced-AM, FM, TV & directional. Presently employed. Prefer IL, WI, or MN. 312-299-5703.

Experienced, licensed engineer also wanting airstaff at AOR FM in Sunbelt. Chris, 219-663-5453 mornings. CDT

Presently employed engineer, 15 years in most phases, including chief operator, announcer, and farm news. Midwest: prefer Iowa or surrounding states. References furnished. 319-634-3852 before 9:30 A.M. CDT.

Engineer with 18 years experience desires position involving challenge, stability, future and reward. Presently employed, but seeking opportunities to pursue transmitter and RF skills. Am willing to wait for suitable opportunities. Box W-31.

Experienced chief engineer. All phases AM-FM; desires permanent position with stable organization. Box W-48.

Exp. engr. ready to move up. EEBS degree. Great production, announcing. Write Box W-50.

SITUATIONS WANTED NEWS

Award winning PBP, sportscaster, newswriter. 9 years experience. Ed Lewis, 714-630-8316.

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.

Experienced newsman seeks Minneapolis-St. Paul market. Excellent writer, organizer, and voice. Angelo, 212-338-8328, between 6PM-7PM EDT.

Anchor/reporter/PBP. 2 yrs. experience. BS journalism. Professional delivery/writing skills. Ready for top 75 mkt. Greg, 216-969-1559.

Award-winning news director, Southwestern medium mkt., desires move to major mkt. as news director or anchor. Write Box W-3.

Sportscaster working for the best medium-market sports department in the country ready for move up to major college or top 30 market. Sportscasts, sportstalk, PBP all top-notch. Knowledge, talent, humor, hard work, the whole package. If you've got the right job, I'm the right man. Gary, 803-583-9524.

Female announcer interested in radio-TV news career seeks on-air position in San Francisco Bay area. International and domestic experience in news, narrating and announcing. Excellent voice and writing ability. B.A. in communications from the University of California, San Diego. Graduate of Columbia School of Broadcasting. Call 415-235-6097.

News/talk professional available for California or Southwest. 5 years experience. Mike Gray, 617-993-1767.

NFL PBP announcer seeks free-lance radio major college football. Five years major college experience. Box T-138.

Sportscaster. Experienced, versatile broadcaster with degree. Prefer position with play-by-play opportunities. Ed Queener, 618-684-5095.

Searching for a job in news. Need a chance. Not enough experience? Give me a chance. Communication graduate with three years in radio. Take a chance, call 216-491-8274 after 5:30 PM EDT, Patrick.

Need experienced professional in your newsroom? This 8-yr. vet has ND exp., good voice, & loves to dig. Dependable award-winner seeking advancement. All serious offers considered. Terry, mornings, 703-433-0047.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

11 year pro in sales, programing, news, PBP seeks PD or OM position in medium market. Employed, but ready to move now! Confidential. Box W-28.

25 years experience. Excellent pipes and references. Dependable, hard worker Seeking broadcasting school teaching position/program dir. slot. Let's talk! 517-723-6586, anytime, Dick O'Brien-Giles.

Outstanding achiever with proven performance in all areas of broadcasting from top ten markets to small markets. Very bottom-line and people-oriented. Currently in sales but wishing to return to operations or programing. Box W-19.

TELEVISION

HELP WANTED MANAGEMENT

KTOO-TV is seeking an assistant television station manager to manage and direct the operations of KTOO-TV. Responsible for the management of all the depts. within the television station to include programing, promotion, production, public affairs, television development and traffic. Also to serve as station program manager and promotion manager. Send resume to General Manager, KTOO-TV, 224 4th Street, Jeanau, AK 99801. Closing date: 7/15/84. KTOO is an AA/EOE.

General sales manager who has proven him/herself in a highly competitive situation and is interested in an exciting new challenge and opportunity. We are a successful group-owned independent station in the top 50. Only the right candidate will be considered for handsome compensation and benefits package plus an excellent opportunity for advancement. Write Box W-47. EOE.

HELP WANTED SALES

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 mkts. within two yrs. Excellent salary and benefits with multi-operator. Send resume to PO Box 27206, Houston, TX 77027.

TV account executive—KENS-TV, San Antonio's leading television station, has an excellent opportunity for an account executive in one of the country's hottest growth markets. Qualifications must include at least two years television sales experience and an extremely strong aptitude for new business development. Send a complete resume with references to Arthur Emerson, Local Sales Manager, KENS-TV, P.O. Box TV 5, San Antonio, TX 78299. No calls, please. Applications must be received by July 25, 1984. KENS-TV, a CBS affiliate, is a division of Harte-Hanks Broadcasting, and an equal opportunity employer.

Sales: account executive-WJKS-TV, a rapidly growing NBC affiliate in Jacksonville, Florida, is seeking an experienced, team-oriented person with a proven record of excellence in television sales. Please send resumes to Eddie Rhynne, Local Sales Manager, P.O. Box 17000, Jacksonville, FL 32216. A Media General station. EOE.

General/national sales manager-aggressive, knowledgeable individual experienced in making agency calls, with proficiency in giving solid direction to local sales staff and capable of understanding and handling unique market situation in the Midwest. Previous sales management desirable. Write Box W-25. EOE.

KOVR-TV, Sacramento, CA has an opportunity for a person to fill the general sales manager position. Qualified applicants should have experience in local sales management and national sales. It is important to have competed with independents as well as affiliates. Contact Charles Kennedy, Pres/GM, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815, 916-927-1313. EOE/M/F.

Director of retail—TV Bureau of Advertising. Seek retail (department store) bkgd. and/or TV sales/mktg. Job requires thorough knowledge of retail, good communications skills, ability to make retail presentations, sales calls on retailers, serving as retail resource to TVB staff. Some travel; Relocate to NY. Resumes & salary requirements to Bob Baker, TVB, 485 Lexington Avenue, NYC 10017.

HELP WANTED TECHNICAL

Chief engineer. Small UHF ABC television station, SE Georgia area. Salary \$20,000 - \$25,000, depending on experience. WDHN, P.O. Box 6237, Dothan, AL 36302.

Master control operator: wanted for middle market UHF operation. CBS affiliate. Must have one or two years master control operations experience. Good opportunity for someone in small market to move up. Send resume with salary requirements to: Jim Brady, Chief Engineer, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE.

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 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.

Operations engineer: Telemation Productions, a major full service production facility, is looking for additional operating engineers. Duties to include in-house and remote video operations and light maintenance. Should be familiar with HL-79D setup, BVH-500 operation and remote audio. Applicant must be able to coordinate remote technical requirements and interface with clients. Salary based on knowledge and experience. Send resume to: Chief Engineer, Telemation Productions, 834 N. 7th Ave., Phoenix AZ 85007.

TV maintenance/field engineer - entry level. Repair and maintain studio and field equipment. Possible travel. Send resume to C-Span, Suite 155, 400 N. Capitol Street, NW, Washington, DC 20001.

Studio maintenance technician. Top ABC affiliate is seeking an experienced technician to maintain studio and ENG equipment. If interested, send resume and salary requirements to Manager of Engineering, WTVN-TV, 1261 Dublin Road, Columbus, OH 43216.

TV maintenance technician. Must have minimum 2-3 years video and maintenance experience on Sony 3 1/4" and 1" videotape machines, Ikegami ENG cameras, Convergence editing systems, and other state of the art broadcast equipment. Salary commensurate with experience. Send resume to Gene Gildow, CE, WTKR-TV, P.O. Box 2456, Norfolk, VA 23501-2456. Equal opportunity employer.

Operations technician Progressive ABC affiliate, heavy emphasis in production, has immediate opening for an operations technician, 1-2 years experience required. General class license is preferred. Contact: Mark Gordon, Operations Supervisor, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914. 401-438-7200.

Maintenance engineer: Telemation Productions, a major full service production facility, is looking for a top notch maintenance engineer. Should be knowledgeable with Sony one inch VTRs, CMX-340 editor, GV1600 switcher, Digital Video Effects systems, TR600's, audio, video, and digital transmission systems and circuits. Applicant must be highly motivated; salary based on knowledge and experience. Send resume to: Chief Engineer, Telemation Productions, 834 N. 7th Avenue, Phoenix, AZ 85007.

If you have experience with trouble-shooting VPR-28 and AVR-2 VTR's and have a thorough knowledge of the latest switching, terminal and monitoring systems, then we have a challenging career opportunity for you in one of the nation's fastest growing markets. Experience with the Cetec 7000 automation system would also be helpful, as would familiarity with AM, FM and TV transmitters. Send resume to Personnel, KGBT-TV, P.O. Box 711, Harlingen, TX 78551, or call 512-423-3910 for more information. EOE

Television engineer III. Licensed or certified, studio and RF maintenance engineer. Plan, install, maintain, repair all phases of studio, remote and RF transmission facilities. Digital and UHF experience a plus. Five years broadcast television experience and two years technical training or equivalent combination. Assist in supervision of technical staff. KRWG-TV is licensed to New Mexico State University, with many associated benefits. Deadline for applications 8-1-84. Send resume and names of three professional references to: John Ramp, KRWG-TV, Box TV22, Las Cruces, NM 88003. NMSU is an AA/EOE.

Broadcast maintenance engineer. Candidate should be experienced in the maintenance of VTR's all formats, cameras, switching and terminal equipment. Microwave and transmitters a plus. Must be able to troubleshoot analog/digital equipment to component level. SBE certification or FCC general class required. Apply only if you have significant TV engineering experience. If you are ready to accept the challenge, please send resume to Richard Farquhar, Manager of Engineering, WTHR-TV, 1000 North Meridian Street, Indianapolis, IN 46204. EOE/MF.

Manager of transmission and RF systems. WNED-TV seeks a manager of transmission and RF systems. Responsible for operation, maintenance of two TV UHF transmitters, STL, microwave, satellite downlinks multiple translator facilities and possible ITFS. Need ten years broadcast experience, working knowledge of FCC regulations. Should have at least five years supervisory and budget planning experience. The position would also include administrative responsibility for specific budgets and input to future planning of new RF systems. Valid FCC general class license necessary. Salary negotiable depending on qualifications. Send resume to Engineering Department, Dept. B, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

TV and satellite communications company in DC has opening for engineers experienced in operation and maintenance of video/ENG studio, and earth station equipment. Good benefits. Resume to Box W-42.

Technical operations supervisor. Major Long Island-based pay TV network is looking for an individual with one inch tape transfer experience and a background in CMX editing. Studio operations experience a plus. A young company provides the right candidate with a great opportunity to train, manage and lead. Forward resume and salary requirements to: Assistant Director, 35 North Tyson Avenue, Floral Park, NY 11001.

TV maintenance engineer. Repair and maintain studio and 3/4" ENG/EFP equipment. Prefer three years experience in TV studio maintenance. FCC general license. Send resume to: KGGM-TV, 13 Broadcast Pl. SW, Albuquerque, NM 87103, Attn: Alan Deme 505-243-2285. EOE.

HELP WANTED NEWS

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.

News operations manager. Active news department needs someone solid in news judgement, working with people, creativity, organization, hustle. Tape and resume to News Director, WMTV, 615 Forward Dr., Madison WI 53711. EOE.

Weekend sports anchor with lots of energy and enterprize: to do sports reporting on weekdays. Top 50 Midwest market. Send resume to Box W-6.

Sports reporter/anchor-a little bit of everything in the sports department, reporting, anchoring, some shooting, editing. We're looking for knowledge and a fresh approach. EOE. Resumes and tape to Jim Collins, News Director, WFTV-TV, P.O. Box TV-2, Greensboro, NC 27420.

Central Florida's leading news station is looking for an anchor with a track record of success. If you have solid journalistic credentials and superior on-air skills, send your tape and resume to: Bob Jordan, News Director, WFTV, Box 999, Orlando, FL 32802. No beginners, no phone calls, and no agents please. WFTV is an equal opportunity employer.

#1 Southern top 60 CBS affiliate needs solid co-anchor to complement male co-anchor. At least 2 yrs. TV news experience, including 1 yr. anchoring, required. Resume, letter, references & salary history to Box W-10. EOE.

Director: looking for solid newscast director who likes to have input on fast paced 6 & 11 blocks. Will work with E-Flex, Still Store, Graphics V character generator. Must have 3 years experience in directing news. Send resume and tape to Production Manager, WTOL-TV, P.O. Box 715, Toledo, OH 43695. EOE, M/F.

Creative reporter wanted for highly competitive medium market in the Southeast. Must be conversational writer and experienced in producing stories full of compelling sights and sounds. If you are really good, send resume, references, salary requirements and written news philosophy to Box W-24. EOE.

Assignment editor for top 50 station. Looking for experienced, creative and aggressive person who relates well to people. Send resume to: News Director, WOWK-TV, P.O. Box 13, 625 Fourth Avenue, Huntington, WV 25706.

ENG editor needed at ABC affiliate station KOMO-TV. Top 20 market. Proven skills in news editing required. Experienced editors send resume and tape to Jo Shilling, KOMO-TV, 100 Fourth Avenue North, Seattle, WA 98109. EOE.

Now is the time to send your tape and resume to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

Public television station in Alaska's capital seeks news reporter/producer for regional evening public affairs/news magazine. Duties include reporting, producing daily news & feature stories, act as assignment editor, program producer & co-anchor as assigned. Must have solid journalism background and on-air experience. Send VTR & resume to Public Affairs Director, KTOO-TV, 224 4th Street, Juneau, AK 99801. Closing date: 7-15-84. KTOO is an AA/EOE.

Pacific Northwest CBS affiliate with strong commitment to local community issues is seeking a motivated self-starter to anchor, produce, write and report for local half-hour issue-oriented program. Must have ability to originate story ideas with heavy local emphasis, initiate investigations and tackle hard issues. No advocacy reporting. Prefer a B.A. in communications/journalism or R/TV and three years experience. Please send resume and tape to Linda Kuhns, KREM-TV, South 4103 Regal, Spokane, WA 99203. No phone calls. EEO/M-F.

Group-owned stations in 4 Midwestern markets seeking self-motivated TV people. Possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company, with room to move up. Send resume to Box R-91. EOE, M-F.

News director-network affiliate, West Texas market, seeks experienced news director. Management skills must be strong. Send resumes to Box W-40. EOE.

News producer. WHP-TV seeks an experienced TV news producer with background in broadcast news reporting, writing, editing, and TV news production. Ability to coordinate activities of all persons involved in preparations of newscasts. Meeting deadlines a must. Benefits include paid major medical, vacations, holidays. Send resume and sample work to Fred Caesar, WHP, Inc., P.O. Box 1507, Harrisburg, PA 17105. An equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

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.

Television operations manager: Pacific Northwest CBS affiliate station seeks experienced operations manager. Responsible for all technical aspects of commercial and program production. Should have supervisory or leadership experience. Minimum of 2-3 years experience in the technical and production areas of a television station. Qualified applicants send resume to: Dennis Williamson, Vice President/General Manager, KREM-TV, P.O. Box 8037, Spokane, WA 99203. EOE/M-F.

Operation director-must be able to supervise an excellent staff in traffic, film, and programming departments. Responsibilities will include start-up of full time cable television channel with heavy local production. Resume and salary history to: General Manager, KSWO-TV, Box 708, Lawton, OK 73502.

TV producer/director for public TV station serving southern Minnesota. Person must be experienced in the area of studio and remote productions. Minimum experience required 4 years plus post secondary education. Send resume only. Salary to \$15,000, plus liberal benefits. Contact KAT, General Manager, 1900 8th Avenue NW, Austin, MN 55912. EOE/AA.

Producer/director-Ind. WXIX-TV, Cincinnati, is accepting applications from hands-on, self-starting type individuals experienced in all aspects of production. Send resume and tape: attn: J. Ban, WXIX-TV, 10490 Taconic Terrace, Cincinnati, OH 45215.

Promotion director. Top 50 market network affiliate needs creative, bright individual to build a promotion department. Must be able to work with people, able to write, develop budget, establish goals and deliver. Experience a plus. Salary commensurate with experience. If qualified, send resume only and letter why you should be considered. EOE. Write Box W-29.

Assistant creative services director. We're looking for a creative producer who can handle administrative responsibilities. Must be able to write, produce, edit and field direct video shoots for news series and news campaign promotion. Must be a people-oriented creative leader with a head for planning, creative interpretation of research data and department business functions. Opportunity to advance to number one spot. We're a medium market that includes historic Williamsburg and the Virginia Beach resort area in our ADI. Send your resume and tape to Creative Services Director, WAVY-TV, 801 Wavy Street, Portsmouth, VA 23704. No phone calls please. We are an affirmative action/equal opportunity employer. M/F.

Program manager. CBS affiliate, top 50 market, seeks creative individual. Production experience a must. Responsible for on-air look. Able to write, supervise staff, develop budget, establish goals and able to handle large work load. If qualified and interested, send resume, salary requirements and letter telling your philosophy of programming and management. EOE. Write Box W-30.

Production manager. West Texas market seeks experienced production manager. Must understand all phases of television commercial and program production. Must supervise on the air operation. Management experience preferred. Resume to Box W-41. EOE.

SITUATIONS WANTED MANAGEMENT

Program director: top O&O producer looking for the right station to grow with. Currently responsible for a popular syndicated series. My background includes ten years in production and management. 212-877-8540.

SITUATIONS WANTED TECHNICAL

Engineer. experienced-AM, FM, TV & directional. Presently employed. Prefer IL, WI, or MN. 312-299-5703.

Is your station getting out of the Dark Ages & into the satellite world? Satellite operations tech. seeks dynamic position with station requiring experience in both disciplines. Have BFA in TV & major mkt. experience. Licensed. Willing to relocate. Michael Ostrowe, 40 Harrison St., NY, NY 10013.

SITUATIONS WANTED NEWS

5 years experience in television news and sports broadcasting. Looking for new opportunity. 713-484-3977.

ENG photographer, editor, videotape operator seeks permanent position. Charles Rakeshaw, 615-272-4625.

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.

News director/anchor. 9-yr veteran from top-rated small mkt. station seeking to move up. Seeking anchor and/or reporting position. Call or write: Randy Swan, 106 Saratoga Circle, Hattiesburg MS 39401 601-544-6355.

Professional journalist. Top market reporter of hard news, soft news, and no news. Principled, creative. Box W-7.

Meteorologist. 4 yrs. experience, including computer graphics work. AMS member seeking long term commitment, medium/large mkt. Box W-9.

Meteorologist, experienced with McKinnis-Skinner weathergraphics computer weather system, is available now. Stuart, 314-962-8419.

5 years broadcast, print experience. Recent Medill grad wants on or off-air work with the goal of producing. Andy, 914-946-0988.

Weathercaster: meteorologist with Master's degree and on-air experience seeks position as a television weathercaster. Excellent forecasting and communication skills. Call Steve, 904-644-1036; 904-575-4884.

PE teacher/ athletic official seeks entry level position as a researcher and/or sports/medical reporter. MA journalism. Pacific Northwest preferred. Dino Chambers, 217-578-2840.

Perfect package deal. News/sports anchor team with 14 years major/medium market experience. Husband/wife combination. A promoter's dream. The competition's nightmare. Ratings winners! Write Box W-27.

Personable, versatile college graduate with degree in speech/communications and intense interest in all sports seeking entry-level sports broadcasting position in small market. Would prefer East Coast or Midwest, but not necessary. Add knowledge and enthusiasm to your staff. Contact Tim Parker, 804-843-3682, or Rt. 1, West Point, VA 23181

Does your weatherman have cumulus-nimbus? Clear the air! Meteorologist, 5 yrs. top 50's. 918-496-2948.

Meteorologist seeking weekday position in medium or major market, preferably Southeast. Experienced small, large markets. Box W-45

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Producer/director with national credits. Desires a new opportunity with a creative challenge and high goals. Box T-20.

College graduate with internship experience seeks entry production position. Bi-lingual, theatrical exp., creative, exc. writing skills. Prefer Midwest. Dane, 312-232-8428.

Audio-video production professional, 12 yrs. experience in broadcast, industrial, and educational media, from scripting to post-production. Seeking full-time position in Rocky Mountain region. Excellent references: resume and tape available. Call Dan, 505-325-4396 6-10pm. MDT.

Relocating to Phoenix, Arizona area - 8 years top level production and administrative experience in broadcasting field working with major names in the business. I'm seeking an associate producer, or production-oriented administrative position in broadcasting (network, or independent) in the Phoenix area. Write Box W-44

Single, willing to travel, relocate. M.S. telecommunications; B.A. communications. Production, management experience; well versed in cable. Looking for entry level position in programming or production/management. Chris, 703-751-2467.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Communications development director. National non-profit energy conservation group seeks motivated individual to direct comprehensive public relations/fundraising program. Writing, public relations, publications management and fundraising skills essential. Experience in communicating technical issues to the press and public required. Send salary requirements, resumes and writing samples to: P.O. Box 57200, Washington, DC 20037. EOE.

HELP WANTED INSTRUCTION

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.

Communication faculty: one full-time, tenure track vacancy for either advertising and public relations or broadcast journalism. Start September 1, 1984. Rank: open. Ph.D. preferred; professional and teaching experience desirable. Duties include teaching a range of undergraduate courses, academic advising, scholarly research, and university/community service. Salary and fringe benefits competitive. Women and minority persons are encouraged to apply. Recruitment to continue until position filled. Address requests for info. or application with resume & references to Dean Martin Jones, College of Arts and Sciences, University of Evansville, POB 329, Evansville, IN 47702-0329. 812-479-2165. 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.

Wanted — 10 years or newer, ch-3, 10KW transmitter. Contact Jerry Homer, KYCU-TV, 307-634-7755.

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.

Used type C Sony & other 1 inch VTR's, CG's and 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 Ceico.

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/21, also ITA 5KW FM, MS-15 exciter, under two yrs. old. Call M. Cooper, 215-379-6585.

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.

Cetec 7000 automation, 2 Audio file 2-As, 2 42-tray go-carts, 2 ITC 750 reel playbacks, cassette load/dump, VEL logging, spares kit, and more. \$30,000. Skip Reynolds, 205-758-5523.

Gates BC-5B (5kw) transmitter, operational. Call Dave Plyler, WTOB, Winston Salem, NC. 919-723-4353.

3/4" videocassettes. MBU-18's, \$7.99. Blank U-matic videotapes in albums. Fully guaranteed, reprocessed Chyron evaluated, cleaned, delabeled, and erased. Perfect for electronic news gathering and editing. Other lengths and sizes available. Fast, free delivery. Call collect. Carpel Video, Inc. 301-845-8888.

Used Dynametric news set, new equipment in unopened shipping containers includes CMX editor, ADM audio console, etc. Call Clyde Parker, WOKR, 716-334-8700, for listing.

Large quantity audio and video jackfields and cable, equipment racks, and 66 blocks. All available middle of August. Excellent prices. Call Julie, 818-357-8878.

AM transmitters: RCA BTA-1R, Collins 20-V3, Gates BC-1T, RCA BTA-1MX. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

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.

Sono-Mag automation system: DP-1 brain, DS-20 digital switcher, 4 Otari ARS 1000, 6 carousels, 1 playback cartdeck, all racks, etc. included. System currently in use. Call Lance Armer, 316-278-3717.

235 foot self-support, heavy duty galvanized AM/FM tower. Four leg insulators included. Down and stored. \$9,000. Dex Card, WLIP, Kenosha, WI. 414-694-7800.

RADIO PROGRAMING

Tag team trivia. Syndicated radio format for increased sales and ratings. Don Hodes & Associates, 19 Norwich St., P.O. Box 705, Worcester, MA 01613, 617-756-0077.

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

RADIO
Help Wanted Technical

OPERATIONS MANAGER

The Mutual Broadcasting System, Inc. (MBS), a technological leader in network radio broadcasting, has an immediate opening at its Crystal City, Va. headquarters for an Operations Manager.

Individual will provide direct on-duty supervision of the technical staff in the operation of Mutual's program distribution systems as well as off-line technical and operational support systems in accordance with standard operating procedures. Will also be responsible for programming network switching information into automation system.

Successful applicants will have an understanding of basic skills necessary to technical operations, 3-5 years experience in operations of a broadcasting facility, with at least one year supervisory experience.

MBS offers complete Company-paid benefits and a pleasant location convenient to Metro system.

Qualified applicants are invited to submit a resume and salary requirements to:

MUTUAL BROADCASTING SYSTEM

1755 S. Jefferson Davis Hwy., Arlington, Virginia 22202

Attn: Personnel Department

An Equal Opportunity Employer M/F

Help Wanted Sales
Continued

GENERAL SALES MANAGER WHTF-FM

York/Harrisburg/Lancaster market. Our unbelievable growth to top rated CHR position requires a "take control" decision maker. If you have the credentials, you may be the successful candidate who enjoys growth, status, and responsibility in an excellent environment! Phone Doug George, General Manager, 717-266-6606, or write WHTF, RD # 4, Box 312-B, York, PA 17404. An equal opportunity employer

WITH A RECENT PROMOTION

to general sales manager. WBAP/KSCS's national sales manager position is open. 4 years sales experience and the desire to manage may qualify you for this position. No phone calls. Send resume to Joan Kessler, General Sales Manager, WBAP, 2730 Stemmons, Suite 1108, Dallas, TX 75207. A Capital Cities Station and an equal opportunity employer.

Help Wanted Management

\$40,000 +

AM/FM combo with religious format located in central New York State. Seeks GM/GSM with heavy emphasis on sales. Salary plus commission, plus benefits. Experience a must. Resumes to PO Box 22204, Tampa, FL 33622.

Help Wanted Programing, Production, Others

STAFFING NEW ACQUISITION

from ground up. We need management, air, news, sales, and engineering people. Include philosophy, goals, track record, and current income in first letter only to Box W-26. EOE, M/F.

Help Wanted Sales

SALES

If you have a strong background in sales, a knowledge of radio management, and a willingness to travel - we have an exciting career opportunity for you. Call 800-527-4892 for more information.

TELEVISION

Help Wanted Programing, Production, Others

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

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

**Help Wanted Programing,
Production, Others
Continued**

**Help Wanted News
Continued**

**Public Television
Network
Director of Production**

The Georgia Public Television network invites applications for the newly created position of Director of Production which will report to the network's Executive Director.

The Director of Production will administer all activities of the Production Department. These responsibilities will include developing local, state and national production proposals in response to the goals and mission of the network, developing production budgets, developing all production policies and procedures, establishing goals, providing guidance and direction for the staff and organizing for the most efficient and effective operation.

The Director of Production must have a solid background in both the creative and technical aspects of program production, strong leadership, management and interpersonal skills and the ability to identify and solve organizational problems. Candidates must have a BS/BA degree in an appropriate field and a minimum of five years of successful and relevant experience. Applicants should also have a background in television production in public and cultural affairs programming.

Salary is commensurate with experience and qualifications. Excellent benefits.

Qualified applicants should forward resumes, letter of intent and references to:

Debi Doverspike
Personnel Manager
Georgia Public Television
1540 Stewart Avenue, S.W.
Atlanta, Georgia 30310

Applications Due by July 31, 1984

**PRODUCER/
DIRECTOR**

TV producer/director/writer of major programs and projects for large state university TV operation, including writing documentaries and budget proposals. Major programs are journalistic or instructional, requiring use of maximum creative ability.

Requires Bachelor's degree or equivalent, preferably in communications such as journalism, radio or TV. Also requires several years of related professional experience, preferably in commercial or educational television. Prefer background as writer, producer or director of television, radio, or the stage. Good communication skills essential.

Rutgers' New Brunswick campus is located 30 miles south of New York City.

Salary range effective July 1, 1984: \$22,759-\$30,722. Excellent benefit package includes tuition remission for employee and children.

VHS tape of projects you've produced may be requested. Submit resume, indicating Ref. No. 215, to:

**THE STATE UNIVERSITY
OF NEW JERSEY
RUTGERS
Division of Personnel Services
New Brunswick, NJ 08903**

An affirmative action/
equal opportunity employer



PM MAGAZINE, Midwest market, has opening for co-host to work with male co-host. Previous experience as television field producer (including creating, writing and post-production) is mandatory. Send resume and tape to P.O. Box 168, Kansas City, MO 64141. An equal opportunity employer.

Help Wanted News

**NEWS
CAMERAPERSON**

For top 10 Northeast market. Subject to overall management supervision. Driver's license required. Minimum 5 yrs. experience. Cameraperson will shoot & edit videotape.

We are an equal opportunity employer; minority & female candidates are encouraged to apply. Send resume only to Box W-1.

**NEWS
WRITERS**

Cable News Network is searching for news writers with two or more years of news experience to join our Peabody Award-winning staff in Atlanta.

Send samples of recent broadcast copy, a resume which includes date of availability, and five references to:

**Ken Chamberlain
Cable News Network
1050 Techwood Dr., NW
Atlanta, GA 30318**

No telephone calls please. CNN is an equal opportunity employer.

**MISSISSIPPI
GULF COAST**

station is looking for a meteorologist who will be responsible for the 5, 6, and 10 P.M. broadcasts with at least 2 years experience. Excellent salary, fringe benefits plus a great place to live.

Contact David Vincent, ND, WLOX-TV, P.O. Box 4596, Biloxi, MS 39535-4596.

No phone calls accepted. Resumes and tapes are requested. EOE.

NEWS CONSUMER REPORTER

CBS affiliate seeks individual knowledgeable on consumer products to research, produce and report assigned and original news stories. Responsible for directing photography, writing and editing stories. Ongoing public contact. Minimum 2-4 years television reporting experience required. Send resume and tape to News Director, KTSP-TV 511 W Adams, Phoenix, AZ 85003. EOE/M-F

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Promotion Manager

If you have great marketing instincts and a good sense of design, if people love working for you and you love creative risk-takers, if you value and demand great writing, if you're slightly irreverent, if you know when it's right and don't stop until it is, then we want to hear from you. **Right away.**

(Because you'll supervise all aspects of promotion including on-air, radio, print, sales, and budgets, Promotion Manager experience, or the equivalent, is a must.)

Please rush your letter, resume and demo reel to: **Program Manager**

**WSBK-TV
83 Birmingham Parkway
Boston, MA 02135**

No phone calls, please.
An equal opportunity employer

NEWS PRODUCERS

Cable News Network has openings for line news producers at its Atlanta headquarters.

If you have at least 3 years of experience producing news programs and are ready for the challenge of producing network news programs, send your best video tape, a resume, and five references to:

Ken Chamberlain
Cable News Network
1050 Techwood Dr., NW
Atlanta, GA 30318

No telephone calls. CNN is an equal opportunity employer.

STATION IN TOP 75

seeks strong, professional news co-anchor. Must have writing and producing skills. We are an equal opportunity employer. Please send resume and salary requirements to Box W-53.

Help Wanted Management

PROMOTION MANAGER

The person we need must have excellent creative, writing and production abilities, both print and on-air. Must be able to administer people and a budget. Midwest Network Affiliate. **Experienced only, please.** Resume to Box W-18. EOE.

**THIS PUBLICATION
IS AVAILABLE
IN MICROFORM**
**University Microfilms
International**
300 North Zeeb Road,
Dept., P.R., Ann Arbor,
MI 48106



Leading Edge Challenges For Television Research Engineers

A unique opportunity is available at RCA Laboratories in Princeton, New Jersey, for an engineer to design digital video circuits and systems for high-definition TV, digital television receivers, direct broadcast by satellite, and other advanced television formats.

This position requires a self-motivated person who enjoys responsibility for projects such as the development of complex digital processors from concept through completion. The individual selected must have the ability to use modern digital design techniques including programmable logic analyzers, computer simulation and VLSI.

The successful candidate will have a masters degree in electrical

engineering with strong emphasis on digital signal processing and communication theory. Background should include television design, high speed logic design and computer programming.

RCA Laboratories offers competitive salary and benefits programs, along with a modern work environment in a comfortable, rural setting. For prompt consideration, forward your resume including salary requirements, to:

Shawn O'Connor, Dept. B
RCA Laboratories
P.O. Box 432
Princeton, NJ 08540

Equal Opportunity Employer

RCA Laboratories...
Conceiving Entire Industries



Employment Service

ALLIED FIELDS

Help Wanted Management

ATTORNEY

Deep South law firm seeks attorney with FCC hearing experience for full time communications associate position. Replies answered confidentially. Send resume/writing sample to Box W-33.

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 LONE RANGER

The Original
Radio Network Series is
BACK ON THE AIR!

Now available for local purchase.

CHARLES MICHELSON, inc.
3950 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

AMBITIOUS?

...we can help!

APR Broadcast is an exciting job placement service to broadcasters across the country. Whether you're looking for the right position or the right person, APR is the right company. Call...we'd love to tell you more!

▲ APR Broadcast
919-523-0543

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 D.J.s, P.D.s, salespeople, news, production. 1 wk. computer list, \$6. Special bonus: 6 consecutive wks., only \$14.95 — you save \$21! **AMERICAN RADIO JDB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108. Money back guarantee!**

Miscellaneous

PARTNER WANTED

Management has opportunity to buy AM/FM in Southeast. Financing needed in exchange for stock. Interested parties' assets must be \$1.5 million plus. Serious inquiries only. Reply Box W-39.

Wanted to Buy Stations

INVESTOR

with considerable broadcast background shopping for small market FM. AZ, NM, CO, NV, OR. No farm towns please. Write Box W-32. Include coverage map & capsule history of station, plus ratings, if available.

For Sale Stations

**Horton
& Associates**



MEDIA BROKERS/APPRAISERS

New Jersey AM/FM combo in active market. #1 facility. \$1 million price range, with attractive terms. Contact Associate Bill Cook at (302) 656-8884.

Woodland Park • Box 948 • Elmira, N.Y. 14902
607-733-7138

BP WEST

Radio/TV Brokers specializing in Western Properties.

Seattle: (206) 283-2656

William L. Simpson

San Francisco: (415) 441-3377

Chester Coleman

San Diego: (619) 728-8018

Charles R. Kinney

BROADCAST PROPERTIES WEST, Inc.

221 First Avenue West/Seattle, WA 98119

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.

BOB KIMEL'S NEW ENGLAND MEDIA, INC. NEW YORK STATE

We have several properties available. Call for information.

**8 DRISCOLL DR.
ST. ALBANS, VT 05478
802—524-5963**

For Sale Stations Continued



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION				CONTACT		
W.Cst	Sm	AM/FM	\$400K	\$116K	Jim Mergen	(818) 366-2554
SE	Med	AM/FM	\$725K	\$125K	Brian Cobb	(404) 458-9226
Rkys	SM	AM/FM	\$625K	\$125K	Bill Lochman	(816) 254-6899
SW Rsr	Med	AM/FM	\$1250K	\$350K	Bill Whitley	(214) 680-2807
MW	Maj	FM	\$600K	cash	Peter Stromquist	(319) 359-4768
NE	Sm	FM	\$700K	\$210K	Ron Hickman	(401) 423-1271
South	Sub	AM/FM	\$3.750K	\$3,000K	Ernie Pearce	(615) 373-8315
Rkys	Sm	AM	\$295K	\$50K	Greg Merrill	(801) 753-8090
NW	Sm	FM	\$650K	\$100K	Elliot Evers	(818) 366-2554
Tex	Met	AM/FM	\$2.250K	\$600K	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.



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

AM/FM located in Southwestern market. \$850,000, with \$100,000 down, assumable financing.

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

EXCELLENT INVESTMENTS

Myrtle Beach, SC station. FL FM, MO FM, GA AM, NC AM. 803—585-4638.

JAMAR-RICE CO.

Single station AM market, TX. Priced at 4 5 x cash flow

512—327-9570

950 W. LAKE HIGH DR.

STE. 103

AUSTIN, TX 78746

5,000

WATT DAYTIMER

Florida's 1st coast \$600,000. Limited owner financing Fulltime possible! Call Bob Vandergriff, 904—398-7509

LOOKING FOR

Manufacturing, universities, beautiful scenery, great hunting and fishing? All this and your own class A FM with bank financing in place, and owners anxious to sell. A super combination. Call P.R.W. and Associates, P.O. Box 3127, South Padre Island, TX 78597 512-544-5409

WALKER MEDIA & MANAGEMENT, INC.,

■ 1st time owners: we have several properties that offer good opportunity to build equity. Prices start at \$110,000. Be an owner - call either office.

David E. Hurlbut, VP, Box 553, Mt. Carmel, IL 62863. 618—263-3380.

John E. Hurlbut, Pres., Box 1845, Holmes Beach, FL 33509. 813—778-3617.

RALPH E. MEADOR

Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816—259-2544



Wilkins and Associates Media Brokers

LA	AM	\$500,000	20%
NJ	AM	\$700,000	30%
SC	AM	\$230,000	20%
IN	AM/FM	\$500,000	20%
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

For Sale Stations Continued

Super City

Super station, super signal, super buy. Class C in major Southwest City, cash or owner financing. If you are a serious buyer with a good down payment, you can grow together. P.R.W. and Associates, P.O. Box 3127, South Padre Island, TX 78597. 512-544-5409.

SUNBELT 5000 W DAYS

Small town in populous county, suburban to substantial city. Grossing \$110,000 under semi-absentee conditions. Aggressive operator could escalate sharply. Asking \$190,000, with \$75,000 cash. Box W-51

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET

SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

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.

IOWA CLASS A

Population of 30,000+. 1/3 down, 10% terms. Write Box T-127.

AM/FM NEW ENGLAND

Powerhouse signals; excellent continued growth potential. Priced at \$1.8 million. Negotiable if cash. Principals only. Include financial qualifications. Write Box W-13.

FULL POWER UHF TV CP'S

One in Louisiana metro market of over 150,000. \$75,000. The other in Kansas metro market of over 50,000. \$50,000. Buy or build and I'll take small percent. NO BROKERS. Box W-23.

Dan Hayslett
& Associates, Inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar • Suite 1135 • Memphis, TN. 38157

For Fast Action Use BROADCASTING'S Classified Advertising

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—**all** copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

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

Ron Thompson, VP and general manager, RKO-owned WHBQ(AM) Memphis, joins co-owned KHJ(AM) Los Angeles in same capacity.



Thompson



Windsor

Appointments. SFM Communications: **Walter Windsor**, general manager, WFTV(TV) Orlando, Fla., to chairman of newly formed SFM Communications Inc., effective upon closing of purchase of station by SFM Co. on or about July 16. SFM Communications Inc. is new subsidiary comprising WFTV and three television stations, three radio stations and San Juan-based production company, acquired in purchase of Western Broadcasting (BROADCASTING, Jan. 16). **Sherman Wildman**, director of program and sales development, CBS Broadcast International, New York, to president, SFM Communications and president of SFM Communications of Puerto Rico. He will be responsible for WAPA-TV San Juan and San Juan-based Televisi6n Films. **Robert Lee**, general manager, SFM's WTVM(TV) Columbus, Ga., to president, SFM Communications of Columbus; **Terry Sams**, general manager, SFM's WJBF(TV) Augusta, Ga., to president, SFM Communications of Augusta; **Paul Spranger**, VP, radio division, Western Broadcasting, Missoula, Mont., to president, SFM Communications of Montana there; **Mark Ward**, station manager, KGOV(AM) Missoula, Mont., to general manager, and **Daniel Snyder**, station manager, KCAP-AM-FM Helena, Mont., to general manager.

Appointments. CBS Radio Networks, New York: **Thomas McGuinn**, manager, broadcast operations, to assistant director, broadcast operations; **Brian Cady**, operations supervisor, to manager, traffic operations; **Steven Downes**, Southeast district director, affiliate relations, to newly created post of director, affiliate relations; **Beth Robinson**, operations coordinator, to operations supervisor, and **Bruce Berenson**, member of broadcast operations staff, to operations coordinator.

Eric Friesen, head of radio features and humanities, Canadian Broadcasting Corp., Toronto, joins American Public Radio, St. Paul, Minn., as executive VP.

Bob Gallucci, business manager, King Broadcasting's KGW(AM)-KINK(FM) and KGW-TV Portland, Ore., joins co-owned KING(FM) Seattle as general manager.

Charles Goldmark, general manager, WEZI-

(FM) Coral Gables, Fla., named VP of parent, EZ Communications.

John Bailie, general manager, WAWS(TV) Jacksonville, Fla., named VP.

Sandra Jostes, director of operations, United Cable Television of Northern Indiana, Hammond, Ind., named general manager.

David Gerard, general sales manager, WTOP(AM) Washington-WTKS(FM) Bethesda, Md., joins WTXI(AM) New Orleans as VP and general manager.

Jack Gelder, general manager, WTWO(TV) Terre Haute, Ind., retires. **Robert Beall**, general sales manager and assistant general manager, WTWO, succeeds Gelder.

Jack Varnier, VP and general manager, WGEM-AM-FM-TV Quincy, Ill., retires.

Myron Laufer, business manager, WCBM(AM) Baltimore, named VP and general manager.

Robert Johnson, production manager, KWBE(AM)-KMAZ(FM) Beatrice, Neb., named operations manager.

Robert McKearnin, manager, sports technical operations, NBC, New York, named director, manpower planning.

Frederick Harris, chief financial officer, Dow-Jones & Co., New York, named senior VP.

Patricia Foley, data systems supervisor, Katz Broadcasting Co., New York, named director, management information systems. **Paulette Shelley**, accounting manager, Katz Broadcasting, named assistant controller.

Suzanne Allisberg, from Harper & Row Publishers, New York, joins Mutual Broadcasting System, Arlington, as research assistant.

Kathleen Beauchamp, controller, Green Bay-DePere (Wis.) Young Women's Christian Association, joins WBAY-TV Green Bay as business manager.

Nancy Delaney, employee relations assistant, Colony Communications, Providence, R.I., named personnel administrator.

Peter DeMaria, corporate controller, Hearst Corp., New York, named VP and controller. **Edwin Lewis**, director of financial controls, named VP and treasurer.

Chris LaLande, general manager, KXLE(AM) Ellensburg, Wash., joins King Video Cable Co. there as marketing manager.

Joshua Darsa, writer-consultant, Corporation for Public Broadcasting and The Japan Society, based in New York, relocates to Washington as associate director of news and public affairs, program fund, CPB.

Marketing

Leonard Chaim, assistant media director, and **Irving Osowsky**, director of audio-visual services, D'Arcy MacManus Masius, New York, elected VP's.

Hugh Ryan, VP, group manager, Creamer

Dickson Basford, Providence, R.I., named senior VP, group manager.



Scudder

Trisha Scudder, VP, associate creative director, SSC&B, New York, joins Grey Advertising there as VP, creative director.

Alan Fraser and **Stephen Versandi**, associate creative directors, Needham, Harper & Steers, New York, named senior VP's.

Peter Tate, senior VP, management supervisor, Doyle Dane Bernbach, New York, named group senior Vice president.

Jack Gellatly, senior VP, management representative, Needham, Harper & Steers, New York, joins Korey, Kay & Partners there as executive VP, director of client services.

Appointments. Katz Television: **Bud Bowlin**, member of Katz Television Continental's gold sales team, New York, to newly created position of direct response sales supervisor there; **Marc Goodman**, sales associate, Katz Television Continental, succeeds Bowlin; **John Cuddihy**, from Warner Amex Cable



Sherlee Barish, Executive recruiter. The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

Call her.

BROADCAST PERSONNEL, INC.
200 WEST 57 STREET
NEW YORK, NY 10019
(212) 977-3580

Communications, Columbus, Ohio, to member of olympic sales team, Katz Television Continental, New York, and **Jessica Marshall-Huff**, from Seltel, New York, to research analyst, Katz American Television there.

Jane Solomon, account supervisor, Wunderman, Ricotta & Kline, New York, named VP, management supervisor.

Jayne Minardi, media planner, BBDO, New York, named media supervisor. **Pamela O'Neill**, assistant media planner, named media planner.

Sherry Owens, account manager, advertising sales, Warner Amex Satellite Entertainment Co., Chicago, named director, advertising sales.

Appointments, Needham, Harper & Steers, Los Angeles: **Bobbi Blair**, independent advertising consultant, to broadcast supervisor; **Karen Jaffy**, media planner, J. Walter Thompson, Los Angeles, to senior media planner, and **Marie Ann Absy**, from Foote, Cone & Belding, Los Angeles, to media estimator.

Timothy Grainey, visiting professor of communication, University of Wisconsin, Milwaukee, joins BBDO, Detroit, as research supervisor. **David Harrelson**, traffic manager, BBDO, Detroit, named operations manager.

Lynn Hosley, account executive, Young & Rubicam/Dentsu, New York, joins The Bloom Agency there as director of broadcast business affairs.

Mark Moyer, account supervisor, Young & Rubicam, Detroit, joins D'Arcy MacManus Masius there in same capacity.

Keith Goben, account executive, Blair Television, Los Angeles, named manager, Seattle sales office.

Cathy McDonough, research and computer specialist, Blair Radio, New York, joins Torbet Radio there as research supervisor, succeeding **Christina Haynes**, resigned.

Meryl Hallerman, special events coordinator, Saks Fifth Avenue, New York, joins W.B. Doner, Baltimore, as traffic coordinator.

Phyllis Halpern, account executive, Kalish & Rice, Philadelphia, named account coordinator.

Alan Strumwasser, from Lexington Broadcast Services, New York, joins Petry Television there as account executive. **Robert Friedman**, from WPCQ-TV Charlotte, N.C., joins Petry Television, New York, as account executive.

Peter Bloom, account executive, RKO Radio, New York, joins Mutual Broadcasting, as Eastern sales manager, New York.

Corinne Parker, account executive, Torbet Radio, San Francisco, joins CBS/FM National Sales there as sales manager.

Joseph Locher, from Brouwer's Shoe Co., Milwaukee, joins Frankenberry, Laughlin & Constable there as writer-producer.

Joanne Shapiro, from Ogilvy & Mather, New York, joins Lexington Broadcast Services there as account executive.

Dick Hughes, from WNEW-AM-FM New York, joins Seltel there as account executive, independent rebels team.

Howard Carver, account executive, WPRI-TV Providence, R.I., joins Katz American Television, New York, as member of eagles sales team. **Howell Malham**, from TeleRep, Chicago, joins Katz American Television, Chicago, as member of eagles sales team.

Joe Berwanger, general sales manager, KDKA-TV Pittsburgh, named VP, sales and marketing.

Donald Travis, regional manager, Petry Television, Dallas, joins WPMT(TV) York, Pa., as general sales manager.

Linda Forem, account executive, WPKX-AM-FM Washington, joins KLAQ(AM) Lakewood, Colo., as general sales manager.

Stan Reed, general sales manager, WPFM-AM-FM Middleton, Ohio, joins WVOC-FM Columbus, Ga., in same capacity.

Philip Bausch, assistant sales manager, KMAZ(FM) Beatrice, Neb., named general sales manager, KWBE(AM)-KMAZ(FM) there.

David Cavileer, general sales manager, KOB-TV Albuquerque, joins KNAT(TV) there in same capacity.

Cheryl Service, senior account executive, KRKE(AM)-KWXL(FM) Albuquerque, N.M., named sales manager.

Jim Fletcher, from WGHP-TV High Point, N.C., joins WNRW-TV (formerly WJTM-TV) Winston-Salem, N.C., as general sales manager. He succeeds William N. Rismiller, who was shot to death at station June 5 (BROADCASTING, June 11), and in whose memory station's call was changed.

Martin Fenton, general sales manager, WPTF-TV Raleigh-Durham, N.C., joins WSOC-TV Charlotte, N.C., as national sales manager.

Robert Banks, freelance graphic designer, Seattle, joins KOMO-TV there as art director.

Jeffrey MacDougall, account executive, CBS Television Stations National Sales, New York, joins KMOX-TV St. Louis as local retail sales manager.

Michael Evans, account executive, WRQX(FM) Washington, named local sales manager of co-owned WMAL(AM) there.

Thom Fucci, general sales manager, WDOX(AM)-WSRK(FM) Oneonta, N.Y., joins WMYF(AM)-WERZ(FM) Exeter, N.H., as local sales manager.

Lori Buma, sales representative, WOTV(TV) Grand Rapids, Mich., named regional sales representative.

Suzanne Cole, account executive, *Hartford (Conn.) Courant*, joins WRLH-TV Richmond, Va., as account executive.

Tracy Saindon, account executive, CKLW(AM) Windsor, Ontario (Detroit), joins WCZY(FM) Detroit in same capacity.

Don Noel, account supervisor, Bozell & Jacobs, Omaha, joins WQWT(TV) there as account executive.

Debra Pando, from WKSX(FM) Cleveland, joins WKYC-TV there as account executive.

Sue Davidson, manager of program promotion, noncommercial WCET(TV) Cincinnati, joins noncommercial WOSU-AM-FM-TV Columbus, Ohio, as director of marketing.

Charlotte Conners, media director, Mc-

Donald Davis & Associates, Milwaukee, joins WBCS-FM there as account executive.

Programing



Mater

Gene Mater, senior VP, communications and news practices, CBS News, New York, named VP, administration and policy, CBG Worldwide Enterprises. Mater will represent CBG with foreign government organizations and international policy-making bodies, and

will assist in reorganization and expansion of all aspects of department's activities.

Ward Thomas, chairman and managing director, Trident Television, London, joins United Cable Programmes Ltd. there as chairman and chief executive officer.

John Agoglia, senior VP, business affairs, NBC-TV, New York, assumes additional responsibilities in newly created position of executive VP, NBC Productions.

Gerald Olson, freelance producer, joins Home Box Office, Los Angeles, as director of production supervision, West Coast. **Lynn Klugman**, director of current programing, Showtime/The Movie Channel, New York, joins HBO there as director of production, East Coast.

Christine Palinkas, senior research analyst, Telepictures, Los Angeles, named manager of research, perennial division.

Sunta Izzicupo, producer, *Hour Magazine*, Los Angeles, joins 20th Century Fox Television there as associate director, movies and mini-series.

Mark Mitzner, VP, finance, and treasurer, Warner Amex Cable Communications, New York, named senior VP, chief financial officer, Warner Amex Satellite Entertainment Co.

Lawrence Rebich, from Group W Satellite Communications, New York, joins Lifetime, Hears/ABC-Viacom Entertainment Services there, as VP, marketing.

Deborah Zoe Dawson and **Victoria Johns**, executive story consultants, *Trapper John, M.D.*, 20th Century Fox Television, Los Angeles, named producers.

Larry Miller, commercial production manager, WHTZ(FM) Newark, N.J., joins Source Network, NBC Radio, New York, as regional director, affiliate relations.

Rosalie Perrone, assistant controller, Sandy Frank Film Syndication, New York, named controller.

Paul Rauch, executive producer, 20th Century Fox Television, Los Angeles, joins ABC Entertainment there as producer, *One Life to Live*.

Gordon Berry, education professor, University of California-Los Angeles, retained by Barry & Enright Productions there as consultant for children's television programs.

Sarah Kraft, affiliate services coordinator,

CNN Radio, Turner Programming Services, Atlanta, named affiliate relations manager, TPS.

Sam Torre, producer-director, Qube, Warner Amex, Columbus, Ohio, joins Sports Time Cable Network, Cincinnati, in same position.

Erv Parthe, director of television programming services, broadcasting group, Meredith Corp., Des Moines, Iowa, named staff VP of group.

Hal Bedsole, general sales manager, KKHR(FM) Los Angeles, joins Acama Films there as VP, sports and special events. **Bob Saltzman**, from NBC Radio, Chicago, joins Acama Films there as Midwestern sales representative.

Karen Lynne, from WQWT(TV) Omaha, joins KNTV(TV) San Jose, Calif., as writer-producer-director.

Steve Perun, music director and air personality, WLS-AM-FM Chicago, joins KWK-FM St. Louis as program director.

Jeff Richmond, sports anchor, KNTV(TV) San Jose, Calif., named sports director.

Norman Frees Jr., owner and manager, Professionals en Imagen, Mexico City, joins KLMG-TV Longview, Tex., as production manager.

Larry Cooper, from KROP(AM) Brawley, Calif., joins KOBQ(AM) Yuba City, Calif., as farm director.

Babette Stirland, music coordinator, WNBC(AM) New York, named supervisor, music programming and research.

Faith Michaels, freelance producer, joins WBZ-TV Boston as associate producer, special projects unit.

News and Public Affairs

Tim Kenney, general manager, Metro Traffic Control, Los Angeles, joins KLAQ(AM)-KPPL(FM) Denver as news director.

Timothy Morrissey, executive news producer, WVL-TV New Orleans, joins WISN-TV Milwaukee as news director.

Barb Handley, reporter, WNEM-TV Bay City, Mich., named assistant news director.

Mary Fetsch, public service coordinator, KOIN-TV Portland, Ore., joins KATU(TV) there as associate producer, *Town Hall*.

Walter Cronkite, special correspondent, CBS News, named special correspondent to Democratic and Republican national conventions.

Leanne Zozak, from KXTV(TV) Sacramento, Calif., joins KRBK-TV there as co-anchor.

Susan Davies, from WLUK-TV Green Bay, Wis., joins WTVH(TV) Syracuse, N.Y., as weekend co-anchor.

Mark Kane, from WISC-TV Madison, Wis., joins KSTP-TV Minneapolis as co-anchor and reporter.

Don Franklin, weekend weather anchor, WCIX-TV Miami, joins WFTL(AM) Fort Lauderdale, Fla., as afternoon anchor.

Lisa Richardson, co-anchor and producer, 6 and 10 p.m. news, KODE-TV Joplin, Mo., joins KYTV(TV) Springfield, Mo., as anchor-reporter.

Ted Textor, from KMBC-TV Kansas City, Mo., joins WJBK-TV Detroit as weekend weather anchor-reporter.

Katherine Smith, from WFRV-TV Green Bay, Wis., joins KSTP-TV Minneapolis-St. Paul as reporter.

Chris Hutchison, from KJEO-TV Fresno, Calif., joins KBAK-TV Bakersfield, Calif., as reporter.

Brad Willis, from KCRA-TV Sacramento, Calif., joins WFAA-TV Dallas as investigative-consumer reporter.

David Ostmo, ENG maintenance engineer, KJRH(TV) Tulsa, Okla., joins KOTV(TV) there as editor-photographer.

Ken Bostic, from WSPA-TV Spartanburg, S.C., joins WLOS-TV Asheville, N.C., as weather anchor.

Mark Thompson, weekend weathercaster, KRON-TV San Francisco, named weekday weathercaster.

Technology

Douglas Proctor, president, Cablewave Systems division, Chester Cablewaves Systems Corp., Chester, N.Y., named to newly created position of president of technology. **George Gigas**, VP, manufacturing, named executive VP, operations.

Douglas Paget, director of human resources, North American Publishing Co., joins Comsat TeleSystems, Washington, in same capacity. **Michael Perri**, manager, echo control de-

velopment, TeleSystems, named director, echo control development.

Jack Forde, VP and general manager, telecommunications sales division, Jerrold division, General Instrument, Hatboro, Pa., joins Burnup & Sims, Fort Lauderdale, Fla., as executive VP and general manager, cable products group. **Dean Taylor**, from Times Fiber, Wallingford, Conn., joins Burnup & Sims as senior VP, cable products group.

Appointments, C-Cor Electronics, State College, Pa.: **Michael Doto**, manager, sales administration, to marketing operations manager; **Carolyn Fleming**, payroll accounting clerk, succeeds Doto; **Janet Brumbaugh**, inside sales, to supervisor, inside sales; **Leslye Evans**, order service clerk, to member of inside sales force; **Cynthia Wolfe**, printroom clerk, succeeds Evans; **Barbara Ream**, assembler, manufacturing, succeeds Wolfe; **Dolores Connelly**, accounts payable clerk, to payroll accountant, and **Korena Martin**, general accounting clerk, succeeds Connelly.

Steve Nussrallah, independent video consultant, joins Scientific-Atlanta, Atlanta, as engineering manager, distribution, data and subscriber products division.

Alan Sparks, assistant director of engineering, technical services, Cablevision Systems, Long Island, N.Y., named director of engineering.

Robert McKearnin, technical supervisor, field operations, NBC, New York, named director, manpower planning.

DeDe Kopel, facilities assistant, KNTV(TV) San Jose, Calif., named facilities director.

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.

Allan Palamos, technical director, KMST(TV) Monterey, Calif., joins KNTV(TV) San Jose, Calif., as audio operator.

Greg Cifuentes, from KREM-TV Spokane, Wash., joins KHOU-TV Houston as studio maintenance engineer. **Thomas Mitchell**, from KFDA-TV Amarillo, Tex., joins KHOU-TV as maintenance/operations engineer.

Promotion and PR



Abrams

John Abrams, manager of audience information, ABC Public Relations, New York, named director, information and public relations, ABC Radio there.

Jerry Greenberg, vice president, advertising, publicity, promotion and corporate communications, 20th Century Fox Film Corp., Los Angeles, assumes newly created post of vice president, creative services, 20th Century Fox Television, remaining based in Los Angeles. **Al Newman**, former vice president, publicity, MGM/UA Entertainment Corp., joins 20th Century Fox Television in newly created post of VP, advertising, publicity and promotion, relocating from Culver City to Los Angeles.

Betsy Vorce, director of advertising and promotion, *Inside Story*, Public Broadcasting Service, New York, joins Viacom Enterprises there as director of public relations.

Terri Breon, printroom clerk, C-Cor Electronics, State College, Pa., named promotion coordinator.

Jack Norman, senior promotion producer, CBN Cable Network, Virginia Beach, Va., named director of creative services for newly formed creative services department. **Earl Weirich**, media specialist, public affairs department, Christian Broadcasting Network, Virginia Beach, named director of information services, CBN Cable Network.

Elizabeth Carothers, producer and co-host, *PM Magazine*, WLOS-TV Asheville, N.C., joins TVS Music Inc., Dallas-based producer of promotional music for radio and television, as director, creative services.

Gary Slack, VP, Needham Porter Novelli, Washington, named senior VP.

Jan Keim, from Tulsa (Okla.) Transit, joins KRMG(AM) there as promotion director.

Tony Sgro, general manager, *City Sports Magazine*, Los Angeles, joins KKHR(FM) there as promotion manager.

Pat Berny, assistant promotion director, KTSP-TV Phoenix, joins KNTV(TV) San Jose, Calif., as promotion director.

Peter Barnes, director of promotion, WISN-TV Milwaukee, named director of creative services.

Kathy Pyatt, freelance writer, WXM(FM) Grand Rapids, Mich., as community relations director.

Harold Holzer, public information director, noncommercial WNET(TV) New York, named

director of creative services and public information. **Stella Giammasi**, publicity manager, WNET, named publicity director.

Elizabeth Hoff, producer, KVOA-TV Tucson, Ariz., named promotion coordinator.

Cindy Whitman, listings editor, public relations department, WLS-TV Chicago, named publicist.

John David, account supervisor, Ehrig & Associates, Seattle, joins KOMO-TV there as manager of promotion and press relations.

Allied Fields

Peter Romeo, chief counsel, division of corporate finance, Securities & Exchange Commission, Washington, joins Hogan & Hartson, law firm specializing in communications there, as member of firm.

Thomas Fitzpatrick, acting chief administrative law judge, FCC, Washington, named chief administrative law judge.

Appointments, Baker & Hostetler, Washington communications law firm: **Gregg Skall**, from Blum, Nash & Railsback, Washington, and **Ed Hayes**, from Hayes & White, Washington, to partners, and **Jack Whitley**, from Blum, Nash & Railsback, to associate.

David Horwitz, executive producer, defunct Satellite News Channel, Stamford, Conn., and **Ken Alvord**, anchor, Satellite News Channel, have formed MediaPrompt, Fairfield, Conn.-based media training firm.

Elected to board of directors, Radio-Television News Directors Association, Washington: **Bob Sherwood**, KFTY(TV) Santa Rosa, Calif., region 2; **Bob Priddy**, Missouri Network, Jefferson City, Mo., region 6; **Bob Brunner**, WSAZ-TV Huntington, W.Va., region 8; **Stuart Kellogg**, WALA-TV Mobile, Ala., region 9; **Chris Schmidt**, WREG-TV Memphis, region 10; **Rob Sunde**, ABC Radio, New York, region 12; **WRNL(AM)-WRXL(FM)** Richmond, Va., region 13, and **Gary Anderson**, WIS-TV Columbia, S.C., region 14.

Elected to board of directors, International Radio and Television Society, New York: **Robert Batscha**, Museum of Broadcasting; **Donald Menchel**, MCA-TV; **Robert Pittman**, Warner Amex Satellite Entertainment Co.; **Marcella Rosen**, N Wayer, and **Percy Sutton**, Inner City Broadcasting Co.

Alan Fletcher, professor, school of communications, University of Tennessee, Knoxville, elected chairman, academic division, American Advertising Federation. **Robert Ellis**, professor of business, Northwood (Mich.) Institute, elected vice chairman.

Ellen Zimmerman, from Interactive Market Systems, New York, joins Birch Radio there as account executive.

Susan Greenblatt, operations manager, Pro-Serv Television, Washington, joins Smith & Harroff, public affairs, advertising and campaign consulting firm there, as production manager.

Alvin Rush, president, MCA Television, Los Angeles, named general chairman, 25th International Broadcasting Awards, Hollywood Radio and Television Society.

Paul S. Kosacz, from Kelley, Dry & Warren,

Award winner, Ralph Renick will receive the 1984 Paul White Award at the Radio-Television News Directors Association's international conference in San Antonio Dec. 7. Renick is VP, news operations, for Wometco Enterprises' six TV stations and is news director of WTVJ(TV) Miami. His nightly *News 4 with Ralph Renick*, in its 35th year, is the nation's longest continuously running news report, according to Dean Mell of KHO Inc. of Spokane, Wash., immediate past president of RTNDA, who made the announcement. Renick is the first local TV person to receive the award, which was established in 1956 to honor the memory of Paul White, CBS Radio's first news director.

New York, joins Fleischman & Walsh, Washington communications law firm.

Elected officers, Advertising Council, New York: **John Elliott Jr.**, Ogilvy & Mather International, chairman; **Edward Ney**, Young & Rubicam, vice chairman, representing advertising agencies; **James Rosenfield**, CBS/Broadcast Group, vice chairman, representing media; **Sanford Buchsbaum**, Revlon, vice chairman, representing advertisers; **DeWitt Helm Jr.**, Association of National Advertisers, treasurer; **Leonard Matthews**, American Association of Advertising Agencies, secretary, and **Robert Keim** was reelected full-time president.

Undergraduate winners of seven \$1,000 scholarships given annually in names of deceased past presidents of Radio-Television News Directors Association: **David Murphy**, Temple University (Jim Byron Scholarship); **Vincent J. Patton**, University of Missouri (Ben Chatfield Scholarship); **Susan Silverberg**, University of Florida (Richard Cheverton Scholarship); **Debra Baer**, California State University (Bruce Dennis Scholarship); **Anna Romero**, New Mexico State University (James McCulla Scholarship), and **Mark Davey**, Brigham Young University (Bruce Palmer Scholarship).

Elected officers, Northern California Broadcasters Association, San Francisco: **Jack McSorley**, KIO(FM) San Francisco, chairman; **Robert Kieve**, KLIV(AM) San Jose-KARA(FM) Santa Clara, vice chairman; **Earnest James**, KDIA(AM) Oakland, secretary, and **Jerry McKenna**, KITS(FM) San Francisco, treasurer.

Elected officers, New England Broadcasting Association, Boston: **Gerald Walsh**, WLVI-TV Boston, president; **William Campbell**, WMJX(FM) Boston, secretary, and **John Verret**, Ingalls Associates, Boston, treasurer.

Elected officers, Philadelphia chapter, National Academy of Television Arts and Sciences: **Pat Polillo**, corporate VP, East Coast, Group W, president; **Zvi Shoubin**, WPHL-TV, vice president; **Gordon Hughes**, WCAU-TV, secretary, and **Alice Haynesworth**, Schulman Berry Kramer, treasurer.

Elected officers, Maryland, District of Columbia, Delaware Broadcasters Association: **Bill LeFevre**, WBFF(TV) Baltimore, president; **Tom Miles**, WSEA(FM) Georgetown, Del., vice president; **Edward Wetters**, WABS(AM) Arlington, Va., secretary, and **Malcolm Potter**, WBAL-TV Baltimore, treasurer.

Tony Cox: HBO's man on the move

A glance at his resume might lead to the conclusion that Winston H. (Tony) Cox can't hold down a job. He's had careers in finance, magazine development, sales, marketing, PR—and that's just the stuff on the record. But change and challenge are clearly what Cox, president of HBO Network Group, relishes. He also points out that he's done all that moving around (and up) within the corporate family of Time Inc., where such movement is encouraged.

Cox's varied experience comes in handy at HBO, where as president of the Network Group he heads the leading pay cable service's sales, marketing, network and technical operations and new business development. He also oversees all activities for Cinemax, Time Inc.'s other pay cable service. And while Cox has been associated with HBO in its boom years—having seen the service's subscriber count grow from under 600,000 when he joined it in 1976 to its current 13.5 million—he must continue to lead the network in an era in which pay cable's growth shows signs of leveling off as consumers become increasingly more discriminating in their choice of services.

As Cox sees it, the wholesaling of pay cable has changed radically since HBO first knocked on a system operator's door with the pitch: "Take ours!" Last month's NCTA convention saw that point made strongly in the remarks of a former HBO president, who said that the cable industry is "beginning to admit publicly that we've been treating consumers as though they couldn't add or subtract... by offering them three pay services with the same product. We're now dealing with the reality of undoing what we've done..." Cox adds: "We probably overreacted to the initial success of multipay and assumed that the appetite was limitless and that people, regardless of the price, would buy everything we could offer them." According to Cox, the problem in part was fueled by the system operators, especially those with big-city franchises to build, who also looked to the revenues coming from the multipay services to help support construction costs.

"We began to see signs," says Cox, "that the consumer wasn't as anxious as we thought they were to take anything and everything." What were the signs? "There were an awful lot of disconnects, a lot of negative reactions to duplication in some of the packages, and [consumers] didn't understand what the difference was between the services. We saw the potential for a lot of backlash." The result, Cox observes, "is that we're now entering an era where we are truly going to be market driven in our decision making, both the MSO's and the programmers..."

Cox has been a key part of the top man-



WINSTON HILL COX—president, HBO Network Group, New York; b. Sept. 14, 1941, Summit, N. J. BA in English, Princeton University, 1963; MBA, Harvard Business School, 1965; assistant to controller and director of budgets and financial analysis, Time Inc., 1965-71; business manager, Life, 1971-72; magazine development group, 1973-75; assistant to group vice president, magazines, 1975-76; director of affiliate services, HBO, 1976-77; vice president, affiliate relations, 1977-79; vice president, sales and marketing, 1979-80; senior vice president, sales and marketing, 1980-83; current position since February, 1983; m. Barbara Stevenson, 1965; children: Christopher, 12; Elizabeth, 10.

agement at HBO and Cinemax that has been reading and preparing to respond to market sensitivity. HBO and Cinemax are beginning to look less like brother and sister and more like distant cousins, with HBO leaning more toward made-for-pay original productions. But both services are relying more on original programming to distinguish them from other pay cable services and somewhat less on the old pay cable staple, theatricals.

Television was not foremost in Cox's mind when he began his Time Inc. career. His academic path—Princeton, Harvard Business School—was the same traveled by two other successful Time Inc. executives: Frank Biondi, HBO chairman, and Nick Nicholas Jr., executive vice president of Time Inc. and former HBO president. Cox started at Time Inc. in the summer of 1962, between his junior and senior years at college. "They made use of me," Cox says, as if that first summer had just ended. "I was allowed to contribute. The people were terrific." He continued to work there over summers before joining the controller's department full time when he was graduated from business school in 1965. He spent six years in that department, Cox says, eventually coordinating the corporate budget and doing "all the kinds of things young MBA's get enticed by."

Then Cox was asked by the incumbent Time Inc. president, James Shepley, to join Life magazine as its business manager. Al-

though at the time—1971—Life was the largest revenue contributor among the company's magazines, it was an even bigger spender. After Time Inc. suspended publication of Life, Cox went on to the newly formed magazine development group. One reason for the establishment of the group, Cox explains, is that Time Inc. management wanted to "make a very deliberate, strong statement to the investment community that we were first and foremost a publishing company." (Although the magazine development group still stands, the majority of Time Inc.'s operating profit now comes from its video group, which also includes American Television and Communications, the second-ranked MSO.) Out of the development group came People and Money, which Cox says gave him his first taste of working on new enterprises.

It was that "entrepreneurial environment," Cox relates, that really caught his fancy. "In a new business you can really see the impact of the decision you make," he adds. And in 1976, that is what moved him to seek a job at HBO. "I went down to see Nick [Nick Nicholas Jr., HBO's president at the time] and said I wanted to be a part of this enterprise," Cox remembers.

The move from magazines to video made Cox the only one of the three senior HBO executives to come from within Time Inc. Cox started off as director of affiliate services, and quickly moved up in the ranks, progressing to vice president, affiliate relations, before moving to a vice president's position in sales and marketing. He was appointed president, HBO Network Group, in February, 1983, and a year later added responsibilities for programming of HBO's Cinemax service.

Cox's accomplishments have not gone unnoticed. Partly out of recognition for his role in helping to increase HBO's subscriber base over 22-fold in the past eight years, the National Cable Television Association presented Cox with its first Marketing Award. At the award's presentation, former NCTA Chairman Monroe M. Rifkin said: "Cable's growth and success have come about because of the dedication and talent of Tony Cox and [others] who have devoted themselves tirelessly to their companies and to this industry."

Much of his work, Cox laments, has kept him away from his principal form of relaxation: his family. But he does find time to coach little league baseball and soccer, is involved in local Republican politics and has served a term as president of the local school board which, Cox explains, "is a thankless job. It's so emotion-charged, even your best friends become crazy."

Cox is not given to talking about the next step in his career, but he makes it clear that the field remains open " [I] could very easily see myself being a part of some new venture" at Time Inc. "I can see myself doing that. I'd probably like to do that."

In Brief

It appears members of **National Association of Broadcast Engineers and Technicians (NABET)** have **rejected latest contract offers from NBC**. Results were still being tallied Friday evening, but only two of 20 contracts covering only "handful" of NABET's 2,700 members were approved, according to union's international representative, Tom Kennedy. Union negotiating committee will meet in Washington July 9 to discuss future strategy; it has already been granted authority to call strike on five days notice. According to union, major issue in negotiations, which began 17 months ago, is impact of new technology on jobs. Union has hired Corporate Campaign, New York-based organization, to put pressure on network. Corporate Campaign's founder, Ray Rogers, led successful campaign against J.P. Stevens & Co., textile manufacturer, several years ago.

Network radio business for month of May climbed 6.2% to \$27,596,000. Year-to-date expenditures for medium is up 0.7% from \$100,698,000 in 1983 to \$101,413,000. Data is based on financial information collected confidentially from six network companies by accounting firm of Ernst & Whinney.

New television representative firm, which will cater specifically to **major-market independent stations**, will commence operations next Monday (July 16). Founding chairman and chief financial backer of new firm, to be known as **Independent Television Sales**, is **Robert Dudley**, who also has financial interest, but no current active role, in Avery-Knodel rep firm, which serves affiliated stations. President of new company will be **William Bee**, long-time Dudley associate who once served as executive VP with Meeker Co., TV rep firm Dudley sold several years ago to Selkirk Communications, now known as Seltel. Petry's Brownie Holcumb and Metromedia's Robert Sommerville are joining firm as executive VP's. Firm will start out with two clients—KXTX-TV Dallas and WXNE-TV Boston—both owned by Continental Broadcasting Network. "Our ambition is not to rep a long list of stations," Dudley said last week, but rather to work closely with perhaps eight or 10 major-market independents.

ABC Owned Television Stations and Telepictures Corp. announced last Thursday (July 5) "comprehensive agreement" providing latter firm with "exclusive syndication rights to **news reports produced by five ABC-owned TV stations**," to be added to Telepictures' **News Information Weekly Service**. NIWS is currently syndicated in 115 U.S. and more than 60 foreign markets. ABC's in-house weekly news and feature service, known as **Newsbank**, will discontinue Sept. 15, 1984, as part of agreement. ABC-owned stations will retain broadcast rights in their five markets for reports they supply to NIWS. Telepictures previously announced its syndicated daily news service, **Newscope**, would be discontinued (BROADCASTING, June 11) but has expressed interest in continued service in "modified" form, perhaps with new partners (BROADCASTING, July 2).

FCC last week **approved** transfer application of **Harte-Hanks** for management initiated **leveraged buyout**, valued at approximately \$450 million ("Top of the Week," April 2). Transaction is still subject to "execution of definitive financing agreements," shareholder

Budgetary news. The *National Association of Broadcasters'* 1985 fiscal budget shows projected expenditures of \$9,986,544 against income of \$10,174,064. NAB's board of directors approved the fiscal 1985 (April 1, 1984-March 31, 1985) budget in January, but the association has revised the figures since then. The revisions were adopted by the board in June. The largest income items are for dues (\$3,025,064 from radio and \$3,308,000 from television) and from the annual convention (\$2,400,000).

Expenses by department: government relations, \$964,643; legal, \$704,029; public affairs, \$859,151; station services, \$892,900; science and technology, \$490,973; research and planning, \$620,095; radio, \$1,021,791; television, \$405,519, and general administrative, \$4,027,443.

approval and court approval of company settlement with shareholders who earlier filed class action suit against sale. Shareholders meeting is currently planned for latter part of August.

Emmy Award-winning mini-series producer Stan Margulies has entered "exclusive to television" **agreement with ABC Circle Films** whereby his Stan Margulies Co. will produce made-for-TV movies, mini-series and series for ABC-TV. Margulies had long association with Warner Brothers Television, producing mini-series *Roots* and *The Mystic Warrior*, both shown on ABC, and three made-for-TV movies during 1983-84 prime time season. He also produced theatrical films and documentaries. Move follows announced intention by ABC to increase in-house production for prime time.

Richard Hargraves was freed from jail on Thursday (July 5) after St. Clair County (Mo.) official disclosed he was one of two sources on whom Hargraves had relied in writing **editorial that led to libel suit by county official** (see page 74). Hargraves, who in editorial for **Belleville News-Democrat** had accused county official of having lied, had refused to reveal names on First Amendment grounds, and on his release, he made it clear he would continue to honor his pledge of confidentiality. Counsel for plaintiff, St. Clair County Board Chairman Jerry Costello, said no objection would be raised to Hargraves's release after county board member Ed Anderson acknowledged he was one source. Meanwhile, reports were circulating in Belleville that other source was County Board Supervisor David Hickey. Hargraves, who now works for *St. Louis Globe-Democrat*, said, on his release after 50 hours in jail: "I'm out of jail and I haven't broken the confidence pledge at all. Thank God, I'm out of jail."



Clear Channel Communications Inc. agreed to purchase **Broad Street Communications Corp.** in \$26 million deal (\$14 million in cash, \$12 million in assumption of liabilities) signed in Washington last Friday (July 6). Principals pictured: L. Lowry Mays (l), president of Clear Channel, and Richard L. Geismar, chairman of Broad Street. Latter company will operate as wholly owned subsidiary, assuming FCC approval. Clear Channel owns three AM and four FM stations in Tulsa, Okla., and Austin, Port Arthur and San Antonio, Texas. It went public earlier this year, is traded over the counter. Broad Street owns three AM and two FM stations in New Orleans, Oklahoma City and New Haven, Conn., plus statewide radio network in Oklahoma with 47 affiliates. Blackburn & Co. was broker on transaction.

KRPM(FM) Tacoma, Wash., sold by RPM Broadcasting Inc. to Highsmith Broadcasting Inc. for \$4 million cash. Seller is owned by Ray Courtmanche, and his wife, Cheri, who have no other broadcast interests. Buyer is owned by William M. Highsmith (51%), Michael J. Schweitzer (20%) and Ivan E. Braiker (29%). Highsmith is president of Highsmith Co., Phoenix-based library supply firm and has no other broadcast interests. Schweitzer is general manager of WCPX-TV Orlando, Fla., and VP of Outlet Communications Inc., Providence, R.I.-based station group owning one AM, four FM's and four TV's. Braiker is senior VP with subsidiary of Sunbel Communications Inc., Colorado Springs-based station group owning two AM's and four FM's. They have also purchased KLHT(AM) KREM-FM Spokane, Wash. (see "Changing Hands," page 68). KRPM is on 106.1 mhz with 100 kw and antenna 700 feet above average

terrain. Broker for buyer is Kahl & Co. Broker for seller is Archie Taft & Assoc.

□
WATM(AM)-WWSR(FM) Atmore, Ala., sold by Talton Broadcasting Co. to The Keymarket Group for **\$2.9 million** cash. Seller is owned by Julius Talton who also owns WHBB(AM)-WTVN(FM) Selma, Ala. Buyer is Aiken, S.C., station group owning three AM's and three FM's. They also purchased WTPA(AM) Harrisburg, Pa., subject to FCC approval (see "Changing Hands," page 68). WATM is on 1590 khz with 5 kw day and 1 kw night. WWSR is on 104.1 mhz with 29 kw and antenna 195 feet above average terrain. Broker was Blackburn & Co.

Communications Satellite Corp. announced last Friday (July 6) that **Willard (Randy) Nichols**, chief of staff to FCC Chairman Mark Fowler, will join firm as vice president and general counsel next month. In statement, Dr. Joseph Charyk, Comsat chairman and chief executive officer, said Nichols's "management abilities and broad legal experience qualify him well for the challenges of this position." Nichols has served as top aide to Fowler since latter took over chairmanship in 1981. He started working at FCC in 1974, same year he was graduated from University of South Carolina School of Law. At agency, he has served as attorney-adviser in office of general counsel, legal assistant to chief of Common Carrier Bureau, chief of former Cable Television Bureau and as legal assistants to former Chairmen Richard Wiley and Charles Ferris. From June 1978 through January 1979, Nichols left agency briefly to work as attorney with law firm of Kirkland & Ellis. Fowler, who was attending his 25th high school reunion in Florida, said Nichols would be missed. "Nichols has served the agency and the country very well," Fowler said. Although some were reading Nichols's departure as an indication that Fowler may soon leave agency himself, chairman has said he intends to remain at least until next summer. Among those being mentioned as possible successors to Nichols is Jerald Fritz, former legal assistant to Fowler and now chief of Common Carrier Bureau's tariff division. William Berman retired as Comsat senior vice president and general counsel in May.



□
League of Women Voters, which no longer has monopoly on sponsorship of broadcasts of political debates, is letting it be known it **intends to continue sponsoring debates**, including those involving presidential candidates. League President Dorothy S. Ridings last week announced league is surveying potential sites for next fall's "presidential debates," and said "approximately eight cities are under consideration. League says it will sponsor at least one presidential debate involving only candidates of two major parties as means of giving voters opportunity to observe candidates in one-on-one situation. Minor party candidates would be considered for participation in other debates with major party nominees only if those minor party hopefuls demonstrated significant support nationwide and had "mathematical possibility" of winning election.

□
Board of directors of **Writers Guild of America West** has given approval to in-house **investigations that could lead to major discrimination lawsuit** against motion picture and television industry production companies. Board voted late last month to direct outside attorneys and statistician to review results of report presented to WGA by its women's committee which alleged "gross inequity in the hiring practices of female writers" in entertainment industry, and recommended sex discrimination charge be filed with Equal Employment Opportunity Commission. Study claims only 15% of feature films and 17% of prime time network television programming during one-year period ended March 31, 1983, were written by women. Directors Guild of America has discrimination suit pending against Warner Brothers and Columbia Pictures based on simi-

lar investigation.

□
Employees of **Delta Electronics**, Alexandria, Va.-based manufacturer and marketer of commercial broadcast communications equipment, have acquired 53% of company through **Employee Stock Ownership Plan**. ESOP obtained stock from shareholders, including Delta co-founders Stephen Kershner and Charles Wright. Last was made chief research engineer and will continue as secretary-treasurer. Kershner and Wright will remain on Delta board. Russell E. Geirer, former executive VP, was named president.

□
Department of Education has expanded news contract with **National Captioning Institute to close caption 14 and one half additional hours of news and public affairs programs** each week. Under existing contract, NCI close captions ABC's *World News Tonight* Monday through Friday. With expanded contract, NCI will close caption ABC's **20/20, Good Morning America, World News This Morning** and **Weekend News**. NCI said it will phase in close captioning of those programs, starting with *20/20*, this summer.

□
Staying on top. *King World's Wheel of Fortune* remained the top-rated syndicated program of the May sweeps, according to Nielsen's National Station Index, although the top three shows scored lower than the February sweeps.

Wheel of Fortune scored a 12.3/26 in the May sweeps, compared to 14.3/25 last February, while runner-up Family Feud (Viacom) earned a 9.6/20, versus a 11.8/20 last February. Third-place M*A*S*H, distributed by 20th Century-Fox, also posted declines over the preceding February and November sweep reports. In May, M*A*S*H averaged 9.5/23 on 164 stations, compared to a 11.6/24 on 167 stations last February and 11.2/24 on 172 stations in November 1983.

The order of the rest of the top 10 essentially remained the same as in the last two sweep periods, with M*A*S*H followed by D.L. Taffner's Three's Company (9/23), Group W's PM Magazine (8.3/17), Telepictures' People's Court (7.7/21), Paramount's Entertainment Tonight (7.5/17), Embassy's The Jeffersons (7.4/19) and Gaylord's Hee Haw (6.1/18).

Paramount's Taxi, which ranked 22d with an average 6.6/15 on 50 stations last February, moved up to 10th, with an average 6/15 on 53 stations in May.

The highest-rated show among total women in May was Wheel of Fortune, averaging a 10.8 rating (compared to 12.5 in February), while Family Feud remained second in that category, averaging an 8.2 rating in May compared to a 10.1 last February.

Wheel of Fortune was also first among total men, averaging 7.1 in May, while M*A*S*H was second with a 6.3.

The most popular show among teen-agers remained Three's Company, averaging a 9.8 rating, followed by The Jeffersons and Paramount's Happy Days (tied at a 7.1 rating). Among children, Group W's He-Man and Masters of the Universe was again on top, averaging a 12.6 rating. DFS Program Exchange's Scooby Doo (10.5) and Sunbow Productions' G.I. Joe (9.9) continued to rank second and third in that category.

In access (Monday-Saturday), Wheel of Fortune again was the top-ranked show, averaging a 13/26 on 99 stations. But Colbert's Tic Tac Dough, which was the fourth-ranked prime access show in February, tied M*A*S*H for second with an average 10/21.

M*A*S*H, The Jeffersons and Three's Company ranked first through third, respectively, again as the favorite late-night programs (Monday-Friday). Metromedia's The Jerry Lewis Show, in a one-week test run on five stations, averaged 2/13 and tied for 34th.

In early fringe, the top four February sweep shows all held their respective ranks in May: Wheel of Fortune, M*A*S*H, Three's Company and People's Court. Multimedia's The Phil Donahue Show remained tops in daytime (Monday-Friday), averaging 6/28 over 164 stations, while Hawaii Five-0, although on only five stations, was second with a 5/15.

Editorials

Turning point

Serious advocates of First Amendment freedoms for the Fifth Estate are taking much comfort, as well they might, in last week's Supreme Court decision that declared unconstitutional the law prohibiting noncommercial broadcasters from editorializing. They are reading the decision, correctly, it is believed here, as an invitation to bring broadcast regulation up to date.

Implicit in the decision is an invitation for the FCC to act on its own, without cringing before a Congress, especially a House, that is threatening reprisals if the FCC stays its deregulatory course. An FCC that moves carefully and with legal precision just may be able to bring off more deregulation than had been thought possible before the court issued its ruling last week in *FCC vs. League of Women Voters of California*.

One of two important footnotes in the court's opinion said, in effect, that the court was ready to hear evidence, if it can be supplied, that the so-called "spectrum scarcity" that has been "the prevailing rationale for broadcast regulation" does not exist. The other said that the court would reconsider its *Red Lion* decision of 1969, which held the fairness doctrine to be constitutional, upon a showing that the doctrine has inhibited broadcasting. Assuming proof can be produced in persuasive abundance, the FCC can use those footnotes as justifications for several major rulemakings now in gestation.

□

At the outset, the FCC ought to collate the dispersed but massive evidence that the marketplace in which both radio and television operate now teems with competition. Some of that evidence was contained in a *Texas Law Review* article written by FCC Chairman Mark Fowler and his legal assistant, Daniel Brenner, two years ago and cited in one of those Supreme Court footnotes last week. There is more.

The fact is, of course, that radio and television themselves are busy marketplaces getting busier. But the broadcaster in any population center of consequence faces competition for the public's time not only from fellow broadcasters but also from a multitude of other services, electronic and print. It is the total of media available to the public that defines the contemporary media environment, not merely the number of television or radio stations in a given place.

The collation of proof that the fairness doctrine has been an inhibitory force may be more elusive. Broadcast journalists hesitate to confess that knees sometimes buckle under threat of complaints to the FCC. There is probably no way to count the instances.

There are, however, examples of the fairness doctrine at work and on the record, some of which were introduced at hearings held last winter by Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee and author of the Freedom of Expression Act (BROADCASTING, Feb. 6). Anyone looking for horrible examples need proceed no farther than Milwaukee where WTMJ-AM-TV and WKTJ-FM have been fending off fairness complaints by the mayor since 1981 at a legal cost to the stations of \$17,000. The Milwaukee taxpayers have been paying for the mayor's legal work, which is done by the city attorney.

□

A case decided two weeks ago by the FCC and destined for appeal by the self-appointed "public interest" lawyers who will have to look for real work in a deregulated world is the kind to take advantage of the Supreme Court footnote on scarcity. The FCC's

deregulation of television was based primarily on the proliferation of competition. The FCC's belief, which is eminently sound, is that a busy marketplace will provide more realistic television regulation than an FCC can provide.

Another case due for decision is the proposed modification of the rules limiting broadcast station ownership to seven each in AM, FM and TV. Those numbers have never made sense to anyone who can identify a difference between seven daytimers in the Southwest desert and seven powerhouses in, say, New York, Los Angeles, Chicago, Philadelphia, San Francisco, Boston and Detroit. They have been made pointless by enormous growth in station population everywhere.

A rulemaking that was begun with brave talk of repeal of the multiple ownership rules has degenerated into a revision of the magic numbers in whatever way is guessed will survive an expected attack on the Hill. The Supreme Court ruling ought to stiffen the FCC's resolve to repair its rules according to its best judgment, not to political accommodation. In an electronic world where scarcity has vanished, arbitrary numbers of permitted ownerships have no place.

Again under congressional pressure, the FCC has deferred action on a rulemaking undertaken in May 1983 to repeal or modify its personal attack and political editorializing rules. It has also put off its broader survey of the fairness doctrine itself until after the November elections.

At the very least, the Supreme Court's footnote on *Red Lion* ought to trigger at the FCC a call for examples of repressions resulting from the fairness doctrine and the rules it has produced. It may be politically unwise at this point to take action on the rulemaking or to propose sweeping review of the fairness doctrine, but what but good could come from the collection of evidence to support an eventual decision worthy of Supreme Court review? Some evidence is already at hand in comments responding to the rulemaking.

For the first time since 1969, the Supreme Court has hinted that *Red Lion* is amendable and that its view of regulation in general could be modified upon a showing of competition in the Fifth Estate. Carefully, painstakingly, but with all deliberate speed, as the court put it in another context, the FCC ought to accept the invitations that came from the court last week.



Drawn for BROADCASTING by Jack Schmidt
"It's for vacations. We borrowed the dummy from Macy's and added a voice synthesizer."

The Innovative, Informational 90-Second Television Series



REG. U.S. PAT. & TM. OFF.

Mitzi Ayala, author,
farmer, mother,
newspaper columnist
and TV hostess for
"Country Comments"
that feature a
magnitude of
fascinating
food facts.



'COUNTRY COMMENTS'

76-Station Line-Up - and Growing!

CITY	STATION/AFFIL.	PROGRAM PLACEMENT	CITY	STATION/AFFIL.	PROGRAM PLACEMENT
Chicago	WFLD	IND Newstalk	Fargo	KVNJ	IND Fargo/Moorhead Scene
San Francisco	KTVU	IND Voice of Agriculture	Augusta	WAGT	NBC Morning Break
Detroit	WDIV	NBC Sonya	Salinas/Monterey	KSBW	NBC Voice of Agriculture
Washington, D.C.	WDCA	IND Health Field	Santa Barbara	KEYT	ABC Voice of Agriculture
Cleveland	WKW	CBS NewsCenter 8	San Luis Obispo	KSBY	NBC Voice of Agriculture
Pittsburgh	KDKA	CBS CBS Morning News	Terre Haute	WTHI	ABC Noon News
Minneapolis	WTCN	NBC NBC Early News	Joplin	KOAM	CBS Melody Matinee
Atlanta	WAGA	CBS CBS Morning News	Wichita Falls/ Lawton	KFDX	NBC RFD 3
Tampa	WXFL	NBC Morning Report	Corpus Christi	KZTV	CBS Newswatch Ten
St. Louis	KDNL	IND KDNL News Update	Reno	KCRL	NBC Voice of Agriculture
Denver	KMGH	CBS CBS Early Morning News	Traverse City/ Cadillac	WWTW	CBS Lunch Break
Sacramento	KXTV	CBS Focus on Farming	Lacrosse/ Eau Claire	WEAU	NBC Newscenter 13 at Noon
Sacramento	KQVR	ABC Voice of Agriculture	Sioux City	KCAU	ABC Good Morning Siouxsland
Indianapolis	WTTV	IND RFD 4	Macon	WMAZ	CBS Morning
Hartford	WVIT	NBC What About Women	Chico/Redding	KRCR	ABC Voice of Agriculture
San Diego	KFMB	CBS Voice of Agriculture	Rochester/ Mason City	KTTC	NBC Newswatch at Noon
Milwaukee	WITI	CBS CBS Morning News	Minot/Bismark	KXMC	CBS Farm Report
Charlotte	WBTW	CBS Good Morning with Jim Patterson	Ft. Smith	KFSM	CBS CBS Morning News
Greenville/ Spartanburg	WSPA	CBS Nancy Welch Show	Quincy/Hannibal	KHQA	CBS The Morning Farm Update
Memphis	WHBQ	ABC AM Memphis	Tyler	KLTV	ABC Farm and Ranch News
Raleigh/Durham	WRAL	ABC Country Morning	Dothan	WTVY	CBS The Morning Show
Providence	WPRI	ABC Front and Center	Clarksburg/Weston	WBOY	NBC Francis Basile Show
Norfolk	WVEC	ABC Morning Magazine	Meridian, MS	WHTV	CBS Perspectives
Charleston/ Huntington	WOWK	ABC Weekend Magazine	Alexandria, MN	KCMT	CBS Farm Today
Greensboro/ Winston-Salem	WFMY	CBS Good Morning	Greenwood/ Greenville	WABG	ABC Magazine 6
Flint/Saginaw	WNEM	NBC Farm & Garden	Yuma/El Centro	KYEL	CBS Voice of Agriculture
Knoxville	WBIR	CBS Early Morning	Biloxi, MS	WLOX	ABC South Mississippi RFD
Albuquerque	KGGM	CBS Stopwatch	Tuscaloosa, AL	WCFT	CBS TGIF
Fresno	KSEE	NBC Voice of Agriculture	Mankato, MN	KEYC	CBS Daybreak
Paducah/ Cape Girardeau	WSIL	ABC Good Morning America	Marquette, MI	WLUC	CBS Upper Michigan Today
South Bend	WGBT	CBS Rod Johnson Show	Laredo	KTVV	CBS Good Morning Laredo
Bristol/Johnson City/ Kingsport	WJHL	CBS Midday News	Twin Falls, ID	KMVT	NBC Magic Valley Almanac
Evansville	WTVW	ABC Farm & News Report	Alpena, MI	WBKB	CBS Midday Magazine
Ft. Wayne	WKJG	NBC Wayne Rothgeb Show	Helena, MT	KTVG	NBC Today Show
Greenville/New Bern	WITN	NBC Almanac	Selma	WSLA	CBS Speak Easy
Sioux Falls/Mitchell	KELO	CBS Good Morning KELO-Land	Allentown	WFMZ	IND Cover to Cover
Lansing	WILX	NBC Spectrum	Hazard, KY	WKYH	IND Newscenter at Noon
			Honolulu	KSHO	IND Merv Griffin
			Santa Rosa, CA	KFTY	IND Voice of Agriculture

**Attention:
Program Directors, Producers,
Hosts and News Directors!!
The 13, 26, 52 Program Series is
FREE**

Produced and Marketed by:

DCA

DCA TeleProductions

A Taft Television
and Radio Company

WASHINGTON'S BEST NEWSCAST

Ten O'Clock News



BEST NEWS ANCHOR

Maury Povich



JUL 10 1984

AUL/L...
Maxwell AFB, Ala.
36112

BEST REGULAR PROGRAM

PM Magazine



BEST PROMOTION SPOT



BEST NEWS SERIES



BEST SPOT NEWS



Independently,
we brought home
18 Emmys!

WTTG
METROMEDIA

