

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 30



**142
MARKETS
SOLD!**

The Dukes of Hazzard

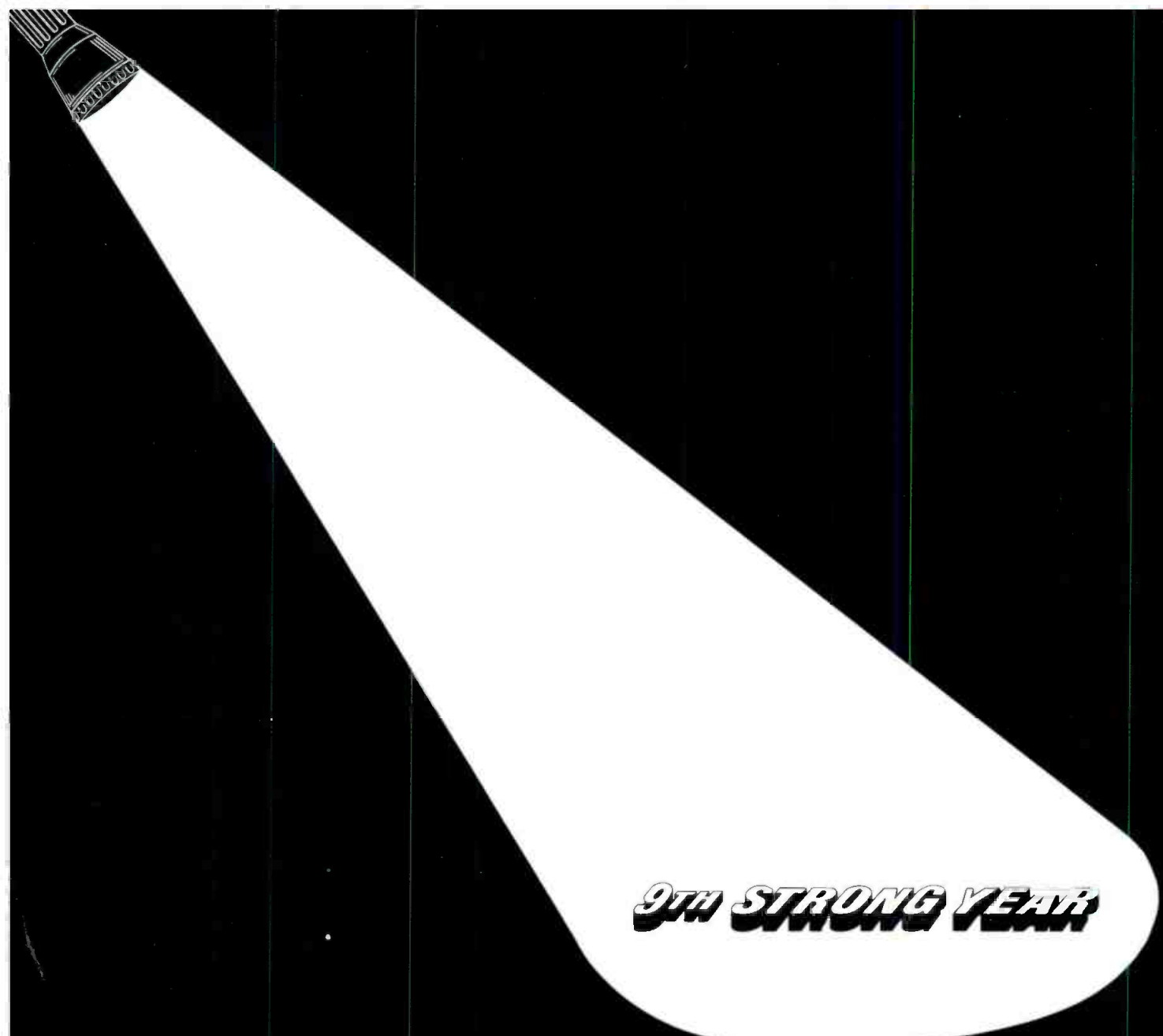


Warner Bros. Television Distribution
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53rd Year 1984

FCC widens gates
on ownership □
Olympian coverage
for ABC

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9TH STRONG YEAR

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Leonard Nimoy

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KIW

Contact:
Dan Robinson
Broadcasting Associates, Inc.
790 Madison Avenue
New York, NY 10021
(212) 772-6074

Broadcasting Jul 30

FCC raises broadcast ownership limits to 12-12-12 ABC begins marathon summer Olympics coverage Revised docket 80-90 listings

NEW BALLGAME □ FCC votes 4 to 1 to raise the limits on broadcast station ownership to 12 AM's, 12 FM's and 12 TV's. All limits will be lifted beginning in 1990. **PAGE 27.**

INDUSTRY REACTION □ Brokers and major group owners say ownership rule change is beneficial. Many see radio expansion in major markets and brisk television activity even below top 10 markets. Some in Congress object to lifting limits. **PAGE 29-30.**

SELLING TIME □ Many ABC affiliates have had to discount time in order to sell summer Olympics availabilities. Network and O&O's nearly sold out. **PAGE 31.**

HILL AIRING □ Course of U.S. international telecommunications policy is debated in Hill hearings. **PAGE 33.**

REVISED 80-90 □ FCC releases revised list of markets for FM assignments in docket 80-90 proceeding. **PAGE 36.**

FREE THE BIRDS □ Appeals court backs direct broadcast satellite service but differs with FCC over extent existing broadcasting regulations would apply to new service. **PAGE 38.**

RATINGS BONANZA □ Coverage of Democratic national convention by three commercial networks proves to be fruitful for independents running mix of programing. **PAGE 44.**

ON TOP □ Despite weak numbers in its convention coverage, NBC wins prime time ratings race for week. **PAGE 46.**

CO-OP RUNDOWN □ Radio Advertising Bureau releases survey of co-op advertising showing where the dollars come from and who uses them. **PAGE 50.**

COVERAGE MARATHON □ ABC, with tons of technological gear in place, begins coverage of summer Olympics. Network's chore is to showcase 221 events from some 30 locations, with up to 15 events occurring simultaneously. **PAGE 53.**

LOGGING IN □ Attorneys for General William Westmoreland rebut arguments by CBS for summary dismissal of libel case he brought against company for network documentary. **PAGE 55.**

RUNOVER RESERVATIONS □ CBS affiliates send letter to CBS News chief Ed Joyce, asking network to be mindful of convention coverage runovers into local news periods. **PAGE 55.**

CHECKING IN □ Young & Rubicam announces plans to drop in on television stations unannounced to verify commercial use. **PAGE 56.**

NO DRY RUN □ Conference of state legislators votes against banning of alcohol advertising during sporting events. **PAGE 59.**

DOING IT ALL □ "I've got the best job in Harte-Hanks," says Bill Moll, president and chief executive officer of Broadcasting and Entertainment. **PAGE 79.**

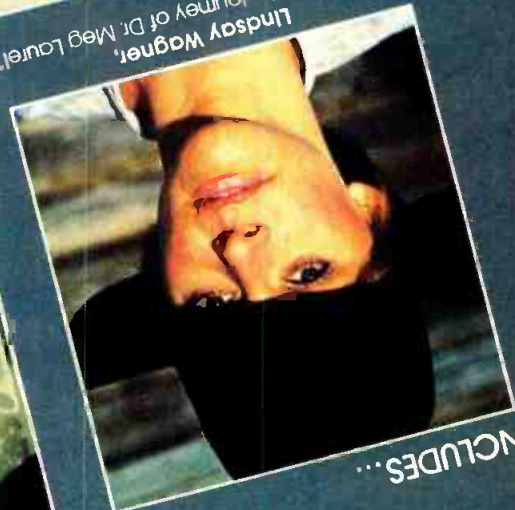
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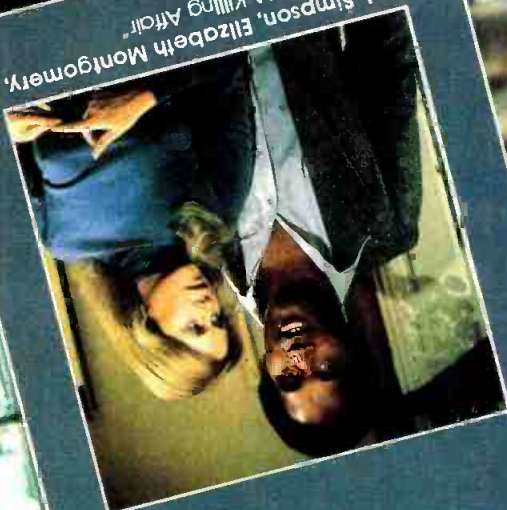
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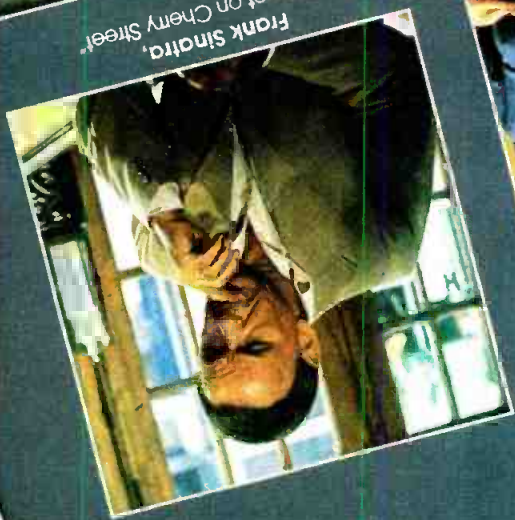
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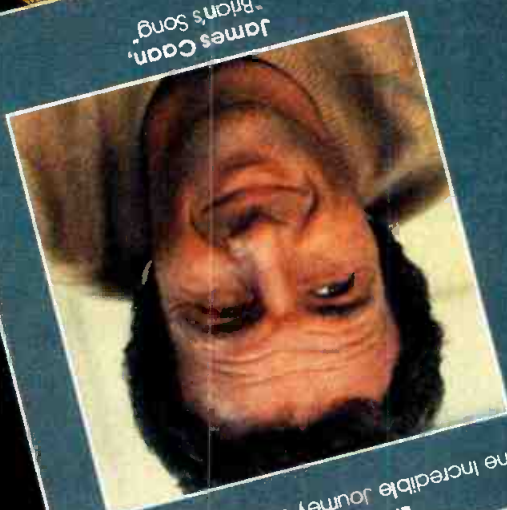
Lindsay Wagner,
"The Incredible Journey of Dr. Meg Laurel"



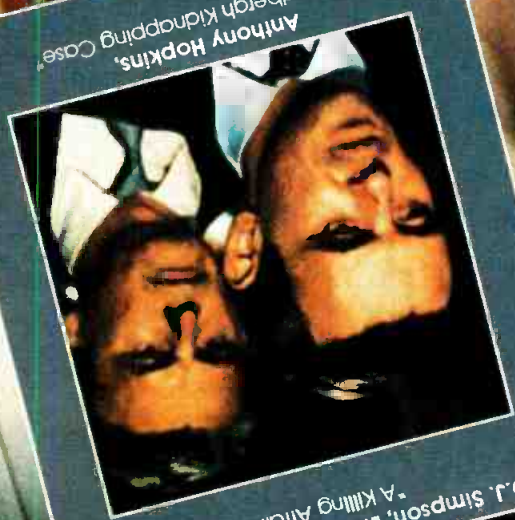
O.J. Simpson, Elizabeth Montgomery,
"A Killing Affair"



Frank Sinatra,
"Contract on Cherry Street"



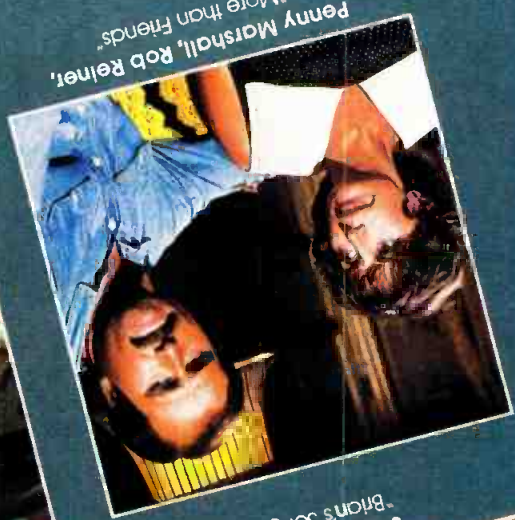
James Caan,
"Brian's Song"



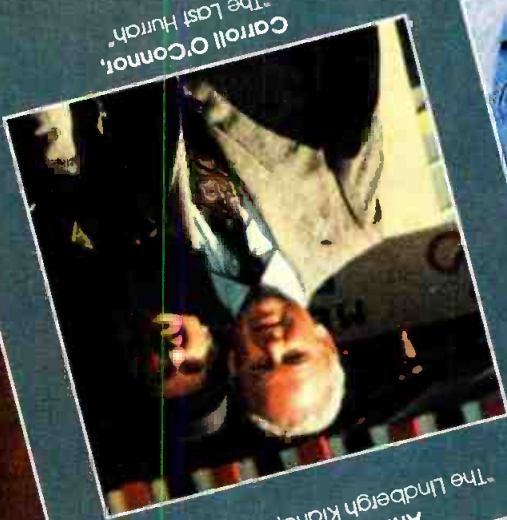
Anthony Hopkins,
"The Lindbergh Kidnapping Case"



Fred Astaire,
"A Family Upside Down"



Penny Marshall, Rob Reiner,
"More Than Friends"



Carroll O'Connor,
"The Last Hurrah"



Alan Alda,
"Kill Me If You Can"

20 Made-for-TV movies

TV 20 HAS THE PERFORMERS AND THE PERFORMANCE!



Presenting TV 20,
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with proven network
success.

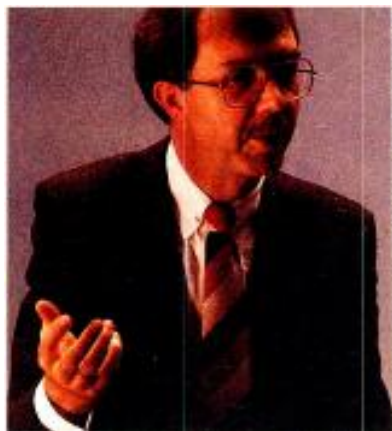
TV 20's impressive lineup
of stars includes Frank
Sinatra, James Caan, Fred
Astaire, and Anthony Hopkins.
Plus exciting dramatic perfor-
mances by the most popular
names in television: Alan Alda,
Carroll O'Connor, Lindsay Wagner,
Elizabeth Montgomery, Penny
Marshall, Larry Hagman and
more.

TV 20. When you want
performance, we've
got your number!
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“I never thought switching formats could save me \$500,000.”



Only Satellite Music Network gives your station a higher quality sound. Without the high cost.

Reduced operating costs. From the beginning, we'll reduce your overhead. You'll automatically have fewer hassles with personnel. Which automatically means less cost for your station.

Improved quality of programming. Only Satellite gives you the programming expertise and continuous research of Burkhardt/Abrams. Which gives your station a strong musical identity in either traditional

MOR, Adult Contemporary, Country or Contemporary Top 40. As well as timely news, up-to-the-minute features and special programs.

And only a live 24-hour network could assemble our lineup of air personalities. Plus, give you live hourly news and bulletins when they happen, any time of day. A quality sound no single station could match.

Increased sales. Only Satellite provides you with the quality 24-hour programming that will allow you to spend your time where it will count.

Flexibility. We'll work with you to "wrap around" the format you want. Our Flex-Clock™ system allows you to plug in local news and our Localiners™ will let you maintain a distinct local personality. Linn Harrison switched from all-news to music, kept a strong commitment to local news, and still saved thousands.

Satellite will do the same for you. For reduced operating costs, improved programming quality and increased sales, call 800-527-4892. In Texas: 214-991-9200.



We're rewriting
the book on
network radio.



Transfer of clout

Syndicators are divided on meaning of liberalization of 7-7-7 rule (see page 27) for future of first-run programming, but several feel that action could dictate new terms in marketplace. Producers and distributors acknowledge they may now have to make fewer stops in trying to get new shows launched, but also fear station groups may be overzealous in wanting equity positions in programs. Almost all, however, are apprehensive over network-owned station group expansion. They say network-owned groups, unlike others, shy away from first-run advertiser supported programming.

Better pictures

Advanced Television Systems Committee has made significant progress in past few weeks toward goal of setting standards for television systems of future. Subcommittee investigating ways of improving NTSC television is planning demonstration of super television receivers in November. Subcommittee looking at "enhanced 525-line" systems has settle on "straw man" standard for satellite broadcasting. It calls for multiplex analog component (MAC) signal format, but is broad enough not to exclude various MAC systems under development by Comsat Labs, CBS and Scientific-Atlanta. And high-definition television subcommittee has sent report to appropriate arm of International Radio Consultative Committee, which will set world HDTV production standard, supporting standard featuring 1,125 scanning lines (and perhaps 1,035 active lines) with two-to-one interlace, 5.33-to-3 aspect ratio and field rate of 60 hertz. Standard differs from straw man HDTV group had adopted earlier this year (BROADCASTING, April 30). Straw man had same number of scanning lines, but five-to-three aspect ratio and field rate of 80 hertz.

Fallout

Court of Appeals decision overruling FCC's conclusion that direct broadcast satellite service could be exempted from statutory broadcast obligations (see page 38) has already had broader impact at commission. FCC is using same regulatory scheme for multipoint distribution service that it was using for DBS. So DBS decision has apparently raised some fresh doubts. FCC had originally planned to vote

on lottery mechanism for multichannel multipoint distribution service at meeting last week. But item was pulled by Chairman Mark Fowler to consider whether it should be rewritten in attempt to answer court's concerns.

Sticky issue

Another item that didn't make it to FCC meeting last week was what to do about KTTL(FM) Dodge City, Kan., whose broadcast attacks on Jews and blacks attracted national attention. Mass Media Bureau had originally been poised to designate KTTL's renewal for hearing on programming, engineering and other grounds earlier this year ("Closed Circuit," April 9). According to FCC source, item had specified fairness doctrine issue against station but was withdrawn because it was felt it would be "embarrassment" to take it up at same meeting in which FCC adopted notice of inquiry questioning basic validity of fairness doctrine (BROADCASTING, April 16). Commission was planning to take item up again at meeting last week but decided instead to ask Dodge City Citizens for Better Broadcasting for further information on fairness doctrine aspects of its petition to deny station's renewal.

Radio on rise

National spot radio billings continue to show healthy gains. Data being mailed to rep firms by Larchmont, N.Y.-based Radio Expenditure Reports Inc. (RER) shows spot business in June totaling \$74,542,200—up 18% from June 1983. National spot is now running 13.2% ahead of same period year ago.

Washington watch

At least one major cable system deal is being held up by Justice Department, which is reviewing anticompetitive effects of some recent transactions ("Closed Circuit," July 9). McCaw Communications' purchase of separately owned Midwest Video and Community Cablevision Corp., which together serve roughly 50,000 subscribers in Bryan, Tex., area, is awaiting clearance from Washington. Under Hart-Scott-Rodino amendment, Justice department can delay transaction only 50 days, but parties will often wait beyond that until department is satisfied rather than risk preliminary injunction.

Never say die

Remember William Kommers? He was entrepreneur who persuaded Australian media mogul Rupert Murdoch to invest in scheme to offer national, low-power satellite-to-home broadcast service via Ku-band satellite. Murdoch sank millions of dollars in Skyband, as service was called, before deciding late last year that technology and programming necessary to make it successful were unavailable in foreseeable future. After Murdoch took financial lumps and pulled out, Kommers revised his plans and began search for new backers. He told BROADCASTING last week that new backers have been lined up and that plans for new DBS service may be announced soon.

Going, going

Recent and rumored sales of TV stations formerly carrying STV programming are not only sign that STV industry has seen better days. Word comes from Washington that Subscription Television Association has closed its office. Although association's affairs are still being handled by president, Tom Thompson, and by general counsel, source says group has been "phasing out for several months" because "industry has taken a turn for the worse."

Headache time

Lifetime cable network is beleaguered with problems. It has lowest ratings among six 24-hour cable networks measured by Nielsen on monthly basis—delivering scant 53,000 households on average throughout day. It's also undergoing something of program identity crisis. Its president, Thomas Burchill, is subject of ongoing investigation of fraudulent billing at former employer, RKO Radio Networks.

Despite problems, its total advertising sales are estimated to be in \$13 million to \$15 million range so far in 1984. But most of those dollars, it's believed, are being spent to reach small sliver of Lifetime's audience base—physicians and other health care professionals via few hours of specialized programming per week. Bulk of program schedule, however, directed at such audience segments as elderly, couples, parents, health and fitness buffs and working and nonworking women, has generated only about \$5 million in sales so far this year, sources indicate.

Falcon-Warner system sale

Falcon Communications will acquire 18 cable systems serving 52,000 subscribers from Warner Amex Cable Communications under terms of a \$50-million agreement reached last week between the two companies and Falcon's partner in the buyout, Mutual of New York. According to Falcon President Marc Nathanson, MONY has a \$15-million stake in the deal with Falcon contributing \$5 million and its primary credit source, First National Bank of Boston, advancing \$30 million. About 28,000 of the subscribers are in small California systems; the others are located in Oregon, Washington, Missouri, Kansas, Georgia and Indiana. Nathanson estimated the acquisition will move Falcon from 48th to 38th place among cable MSO's, boosting its total subscriber-ship to 167,000. The purchase gives Falcon, the largest independent MSO in California, its first systems outside that state.

HBO reorganization

In the wake of Tony Cox's move from the head of HBO's Network Group division to the vice presidency of Time Inc.'s corporate planning office under Gerald Levin, HBO has reorganized its corporate structure, eliminating the Entertainment and Network

Groups, which were put into place a year and a half ago.

In the reshuffling, five executives have received new responsibilities. Peter Frame, executive vice president, sales and affiliate relations, becomes executive vice president, affiliate sales and operations. He gains responsibility for network distribution development, which deals with expansion of HBO programs to such markets as DBS.

Steve Scheffer, executive vice president, film programming, now takes overall responsibility for HBO Enterprises (run on a day-to-day basis by David Meister) as well. John Billock will remain senior vice president, marketing, but the research department, headed by Bob Maxwell, will now report to him.

Larry Carlson, previously in charge of affiliate marketing and marketing services, now becomes senior vice president, Cinemax. Henry Schleiff, senior vice president, business affairs, becomes senior vice president, administration, taking on responsibility for human resources and facilities. The five will report directly to HBO President Michael Fuchs.

Ed Horowitz, senior vice president, network operations and corporate development, now reports directly to HBO Chairman Frank Biondi. He had reported to Cox.

Window opening

USA Cable Network is talking with its three parent companies—Time Inc., Paramount and MCA—about the possibility of their supplying programming, including mini-series, movies and music specials, to air in an exclusive window on USA after it had been seen on pay cable but before going to the broadcast networks or into syndication. "What we're talking about here," said one source close to the talks, "is the creation of a basic [cable] window" for television programming. If an agreement is reached, said the source, "it would be an indication that partnership [among USA's parents] is working."

East meets West

Falcon Cable Television will soon introduce a Chinese-language pay television service to its southern California subscribers, following a joint venture agreement reached with Television Broadcasts Ltd. of Hong Kong. Falcon, which has 112,000 basic and 136,000 pay subscribers among 260,000 homes passed, is expected to introduce The Jade Channel late this year or early in 1985.

The initial schedule will include five hours of daily programming consisting of news, current affairs, specials, comedy series, drama and family-oriented fare. Most of the material will come on three-quarter-inch tape from TBL's studios in Hong Kong, where the firm operates two broadcast television channels. Since programs will be available in both Mandarin and Chinese, the two dominant Chinese dialects, Falcon is considering si-

multaneous transmission of audio tracks on its cable FM service. The company currently serves 53 California communities, including several eastern suburbs of Los Angeles.

In an interview, Allen McGlade, Falcon's director of programming, said that the stand-alone service will be offered to the 17 Falcon systems in southern California, which serve an area with an estimated 10,000 Chinese-descended residents. He estimated the monthly subscription fee will be between \$15 and \$20.

"A number of the communities served by Falcon have experienced a tremendous influx of Chinese-speaking immigrants," noted Falcon President Marc B. Nathanson. "Heretofore, these immigrants have not had any reason to become cable television subscribers. We are very optimistic that The Jade Channel will make Falcon very attractive to this growing population."

Added TBL general manager Robert Chan: "We would like to help the residents here keep in touch with their cultural heritage and thus bring the two shores of the Pacific closer." Chan said his company is considering expansion of The Jade Channel in 1985 to cable systems in San Francisco, New York, Chicago, Toronto and Vancouver.

Olympics-text

Cable systems throughout the country have the opportunity to provide their subscribers with a "scrolling" teletext service containing the latest information from the Olympics in Los Angeles. Southern Satellite Systems, the Tulsa, Okla.-based satellite carrier, has agreed to distribute Metrotex, a teletext service originated by Metromedia's KTTV(TV) Los Angeles, to thousands of cable systems in the vertical blanking interval of superstation WTBS(TV) Atlanta. What's more, Ameritex, the organization promoting the World System Teletext system being used by Metromedia, according to Ameritex spokesman Jerry Lebow, will provide cable operators interested in the service with the decoders necessary to extract from the WTBS signal the first 15 "pages" of Metrotex, which will contain the latest news of the games' winners and losers and which are scrolled or cycled. Cable operators, Lebow said, will have to allocate an entire channel to the service. The service was offered earlier to cable systems in the Los Angeles area and, according to Lebow, 17 systems, serving 850,000 subscribers, have signed up so far.

TBS on top

With a host of old movies and sportscasts—primarily Atlanta Braves baseball—superstation WTBS(TV) said it dominated the ratings race in June among advertiser-supported cable networks. The network said it had the highest ratings for the top-10 regularly scheduled programs, according to Nielsen. Braves baseball accounted for five of those top slots, averaging between a 4.3 and 5.4 rating, while anthology sports programs on

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Edward J. Murray, Chairman

Saturday and Sunday afternoons accounted for two slots (averaging a 4.6 and 4.5 rating, respectively) and prime time, Saturday and Sunday morning movies accounted for the remaining three, with average ratings of 4.1, 4.1 and 5.9 respectively.

To the island

Reese Schonfeld, first president of CNN, who has joined Cablevision Systems Development Corp., the Woodbury, N.Y.-based MSO, ("In Brief, July 23), will have primary responsibility for new program development for the company's cable systems. Officially, he has been named vice president, Communications Development Corp., a Cablevision subsidiary.

Schonfeld said his first priority will be to develop a daily news program for the com-

based in Rolling Hills Estates, Calif., says it lost nearly \$100,000 due to the June 8 cancellation of the heavyweight fight and does not see enough potential pay-per-view business on the horizon to justify staying in business.

Its primary activity was the promotion and distribution to cable and closed-circuit venues of boxing events. The firm's Cable Sports & Entertainment Network, which provides bartered sports coverage to about 400 cable systems, will also be shut down. President Rick Kullis formed the company with Vice Presidents Jack Smith and George Schulman in 1981.

NABET out at FNN

The National Labor Relations Board has decertified the National Association of Broadcast Employees and Technicians as the bargaining agent for nonmanagement staff members at the Financial News Network, based in Santa Monica, Calif. The NLRB decision followed a May 3 decertification election at the business programming service during which 33 employees voted to decertify NABET and 18 to remain represented by the union. "The company is very pleased that a decision finally has come down," said FNN President Paul Steinle in a statement. "Now we can move ahead with our business plan in an environment where the company's relationship with its important news, production and technical employees has been clarified." About two dozen FNN employees struck the network last March in a labor dispute that Steinle said has been resolved.

ACE plans

The National Cable Television Association has nailed down plans for the presentation of its local ACE programming awards. The awards will be presented Thursday, Sept. 6, at Ford's Theater in Washington. Actor E.G. Marshall, spokesman for the Bravo cable network, will be the master of ceremonies. The winning programs as well as the nominated programs—12 hours in all—will be cablecast by C-SPAN the following week-end (Sept. 8-9).

This is the first year in which the local and national ACE awards will be given out in separate ceremonies. The national ACE awards ceremony will be held Dec. 4, prior to the Western Cable Show, somewhere in the greater Los Angeles area.

Selling aid

Home Box Office Inc. is introducing a new training program to help cable systems improve their door-to-door selling in the increasingly competitive multipay environment. The new program, called ProSell, provides affiliate sales managers and their staffs with techniques to help them sell their system's combinations of cable systems, said Bob Grassi, HBO vice president. He said the program uses videotapes and workbooks and focuses on helping sales representatives learn how to determine prospects' interests and to sell cable services to match those interests. To acquaint affiliates with ProSell, HBO is conducting a series of regional one-day workshops for cable system managers.



Schonfeld

pany's Long Island cable system which now has 225,000 subscribers. *Newsday*, the Long Island-based daily newspaper, had leased space on the system and produced a daily 24-hour video and text news service beginning in March 1983, but the newspaper scrapped the operation earlier this year. Schonfeld intends to develop a program to fill that void. "Long Island has been deprived of [television] news coverage for 30 years," he contends, submitting that New York-based television outlets cover only the biggest stories happening on Long Island.

Schonfeld said it was possible that news programs might be developed for other Cablevision systems if the program in Long Island, which itself is large enough to be the 16th or 17th largest TV market, succeeds. "If you can't do it here," he said, "it would be tough to do it anywhere." He said the program should prove attractive to local Long Island advertisers, such as banks and auto dealers who would "waste 80% of their coverage" on New York-based television outlets. Schonfeld will also head development of other program forms yet to be announced by Cablevision systems.

Pay out

Pay Per View Associates, citing a shortage of pay-per-view programming and financial losses incurred as a result of the recently-canceled Holmes-Coetzee boxing bout, has announced it will discontinue operations Aug. 10. The three-year-old company,

Broadcasting

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 The complete guide to radio, television, cable and satellite facts and figures—\$80 (if payment with order \$70). **Billable orders** must be accompanied by business card, company letterhead or purchase order. Off press April 1984.

Name _____ ☐ Payment enclosed
 Company _____ ☐ Bill me
 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.

Business Briefly

Advantage

Clicking with Ally. Polaroid Corp. has chosen Ally & Gargano, New York, as agency for domestic advertising of all of its consumer-market, instant photographic products, account handled for 30 years by Doyle Dane Bernbach, New York. This portion of Polaroid business amounts to estimated \$30 million, of which about 70% is allocated to television. DDB will continue as agency for Polaroid in rest of world and for its industrial and professional photographic systems in North America.

Sexism verboten. American Association of Advertising Agencies has revised its code of ethics for political campaigns to condemn advertising that negatively exploits gender of any candidate. Gender provision is addition to previous code which condemned use of advertising materials exploiting race, creed or national origin of any candidate. Announcement of code's revision was made by John O'Toole, chairman of American Association of Advertising Agencies and chairman of Foote, Cone & Belding Communications, on eve of vote by Democratic national convention which nominated nation's first woman vice presidential candidate, Representative Geraldine Ferraro (D-N.Y.). O'Toole said that agencies belonging to association would not represent candidates who have not agreed to abide by code.

Station software. SoftPedal Inc., Atlanta, is introducing software system, "SEL-A-VISION," intended as tool for stations in sale of television time. Donald V. Grede, president of SoftPedal, said system can build advertising projects for clients in matter of minutes; can design campaigns to reach targeted viewing audience, and reflects demographic trends of TV program's Nielsen or Arbitron ratings and market shares. System has IBM-PC compatibility. Price is \$7,500 for package.

TV ONLY

Economic Laboratories □ Lime Away cleaning product will be featured in three-week flight to begin in early August in 65 markets. Commercials will be placed in prime access and daytime periods. Target: women, 18-49. Agency: William Esty Co., New York.

S.C. Johnson & Son □ Raid insect repellent will be spotlighted in one-week flight to begin in late August in three markets. Commercials will be positioned in daytime, fringe, prime time and news segments. Target: women, 18-49. Agency: Fred Niles Communication Centers, Chicago.

Automatic Data Processing □ Data processing service begins fourth-quarter campaign in mid-September in 65 markets in flights ranging from three to 13 weeks, depending on market. List of markets includes New York, Chicago, Baltimore, Detroit and Los Angeles. Commercials will be scheduled in drive times. Target: adults, 25 and over. Agency: Schaefer Advertising, Valley Forge, Pa.

Weight Watchers International □ Weight reducing program will be advertised in 45 markets for three weeks starting in early September. Commercials will be telecast in all dayparts. Target: women, 35-54. Agency: Stone/August & Co., Birmingham, Mich.

Yamaha Motorcycles □ Campaign to

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

REPORT CARD ON EDUCATION—AUGUST 6-10—Are schools making the grade? Examine the effects of desegregation, computers in the classroom, and the declining quality of our teachers in this 10-part series.

GRAND OLD PARTY IN DALLAS—AUGUST 13-17—A five-part series previews the Republican convention, convening the week of August 19, and gives a close-up look at key party figures on their first stop to Election '84. Scripts move in advance August 4.

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

PEOPLE IN THE NEWS—AP focuses on the personalities that make headline news—entertainers, politicians, athletes. This two-minute feature moves twice a day. Watch for it in the evening and before morning drive.

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.

For more information, call—(202) 955-7200

AP Associated Press Broadcast Services.

First timers. Times Mirror Videotex Services announced it has received more than \$1 million in advertising commitments for the first year of Gateway, the consumer videotex service scheduled for launch this September in Orange county, Calif. The interactive home information service will be introduced to the first 2,000 subscribers at a monthly package price of \$29.95, to include rental fee for the AT&T Sceptre terminal and Gateway service access. The Times Mirror Co. subsidiary will use Times Mirror Cable subscribers in Mission Viejo as an initial market for videotex delivery of news, shopping, electronic mail, home banking, games and educational programs. According to James H. Holly, president of TMVS, national advertising projections are "right on schedule," with commitments from American Airlines, American Express, Ticketron, Kinney Shoes, Citibank, Rand McNally, Equitable Life Assurance, Automobile Club of Southern California and Montgomery Ward.

CONGRATULATIONS, WIVB-TV. YOU'VE GOT THE VISION!

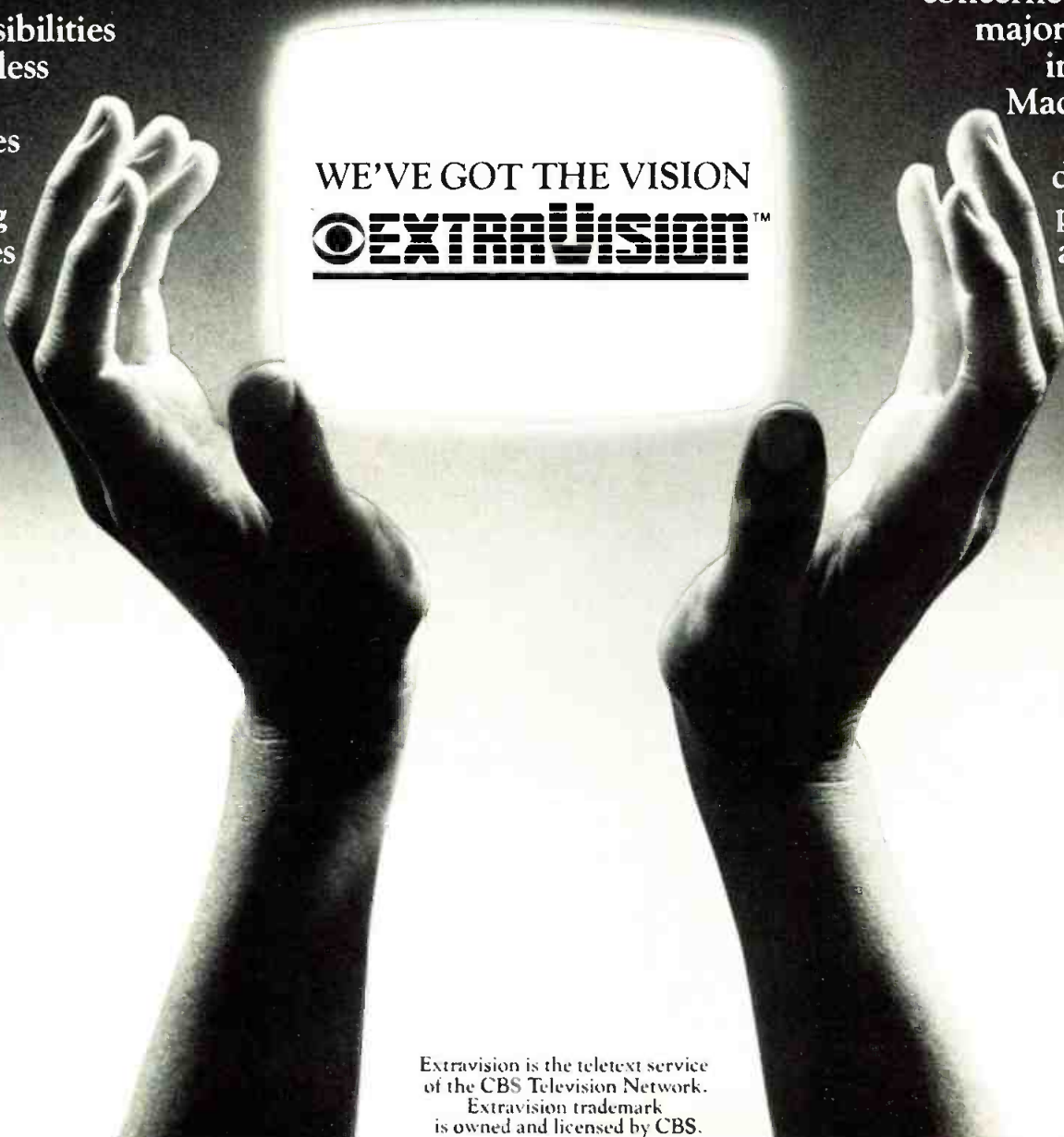
Last Wednesday, July 25, WIVB-TV Buffalo became the second CBS affiliated television station to offer both local and network broadcast teletext service.

Called EXTRAVISION, this pioneering effort represents a giant step into the future.

The possibilities are limitless as home audiences begin receiving 100 pages

of up-to-the-minute world, national and local information, on demand 24 hours a day at the press of a decoder button via their television screens.

We salute Les Arries, President of WIVB-TV Buffalo, and everyone concerned with this major broadcast innovation. Made possible by their dedication, persistence and vision.



WE'VE GOT THE VISION
EXTRAVISION™

Extravision is the teletext service of the CBS Television Network. Extravision trademark is owned and licensed by CBS.

help sell motorcycles will start in early September for two weeks in 40 markets, including Albany and Syracuse, both New York, and Phoenix. Commercials will be slotted in all dayparts. Target: men, 21-49. Agency: Chiat/Day, Los Angeles.

Factory Outlet Malls □ Campaign to build attendance at mall begins in early August for three weeks in Nashville and Orlando, Fla. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Mike Sloan Inc., Miami.

RADIO ONLY

Levitz Furniture Co. □ Two-week flight is scheduled for late August start in 42

markets. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Lovett Advertising, Miami.

John Morrell & Co. □ Bacon and other meat products will be highlighted in flight ranging from two to five weeks, starting in mid-August in 20 to 25 markets. Commercials will be scheduled in early evening and daytime periods. Target: women, 25-54. Agency: Clinton E. Frank Advertising, Chicago.

Communications Workers of America

□ Campaign calling on citizens to register and vote will begin in late August and run for 10 weeks until Election Day in eight metropolitan markets.

Commercials will be scheduled in drive time. Target: adults, 25 and older. Agency: Nordlinger & Associates,

Rep Report

WOKR(TV) Rochester, N.Y.: To MMT Sales from Harrington, Righter & Parsons.

□

WJBF(TV) Augusta, Ga.: To Blair Television from Avery-Knodel Television.

□

WABI-TV Bangor, Me.: To Blair Television from Seltel.

□

WSAI(AM)-WKXF(FM) Cincinnati: To Major Market Radio from Christal Radio.

□

WSOM(AM)-WQXK(FM) Youngstown, Ohio: To Major Market Radio from Eastman Radio.

□

Kansas Agricultural Network: To Katz Radio from Blair Radio.

□

KAPE(AM)-KESI(FM) San Antonio, Tex.: To Masla Radio (no previous rep).

□

KLVI(AM)-KYKR(FM) Beaumont, Tex.: To Katz Radio from Torbet Radio.

□

KIKF(FM) Garden Grove, Calif.: To Hillier, Newmark, Wechsler & Howard from Masla Radio.

□

KIXK(FM) Denton, Tex.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

WVHB(FM) Hampton Bays, N.Y.: To Roslin Radio Sales from Shelly Katz Radio.

□

WNCW-FM Paris, Ky.: To Hillier, Newmark, Wechsler & Howard from Masla Radio.

□

WNBH(AM)-WMYS(FM) New Bedford, Mass.: To Torbet Radio from Christal.

□

Cable Television Network of New Jersey (serves 19 million homes): To Nationwide Cable Rep.

□

Salsa 63 AM Network, Estereotempo 99 FM Network, Puerto Rico: To Blair Radio (no previous rep).

□

Sammons Communications of Easton and Emmaus; Twin County Cable TV of Allentown and Bethlehem, all Pennsylvania: To Cable AdNet-East.

□

Storer Cable, Bowling Green, Ky., system: To TV Watch.

□

Philadelphia story. Hillier, Newmark, Wechsler & Howard has moved its Philadelphia office to 250 South 17th Street, 19103. Telephone remains (215) 735-5843.

"THREE'S COMPANY" OVERWHELMS THE COMPETITION IN OMAHA.

Talk about viewer power: THREE'S COMPANY's not only the highest rated syndicated series on WOWT—it's the highest rated syndicated series in the entire Omaha market. With an 18 Rating and 39 Share in its 6:30 PM Mon.-Thurs. time period, it out-rates its TIC TAC DOUGH competition by a full 64 percent—and its WHEEL OF FORTUNE competition by a devastating 100 percent!

SOURCE: ARB REPORT
MAY '84



THE AUDIENCE POWERHOUSE

From D.L. TAFFNER SYNDICATION

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

Congratulations,

WIVB-TV AND LES ARRIES

NORPAK Corporation is proud to be associated with the launch of local and network broadcast teletext service by WIVB-TV Buffalo.

As the supplier of teletext creation systems and teletext transmission systems to CBS, we have had a close association with CBS since the inception of the network broadcast teletext service — **EXTRA VISION**.

Seven out of eight NABTS network installations use NORPAK creation and delivery systems. WIVB-TV, as our first local system installation, represents an important step for NORPAK and for broadcast teletext.

NORPAK is the only manufacturer with

a complete NABTS capability, from Picture Creation, through Delivery Systems, to decoding in the home. Our association with Rockwell International has resulted in advanced VLSI chips . . . the key to low cost consumer decoders.

In the area of NABTS captioning, NORPAK is the only manufacturer of dual mode systems used throughout North America.

All of these pioneering efforts have required the foresight of leaders such as WIVB-TV President Les Arries. It is a great privilege to be associated with pioneers such as WIVB-TV and CBS in the launch of the combined local and network teletext service!

WE'VE GOT THE VISION

EXTRA VISION T.M.

The Teletext Service of the CBS Television Network

norpak corporation

10 Hearst Way, Kanata, Ontario, Canada K2L 2P4 (613) 592-4164 Telex 053-4174

hington.

Keyserv Group Inc. □ Rug cleaning service will launch three-week flight in Washington and Hartford, Conn., in early August for three weeks. Commercials will run in all dayparts. Target: women, 25-54. Agency: Weightman Advertising, Philadelphia.

RADIO AND TV

Sawdon Shoe Corp. □ Back-to-school promotion will be featured in three-week flight in almost 50 markets. Commercials will be scheduled in all dayparts. Target: teen-agers and adults, 25-49. Agency: Sawdon & Bess, New York.

Plitt Southern Theaters □ Campaign to promote latest motion picture releases will begin in mid-August for one week to two weeks in five Southern markets. Commercials will be placed in all dayparts. Target: teen-agers and adults, 18-34. Agency: Rominger Advertising, Dallas.

Monday Memo

A broadcast education commentary from Stan Martin, WHN(AM) New York

Better education for future broadcasters

Broadcasting is competitive. Stations in every market fight tenaciously for rating points. If you get the ratings, you get the advertising dollars. Competition among talent in the industry is equally intense for the limited available jobs, especially in the major markets. This competition, while it may be healthy, sometimes causes us to lose sight of our common interests, especially in educating and training broadcasters of the future.

That those of us working in broadcasting share a responsibility to provide the proper education to those who will follow in our footsteps. It is sad to find many college broadcasting courses and student TV and radio stations following the same predictable and uncreative approach set by many commercial stations. Programers tell us that economics dictate a reliance on research and an overabundance of imitation which result in a lack of spirit, fun, adventure and creativity on the air, although there are exceptions to this situation. The fight for ratings and dollars may make it acceptable for commercial stations to follow this path, but it is unfortunate for schools to do so. This is not to say that students can't acquire a basic idea of how to handle a board, deliver a personable on-air news reading or record introduction, and pick up on some of radio's behind-the-scenes realities. However, a major objective of *any* broadcasting course should be to provide an opportunity to experiment, to do off-beat interviews and gags, to *learn from making mistakes*, to develop a personality and grow up (or *not* grow up) behind a microphone. An announcing program ought to emphasize hands-on equipment operation as well as the business of broadcasting.

My thinking about educating future broadcasters was inspired by my return to college in 1981. At that time Dean Herb London introduced me to New York University's Gallatin Division, a learning environment where adults get credit for life experience toward their degree.

At NYU I met and became friendly with my adviser, Professor David Sirota. Last year Sirota was appointed dean of the television arts division of The Center For The Media Arts in New York. After developing courses in video production and post-pro-



Stan Martin is a radio personality at WHN(AM) New York and is host of *Solid Gold Country*, a weekly syndicated program distributed by United Stations.

duction, and establishing a cooperative relationship between Gallatin and The Center, Dean Sirota enlisted my aid as an adviser for the development of a comprehensive professional announcing course for radio and TV.

In addition to building an appropriate physical environment for The Center's announcing course, we concentrated on creating a realistic working attitude for the course. The elements I feel all broadcasting schools should stress begin and end with an honest assessment of the student's potential as an on-air (or on-camera) personality.

When it is obvious the student is *not* destined to become a media "star," a school should be obligated to provide that individual with a clear picture of the broader scope of opportunities offered by a career in broadcasting. And many people *are* needed: engineers, copywriters, sales executives, client reps. The on-air personality is, as all pros (and fans of *WKRP in Cincinnati*) know, only one facet of a multimember operation.

Another element of reality that must be recognized in any serious media education environment is the range of potential jobs beyond commercial radio and TV. In-house corporate communications divisions, medical, governmental, even religious organizations, not to mention cable TV, all represent a growing marketplace for qualified communicators and media specialists.

Students must be aware of the need for

flexibility in the very location of their first jobs. A spot on a major-market radio or TV station is simply unlikely for most beginners. In fact, an on-air spot anywhere should be considered an accomplishment for first-timers. People starting out in the business have to be prepared to travel to their first jobs, and be ready to accept entry level work that could include desk jockeying and broom pushing.

These points are all well understood by the pros reading this article, but they're points that should be spelled out here because the industry itself has never officially spent time to develop talent. We have always had a sort of gypsy image, (to ourselves, if not to the listening audience.) Much of the learning and job finding is catch-as-catch-can, accomplished through the word-of-mouth network.

I'd like to call for an industrywide program similar to the sort of thing we're doing at The Center For The Media Arts. A situation in which a number of my industry friends, DJ's, programers, music directors, researchers, syndicators, news people and other station executives have volunteered to visit our students on a regular basis, share their work experiences and help to provide real insights into their behind-the-scenes professional lives.

There must be a way of providing similar classroom visits on a national level for colleges and independent media schools. The people I've invited to speak with CMA students are top drawer, but the only way to insure that level of involvement nationally is to have the industry itself provide a speakers exchange, arrange for station tours and perhaps even establish a method of distributing excess hardware, microphones, turntables, tape decks, etc., to worthwhile schools or student groups. As we all know, students and job seekers alike are often burdened with narrow pictures of the industry, and there should be a way of giving them a broader view.

Organizations like the National Association of Broadcasters provide a terrific meeting ground for the established movers and shakers of the industry, but there is very little a newcomer can do to get a foothold in our world. Perhaps there is a way to share a portion of our knowledge and experience with the next wave of young people waiting to begin their moves. I'm open to ideas and suggestions.

WIVB-TV HAS THE VISION!

CBS EXTRAVISION™

WIVB-TV 4

LOCAL SERVICES GUIDE

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- 19 EXTRAVISION SYSTEM LOCATIONS

WIVB-TV in Buffalo is proud to be part of the pioneering effort of CBS EXTRAVISION.

On July 25, Channel 4 began offering 100 local and national "pages" of NABTS Teletext in a new and innovative information

Buffalo
Broadcasting
Company

WE'VE GOT THE VISION

EXTRAVISION™

NEWS 4 BUFFALO

PAY RAISES

The Buffalo Board of Education has approved pay raises for school superintendent Eugene Reville and four aides. The \$5,700 raise brings Reville's salary to \$62,232.

LIVE COVERAGE IN CURRENT

Watch Bob Koop and Carol Jason for the latest news on News 4 Buffalo at 6 and 11

service to the people of Western New York. WIVB-TV gratefully acknowledges Norpak Corporation, a leading broadcast teletext system manufacturer, and Macrotel Inc., a Buffalo page-creation service as our partners.

4
WIVB-TV

"Love means having to say 'I'

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

KXTV

LOVE
CONNECTION

Rating Share
10 22

KCRA
KQVR
KTXL
KRBK

Program	Rating	Share
Entertainment Tonight	8	17
Family Feud	7	16
Barney Miller	7	16
Soap	3	5



South Bend-Elkhart

3:00 PM Monday-Friday

WSJV

LOVE
CONNECTION

Rating Share
6 26

WSBT
WNDU
WHME

Program	Rating	Share
Little House	6	23
Super Friends	3	13
Inspector Gadget	2	7

Birmingham

12:30 PM Monday-Friday

WBRC

LOVE
CONNECTION

Rating Share
10 31

WVTM
WBMG
WTO

Program	Rating	Share
Days of Our Lives	7	23
As World Turns	4	12
Medical Center	2	7

Peoria

4:00 PM Monday-Friday

WMBD

LOVE
CONNECTION

Rating Share
5 21

WEEK
WRAU
WBLN

Program	Rating	Share
Laverne & Shirley	4	19
Chips Patrol	3	14
Flintstones	1	6



Macon

10:30 AM Monday-Friday

WMAZ

LOVE
CONNECTION

Rating Share
8 48

WGXA
WMGT

Program	Rating	Share
Family	3	20
Sale of the Century	2	12

Source: NSI/Cassandra

Telepictures CORPORATION

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

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

© 1984 Telepictures Corporation

This week

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

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

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

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

Also in August

■ **Aug. 8**—*Advertising Club of Fort Worth* meeting.

■ Indicates new or revised listing

Holiday Inn Central, Fort Worth.

■ **Aug. 8-10**—*Arkansas Broadcasters Association* convention. Speakers include Bill Stakelin, Radio Advertising Bureau; John Abel, National Association of Broadcasters, and Jason Shinsky, communications attorney. Majestic hotel, Hot Springs, Ark.

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

Aug. 14-15—*National Association of Broadcasters, department of minority and special services*, minority television programmers business seminar. Panelists: Roy Danish, Television Information Office; John Von Soos-ten, NATPE International; Stan Marinoff, WISN-TV Milwaukee; Phyllis Tucker Vinson, NBC; Donald Marbury, Corporation for Public Broadcasting; Lucille Salhani, Taft Broadcasting, and Benjamin Magliano, La Raza Production Center. NAB headquarters, Washington.

■ **Aug. 14-16**—Professional Land Mobile Communications Oproyland, sponsored by *Electronic Industries*

Association. Keynote speaker: FCC Chairman Mark Fowler. Las Vegas Convention Center, Las Vegas.

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**—*Advertising Club of Fort Worth* meeting. Holiday Inn Central, Fort Worth.

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. 17-19**—"Film/Video International," sponsored by *Castle Hill Foundation*, nonprofit corporation devoted to cultural and educational programs in arts. Castle Hill, Ipswich, Mass.

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. 25—*Arkansas AP Broadcasters Association* summer convention. Little Rock Excelsior hotel, Little Rock, Ark.

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 workshop. Dublin Stouffers, Columbus, Ohio.

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

September

Sept. 6—Local ACE cable programing awards reception and presentation, sponsored by *National Cable Television Association*. Ford's Theater, Washington. Information: (202) 775-3550.

Sept. 6-7—Meeting of the board of *National Cable Television Association*. Madison hotel, Washington.

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—Deadline for entries in 19th Gabriel Awards, sponsored by *Unda-USA*. Information: Edward Murray, (618) 397-2845.

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

Sept. 7-9—"Film and Video: The Best of Both Worlds," symposium sponsored by Southeast Film and Video Consortium. Videotape Associates, Atlanta. Information: (404) 239-0319.

Sept. 8-10—*Minnesota Broadcasters Association* fall

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 MIDEA and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach.

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

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

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

Jan. 10-14, 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.

April 20-25, 1985—20th annual *MIP-TV*, Marche International des Programmes, international TV program marketplace. Palais des Festivals, Cannes, France.

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.

Aug. 8-Sept. 14, 1985—Space WARC, first of two sessions to develop plan for space services in geostationary orbital arc. Some 150 countries expected to attend. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

Stay Tuned

A professional's guide to the intermedia week (July 30-Aug. 5)

Network television □ PBS (check local times): *All the Special Children* (documentary), Monday 10-11 p.m.; *Summer of Judgment: The Impeachment Hearings* (retrospective),



'Impeachment Hearings' on PBS

Wednesday 10-11 p.m.; *Loving Relationships with Leo Buscaglia* (filmed lecture), Thursday noon-12:45 p.m.; *The Gospel and Guatemala* (documentary), Friday 10-11 p.m.; *Special Care* (documentary), Sunday 10:30-11 p.m. ABC: *XXII Summer Olympic Games* (event coverage), Monday-Friday 11 a.m.-2 p.m., 4-5:30 p.m., 7 p.m.-midnight; *XXII Summer Olympic Games* (highlighted summary), Monday-Friday 12:30-2 a.m. CBS: *A Small Circle of Friends* (drama), Tuesday 9-11 p.m. NBC: *Santa Barbara** (daytime serial), Monday 3-4 p.m.

Network radio □ CBS Radio Network: *Special Reports* (three-minute Olympic coverage), continuing through Aug. 12 (check local times); *Additional Special Reports* (15-minute Olympic summaries), continuing through Aug. 12 at 11:45 p.m.

Cable □ Arts & Entertainment: *Interior Design: Massimo & Lella Vignelli*, Monday 5:30-6 p.m. ESPN: *SportsCenter Olympic Edition* (results), continuing through Aug. 12, 6:30-7:30 p.m. HBO: *And If I'm Elected* (TV commercials), Sunday 9:30-10 p.m. Mutual Broadcasting System: *Olympic reports* (two-minute 50-second coverage), continuing through Aug. 12 (check local times).

Play It Again □ CBS: *Leave 'em Laughing* (drama), Wednesday 9-11 p.m.; "Watership Down" Part 2 (animated special), Saturday 8-9 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

convention. Kahler Inn, Hibbing, Minn.

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

Sept. 10—Deadline for entries in *International Film and TV Festival of New York*. Information: Festival, 251 West 57th Street, New York, N.Y., 10019.

Sept. 10—*Advertising Club of Greater Boston* 24th annual Hatch Awards. Park Plaza Castle, Boston.

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—*Southern California Association of Governments/Annenberg School of Regional Telecommunications* regional telecommunications conference. University of Southern California campus, Los Angeles.

Sept. 14-15—*Radio-Television News Directors Association* region eight meeting. Ohio University, Athens, Ohio.

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

Sept. 14-16—"Film and Video: The Best of Both Worlds," symposium sponsored by *Southeast Film and Video Consortium*. Crawford Communications, Atlanta. Information: (404) 239-0319.

Sept. 15—Deadline for entries in 16th National Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, SBRTC, 6350 West Freeway, Fort Worth, 76150.

Sept. 15—*California AP Television-Radio Association* regional seminar. Sacramento Inn, Sacramento,

Calif.

Sept. 15—*Radio-Television News Directors Association* region two meeting. Westin Bonaventure, Los Angeles.

Sept. 15—*Radio-Television News Directors Association* region nine meeting with AP. Royal Sonesta, New Orleans.

Sept. 15—*Radio-Television News Directors Association* region five meeting with *Northwest News Broadcasters Association*. Eau Claire, Wis.

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 Biltmore hotels, Los Angeles.

Sept. 17-18—"Selling Cable TV Services," course offered by *American Management Association*. AMA headquarters, New York.

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. 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—*Southern California Cable Association* fourth anniversary dinner and dance. Beverly Wilshire hotel, Los Angeles.

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. Governor's 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 Telecommuni-*

Errata

Speed of Polaroid's 35mm color slide film, used with instant processing system, is ASA 40, not ASA 400 as reported in June 18 issue.



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cations Officers and Advisors, affiliate of National League of Cities, annual conference. Sheraton El Conquistador, Tucson, Ariz. Information: (202) 626-3115.

Sept. 24—Broadcast engineering management 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 '80's." Speakers include Bill Daniels, chairman, Daniels & Associates; Frank Biondi, HBO chairman, and Congressman Parren Mitchell (D-Md.). Marbury House hotel, Washington.

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

Sept. 25—*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* South-eastern chapter convention. Sheraton Atlanta, Atlanta.

Sept. 28—*Society of Broadcast Engineers* central New York regional convention and equipment show. Sheraton Syracuse, Syracuse, N.Y. Information: (315) 423-4001.

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.

■ Sept. 30-Oct. 2—*Kentucky CATV Association* fall convention. Galt House, Louisville.

October

Oct. 1-3—Second annual Women in Telecommunications conference, sponsored by *FCC* and *American Women in Radio and Television*. Theme: "The Woman Entrepreneur." Washington Marriott hotel, Washington.

Oct. 1-3—*Women in Cable* third national professional conference, "Cable in Context." Marriott hotel, Chicago.

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. 7-9—*Nebraska Broadcasters Association* 51st annual convention. Holiday Inn, Columbus, Neb.

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.



Telephone problem

EDITOR: As you know, on July 10, the District of Columbia city council voted by a 9-to-4 margin to grant a franchise to District Cablevision Inc., with the right to the C&P Telephone Co. to design, construct, own and maintain the cable television physical plant.

For many reasons, it is the intention of our partnership, Capital City Cable, one of the losing bidders, to take appropriate FCC and court action to oppose the implementation of this franchise grant, inasmuch as this marks the first time that an urban municipality has granted a franchise to an applicant with the explicit permission to the local telephone company to design, construct, own and maintain a cable television system within its own telephone service area.

While now it is a grant of a new franchise, if we do not succeed in our effort to prevent this monopolizing of telephone and cable television communications within a municipality, a fascinating prospect lies ahead for the top MSO's when, in the years ahead, their now existing franchises expire and they seek to renew their franchises with the possible opposition of the local telephone company finding it good business to sponsor a local applicant to "operate" the re-franchised cable TV system, while the local telephone company "owns" and "maintains" the system.

A passive cable television industry today as C&P Telephone applies to the FCC for Rule 214 permission, may mean a number of out-of-business MSO's tomorrow.—*Percy E. Sutton, chairman, Inner City Broadcasting Corp., New York.*

Alternative

EDITOR: I called a friend long distance on the last night of the Democratic national convention. He asked if I was watching the convention on C-SPAN. Yes, I said, between checking in on the major networks (including CNN).

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I think the networks can learn something from this. I gained increased respect for C-SPAN and was saddened only by the thought of those who can't afford cable and did not see this alternative.—*Carl Ayers, reporter, WLYH-TV Lancaster, Pa.*

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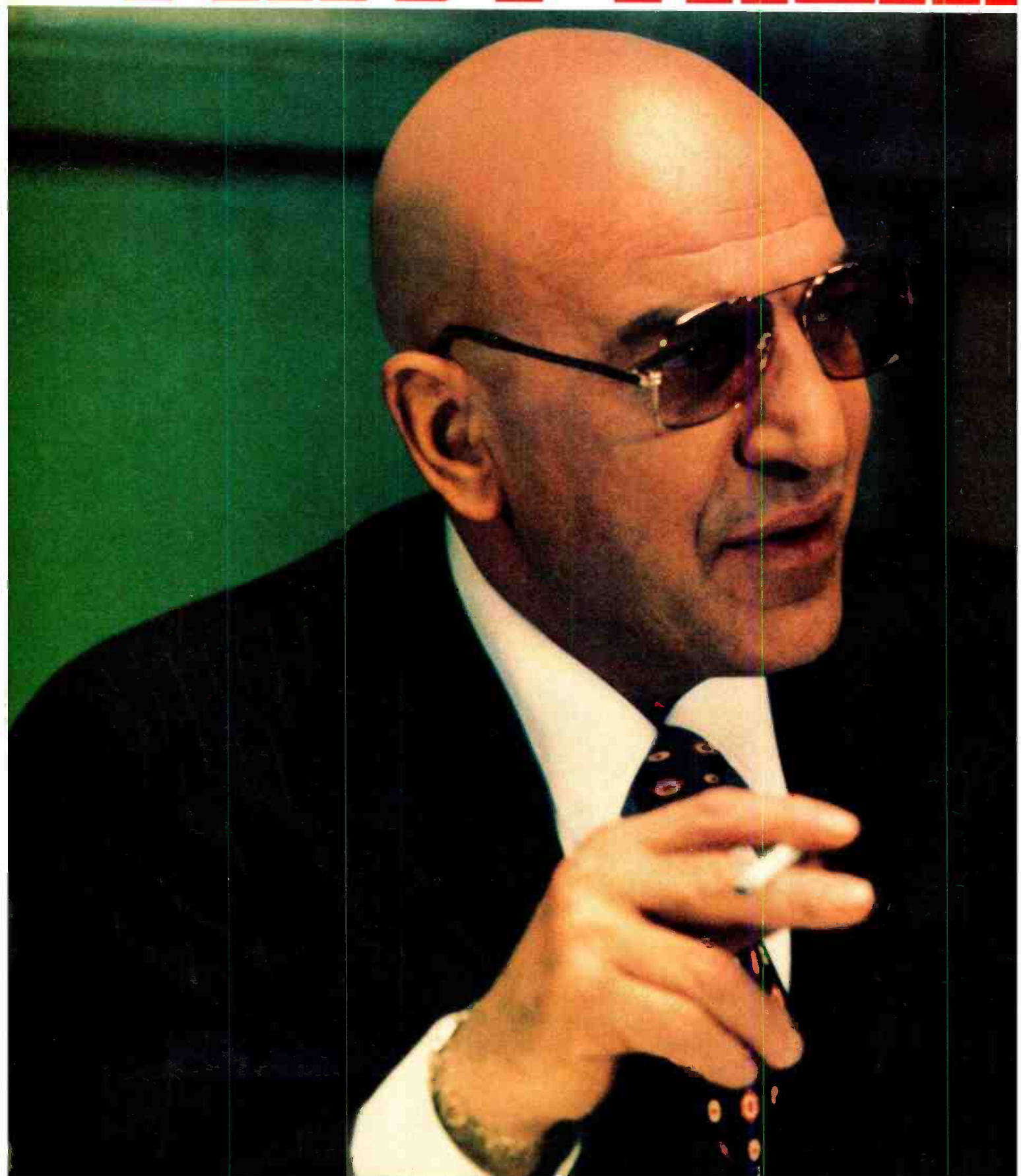


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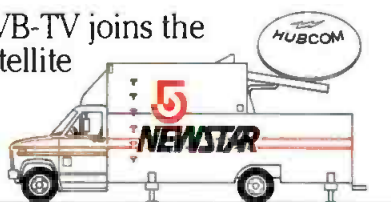




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Broadcasting Jul 30

Vol. 107 No. 5



Rivera, Quello, Fowler, Dawson and Patrick raise the limit

7-7-7 becomes 12-12-12

FCC raises ownership limits; after 1990 all restrictions are off; there are no special rules for the networks and no UHF requirement

The broadcasting industry may never be quite the same again.

At an open meeting last week, the FCC adopted an order that in 1990 would eliminate its rule of sevens, which has limited broadcast ownership to seven AM's, seven FM's and seven TV's (no more than five of those VHF's)—six years after its action goes into effect. Until that time, a single entity will be permitted to own 12 AM's, 12 FM's and 12 TV's (with no requirement that any of those TV's be UHF's). And, according to the FCC, the television networks won't have to face special restrictions.

Well, almost. At the meeting, Commissioner James Quello, responding to concerns expressed by independent television operators, sent out a signal apparently aimed at making the networks think twice about attempting to acquire independent TV stations and trying to maintain affiliates in the same markets. "It's doubtful we would approve such an acquisition," Quello said.

As it turns out, the substance of Quello's observation is supposed to be included as a footnote in the text of the order. Precisely how the language in that footnote will read was still unclear on Friday afternoon (July 27). A commission source warned that a draft of the footnote that he had was still subject to editorial change. But according to

the source, the draft stated that the FCC does not think it likely that the networks will try to acquire independent stations in markets where they intend to maintain affiliates. But if that happened, the FCC, like the Department of Justice, would take a careful look. And "absent compelling circumstances," it's "doubtful" the FCC would approve, the source said. Another commission official said the Department of Justice, in a footnote to its comments in the rulemaking, had indicated that it "might" have problems with the same sorts of acquisitions.

The order will go into effect 30 days after it is issued. An FCC official said it was hoped that the order would be released this week.

In one somewhat surprising turn of events, the commission apparently backed off an earlier proposal to permit waivers of the 12-12-12 limits. The idea had been to permit parties to own more than 12 stations in a service if it could be demonstrated that it would be in the public interest and that the proposed acquisition would not then cause any antitrust problems ("Closed Circuit," July 16).

According to a commission source, some of the commissioners had second thoughts about the wisdom of that provision because the proposed criteria set forth for granting those waivers seemed to be loose enough to

permit just about any sort of waiver request imaginable.

Still, it's not clear what sort of language the final order will contain on waivers. Staffers were vague on the subject after the meeting. A commission press release said the commission "indicated that it will not encourage waivers of the transitional limitation." Nevertheless, the very next sentence in that press release noted that the commission is required to consider waiver requests in any kind of case.

In that same press release, the FCC also said that "the transitional limitation will expire in six years unless experience should show that continued FCC involvement is warranted, in which case, corrective action will be taken." The feeling among some commissioners and staffers was that there was a sufficient record to eliminate the limits entirely right now. Staffers also conceded that it won't be a simple task to block the sunset. Since the proceeding has officially been terminated, the commission would apparently have to first launch another rulemaking to revise the sunset provision.

Commissioner Mimi Dawson, whom Fowler had once identified as the lead commissioner on the proceeding, was the only commissioner to dissent in full. (Commissioner Henry Rivera dissented in part on several issues.)

At the meeting, Dawson said she agreed "philosophically" with what the commission was doing, but its reliance on "numerical limits" during the so-called transitional peri-

Top of the Week



Third time around. FCC Commissioner James H. Quello was officially sworn in for a new seven-year term in a ceremony at commission headquarters last week. In remarks to a large group of family and friends, Quello said that among his most gratifying experiences at the commission was chairing the Temporary Commission on Alternative Financing for Public Telecommunications. He said he had gotten his start in public broadcasting as a newscaster for WKAR(AM) East Lansing, Mich., where he operated under the news philosophy, "comfort the afflicted and afflict the comfortable." As a result, he joked, he felt he had owed public broadcasting, "kind of in reparation for what I did to it." Quello also said he believed in deregulation, but that he didn't lean as far in that direction as Chairman Mark Fowler. "Mark, I don't do anarchy," Quello cracked. On a more serious note, Quello said he believed the free enterprise system worked. But he said it behooved corporations to act with social purpose as well as business purpose. "In a democracy, people can legally change the economic system at the polls," he warned. Above, l-r: Sixth Circuit Judge Damon Keith, who swore the commissioner in for the third time; Fowler; Quello's wife, Mary, and Quello.

riod was a "fatal flaw."

In her dissenting statement, she noted, among other things, that the numerical caps did not take into account market size. Her preferred interim approach: allowing TV station ownership to reach 30% of the nation's TV households, with no more than 25% of that through VHF's; no cap on radio, and a sunset of three years.

"The numerical approach has restrained, and will continue to restrain, the growth of group owners vis-a-vis the networks," Dawson said.

In his statement, Rivera said it "does not seem unreasonable" to permit "some upward adjustment of the rule." But he dissented in part because he thought there should have been a "penetration ceiling" on TV acquisitions, and because he thought the interim TV cap should have carried "forward the UHF/VHF formula" of the rule of sevens. He also dissented to the sunset. "It is essential that a reasonable limitation be retained until all groups in our society are broadly represented in the ownership structure of the media," he said. "For this reason, I dissent from the decision to sunset the new rule in 1990. We have no way of knowing now if all groups will be represented in our ownership structure in a meaningful way by that time."

At the meeting, Fowler said there was "ample reason in the record to eliminate the rule entirely." In a statement, he also took issue with Dawson's dissent. Among other things, he said Dawson's hoped-for penetration limit on TV's failed to take into account video competitors to broadcast television, such as cable TV, satellite master antenna systems and multipoint distribution service.

"Her percentage test is an arbitrary numerator in search of an undefined denominator," he said.

In that same statement, Fowler also presented some of the supposed benefits of lifting the caps: "The relaxation and eventual elimination of these rules will allow more competition to the three networks. New combines can form new production centers to offer more programming for television. Strong group ownership is generally acknowledged as the predicate for more program competition, on a local and national basis. While there is no magic in group ownership that insures better service, the sharing of costs that can go on among more stations is likely to permit larger-scale program undertaking."

Commissioner Dennis Patrick said he saw the 12-12-12 rule as "a prudent and cautious first step."

After the meeting, FCC General Counsel Bruce Fein said the commission had found that relaxing the limits would not have an adverse effect on the local advertising market. That's because there will still be the same number of local outlets, no matter who owns them, he said. (The commission's local ownership rules remain in effect.) The national advertising market, on the other hand, is now dominated by the three networks, he said. But if group owners are permitted to get bigger, they could more easily put together ad hoc networks of their own and compete with the present networks for national advertising dollars, he said.

As might be expected, public interest groups were not pleased. Sam Simon, executive director of the Telecommunications

Research and Action Center, said that group will appeal. "The FCC has taken another step back from its legal duty to protect the public interest in telecommunications," Simon said. "Today the FCC acted to foster greater concentration in ownership."

Andrew Schwartzman, executive director of the Media Access Project, said the action had been "profoundly" anticompetitive. He said he was especially "disconsolate" that the networks will not face special restrictions. "It leaves the most powerful institution for shaping public opinion—the networks—in a position to greatly expand their power," Schwartzman said.

House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) said he was glad the commission had not decided to adopt a liberal waiver policy of 12-station interim caps, something he said Fowler had strongly endorsed. "But instead of liberalizing the rules through an objective, long-term standard, the FCC adopted an arbitrary short-term policy that leaves no protection against concentration in the long term," Wirth said. "The FCC has failed to recognize that there is broad bipartisan support in the Congress favoring the adoption of more objective long-term rules that assure diversity and competition. We will continue to explore these issues carefully."

The industry was singing a decidedly more upbeat tune. Eddie Fritts, president of the National Association of Broadcasters, said the commission's action reflected reality and was most timely. "On principle, the association objects to artificial marketplace constraints especially in light of the fact that other media, such as cable television, are free to compete and to establish outlets in an unlimited number of markets," Fritts said.

Said Bernard Mann, president of the National Radio Broadcasters Association: "The FCC acted in a responsible manner to address the issue, and the ruling bears out NRBA's view that the marketplace is the best regulator of the radio broadcast industry."

Even though broadcasters will no longer be required to keep some UHF's when they want to hold their full TV quota, that wasn't causing the Council for UHF Broadcasting to fret. Said Dick Block, CUB chairman and executive vice president of Metromedia Television: "It [the decision] is good for UHF."

Block said that UHF's are the "only available" TV stations, so interest in them will be stimulated. "I think it's good for the whole broadcast industry," he said.

The Association of Independent Television Stations was also supportive. Jim Hedlund, INTV vice president, government relations, noted that the order "appears" to address one of INTV's major concerns: that the networks would buy independents in markets where they also had affiliates. According to Hedlund, it "appears" that the commission had included language in the footnote in its order stating that it and the Department of Justice would have problems with that kind of acquisition.

Ted Turner, president of Turner Broadcasting System, a leading cable programmer (superstation WTBS-TV Atlanta, CNN and CNN Headline News), saw things differently. He

said it was a "terrible and destructive decision." He said it was "an abdication of [the FCC's] public-interest responsibility to preserve the competitive market structure in broadcasting and to insure a multiplicity of

information sources for the public. The encouragement of ownership concentration totally contradicts the [FCC's] actions over recent years of licensing new broadcast outlets to provide greater diversity."

How will market react to new limits?

Broadcasters and brokers see increase in acquisitions by groups now close to or at their limit; radio and UHF look to be especially sought after

Broadcasters who had been wondering what the FCC was going to do about its rules limiting radio and television station ownership had that question answered last week (see page 27), but some new ones were raised in the process: Will the rulemaking pass the inspection of the courts and Congress, and what will happen in the marketplace?

Cincinnati-based station broker Ted Hepburn believes the 12-12-12 action will have some bearing on sales volume but not a lot in the near term. He looks for a major merger between group owners at some point in the next year or so and would be "surprised" if the network companies don't attempt to buy one of their affiliates in markets like Dallas, Washington or Houston.

Hepburn believes the new policy may hurt rather than help the fortunes of UHF's. They no longer represent the only option for a buyer seeking to fill out the last two places in his portfolio, although they may still represent the only way a buyer can get into a particular market.

Hepburn's positive stance on prospective buying activity follows his experience that "a more active marketplace tends to push up prices." Sellers, he believes, are more inclined to sell if they think there are more buyers in the market.

Both brokers and group owners suggested the rule change will benefit the industry in two respects. First and most obvious is that those broadcasters who wish to expand will be able to do so. Cecil Richards, a Falls Church, Va.-based station broker, pointed out that the decision helps others besides those with seven stations: "In some cases those with five or six stations have not filled out because they had been waiting for certain individual markets but now that there is a wider world out there, they too may be looking more actively." Roughly speaking there are nine group owners that have seven AM's, 16 with seven FM's and 15 with seven TV's.

There are also some minor, but measurable, economies of scale that come with a larger group of properties. Douglas McCorkindale, vice chairman and chief financial officer of Gannett Co. and president of that company's diversified media division, said: "You can strike a better deal if you can deliver more markets; that's been true whether you own two stations, or seven or 12. You do have some bargaining possibilities there. Even in second-run syndication sometimes there are savings in purchasing. . . . There are also some savings in equipment purchas-

ing if you're buying a whole bunch of cameras and tape. While they are not big, they give you some help."

Another possible advantage is the increase in ad revenues from greater coverage. Whereas the top seven television ADI's cover 26% of all television households according to Arbitron, the top 12 ADI's cover 34.3%.

Who will the buyers be? Dudley Taft, president and chief operating officer of Taft Broadcasting, replied: "I think just about everyone I know of, with the possible exception of Storer or Metromedia. The leveraged buyout [\$167.5-million sale of Taft's domestic theme parks operations] is intact, our debts are down and we have a good debt-to-equity ratio. We could be competitive for any one station in the \$200 million to \$250 million range. . . . We are making some moves on the radio side. We like stations between the 30th and the 10th markets and tend to stay away from the great big markets where they are so competitive. The prices really haven't gone up; radio acquisition prices are holding about level."

Mel Karmazin, president of the radio division of Infinity Broadcasting Corp., said his company would be aggressive: "Radio has been a very good business for us, we're doing well in it, and our plans will certainly be to expand rapidly. We have gotten commitments from our senior lenders and they have encouraged us. I also have things on the desk, a couple of acquisitions we are considering right now. . . . I've been offered stations in every top 10 market that we're not currently in."

In the television station marketplace the big question is not who the buyers are but who the sellers will be. Those who have been active in the market recently said there are currently no VHF stations in the top 20 markets for sale and only a handful of attractive UHF properties that might be pried loose. Some of the latter are stations that formerly carried subscription programming. Cincinnati-based station broker, R.C. Crisler, said: "There will be more of a demand for independents by people who know that business." Large group owners that already operate independents and are in a position to take advantage of the new limit include Taft (three independents), Capital Cities (two) and Cox (three). Thomas Murphy, chairman of Capital Cities, confirmed that view: "I would think that you would see a lot of public companies buying additional UHF stations because they are available and because they are in bigger markets." UHF stations in the Chicago and Miami markets are rumored to be up for sale.

Dick Blackburn, who has brokered many FM station transactions for Blackburn & Co., seconded the impression of several oth-

er industry executives that the greatest impact would be felt first in television: "Dollars aside, I think it is easier to compile a group of television stations. They are a little more alike than radio stations and are a little less management intensive. Radio is a little harder than television to keep all the balls in the air and it's not always advisable to build a big group." Blackburn said he was working on at least one deal that would put a group owner over the seven-station limit.

Station broker Howard Stark said he expects a lot of the action to be in the secondary markets, below the top 40. "I think it will shake some stations out in the top markets but there are not going to be major deals because major stations are all owned by group broadcasters who would only sell to upgrade, and now they don't have to upgrade. They all have plenty of money and it's going to be very interesting to see what happens." Gannett's McCorkindale agreed that there might be buying activity outside the largest markets: "With the rules change, the definition of major market might be broadened so that, for instance, you would look at something in the top 50 compared to the top 20. You can broaden your horizon because it's not always a trade-up question."

TV station broker Ron Ninowski thinks some big groups may soon absorb smaller ones: "I could see a Taft coming alongside a Midwest Television or a Capcities coming alongside a Pompadour (Television Station Partners), speaking hypothetically. The reason that I throw that out is that I am working with three or four major groups wanting to do that and I'm looking for smaller groups that might have one or two stations in larger markets that they [major groups] can bring in and give them a percentage of stock in the company."

Ninowski has a lot of company looking for sellers. Burt Harris, president of Harriscope Broadcasting Corp., owner of two AM's, one FM and six TV's, said his phone has been busy lately: "I have had a number of people calling in the past few months asking if we would sell our Chicago or Los Angeles outlets; people who we wouldn't have gotten calls from before because they were up against the limit. They weren't interested in the stations then because they wouldn't have been at the top of the market." Steve Pruitt, president of UPI Media, which owns three TV's and has construction permits for two more, has had the same experience as Harris: "Since it began heating up about the rule I have been contacted by several large groups. Some of it was broker driven but some of them have been direct contacts. I'm sure they're probably calling everyone in town." Pruitt added that he knew of at least one instance where a group owner at the limit proposed buying a limited partnership interest in a station that, after the rulemaking, could be converted into direct ownership.

The response of the networks to their new opportunity under the rulemaking was pleased but subdued. ABC's one-line statement said: "We agree with and are very pleased by the decision." George Schweitzer, vice president of communications for CBS/Broadcast Group, said: "We obviously

applaud this action; this will allow us to participate more directly in the business of broadcasting and that is the important thing." He added, "We have a television stations division under Neil Derrough and he and his people from time to time over the past several years have looked at television properties, which is no secret, and they will continue to look at opportunities as they develop." NBC was slightly more expansive saying, "NBC views today's decision by the Federal Communications Commission as a positive step. The phenomenal growth in the number of broadcast stations over the last three decades clearly compelled a change in the FCC's outmoded ownership rules."

The three networks, most observers agree, would be uninterested in purchasing television stations outside major markets, and are each limited to purchasing their own affiliates. They may find it easier to expand their radio portfolios, because major-market radio stations are more frequently available, and because it would not be a major transgression to buy a station competing against an affiliate since each of the three operates more than one radio network—ABC has six, NBC three and CBS two—and has more than one affiliate in many major markets.

Some buyers and sellers are delaying any activity until the rulemaking is delivered past Congress and the courts. Although station transfer contracts typically give either party the option to end the deal if it does not receive final government approval within an agreed upon time, typically six months, the idea of a protracted uncertainty has led some players to not rely on the rulemaking until all branches of government have had a crack at it. A recent example is H&C Communications, which still intends to spin off WTOK-TV Meridian, Miss., to keep its VHF portfolio

at five stations. It recently purchased the two VHF stations of Cowles Broadcasting for \$182.5 million (BROADCASTING, July 2), adding to the four it already owned. Sources expect the sale of WTOK-TV to be announced this week. James Crowther, president of the parent H&C Inc., explained: "We committed early on, having asked the question of our FCC counsel.... We couldn't be sure until last week that they were going to do it and we are just as concerned that there is going to be litigation challenging that rule and complicating our situation with Cowles. The last thing we wanted to be was hostage to litigation on the rule of seven's when we are trying to close a major transaction."

Another possible deterrent to a flood of station transactions is a prime interest rate now approaching 14%. This is especially true if cash flow multiples, the ratio of a station's sales price to its cash flow, increases as well. (Cash flow is a station's operating profit, after "reasonable" general and administrative expenses, but before deductions for depreciation, amortization, interest and state and federal income taxes. In short, after taking care of bare necessities, the cash a station would have to pay off its debt.) A simplistic relation between interest rates and station price/cash flow multiples is that if a station is sold for \$10 million at a multiple of 10 times cash flow of \$1 million, and the interest is 10%, the cash flow should ideally cover the yearly interest payments of \$1 million. If the price increases to \$14 million, a multiple of 14, then it would take a reduction of interest rates to 7% for the cash flow to cover payments. What some industry observers seeing happening is that both interest rates and multiples will continue at high levels, and perhaps increase. This situation would especially affect public compan-

ies where any shortfall in cash flow would have to be taken out of earnings. Taft noted that his company had made what he considered an "aggressive" bid for the Cowles properties but he felt that one reason the bid was not good enough was that the privately owned bidders, including H&C, were free from the constraints of reporting earnings, would be difficulties. Fred Seegal, managing director of the communications group at Shearson Lehman/American Express, which represented H&C in its winning bid, agreed: "I think the real issue is whether the public companies are going to step up to the plate and deal with the dilution [of earnings] issues." □

Concern arises in Congress over FCC ownership action

Lobbying move by MPA may be in the offing to block commission action; Hatch, Wirth, Leland among those expressing regret over decision

The FCC's decision last week to raise broadcast ownership limits and ultimately abolish all restrictions in six years has triggered major congressional concern. The issue will be debated in the Senate where key leaders called on the Judiciary Committee to address the antitrust implications of the decision. House members also expressed strong reservations, and asked House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) to schedule hearings.

Wirth, in a letter sent prior to the commis-

New lease on life

The following station groups have a full complement of either AM, FM or TV stations under the FCC's old rules, indicated by boldface numbers. An asterisk () indicates five VHF's. List includes proposed sales.*

Station group	AM's	FM's	TV's	Station group	AM's	FM's	TV's
ABC	5	7	5	Knight-Ridder	0	0	6*
Allbritton	0	0	5*	Kohlberg Kravis & Co. (Wometco and KTLA)	0	0	7*
Bahakel Communications	6	5	7*	LIN Broadcasting	5	5	7
Belo	2	2	5*	Lotus Communications	7	7	0
Beasley Broadcast Group	6	7	0	Meredith Broadcasting	1	1	7
Bonneville International	5	7	2	Metromedia	6	6	7*
Capital Cities Communications	6	6	7*	Mid-West Family Stations	7	7	0
CBS	6	7	5*	NBC	3	5	5*
Chris-Craft Industries	0	0	5*	Park Communications	7	7	7*
Community Pacific Broadcasting	7	3	0	Pulitzer	1	1	7*
Cosmos Broadcasting	2	2	6*	Rockefeller Center	1	4	5*
Cox Communications	5	7	7*	Scripps-Howard Broadcasting	3	4	7*
First Media	3	7	0	Sentry Broadcasting	7	6	0
Forum Publishing	2	1	5*	Shores Broadcasting	4	7	1
Gannett	7	7	6*	Sterling Recreation Organization	7	5	0
Gaylord Broadcasting	2	1	7	Stoner Broadcasting System	5	7	0
Gillette Communications	0	0	5*	Storer Communications	0	0	7*
Great Scott Stations	7	5	0	Susquehanna Broadcasting	6	7	0
Greater Media	5	7	0	Taft Broadcasting	6	7	7*
Hatch Stations	6	6	7*	Times Mirror Broadcasting	0	0	7*
H & C Communications	0	0	5*	Universal Broadcasting	7	4	0
Hearst Broadcasting Group	4	3	5*	Westinghouse Broadcasting & Cable	6	5	6*
Infinity Broadcasting	4	7	0				

sion meeting, warned FCC Chairman Mark Fowler that allowing "such important communications policy goals to be left to the pursuit of antitrust policy is clearly not a satisfactory means of addressing this issue, nor is the establishment of rules which are a superficial guise for in reality permitting the operation of the antitrust laws alone to regulate the ownership of broadcast properties."

He called the commission's action after it was taken "part of an unfortunate nonpublic policy" that will result in a greater concentration of power and even less diversity. The public has been "badly served," he added, and the FCC's decision "further limits the possibility of commercial TV becoming a very positive force."

Wirth's letter was prompted by requests from his own subcommittee members to hold hearings on the matter. Subcommittee members Mickey Leland (D-Tex.), Cardiss Collins (D-Ill.), Jack Fields (R-Tex.), John Bryant (D-Tex.), Carlos Moorhead (R-Calif.) and Matthew Rinaldo (R-N.J.), ranking minority member, stated their concerns in a letter to Wirth.

"If carried out, the proposed alteration of the 7-7-7 rule will seriously undermine the commission's historic commitment to insuring diversity of ownership," they said. Furthermore, they expressed concern that the "consolidation of station ownership under the proposed change also could result in giant broadcast conglomerates, thereby placing smaller station owners at a further competitive disadvantage."

They argued that small station owners and minority operators will have trouble competing with large corporations coming into the local market. Leland, the author of H.R. 4120, a bill that would prevent the FCC from touching the rules, blasted the commission. "Despite its proven lack of concern for the public interest, I did not believe that the FCC would take such an unwarranted action which demonstrates a total disregard for the problems portended by increased concentration of broadcast station ownership," Leland said. He plans to pursue a legislative remedy to the FCC's action.

Not everyone in the Congress was alarmed. Senate Commerce Committee Chairman Bob Packwood (R-Ore.) was pleased with the FCC decision. "It's just great," he said. An aide said the senator thinks the existing antitrust laws will take care of any problems that might arise.

The congressional backlash, sources say, stems from efforts by the Motion Picture Association of America to undo the commission's action, at least insofar as it lets networks acquire more stations. Hollywood spent most of 1983 lobbying lawmakers to stop the FCC from eliminating its network financial interest and syndication rules and seems to be gearing up for another assault. If Hollywood does decide to launch a major lobbying initiative it can expect full-fledged opposition from the National Association of Broadcasters. "We'll fight any attempt to undercut the commission's action on the Hill," said John Summers, NAB executive vice president for government relations.

MPAA President Jack Valenti challenged the FCC even before it handed down its deci-

sion. If the networks are allowed to acquire as many as five additional VHF stations in key markets, Valenti told reporters at a Los Angeles news conference, each network could expand its "control" to include up to one-half of the country's local news audience and virtually all of the national news audience. "What is about to happen at the FCC is in a way a back door repudiation of the financial interest and syndication rules," Valenti told BROADCASTING in an interview after the briefing.

The absence of a cap, said Valenti, would give the networks an "exponential" increase in power. "Programers and everybody else are absolutely dumbfounded and frightened by this. If this Fowler [proposal] becomes law, the financial interest and syndication rules will have been bypassed, the Congress's will will have been thwarted and the networks will get an expansion that nobody in their wildest imaginings thought was going to happen." (Valenti said MPAA "would support" Commissioner Mimi Dawson's proposal to limit network ownership through a cap on TV households reached by VHF stations.)

In addition to what he called a "gutting" of the financial interest and syndication rules, Valenti felt the commission's decision subverts the prime-time access rule. He accused the FCC of advancing the repeal proposal "in the dark of night."

"We knew nothing about it until [July 16] when we got intelligence from one of the commissioner's office that this was in the offing. The deal was already made by the time we knew about it," Valenti said he "would not doubt" that the networks are already making arrangements to buy new stations but added that he has no specific knowledge of such activity.

The real issue, he noted, "is one of power." Valenti pointed out the networks were an already powerful force in American society. "Who ever controls television controls public opinion," he said. "Nobody, not even Saint Francis of Assisi, should be given that power," Valenti added. The association plans to file a petition for reconsideration.

Valenti said he is interested in a proposal advanced earlier in the week by Senator Orrin Hatch (R-Utah) whereby an FCC repeal of the 7-7-7 rule might be blocked through attachment of an amendment to an appropriations bill. "That's certainly an alternative," he said. "We would certainly support an effort like that."

In a letter to Senate Judiciary Chairman Strom Thurmond (R-S.C.), sent the day before the FCC issued its decision, Hatch and Senators Pete Wilson (R-Calif.), Daniel Inouye (D-Hawaii) and Edward Kennedy (D-Mass.), stressed the need to monitor competition in the broadcasting industry in light of the commission decision. (Wilson is the author of legislation that would have placed a five-year moratorium on repeal of the FCC's syndication and financial interest rules. Inouye has also sided with Hollywood on the fin-syn issue.)

The senators feared that if the station ownership rules are waived, network domination of the television marketplace would expand. "As each of the networks already

owns five VHF-TV stations—the maximum number currently allowed—allowing them to increase that control of the marketplace by more than 140% raises serious anticompetitive concerns and compromises the ability of the public to receive information from a broad variety of viewpoints," the letter said.

They charged that Fowler's proposal was a "mere charade to attempt to clothe the gutting of the 7-7-7 rule in the mantle of deregulation." □

Olympics sales go down to the wire

Affiliates reducing prices in order to sell available time; agencies and ABC looking for ratings in mid-20's; wait-and-see attitude on what to do if numbers come up short of expectations

On the eve of the 1984 summer Olympics many ABC affiliated stations find themselves with ample quantities of unsold advertising time on their hands. Although the network has long been comfortably sold out, and the five ABC-owned stations are wrapping up their final deals, affiliated stations are having a tougher time selling their approximately 825 30-second units to advertisers. Sales activity varies by region and time period, but some major-market ABC affiliates are reporting that up to 40% of their total Olympic inventory over the next two weeks is still on the shelf.

Another problem surfacing last week were reports that many affiliates planned not to carry *World News Tonight* because the stations wanted to carry either syndicated programming or their own local news to make up the shortage of revenues they had been experiencing in other dayparts. During the two-week period, ABC will be signing off at 5:30 each weekday and returning at 7 p.m. Affiliates were also said to be worried about what the "squeeze" would mean to their "local news presence," which is often tied to the station's standing in the market.

Richard Kozak, vice president of affiliate relations at ABC, said he knew of about 40 stations that were "entertaining the idea" of not carrying *World News Tonight*, but stressed that the network was in the process of contacting those stations and it could not be determined how many actually would pre-empt when the time came. He said most of the stations were located in smaller markets.

Advertising agency executives don't expect the summer Olympics to run into the same ratings trouble the winter Olympics did—23% lower than the 1980 winter games. Although ABC made no guarantees, it was significantly below what both the network and advertisers expected.

But many advertising executives feel the summer games do not pose the same risk as the winter games. The winter games, they pointed out, suffered from a confluence of

misfortunes: the difference in time zones which made it possible for the outcome of events to be known before their prime time broadcast in the U.S.; the early defeat of the U.S. ice hockey team that might have turned viewers off, and bad weather forcing postponement of ski competitions.

The summer games—because of their Los Angeles location and their more natural appeal to Americans—are expected to snare enough viewers to deliver the numbers ABC needs.

Although ABC is not giving guarantees on ratings for the summer games, most agency buyers acknowledge a gentleman's agreement as to advertiser's, and the network's, expectations. Most are saying it's understood that an acceptable performance in prime time would be a rating in the low to mid 20's, while weekend periods are projected to pull about a 16 rating and daytime about a 10. And if they don't? "Given the long-term nature of the clients, if the ratings fell off the table ABC would work out some sort of arrangement," commented Daniel J. McGrath, senior vice president, network negotiation, at D'Arcy MacManus Masius.

That is exactly what happened after the winter Olympics. ABC made good by offering advertisers anywhere from one-tenth to one-third of the ratings differential and placing some of those bonus points for advertisers in the summer Olympic games schedule. Agency executives hesitate to say precisely what the trigger point would be if the ratings did not hold up, but Wesley P. Dubin, senior vice president and director of network TV at Needham, Harper & Steers,

Chicago, hinted that "widespread dissatisfaction" would follow from ratings that fell short by double-digit percentage points.

One sign, however, that the screws are beginning to tighten on ABC affiliates with Olympics inventory left to sell is the discounting of time sales that stations have instituted. "This has not been one of the big blockbusters of all time," related Dick Wexo, general sales manager at WPLG(TV) Miami. "Like everybody, we've reduced our rates, especially in prime," he continued, "although I'm going to make money anyway."

Grace Gilchrist, general sales manager of WSB-TV Atlanta, agreed: "It is not as strong as we would have expected." Forty percent of the Olympics inventory is still available, she said, although prime time spots are still commanding about 50% above normal.

One sales manager at an ABC affiliate in the top 15 markets said he was originally hoping to get three to four times the normal rate for a prime time spot, but in the past couple weeks has had to settle for prices only 50% to 100% above average. "Basically the problem is that stations were too optimistic," he said, asking for anonymity. As of last week, prime time on his station was 75% sold, but daytime was "not selling at all"—less than half of the inventory has been committed.

"We can't complain," said Tom Oberg, general sales manager at KATU(TV) Portland, Ore. "We actually did over what we projected we would." He said nearly 80% of the available Olympic spots are sold, of which about 40% have been sold in the last six

weeks alone. A prime time 30 on the average sells for \$2,000, he said, but a prime time spot in the Olympics has been commanding \$3,000 to \$3,500. That is similar to KXLY-TV Spokane, Wash., general sales manager Ted Bravakis's experience. Although Olympic availabilities were only 50% sold two weeks ago, the past week saw the index move up to 70%. "A couple of weeks ago sales were way off projections," he said, "but the last five to six days there's been a real rush." But, he added, he had to come down between 25% and 30% in price to move some of the inventory.

All that available inventory, however, may not be as dangerous as it sounds. Timothy M. McAuliff, who as a vice president at Blair Television represents the national advertising sales for 38 ABC affiliates covering 20% of the U.S., said that sales have moved forward considerably in the past four weeks. A month ago, he said, he saw stations that had sold only 30%-40% of their inventory; now those stations have upwards of 70% sold, with the balance expected to move once the overnight ratings start coming in.

The five ABC-owned stations still had 30% of their inventory waiting to be sold as of three weeks ago (BROADCASTING, July 9). Since then, the gap is said to have closed. And although the group reportedly is steadfastly refusing to offer discounts for the remaining spots, it has agreed to sell smaller packages. Previously, it was said, an advertiser could only buy packages of one-eighth or one-sixteenth of the inventory; now the group is offering smaller units. □

ABC, ESPN win CFA rights

The College Football Association, a coalition of 63 major schools, has sold television rights to ABC and its cable service, ESPN, for the 1984 season with a total value of more than \$21 million, about half the \$40 million those two networks would have paid the National Collegiate Athletic Association had the NCAA's TV plan not been voided by the Supreme Court (BROADCASTING, July 2). ABC will pay \$12 million to the CFA for the rights to 20 contests over a 13-week period beginning Sept. 8 when the network will carry the Alabama-Boston College game starting at 9 p.m. NYT. Most of the ABC games will be seen on Saturday afternoons. Each CFA school is allowed a maximum of three appearances on the ABC schedule, although the network is allowed two "wild card" games that ABC is free to choose even if it means a fourth appearance for a school. It's likely that ABC will do seven or eight national telecasts (single game coverage), with the remaining weeks devoted to regional coverage of two or more games.

ABC would have paid \$33 million this year for the rights to college football under the NCAA plan, and from a profit-loss standpoint, the network will be better off under the new arrangement, but sources insist it's no gold mine. "We lost millions last year under the NCAA plan," a source said. "This year, with CFA football, we will struggle to break even." With the amount of extra college football product going out over the air, a network source speculated that ABC's ratings for college football may decrease significantly—from the 9-plus it averaged last year to perhaps the 5 to 6 range for the coming season, "if we are lucky."

On the cable side, ESPN seemed to come from nowhere last week to snatch a deal from the Turner Broadcasting System, which had been wooing the CFA and other groups for eight or

nine months in anticipation of last month's Supreme Court decision. TBS was so confident of signing a deal with the CFA that it had planned a press conference in New York last Thursday, only to have to cancel it at the last minute. The major sticking point, described as the "deal buster" by one source, was TBS's refusal to accept the CFA's rule restricting schools to one appearance on the cable network, except for those schools not selected by ABC for the maximum three appearances on the broadcast network. Those schools could be carried twice on the cable network. TBS wanted both the broadcast and cable networks to be allowed to present a maximum of two appearances per school.

The CFA refused to yield, and ESPN, which also been negotiating with the group (separately from parent ABC, those involved said), said it could accept the appearance restrictions and was willing to put up the same amount of money as TBS—\$9.2 million—for the rights pact. ESPN was also willing to forgo a right of first refusal for the 1985 season, which TBS insisted on having. With its new contract in hand, ESPN will televise 15 exclusive national CFA games on Saturday evenings in prime time beginning Sept. 1.

Fifteen of last year's top-20 schools are CFA members. Conferences belonging to the CFA include the Atlantic Coast, Big Eight, Southeastern, Southwest, Western Athletic, as well as 19 major independent schools including defending national champion Miami, Notre Dame, Penn State, Pittsburgh, Boston College and Florida State.

Meanwhile, TBS continues to negotiate with the Southeastern Conference for a separate rights package. Details are expected this week.

FCC's other actions

In addition to change in 7-7-7 commission looks at requiring cable carriage of TV stereo, frees FM and TV stations from competing applications when trying to upgrade facilities and extends ITFS licenses from five to 10 years

Should the FCC require cable systems to carry "program-related" aural subcarrier offerings of TV stations, including TV stereo sound?

That's one of the questions the commission asked at its open meeting last week, making good a promise it made when it deferred the issue in authorizing TV stereo earlier this year (BROADCASTING, April 2). The FCC voted to begin a forced-draft rulemaking on must-carry for stereo. A commission source said the rulemaking is expected to be released this week. A 30-day comment period will be provided, and an additional 15 days for replies.

At the meeting, James McKinney, chief of FCC Mass Media Bureau, said the bureau intended within 90 days to present the commission with a drafted rule for final vote.

In a press release, the FCC said it was taking a "neutral stand" on the issue. At the meeting, however, Chairman Mark Fowler said he thought it would be "crazy" to consider requiring cable "retrofits."

■ In other action, the commission paved the way for FM and television licensees to upgrade their facilities without having to contend with competing applications, as long as comparable channels are available for competing applicants ("Closed Circuit," July 23).

Under former commission rules, a Class A FM operator who wanted to upgrade to a Class C, or a UHF TV licensee that wanted to upgrade to a VHF, for example, might have to face competitors who also want that new channel. Under the order adopted by the commission last week, those changes would be permitted without that competition, as long as at least one additional "equivalent" channel is allotted for other interested parties.

The FCC said its new rules reflected "the commission's policy that broadcast licensees should be encouraged to upgrade their facilities to better serve their audiences."

The changes "permit the commission to modify, in the course of rulemaking proceedings, the licenses of FM stations to a higher class of channel and those of UHF TV stations to VHF channels in the same communities in a manner that would offer other interested parties an opportunity to apply for similar channels in the community."

"The new rules will provide a procedure whereby licensees of stations seeking to upgrade their facilities can do so within the context of the rulemaking proceeding," the FCC added. "Modification at that time will reduce costs and risks associated with comparative consideration of competing applications."

Looking toward making things work a bit more neatly when it comes time to start pro-

cessing applications for all those hundreds of new FM channels resulting from Docket 80-90, the FCC also proposed to eliminate its current cut-off procedures for applications for commercial FM and TV licenses and modifications.

Under the current system, applications for new commercial FM and TV facilities and modifications are listed on a cut-off notice, and competitors may file on top of them.

Under the proposed change, the cut-off notice would be eliminated. Instead, the FCC would provide notice of the vacant channels listed on the TV and FM tables of allotments. Then applicants would have 45 days to get their applications in for an opportunity to compete for one or more of those.

■ In still other action, the FCC amended its technical rules for the Instructional Television Fixed Service. It also simplified its licensing procedures, extended license terms from five to 10 years and authorized service to cable headends.

The FCC also proposed a rulemaking aimed at coming up with eligibility requirements for ITFS licensees and procedural standards for selecting among mutually exclusive ITFS applicants. At the same time, it established an "interim" cut-off period of 30 days for those interested in filing competing applications for, or petitions to deny, the some 500 ITFS applications currently pending at the FCC. That 30-day period will start when the FCC rulemaking is published in the *Federal Register*. □

Wirth criticizes administration for foot-dragging in developing policy on Intelsat competitors

Turf fight, competition to Intelsat also discussed in two Hill hearings

The debate over U.S. international telecommunications policy received a Hill hearing last week, and it was evident that House members weren't pleased with the administration's failure to establish a policy.

House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) blasted the administration for its delay in developing a national policy on whether the U.S. should authorize the establishment of alternative satellite systems that would compete with Intelsat.

Wirth was equally irritated when Commerce Secretary Malcolm Baldrige and William Schneider Jr., under secretary for security, assistance, science and technology at the State Department, declined to discuss the issue pending before the White House.

"This is ridiculous," Wirth said in frustration after making several attempts to get



Baldrige and Markey

Schneider and David Markey, head of the National Telecommunications and Information Administration, to reveal details of their own recommendations or speculate when the White House might act. "How do we turn this mush into something that's real?" Wirth asked. (A Senior Interagency Group, chaired by the State and Commerce Departments, has sent separate but basically similar recommendations to the White House that look to the establishment of nonIntelsat systems.) Baldrige did not know when the White House would release a policy statement. But he promised to push for a decision as quickly as possible.

Similar questions surfaced during a Senate Foreign Relations Committee hearing last week on the nomination of Diana Lady Dougan as coordinator for communications and information policy in the State Department (see story, page 59). Dougan, who has held the post under a temporary appointment, also refused to discuss the recommendations. "At this point, since the matter is in the White House, it is appropriate that they speak on this matter," she said.

The ongoing turf fight between the State and Commerce Departments to establish jurisdiction in international telecommunications policy received its first full-fledged hearing. In fact, much of the hearing on Tuesday (June 13) concerned that dispute.

Baldrige, however, maintained that reports on the disputes between the two departments were "overstated."

"We have worked constructively with the State Department in communications for many years. There is some overlap, but both agencies generally understand their respective roles," he said. Baldrige emphasized that the department's authority was based on an executive order that vested in the secretary of Commerce "responsibility to coordinate the activities of governmental agencies and to provide the President with recommendations regarding international telecommunications policy." The order, he added, also recognizes State's role in providing foreign policy advice and assistance.

Schneider presented a different view. When asked by Wirth if Commerce is the major policy maker, Schneider replied, "it's not the province of any single agency." He argued that the policies are decided jointly.

Wirth's concern over the turf battle between the two branches was shared by House Energy and Commerce Committee Chairman John Dingell (D-Mich.).

Dingell expressed strong reservations about State's role in setting telecommunications policy. He warned Baldrige to watch the State Department closely. "I hope the U.S. domestic policy is in the hands of the

Commerce Department," the chairman said. Schneider stressed that the U.S. "cannot have an international communications policy that sabotages national security."

The issue of international satellite competition arose when a number of private satellite companies asked the FCC to grant them the authority to compete with Intelsat. (The FCC is waiting for the administration's views on the issue before acting.) They have also complained that the Comsat, as the U.S. representative to Intelsat and Innarsat, has an unfair advantage in the competitive markets in which it operates.

Two subcommittee members, Edward Markey (D-Mass.) and James Broyhill (R-N.C.), introduced legislation that would either break up Comsat (H.R. 4464) or require Comsat's competitive activities to be conducted through a subsidiary (H.R. 5714). Moreover, the bills call for a more stringent supervision of Comsat's role in Intelsat.

Spanish International Network (SIN), one of Intelsat's largest customers, was extremely critical. SIN President Rene Anselmo said Intelsat was "the biggest single obstacle to the free flow of information." He charged that Intelsat has not been much help to developing countries.

Edwin Parker, president of Equatorial Communications Services, a domestic common carrier and receive-only earth station manufacturer, suggested that the FCC deregulate all U.S.-based receive-only earth stations. UPI's Douglas Ruhe called for speedy approval of the "many proposals by U.S. companies to use their existing domestic satellite networks to reach Latin America and the Caribbean." He described the present system UPI uses to disseminate its news services in Latin America as "inadequate and costly."

During the second day, testimony was presented by some of Intelsat's potential competitors, including Orion Satellite Corp., Pan American Satellite Corp., and International Satellite Inc. "The U.S. is the only major partner in Intelsat that does not have a role in the development of alternative international satellite systems," said Christopher Vizas, Orion's executive vice president. "Thus, the real policy question facing the U.S. should not be whether it will permit U.S.-based international satellite systems as alternatives to Intelsat, but under what conditions and how fast it will authorize such systems."

Vizas also argued that Intelsat has not served some of its primary functions as well as it might. Intelsat's shortcomings, he said, were based on its overall technical design. Moreover, Vizas pointed out it "serves the interests of those who control it, not those who use it."

ISI spokesman, William Fishman, seconded Vizas's call for more competition. He told the subcommittee that ISI would not harm Intelsat. Furthermore, he noted that his company is proposing to offer services not now provided by Intelsat. Competition, he added would also help control rates. "ISI believes that it can offer the kind of service on which it expects to focus—television and business data distribution—at a cost to the user approximately 40% below Comsat's



Ted Turner, Ruhe, Anselmo, Parker



Vizas, Fishman, Landman, Trezise, Rein, Alper



Dale Hatfield, Walter Hinchman, Glenn Robinson

current rates," Fishman testified.

PanAmSat's Frederick Landman stressed his company's concern about the delay in government action. "The United States cannot afford to waste any more time deciding whether its companies will be allowed to enter the worldwide competition. Further delay will only cause the U.S. to lose its position as a leader in satellite technology and development," Landman said.

Joel Alper, president of Comsat's World Systems Division, argued that systems potentially causing significant economic harm to Intelsat should not be approved. Furthermore, Alper noted, if the administration recommends separate systems, the FCC should undertake a full rulemaking to develop a policy.

Alper warned that these proposals for alternative services run the risk of angering American allies and alienating Third World nations. "We stand to politicize an essentially nonpolitical institution by taking unilateral U.S. foreign policy initiatives," he said.

Further backup of the Intelsat system came from witnesses Philip Trezise and Bert Rein of Wiley, Johnson & Rein, authors of

two documents exploring the issues involved in the development of international satellite policy. The analyses, funded by Intelsat, focused on the probable outcome of various approaches to international telecommunications deregulation. The documents have come under fire because of Intelsat's funding (BROADCASTING, July 16).

"We conclude that licensing private telecommunications facilities in the absence of any intergovernmental understanding authorizing such services would be viewed by other sovereigns as an inappropriate attempt to restructure unilaterally a trading environment controlled as much by them as by us."

A call for caution was issued by former FCC Commissioner Abbott Washburn, who chaired the U.S. delegation in 1970-71 during the negotiating conference on Intelsat. Washburn cited a number of problems that might occur if alternative satellite systems are authorized. He predicted that if the U.S. reverses its policy there will be an adverse reaction around the globe.

Washburn also predicted that Intelsat rates would increase resulting from the drain of revenues. □

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FCC releases revised list for docket 80-90

Commenters have until Aug. 22 to speak their piece on list

Docket 80-90 is moving along. That was the word from the FCC, which last week released a new list of the communities being considered for allotments of new FM channels.

The list includes those communities that were originally proposed by the commission and that received support in comments. (FCC proposals that received no expressions of interest were dropped.) The list also includes counterproposals to the commission's own—alternative locations proposed by commenters in the proceeding.

According to the FCC, parties will now have until Aug. 22 to submit reply comments addressing which of the conflicting communities—either those originally proposed by the FCC, or those counterproposed—should be selected.

The FCC said it won't accept proposals for any communities not listed, and commenters may submit replies on any other matters raised in the initial comments.

The FCC said that each of the 686 communities proposed (the commission's original count was 684) is numbered the same way it was in its original list. So those communities that have been dropped show up as a gap in the sequence of numbers. Reply

comments should refer to the number designated with the community.

Counterproposals are listed in parentheses together with the communities with which they are in conflict. The counterproposals are coded with the numbers of the city or cities in which they are in conflict.

In some cases, more than one counterproposal was received for the same community. Other counterproposals conflict with two or more communities. Those are marked with asterisks.

Commenters should submit an original and four copies of their filings. Separate sets of comments must be submitted for each community.

Alabama—1. Alabaster (1A,B Homewood, 1C Vestavia Hills, 1D Rockford*, 1E Oxford*, 1F Pell City*) 2. Anniston (2A Oxford*) 3. Bay Minette (3A Foley, 3B,C Gulf Shores) 4. Brundige 5. Cordova 6. Dothan 7. Elba 8. Eutaw 9. Florence 10. Fort Rucker 11. Linden 12. Mobile (12A,B,C Gulf Shores*) 13. Montgomery 14. Selma 15. Talladega (15A Lineville*, 15B Rockford*, 15C Oxford*) 16. Tallassee (16A Rockford*, 16B Oxford*, 16C Pell City*) 17. Vernon 18. Winfield **Alaska**—19. Anchorage 20. Bethel. **Arizona**—21. Buckeye 22. Chinle 23. Flagstaff 24. Globe 25. Kearny 26. Oraibi 27. Phoenix (27A Paradise Valley) 28. San Carlos 29. Sierra Vista 30. Tuba City 31. Tucson (31A Casas Adobes) 32. Window Rock 33. Yuma **Arkansas**—34. Beebe 35. Cabot 36. Clarendon 37. Dermott 38. El Dorado 39. England 40. Eudora 41. Glenwood 42. Hamburg 43. Hardy 44. Helena 45. Horseshoe Bend 46. Little Rock 47. Malvern 48. Marianna 49. Marked Tree 50. North Crossett 51. Pine Bluff 52. Texarkana (52A New Boston, Tex.) 53. Trumann **California**—54. Atwater 55. Avenal 56. Bakersfield (56A Shafter*) 57. China Lake (57A Cartago) 58. Chowchilla 59. Colusa 60. Crescent North 61. East Hemet (61A Idyllwild) 62. East Porterville 63. Earlimart (63A Shafter*) 64. Firebaugh 65. Ford City 66. George 67. Gonzales 68. Hanford 69. Independence 70. Kingsburg 71. Lake Isabella 72. Lenwood (72A Lucerne Valley) 73. Lindsay 74. Madera 75. McFarland 76. Mendota 77. Merced 78. Modesto 79. Orange Cove 80. Orland 81. Oxnard 82. Rio Dell 83. Rohrer-ville 84. Sacramento 85. Salinas 86. San Jacinto 87. San Luis Obispo 88. Santa Barbara (88A Montecito) 89. Santa Rosa (89A Sebastopol) 90. Searles Valley 91. Soledad 92. South Oroville (92A Gridley) 93. Visalia 94. Winton **Colorado**—95. Brush 96. La Junta 97. Las Animas 98. Pueblo **Connecticut**—99. Coventry (99A Ledyard, 99B East Lyme, 99C Vernon) 100. New London 101. Pawcatuck 102. Stafford Springs (102A Plainfield, 102B Warwick, R.I.) **Delaware**—103. Lewes 104. Milford **Florida**—105. Century Village (105A Orange Beach, Ala.) 106. Chattahoochee 107. Chiefland (107A Alachua) 108. Daytona Beach (108A Holly Hill) 109. Edgewater 110. Englewood 111. Fort Myers (111A Tee) 112. Gifford 113. Graceville 114. Key West (114A Key Colony Beach, 114B Summerland Key) 115. Marianna 116. Monticello 117. Orlando (117A Kissimmee) 118. Pensacola (118A,B Gulf Shores, Ala.*) 119. Quincy (119A Gretna) 120. Tallahassee (120A Omega, Ga.*) 121. Watertown **Georgia**—122. Albany (122A Leesburg) 123. Arco 124. Ashburn 125. Bainbridge 126. Calhoun (126A East Ridge, Tenn., 126B Fort Oglethorpe, 126C Jasper, Tenn.) 127. Cuthbert 128. Douglasville (128A College Park, 128B Barnesville, 128C,F Peachtree City, 128D Mableton, 128E Fayetteville, 128G Marietta) 129. Eatonton 130. Fort Valley 131. Hogansville (131A Lineville, Ala.*) 132. Lafayette (132A East Ridge, Tenn., 132B Ringgold, 132C Trion) 133. Lakeland (133A Omega*) 134. Lyons (134A Reidsville) 135. Macon 136. Milledgeville (136A Irwinton, 136B Jeffersonville, 136C Sparta) 137. Millen 138. Montezuma 139. Royston 140. Statesboro (140A Hardeeville, S.C.) 141. Sylvester 142. Valdosta **Hawaii**—143. Honolulu **Idaho**—144. American Falls 146. Gooding **Illinois**—147. Bushnell 149. Carterville 150. Casey

151. Champaign 152. Coal City 153. Decatur (153A Mahomet) 154. Dwight 156. Farmington (156A Eureka) 157. Galena 158. Galva 160. Henry 162. Kankakee 164. Marseilles 165. Marshall 167. McLeansboro (167A Carrier Mills*) 168. Nashville (168A Woodlawn*) 169. Newton 172. Oregon 173. Peoria (173A Eureka) 174. Pinckneyville (174A Carrier Mills*) 175. Polo (175A Morrison) 176. Spring Valley **Indiana**—178. Anderson 179. Attica 180. Austin (180A Charlestown*) 181. Berne 182. Bicknell 183. Bloomfield 185. Clinton 186. Corydon 187. Delphi 188. Dunkirk 189. Evansville (189A Newburgh) 190. Fort Branch 191. Fort Wayne (191A New Haven) 193. Grissom (193A Royal Center) 195. Indianapolis 196. Mitchell 197. Mount Vernon 198. Nappanee 199. Noblesville 200. South Bend **Iowa**—201. Anamosa (201A,B Manchester) 203. Belle Plaine 204. Cresco 205. Des Moines 207. Eldora 208. Grinnell 210. Jefferson 211. New Hampton 214. Sac City 215. Sibley 217. Winterset **Kansas**—218. Augusta 219. Fredonia 221. Girard 222. Herington 224. Kansas City (224A Olathe, 224B Richmond, Mo.*) 225. Kingman 226. Medicine Lodge 227. North Fort Riley 228. Plainville 229. Topeka 230. Winfield **Kentucky**—231. Beaver Dam (231A Morgantown) 232. Berea 233. Buffalo (233A Edmontan) 234. Burkesville 235. Cave City 236. Cumberland 237. Eminence 238. Harlan 239. Hawesville 240. Irvine 241. Lancaster 242. Lawrenceburg 243. Lexington-Fayette (243A Nicholasville, 243B Wilmore, 243C Midway) 244. Louisa 245. Louisville (245A Fort Knox) 246. Marion 248. Radcliff (248A Springfield) 249. Salyersville 250. Shelbyville 251. Shepherdsville (251A Charlestown, Ind.*) 253. Whitley City 254. Williamsburg **Louisiana**—255. Alexandria 256. Arcadia 261A. Basile 257. Bastrop 258. Berwick 259. Bunkie 260. Buras Triumph 269A. Coushatta 263. Homer 264. Jonesville 265. Lafayette (265A Breau Bridge) 266. Lake Arthur 267. Lake Charles 268. Larose (268A,B Lockport) 269. Coushatta 270. Monroe 271. New Iberia (271A Erath) 272. North Fort Polk 273. Opelousas 274. Rayne 275. Reserve 276. Ruston 277. Shreveport 278. South Fort Polk 279. Vivian 280. Washington **Maine**—282. Dexter 283. Fairfield 284. Kittery 285. Madison 286. Mexico 287. Pittsfield 288. Topsham (288A Yarmouth) 289. Van Buren 290. Winslow **Maryland**—291. Crisfield 292. Pocomoke City 293. Salisbury (293A Selbyville, Del.) 294. Westernport **Massachusetts**—295. Athol 296. Great Barrington (296A Holyoke*) 297. Newburyport (297A Hampton, N.H.) 298. Orange 299. South Yarmouth (299A Brewster) 300. Springfield (300A Enfield, Conn., 300B Holyoke*) 301. Turners Falls (301A Winchester, N.H.*) **Michigan**—302. Benton Harbor 304. Buchanan 306. Grand Rapids (306A Allegan, 306B Walker) 307. Hartford 309. Kalamazoo 310. Kingsford 312. Muskegon 314. Portage 315. Saginaw (315A Carrollton, 315B Essexville) 316. Vassar (316A Standish, 316B Essexville) 317. Wurtsmith (317A Oscoda) **Minnesota**—318. Babbitt 319. Caledonia 321. Granite Falls 323. Jackson 324. La Crescent 325. Lakeville (325A,B Minneapolis, 325C Eden Prairie, 325D Bloomington) 326. Le Sueur 327. Mora 328. New Prague 330. Sleepy Eye 332. Springfield 333. Staples 334. Stewartville 335. Tracy 336. Two Harbors **Mississippi**—338. Bay St.



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Appeals court gives green light to DBS

It approves FCC plan authorizing 12.2-12.7 ghz band, but rejects commission's proposal to exempt some DBS from broadcasting regulations

Direct-to-home satellite broadcasting got a pat of approval from the Court of Appeals in Washington last week.

In the process, however, the FCC was rebuked for carrying deregulation too far.

In one opinion, the court OK'd most of the FCC's order authorizing direct broadcast satellite service in the 12.2-12.7 ghz band. That opinion also affirmed of the commission's grant of a DBS construction permit to Comsat's Satellite Television Corp. In a companion opinion, the court gave its nod to a separate FCC decision permitting direct-to-home broadcasting over satellites in the 11.7-12.2 ghz band.

But both opinions vehemently rejected the FCC's conclusion that DBS service could be exempted from statutory broadcast obligations. "In its zeal to promote this new technology, the FCC gave short shrift to certain of its statutory obligations," the court said.

The first case went to the court on appeal from the National Association of Broadcasters. Among other things, the NAB had contended that the FCC lacked the authority to create a broadcast service without local roots, and it questioned the commission's failure to subject multichannel DBS operators to multiple ownership restrictions applicable to broadcasters (for instance, the rule prohibiting a broadcaster from owning two television stations in the same market). The NAB also challenged the grant of a construction permit to STC, contending that STC's parent, Comsat, is prohibited by its authoriz-

ing legislation from getting into the DBS business.

The court came down on the FCC's side on all of those counts. It also held that the FCC's plan for relocating the terrestrial microwave operators that could be displaced by DBS service was a reasonable one, with the caveat that "public safety broadcasters are not to be unduly burdened by DBS."

But the court, in an opinion written by Judge Abner Mikva, took strong exception to the FCC's decision to exempt from statutory broadcast obligations those DBS operators that do not retain control over the content of their transmissions.

Under the FCC's DBS order, applicants that retain control over the content of the transmissions over their satellites are to be treated as broadcasters. That's no problem. But those that operate as common carriers

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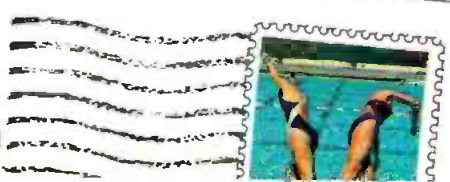
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would not be subject to those same obligations nor would those who leased DBS satellite channels.

But, according to the court, the FCC had it wrong. "When DBS systems transmit signals directly to homes with the intent that those signals be received by the public, such transmissions rather clearly fit the definition of broadcasting," the court said. "Radio communications are being disseminated with the intent that they be received by the public. That remains true even if a common carrier satellite leases its channels to a customer-programmer who does not own any transmission facilities; in such an arrangement, someone—either the lessee or the satellite owner—is broadcasting," the court said. "It also remains true regardless of whether a DBS system is advertiser or subscriber funded."

"When both the customer-programmer and the common carrier through which the former's signals are carried are immunized from broadcast regulation, as they are in the DBS order, the statutory scheme is completely negated," the court said. "To avoid this result, we vacate that part of the DBS order that exempts customer-programmers of DBS common carriers from the statutory requirements imposed on broadcasters."

Among the court's suggestions for patching things up: License the satellites as com-

mon carriers, then license whoever leases each channel, even if that happens to be the satellite owner, as a broadcaster. The court said the programmer need not be the one so saddled. "If a DBS owner leases time slots on a single channel rather than the channel as a whole, it may make more sense to make the satellite owner responsible for compliance with a broadcaster's statutory obligations," the court said.

The court said the FCC had "considerably more flexibility" to play with its own nonstatutory broadcast regulations. "If the FCC can offer persuasive reasons for exempting DBS broadcasters as opposed to other broadcasters from these agency-imposed restrictions, the restrictions need not mechanically be applied to DBS," the court said.

The court left it up to the FCC to decide whether it should launch a rulemaking to determine how to apply the broadcast restrictions "or whether individual application proceedings can best deal with this question."

The court dismissed the NAB's localism argument as a "luddite" one. "Because DBS has the potential to yield broadcast services that significantly further the public interest, a finding of the commission not truly disputed by any of the parties, the commission acted well within its powers in approving the nonlocalized broadcasting characteristics of

Question of authority. The Court of Appeals in Washington's decision overruling the FCC's conclusion that direct broadcast satellite service could be exempted from statutory broadcast obligations has not only raised the question of how DBS must be regulated. "It just throws a potential wrench into a whole lot of things we're trying to do," said Bruce Fein, FCC general counsel, last week. "It's a decision that is discouraging to our deregulatory efforts."

According to Fein, the FCC has been operating under the assumption that it had discretion to classify new technologies as nonbroadcast ones, thereby exempting them from statutory broadcast obligations such as equal time. "The court's decision suggests we have zero discretion," Fein said.

Among the other technologies that the FCC has recently defined as nonbroadcast ones are teletext, radio subcarrier offerings and multichannel multipoint distribution service. And Fein conceded that the court's decision might spell trouble for those classifications as well.

According to Fein, the commission was still studying its options last week. Fein, however, said he was "inclined" to seek review by the full appellate court (the decision was handed down by a three-member panel). If the commission washed out there, it could seek review by the Supreme Court.

Another route the commission could take, perhaps at the same time it was seeking appeal, would be to launch a generic rulemaking aimed at coming up with criteria for classifying services as broadcast or nonbroadcast. Fein suggested that one problem may have been that the commission had only addressed that question "haphazardly" on an ad hoc basis in the past. "There wasn't any systematic approach taken to delineating criteria for putting service in the nonbroadcast mold," he said.

The court's criterion for determining whether something is broadcasting, drawn from the Communications Act itself—"the dissemination of radio communications intended to be received by the public, directly or by the intermediary of relay stations"—would not appear to give the commission a lot of room to move, no matter how many generic rulemakings it launches.

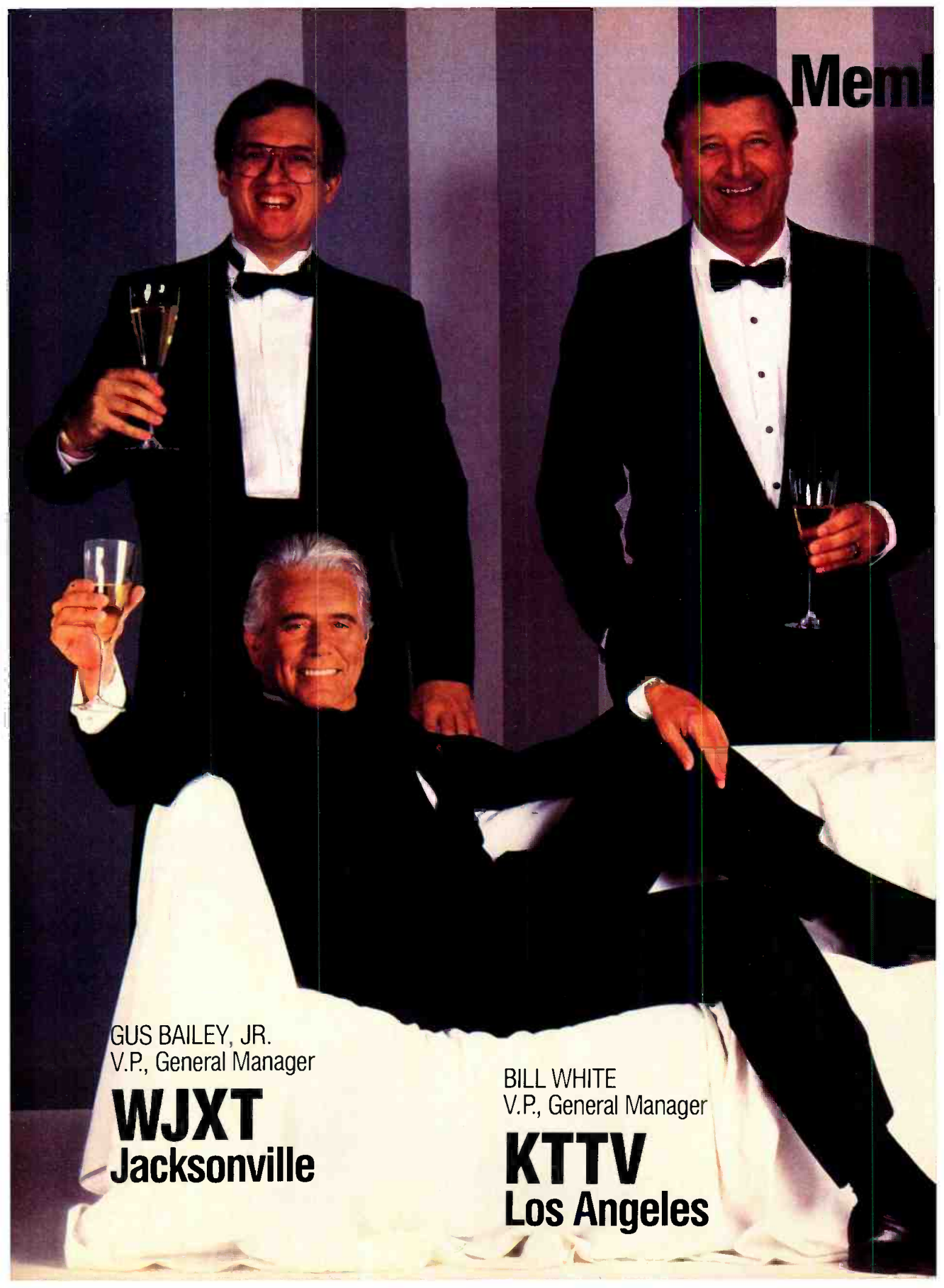
But the hope through the rulemaking would be to provide "a more reasoned explanation of why we're treating certain point-to-multipoint services as nonbroadcast services, and the policy reasons for doing so," Fein said.

Fein declined to speculate whether that rulemaking process would take care of the court's problems. "That would be soothsaying," he said.

The court found itself with at least one spiritual ally at the FCC. In a prescient speech before an American Law Institute-American Bar Association seminar earlier this year (BROADCASTING, April 9), Commissioner Henry Rivera warned that the commission's practice of withdrawing "home television services" from the scheme and goals established by Congress raised the "peril" of judicial reversal or congressional censure. "I think all who use the radio spectrum to disseminate programming directly to interested consumers and retain control over the programming transmitted must be classified as broadcasters," Rivera said.

Added Rivera last week: "The [court's] decision indicates that the FCC has broad flexibility in charting new waters but that it still has to comply with the Communications Act."

Meml

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

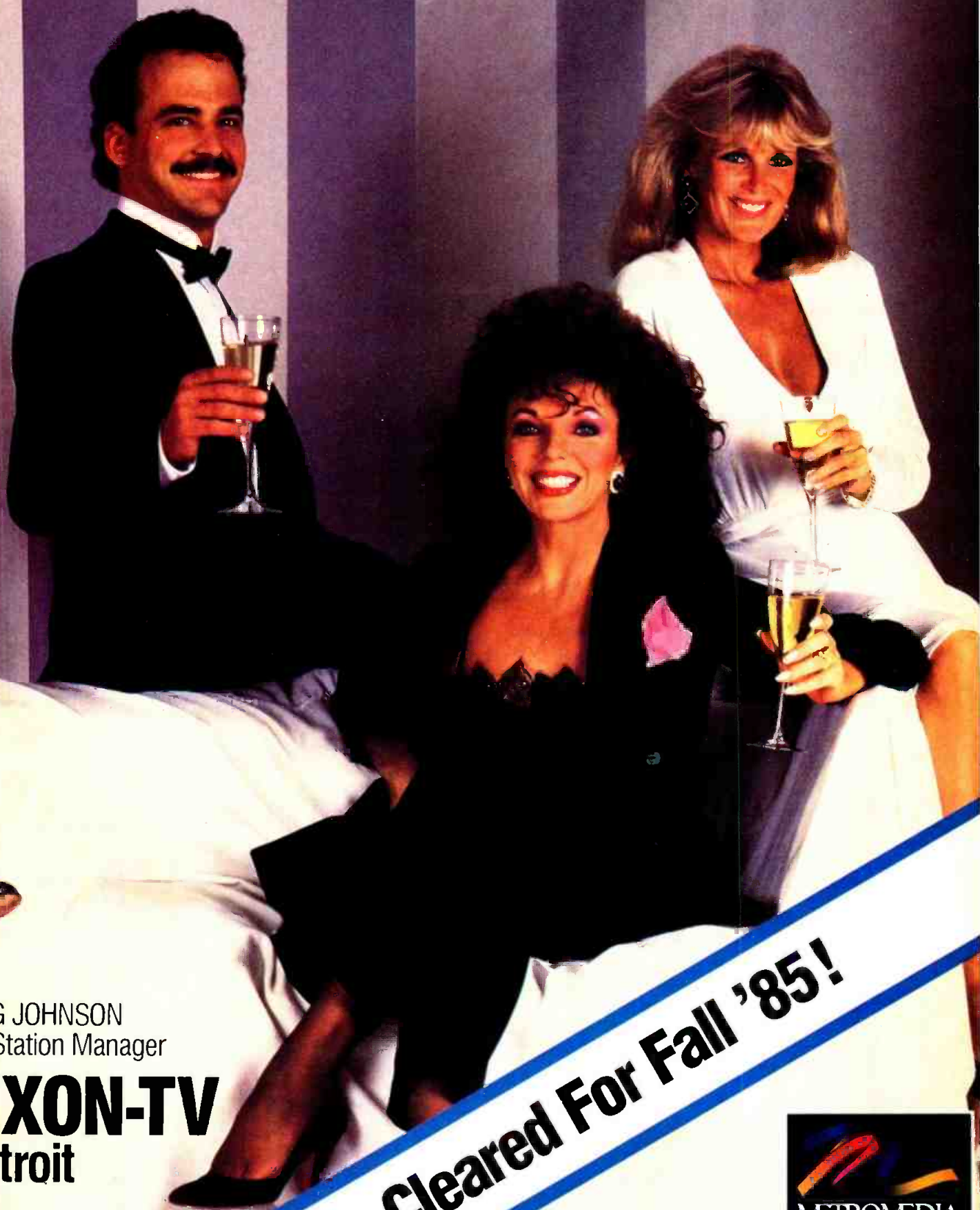
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DBS," the court said.

The court also defended the FCC's decision not to hamper the service with broadcast-like ownership restrictions, but with a caveat. "Diversification of media viewpoints and control remains an important component to the the FCC's statutory mandate to regulate communications 'in the public interest,'" the court said.

The court also ruled that Comsat's authorizing legislation permitted it to get into DBS, but cautioned that the company may not wander too far from its mandate. "In holding that Comsat may engage in certain non-Intelsat or Inmarsat activities even when those activities are not ancillary to its Intelsat/Inmarsat responsibilities, we do not suggest that Comsat can engage in any business ventures it desires," the court said. "We hold only that, at least when Comsat's activities are directed to the purposes for which it was created—the development of satellite communications technology—Comsat's activities are 'consistent with' the purposes of the 1962 [Communications Satellite] act... Participation in DBS meets this standard."

The court also turned aside the NAB's contentions that STC's DBS venture will threaten Comsat's responsibilities to meet its statutory obligations or burden Comsat ratepayers. "The riskiness of any such venture is first assessed by Comsat's directors and then

Channel use. A TV channel use report released by the FCC last week reveals that as of Dec. 31 last year, there was little room left for commercial newcomers, even in the UHF band. In the top 50 markets, there were only seven open (vacant and unapplied for) VHF's and 24 open UHF's, but all of those VHF's were more than 55 miles from the ADI title cities, as were 13 of the UHF's. In the next 50 markets, there were four open V's and 24 open U's, but three of those V's and eight of those U's were more than 55 miles away from the ADI title cities. In the next 100 markets, there were 11 open V's and 40 open U's, but all of those V's were more than 55 miles away from the ADI title cities as were 11 of those U's.

by the commission, and we have no special expertise that allows us to sit as a super-board of directors to oversee the business judgments reached by Comsat or to overturn the commission's review of those judgments," the court said.

The companion case went to the court on an appeal from Hubbard Broadcasting's United States Satellite Broadcasting, a DBS permittee. Hubbard had challenged the propriety of a variety of FCC actions that paved the way for United Satellite Communications Inc. to launch a direct-to-home broadcast satellite service over a fixed service satellite.

Among other things, Hubbard had contended that the FCC had failed to address Hubbard's argument that the lower-powered direct-to-home satellite service would be harmful to the best interests of the consumer because it would threaten the viability of the higher-powered DBS service by fragmenting the market. But the court held that the

commission had met all of its responsibilities.

The court, however, took issue with the FCC's conclusion that USCI's service is not broadcasting. "USCI's proposal to provide advertiser-supported television service to the public via the transponders on the Canadian satellite falls squarely within the statutory definition of broadcasting," the court said. "USCI's subscription service is 'broadcasting' because it is intended for reception by any member of the public within the area of service who purchases the service," the court added.

"We therefore reverse that aspect of the [FCC's decision] which decides that USCI's video-to-home service is not broadcasting and remand the case to the FCC so that the commission may determine which of USCI or GSAT [GTE Satellite Corp., which is leasing the transponders to USCI] should be responsible for insuring that the statutory broadcasting obligations are fulfilled." □

Programming

Indies benefit from DNC coverage

Unaffiliated stations pick up viewers looking for alternative to network convention coverage; of networks, CBS captures highest ratings

An analysis of major metered markets reveals that although CBS led the network television rating contest in coverage of the Democratic national convention, the real winners—in addition to Walter Mondale and Geraldine Ferraro—appeared to be independent stations. While the networks slugged it out for a few extra rating points during their convention coverage, independent stations took the top spots with programming that included heavy doses of sports and movies.

Independent stations in New York, Los Angeles, Chicago and Philadelphia frequently attracted a larger percentage of the television sets turned on than the network owned-and-operated and affiliated stations, sometimes with a single independent grabbing twice the share of audience of a network outlet.

In common time coverage—the eight prime time hours in which all three networks were competing against one another—CBS averaged an 8.5 rating and a 15 share of the national television audience, according to A.C. Nielsen, compared to a 7.6/14 for ABC and a 7.1/13 for NBC. The combined

three-network rating of 23.2 was 14% below the 27.1 combined rating for Democratic convention coverage in August 1980, although a little better than the 22.1 combined rating earned by the networks during the July 1980 Republican convention. Also, the networks ran a total of 10 prime time hours of coverage during the 1980 Democratic convention as compared to eight hours this year.

(How much money did the networks save by scheduling one hour less of convention coverage and running normal entertainment programming instead? Network spokesmen point out that since costs are fixed there is little difference between producing one hour of convention coverage and several hours. But there is a difference on the revenue side since entertainment commercials command more than news spots. In addition, during convention coverage it can be difficult to cut away for a commercial because of newsworthy events. According to one network spokesman, each network could realize from \$3 million to \$5 million over eight days of covering both conventions by carrying regular entertainment programming in the 8-9 period. That is far from the estimated \$15 million-\$25 million expenditure per network, and spokesmen take pains to point out that convention coverage is based on journalistic

principles, not bottom-line pressure.)

But each of the networks had its own night of glory. On Monday night (July 16), the first night of the convention, CBS took the honors with an average 8.2/15 for its coverage spanning 9-11:09. ABC, which ended its coverage at 11, averaged a 6.8/13 for its two hours. NBC, which was on the air an extra 17 minutes, averaged a 6.2/12. On Tuesday CBS led again, averaging an 8.9/17 between 9 and 11:28, compared to an 8.7/16 for NBC between 9 and 11 and a 7.8/15 for ABC between 9:25 and 11:22. (ABC delayed its coverage for 25 minutes and instead aired *Hart to Hart*). ABC pulled ahead on Wednesday night, averaging an 8.9/17 between 9 and 12:07, while NBC came up behind with an average 7.4/14 at 9-11:11 and CBS trailed with an average 7.2/16 for 9 p.m.-1:49 a.m. CBS returned to dominate Thursday, averaging an 8.7/17 between 9 and 11:14 compared to a 7.6/15 for ABC between 9 and 10:52 and a 6.9/13 for NBC at 9-11.

Network coverage of the national political conventions has been gradually shrinking over the years. In 1980, during the Democratic convention, all three networks gave at least a half-hour of daytime coverage on the first day while CBS and NBC continued with intermittent daytime coverage over the

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following two days. All three carried full prime time coverage leading out of the early evening network newscasts. During the Democratic convention of 1976, CBS and NBC each gave over two hours between 1 p.m. and 6 p.m. on the first day and substantially all of the afternoon on the second day to live coverage of the convention. (ABC had a half-hour in daytime on the first day). In 1972, CBS and NBC each broadcast about a half-hour of daytime coverage on different days during the Miami Democratic convention. And although ABC abstained from daytime coverage of the Democratic convention in 1968, CBS and NBC gave at least one hour on the first day and five-and-a-half hours in the afternoon on the second day. All that daytime coverage was in addition to prime time coverage that usually began at 7 p.m. and extended into the early morning hours.

As far as viewership levels were concerned, there were high points and low points over the four nights. According to David Poltrack, vice president of research at CBS/Broadcast Group, some of the high points were Governor Mario Cuomo's keynote address on Monday night, the Rev. Jesse Jackson's Tuesday night speech and Mondale's acceptance speech on Thursday night.

The highest rated part of the four-day convention, Poltrack pointed out, was Jackson's speech on Tuesday night (July 17). In the preceding half-hour before Jackson spoke (9:30-10), Poltrack reported, the combined rating/share was 23.4/42. Jackson began speaking at 10:05, and in the following half-hour the combined rating/share rose to 25/47 before peaking between 10:30 and 11 at 27/50. Jackson ended his speech at 10:55.

On Monday, the combined network rating/share for the first half-hour was 20/42. During the second half-hour, when former President Jimmy Carter spoke from 9:34 to 9:42, the combined rating/share averaged 19.5/36. The rest of the evening saw the

numbers gradually climb again, ending with a 22/41 between 10:30 and 11.

Wednesday and Thursday nights were considerably more stable. The first half-hour of Wednesday night averaged a combined 43 share, and although it sank as low as 34 between 10 and 10:30, the following half-hour closed with a combined average 44 share. The combined ratings/share grew steadily each half-hour on Thursday night, reaching a 25.3/45 during Mondale's acceptance speech between 10:01 and 10:35. In the final prime time hour, from 10:30 to 11, the combined rating/share increased to 25.1/46.

Good News For Indies

Across major markets, independent stations outperformed network affiliates. In New York, for example, over the four-day convention period (July 16-19), the combined average rating/share of the three independent New York stations grew in Nielsen from 15.1/30 at 8-9 to 26.2/44 at 9-10 before falling back to 23.8/41 at 10-11. The combined average affiliate rating/share dropped from 26.9/53 at 8-9 to 21.2/35 at 9-10 before climbing slightly to 22.4/38 at 10-11. Baseball on WOR-TV over the first three nights of the week (*Mets vs. Astros*) averaged between an 18 to 21 share in both Arbitron and Nielsen, surpassing the shares pulled by any of the network-owned stations.

In Los Angeles, the four independents on Monday night claimed a 61 share of the audience between 6 and 8, compared to a 28 share for the three network-owned affiliates. On Tuesday night at 6-8 the independents had a 59 share, while the network stations pulled a 37. On Wednesday, from 6 to 11, the independents still were able to garner a 51 share to the networks' 40. Thursday, the last night of the convention, Los Angeles independents collected a 60 share between 5:30 and 8 compared to a 36 by the affiliates.

Metromedia's KTTV-TV carried Los Angeles Dodgers games in the above periods over the four nights and averaged a 24 share, which on all but Wednesday added up to more viewers than two O&O's combined.

In Chicago, WGN-TV and WFLD-TV drew a combined average share of 43 between 7 and 10 on Monday through Thursday, according to Nielsen, compared to the combined average share of 41 for the O&O's. WGN-TV ran Operation Prime Time's *Nadi* between 7 and 9, and it averaged a 35 share in both Arbitron and Nielsen—a share greater than that attracted by the three network-owned stations combined. And in Philadelphia, over the four nights the independent WTAF-TV averaged a 14.2/25 between 9 and 11 in Arbitron with Philadelphia Phillies games and *Starsky & Hutch*. WPVI-TV, the ABC affiliate, was runner-up with an average 9.5/15 over the same period, but independent WPHL-TV was third with an average 7.9/14. Following were CBS-owned WCAU-TV, which averaged a 7/12, and the NBC affiliate, KYW-TV, which averaged a 4.9/9.

CNN, which next to C-SPAN provided the nearest thing to gavel-to-gavel coverage, also reported that its ratings benefitted from political convention coverage. Terry Segal, director of research at Turner Broadcasting System, said that CNN nearly tripled its average performance over the same period in June. CNN was on the air with live convention coverage between 5 and 11 on Monday, 3 p.m.-1 a.m. on Tuesday, 3:30 p.m.-2 a.m. on Wednesday, and 4-11:30 p.m. on Thursday. During the time, Segal said, CNN averaged a 1.7/4 within the CNN universe, which is equivalent to an average of 470,000 homes. He said that compared to an average 166,000 homes for the same period in June. The highest rated segment on CNN, he explained, was Gary Hart's Wednesday night speech, which delivered an average 3.6/6 within the CNN universe, or just under one million homes. □

NBC wins week in spite of convention

Although it didn't win the ratings in coverage of the Democratic convention (see page 44), NBC still managed to come in first in the prime time ratings for the week ended July 22. NBC won the week, according to Nielsen, on the strength of Tuesday and Friday nights where repeats of regular series swept it to victory (NBC still came in third on three nights).

NBC won the week, averaging a 9.4/19 compared to a 9.1/18 for

CBS and an 8.9/18 for ABC. ABC came in first on Wednesday and Saturday, CBS won Monday, Thursday and Sunday. The combined rating/share for the week was 27.4/55 compared to a 35.9/70.2 for the same period last year, representing nearly seven million fewer television households. During the week a year ago, however, there was no political convention coverage—traditionally a lower draw than entertainment programming.

Rank □ Show □ Network □ Rating/Share

1.	A Team	NBC	15.8/31
2.	Trapper John, M.D.	CBS	14.5/28
3.	Alice	CBS	14.2/27
4.	60 Minutes	CBS	13.9/32
5.	Love Boat	ABC	13.4/27
6.	The Haunting Passion	NBC	13.4/26
7.	Fantasy Island	ABC	13.2/27
8.	Scarecrow & Mrs. King	CBS	12.7/25
9.	Shogun	NBC	12.5/24
10.	Jeffersons	CBS	11.6/22
11.	Midnight Express	ABC	11.4/22
12.	Gimme a Break	NBC	11.3/25
13.	Hardcastle & McCormick	ABC	10.6/22
14.	Diff'rent Strokes	NBC	10.5/25
15.	Knight Rider	NBC	10.5/22
16.	Silver Spoons	NBC	10.3/23
17.	Dallas	CBS	10.3/20
18.	T.J. Hooker	ABC	10.1/23
19.	Dukes of Hazzard	CBS	10.1/22
20.	Maser	NBC	9.7/22

Rank □ Show □ Network □ Rating/Share

21.	Mama's Family	NBC	9.6/20
22.	Rousters	NBC	9.6/20
23.	Falcon Crest	CBS	9.6/19
24.	Jennifer Slept Here	NBC	9.5/21
25.	TV Bloopers & Practical Jokes	NBC	9.5/19
26.	Double Trouble	NBC	9.4/22
27.	Fall Guy	ABC	9.2/19
28.	Dem. Convention, Tues.	CBS	8.9/17
29.	Dem. Convention, Wed.	ABC	8.9/17
30.	People are Funny	NBC	8.8/18
31.	Dem. Convention, Thurs.	CBS	8.7/17
32.	Dem. Convention, Tues.	NBC	8.7/16
33.	Walter	CBS	8.6/17
34.	Three's Company	ABC	8.5/16
35.	Happy Days	ABC	8.3/18
36.	Hart to Hart	ABC	8.3/16
37.	20/20, Mon.	ABC	8.3/16
38.	Dem. Convention, Mon.	CBS	8.2/15
39.	Fri. Night Baseball	ABC	8.1/16
40.	Dem. Convention, Tues.	ABC	7.8/15

Rank □ Show □ Network □ Rating/Share

41.	Ripley's Believe It or Not	ABC	7.8/18
42.	Dem. Convention, Thurs.	ABC	7.6/16
43.	Goodnight, Beantown	CBS	7.5/16
44.	Second Edition	CBS	7.4/14
45.	Dem. Convention, Wed.	NBC	7.4/14
46.	Chariots of Fire	CBS	7.3/15
47.	Dem. Convention, Wed.	CBS	7.2/16
48.	Foulups, Bleeps & Blunders	ABC	7.2/14
49.	Four Seasons	CBS	6.9/14
50.	Dem. Convention, Thurs.	NBC	6.9/13
51.	Dem. Convention, Mon.	ABC	6.8/13
52.	Fri. Night Baseball, Pregame	ABC	6.6/16
53.	One Day at a Time	CBS	6.6/14
54.	Dem. Convention, Mon.	NBC	6.2/12
55.	Crossroads	CBS	6.8/12
56.	Mama Malone	CBS	4.9/11
57.	Summer Sunday USA	NBC	3.2/7

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Stock Index

Closing Closing
Wed Wed
Jul 25 Jul 18
Net Percent P/E
Change change Ratio (000,000)
Market
Capitali-
zation

BROADCASTING

N ABC	60	1/2	63	3/4	- 3	1/4	- 5.10	11	1,775
N Capital Cities	158	1/4	163		- 4	3/4	- 2.91	19	2,121
N CBS	76	3/4	79	1/2	- 2	3/4	- 3.46	12	2,278
N Cox	45		52		- 7		- 13.46	16	1,274
A Gross Telecast	73	5/8	73			5/8	0.86	17	59
O Gulf Broadcasting	8	1/8	8	1/2	-	3/8	- 4.41	203	358
O LIN	21	3/8	21	5/8	-	1/4	- 1.16	20	448
O Malrite Commun	10		11	1/4	- 1	1/4	- 11.11	8	85
O Orion Broadcast	1/32		1/32						1,681
O Price Commun	6	1/2	6	1/4		1/4	4.00		21
O Scripps-Howard	26		26					15	269
N Storer	37	5/8	37	5/8				22	617
O SunGroup Inc.	7		6	1/2		1/2	7.69	3	5
N Taft	60		62	1/2	- 2	1/2	- 4.00	14	546
O United Television	15	3/4	15	3/4				22	175

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	19	1/4	19	1/8		1/8	0.65	18	116
A Affiliated Pubs	44		44	1/2	-	1/2	- 1.12	17	357
N American Family	17		17	1/4	-	1/4	- 1.45	9	278
O Assoc. Commun	11	3/4	11	3/4					56
N A.H. Belo	45	1/4	47		- 1	3/4	- 3.72	14	516
N John Blair	31	7/8	38	1/4	- 6	3/8	- 16.67	14	252
N Chris-Craft	27	3/4	28	7/8	- 1	1/8	- 3.90	33	176
N Cowles	41	3/4	41	7/8	-	1/8	- 0.30	40	166
N Gannett Co.	39	1/4	40	1/4	- 1		- 2.48	16	3,141
N GenCorp	33	1/2	35	3/8	- 1	7/8	- 5.30	12	719
O General Commun	62		62					14	31
N Harte-Hanks	29	7/8	30		-	1/8	- 0.42	18	655
N Insilco Corp.	15	3/4	15			3/4	5.00	8	267
N Jefferson-Pilot	27	7/8	30		- 2	1/8	- 7.08	6	592
O Josephson Intl.	9	1/4	9	1/8		1/8	1.37	7	45
N Knight-Ridder	24	1/2	27	7/8	- 3	3/8	- 12.11	14	1,602
N Lee Enterprises	23	3/8	25	1/4	- 1	7/8	- 7.43	14	314
N Liberty	25	3/8	25	1/2	-	1/8	- 0.49	14	254
N McGraw-Hill	40	1/4	43		- 2	3/4	- 6.40	16	2,017
A Media General	54	1/4	53	3/4		1/2	0.93	11	377
N Meredith	44		45		- 1		- 2.22	12	414
O Multimedia	37	3/4	38	5/8	-	7/8	- 2.27	18	628
A New York Times	30		30	7/8	-	7/8	- 2.83	7	1,171
O Park Commun	24	3/8	24	1/4		1/8	0.52	20	224
A Post Corp.	64	5/8	64	1/2		1/8	0.19	24	118
N Rollins	13	1/4	14	1/4	- 1		- 7.02	16	343
N Schering-Plough	34	5/8	36	1/8	- 1	1/2	- 4.15	10	1,749
T Seikirk	14	1/4	15	1/4	- 1		- 6.56	31	116
O Stauffer Commun	52		52					13	52
A Tech Operations	33	5/8	33	1/4		3/8	1.13	14	31
N Times Mirror	35		35	1/8	-	1/8	- 0.36	13	4,807
N Tribune	26	5/8	27	1/4	-	5/8	- 2.29	12	1,091
O Turner Bcstg.	23		23	1/2	-	1/2	- 2.13	66	469
A Washington Post	75	1/4	76	1/2	- 1	1/4	- 1.63	17	1,067

SERVICE

O BBDO Inc.	39		40	1/4	- 1	1/4	- 3.11	14	250
O Compact Video	4	1/4	4	5/8	-	3/8	- 8.11	19	17
N Comsat	24	1/8	23		- 1	1/8	4.89	8	434
O Doyle Dane B.	15	3/4	17	1/2	- 1	3/4	- 10.00	13	95
N Foote Cone & B.	50	1/8	52		- 1	7/8	- 3.61	13	146
O Grey Advertising	115		115					9	682
N Interpublic Group	29	5/8	30	5/8	- 1		- 3.27	7	316
N JWT Group	31		37	1/4	- 6	1/4	- 16.78	11	184
A MovieLab	5	1/2	6		-	1/2	- 8.33	5	9
O A.C. Nielsen	49	1/4	50	1/4	- 1		- 1.99	22	1,110
O Ogilvy & Mather	26		26	1/2	-	1/2	- 1.89	8	117
O Sat. Syn. Syst.	8	3/4	9	1/2	-	3/4	- 7.89	19	50
O Telemation	6		5	3/4		1/4	4.35	6	7
O TPC Commun.			1/2	1/4		1/4	100.00		1
A Unitel Video	7	5/8	7	1/2		1/8	1.67	11	17
N Western Union	16	1/2	17	7/8	- 1	3/8	- 7.69	7	40

Closing Closing
Wed Wed
Jul 25 Jul 18
Net Percent P/E
Change change Ratio (000,000)
Market
Capitali-
zation

PROGRAMING

O Barris Indus	4	1/4	4	3/8	-	1/8	- 2.86	22	24
N Coca-Cola	57	3/4	59	3/8	- 1	5/8	- 2.74	14	7,862
N Disney	53	1/8	52	7/8		1/4	0.47	20	1,837
N Dow Jones & Co.	40	1/8	40	3/8	-	1/4	- 0.62	22	2,571
O Four Star	4	1/2	5	1/2	- 1		- 18.18	5	4
N Gulf + Western	25	3/8	28	7/8	- 3	1/2	- 12.12	8	1,963
O Robert Halmi	15/16		1	1/16	-	1/8	- 11.76	19	16
A Lorimar	25	3/8	27		- 1	5/8	- 6.02	14	130
N MCA	39	1/4	43	3/4	- 4	1/2	- 10.29	12	1,892
N MGM/UA	13	1/8	13	7/8	-	3/4	- 5.41	23	652
N Orion	9	1/4	10	1/8	-	7/8	- 8.64	10	86
O Reeves Commun	5	1/2	6		-	1/2	- 8.33	9	68
O Telepictures	15	1/2	15	5/8	-	1/8	- 0.80	25	101
O Video Corp.	14	3/8	14	1/2	-	1/8	- 0.86	26	24
N Warner	18	1/2	17	1/4	- 1	1/4	- 7.25	2	1,210
A Wrather	13	5/8	14	1/8	-	1/2	- 3.54	15	30

CABLE

A Acton Corp.	6		6	5/8	-	5/8	- 9.43	21	33
O AM Cable TV	3	3/8	3	3/8				17	12
N American Express	25	1/2	27	3/8	- 1	7/8	- 6.85	10	5,428
N Anixter Brothers	15	1/8	14	1/4		7/8	6.14	21	275
O Burnup & Sims	5	3/8	5	5/8	-	1/4	- 4.44	6	48
O Cardiff Commun	13/16		13/16					81	4
O Clear Channel	13	1/2	13	3/4	-	1/4	- 1.82	13	10
O Comcast	23	3/4	23	3/8		3/8	1.60	22	195
N Gen. Instrument	20	1/2	21	3/4	- 1	1/4	- 5.75	15	646
N Heritage Commun	16	1/2	16	1/2				34	122
T Maclean Hunter X	19		19	1/8	-	1/8	- 0.65	26	700
A Pico Products	6	1/8	6	7/8	-	3/4	- 10.91	20	17
O Rogers Cable	4	5/8	5	1/4	-	5/8	- 11.90	6	102
O TCA Cable TV	12	1/2	11	7/8		5/8	5.26	26	83
O Tele-Commun	18	1/8	18	5/8	-	1/2	- 2.68	18	780
N Time Inc.	35	1/8	35	1/4	-	1/8	- 0.35	13	2,063
N United Cable TV	23	1/2	25	1/4	- 1	3/4	- 6.93	15	259
N Viacom	28	3/8	29		-	5/8	- 2.16	17	363

ELECTRONICS MANUFACTURING

N Arvin Industries	22	1/2	22	3/8		1/8	0.56	9	169
O C-Cor Electronics	7		8	1/4	- 1	1/4	- 15.15	7	25
O Cable TV Indus.	3		3	7/8	-	7/8	- 22.58	15	9
A Cetec	7	1/2	7	7/8	-	3/8	- 4.76	14	16
O Chyron	16		16	1/2	-	1/2	- 3.03	23	98
A Cohu	7	1/8	7	3/4	-	5/8	- 8.06	16	12
N Conrac	12	3/4	13	1/8	-	3/8	- 2.86	11	78
N Eastman Kodak	71	1/4	71	3/4	-	1/2	- 0.70	18	11,796
O Elec Mls & Comm.	9	5/8	10		-	3/8	- 3.75	29	28
N General Electric	48	1/2	50	1/4	- 1	3/4	- 3.48	11	22,029
O Geotel-Telemet	1	1/4	1	3/8	-	1/8	- 9.09	18	4
N Harris Corp.	23	1/4	24	1/4	- 1		- 4.12	13	918
N M/A Com. Inc.	16	1/2	17	3/4	- 1	1/4	- 7.04	55	711
O Microdyne	7	1/8	8	1/8	- 1		- 12.31	23	33
N 3M	74	1/4	76	3/8	- 2	1/8	- 2.78	13	8,715
N Motorola	32	1/4	34	1/2	- 2	1/4	- 6.52	5	1,266
N N.A. Phillips	30	1/2	31	1/2	- 1		- 3.17	5	438
N Oak Industries	3	3/4	4	1/8	-	3/8	- 9.09	1	61
A Orrox Corp.	2	3/4	2	7/8	-	1/8	- 4.35	3	6
N RCA	31		31	1/4	-	1/4	- 0.80	15	2,532
N Rockwell Intl.	27	3/4	28	1/8	-	3/8	- 1.33	11	4,287
N Sci-Atlanta	7	1/2	7	7/8	-	3/8	- 4.76	13	179
N Signal Co.s	25	1/4	26	1/8	-	7/8	- 3.35	25	221
N Sony Corp.	12	7/8	14	1/4	- 1	3/8	- 9.65	23	2,973
N Tektronix	51	5/8	54	7/8	- 3	1/4	- 5.92	20	989
A Texscan	8	1/2	11	7/8	- 3	3/8	- 28.42	10	53
N Varian Assoc.	31		35		- 4		- 11.43	15	664
N Westinghouse	20	1/2	21	5/8	- 1	1/8	- 5.2	8	3,588
N Zenith	20		22	1/8	- 2	1/8	- 9.60	8	438

Standard & Poor's 400 168.88 172.07 - 3.19 - 1.85

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.

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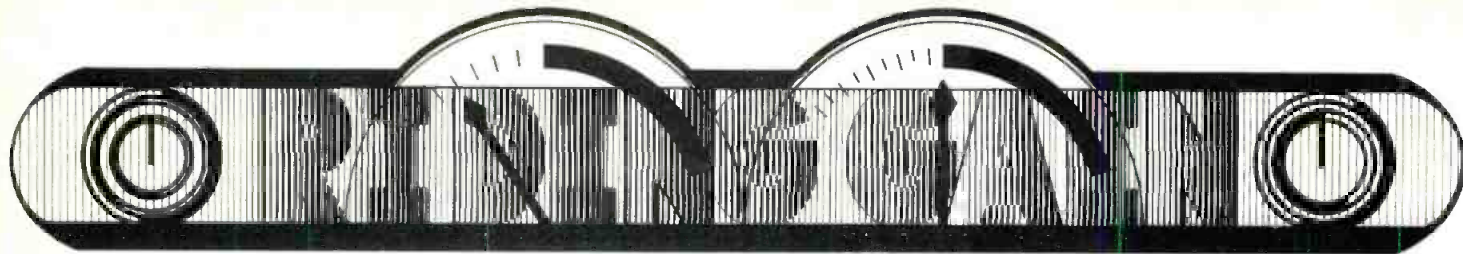
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Television





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Co-op leader

The leading source of co-op revenue for radio stations is medium-sized retail establishments, followed by small retailers and wholesalers and distributors, according to a comprehensive survey by Radio Advertising Bureau consultant Miles David.

Results are based upon 306 replies to approximately 3,000 questionnaires sent to RAB member stations during the first quarter of 1984. Responses have been broken down by market size based upon population as follows: under 50,000; 50,000-250,000; 250,000-one million; over one million, and a category averaging all-sized markets. Other survey findings include:

- The position of co-op specialist at radio stations in all markets is still relatively new—28.9% of responding stations have had that job filled for one to two years; 41.5% for less than a year.

- The most popular form of compensation for co-op specialists was salary plus incentive bonus.

- Many co-op specialists on staff not only

research plans but also sell them. That situation occurs most frequently in markets over one million (33.3% of the respondents).

- Phoning the manufacturer directly is the most popular way to find how much money has been allocated for co-op advertising. Over 76% of the respondents in markets 250,000 to one million and 68.4% of respondents in markets over one million acknowledged this approach. Asking the retailer to phone the manufacturer was the second most used method for all respondents.

- Although the majority of stations use their own co-op ad copy, the larger the market, the more likely stations will use manufacturer-written copy. Nearly 37% of responding stations in markets over one million use manufacturer co-op copy vs. 43.8% who write special copy for the retailer. Just under 20% said they employ both ways. The difference, however, among respondents in market size 250,000 to one million is much greater: 25.9% use the manufacturer's copy while 48.1% write their own. Looking at all-sized markets, the percent-

Reps radio view. Spot radio campaigns were "considerably shorter" in the second quarter of 1984 than in the first quarter, according to an analysis by Eastman Radio. The representative firm said 75% of all campaigns were for one to four weeks; 16% were for five to nine weeks, and 4% lasted 10 to 14 weeks. The age group requested by agencies most frequently was 25-54, accounting for 38%, followed by 18-49, 18%. A study by Torbet Radio of second-quarter spot radio activity shows that 25-54 was the most requested age group with 46%, followed by 18-49 (15%), 25-49 (13.2%) and 18-34 (12.6%). Torbet noted that requests for "adults" were more than double those for both "male" and "female," with adults scoring 46% and male and female registering 22.4% each. Torbet said the one-week flight was requested in 28.9% of cases, followed by two weeks, 15.7%, and four weeks, 15.8%.

ages average out to 36.6% (manufacturer copy) and 40.8% (in-house special copy). The survey also showed that most stations read the copy directly to the manufacturer over the phone for approval.

Based on his research, David estimates that co-op advertising in radio will be a \$650-million business this year. "That figure," he said, "can grow substantially because co-op is just hitting its stride at many stations."

Armstrong honors

The Armstrong Memorial Research Foundation at Columbia University in New York has announced the winners of the 20th annual Armstrong awards. Independent producers won as many awards this year as individual stations. Winners were: John Diliberto and Kimberly Haas, Philadelphia, *Totally Wired: Artists in Electronic Sound* (music); Jim Laurie, ABC Radio News, *Benigno Aquino Assassination* (news); KMOX(AM) St. Louis, *The Hidden Poison...Times Beach* (news documentary); KHJ(AM)-KRTH(FM) Los Angeles, *8.3—A Simulated Earthquake* (community service); Sonic Images Productions, Washington, *The Magnetism of Cults* (education); Thomas Looker, Montague Center, Mass., *New England Almanac* (creative use of the medium).

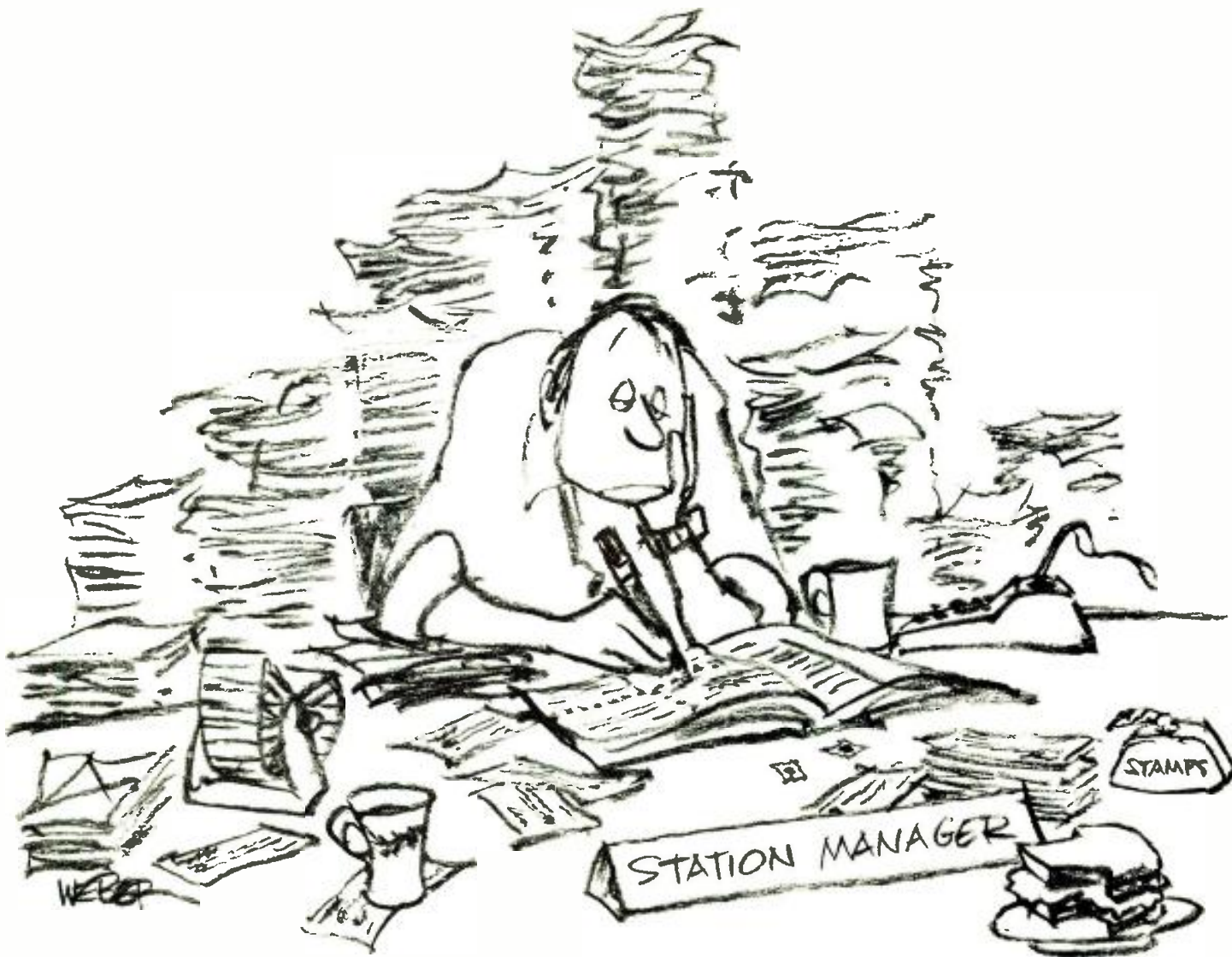
The foundation also presented two special awards. Raymond Nordstrand, president and general manager of classical WFMT(FM) Chicago, was honored for his 31 years of "outstanding service to broadcasting." WQXR-AM-FM New York was given a special award "for technical achievement." Both awards will be presented at the joint radio convention of the National Associ-

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ation of Broadcasters and the National Radio Broadcasters Association in Los Angeles Sept. 16-19.

Runners-up include Paul Lazarus, New York, *Stephen Sondheim on Writing Lyrics* (music); WCCO(AM), *Robert Mattson Reports* (news); NBC Radio Network, *Hunger in America* (news documentary); NBC Radio and The Source, *Rockets Red Glare—Rethinking the Unthinkable* (community service); CBC Radio, *Weimar—A Celebration* (education), and WNYC(AM) New York, *Small Things Considered* (creative use of the medium).

Western expansion

San Francisco-based Western Public Radio has announced sponsorship of four two-day news and public affairs production training workshops for Hispanics as part of the non-profit organization's ongoing radio training project. According to WPR President Leo C. Lee, the sessions will be conducted in collaboration with *Enfoque Nacional*, a weekly Spanish-language public affairs program produced for National Public Radio by KPBS-FM San Diego. Two workshops will be held

during August and September at WPR studios and two are scheduled for October and November at facilities of an independent producer and workshop coordinator, Elizabeth Perez-Luna, in Philadelphia. Funding is provided by the Corporation for Public Broadcasting.

Lee also said WPR has received a \$102,000 grant from the National Endowment for the Humanities for production of a two-year series on archeology, *Patterns of the Past*. Commentaries on five archeological themes will be produced in collaboration with an author and archeology professor, Brian Fagan, of the University of California-Santa Barbara.

California Radio Theater, a subsidiary of the production and training entity, is distributing three original half-hour radio dramas recently produced by WPR and the Academy of Media and Theater Arts. The series, funded by the National Endowment for the Arts, is available through the Extended Program Service of the public radio satellite system.



On line. Mutual Broadcasting has picked up Straus Communications' WMCA(AM) New York as a major news and sports affiliate. The station will carry, among other things, Mutual's hourly news at half past the hour. Mutual-owned WHN(AM) New York, the network's other major affiliate in the market, currently airs Mutual news at the top of the hour. Pictured above are (l-r): Ron Nessen, vice president, news, Mutual; R. Peter Straus, chairman, WMCA(AM); Jack Clements, executive vice president and general manager, Mutual; Ellen Straus, president WMCA(AM), and Lynn McIntosh, Northeast regional manager, Mutual.

Different drummers

The Source, NBC's young adult network, is offering affiliates a two-hour special focusing on noted rock, soul and pop drummers. Called *The Big Beat*, the show will feature interviews with Ringo Starr of the Beatles, Charlie Watts of the Rolling Stones and Levon Helm of The Band, among others. Music in the special, according to Source officials, spans the entire rock era. Host is Max Weinberg, drummer with singer Bruce Springsteen's E Street Band. The broadcast is scheduled to air on stations this week (Aug. 1-3).

Singing grams's and gramp's

The National Council for the Observance of Grandparent's Day along with Musical Messages Inc., a Boston-based service which provides "singing" telegrams over the telephone, are launching a week-long radio station promotion beginning Sunday, Sept. 2, and culminating on Grandparent's Day, Sept. 9. As part of the promotion, participating stations award singing telegrams as prizes to grandparents and grandchildren who partake in telephone call-in contests. Phone for Musical Messages is 617-423-1117.

Remedial sales

A series of one-day seminars designed specifically for radio salespeople with less than one year of experience is being developed by the Radio Advertising Bureau. The sessions are to take place at 16 college campus locations around the country between Sept. 15 and Nov. 15.

"College campuses, especially those with active programs in communications or broadcasting, are natural sites for educating our entry-level sales professionals," noted RAB executive vice president Wayne Cornils. Topics for each eight-hour workshop include: time management; creating sales presentations; analyzing needs and opportunities; qualifying prospects, and overcoming objections.

For Radio Watchers Everywhere... Duncan's American Radio – Spring 1984 Edition

Since 1976, Jim Duncan's *American Radio* has been the most timely and complete sourcebook of local market radio data available. Now completely redesigned, the *American Radio* Spring 1984 Edition covers 173 markets and offers 30% more ratings and programming information for each local market report, including 12+ Metro cume numbers; additional demographic and station rankings; call letter and format changes; and station sales. *American Radio* is a must for anyone involved in radio.



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ABC sets the show in motion in Los Angeles

Network, with mountains of gear on hand, set for mammoth coverage—221 events at 30 different venues; “flying camera” won’t be used, Barnathan says, but “super slo mo” device will be on hand

Described by the network as “the biggest show in television history,” Olympic coverage on ABC-TV was scheduled to begin last Saturday night (July 28) with more than 7,500 athletes from 140 countries as stars. Despite a boycott of the games by the USSR and most other Soviet bloc nations, these Olympics are the biggest in history and ABC remains hopeful that they will attract a record television and radio audience as well.

During a pre-Olympics tour of ABC’s broadcast origination center in Los Angeles, last-minute modifications in the network’s plans were disclosed by Julius Barnathan, president of ABC broadcast operations and engineering.

For example, the Skycam “flying camera” has been grounded because of technical problems. The device, manufactured by Skyworks Inc. of Aston, Pa., would have shown events from as high as 150 feet above participants. The Skycam camera moves up and down a cable, guided by a computerized gyroscope control system. Barnathan declined to discuss details of the decision.

“It was turned down, and I didn’t want to push it any further because it isn’t ready,” he said. “There’s no point in pushing something that isn’t there. What am I going to do, get something that doesn’t exist?”

At least two other new devices are being used during ABC’s Olympics coverage, however.

In its master control room in Hollywood, the network is using a Videoplex monitor (picked up at the National Association of Broadcasters convention last May), which can display up to 16 individual television signals on a single screen. Although 80 other monitors are being used in the studio, 126 video signals are available, thus the need for multiple-image displays. Introduced during ABC’s coverage of the Kentucky Derby last spring is the “super slo mo” video playback unit designed to show slowed-down action with minimal blurring, a feat accomplished through digital technology. Barnathan said the device was developed for the summer games.

Also new is a 36-cable fiber optic link between the International Broadcast Center, home to all foreign television and radio journalists during the games, and the Unilateral Broadcast Center, as ABC has dubbed its network facility. In most cases, video and audio from each venue are fed by microwave to the IBC, located at the corner of Sunset and Gower in Hollywood, and sent the additional five miles to the Talmadge and Pros-

pect UBC plant over the 20 fiber optic links. The system is also able to pass video and audio signals from the UBC to the IBC over the remaining 16 cables, and two satellite-delivered signals from portable uplinks at competition sites in Long Beach and Lake Casitas are fed in that direction after being received on ABC-owned downlinks. According to an ABC spokesman, the network is currently negotiating with the fiber optic system vendor, WTCI Inc., about the possibility of maintaining the link after the games end Aug. 12.

As “host broadcaster,” ABC is originating audio and video signals during all 1,300 hours of Olympic competition from each site. More than 130 foreign broadcasters are mixing their commentary and other material at the IBC prior to uplinking to home countries. The European Broadcasting Union, for example, is originating four separate feeds. All video uses the NTSC format, with appropriate reformatting outside the U.S.

During competitions of greatest interest to U.S. viewers, ABC has separate origination units feeding the network in addition to the IBC cameras.

“More than half of the venues don’t have ABC cameras,” Barnathan explained. “They have ‘flash’ units which we will go to if the event is of domestic interest. There are five such units, each with two or three cam-



Barnathan

eras, two tape machines, a switcher and character generator. At the major venues we have our own cameras for ourselves.” Responsibilities for international and ABC coverage are split between field directors and producers.

“At some venues there is more than one international feed,” Barnathan continued. There are three world feeds from The Los Angeles Memorial Coliseum, because the high jump, long jump and track competition may be occurring at the same time. In this situation there would be two ABC-only feeds in addition to the three international feeds.

The Sunset and Gower facility is a former Columbia Pictures studio now owned by

ABC. It is normally used for production of the network’s weekday soap opera, *General Hospital*. Production there and at Prospect and Talmadge, purchased in 1949 and now the home of ABC-owned-and-operated KABC-TV, has been discontinued until the end of August. In fact, the Studio 54 set being used for ABC’s primary Olympics coverage is used to tape the syndicated game show *Family Feud*, and four of the studio cameras being used are ordinarily used to shoot that series. A separate studio, using cameras brought in from Sarajevo, Yugoslavia, site of last winters’ Olympics, is used for individual interviews. The four ABC radio network studios are located in Studio 55’s converted rehearsal hall.

About 300 ABC technicians are assigned to each of the two sites. Although about half are ordinarily assigned to Hollywood and half to New York, a few have been brought in from owned-and-operated stations. ABC insists that no personnel cutbacks have been necessitated as a result of the games, although there have been many reassignments. The crew that normally tapes the soap opera, *One Life to Live*, for example, is assigned to basketball coverage.

Construction of the IBC facility began early last March, while UBC modifications have been under way virtually since ABC acquired domestic broadcast rights to the summer games in October 1979. Officials emphasize, however, that the studio construction and purchase of new equipment have been carefully planned to coincide with ABC’s existing development timetable. The Hollywood studios were built for ultimate use as production studios after the Olympics, but were specifically designed to accommodate this summer’s mammoth undertaking.

Although studio construction began a year ago, installation of equipment at the UBC began in earnest after April 15, the date key production hardware arrived from winter Olympics duty in Sarajevo. Some gear went to San Francisco for the Democratic national convention before arriving in Hollywood and will go to Dallas for the Republican national convention before dispersal among ABC-owned facilities throughout the country. KGO-TV San Francisco will be the largest single beneficiary, installing much of the gear in its new facilities.

In addition to the four major sound stages at the UBC, 19 house trailers have been temporarily moved into what is ordinarily a scenery storage area. The trailers are being used as offices, ENG editing studios and graphics production centers.

About half the equipment being used at the Hollywood studios for Olympics coverage is new. Only a small percentage, such as the 52-channel headend (as large as a medium-sized cable system) and more than 325

miles of cable, will have limited utility after the games.

"We figured out several years ago what we would need within the plant and among the five network-owned stations," Barnathan explained. "We then determined what we would need to do both the Olympics and the conventions." It will take about two weeks to complete the breakdown of equipment following the Aug. 13 Olympics wrap-up show. The material that does not remain in Hollywood or San Francisco "will go to [network headquarters in] New York for our new facility that will go into our basement, and there are certain other studios which will get some new equipment. The equipment was purchased for its ultimate use somewhere else, and interim use here. For example, there are about 55 tape machines which will be distributed among New York, Hollywood and the ABC-owned stations after the games are over." The network will pro-rate costs to stations receiving this equipment, based on Olympics usage.

Outside of KABC-TV's local news, the only nonOlympic production going on at the Prospect and Talmadge lot is network news, consisting of live and taped inserts and origination of *Good Morning America*. Although the latter program will originate from Hollywood's Studio 61 from July 30 through Aug. 10, network news origination will remain in New York and Washington during the games. (*World News Tonight* anchor Peter Jennings was to have personally reported opening ceremonies last Saturday evening from Los Angeles.) (Although KABC-TV's news has not been curtailed, the network has taken over several mobile vans, editing units, and microwave equipment and frequencies from the station for the duration of the games.)

The left half of the Olympics studio set was shipped from Sarajevo and the remainder constructed in Hollywood, Barnathan explained. An 80-monitor wall behind the on-air talent is the actual control room used during prime time Olympics broadcasts, supervised from that location by ABC News and Sports President Boone Arledge. A dispatch center is to the executive's immediate right. Jeff Ruhe will assist Arledge as coordinating producer for the games coverage, which began last Friday with a prime time preview show.

With 221 events at 30 different venues, television coverage will be the most complex in Olympic history. In an attempt to

simplify the process, Barnathan said pictures are sent back live whenever possible, with the exception of some archery, fencing, and yachting events, which are being fed by tape-delay.

At the height of the competition this weekend (Aug. 5-6) as many as 15 separate competitions will be taking place simultaneously, forcing ABC to tape coverage in a studio exclusively devoted to recording and playback.

"One of the biggest challenges of putting everything together is the communications with people in the field," explained Olympics programming director Roger Goodman. "The video and audio are fairly straightforward. Essentially the sports production people want to be able to talk from anyone to anyone when they want to but not have to hear them when they don't. We have taken the basic intercom system that exists in the plant and have added two additional intercom systems, one of which will go to KGO-TV as part of their new studios and one to [the ABC network in] New York as part of their studios. This enables Arledge to be able to talk to any announcer at any venue and override anybody else who might be talking to him at that time." In addition, Arledge has a "red phone" directly linked to Los Angeles Olympic Organizing Committee President Peter Ueberroth in case of unspecified emergencies. (A separate control room—but the same set, only blocked differently—is used during daytime coverage. There is a third studio that can also be used for on-air use, plus several smaller, mini-control studios used for production.)

About 70 tape machines are routed through seven switchers to monitors in ABC's main or "A" control room with "hard patches" established each day to the known venue locations (some sites will only be used for a few days during the Olympics). Up to seven separate "ambience cameras" are being used to send live video from Santa Monica Bay, Griffith Park and Marina del Rey, along with a separate helicopter-based ambience feed at certain hours of the day. Two graphics generators, one for names and one for medal standings, are also monitored, plus a separate monitor that can be switched to one of the sophisticated graphics sources on-line (including a four-channel Ampex Digital Originator, a Quantel Mirage, two Quantel 5000's and two Paintboxes). As many as 14 live ENG units are monitored at a given time from various locations.

Seven Dubner character background generators are being used to provide animation and other graphic information, plus four Chyron character generators for simple titling. For more than two years, ABC artists and researchers have been filing storage units with photographs, slides, biographical material and specially prepared graphics. "As members of each team became known," said a spokesman, "we added new material. We have thousands of items to choose from." The most sophisticated graphics production equipment will be sent to New York after the games.

"Unfortunately, we have only 22 positions in the main studio switcher and 127 possible feeds," Goodman pointed out, "so we have subdivided in pre-set to X, Y, and Z feeds and have to continually shift things around. In my opinion we're probably short about 20 monitors, but we probably have as many [80] as we can keep track of at one time."

The network's 30-button push-to-talk field communication system relies on various remote pick-up frequencies and 50 cellular (mobile) telephones distributed among venue producers. (UHF channel 16 has been temporarily assigned for land-mobile users during the Olympics.) In null areas, field personnel can call into a "dial-a-prayer" telephone circuit to monitor on-air audio. At the studio, ABC is using an on-site computer that constantly monitors and updates the program's progress, providing a hard copy printout at half-hour intervals. The computer is programmed to keep track of commercials, promos, station breaks, pre-recorded material, news inserts and other scheduled material. Two 500 kw generators are on site for emergency technical power, plus additional generators for air conditioning and stage lighting. The main set also includes a "VIP viewing room" for ABC clients, who have been invited to the games at network expense.

"We clear the stages for the prime time show," explained Goodman. "Because there is so much going on, we have a pre-set studio which prepares everything for the main control room and goes on the air with intros, transitions and prepares material from ENG set-ups for on-air. They have a still-store, character generator and CBG to support air. . . They also feed bumpers, special animation and special effects to other control rooms which frees people in the main control room to concentrate on content [and] not the mechanics of doing transitions, checking out feeds from the field or digging out video from other sources."

While ABC is helping those affiliates that have requested help in Olympics-related coverage from Los Angeles, Barnathan emphasized that "other [domestic] broadcasters are primarily excluded from all venues and interview areas." This is in accordance with the conditions attached to ABC's \$225-million exclusive domestic coverage contract with the LAOOC and the International Olympic Committee. "[Other broadcasters] can stand wherever they want to outside of those places. We provide them with our program feeds, but they have to wait until after we broadcast the material before they can use it. We have to broadcast it within 48 hours; after that they can use it whenever they want to." □

Women in the news. In numbers, women in broadcast journalism are on a plateau, but their stature and responsibility continue to rise. Those are two principal findings in a study conducted last year for the Radio-Television News Directors Association and published in the July issue of *RTNDA Communicator*.

The national survey found that 11% of the news directors at commercial TV stations in mid-1983 were women, an increase from 8% in 1982 and from less than 1% in 1972. Twenty percent of the radio news directors last year were women, up from 18% in 1982 and from 4% in 1972.

On the other hand, women in mid-1983 constituted 31% of the work force in both TV and radio news, the same as the year before, according to the study. A breakdown of that 31% figure showed five to six women on a news staff of 17 at the typical TV station, "essentially unchanged from 1982." Similarly, the median for radio news was a little less than one woman in a total staff of two and a half, including part-timers, which the study said was about the same as a year earlier.

The survey was conducted by Dr. Vernon A. Stone, director of the school of journalism at Southern Illinois University and chairman of the RTNDA research committee.

Westmoreland attorneys rebut CBS dismissal plea

Filing includes list of 27 instances similar to 'Deception' case in which courts have "characterized" that actual malice occurred, CLF says

Attorneys for General William Westmoreland filed briefs in court last week rebutting CBS's arguments for a summary dismissal of the libel case Westmoreland brought against the network for its documentary, *The Uncounted Enemy: A Vietnam Deception*.

In last week's filing, Westmoreland attorneys argued that evidence of "actual malice is, like the evidence of falsity," on the part of CBS and those individuals named in the suit, "overwhelming." And, to bring the case to trial, Westmoreland argued, "plaintiff need only show that there is a genuine issue as to a material fact. The court is not to weigh the evidence but to establish the existence of disputed issue of material fact. The existence of disputed issues of fact is clear." CBS, which has three weeks to respond to the brief filed with the Southern District Court of New York (the court with jurisdiction over the case), has argued that Westmoreland must show "clear and convincing evidence" of the program's falsity and malice on the part of those involved to defeat the network's motion for summary dismissal. For the court (more specifically, presiding judge Pierre Leval) to weigh the evidence at this pre-trial stage, Westmoreland argued, would be to "usurp the function of the jury."

The Westmoreland brief, filed by the Capital Legal Foundation, cites 27 instances that have been characterized under law as constituting actual malice, all of which, it said, apply to the defendants in the current case. Among those cited was "admissions of doubt regarding the truth of the broadcast." The brief quoted Sam Adams, a paid consultant on the program, and former CIA staffer who has long believed that accurate enemy troop counts had been hidden from the public, as having said shortly before the program aired: "There's a major problem. The documentary seems to pin the rap on General Westmoreland, when probably it belongs higher than that."

Shortly after the program aired, Adams was reported to have told several colleagues who worked on the show with him that "we have to come clean. We have to make a statement that the premise of the show is inaccurate." The brief also cites several CBS News people who worked on the story as having stated in sworn affidavits, or the internal CBS investigation of the case, known as the Benjamin Report, or other interviews, that they had serious doubts about the main premise or fairness and balance of the story.

They included Howard Stringer, the first executive producer of the broadcast; Andrew Lack, senior producer and second executive producer; Ira Klein, the film editor, and researcher Alex Alben.

CBS was also said to have "fabricated a number of events," that were reported in the broadcast, actions that would also constitute malice under libel, according to the Westmoreland brief. Among those events was one in which officers under Westmoreland's command were said to have tampered with a computer memory with enemy troop estimates in it and otherwise engaged in "cover-up" activity.

Another was the network's implied allegation that Westmoreland had his chief intelligence officer, General Joseph McChristian, transferred out of Vietnam for estimating higher enemy troop counts than Westmoreland wanted to see. The Westmoreland brief counters that CBS knew—through its own interview with McChristian—that "... McChristian knew of—and was delighted with—his transfer two months before General Westmoreland first heard of the higher estimates in mid-May 1967." □

CBS affiliates express concern over convention coverage runovers into local news

Group sends letter to News chief Joyce to be sensitive to runovers

The advisory board of the CBS Television Affiliates Association sent a telegram to CBS News President Edward Joyce last week expressing "concern" over the length of coverage of the Democratic national convention. On all four nights, the network's coverage ran past 11 p.m. and into the late-night news block (11 p.m.-11:30 p.m.) of its local affiliates (see story on convention ratings, page 44).

To affiliates, network encroachments into their news blocks are never popular. That issue was one of the biggest at the ABC affiliates meeting in May as the local stations got a network commitment for a minimum nightly two-minute news window at 11 p.m. during the network's Olympics coverage which began last Saturday (July 28). When possible, ABC News President Rooney Arledge said, a five-minute window will be offered.

But the reasons go beyond pure bottom-line considerations for those particular run-over nights. More than one affiliate told BROADCASTING last week there is much truth to the axiom, "Show me the number-one news station in a market and I'll show

you the number-one station in that market."

The CBS advisory board was unanimous in its decision to send Joyce the telegram asking him to be mindful of the "competitive situation" that exists and to try to keep on schedule during the upcoming Republican national convention in August. "We just said we'd like him to consider the integrity of our local newscasts," said Joe Carriere, current chairman of the CBS Affiliates Advisory Board, and president of Caprock Telecasting, which operates TV stations in New Mexico and Texas. The general feeling among affiliates, he said, was that CBS's coverage of the Democratic national convention in San Francisco went on a bit longer than need be.

On Monday evening, CBS convention coverage lasted until 11:09 p.m., compared to ABC's sign-off right at 11 p.m. and NBC's finish at 11:17 p.m. On Tuesday, CBS went on until 11:28 p.m., and ABC until 11:22 p.m., while NBC signed off at 11 p.m. On Wednesday, CBS continued coverage through the roll call vote and up to 1:49 a.m., while NBC broke off at 12:07 a.m. and ABC curtailed coverage at 11:11 p.m.

Paul Raymon, vice president and general manager, WAGA-TV Atlanta, the CBS affiliate there, said that while the bottom line was an important factor, local news is a "primary function of our service to the community [and] a fairly heavy responsibility." He also noted the "very competitive" situation among affiliates and news. He said that except for the first night, the station cut away to do the local news just about on time at 11 p.m. each night and then rejoined the convention later on. Generally after 11 p.m., said Raymon, "they [CBS anchors and correspondents] weren't doing anything except talking to each other."

William Flynn, vice president and general manager of WJBK-TV Detroit, the CBS affiliate, supported the affiliate advisory board. Starting the late-night news after the competition can mean a substantial loss of viewers, he said, which translates to losses in advertising dollars. And much of the post-11 p.m. CBS convention coverage, he said, was "just fill."

Network coverage past 11 p.m., said Ronald Townsend, station manager, WDVM-TV Washington, represents a "no-win situation" for the local broadcaster. But, he said, in the case of convention coverage, it's a "judgment call for the network to make. I saw most of it and thought it was superb, exciting coverage."

Joyce's statement in response to the advisory board telegram was: "We respect and are not unmindful of the importance of late news to local affiliate television stations. But there are inevitably times when in our judgment the significance of a news event requires being on the air." The Democratic convention, he said, "represented such an occasion." □

Y&R to verify commercial use

Agency plans to drop in on TV stations unannounced, to check that ads are running properly

Young & Rubicam USA, New York, will begin a system of auditing TV commercials in September as a result of the FCC's deregulation of stations.

Gary Pranzo, senior vice president and director of intercompany and media liaison and local broadcast for Y&R, said the recent deregulation of TV stations "brings sharply into focus the issue of proof-of-performance." He added that Y&R believes its fiduciary responsibilities to its clients "requires other steps now that deregulation of logs and commercial content are a fact."

The ongoing auditing will be the responsibility of Pranzo and his staff. The checking will consist of a series of unannounced station visits during the year by key members of Y&R's buying staff. The primary goal will be to ascertain the continued accuracy of affidavits received with invoices. A secondary objective, according to Pranzo, will be

to review commercial practices.

In anticipation of deregulation, Y&R last year surveyed 625 TV stations, questioning them primarily about the use of logs and commercial content. The agency said 95% of all stations in the sample replied that there would be no change in commercial loading and they would continue to maintain logs

after deregulation.

Y&R said that despite the positive replies to its survey, it feels compelled to periodically review stations by using the unannounced visits. Y&R said it also will maintain a data bank containing records of each station's practices. Data will be evaluated on a continuing basis, according to Pranzo. □

Changing Hands

PROPOSED

WERC(AM)-WKXX(FM) Birmingham, Ala., WYHY(FM) Lebanon, Tenn., and WSEV(AM)-WMYU(FM) Sevierville, Tenn. □ Sold by Sun-Group Inc. to Sillerman Morrow Broadcasting Group for approximately \$12 million, comprising \$6,257,500 cash and assumption of approximately \$6 million in liabilities. **Seller** is publicly traded Knoxville, Tenn.-based station group headed by George P. Mooney, president. **Buyer** is Middletown, N.Y.-based station group owned by Robert F.X. Sillerman and Bruce Morrow. It owns four AM's and four FM's. It recently sold,

subject to FCC approval, WATL-TV Atlanta to Outlet Broadcasting ("Changing Hands," July 9). WERC is on 960 khz full time with 5 kw. WKXX is on 106.9 mhz with 100 kw and antenna 1,114 feet above average terrain. WYHY is on 107.3 mhz with 100 kw and antenna 730 feet above average terrain. WSEV is daytimer on 930 khz with 5 kw. WMYU is on 102.1 mhz with 100 kw and antenna 1,000 feet above average terrain.

KRLA(AM) Pasadena, Calif. □ Sold by Western Broadcasting Corp. to Greater Media Inc. for approximately \$9.5 million. **Seller** is owned by Leslie Townes (Bob) Hope (44.5%), William R. Pagen (17.2%), Norman R. Tyre (9.04%), Art Linkletter (5.7%) and five others. Western acquired 40% of station in merger agreement with four competing applicants in 1978, culminating 14-year contest. It completed acquisition of remaining 60% in February 1983, paying \$4,679,164. **Buyer** is East Brunswick, N.J.-based station group and MSO with five AM's, six FM's, eight cable systems and publishes weekly East Brunswick *Sentinel-Spokesman*. It is equally owned by Peter A. Bordes, chairman and CEO, and Joseph L. Rosenmiller. KRLA is on 1110 khz full time with 50 kw day and 10 kw night.

WFAS-AM-FM White Plains, N.Y. □ Sold by Affiliated Broadcasting Inc. to Prospect Communications Inc. for \$5 million cash. **Seller** is subsidiary of Affiliated Publications Inc., publicly traded Boston-based station group and MSO headed by William O. Taylor, chairman. It owns five AM's, five FM's, 45% of 33 cable systems, and publishes *The Boston Globe*. **Buyer** is owned by Herb Saltzman, who formerly owned WVNJ-AM-FM Newark, N.J. ("Changing Hands," May 9; June 27, 1983). He has no other broadcast interests. WFAS is on 1230 khz full time with 1 kw day and 250 w night. WFAS-FM is on 103.9 mhz with 600 w and antenna 670 feet above average terrain.

WKDJ(AM)-WHRK(FM) Memphis □ Sold by DKM Broadcasting Co. to Adams Communications Inc. for \$3,630,000 cash. **Seller** is newly formed, New York-based firm headed by Robert R. Dyson. Its investors include principals of Dyson-Kissner-Moran Corp., New York-based diversified investment firm. It owns three AM's and four FM's.

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7/30/84

Station was acquired DKM Broadcasting's purchase of Schering-Plough stations ("In Brief," June 4). Dyson also owns WPTR(AM) Troy, WEOK(AM)-WPDH(FM) Poughkeepsie and WFLY(FM) Albany, all New York. **Buyer** is Wayzata, Minn.-based station group with two AM's, two FM's and five TV's. It is owned by Stephen Adams. WKDJ is on 680 khz full time with 10 kw day and 5 kw night. WHRK is on 97.1 mhz with 100 kw and antenna 530 feet above average terrain. *Broker: Milton Q. Ford & Associates.*

KILO(FM) Colorado Springs □ Sold by KILO Broadcasting Co. to Bahakel Communications Ltd. for \$3.6 million cash. **Seller** is owned by Robert Telmosse and James Pinkston who have no other broadcast interests. **Buyer** is Charlotte, N.C.-based station group headed by Cy N. Bahakel, president. It owns six AM's, five FM's and seven TV's. KILO is 93.9 mhz with 83 kw and antenna 2,110 feet above average terrain. *Broker: Chapman Associates.*

KSTR(AM) Grand Junction, and KWDE(FM) Montrose, both Colorado □ Sold Transwestern Corp. to Rainbow Broadcasting Corp. for \$1.7 million cash and assumption of \$55,000 note. **Seller** is Dillon, Colo.-based diversified firm with interests in real estate, oil and ski equipment rentals. It is owned by Thomas J. Wiens, who also owns KATI(AM)-KAWY(FM) Casper, Wyo. **Buyer** is owned by Michelle Elliot (40%), her husband, Edward (40%), and her father, Henry E. Zoller (20%). Michelle Elliot recently sold her 50% interest in KLLT(FM) Grants, N.M. ("For the Record," June 18). Zoller has interest in Harmon & Co., operator of cable system in West Fargo, N.D. KSTR is daytimer on 620 khz with 5 kw. KWDE is on 96.1 mhz with 65 kw and antenna 1,679 feet above average terrain.

KVOE(AM)-KLR(FM) Emporia, Kan. □ Sold by Bluestem Broadcasting Co. to Emporia Broadcasting Inc. for \$1,250,000, comprising \$362,500 cash and \$687,500 note at 11%, plus \$200,000 noncompete agreement. **Seller** is owned by Edward J. McKernan III, who has no other broadcast interests. **Buyer** is owned by Richard Wagner who owns KODY-AM-FM North Platte, Neb. KVOE is on 1400 khz with 1 kw day and 250 w night. KLR(FM) is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Ralph E. Meador.*

KWAY-AM-FM Waverly, Iowa □ Sold by Cedar Valley Broadcasting Co. to Aelvin E. Suhr for \$843,056.70, comprising \$68,056.70 cash and remainder note at 8%. **Seller** is owned by John W. Talbott, who also owns KNOD(FM) Harlan, Iowa. **Buyer** is general manager of station and has no other broadcast interests. KWAY is daytimer on 1470 khz with 1 kw. KWAY-FM is on 99.3 mhz with 3 kw and antenna 180 feet above average terrain.

KXRA-AM-FM Alexandria, Minn. □ Sold by Alexandria Communications Corp. to KXRA Inc. for \$722,000, comprising \$190,000 cash and remainder note at 10%. **Seller** is owned by estate of Robert E. Hines; his wife, Kathryn, and his son, Robert E. Hines Jr., who have no other broadcast interests. **Buyer** is principally owned by Marvette Ha-

gevik, who also owns WRDN-AM-FM Durand, Wis. KXRA is on 1490 khz with 1 kw day and 250 w. KXRA-FM is on 92.7 mhz with 3 kw and antenna 150 feet above average terrain.

WORC(AM) Worcester, Mass. □ Sold by Knowles Broadcasting Co. to The Greater Worcester Wireless Talking Machine Co. for \$541,000, comprising \$450,000 cash, and \$91,000 noncompete agreement. **Seller** is owned by Roger B. Knowles who has no other broadcast interests. **Buyer** is owned by Arnold S. Lerner (45%), Ronald R. Frizzell (45%) and Donald T. Fitzgibbons (10%). Lerner and Frizzell own WLAM(AM) Lewiston, Me., and WKZS(FM) Auburn, Me. Lerner also owns WLLH(AM)-WSSH(FM) Lowell-Lawrence, Mass. Fitzgibbons is general manager of Auburn station. WORC is on

1310 khz with 5 kw day and 1 kw night. *Broker: Ralph E. Meador.*

KHUG-AM-FM Medford, Ore. □ Sold by KHUG Inc. to Rogue River Radio Ltd. Partnership for \$500,000, comprising \$50,000 cash and remainder note. **Seller** is owned by Donald E. Smullen who also owns KLOO(AM)-KFAT(FM) Corvallis, Ore.; KPRB-AM-FM Redmond, Ore., and is applicant for new TV in Caldwell, Idaho. He also has interest in KIPO-AM-FM Lihue, Hawaii. **Buyer** is owned by Barry D. Wood, attorney with Washington communications law firm of Wiley, Johnson & Rein. He has no other broadcast interests. KHUG is on 1300 khz full time with 5 kw. KHUG-FM is construction permit for 105.1 mhz with 33 kw and antenna 3,273 ft.

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KSEK(AM) Pittsburg, Kan. □ Sold by KSEK Inc. to Heartland Broadcasting Co. for \$425,000, comprising \$75,000 cash, and \$350,000 note. Seller is owned by John E. Elsner, who owns KVRO(FM) Stillwater, Okla., and has interest in KFSB(AM) Joplin, Mo. He also owns CP for new FM in Webb City, Mo. Buyer is owned by Timothy O. Menowsky, former regional manager for National Association of Broadcasters and former general manager at WSQV(FM) Jersey Shore, Pa. He has no other broadcast interests. KSEK is on 1340 khz full time with 1 kw day and 250 w night.

KXGO(FM) Arcata-Eureka, Calif. □ Sold by Record Plant Broadcasting Co. to James Nelly for \$425,000. Seller is owned by Chris Stone and his wife, Gloria, who have no other broadcasting interests. Buyer is former owner of KUJ-AM-FM Walla Walla, Wash. ("For the Record," Dec. 15, 1975). He also entered agreement to purchase KMO(AM) Tacoma, Wash., which was approved by FCC ("Changing Hands," Jan. 24, 1983), but deal fell through. At present he has no other broadcast interests. KXGO is on 93.1 mhz with 250 w and antenna 1,050 feet above average terrain. It has construction permit for operation at 44.2 kw. Broker: Chapman Associates.

KHEI(AM) Kihei and KVIB(FM) Makawao, Hawaii □ Sold by Valley Isle Broadcasting Ltd., debtor-in-possession, to William S. Sanders for \$395,000 cash. Seller is principally owned by Kris Engel who has no other broadcast interests. Buyer has interest in

KKZZ(AM)-KOTE(FM) Lancaster-Palmdale and KKBZ-AM-FM Santa Paula, both California, KPER(FM) Hobbs, N.M., and Kachina Cable Communications, operator of cable system in Fort Collins, Colo. He had interest in KVKM(AM)-KGEE(FM) Monahans, Tex., and KDHI(AM)-KQYN(FM) Twentynine Palms, Calif., which were recently sold ("Changing Hands," April 9, April 16). KHEI is on 1110 khz full time with 5 kw. KVIB is on 94.3 mhz with 3 kw and antenna 22 feet below average terrain.

WKVL(AM)-WBBC(FM) Blackstone, Va. □ Sold by Blackstone Broadcasting Corp. to Blackstone Communications Inc. for \$375,000 cash. Seller is owned by David L. Ulmstead, and his wife, Pamela. They have no other broadcast interests. Buyer is owned by Michael C. Rau, staff engineer with National Association of Broadcasters. He has no other broadcast interests. WKVL is daytimer on 1440 khz with 5 kw. WBBC is on 93.5 mhz with 1.8 kw and antenna 370 feet above average terrain. Broker: Blackburn & Co.

WKKE(AM) Pearl, Miss. □ Sold by Mid South Media Inc. to Buchanan Broadcasting Co. for assumption of \$348,000 debt to First National Bank of Jackson, Miss. Seller is principally owned by Pamela K. Clark and her husband, W. Earl Clark. They also have applications for new TV in Magee, Miss., and for LPTV in Pearl, Miss. Buyer is owned by Robert M. Buchanan, who owns Buchanan Investments Inc., Jackson, Miss.-based investment banking firm. He has no other broadcast interests. WKKE is on 1180 khz with 10 kw day and 5 kw night.

WWCO(AM) Waterbury, Conn. □ Sold by Winnipeg Corp. to Greater Radio Inc. for \$300,000, comprising \$50,000 cash and remainder note at 10%. Seller is subsidiary of Mercury Broadcasting Corp., headed by Joseph B. Somerset, president. It also owns WNLC(AM)-WTYD-FM New London, Conn., which have also been sold subject to FCC approval ("For the Record," May 14). Somerset is broadcast consultant to Capital Cities and LIN Broadcasting. Buyer is owned by Sam Brownstein, and his wife, Marilyn. Brownstein is retired sales executive with no other broadcast interests. WWCO is 1240 khz with 1 kw day and 250 w.

KJOE(AM) Shreveport, La. □ Sold by KJOE Broadcasting Inc. to Dale McWright and David Graham for \$275,000 cash. Seller is owned by Jerry Lynch who also owns KPIK(AM) Colorado Springs and KBYE(AM) Oklahoma City. Buyers are Shreveport investors with no other broadcast interests. KJOE is daytimer on 1480 khz with 1 kw. Broker: Norman Fischer & Associates Inc.

KDOR(TV) Bartlesville, Okla. □ Sold by Lea Country Television to Tri-State Christian T.V. for \$245,000 cash. Seller is principally owned by W.H. Gresham, applicant for new TV in Gallup, N.M. He has also purchased KDCD-TV Midland, Tex. ("For the Record," Sept. 5, 1983). Graham is publisher of *Leader*, Lovington, N.M., daily newspaper. Buyer is nonstock, nonprofit corporation headed by Garth Coonce, president. It also owns WAQP(TV) Saginaw, Mich., and WWTO(TV) LaSalle and WTCT-TV Marion, both Illinois. KDOR is independent on channel 17 with 85 kw visual, 8.5 kw aural and antenna 490 feet above average terrain.

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System serving Pasco county, Fla. □ Sold by Storer Communications Inc. to Gulfstream Cablevision of Pasco County for \$27 million. Seller is publicly traded Miami-based station group and MSO with seven TV's and 150 cable systems. Buyer is principally owned by Atlantic American Properties Inc., headed by Bill Guerina, with other general and limited partners to be added in future. It has no other cable interests. System passes 53,000 homes with 25,000 subscribers and 775 miles of plant. Broker: Communications Equity Associates.

System serving Milton and portions of Santa Rosa county, Fla. □ Sold by Santa Rosa Cablevision to The Essex Group for approximately \$5 million. Seller is owned by Gary Solomon and Ron Slaughter. Slaughter also owns two cable systems in Mississippi and Tennessee. Buyer is Greenwich, Conn.-based MSO with 57 systems. It is partnership of Paul Field, Dave Pardonner and Odyssey Partners, New York-based investment firm. Odyssey Partners also has interest in WPMT-TV York, Pa.; WTSG-TV Albany, Ga.; WTXS-TV Waterbury, Conn., and WDLZ-TV Miami. They have also purchased WPCQ-TV Charlotte, N.C. ("Changing Hands," April 9), subject to FCC approval. System passes 9,626 homes and has 4,819 subscribers with 209 miles of plant.

For other proposed and approved sales, see "For the Record," page 60.

Effort to ban alcohol ads defeated

State legislatures conference votes down by wide margin resolution that would ban advertising of alcohol during sports programming

A resolution calling for a ban of liquor advertising on radio and TV during sports programs was defeated last week during the annual meeting of the National Conference of State Legislatures. The measure was proposed as part of the legislators' effort to find ways to fight alcohol abuse.

The National Association of Broadcasters opposed the idea, and retained media lawyer Floyd Abrams to present its position to the conference, held in Boston. Banning liquor advertising is "precisely the wrong way to go about solving the problem" of alcohol abuse, he said, and suggested the lawmakers buy advertising time to "preach and teach" about the dangers of alcohol. He asserted the Supreme Court "has never upheld any ban of truthful and nondeceptive advertising of a lawful product, and I doubt it ever will." Abrams, who has successfully represented broadcasting and newspaper clients in key First Amendment cases, strongly supported the principle that he said led the high court to protect commercial speech: "The cure for the ills of speech is more speech, not less speech. When you stifle speech, you go headlong into protected First Amendment values."

Apparently the legislators agreed with Abrams. The resolution was voted down 27 to 3 by the conference's law and justice committee.

The idea, either to ban alcohol advertising on radio and television or to require equal time for "health messages," originated with a group called Project SMART (Stop Marketing Alcohol on Radio and Television), launched by Michael Jacobson, executive director of the Center for Science in the Public Interest, and others (BROADCASTING, July 2).

Children begin watching TV and listening to radio when they're about 3 years old, Jacobson told the conference, and are exposed to a "drumbeat over 15 years that drinking is related to happiness and success." He called it "nonsensical public policy to let airwaves brainwash yet another generation."

The liquor industry spends two to three billion dollars each year to promote sales, Jacobson said, but in addition to convincing consumers to switch from one brand to another, the ads increase drinking in general.

David Pittman, chairman of the sociology department at Washington University, St. Louis, disagreed on that point. The beer industry, he said, is "a mature one that has stagnated." Brewers, he said, advertise to increase or maintain market share rather than seduce nondrinkers.

Pittman also said studies in the U.S., Canada and Great Britain show scant relationship between liquor advertising and alcohol problems. □



Foreground: Abrams, Pittman and Jacobson. Figure in rear, second from left, is unidentified.

Confirmation. The Senate Foreign Relations Committee last week held confirmation hearings for Jorge Mas, whom President Reagan has nominated to be chairman of the Radio Marti advisory board, and Diana Lady Dougan, who was nominated to serve as coordinator for communications and information policy in the State Department with permanent rank of ambassador. No vote was taken on either nomination. An aide said votes would probably be taken at the committee's regular business meeting Tuesday (July 31).

Mas, a participant in the ill-fated Bay of Pigs invasion of Cuba during the early 1960's and currently president and owner of Church and Tower of Florida Inc., an engineering contracting firm, said that if he were confirmed as chairman of the advisory board, he would strive to insure that Radio Marti was accurate, objective and well balanced. "It should not be an ideological tool," he said.

Mas, 44, has, according to committee members, made generous campaign contributions to key congressional Republicans. Mas said he made those contributions to support the political system. "I don't take for granted what Americans who were born here take for granted, which is freedom," he said.

Dougan, who has been holding down the coordinator's job under an appointment by the secretary of State and was given temporary rank of ambassador, deflected a question as to whether Congress should do anything to clarify the international jurisdictions in the executive branch. "I think we're in the process of working it out," she said.

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For the Record

As compiled by BROADCASTING, July 18 through July 25, 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

AM's

■ Buena Vista, Calif.—Buena Vista Broadcasters seeks 1450 khz; .25 kw-U. Address: P.O. Box 46, Milner, Colo. 80487. Principal is owned by Gary L. Zellmer, and his wife Sylvia (90%); his father, Robert, and his wife, Marjorie (10%). Gary and Sylvia Zellmer have no other broadcast interests. Robert Zellmer is technical director and 10% owner of new AM in Salina, Utah. Robert D. Zellmer Jr., brother and son, respectively, owns KRZD(AM) and pending FM in Hayden, Colo. They also have app. for new AM in Granby, Colo. Filed July 20.

■ Port St. Lucie, Fla.—St. Lucie Radio Corp. seeks 1590 khz; .5 kw-D. Address: Route 5, Box 166, Fort Pierce, Fla. 33450. Principal is owned by Donna C. Sherwood (100% voting stock, 10% ownership) and her father, Ray (90% ownership). Donna Sherwood is video and audio engineer at WOIT-TV Ames, Iowa. Ray Sherwood is chief operator of WRIT(FM) Stuart, and WOVM(FM). WIRA(AM) and WQSC(FM) Fort Pierce, all Florida. He also has interest in app. for new FM in Vero Beach, Fla. Filed July 12.

■ Walkersville, Md.—Elijah Broadcasting Corp. seeks 700 khz; 5 kw-D. Address: 8394 Knighton Ct., P.O. Box 418, Union Bridge, Md. 21791. Principal is equally owned by L. Harvey Kirk III, and his wife, Wanda. They have no other broadcast interests. Filed July 17.

FM's

■ Anchorage—Alaska Northwest Broadcasting Foundation Inc. seeks 98.1 mhz; 100 kw; minus 295 ft. Address: P.O. Box 872185, Wasilla, Alaska 99687. Principal is owned by Nell A. Fleming (52%), Archie Taft (24%) and Fred Von Hofen (24%). They have no other broadcast interests. Filed July 19.

■ Anchorage—Mat-Su Broadcasting Co. seeks 98.1 mhz; 97.5 kw; HAAT: 1,009 ft. Address: 626 F St., Anchorage, Alaska 99501. Principal is owned by Linda J. Patterson (50%) and Larry J. Bissey (50%). They have no other broadcast interests. Filed July 20.

■ Juneau—Locher Development Corp. seeks 100.7 mhz; 50 kw; HAAT: minus 982 ft. Address: Box 1352, Juneau, Alaska 99802. Principal is owned by Joseph R. Locher who has no other broadcast interests. Filed July 19.

■ Ketchikan, Alaska—Gateway Broadcasting Co. seeks 106.7 mhz; 10 kw; HAAT: minus 197 ft. Address: 526 Steadman St., Ketchikan, Alaska 99901. Principal is owned by E. Roy Paschal (65.2%), Steven L. Rhyner (12.8%), Allen A. Engstrom (11.1%) and three others. It also owns KTKN(AM) Ketchikan, KIFW(AM) Sitka, KJNO(AM)-KTKU(FM) Juneau, all Alaska. Filed July 19.

■ *Avalon, Calif.—Coastal Broadcasting Foundation and School Inc. seeks 88.7 mhz; 100 w; HAAT: minus 851 ft. Address: 205 Crescent St., Space #128, Avalon, Calif. 90704. Principal is nonprofit corporation headed by Ronald

Sindoni. pres. It has no other broadcast interests. Filed July 19.

■ Bowling Green, Ky.—Bowling Green Community Broadcasting seeks 90.7 mhz; 14 kw; HAAT: 458 ft. Address: 1423 Scottsville, Rd. Bowling Green, Ky. 42101. Principal is nonprofit corporation headed by Joseph C. Timberlake, pastor at First Assembly of God Church, Bowling Green. It has no other broadcast interests. Filed July 13.

■ Delhi, La.—Macon Ridge Broadcasting Inc. seeks 93.5 mhz; 3 kw; HAAT: 300 ft. Address: 109 Harrison St., Rayville, La. 71269. Principal is owned by Marion G. Hill (50%) and Roma L. Kidd (50%). Kidd's husband is Bobby Ray Kidd, GM and 20% owner of KXLA(AM) Rayville, La. Hill has app. for LPTV in Monroe, La. Filed July 19.

■ *Princess Anne, Md.—University of Maryland, Eastern Shore seeks 91.3 mhz; 50 kw; HAAT: 356 ft. Address: Backbone Rd., J.T. Williams Administration Bldg., Princess Anne, Md. 21853. Principal is educational institution headed by Joseph D. Tydings, chairman, Board of Regents. It has no other broadcast interests, however, A. James Clark, member of board owns WCEI-AM-FM Easton, Md. Filed July 17.

■ *Omaha—Buford Foundation Inc. seeks 88.7 mhz; 100 w; HAAT: 100 ft. Address: 3194 Ames Ave., Omaha, Neb. 68111. Principal is nonprofit organization headed by Carl Washington, director. It has no other broadcast interests. Filed July 19.

■ Lawton, Okla.—Delbert F. Ault seeks 94.3 mhz; 3 kw; HAAT: 300 ft. Address: 201 South Fourth St., Danville, Ky. 40422. Principal is also app. for new FM's in Pearl City, Hawaii and Amarillo, Tex. Filed July 19.

■ Lawton, Okla.—Lawton Communications Co. seeks 94.3 mhz; 3 kw; HAAT: 264 ft. Address: Box 233, Medicine Park, Okla. 73557. Principal is owned by Edward E. Hillary (13%); his wife, Eunice (13%); his brother, Stephen (25%); Gerald R. Roberts (24.5%), and Bill Austin (24.5%). Edward and Stephen each own 20% of Southwestern CATV Inc., operator of cable system in Apache, Okla. Austin owns 40%, and is GM of WSMT-AM-FM Sparta, Tenn. Roberts has app. for LPTV in Cookeville, Tenn. Filed July 19.

■ *Vinita, Okla.—Oklahoma Educational Broadcasting Foundation seeks 91.5 mhz; 634 kw; HAAT: 261 ft. Address: 617 Marvel, Chandler, Okla. 74834. Principal is nonprofit corporation run by Gary K. Schroeder, and his wife, Vicki; David Thornburg, and his wife, Ruth. They have no other broadcast interests. Filed July 18.

■ *Bend, Ore.—Joy Educational Broadcasting Foundation seeks 91.3 mhz; .679 kw; HAAT: 1,816 ft. Address: 1632 98th Ave., Oakland, Calif. 94603. Principal is nonprofit corporation run by Darrell D. Collard. It also has app. for new FM in Moses Lake, Wash., and Klamath Falls, Ore. Filed July 16.

■ *Erie, Pa.—Bayfront NATO Inc. seeks 88.5 mhz; .4 kw; HAAT: 112 ft. Address: 312 Chestnut St., Erie, Pa. 16507. Principal is nonprofit corporation headed by Thomas I. Shabazz, president. It has no other broadcast interests. Filed 19.

■ *Amarillo, Tex.—Caprock Educational Broadcasting Foundation seeks 89.1 mhz; .615 kw; HAAT: 415 ft. Address: 3515 Goodfellow Lane, Amarillo, Tex. 79121. Principal is nonprofit corporation run by Gary Barton, Scott Gilmore and Mark Ensign. They also have app.'s for new FM's in Lubbock, Plainview and Borger, all Texas. Filed July 18.

Ownership Changes

Applications

■ WATM(AM)-WSKR(FM) Atmore, Ala. (AM: 1590 khz; 5 kw-D; 1 kw-N; FM: 104.1 mhz; 29 kw; HAAT: 195 ft.)—Seeks assignment of license from 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 ("Changing Hands," July 9). Filed July 17.

■ KSTR(AM) Grand Junction, and KWDE(FM) Mon-

trose, both Colorado (AM: 620 khz; 5 kw-D; FM: 96.1 mhz; 65 kw; HAAT: 1,679 ft.)—Seeks assignment of license from KSTR Broadcasting Inc. and KWDE Broadcasting Inc., respectively, to Rainbow Broadcasting Corp. for \$1.7 million cash and assumption of \$55,000 note. Sellers are subsidiaries of Transwestern Corp., Dillon, Colo.-based diversified firm with interests in real estate, oil and ski equipment rentals. It is owned by Thomas J. Wiens, who also owns KATI(AM)-KAWY(FM) Casper, Wyo. Buyer is owned by Michelle Elliot (40%); her husband, Edward (40%), and her father, Henry E. Zoller (20%). Michelle Elliot has recently sold her 50% interest in KLLT(FM) Grants, N.M. ("For the Record," June 18). Zoller has interest in Harmon & Co., operator of cable system in West Fargo, N.D. Filed July 20.

■ WWCO(AM) Waterbury, Conn. (1240 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Winnipeg Corp. to Greater Radio Inc. for \$300,000, comprising \$50,000 cash and remainder note at 10%. Seller is subsidiary of Mercury Broadcasting Corp., headed by Joseph B. Somerset, president. It also owns WNLC(AM)-WTYD-FM New London, Conn., which have also been sold subject to FCC approval ("For the Record," May 14). Somerset is broadcast consultant with Capitol Cities and LIN Broadcasting. Buyer is owned by Sam Brownstein, and his wife, Marilyn. Brownstein is retired sales executive with no other broadcast interests. Filed July 19.

■ WUSW(AM) [CP] Cross City, Fla. (1240 khz)—Seeks assignment of CP from Seashore Broadcasting Co. to Women in Fla. Broadcasting Inc. for \$7,500 cash. Seller is owned by Frank A. Woods, and his wife, Jayne (51%), and H.L. Townsend (49%). They also own WTBP(AM) Parsons, Tenn., and WBRY(AM) Woodbury, Tenn. Jayne Woods also has interest in KOOO(AM) and KESY(FM) Omaha. Buyer is owned by Sharon A. Siefert; her sister, Beverly J. Johnston, and Carol J. Lamons. They also have app. for new AM in Lake Placid, Fla. Filed July 17.

■ KWAY-AM-FM Waverly, Iowa (AM: 1470 khz; 1 kw-D; FM: 99.3 mhz; 3 kw; HAAT: 180 ft.)—Seeks assignment of license from Cedar Valley Broadcasting Co. to Accliv E. Suhr for \$843,056.70, comprising \$68,056.70 cash and remainder note at 8%. Seller is owned by John W. Talbott, who also owns KNOD(FM) Harlan, Iowa. Buyer is sales manager at KXEL(AM) Waterloo, Iowa, and has no other broadcast interests. Filed July 19.

■ KVOE(AM)-KLRF(FM) Emporia, Kan. (AM: 1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Bluestem Broadcasting Co. to Emporia Broadcasting Inc. for \$1,050,000, comprising \$362,500 from Escrow and \$687,500 note at 11% for 10 years, plus \$200,000 noncomplete agreement. Seller is owned by Edward J. McKernan III, who has no other broadcast interests. Buyer is owned by Richard Wagner, who owns KODY-AM-FM North Platte, Neb. Filed July 12.

■ KDBQ(FM)-KSEK(AM) Pittsburg, Kan. (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 96.9 mhz; 100 kw; HAAT: 390 ft.)—Seeks assignment of license from J.R. Broadcasting Co. and KSEK Inc. to Heartland Broadcasting Co. for \$36,060 cash, including \$10,000 noncomplete agreement for FM (sale is contingent on Heartland's purchase of station assets from bank in private foreclosure sale) and \$425,000 for AM, comprising \$75,000 cash, and \$350,000 note. Seller J.R. Broadcasting is owned by Richard D. Chegwinn (50%) and John C. David. They also own KFSB(AM) Joplin, Mo. Chegwinn is vice chairman and David is VP of KVRO Inc. Seller KSEK is owned by John E. Elsnor is chairman of KVRO Radio, owner of KVRO(FM) Stillwater, Okla., and owns CP for new FM in Webb City, Mo. Buyer is owned by Timothy O. Menowsky, former regional manager for NAB in Texas and Louisiana and former GM at WSQV(FM) Jersey Shore, Pa., who now has no other broadcast interests. Filed July 17.

■ WORC(AM) Worcester, Mass. (1310 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Knowles Broadcasting Co. to The Greater Worcester Wireless Talking Machine Co. for \$541,000, comprising \$450,000 cash, and \$91,000 noncomplete agreement payable at 15% over 60 months. Seller is owned by Roger B. Knowles, who has no other broadcast interests. Buyer is owned by Arnold S. Lerner (45%), Ronald R. Frizzell (45%) and Donald T. Fitzgibbons (10%). Lerner and Frizzell own WLAM(AM) Lewiston, Me., and WKZZ(FM) Auburn, Me. Lerner also owns WLLH(AM)-WSSH(FM) Lowell-Lawrence, Mass.

itzgibbons is GM of Auburn station. Filed July 16.

■ **KXRA-AM-FM** Alexandria, Minn. (AM: 1490 kHz; 1 kw-D; 250 w-N; FM: 92.7 mhz; 3 kw; HAAT: 150 ft.)—Seeks transfer of control of Alexandria Communications Corp. from estate of R.E. Hines Sr. (100% before; none after) to KXRA Inc. (none before; 100% after) for \$722,000, comprising \$190,000 cash and remainder note at 10%. Seller is owned by estate of Robert E. Hines; his son, Robert E. Hines Jr., and his wife, Kathryn, who have no other broadcast interests. Buyer is principally owned by Marvette Hagevik, who also owns WRDN-AM-FM Durand, Wis. Filed July 19.

■ **WKKE(AM)** Pearl, Miss. (1180 kHz; 10 kw-D 5 kw-N)—Seeks assignment of license from Mid South Media Inc. to Buchanan Broadcasting Co. for assumption of \$348,000 debt to First National Bank of Jackson, Miss. Seller is principally owned by Pamela K. Clark, and her husband, W. Earl Clark. They also have application for new TV in Magee, Miss., and app. for LPTV in Pearl, Miss. Buyer is owned by Robert M. Buchanan, who owns Buchanan Investments Inc., Jackson, Miss.-based investment banking firm. He has no other broadcast interests. Filed July 17.

■ **KMMJ(AM)** Grand Island, Neb. (750 kHz; 10 kw-D)—Seeks assignment of license from KMMJ Inc. to Clinton Broadcasting Co. for \$855,000, cash, including \$200,000 noncompete agreement. Seller is subsidiary of Forum Publishing Co., Fargo, N.D.-based publisher of Wilmar, Minn., *West Central Daily Tribune*, and Fargo, N.D., *The Fargo Forum*, and station group owning one AM, one FM and five TV's. It is headed by William C. Marcell. Buyer is owned by Randall K. Boesen, who owns KFOO(AM) Flat River, Mo. Filed July 18.

■ **WPCQ-TV** Charlotte, N.C. (ch. 36; ERP vis. 100 kw; aur. 10 kw; HAAT: 1,354 ft.; ant. height above ground: 1,405 ft.)—Seeks assignment of license from Group W Television to Channell 36 Inc. for \$24,250,000, comprising \$17 million cash, and \$7,250,000 note at 12% payable five years after closing. Seller is subsidiary of Westinghouse Broadcasting and Cable Inc., which owns six AM's, five FM's and six TV's. Buyer is owned by Leon Levy, Jack Nash, Lester Pollack, Martin Rabinowitz and 50 others. They form Odyssey Partners, who own WTTX(TV) Waterbury, Conn.; WPMI-TV York, Pa.; WTSG(AM) Albany, Ga., and WDLZ(TV) Miami, and have interest in The Essex Group, cable MSO operating 53 systems. Filed July 12.

■ **WRCW(AM)** Canton, Ohio—Seeks transfer of control of Arcey Broadcasting Inc. from Raymond W. Crowl (50% before; none after) to Ronald D. Colaner (50% before; 100% after) for \$40,200 cash and assumption of debts. Seller and buyer have no other broadcast interests. Filed July 16.

■ **KDOR(TV)** Bartlesville, Okla.—Seeks assignment of license from Lea Country Television to Tri-State Christian T.V. for \$245,000 cash. Seller is principally owned by W.H. Gresham, app. for new TV in Gallup, N.M. He has also purchased KDCC-TV Midland, Tex. ("For the Record," Sept. 5, 1983). Graham is publisher of *Leader*, Lovington, N.M., daily newspaper. Buyer is nontoxic nonprofit corporation headed by Garth Coonce, president. It also owns WAQP(TV) Saginaw, Mich., and WWTO(TV) LaSalle, Ill. and WTCT-TV Marion, Ill. Filed July 12.

■ **KECO(FM)** Elk City, Okla. (96.5 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from Ronca Broadcasting Co. to John B. Walton for \$575,000 cash. Seller is owned by Ron Sewell, Elk City, Okla., farmer with no other broadcast interests. Buyer was owner of KIKX(AM) Tucson, Ariz., whose license was denied by FCC in 1980 ("For the Record," June 16, 1980), for news staging, hoax broadcasts and failure to exercise adequate control over station operations. He also owns KIDD(AM) Monterey, Calif.; KDJY(AM)-KBUY-FM Amarillo, Tex., and KWST(FM) Carmel, Calif. Filed July 16.

■ **KADS(AM)** Elk City, Okla. (1240 kHz; 1 kw-D; 250 w-N)—Seeks assignment of license from Beckham Broadcasting Co. to John B. Walton for \$375,000 cash. Seller is owned by Howard McBee, who also owns KRPT-AM-FM Anadarko, Okla. Buyer is also purchasing KECO-FM Elk City, Okla. (see above).

■ **KHUG-AM-FM** Medford, Ore. (AM: 1300 kHz; 5 kw-U)—Seeks assignment of license from KHUG Inc. to Rogue River Radio Ltd. Partnership for no less than \$500,000, comprising \$50,000 down payment, and remainder note. FM station is unbuilt CP, in agreement purchase price is determined by gross income of stations for three-year period after closing. Seller is owned by Donald E. Smullen, who also owns KLOO(AM)-KFAT(FM) Corvallis, Ore., KPRB-AM-FM Redmond, Ore., and is app. for new TV in Caldwell, Idaho. He also has interest in KIPO-AM-FM Lihue, Hawaii. Buyer is owned by Barry D. Wood, attorney with Washington communications law firm of Wiley, Johnson & Rein. He has no other broadcast interests. Filed July 12.

■ **WRHI(AM)** Rock Hill, S.C. (1340 kHz; 1 kw-D; 250 w-N)—Seeks assignment of license from Radio Dixie Inc. to Our 3 Sons Partnership for \$650,000, comprising \$110,000 cash and remainder in note. Seller is owned by Theodore H. Gray who also owns WFLB(AM) Fayetteville, N.C. Buyer is owned by Manning H. Kimmel IV and David N. Aydelotte, who also own WCBC(AM) Cumberland, Md.

■ **KTXA(TV)** Fort Worth (ch. 21; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,609 ft.; ant. height above ground: 1,529 ft.)—Seeks assignment of license from Channel 20 Inc. to HOU-GBC Corp. for \$64,375,000 plus \$12,875,000 if operating profit for first year equals or exceeds \$12 million and \$18,025,000 if profit exceeds \$16 million. If sale is not closed by Dec. 31, price will be increased by \$1,545,000. Seller is principally owned by Sidney Shlenker, chairman, Milton Grant, president, and eight others. Buyer is subsidiary of Gulf Broadcast Group, station group of two AM's six FM's and three TV's, Alan Henry, president. It has also purchased KXTH(TV) Houston (see below). Filed July 16.

■ **KTXH(TV)** Houston (ch. 20; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,807 ft.; ant. height above ground: 2,000 ft.)—Seeks assignment of license from Channel 20 Inc. to HOU-GBC Corp. for \$60,625,000, plus \$12,125,000 if profit for first year after closing equals or exceeds \$12 million and \$16,975,000 if profit exceeds \$16 million. If sale is not closed by Dec. 31, price will be increased by \$1,455,000. Principals have also sold KTXA(TV) Fort Worth (see above). Filed July 16.

■ **KRPM(FM)** Tacoma, Wash. (106.1 mhz; 100 kw; HAAT: 700 ft.)—Seeks assignment of license from 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 Sunbelt 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. ("Changing Hands," June 9). Filed July 16.

Acts on

■ **WLVE(FM)** Miami Beach, Fla. (93.9 mhz; 100 kw;

Summary of broadcasting as of June 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,749	170	4,919
Commercial FM	3,610	418	4,028
Educational FM	1,153	173	1,326
Total Radio	9,512	761	10,273
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	357	252	609
Educational VHF TV	112	2	114
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	196	74	270
UHF LPTV	87	136	223
Total LPTV	283	210	493
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

HAAT: 600 ft.)—Granted assignment of license from Community Service Broadcasters Inc. to Gilmore Broadcasting Corp. for \$10.5 million cash, including \$250,000 noncompete agreement. Seller is headed by Alan Margolis, president. It also owns WMBM(AM) Miami Beach. Buyer is owned by James S. Gilmore Jr. (91.82%) and his sister, Gail Gilmore Smith (8.06%). It is Kalamazoo, Mich.-based owner of WSUA(AM)-WPOQ(FM) Harrisonburg, Va.; KODE-TV Joplin, Mo.; WHET(TV) Evansville, Ill.; WREX(TV) Rockford, Ill., and Western Ohio Cablevision. It recently sold KODE(AM) Joplin, Mo., (see below). Action July 5.

■ **KORL(AM)** Honolulu (650 kHz; 10 kw-U)—Granted assignment of license from O'Day Broadcasting to Pacific Broadcasting Corp. for \$790,000 cash. Seller has no other broadcast interests. Buyer is owned by Michael L. Jordan (48%), treasurer of Jordan Investments; Mary P. Heller (23%), president of Heller Securities, Dallas-based investment firm; Ronald B. Poock (21%), Boston attorney, and two others. They have no other broadcast interests. Action July 12.

■ **WCTW(AM)-WMDH(FM)** New Castle, Ind. (AM: 1550 kHz; 250 w-U, FM: 102.5 mhz; 50 kw; HAAT: 500 ft.)—Granted assignment of license from Delta D Inc. to Mohr-Engelwood Broadcasting Inc. for \$1,150,000 comprising \$1,050,000 cash and \$100,000 noncompete. Seller has no other broadcast interests. Buyer is owned by K. Stephen Mohr (51%); his wife, Irene (19%), and Mark E. Englewood (30%). Mohr is account manager and Englewood is sales manager at WIBC(AM) Indianapolis. Action July 12.

■ **KXOF(FM)** Bloomfield, Iowa (106.3 mhz; 3 kw; HAAT: 295 ft.)—Granted assignment of license from Fox River Broadcasting Inc. to BLEWHS Inc. for \$100,000 cash. Seller is in receivership. Buyer is owned by Keith Burnam, Ralph V. Lawson, James H. Ensminger, Wilton L. Wilkinson and Robert C. Hockersmith, all 20%. They have no other broadcast interests. Action July 10.

■ **WGAY(AM)** Silver Spring, Md. (1050 kHz; 1 kw-D)—Granted assignment of license from Greater Media Inc. to Interstate Communications Inc. for \$950,000, comprising \$300,000 cash and remainder in note. Seller is New Jersey-based MSO, Peter A. Bordes, chairman and chief executive officer. It owns five AM's, seven FM's, eight cable TV systems, and East Brunswick, N.J. *Sentinel-Spokesman*. Buyer is owned by Gary L. Portmess (70%) and his wife, Judith (30%). They also own WHAG(AM)-WQCM(FM) Halfway, Md., and is applicant for new FM in New York City. Action July 6.

■ **WMYQ-AM-FM** Newton, Miss. (AM: 1410 kHz; 500 w-D; FM: 106.3 mhz; 3 kw; HAAT: 158 ft.)—Granted assignment of license from Robert L. Tatum to CRS Broadcasting of Mississippi Inc. for \$380,000 cash. Buyer is subsidiary (Lindsey English, president) of Cellular Radio Systems Inc., Kenneth V. Orashan, president. It has no other broadcast interests. Action July 10.

■ **KODE(AM)** Joplin, Mo. (1230 kHz; 1 kw-D)—Granted assignment of license from Gilmore Broadcasting Corp. to Remick Radio Inc. for \$288,478, comprising \$75,000 cash and remainder note. Seller is owned by James S. Gilmore who owns WSVA(AM)-WQPO(FM) Harrisonburg, Va.; KODE-TV Joplin, Mo.; WEHT(TV) Evansville, Ind., and WREX-TV Rockford, Ill. It also owns Western Ohio Cablevision, and has purchased WLVE(FM) Miami (see above). Buyer is owned by Glenn H. Remick (50%), GM of the station, and his wife, Lesalie (50%), they have no other broadcast interests. Action July 12.

■ **KLYQ-AM-FM** Hamilton, Mont. (AM: 1240 kHz; 1 kw-D; 250 w-N; FM: 95.9 mhz; 1.6 kw; HAAT: 393 ft.)—Granted assignment of license from Alexander Communications Inc. to Bee Broadcasting Inc. Seller is controlled by C.J. Tornabene, trustee in bankruptcy. Alexander Communications is owned by Scott P. Alexander who has no other broadcasting interests. Buyer is owned by Benny Bee, who also owns KJR(AM) Whitefish, and KBBZ(FM) Kalispell, both Montana. He also has interest in KCTZ(TV) [CP] Bozeman, Mont. Action July 12.

■ **KICS(AM)-KEZH(FM)** Hastings, Neb. (AM: 1550 kHz; 500 w-U, FM: 101.5 mhz; 3 kw; HAAT: 265 ft.)—Granted 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. Action July 12.

■ **KNYN-FM** Sante Fe, N.M. (95.5 mhz; 29.5 kw; HAAT:

130 ft.)—Granted assignment of license from Radio Sante Fe Inc. to Fiesta Communications for \$900,000, comprising \$10,000 cash and remainder in note. Seller is owned by James R. Curtis, who also owns 30% of KRFO(AM) Longview, Tex. Buyer is owned by Alfredo Sena (90%) and Robert J. Werner (10%). It also owns KVSP(AM) Sante Fe, N.M. Action July 6.

■ WOZO(AM) Penn Yan, N.Y. (850 khz; 500 w-D)—Granted assignment of license from Broadcast Facilities Inc. to David T. Smith and Alan H. Andrews for \$190,000, comprising \$25,000 cash and remainder in note. Seller is owned by Robert Raide, who has no other broadcast interests. Buyers are Smith (60%), sales manager, and Andrews (40%), general manager of WCLi(AM) Corning, N.Y. Neither have other broadcast interests. Action June 29.

■ WNYN(AM) Canton, Ohio (900 khz; 500 w-U)—Granted assignment of license from North Shore Communications Inc. to Westerville Broadcasting of Canton Inc. for \$222,750 cash. Seller is owned by Raymond N. Malcom and Donald Keyes, who also own WTAL(AM) Tallahassee, Fla. Buyer is owned by Westerville Broadcasting Co. (52%), Paul C. Major, George E. Cole, G. Rand Smith and Robert W. Harrison (12% each). Westerville Broadcasting Co. is owned by Major, account executive for Taft Broadcasting Co. (58%), Cole (20%), Smith (20%) and Harrison (2%). It also owns WTMP(AM) Tampa, Fla. Action June 29.

■ WATP-AM-FM Marion, S.C. (AM: 1430 khz; 1 kw-D; FM: 94.3 mhz; 3 kw; HAAT: 190 ft.)—Granted assignment of license from Swamp Fox Broadcasting Corp. to Winfas of South Carolina for \$340,000, comprising \$50,000 cash, \$33,000 assumption of note, \$192,000 note and \$65,000 noncompete agreement. Seller is owned by Richard T. Laughridge (50%) and Charles S. Morris (50%). They also have control of WGTN(AM)-WAZX(FM) Georgetown, S.C. Morris is vice president of South Carolina Educational Television Commission, licensee of 11 TV's and six FM's in S.C. Buyer is wholly owned subsidiary of Winfas Inc., owned by W.S. Foster (39.86%), Larry Nichols (29.90%), Robert P. Ashely (9.76%), Roger R. Ingram (8.31%), Andrew T. Walker (8.31%) and Ronald S. Brown (3.66%). It also owns WJNC(AM)-WRCM(FM) Belhaven, N.C. Principals, with Foster's son, W.S. Foster III, also own, in slightly different percentages, WAMV(AM)-WCNV(FM) Amherst, Va., and WKJA(FM) Belhaven, N.C. Action July 6.

■ WWKX(FM) Gallatin, Tenn. (104. mhz; 100 kw; HAAT: 758 ft.)—Granted Transfer of control from Ronald L. Bledsoe to Group 3 Broadcasting Inc. for \$6.5 million cash. Seller also owns WHIN(AM) Gallatin, Tenn. Buyer is owned by Gordon K. Smith, president (42.5%); Sumner & Hewes (42.5%), John R. Lease (10%), and two others. Sumner & Hewes is law partnership of William Sumner and Nancy B. Hewes. Smith is co-owner of Smith/McNeal Inc., advertising agency in Atlanta. Lease is VP of WXIA-TV Atlanta. Sumner also has interest in WGRI(AM) Griffin, Ga. Action July 19.

■ KGNB(AM)-KNBT(FM) New Braunfels, Tex. (AM: 1420 khz; 1 kw-D; FM: 92.1 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Comal Broadcasting to New Braunfels Broadcasting Co. for \$1.6 million, comprising \$600,000 cash and remainder note. Seller is principally owned by C. Herb Skoog and five others who have no other broadcast interests. Buyer is owned by Jimmy L. Ray and nine others owning less 10%. Ray is general manager at KMMM(AM)-KOKE(FM) Austin, Tex. Action July 6.

■ WAMM(AM) Woodstock, Va. (940 khz; 250 w-D)—Granted assignment of license from Dean O'Connell Inc. to Shenandoah Broadcasting Co. for \$415,000, comprising \$235,000 note and \$180,000 noncompete agreement. Seller is owned by Robert L. Dean, who has no other broadcasting interests. Buyer is owned by William B. Holtzman, owner of oil company (50%), and Franklin K. Funkhouser, owner of insurance agency (50%). They have no other broadcast interests. Action July 13.

■ WRC(AM) Washington (980 khz; 5 kw-U)—Granted assignment of license from NBC to Greater Media Inc. for \$3.6 million, comprising \$25,000 cash and remainder in note. Seller is national network. Buyer is New Jersey-based MSO, Peter A. Bordes, chairman and chief executive officer. It owns five AM's, seven FM's, eight cable TV systems, and East Brunswick, N.J. *Sentinel-Spokesman*. Action July 6.

■ WHIS(AM)-WHAJ(FM) Bluefield, W.Va. (AM: 1440 khz; 5 kw-D; 500 w-N; FM: 104.5 mhz; 100 kw; HAAT: 1,200 ft.)—Granted assignment of license from Daily Telegraph Printing Co. to Adventure Communications Inc. for \$2.1-million note. Seller is former Bluefield, W. Va.-based MSO which recently sold its last two stations: WBTW(TV)

Florence, S.C., and KIMT(TV) Mason City, Iowa, to Spartan Radiocasting Inc. Buyer is owned by Michael R. Schott, the son of John H. Schott, whose estate owns 49.2% of the assignor. He is general manager of station. Action July 13.

■ KPOW(AM)-KNWY(FM) Powell, Wyo. (AM: 1260 khz; 5 kw-D; 1 kw-N, FM: 104.4 mhz; 100 kw; HAAT: 1,855 ft.)—Granted assignment of license from Broadcast Enterprises Corp. to Radio West Inc. Seller is owned by William A. Mack and his wife, Carol. Mack also owns KAAA(AM)-KZZZ(FM) Kingman, Ariz. Buyer is owned by Robert W. Campbell (50%) and his wife, Maria (50%). They also own KSGT(AM) Jackson, KMER(AM) Kemmerer and KPCQ(FM) Powell, all Wyoming. Action July 6.

Facilities Changes

Applications

AM's

Tendered

■ WPIK (990 khz) Flomaton, Ala.—Seeks CP to change freq. to 1090 khz. App. July 19.

■ KFSA (950 khz) Fort Smith, Ark.—Seeks CP to increase day power to 5 kw. App. July 18.

■ WSTA (1340 khz) Charlotte Amalie, V.I.—Seeks CP to increase day power to 1 kw. App. July 18.

Accepted

■ KQTL (1210 khz) Sahuarita, Ariz.—Seeks MP to change TL. App. July 20.

■ WWRC (980 khz) Washington—Seeks mod. of lic. to change SL. App. July 18.

■ WGFS (1430 khz) Covington, Ga.—Seeks CP to increase power to 5 kw. App. July 19.

■ WFPR (1400 khz) Hammond, La.—Seeks CP to change TL. App. July 17.

■ WOYL (1340 khz) Oil City, Pa.—Seeks CP to increase night power to 1 kw. App. July 19.

■ WHBG (1360 khz) Harrisonburg, Va.—Seeks CP to change city of lic. App. July 19.

FM's

Tendered

■ *WSIF (94.7 mhz) Wilkesboro, N.C.—Seeks CP to change TL; change HAAT to minus 151 ft., and make changes in ant. sys. App. July 23.

Accepted

■ KNIK-FM (105.5 mhz) Anchorage—Seeks CP to correct coordinates. App. July 20.

■ KHLS (96.3 mhz) Blytheville, Ark.—Seeks CP to change freq. to 96.3 mhz; change ERP to 100 kw, and change HAAT to 445 ft. App. July 20.

■ *KPBS-FM (89.5 mhz) San Diego—Seeks CP to relocate ant.; change HAAT to 1,900 ft., and change transmitter. App. July 19.

■ WBBK-FM (93.5 mhz) Blakely, Ga.—Seeks CP to change TL and change HAAT to 328 ft. App. July 19.

■ KGLI (95.5 mhz) Sioux City, Iowa—Seeks CP to change TL; change HAAT to 1,003 ft. App. July 19.

■ WGEL (101.7 mhz) Greenville, Ill.—Seeks CP to change TL. App. July 19.

■ WCMF (96.7 mhz) Boothbay Harbor-Bath, Me.—Seeks CP to change HAAT to 328 ft. App. July 20.

■ WCLS-FM (99.5 mhz) Detroit—Seeks CP to provide measured data for DA; change heights to meters, and service contours to kilometers. App. July 19.

■ WWCK-FM (105.5 mhz) Flint, Mich.—Seeks CP to change ERP to 3 kw. App. July 20.

■ WLUN (95.3 mhz) Lumberton, Miss.—Seeks CP to change HAAT to 289 ft. App. July 19.

■ WHTF (92.7 mhz) Starview, Pa.—Seeks CP to change ERP to 0.625 kw and change transmission line. App. July 20.

■ WANS-FM (107.3 mhz) Anderson, S.C.—Seeks CP to

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install auxiliary sys. App. July 19.

■ *WLFJ (89.3 mhz) Greenville, S.C.—Seeks CP to change ERP to 41 kw and change HAAT to 1,100 ft. App. July 20.

■ KOKE-FM (95.5 mhz) Austin, Tex.—Seeks CP to change SL. App. July 23.

■ New (106.3 mhz) Wichita Falls, Texas—Seeks CP to change ERP to 2.0 kw and change HAAT to 404 ft. App. July 20.

TV's

Accepted

■ KRBK-TV (ch. 31) Sacramento, Calif.—Seeks MP to change HAAT to 1,830 ft.; change TL, and change ant. App. July 17.

■ *KPBS-TV (ch. 15) San Diego—Seeks MP to change HAAT to 2,007 ft.; change ant.; change TL, and change transmitter. App. July 17.

■ KIH5-TV (ch. 46) Ontario, Calif.—Seeks CP to install auxiliary sys. App. July 19.

■ *WSJK (ch. 2) Sneedville, Tenn.—Seeks ML to to cover changes in transmission sys. App. July 19.

■ WDZL (ch. 39) Miami—Seeks CP to change ERP to vis. 4,000 kw, aur. 400 kw. App. July 20.

■ WXIX-TV (ch. 19) Newport, Ky.—Seeks CP to change ERP to vis. 3,797 kw, aur. 380 kw and change HAAT to 1,506 ft. App. July 20.

Call letters

Applications

Call	Sought by
New FM's	
WQZX	Haynes Broadcasting Inc., Greenville, Ala.
KZYP	KCLA Inc., Pine Bluff, Ark.
KKSS	Corinthians XIII Broadcasting Co., Yucca Valley, Calif.
WMTK	White Mountain FM Inc., Littleton, N.H.
New TV's	
WLCH	Eagle Broadcasting Inc., Mansfield, Ohio
KKRT	Hispanic American Broadcasting of Texas Inc., Kerville, Tex.
Existing AM's	
KROM	KOOO Nelson Broadcasting Co., Omaha
KCNM	WSZE Inter-Island Communications Inc., Marianas Island of Saipan
WMOC	WZRA D. Stephen Hollis, Chattanooga.
KNTR	KOQT Ferndale Radio Partnership, Ferndale, Wash.
Existing FM's	
KLZE	KPEN Dowe Communications Co., Los Altos, Calif.
KXCC-FM	Golden Coast Broadcasting Inc., Lompoc, Calif.
WNNW-FM	WMYQ-FM CRS Broadcasting of Mississippi Inc., Newton, Miss.
KORX	KRFG MACH Broadcasting Co., Greenfield, Mo.
KFMT	KHUB-FM KHUB Inc., Fremont, Neb.
KZZO	KCPK Taber Broadcasting Inc., Clovis, N.M.
KZMI	WSZE-FM Inter-Island Communications Inc., Marianas Island of Saipan
KYZZ	KGVL-FM First Greenville Corp., Greenville, Tex.
KZHR	KENE-FM Mike Mortonick, Steve Mortonick, and Thomas D. Hodgins, Toppenish, Wash.

Grants

Call	Assigned to
New AM's	
KSKM	Western Alaska Broadcasting Co., Bethel, Alaska
KCPK	Central Pacific Broadcasting Corp., Rancho Mirage, Calif.
KMMD	Big Sky Broadcasters, Ennis, Mont.
New FM's	
*KJTY	Quality Public Broadcasting Corp., Topeka, Kan.
WLEI	CMM Inc., Hudson, Mich.
WZIX	Colom Communications Corp., Artesia, Miss.
KPCB	R-F Broadcasters, Ennis, Mont.
KAAQ	KLOE Inc., Alliance, Neb.
KACI-FM	Nugent Broadcasting Corp., The Dalles, Ore.
KWVR-FM	Tri Star Communications Corp., Enterprise, Ore.
*KCPC	Family Stations Inc., Charleston, S.C.
KKTC	Brownfield Broadcasting Corp., Brownfield, Tex.
KLLP	Billy D. Pirtle, Floydada, Tex.
KLFO	Kimble County Broadcasting, Junction, Tex.
WKDL	Greater Trempealeau Broadcasting Co., Trempealeau, Wis.
New TV's	
WNAL-TV	Anthony Jay Fant, Gadsden, Ala.
WOTC	ABC Inc., Selma, Ala.
KCMM	CMM Inc., El Dorado, Ark.
*WKUD	Coastal Plains Area Arts Inc., Valdosta, Ga.
KHCT	Haynes Communications Co., Salina, Kan.
WLQF	Greenfield Television Ltd., Greenfield, Mass.
WLLD	Minority Broadcasting Inc., Jackson, Miss.
KIEB	Lea County Television Inc., Gallup, N.M.
Existing AM's	
KWTR	KBLC Visionary Radio Euphonics of Lake County Inc., Lakeport, Calif.
WTHN	WFXI Law Communications Co., Haines City, Fla.
WTRL	WOFN Highlands Communications Inc., Bradenton, Fla.
WSAF	WENL Safe Broadcasting Inc., Trion, Ga.
WNDZ	WJRR Explorer Communications Inc., Portage, Ind.
KILJ	KKSI KILJ-AM Ltd., Mt. Pleasant, Iowa
WCFY	WFTE First Assembly of God, Lafayette, Ind.
WXLA	WDTB Diamond Broadcasters Inc., Diamond, Mich.
WJBI	WWUN Batesville Broadcasting Co., Batesville, Miss.
WQKA	WOZO David Taylor Smith and Alan H. Andrews Jr., Al Limited Partnership, Penn Yan, N.Y.
WRKG	WLRO Veard Broadcasting Co., Lorain, Ohio
WQOK	WMRB Paramount Broadcasting Co., Greenville, S.C.
WBUG	WJMR Ridgeland Broadcasting Co., Ridgeland, S.C.
WJBI	KEWS Cuero Broadcasting Inc., Cuero, Texas
KAFR	KHIT STL Inc., Walla Walla, Wash.
KBNG	KVGM Big Bang Inc., Yakima, Wash.

Existing FM's

KDFM	KDRW-FM Longhorn Communications Inc., Silverton, Colo.
KSEI-FM	KRBU Pacific Northwest Broadcasting Co., Pocatello, Idaho
KILJ-FM	KILJ KILJ Inc., Mt. Pleasant, Iowa
WSAC-FM	WWKK W&B Broadcasting Inc., Fort Knox, Ky.
WRMA	WAXU Central Kentucky Broadcasters Corp., Georgetown, Ky.
WWUN-FM	Sunflower Broadcasting Co., Clarksdale, Miss.
KFMT	KHUB-FM KHUB Inc., Fremont, Neb.
KTTY-FM	W.W. Broadcasting Co., Holdrege, Neb.
WGAR-FM	WKSX Nationwide Communications Inc., Cleveland
KWVS	KNPT-FM Charrar Broadcasting Inc., Newport, Ore.
WZGO	WWSH WWSH Inc., Philadelphia
*KBNJ	World Radio Network Inc., Corpus Christi, Tex.
*KSTX	KURU San Antonio Community Radio Corp., San Antonio, Tex.

Existing TV's

WMCZ	WADM-FM Midwest Communications Co., Decatur, Ind.
WBVR	WAKQ Keymarket Communications of Kentucky Inc., Russellville, Ky.
WLNS-TV	WJIM-TV Backe Communications Inc., Lansing, Mich.
KMCA	KHJE Cecil A. Malme, Ada, Minn.
WPRV-TV	WSTE WSTE-TV Inc., Fajardo, P.R.
WVKS	WCPH-FM BVACK Broadcasting Co., Etowah, Tenn.
KRLD-TV	KNBN-TV Metromedia Inc., Dallas
KHIT	KWWA Bingham Broadcasting of Washington Inc., Bremerton, Wash.
KAFR-FM	KHIT-FM STL Inc., Walla Walla, Wash.

Addenda to the 1984 'Yearbook'

Following are additions and corrections to the BROADCASTING/CABLECASTING YEARBOOK 1984. They appear by page number in the same order as in the YEARBOOK.

Page B-27. Under Gilroy, Calif. change telephone number of KWSS(FM) to: (408) 866-5886.

Page B-88. Under Indianapolis, Ind. change QZPL(FM) to WZPL(FM).

Page B-251. Under Houston, change phone number of KTRH(AM) to (713) 526-5874.

Page B-338. Under AM Calls change WJOK Gaithersburg, MO to WJOK Gaithersburg, MD.

Page B-360. Under AM by Frequency delete nighttime power for WANN(AM) Annapolis, MD.

Page D-300. Under MSO's change address of Falcon Communications to: 199 South Los Robles, Suite 600, Pasadena, Calif. 91101. (818) 792-7132.

Page H-45. Under International Equipment Manufacturers change address of Continental Microwave to: 1 Crawley Green Rd., Luton, Bedfordshire, England.

Page I-25. Under Law Firms Active in Communications Law add: Arter and Hadden: 1919 Pennsylvania Ave., N.W., Suite 400, Washington, D.C. 20006.

Page I-26. Under Law Firms Active in Communications Law delete: Liberman, Sanchez & Bentley.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

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Unique ground floor opportunity for experienced street fighter. Will carry personal list and build sales staff. Enjoy resort lifestyle while building a future. P.O. Box 8070, Myrtle Beach, SC 29578-8070. EOE.

General manager—for new FM class C station. We seek aggressive person to grow with us in southern New Mexico. Send resume to Luther G. Branham, P.O. Drawer 1470, Truth or Consequences, NM 87901. EOE.

GM for medium Northeast market. Top rated AM/FM. Good market, good pay, good benefits, solid chain operation. Want intelligent, stable, hard worker. Tell all in resume to Box W-82.

Ohio-Indiana Group owner needs reliable and conscientious general manager for established small market AM-FM. Contact in confidence David Keister, 317—342-3394. EOE.

Manager/partner. Opportunity for hard working, sales-oriented manager to get piece of action on acquisition of Midwest FM property. No money needed, just sweat. EOE. Resume to Ken Hamilton, KCFI, Box 157, Cedar Falls, IA 50613.

Promotion manager for a major market, group owned station. Must have at least two years promotion experience, aggressive and creative. Excellent salary and benefits. EOE. Resume and salary requirements to Box W-96.

General manager needed. Turnaround situation. Will be supported with total commitment for success. Background in adult contemporary preferred but not absolute. Strength in sales and promotion is a must. Box W-135. EOE.

Business manager. Group owner, top 25 market, seeks experienced, take charge individual to manage all financial affairs for a growing FM. Send resume and salary history to Box W-136. EOE.

If you've always wanted to own part of a station, but haven't been able to get the cash together, let's talk. I'd like to find a strong salesperson to manage my sales staff at either of two small Illinois stations. If you'll perform with strong incentives, including an ownership opportunity, this could be your "golden chance" for rapid self-advancement. Send a letter, first, please, then we'll talk. The stations serve the Peoria and Champaign markets. Women will receive the same consideration as men. Bill Bro, President, Midwest Radio, Inc., Box 94, Chillicothe, IL 61523. EOE.

Management/ownership opportunity. Small market, Arizona, has opening for management level sales Rep. Three years experience. There will be upfront investment opportunity. Mountains, skiing, hunting, fishing, great climate. EOE. Resume to Box W-158.

General manager. Qualified, experienced GSM or GM to manage one of the top MOYL stations in the country - Rochester's WYLF-FM. Company's expanding and current GM is leaving. If you want to run a leading station in the nation's 41st market, phone VP Stephen Godofsky, 716—586-2263. EOE.

Sales manager - We are losing our sales manager to a top 10 market and need a replacement who can lead and motivate a staff of five. Send resume, salary history, and your sales and leadership philosophies to: Miles G. Knuteson, KIOA, 215 Keo, Des Moines, IA 50309. EOE.

HELP WANTED SALES

Southern California: successful AM/FM combo, top 100 (12 station market), seeking professional salesperson with exceptional background in direct and agency sales with some knowledge of marketing and promotion. Salary plus commission, top active list, expenses and other benefits. Contact Steve Katomski, KGFM, Box 260, Bakersfield, CA 93302. EOE.

WSTU-AM/WHLG-FM, Stuart, Florida, looking for experienced sales person with strong background in radio sales. Resume to General Manager, 1000 Alice Avenue, Stuart, FL 33494. EOE.

Top 30 market. Regional powerhouse seeks ambitious, aggressive and experienced AE. Resume to Sales Manager, Box 325, Westerly, RI 02891.

Sales representative. Fast growing Massachusetts station seeking a sales representative for established list. Seeking a professional able to sell radio and results. College graduate preferred. Advertising and/or radio sales experience a plus. Replies with resume to Box W-98.

West Texas ratings winner to be sales leader. Medium market stations seek SM. Sales management experience preferred. Resume: General Manager, Box 12030, Lubbock, TX 79452. EOE.

Number one list. Aggressive professional interested in top dollars with a growing contemporary class C. Proven record, team player with good agency knowledge. Send resume to: Mark Heiden, GSM, WKZL, PO Box 11967, Winston-Salem, NC 27106. EOE.

Pick up the phone and call right now for an incredible growth opportunity! 14-40 KEYS is searching for a sales manager with empathy, courage, and talent. Join our winning team in Coastal Corpus Christi, Texas - build your own staff and posture yourself for promotion. Jim Sumpter, 512—882-7411.

Account executive. Aggressive, hard working broadcast account executive for central PA FM station. Ground-floor opportunity to move up fast. Experience preferred but not mandatory. Send resume to Box W-160.

Atlantic City is expanding. So are WFPG & WIIN Radio. Experienced salesperson wanted. Contact Dan Farr or Dennis Ryan, WFPG/WIIN, 2707 Atlantic Avenue, Atlantic City, NJ 08401. 609—348-4646.

WQDW-FM, ratings leader for past 5 years in Greenville, NC, ADI needs experienced sales representative. Established list available - good money for hard-working professional. Complete resume and references to Jerry McKeown, P.O. Box 668, Kinston, NC 28501. EOE.

Southern Rockies stations have two openings for salespeople. Must have two years radio experience. Good climate, group of three AM-FM stations in good small markets. Resume to KRSN, Box 1176, Los Alamos, NM 87544. EOE.

Account executive: 50,000 AM/#1 CHR FM needs your 1-2 year's experience in commercial broadcast sales. Southern California coastal location. EOE. Call B. J. Young, 805—488-0901.

HELP WANTED ANNOUNCERS

Mature pro needed for opening on upstate New York full service/AC station. Good voice and production abilities a must. Five years preferred. Send tape, resume and salary requirements to: Thom Williams, WGHQ, C.P.O. Box 1880, Kingston, NY 12401. No calls. EOE, M/F.

Help wanted announcer. \$500/wk. to the right fast moving morning personality. Contemporary format. South FL metro market of 250,000. Your option for opportunity part-time sales at 25% commission. 8 accounts gives you extra \$200/wk./total \$700 wk. Rush tape and resume to P.O. Box 278, Fort Myers, FL 33902. An equal opportunity employer./

Fast growing powerhouse Long Island contemporary station has fulltime opening for experienced personality. Top island signal. Tape & resume to Sean Casey, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772. An equal opportunity employer.

Southeastern A/C FM needs creative personality. Must have experience, wit, and good writing skills. Good salary for the right person. Equal opportunity employer. Resume to Box W-118.

Multi-talented person needed — midday DJ, sports play-by-play. Great station. Send tape and resume to: WLBR, Box 1270, Lebanon, PA 17042. EOE.

Morning drive announcer AC format. Two years experience preferred. Resume and tape to J. Harris, Box 7700, Ketchikan, AK 99901.

Midday A/C Air shift plus reception/traffic. Experience helpful, but will train right individual. WDND, Box 119, Wilmington, IL 60481. EOE.

We are searching for beginning talent for our small market Texas radio station. Some members of our staff have gone on to major market radio. We can't pay much, but we have the know-how to develop beginners into professionals. We want to know where you are and how you sound. Send tape and resume to Ammerman Broadcasting, 4800 Sugar Grove Boulevard, Suite #400, Stafford, TX 77477.

HELP WANTED TECHNICAL

Upper Midwest AM-FM seeks strong chief engineer. Benefits include great staff, clean facilities and normal perks. Please send qualifications and requirements to Box W-110. EOE.

Midwest small market class C seeks highly motivated chief. Automation, maintenance, audio experience. Fast growing, ambitious group. Box W-129.

Chief engineer needed for AM/FM in Denver, Colorado. Must be qualified, prior experience essential. Salary negotiable to prior experience. Resume to: KBRQ, Skip Schmidt, Manager, 1165 Delaware, Denver, CO 80204.

Chief engineer for Los Angeles, California AM/FM radio facility. Must be experienced in transmitter, studio and remote broadcast maintenance and operation. Seeking engineer with aggressive, innovative talents, well acquainted with state of the art audio as well as strong management skills. Call and/or send resume: Jerry Kupfer, VP/Dir. of Engineering, Inner City Broadcasting, 801 Second Ave., NY, NY 10017. 212—661-3344.

HELP WANTED NEWS

WDBO newsradio 58 seeks drive time anchor. Must be strong story teller and writer who knows and understands radio news. Tapes and resumes to Wayne Weinberg, News Director, WDBO, 58 S. Ivanhoe, Orlando, FL 32804-6485. EOE.

News director - small, strongly news-oriented Northeast station. Talk show interest or experience a plus. EOE. Resume to Box W-109.

PR group seeks NYC-based radio/TV writer/voice. No beginners, please. Tape, resume, writing sample to: The Job, 1012 14th Street, NW, #201, Washington, DC 20005.

Freelance radio reporters wanted in major US/abroad cities in support of news reporting service. Send resume and tapes (tapes will be returned) to: NewsTeam, 53 East 34th Street, Third Floor, New York, NY 10016.

News/sports director. Award-winning Midwestern FM seeks replacement due to corporate expansion. Resume/credentials first letter to Box W-142. EOE.

News director. Small market university town, Indiana. Contact Jinsie Bingham, 317-653-9717.

Dominant capital city AM-FM combo seeking an experienced news director. Send tape/resume to Tom Thies, KLIK/KTX, P.O. Box 414, Jefferson City, MO 65102.

#1 A/C, top 50. South, needs news director to serve as morning drive news & information personality. Creative writing and presentation skills a must. Resume and writing samples to Box W-155.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Music director. Major Southeastern public radio station is accepting applications for position of music director. To be considered, applicant must have vast and diversified knowledge of music, with sound judgement in fine arts programming, a solid background in classical music and performing artists, and be knowledgeable in the record industry, cataloguing procedures and label inventory. All applications will be treated confidentially. Salary negotiable. Resume to Box W-157. M/F, EOE.

SITUATIONS WANTED MANAGEMENT

Minority salesperson currently in major market with a top broadcast group. 7 yrs. sales exp. and seeking a new challenge. Good all-around skills and knowledge of sales and programming. Well educated. Let's talk. Box W-75.

General manager, successful at turnarounds, sales-oriented, seeks medium, major market assignment. Confidential. Call 415-944-5396.

Experienced general manager who has built successful small market radio and television stations, literally from scratch, wants to bring family back to Ohio (or nearby). Christian, early thirties, presently employed. Box W-119.

Presently employed. GM. AM/FM combo. seeking move to larger market. Have recently stabilized present stations, and expect gross of \$600,000 this year. Have major and medium market experience in sales and sales management. No more growth potential within present company. Box W-134.

Aggressive professional with solid background in all areas of radio; emphasis on sales. Seeking quality operation that wants results. Jim Willison, 10302 Thames East, Indianapolis, IN 46229. 317-894-4590.

Small market salesman with 9 years experience wants management, 11 years at previous job. 6 years present position. 402-721-8300.

Creative broadcast professional — seeks stability, opportunity and reward. Offers full spectrum experience, reliability, community involvement and attention to bottom line. Box W-144.

Successful operations manager/PD seeks GM opportunity, east or Midwest. Over 8 years experience in programming, promotions, sales, administration. People oriented team leader, proven winner. Leave message. 301-559-7963

Eleven year sales manager can manage, train and sell. Desire small to medium market in Eastern half of country. Proven winner, references. Write Box W-159.

Successful general manager — experienced all areas. Managing highly profitable, successful combo. Major market background. All market sizes considered. Box W-162.

General manager. Organized, dynamic, disciplined professional. Results & profit-oriented. Expertise includes leadership, promotions, basic management skills. 19 yrs. managing AM/FM, with strong sales development ability. Excellent credentials. Box W-164.

SITUATIONS WANTED ANNOUNCERS

Wondering where all the professionals are? Have specialized in big band/jazz, yet I'm versatile and can offer something truly different. 619-563-5471.

Excellent announcer. Network sound. Super production specialist 5 yrs. commercial experience. Will relocate. Tom, 919-832-4088.

University graduate with professional attitude and ambition seeks first opportunity, S. F.-Sacramento area. Team player does it all, news-sports-DJ, with 100% commitment. Michael, 707-795-0882.

Extremely motivated, dedicated broadcast school graduate. 4 yrs. experience at powerhouse college station (R & B format), open to others. Deep voice. All replies considered. Christopher, 414-265-8842.

On-air work wanted. Professional writer. Trained broadcaster. Have tape, will relocate now. Samantha, 201-773-3492.

Super Jock who does R & B, A/C, & gospel, wants to move up. Washington loves me! Write Box W-143.

Radio-TV pro seeks talk show or adult-oriented music show. Now doing weekend talk on major market station, and a one-man stage show. Background includes some syndication and network. Write Box W-151.

Announcer/sportscaster. Eight years' experience. Know A/C format. Southern Rockies. West Coast leave messages - 303-651-1167.

Need help? I need a change. Let's talk. 14 years experience in Rock, talk, MOR. Large and small markets. Currently on-air. Good production skills. Call John, 713-420-1987.

SITUATIONS WANTED TECHNICAL

Engineer, general license. 10 yrs. experience. Will take board shift. Prefer small Southern station. Write Box W-153.

Chief engineer. Experienced, AM stereo, AM arrays, high power FM, microwave STL, construction, automation, FCC rules. Willing to relocate. Tim, 515-265-6181; 515-292-3448. 126 Beedle Dr. #210, Ames, IA 50010.

SITUATIONS WANTED NEWS

Sports enthusiast has what it takes to succeed. Needs chance to show it. Seeks entry level position. Honest, hardworking, dependable. Confidence, desire is real. Prefer NY; will go anywhere. Money no object. I live for sports; it's in my blood. Give me my chance to bleed! Contact Mike Pagano, 23 Steep Hill Rd., Nanuet, NY 10954. 914-623-4083.

News editor/writer/reporter. Small/medium market experience. M.A. Excellent writer, fair delivery. Prefer network association. All replies considered. Write Box W-68.

Major college PBP man seeks division one football and basketball PBP position for fall. Write Box W-147.

Hard-working, award-winning sportscaster in market of 250,000 seeks position that includes college football & basketball PBP. If you want to bolster your sports coverage, but can't justify the expense of a fulltime sportscaster, try me. My present workload includes news and sports. Box W-163.

Experienced, employed sports director with daily commentary, talk show & PBP experience seeking position in major college or large professional mkt. Call Phil, 312-588-2379, 9 AM-noon CDT.

Skyrocketing sportscaster primed for Fall season. Wry writer, hustling reporter, rousing announcer. Endless supply of adjectives and energy, never slumps. Seek college PBP or medium market, at least. Call Barry, 516-692-5188.

PBP/news. Small market radio and television PBP/announcing experience. Want medium college radio or television PBP position. AWT, 206 Maryville Lane, Pi-qua, OH 45356.

Internship's over. 5 yrs. exp., 3 in PBP, strong board, stand-out PBP. Seeking larger mkt., possibly small college or JC sports. Prefer Midwest. Call 402-734-2760 after 5:30 PM CDT.

Experienced newsman seeks Minneapolis - St. Paul market. Excellent writer, organizer, and voice. Angelo, 212-338-8328, between 6PM - 7PM EDT.

Sports director. Seventeen years experience, Award winner. Looking for upward movement. Currently small-medium market. Excellent reporting, interviewing, talk-show skills; college-professional PBP. Box W-130.

Seasoned ND can bring consummate professionalism and a winning attitude to your news/talk operation as administrator, anchor. Stresses teamwork, actualities, street-reporting. Believes in leading by example. Major market experience. Box W-139.

Sports/news position sought. Solid PBP all sports; creative writer; conversational; committed professional. 201-763-5587.

"The" newscaster/reporter with guts is available! I ask the tough questions. Aggressive, polished news/sportscaster, writer, producer. Seeking change. Larry, 215-677-6447.

Enthusiastic reporter with four years experience looking for position at medium market station in the West. Chappy Graham, 602-774-9058.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Money, dinero, rupee, lira. No matter what language, more in, less out spells profit. As a programming personality, I can help. Interested? Bob Coates, 302-856-2567.

Experienced pro wants a new challenge. Over twenty years with present station. PD experience. Great pipes. Box W-145.

10-yr. professional currently in top 5 market seeks PD position in ME, NH, or VT. Box W-172.

TELEVISION

HELP WANTED MANAGEMENT

Director of finance and business affairs. Top public TV and radio stations. Reports directly to president, responsible for business office, all corporate financial and business functions, together with long range planning and some special projects, includes serving as budget officer, real estate manager, reports officer, and contract officer for special project contracts. Three years' financial management experience a must, financial EDP background helpful, good writing skills necessary as is ability to be flexible in responding to challenges of position; salary dependent on qualifications and experience. Send resume and salary needs to Finance Office, Dept B, WNED-TV, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

General manager for non-commercial public TV station WSBE-TV. Manage the personnel and physical resources which comprise the telecommunications network within the state of Rhode Island. Bachelor's degree required, Master's preferred. Minimum 5 years of demonstrated progressive managerial experience in public and/or commercial television. Administrative experience in budget allocation, personnel management, and program production. Demonstrated experience in securing financial support. Send resume to Mr. Terrence Hassett, Chairman, Search Committee, WSBE-TV, 24 Mason Street, Providence, RI 02903. Closing date for resumes is August 17, 1984. WSBE-TV is an equal employment opportunity/affirmative action employer.

Controller. Medium market SW affiliate seeks an experienced financial manager to supervise a four-person staff. Qualifications must include at least two years of budgeting experience. Computer knowledge helpful. Please send resumes and compensation requirements to Box W-167.

HELP WANTED SALES

Local sales manager—opening at group-owned ABC affiliate in 50th market. Position will go to the experienced manager who knows how to develop new business and salespeople. Reply in confidence. Attention: John Cottingham, GSM, WGHP-TV, 2005 Francis St., High Point, NC 27263. EOE.

National sales manager: #1 CBS affiliate, Sunbelt, seeks experienced professional with strong national and local sales background. Good research/communication skills a must. Resume, salary history, sales philosophy to WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. EOE.

Midwest CBS-TV affiliate has an opening for account executive with at least one year's experience. Excellent staff, facilities, and benefits. Reply by mail only, your resume and earnings record to J.D. Freeman, GSM, WSBT-TV, 300 W. Jefferson Blvd., South Bend, IN 46601. All replies confidential. Equal opportunity employer, M/F.

Salesperson. Broadcast Management Plus markets software to television and radio stations across U.S. for use in sales and programming. Sales experience and knowledge of rating services preferred. Seeking self starters with entrepreneurial spirit. Resume only. David Ludwig, 117 Iron Mountain Boulevard, Lake Oswego, OR 97034.

Are you an AE that thrives on account development? If you have a proven track record, a Southeastern growth market network affiliate would like to talk with you. Must have two full years' sales experience. Resume/sales philosophy to Box W-152. EOE.

Major NE three station Public operation is looking for underwriting salesperson. Must be well-spoken, able to write and present proposals to top corporate officers. Sales background or similar experience required. Excellent benefits. Send resume, track record and salary requirements to Director of Development, Office B, WNED, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

Virginia ABC affiliate seeking account executive for established list of direct and agency accounts. Two years television sales experience plus a proven track record of new account development essential. Write Box W-156. EOE.

National sales manager. New England top 50 market ABC affiliate. A successful candidate will have national sales experience, understanding of inventory control procedures, command of sales and research tools, and the ability to foster communication and cooperation in dealing with national rep and agencies. Please send resume to Matt Kreiner, General Sales Manager, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914. EOE/MF.

TV account executive. If you are an aggressive, experienced salesperson looking for a new challenge, WGAL-TV8 is interested in talking to you! We are the dominant station in Harrisburg-Lancaster-York, PA, the thriving, prosperous 46th market with great local growth potential. Send resume and compensation requirements to: Chic Kroll, Local Sales Manager, WGAL-TV8, Lincoln Highway West, P.O. Box 7127, Lancaster, PA 17604. All replies strictly confidential. An equal opportunity employer.

HELP WANTED TECHNICAL

Asst. chief engineer. Southern California, UHF commercial independent, needs engineer with at least five years maintenance experience and a solid knowledge of modern electronics. Should also have UHF transmitter experience. Send resume to: KDOC-TV 56, 1730 S. Clementine, Anaheim, CA 92802, c/o Bill Welty, 714-999-5000. EOE.

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.

Director of engineering Eastern Educational Television Network/Interregional Program Service seek management engineer with broad technical knowledge and strong interpersonal skills. Successful candidate will represent technical interests of EEN/IPS in negotiations with transmission carriers, program feed originators, and switching points. Job requirements include development and supervision of landline testing procedures, establishment/maintenance of technical standards for nationally distributed programs, coordination of technical performance of regional satellite uplink, analysis of transmission trouble reports and program technical evaluations, coordination of program transfer, and leadership of regional engineering standing committee. Salary DOE. Position available September 1. Send resumes to Gene Nichols, EEN, 120 Boylston Street, Boston, MA 02116. EEN is an AA/EOE.

The Alaska Television Network requires chief engineer for capitol city single-station market. No phone calls. Resumes to KJUD, Box 669, Juneau, AK 99802. EOE/AA.

Television engineer—immediate opening for experienced engineer capable of maintaining equipment, studio, transmitter and remote operation. Engineer must be able to perform maintenance and run good technical operation. Send resume to Box W-128.

Chief engineer with excellent maintenance record and proven administrative ability. South Texas VHF. EOE. Box W-103.

Assistant chief engineer with growth potential and good technical know-how for Gulf Coast VHF. EOE. Box W-104.

Production-minded engineer with sound technical qualifications and ability to train and supervise staff. South Texas VHF. EOE. Box W-105.

Hands-on chief engineer. Mid-Atlantic UHF affiliate—\$25-30,000, plus benefits. Replies confidential. Box W-121.

TV production engineer for university TV production facility. Operation of technical equipment in direct support of production, including color camera controls, switching, audio, VTRs, etc. Ability to communicate both studio and remote technical requirements. Be familiar with test equipment and standards regarding signal processing and installation and maintenance of TV system. Minimum of two years technical operations experience required. FCC general class license is desirable, but high degree of competence is essential. Send resumes to: Ralph Gnann, Chief Engineer, 101 TV Center, Wright State University, Dayton, OH 45435.

Studio engineer/technician to be only tech person for a rapidly growing audio and video production and instruction facility at a small state college. Must be able to design and construct new systems as well as maintain existing facilities. Great working environment and benefits. Begin September 1st. Send letter and resume by August 1st to: Mark Handley, Director, Communications Center, Salisbury State College, Salisbury, MD 21801. AA/EOE.

Freelance ENG crews wanted in major US/abroad cities in support of news reporting service. Send resume and tapes (tapes will be returned) to: NewsTeam, 53 East 34th Street, Third Floor, New York, NY 10016.

Television Engineer—New England network affiliate seeking experienced engineer capable of maintaining studio and ENG equipment. Candidate should possess general radiotelephone license. If interested, send resume/salary requirement to Box W-116. EOE.

TV engineers (2): responsible for the operation and maintenance of state-of-the-art, broadcast equipment in new telecommunications center. Salary competitive, excellent fringe benefits. For complete job description and application, send resume to: Marshall E. Allen, Head, Educational Television Services, Oklahoma State University, Telecommunications Center, Stillwater, OK 74078. Deadline August 31, 1984. An affirmative action/ equal opportunity employer.

Chief engineer. Top ten market. ABC affiliate. Only an experienced person with engineering degree or five years minimum in broadcast technical management and transmitter technical operation need apply. Contact: Kenneth M. Johnson, President and General Manager, KTRK-TV, P.O. Box 12, Houston, TX 77001.

Operations-maintenance engineer. Medium market VHF #1 in market, CBS affiliate. Duties include control room operation and maintenance of studio plant equipment. Send resume to Christie Justus, KOAM-TV, Box 659, Pittsburg, KS 66762. An equal opportunity employer.

Transmitter supervisor for group-owned Palm Beach VHF station. Min. 5 years experience. Contact Eng. Mgr., 305-655-5455. EOE.

Director of broadcasting/engineering for southern Minnesota 1.2 megawatt UHF PBS broadcasting station and FM radio station. Responsible for the administration of all engineering/operations and production activities at both stations. 5+ years engineering supervisory experience required. Strong knowledge of maintenance/design/UHF transmitter/microwave systems/state-of-the-art production equipment and ability to work well with staff and programming/development departments. Salary up to \$32,000 annual, plus excellent benefits. Send resume to GM, KSMQ-TV, 1900 8th Ave., NW, Austin MN 55912. EOE/AA.

F&F Productions, an industry leader in mobile television production, is looking for a highly experienced maintenance engineer and remote supervisor. The applicant should have thorough knowledge of all aspects of television equipment maintenance, preferably in a mobile atmosphere, and must possess good client relations ability. Travel and some weekend and holiday work required. Competitive salary, overtime and major company benefits. Send resume to Lawrence Nadler, Director of Engineering, 10393 Gandy Blvd., St. Petersburg, FL 33702. A division of Hubbard Broadcasting. F&F Productions is an equal opportunity employer, M/F.

Maintenance engineer w/digital experience. Large central Florida production facility. Familiar with Grass Valley 1600 switchers, TK-46 & Sony BVP 330 cameras, RCA & Sony 1" VTRs, 1/2" & 3/4" duplication VCRs, Chyron IV & RGU 1, RCA Quad, Neve audio consoles, Lexicon, NEC frame synchronizers, etc. Half hour from beach and Disney, in quiet small town setting. Salary commensurate with experience. Resumes to Peter Sell, PO Box 1783, Deland, FL 32721.

Needed immediately—studio maintenance engineer. Expanding three-station system, beautiful Wyoming. Must be experienced in Sony U-matic, digital and VTR 1200's. Work and play in the heart of Wyoming near Yellowstone and Teton parks. Resume in confidence to Box W-169.

HELP WANTED NEWS

Sports director—Looking for a dynamic personality to replace the best sports anchor this town has seen. Personality a must. You have to love hard work and long hours. Previous director did, now he's in the big time. If you can't develop sources, don't apply. Good sports town. Medium market net affil. Good opportunity. Resume and tape to WLEX-TV, Box 1457, Lexington, KY 40591.

Act now! Deadline: Aug. 6th. Anchor-reporter and sports reporter-anchor. If you have good conversational writing ability, with creative production and editing skills, and don't mind working weekends, we want to hear from you. Rush resume, tape, salary requirements to: Harvey Cox, News Director, WSLS-TV, Box 2161, 401 Third St. SW, Roanoke, VA 24009. No phone calls. EOE.

Top 40 market seeks 11 P.M. news producer. We need college degree; two years' experience. We offer great benefits and state of art equipment. Send resume to Box W-101. EEO.

Feature reporter—if your approach is sensitive, creative and memorable, if you can tell "people" stories like Kuralt, write humorously like Rooney, and cover events like Rudd, and the networks don't appreciate your talent, send me your resume and tape. No calls. Minimum two years experience. Ken Middleton, WTSP-TV, (St. Petersburg/Tampa) P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

Sunbelt medium market is looking for a weathercaster. Degreed meteorologist or AMS seal preferred with minimum 1 year experience doing weather. Knowledge of state of the art computer graphics and radar. Outstanding opportunity for the right person. Send resume and tape to Keith Nichols, News Director, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405, or call 615-267-5412. An equal opportunity employer.

Producer: seeking a talented individual to supervise daily newscasts. Need solid news judgment, excellent writing skills. Will have access to great production facilities. Must have experience with all phases of live ENG. Will be involved in long-range planning and special projects. Previous management and production experience required. Tapes and resumes to Mike Malter, News Director, 801 North Oregon, El Paso, TX 79902. EOE.

Sportscaster openings. Interested? Send Tape and resume to: Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

Freelance TV reporters wanted in major US/abroad cities in support of news reporting service. Send resume and tapes (tapes will be returned) to: NewsTeam, 53 East 34th Street, Third Floor, New York, NY 10016.

News director. Sparkling city by the sea. Beautiful, sunny Corpus Christi, Texas. Dominant news station has immediate opening for experienced news director. Strong news and proven management ability is required. Send tape/resume to Billy Brotherton, Station Manager, KIII-TV, P.O. Box 6669, Corpus Christi, TX 78411, or call 512-854-4733. EOE.

Sports reporter. Corpus Christi, the place to be, is looking for weekend sports anchor and weekday reporter. Must have previous experience, reporting, shooting and editing. Send tape & resume to Billy Brotherton, Station Manager, KIII-TV, P.O. Box 6669, Corpus Christi, TX 78411, or call 512-854-4733. EOE.

News director—needed by Rocky Mountain network affiliate. Strong skills in motivating and leading people. Send resume to Mr. Neil Klocksiem, General Manager, KRDO, P.O. Box 1457, Colorado Springs, CO 80901.

TV news photographer/editor. Our New England news operation is expanding! We need creative, efficient and hard working photographers. If you are all of the above and have at least 2 years experience in commercial television news, send resume to Tom Racette, Chief Photographer, WTNH-TV, P.O. Box 1859, New Haven, CT 06508. EOE.

TV news ENG editor. Previous ENG experience a must. Will edit a variety of newscasts and tapes. Send resume to Tom Racette, Chief Photographer, WTNH-TV, P.O. Box 1859, New Haven, CT 06508. EOE.

Anchor/producer. Small medium-market network affiliate needs journalist with strong on-air presence. Experience and ability to work well with others essential. Resume and salary needs to Box W-170.

Newscast director: KTVN is looking for a team-oriented individual with at least 1 year commercial television experience in hands-on control room production. Degree in communications preferred, but not required. Send resume and background to Dave Fete, Operations Manager, KTVN-TV, 4925 Energy Way, Reno, NV 89502. An equal opportunity employer.

News producer. We're looking for an experienced newscast producer, someone who is a first-rate journalist and a superb writer. We want a person who can orchestrate a large staff and state of the art technology to produce a well-paced news program that sparkles. If you fit the bill and want to work in America's most exciting news market, send tape and resume to: Bob Coleman, Executive Producer, WSVN-TV, 1401 79th Street Causeway, Miami, FL 33141. EOE.

Sportscaster: network affiliate looking for talented on-air sports person who knows the business and is looking for a challenge. Photography experience a must. Send resume and salary requirements to Box W-171.

WRAL-TV is looking for a versatile sports journalist. Seeking someone who shoots, edits and anchors. Must be able to produce individual stories and complete sports shows. If you are interested in joining a first rate team in a top sports market, send tape and resume to: Corporate Human Resources Department, Capitol Broadcasting Company, Inc., P.O. Box 12000, Raleigh, NC 27605-2000. EOE/M-F.

SE medium operation expanding. Exp. reporters/producers/photographers needed. Beginners need not apply. Resumes to Box W-173.

ENG news camerapeople: KTVN is looking for creative news shooters. College degree preferred with at least 1 year news background. Must know Sony and RCA gear and must be able to edit on 5200 and 800 decks. Prefer shooters with live shot experience. Send resume and tape to Kirk Frostdick, KTVN-TV, 4925 Energy Way, Reno, NV 89502. An equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Television production dir. The largest and most profitable LPTV station in the country needs a production dir. Must have experience in all facets of 3/4" commercial photography and editing, must be able to direct/switch newscasts, remotes and have a keen eye for promotion. Experience in managing people and time a must. Salary scale commensurate with qualifications. Send resume and 3/4" resume tape to: Channel 18, P.O. Box 837, Cumby, TX 75433. Attention: Robert Hilliard.

Promotion writer-producer—for top 20 independent station in Denver. Solid background in movies, program and news promotion. Strong copy-writing and production skills essential. Independent TV experience a plus. Resumes only to Creative Services Manager, KWGN-TV, P.O. Box 5222, Englewood, CO 80155. EOE.

Audience promotion producer. WPHL-TV, Philadelphia, looking for on-air promo producer. Must have considerable hands-on experience in writing and producing on-air spots, and general promotion experience. Send resume and reel to Clive Brash, WPHL-TV, 5001 Wynnfield Ave., Phila., PA 19131. EOE, M/F.

Southeast top 20 affiliate looking for smart, warm, energetic morning talk-magazine show host/interviewer. Talk or magazine show, experience a must. Send resume to Box W-102. EOE.

Production assistant with experience directing news. Mid-Atlantic UHF affiliate. Good salary and benefits. Resume to Box W-122.

Production facility accepting applications. Highly motivated individuals with three (3) years experience or appropriate degree. Resume and tape: Production Manager, P.O.B. 5572, Asheville, NC 28813.

TV director—Central Florida CBS affiliate seeks creative, visually oriented TV director. Applicant must have two years experience directing and switching fast paced newscasts, live remotes, promotion, public affairs programs and commercials. Experience with Grass Valley 300, Quantel and Harris Still Storer. Send tape (including news, graphics, and commercials) to: Len DePaniciis, executive producer/production manager, WCPX-TV, P.O. Box 66000, Orlando, FL 32853. No phone calls. EOE.

Rapidly growing Chicago video production house seeking graphics artists. Must know computer operations. Animatics and TV experience preferable. Send resume to: Graphic Reply, P.O. Box 11624, Chicago, IL 60611.

Interactive videodisc producer/director needed to design, produce and direct interactive video technologies. Requires Bachelor's in broadcast journalism, mass communications or related field. Computer knowledge desired. \$21,136 minimum. Deadline: August 20. Apply to: Personnel Coordinator, ETV, Box 83111, Lincoln, NE 68501. AA/EOE.

TV studio supervisor for university TV production facility. BA in TV, technical theater or related field is desired. Professional TV experience including crew positions, lighting and set construction (including some set design) is essential. Ability to train, schedule and supervise half time crew and to work with outside clients. Responsible for crew, staging and lighting of all productions. Includes some directing as assigned. Send resume to: Julie Tettemer, 104 TV Center, Wright State University, Dayton, OH 45435.

Director-producer. Minimum 2 years successful broadcast TV directing. Experience or potential for wide variety program producing. Good for person seeking vibrant public television station with strong commitment to quality local production. \$16,000-\$19,000. Send resume, references, description of programs/series directed and produced to: S. Timonere, WGTE-TV, P.O. Box 30, Toledo, OH 43692. EOE.

Television producer/director: responsible for all phases of state and national video teleconference production. Must have experience with ENG/EFP and studio production. M.A./M.S. preferred. Will consider B.A./B.S. Three years experience in public or commercial television studio production required. For complete job description and application, send resume to: Marshall E. Allen, Head, Educational Television Services, Telecommunications Center, Oklahoma State University, Stillwater, OK 74078. Deadline August 31, 1984. An affirmative action/equal opportunity employer.

Television producer/director: responsible for production and editing of videotaped projects for the Oklahoma Department of Transportation. M.A./M.S. preferred. Will consider B.A./B.S. Two years ENG/EFP experience necessary. For complete job description and application, send resume to: Marshall E. Allen, Head, Educational Television Services, Telecommunications Center, Oklahoma State University, Stillwater, OK 74078. Deadline August 31, 1984. An affirmative action/equal opportunity employer.

TV Graphic artist: creation, copywriting and layout of print ads. Create artwork and logos for television productions. Knowledge of TV art and print ads. Two years graphic arts experience. College degree. Not entry level position. Send resume to Don Willis, KAUT-TV, P.O. Box 14843, Oklahoma City, OK 73113. No phone calls. EOE.

Instructional and systems designer for Nebraska Videodisc Design/Production Group. Conducts media design, research, evaluation of videodisc, computer software. Coordinate formal evaluation and educational activities. Master's degree in education, learning theory, or instructional systems technology required. Minimum of three years experience in interactive education and training systems. \$23,651 minimum. Deadline August 20. Apply to: Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

PM Magazine co-host/producer. Number one station, top 50 market, looking for dynamic personality with creative ability in story/feature producing to work with male co-host/producer. Prior PM magazine experience preferred. Send resume/audition tape to: Personnel Mgr., Box 2115, Huntington, WV 25721. EOE/MF. No phone calls, please.

On-camera personnel, camera operators, switchers, videographics, salespeople. Major New England-based cable system is expanding its LO and sales department. EOE. Resumes to Box W-166.

Promotion/public affairs videographer. Our last shooter/editor was just promoted to director and must be replaced immediately with a creative M/F thoroughly experienced in EFP. Full knowledge of HL-79D, BVU-110, BVU-800 and location lighting a must. I.B.E.W. position. Resume and tape (no phone calls) to Barry Freidly, Executive Producer, WMAR-TV, 6400 York Road, Baltimore, MD 21212. EOE.

SITUATIONS WANTED MANAGEMENT

Manager, operations—all phases. Looking for opportunity to use my diverse talents at your station as manager-broadcast operations, station manager, or GM. 404-434-5317.

Attorney experienced in media law seeking position with media concern. Not limited to legal capacity. Box W-168.

SITUATIONS WANTED NEWS

ENG photographer, editor, videotape operator seeks permanent position. Charles Rakestraw. 615—272-4625.

Young, aggressive lieutenant working for AFRTS in L.A. seeking sportscasting position. Can start now. Pri or medium mkt. experience. Call Jack, 914—783-4432.

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.

Anchorman. Strong friendly manner. Authoritative voice and sharp appearance. Wide experience. Will move anywhere. 415—856-6602

Experienced NY area sports voice looking to make jump to TV in small/medium market. Call Jim 212-836-5046.

Entry level position: I am a recent Emerson grad and majored in media. During college I had varied TV and radio experience and now seek to consolidate my previous work experience with my education. Any area of the U.S. considered. Contact Mr. Steven, c/o P.O. Box 6152, Boston, MA 02150, or leave a message at 617—232-4423. Opportunity is more important than starting salary.

Political correspondent. Seek entry level position leading to general assignment reporter with emphasis in govt. & politics. Much experience & education in both fields. Willing to relocate. Michael, 5537 Alabama Dr., Concord, CA 94521. 415—672-8333.

BA journalism, recent PhD history, seeks behind scenes position. Will relocate. Contact Adam Rich, 213—655-9164.

Experienced on-air "looker," 32-yr.-old announcer. actor, model. Wants to boost your ratings with some glamour. Will happily relocate to work with newsteam with vision. Roy Fredriks, 212—541-7600 (message).

My boss and I have a whole team to recommend. Station Sold. Loyal anchor-producer-promoter with political savvy wants to join or help build another top-flight team. Small market ratings raiser ready to travel. Box W-150.

Versatile sportscaster. Report/anchor/produce/play-by-play/sports show host. Offer experience, journalism education, enthusiasm. Box W-161.

Weathercaster—polished 13 yr. radio vet, 1 yr. top 60 TV weather. Want weather anchor or weekend weather/reporter position. Opportunity more important than mkt. size. Mike Morin, 201—784-9569.

Enthusiastic, versatile college grad with degree in speech communication and deep interest/knowledge in all sports seeking entry level broadcasting position, preferably East Coast or Midwest. Contact Tim Parker, 804—843-3682, or Rt. 1, West Point, VA 23181.

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HELP WANTED INSTRUCTION

Graduate assistantships for radio, television, journalism laboratory assistants in undergraduate media labs or classroom instruction. Must have undergraduate degree in appropriate communication related area or other degree with professional experience. \$3600 stipend, for nine months, and waiver of fees. Must have 3.0 GPA in undergraduate work/major. Send resume, official transcripts, and three support letters: James Floyd, Graduate Coordinator, Department of Communication, Central Missouri State University, Warrensburg, MO 64093, or call 816-429-4840. AA/EOE.

SITUATIONS WANTED MANAGEMENT

Familiar with broad range of telecommunications ventures from both legal and business perspectives. Areas of expertise include cable TV, telephone, cellular radio, MMDS, DBS, teletext, and videotex. Experience includes 3 years in professional administration and 2½ years as college telecommunications instructor. Dave Willinski, 201-444-4661, 103 Summit Avenue, Waldwick, NJ 07463.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

1" C-type videotape wanted. Will pay cash, will pay shipping. Contact Andy Carpel, 301-845-8888.

Western Electric equipment. Vintage tubes: 2A3, 10s, 45s, 50s, 80s, 81s, 82s, 83s, 211, 242, 845. Tel 818-576-2642. POB 832, M.P., CA 91754.

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AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTRs, 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.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813-685-2938, TWX 810-876-0628 Celco.

2" Quad videotape, archived in plastic shippers. Low pass 30s, 60s, major brands, fully guaranteed. Carpel Video. Call collect, 202-296-8059.

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.

RCA TT10AL with 25kw visual. RCA TF6BM antenna both CH5. 1800 feet 51.5 ohm transmission line with hangers. Available approximately December. Ken Renfrow, KOAA-TV, 303-544-5781.

Video camera. Ikegami HL79A with Fujinon 14:1 lens. \$15,000 or best offer. Available with multicore base station, MA79 for \$17,800 or best offer. Video production switcher. Vital VIX114-10A featuring downstream keyer and audio-follow video package. \$11,000 or best offer. Wireless microphone system. Thomson-CSF RM-104 2-channel 950MHz diversity RF microphone system with Sony ECM-50 electret condenser microphones. \$2,700 or best offer. Contact National Video Industries, 15 West 17 Street, NYC 10011. 212-691-1300.

New television equipment. More than 150 top brands. We supply new, quality, equipment from studio lighting through antennas. Call us for professional help at competitive prices. Installation available. Television Systems & Services, Austin, TX. 512-837-1769; 800-531-5143.

20kw FM CSI (1979). Also 5kw FM ITA. Harris MS15 exc. (1982). Excellent. Transcom, 215-379-6585.

1kw AM Bauer 707; also RCA BTA 1R. Both on-air. Call Transcom Corp., 215-379-6585.

Guaranteed videocassettes! Broadcast quality 3/4" U-matic tapes in albums or shippers. Reprocessed. Chyron evaluated, cleaned, delabeled, erased and fully guaranteed. All lengths, brands and sizes available. Fast, free delivery. Carpel Video, Inc. Call collect, 301-845-8888.

Mobile van. 30 ft. GMC with power tail gate, 25 kw power plant, 5 tons air conditioning, camera perch, storage, 6 RCA roll & lock racks, 17,800 original miles. Excellent condition. \$28,500. Call H. Mumme 915-533-1414.

Datatron edit system. Tempo 7650 system set up for use with two HR-200s and one BVH-1100. Has all bells and whistles. System includes three readers and one generator. New condition. \$15,500. Call H. Mumme, 915-533-1414.

FM 40kw RCA 40E-1 (2-20E-1 into combiner.) 2 BTF 15A solid state exciters. Avail. now. Besco International, 214-630-3600.

New and used radio broadcast and microwave towers. Complete nationwide sales, service, and erection available, located central U.S. T.M.C.I., 402-467-3629.

Two TK-44 studio cameras with bias light plumbicons. James Dages, WLIO TV, Lima, OH 419-228-8835.

Complete Dish, demodulator for SMN Country Network. Also rack with three completely rebuilt 24 cart carousels. Also have 10 KW ERI isocoupler. All of the above in excellent condition. Best offer. 912-628-2000, Al Parker.

Tyro systems are selling for \$60 K & up. Now we have professional 5M equipment, fully redundant, M/P controller, high speed motor drive, S.A. or equivalent electronics, \$19,850. Call Vizcom, 805-929-1800, for details.

26' mobile trailer, complete studio, 3 camera, \$98,000; used very little. Ampex VR 2000B - recorder, \$22,000. Call for list of other items. Star 54, 616-453-7754.

I.A.C. announce booth. 5' x 6'5", excellent condition. Must be disassembled and moved by September 1. Call Jan Durgin, Film Services Supervisor, WGBH-TV, Boston. 617-492-1777, ext. 4290.

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Radio programming wanted. Syndicator will distribute your quality programming. Send demo ASAP: Box 7339, Newport Beach, CA 92660.

MISCELLANEOUS

Promotion library - 80 selected pages non-current issues two nationally circulated promotional newsletters - \$19. Promo, Box 50108, Lighthouse Point, FL 33064.

RADIO

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Successful Midwestern broadcasters have just purchased a 1kw AM/100kw FM in a Missouri small market of 10,000+. An individual is sought to become general manager with the opportunity for ownership. Applying candidates must have management experience, sales background and knowledge of small market radio. EOE,M/F. Reply in confidence to:

BOX W-146

Help Wanted Management Continued

STATION MANAGER

The Fuller-Jeffrey Group, one of the nation's fastest growing broadcasting companies, has newly-created positions available in two markets for sales-oriented individuals with management experience who are ready to move up. Candidates should be prepared to demonstrate a history of success through hard work and determination. If you are qualified, please send current resume with salary requirements to:

William M. Cloutier
Regional Vice President
The Fuller-Jeffrey Group, Inc.
5301 Madison Avenue #402
Sacramento, CA 95841
EOE,M/F

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If you have a strong background in sales, a working knowledge of radio management, a willingness to travel, and a strong desire to make money - this is the position for you. For more information, call Bob Bruton, 800-527-4892.

Help Wanted Programing, Production, Others

WMCA-AM

Seeks hot production manager with hands-on experience and a great ear. Call 212-586-5700, ext. 219. EOE.

**Help Wanted Programing,
Production, Others Continued**

PROMOTION DIRECTOR

Pacific Northwest news radio station needs creative individual with experience in TV, transit, and print, and sales promotions. Besides technical abilities, person must implement overall marketing plan. Send resumes to Tim Davidson, VP/GM, KING-AM, 333 Dexter Avenue North, Seattle, WA 98109. EOE,M/F.

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Help Wanted Announcers

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This is as far from a "time and temp" gig as you can get.

You'll have to be extremely creative, imaginative, humorous, and reliable.

The size of your current market doesn't matter, as long as you've got the goods on tape.

Send a current cassette aircheck and resume to:

Bob VanDerheyden, Vice President, Programming
CBS FM Stations
51 West 52 Street, New York, NY 10019

Men and women of all races desired.

Situations Wanted Management

**GENERAL
MANAGER**

Successful major market O&O TV sales director with 13 years sales and management experience seeks general management position with a good, progressive broadcaster. Strong in sales, motivation, leadership, team-building with extensive decision-making experience in all facets of station operation. Good track record, references, and an instinct for making things happen at the bottom line. Ready to learn, teach, lead and succeed right now! Let's talk ASAP about present opportunities or futures. 312-441-6295.

Situations Wanted Announcers

FLORIDA SITUATION WANTED

Announcer. News. Telephone talk personality. Sales. Twenty successful years experience local and network radio/TV. Permanently relocated Florida. Desire Dade, Broward, Palm Beach or Martin County. Write Box W-133.

TELEVISION

**Help Wanted Programing,
Production, Others**

NOVA

NOVA—Public Television's leading science series is looking for top notch publicist to coordinate a national publicity effort out of Boston. Qualified candidates with television promotion experience and excellent writing skills should send their resumes to Irwin Mesch, WGBH-TV, 125 Western Avenue, Boston, MA 02134.

**Help Wanted Programing,
Production, Others Continued**

**ASSOCIATE
PRODUCER
Network O & O**

Excellent opportunity for individual with minimum of three years field production in magazine format. Post-production editing knowhow a major plus as well as excellent writing/communication skills. Interested candidates should send resume including salary history to:

BOX W-149

Equal Opportunity Employer M/F/H/V

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YOU NEED a top 50 station which still gives you hands-on control of your product, while providing state of the art facilities and excellent salary and benefits. WE NEED a creative and energetic writer/producer/editor for the most award-winning promotion department in Ohio. We're a group-owned ABC affiliate looking for the right addition to our marketing team. Send tapes and resumes (no phone calls) to: Promotion Director, WDTN-TV2, P.O. Box 741, Dayton, OH 45401. EOE

Help Wanted Sales

TV ACCOUNT EXECUTIVE

K*USA-TV, Denver, Colorado's #1 TV station, has an opening for an account executive. Applicants should have some TV sales experience and a strong aptitude for new business development. Please send resumes to:

Rod Bacon
VP-Sales Manager
K*USA-TV
1089 Bannock St.
Denver, CO 80204
303-893-9000

K*USA-TV, an ABC affiliate, is a Gannett Broadcasting group station and an equal opportunity employer.

Help Wanted News

WE'RE LOSING THE BEST

male anchor in Peoria and looking to find a September 1 replacement. Must be a journalist who can report and deliver the news to a growing central Illinois audience. If you're ready to step in, rush tape, resume, and salary requirements to Duane Wallace, News Director, WMBD-TV, 3131 N. University, Peoria, IL 61604. EOE,M/F. No phone calls.

Help Wanted Management

A new multi-million dollar video and film production company located in the sunbelt is seeking to fill the following staff positions:

VICE-PRESIDENT SALES AND MARKETING

This position requires an experienced and successful sales achiever with a management background, an ability to develop a comprehensive national sales program and the proven skill to attain goals and objectives. If you have a minimum of 5 years experience as a leader in major market video production and post-production sales, we want to meet you.

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This individual will be responsible for assisting in the development and syndication distribution of independently produced video and film broadcast programming including entertainment, sports, and dramatic series. Knowledge of Hispanic programming trends is also helpful and experience in this field will be considered a plus. This position requires a minimum of 5 years programming/syndication experience. Send a full resume with references and salary requirements to Box W-154.

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Situations Wanted News

TV MARKET DEVELOPMENT MANAGER

We are seeking "complete" individual to develop total market development effort. Candidate must possess strong communicating skills, creative and imaginative thinking, research, retail and co-op. Television background helpful, but not necessary. More important is overall marketing ability. Written replies **only** to: VP/Sales, WMAR-TV, 6400 York Road, Baltimore, MD 21212 EOE

WMAR-TV 2 BALTIMORE

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1 Microtime Digitrol #2
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Florida AM or FM. Will manage. CPA documented record of successful sales management. Ready to invest and start now. All responses confidential. Write Sydney E. Byrnes, 5070 North Ocean Drive, Singer Island, FL 33404.

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STATION				CONTACT		
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S	Metro	AM	\$275K	Cash	Ernie Pearce	(615) 373-8315
NE	Metro	AM	\$1,000K	Neg	Ron Hickman	(401) 423-1271
Rkys	Sm	AM	\$110K	\$25K	Greg Merrill	(801) 753-8090
FL	Suburb	AM	\$450K	\$100K	Randall Jeffery	(305) 295-2572
Pac	Metro	AM/FM	\$900K	\$175K	Elliot Evers	(415) 387-0397
CO	Sm	AM/FM	\$875K	\$100K	David LaFrance	(303) 534-3040
MW	Sm	AM/FM	\$720K	\$125K	Bill Lochman	(816) 254-6899
SE	Med	AM/FM	\$795K	\$150K	Brian Cobb	(404) 458-9226
S	SM	AM	\$200K	\$35K	Bill Cate	(904) 893-6471

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.

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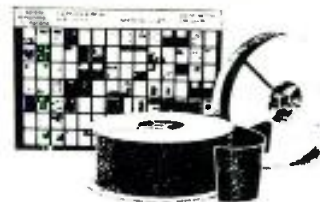


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■ Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.

■ East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

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DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full
& correct payment **MUST** accompany **ALL** or-
ders.

When placing an ad, indicate the **EXACT** cate-
gory desired: Television, Radio, Cable or Allied
Fields; Help Wanted or Situations Wanted; Man-
agement, Sales, News, etc. If this information is
omitted, we will determine the appropriate cate-
gory according to the copy. **NO** make goods will
be run if all information is not included.

The publisher is not responsible for errors in print-
ing due to illegible copy—all copy must be clearly
typed or printed. Any and all errors must be re-
ported 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
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Advertisers using Blind Box numbers cannot re-
quest audio tapes, video tapes, transcriptions,
films, or VTRs to be forwarded to BROADCAST-
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tapes, transcriptions, films & VTRs are not forwar-
dable, & 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. Publish-
er 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, up-
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tions Wanted: \$40 per inch. All other classifica-
tions: \$70 per inch. For Sale Stations, Wanted To
Buy Stations, & Public Notice advertising require
display space. Agency commission only on dis-
play 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.

Media

Clifton Conley, station manager, WFTV(TV) Orlando, Fla., named president and general manager.



Conley



Cancela

Jose Cancela, account executive, WLTV(TV) Miami, joins KTVW-TV Phoenix as general manager.

John Lego, station manager, KORK(AM) Las Vegas, named general manager of KORK(AM)-KEER(FM) there.

J. Milton Moore, general manager, American Television and Communications' Raleigh, N.C., cable system, joins Summit Cable Services of Iredell County, Summit's Statesville, N.C.-based cable system, as VP and general manager.

Joel Jackson, news director, Mountaintop, Lewisburg, W.Va.-based radio network comprising 50 stations in four states, named general manager.

Peg Dempsey, general sales manager, KTAC(AM)-KBRD(FM) Tacoma, Wash., joins KKSS(AM)-WAYL(FM) Minneapolis as VP, general manager.

Anthony Maisel, station manager, KSNW(TV) Wichita, Kan., named VP and general manager.

Bruce Lumpkin, general sales manager, KSTW(TV) Seattle, named VP and general manager.

Mike Mitchell, station manager, KSNF(TV) Joplin, Mo., named VP and general manager.

Paul Nicholas, from WMUZ(FM) Detroit, joins WLQV(AM) there as operations manager.

Dick A'Hearn, program manager, WTVT(TV) Tampa-St. Petersburg, Fla., named operations manager.

Art Shriver, production manager, KSLA-TV Shreveport, La., named director of operations.

Dave Uhrich, director of programming, WRC-TV Washington, joins WETG(TV) Hartford, Conn., as operations manager.

Wendy Gayle, from KFWB(AM) Los Angeles, joins KOAX(FM) Dallas as controller.

Gordon Peil, operations director, WRC(AM) Washington, joins Mutual Radio Network, Arlington, Va., as Midwest regional manager.

ager.

E. Thayer Bigelow, VP, finance, Time Inc., New York, named chief financial officer.

Nelson Rosabal, director, personnel, NBC, New York, named VP, personnel operations.

Frances Dowling, manager, broadcast standards, West Coast, NBC, Los Angeles, named director, Broadcast Standards, West Coast.

Appointments, finance department, United Cable Television, Denver: **Gary Howard**, from The Siena Co., Denver real estate development firm, to treasurer; **Norman Stephens**, tax manager, to assistant VP, taxation, and **Kenneth Warner**, assistant controller, to controller.

Randall Fritchie, internal auditor, Marshall Industries, El Monte, Calif., and former assistant controller, National Subscription Television, Glendale, Calif., joins CommuniCom Cable Television, Los Angeles cable system passing 373,000 homes, as controller.

William Walsh, VP, broadcast operations, WOR-TV New York, joins KRBK-TV Sacramento, Calif., as business manager.

Tom Murray, manager, Daniels & Associates cable system in Hemet, Calif., named manager of Southland Cable, Daniels's Redlands, Calif., system.

Lynn Fontana, from National Public Radio, Washington, joins noncommercial WETA-TV there as director of educational activities.

Wallace Edwards, assistant general manager, Vermont ETV, Winooski, Vt., retires.

Marketing

Dennis Plansker, senior VP, associate creative director, broadcast production, Campbell-Ewald Co., Warren, Mich., named group senior VP and director of broadcast production.

Alvin Kacin, chairman, D'Arcy MacManus Masius, St. Louis, resigns.



Clark

Harry Clark, senior VP and managing director, Lansdowne Advertising, formerly a subsidiary of J. Walter Thompson USA and now a part of JWT's New York office, named senior VP, communications and development for JWT.

Richard Huebner, from AC&R Advertising, New York, and **Stanley Schulman**, from Jordan, Case & McGrath, New York, join SSC&B:Lintas Worldwide there as senior VP's, associate creative directors.

Lora Hibbert, account executive, Mountaintop, West Virginia radio network, Lewisburg, W.

Va., named marketing director.

Appointments, W.B. Doner: **James Dale**, executive VP, corporate creative director, Baltimore, to vice chairman; **Michael Shapira**, executive VP, director of retail division, Detroit, to president, Detroit; **William Hooper**, partner, executive VP and director of operations, Baltimore, to president, Baltimore, and **S.M. (Skip) Roberts**, executive VP, account service, Detroit, to executive VP, general manager.

Appointments, Barkley & Evergreen, Shawnee Mission, Kan.: **Jim Aylward**, creative director, to VP; **Connie Kennedy**, media supervisor, to senior account executive; **Kelly McCarthy**, assistant account executive, to account executive, and **Betsey Butler**, account coordinator, to assistant account executive.

Terri Troja, from USA Cable Network, Glen Rock, N.J., joins CBN Cable Network, Virginia Beach, Va., as advertising account executive.

Mark Rowlands, media planner, BBDO, Detroit, named senior media planner. **Judy Hoomlain**, from McCann-Erickson, Troy, Mich., joins BBDO, succeeding Rowlands.

Phil Anderson and **John Willie**, group VP's, Marsteller Inc., Chicago, named senior VP's,

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group account directors.

William Crandall, from SSC&B:Lintas Worldwide, New York, joins Avrett, Free & Ginsberg there as senior VP and management supervisor.

John Rhein, general sales manager, CKLW(AM) Windsor, Ont. (Detroit), joins Brogan Kabot Advertising Consultancy, Southfield, Mich., as VP, account director.

Joel Davis, research supervisor, Foote, Cone & Belding, Chicago, joins D'Arcy MacManus Masius there as associate research director.

Gerald Troxell, account executive Cable News Network, New York, joins The Weather Channel there as account manager, advertising sales.

Linda Cruse Moffat, affiliate relations manager, Turner Program Services, Atlanta, named regional sales manager, Turner Cable Sales there.

Laurie Angotti, from Eastman Radio, New York, joins Blair/RAR there as research analyst. **Leslie Stanfield**, account executive and media supervisor, Independent Media Service, New York, joins Blair/RAR there as account executive.

Lisa Bonci, assistant art director, Quinn & Johnson, BBDO, Boston, named art director.

Appointments, Katz Television: **Mark Ryan**, account executive, Minneapolis, to sales manager, Jacksonville, Fla., office; **Cynthia Murrah**, from Nichols Co., Dallas, to account executive there, and **Stephen Westerberg**, from Adam Young, New York, and **Keith Green**, from John Blair & Co., New York, to account executives there.

George Dallas, director of data systems, Blair Television, New York, named VP. **Thomas Marsillo**, member of sales staff, Blair Television, New York, named to newly created position of Broadcast Advertisers Reports coordinator, independent stations.

Wallis Ivy, VP and manager, Dallas office, Avery-Knodel Television, retires. **David Moore**, regional sales manager, Dallas, succeeds Ivy.

Georgia Hess, account executive, KEX(AM) Portland, Ore., joins McGavren Guild Radio there as sales manager.

Cynthia Hull, associate research director, Katz Independent Television, New York, joins TeleRep there as research director, tigers sales team. **Biff Enoch**, research manager, jaguars team, TeleRep, named research director of team.

James Stevens, account executive, CBS Spot Sales, Chicago, named manager, CBS Spot Sales.

Cathy Meloy, general sales manager, KIMN(AM) Denver, joins WBAL(AM)-WYYY(FM) Baltimore as general sales manager of WYYY and director of national sales for both stations.

Daniel Gorby, local sales manager, WDCG(FM) Durham, N.C., named general sales manager.

Jack Hutchinson, account executive, Blair/RAR, New York, joins KOAX(FM) Dallas as general sales manager.

Garry Lewis, national sales manager, WTOP-

(AM) Washington-WTKS(FM) Bethesda, Md., named general sales manager.

George Ivey III, local sales manager, TVX Broadcast Group's WCAY-TV Nashville, named general sales manager of co-owned WTVZ(TV) Norfolk, Va.

Jerry Ryan, sales manager, WLS-AM-FM Chicago, joins KIXK(FM) Denton, Tex., as general sales manager.

Jack Gilday, Las Vegas sales manager, KRXX(FM) Yermo, Calif., named VP, Nevada sales.

Frank Hawkins, local sales manager, WFFT-TV Fort Wayne, Ind., named general sales manager.

Michael Weinstein, regional account executive, WMMR(FM) Philadelphia, joins Blair Radio there as marketing manager.

Donna Cooper, from WMAR-TV Baltimore, joins WTTG(TV) Washington as marketing director.

Llewellyn Krause, from WTNH-TV New Haven, Conn., joins WETG(TV) Hartford, Conn., as sales manager.

C. Lee Mallory, account executive, KEKR-TV Kansas City, Mo., named local sales manager.

Rich Kahn, from WLOO(AM)-WAIT(FM) Chicago, joins KMEL(FM) San Francisco as local sales manager.

Jim Pratt, station manager, KGMC(TV) Oklahoma City, joins SIN Television Network as general manager of its Dallas-Fort Worth cable interconnect, local origination facility for production of commercials for six area cable systems.

Jerry Ferch, account executive, WBCS-AM-FM Milwaukee, named sales manager.

Anthony Seagraves, sales manager, WISE(FM) Nashville, joins WNOX(AM) Nashville-WNXX(FM) Clinton, Tenn., as sales manager.

John Gaston, general manager, KMJM(FM) St. Louis, joins KLTW(TV) Tyler, Tex., as sales manager.

Luther Griffin, general and national sales manager, WCTI(TV) Greenville, N.C., joins WNCT-TV there as regional sales manager.

Mark Wilson, local sales supervisor, WAIT(AM) Chicago, named local sales manager.

Donald Berman, national sales manager, Settel, Indianapolis, joins WDSU-TV New Orleans as national sales manager.

Charlie McCarthy, from WLZZ(AM)-WZUU(FM) Milwaukee, joins WEZW(FM) Wauwatosa, Wis., as account executive.

Mark Shannon O'Neill, from NBC Radio, New York, joins WLTW(FM) there as account executive.

James Thacker, from Standard Glove and Safety Equipment Corp., Chicago, joins WPWR-TV Aurora, Ill., as account executive.

Brenda Wolfe, from WJAR-TV Providence, R.I., joins WLVI-TV Boston as account executive.

Susan Player, account executive, CKLW(AM) Windsor, Ontario, joins WOMC(AM) Detroit in same capacity.

Programing

Frank Dawson, director of comedy development, Universal Television, Los Angeles, named director of programs.

Mark Mitzner, VP and director of taxes, Warner Amex Satellite Entertainment Co., New York, named senior VP, chief financial officer. **David Houle**, director, Midwest advertising sales, MTV:Music Television, WA-SEC, Chicago, named VP, advertising sales, regional operations, MTV.

Jay Kanter, VP, Ladd Co., Los Angeles production company, joins MGM/UA Entertainment Co. there as president of worldwide production for studio's motion picture division. Kanter succeeds **Freddie Fields**, who remains 'affiliated exclusively' on long-term basis with MGM/UA as independent producer. Fields had headed motion picture division since 1982, joining MGM Film Co. preceding year as motion picture production division president.

John Rappaport, Leeway Productions, Los Angeles, has signed exclusive contract with Columbia Pictures Television to develop and produce programing.

Barbara Romen, from Writers and Artists Agency, Los Angeles, joins Universal Television there as director of comedy development.

Lawrence Divney, VP, national sales, Cable News Network, Atlanta, joins Business Times there as executive VP.

Mitch Semel, manager, specials, NBC Entertainment, named manager, current comedy programs, remaining based in Burbank.

Michael Doodan, corporate and telecommunications counsel, 20th Century Fox Film Corp., named director of telecommunications legal affairs and corporate counsel.

Michael Harnett, advertising and production director, Chicago Music Bag, Chicago concert tour promoter, joins SuperSpots, Chicago-based radio and television commercial producer, as executive VP, client relations.

Ron Jamison, general sales manager, WJJD(AM)-WJEZ(FM) Chicago, joins Bonneville Broadcasting System, radio programing syndicator there, as VP and director of sales and marketing.



Jamison



Toye

Don Toye, from own distribution firm, Don Toye Productions, New York, joins MCATV there as sales manager, Encore Programs division. **John Carson**, from Metromedia Producers Corp., Boston, joins MCATV as sales executive.

Katherine Hogan, entertainment lawyer, Paul Weiss Rifkind Wharton & Garrison, New

York, joins Viacom International there as senior attorney, law department.

Mark Zoradi, director, consumer promotions and cable trade advertising, The Disney Channel, Los Angeles, named to newly created position of director of affiliate marketing.

Joseph Cicero, VP, financial administration and control, West Coast, NBC Entertainment, Burbank, Calif., named VP, finance and administration.

Daniel Davids, director of marketing, Group W Cable, New York, joins Arts & Entertainment Network there in same capacity.

Ginger Kraus, from ABC Radio, New York, and **John Brodie**, from NBC Radio, New York, join Westwood One there as account executives.

Alyne Boren, program director, noncommercial WUSF(FM) Tampa, Fla., joins noncommercial KDAQ(FM) Shreveport, La., in same capacity.

Meyer Davis, general manager, Video Masters, Chattanooga, joins WVEC-TV Norfolk, Va., as program manager.

Chuck Morgan, program manager, WKQX(FM) Chicago, joins KIXK(FM) Denton, Tex., as program manager.

Bruce (Buzz) Bozogany, director of advertising and promotion, KTLA(TV) Los Angeles, joins WLOS-TV Asheville, N.C., as program director.

Paul Wiley, programing director, Essex Group, Greenwich, Conn.-based MSO, named programing and marketing manager.

Tom Andrews, announcer, KRRZ(FM) Fargo, N.D., named program director.

Todd Sentell, sports reporter, WYFF-TV Greenville, S.C., joins WIS-TV Columbia, S.C., as assistant sports director.

Alison James, from WCPO-TV Cincinnati, joins WLYK(FM) Milford, Ohio, as air personality.

News and Public Affairs

Rebecca Bell, NBC Paris bureau chief, joins NBC News affiliate office, Washington, as director of affiliate and international liaison. **John Mathews**, news editor, NBC, Washington, named Washington affiliate news producer.

Allan Siegert, sales manager, central division, United Press International, Chicago, named VP and central division manager.



Siegert



Wright

Appointments, KQW-TV Philadelphia: **Will Wright**, from Cable News Network, Atlanta, to assistant news director; **Marty Gill**, night

assignment editor and field producer, ABC, Chicago, to assignment manager; **Ellen Hyker**, photographer-editor, WBBM-TV Chicago, to manager of news operations, and **Gerry Roberts**, executive producer, 10 p.m. news, to executive producer, 11 p.m. news.

David Allen, Grand Rapids, Mich., bureau manager, WZKO-TV Kalamazoo, Mich., joins WUHQ-TV Battle Creek, Mich., as news director.

Carrie York, afternoon anchor, KHTZ(FM) Los Angeles, named news director.

Appointments, Capitol Connection, Arlington, Va.-based news service subsidiary of George Mason University Television: **Jesse Schulman**, reporter, International Broadcast Service, London, to producer-director, Washington (Connection serves as Washington bureau for IBS); **Cathy Smith**, field producer-editor, to program producer, *Kentucky Capitol Connection* and *Capitol Connection—Washington Report to Nebraskans*, and **Don Silcott**, managing editor, to additional responsibility as chief Washington correspondent, IBS.

Appointments, Mountainet, West Virginia radio network, Lewisburg, W. Va.: **Ralph Perrey**, industrial editor, to news director, succeeding Joel Jackson, named general manager (see "Media," above); **Eugene Cottilli**, from WCLG-AM-FM Morgantown, W. Va., to sports editor, and **Nancy Hathaway**, from WSAZ-TV Huntington, W. Va., to anchor-reporter.

Ed Dague, anchor-producer, WRGB(TV) Schenectady, N.Y., joins WNYT(TV) Albany, N.Y., as managing editor and 6 and 11 p.m. anchor. **Vic Vetter**, weekend anchor, WNYT, named backup anchor and reporter.

Garvin Berry, news director, KTRH(AM) Houston, named editorial director. **William Calm**, from KING-AM-FM Seattle, joins KTRH(AM), succeeding Berry.

Russ Gondek, 10 p.m. news producer, KTIV(TV) Sioux City, Iowa, named executive producer of news for station.

Marcia Brandwynne, from KNXT(TV) (now KCBS) Los Angeles, joins KTTV(TV) there as anchor and managing editor of 10 p.m. news. **Andy Reynolds**, from KFWB(AM) Los Angeles, joins KTTV as reporter.

Joining staff of Associated Press, Washington: **Ted Sargeant**, from WCKY(AM) Cincinnati; **Ted Hampson**, from WCFL(AM) Chicago, and **Dan Murphy**, broadcast editor, AP, Newark, N.J.

Jeff Ruffner, weekend sports anchor and news photographer, WAND-TV Decatur, Ill., named news assignment editor, succeeding **Pat Hefernan**, who joins WISH-TV Indianapolis as assistant assignment editor.

Jim Keller, reporter-producer, WAAY-TV Huntsville, Ala., joins WAFF(TV) there as assistant news director, assignment editor and executive producer.

Bill Berg, member of news staff, KING-TV Seattle, named assignment manager.

Appointments, WIS-TV Columbia, S.C.: **Carolyn Sawyer**, reporter, to weekend anchor; **Jackie Price**, news producer, to reporter; **Joe Von Kanel**, from WKRN-TV Nashville, to news producer; **Jackie Keunzie**, from WJSV(TV) Elkhart, Ind., to reporter, and **Jim Gandy**,



Winning team. Terry Bradshaw, retired quarterback of the Pittsburgh Steelers, is joining CBS Television as an analyst for National Football League broadcasts. He first worked for CBS Sports in December 1980 on coverage of the National Football Conference wild card game, and was a guest commentator for various subsequent NFL playoff contests, in addition to working as an announcer at the Daytona 500 and Michigan 400 auto races in 1982. Above: Bradshaw (!), stands with Verne Lundquist, CBS play-by-play announcer, with whom he will be teamed on the broadcasts.

from Weatherdata, Kansas City, Mo., to meteorologist.

Ron Blau, from WCVB-TV Boston, joins WBZ-TV there as special projects unit producer.

Phil Allen, 6 and 10 p.m. anchor, KTVK(TV) Phoenix, joins KPNX-TV there as weekend anchor.

Rebecca Kottmann, noon anchor-reporter, KSNW(TV) Wichita, Kan., named 6 and 10 p.m. anchor.

Dave Patterson, from KYW-TV Philadelphia, joins KTSP-TV Phoenix as 10 p.m. co-anchor.

Karen Malone, press relations manager, WXYZ-TV Detroit, named associate producer, public affairs programs.

Dave Burman, from WSBA(AM) York, Pa., joins WHP(AM) York, Pa., as reporter-anchor.

Dallas Raines, meteorologist, CNN, Atlanta, joins KABC-TV Los Angeles in same capacity.

John Chapman, from KMEG(TV) Sioux City, Iowa, joins KTIV(TV) there as reporter.

Marie Burgess, from KDUH-TV Scottsbluff, Ariz., joins KRDO-TV Colorado Springs as weekend weather anchor.

Technology

Augustine Campiglia, director of finance, RCA Astro-Electronics, Princeton, N.J., joins RCA American Communications there as VP, finance.

James Ariana, director, radio sales, broadcast division, Harris Corp., Quincy, Ill., joins Transmission Structures Limited, Tulsa, Okla.-based manufacturer and constructor of radio/TV broadcast and microwave towers, as executive VP and director of marketing.

David Wyllie, from Group W Satellite Communications, Chicago, joins Magnicom systems there as marketing representative. Magnicom develops and markets computer-based management systems for cable industry.

Joseph Pugh, independent cable consultant, Ventura, Calif., joins CommuCom Cable Television, Los Angeles, as director of engineering. CommuCom is cable system serving Los Angeles area.

Paul (Pete) Morse Jr., director of planning and analysis, Jerrold Subscriber Systems division, General Instrument, Hatboro, Pa., named VP, marketing, for division.

Fred Lewis, from Taft Broadcasting, Houston, joins JVC Co. of America, Elmwood Park, N.J., as sales engineer, Southwest region.

Charles Fitch, unit engineer, *Evening Magazine*, Westinghouse Broadcasting, Philadelphia, joins WETG(TV) Hartford, Conn., as director of engineering.

Appointments, KLMG-TV Longview, Tex.: **Jack Bates**, maintenance engineer, KPOM-TV Fort Smith, Ark., to maintenance supervisor; **Mark Scrivani**, from defunct Satellite News Channel, Stamford, Conn., to operations supervisor; and **David Lauther**, maintenance engineer, noncommercial WFSU-TV Tallahassee, Fla., to same capacity.

Promotion and PR

Leslie Leventman, manager, administration, Warner Amex Satellite Entertainment Co., New York, named administrative director, creative services.

Lee Laino, senior VP and member of management group, Carl Byoir & Associates, New York, joins Needham Porter Novelli there as senior VP and general manager of its New York office.

David Ferguson, public affairs general manager, central division, United States Steel, Chicago, joins Hill & Knowlton there as senior consultant.

Cliff Staton, associate, Kamber Group, Washington-based public relations, advertising and political consulting firm, named editorial director; **Randy Bloomquist**, member of audio-visual department, Kamber Group, named account executive.

Robin McMillan, account executive, television division, Rogers & Cowan, Los Angeles, joins Telepictures there as director of publicity.

A. Gerald Franz Jr., research assistant, Needham Porter Novelli, Washington public relations firm, named senior associate.

Elizabeth Carothers, producer and co-host, *PM Magazine*, WLOS-TV Asheville, N.C., joins VTS Music Inc., Dallas-based producer of promotional music for radio and television, as director, creative services.

Patricia Burch, director of marketing, Academy Computers, Colorado Springs, joins KOAA-TV there as advertising and public relations manager.

Randy Hoffman, assistant promotion manager, KTVX(TV) Salt Lake City, named promotion manager.

Jeffrey Bell, promotion manager, WLBT-TV Jackson, Miss., joins WTOL-TV Toledo, Ohio, in same capacity.

Marvin Danielski, executive producer, *PM Magazine*, KCNC-TV Denver, named promotion manager.

Linda Fox, promotion director, KBZT(FM) San Diego, joins KTTY(TV) there as promotion manager.

Allied Fields

Margaret Ludemann, director of marketing, United Cable TV, Sarpy county, Neb., joins First Data Resources, Omaha, as marketing manager, cable division. FDR provides data processing and management information services to cable industry.

Comedienne and actress **Lucille Ball** elected trustee of Museum of Broadcasting, New York.

Alan Berlow, defense and foreign affairs correspondent, National Public Radio, Washington, becomes first Stanley M. Swinton Fellow in journalism at University of Michigan, Ann Arbor. Fellowship will be awarded each year "to a journalist with at least five years of professional experience who expects to make a career in the coverage of international affairs." The fellowship carries stipend of \$18,000, and was named after late VP and director of world services of Associated Press.

Jim Owen, senior account executive, WZTV(TV) Nashville, leaves to form Group N Inc. there, marketing consultant and programming brokerage service.

Appointments, advertiser-agency sales, Arbitron Television, New York: **Dinah Saylor**, Eastern division manager, to national accounts supervisor; **Tom Murphy**, account executive, radio division, succeeds Saylor, and **Howard Rosenblum**, client service representative, to manager of client servicing.

James Meyers, from Gammon & Grange, and **Marc Giattini**, from National Public Radio, Washington, join Baraff, Koerner, Olender & Hichberg, Washington law firm, as associates.

Francis Urbany, special assistant for international affairs, National Telecommunications and Information Administration, Washington, named associate administrator in charge of NTIA's Office of International Affairs.

Virginia Tierney, client service representative, Arbitron, San Francisco, named account executive, television station sales, Los Angeles.

Elected officers, Broadcast Financial Management Association, Des Plaines, Ill.: **Hugh Del Regno**, CBS Inc., Los Angeles, president; **Willard Hoyt**, Nationwide Communications, Columbus, Ohio, chairman; **James MacDermott**, KCNC-TV Denver, vice president; **Joseph Seaver**, Western Slope Communications, Mill Valley, Calif., treasurer, and **Bill Hankins**, KSHB-TV Kansas City, Mo., secretary.

New officers, Station Representatives Association: **Walter Schwartz**, Blair Television, president; **Bill Fortenbaugh**, Katz Radio, treasurer, and **Mike Bellantoni**, Torbet Radio. Elected to

SRA's television board for 1984-85: **Neil Kennedy**, MMT Sales; **Dave Allen**, Petry Television; **Bob Kizer**, Avery-Knodel Television; **Bob Kunath**, Group W Television Sales; **Gordon Hastings**, Katz Television; **Wally Schwartz**, Blair Television, and **Steve Herson**, TeleRep. SRA's radio board for 1984-85: **Fortenbaugh**; **Ed Kiernan**, CBS Radio Spot Sales; **Bellantoni**; **Dick Sharpe**, McGavren Guild; **Dick McCauley**, Blair/RAR; **George Sternberg**, Jack Masla & Co., and **Eduardo Caballero**, Caballero Spanish Media.

Elected to board of directors, Associated Press Broadcasters, Washington: **Bob Morse**, WHAS(AM)-WAMZ(FM)-WHAS-TV Louisville, Ky.; **Jerry Danziger**, KOB-AM-FM-TV Albuquerque, N.M., and **Kenneth Maness**, WJCW(AM)-WQUT(FM) Johnson City, Tenn.

Deaths



Charles H. Brower, 82, retired chairman and president of BBDO Inc., New York, died of cardiac arrest at his home in Brielle, N.J., last Monday (July 23). He had been suffering from Parkinson's Disease. Brower served with BBDO for his entire 42-year advertising career, joining agency in 1928 as copywriter. He was appointed executive VP in 1946; president in 1957, and board chairman and chief executive officer in 1964. He retired in 1970. He is survived by his wife, Mary, two sons and daughter.

Richard Goodfriend, 57, management analyst, office of managing director, FCC, Washington, died of heart attack July 17 while on vacation in Copenhagen. He joined FCC in 1972. He is survived by his wife, Elaine, and daughter.

Alan Latman, 54, founding partner of New York law firm of Cowan, Liebowitz & Latman—among whose clients are Warner Communications, Greater Media, RCA and CBS—and copyright law authority and professor at New York University Law School whose study on copyrighted materials was cited in Supreme Court's Betamax home taping decision, died of cancer July 20 at Columbia Presbyterian hospital, New York. He is survived by his wife, Carol, two daughters and son.

Dan Valentine, 68, retired Southeast regional manager, National Association of Broadcasters, Tampa, Fla., died of cancer July 26 at his home in Tampa. He is survived by his wife, Virginia, and two daughters.

Joseph DeMaio, 39, former air personality who went by name of Stoneman on WPLR(FM) New Haven, Conn. and WCCC-FM Hartford, Conn., and as Joe Donovan on WABC(AM) New York, died of heart attack July 22 at his home in Guilford. He is survived by his wife, Bente Markussen, and daughter.

Billy Williams, 74, singer, whose Billy Williams Quartet was featured on Sid Caesar's *Your Show of Shows*, on NBC in 1950-54, died of heart attack at St. Vincent's hospital, New York.

Harte-Hanks's Bill Moll: He learned to do it all

They took Bill Moll out of Sikeston, Mo., but they'll never take Sikeston out of Bill Moll.

It's more than hometown nostalgia. It's a deep appreciation by the Harte-Hanks executive of his first stop in "the sandlots of broadcasting" where he gained a basic savvy of the business.

Now president and chief executive officer of Broadcasting and Entertainment*, Harte-Hanks, San Antonio, Tex., the 46-year-old Moll is a meld of Missouri conservatism and Texas derring-do.

Take his trip to Washington earlier this month as an example. As always, running shoes were in his luggage. Daily jogging is "an investment in health," he avows. And who would dispute that from a man who carries a lean 178 pounds (the same as on high school graduation day) on a six-foot-one frame?

His first priority on that day in Washington was a jog at dawn along the edge of Rock Creek Park and around the Kennedy Center. Moll was back at his hotel room by 8 a.m., in time for his regular conference call to Harte-Hanks headquarters. The conversation ranged from reports on a proposed Texas ad tax—against which Moll had testified in Austin a few days before—to briefings on Washington aspects of Harte-Hanks's plan to take the publicly traded company private (BROADCASTING, April 2).

Only after that did Moll permit himself time to reminisce about a career that began 30 years ago last March. And he confessed that it started with a bit of boyish duplicity.

"When I was in high school, I had this craving to be in radio," he recalls. "But it took me more than two months after my 16th birthday to work up the courage to go down to the local radio station. Finally, I walked in on Dick Watkins of KSIM(AM) Sikeston. My ploy was to get advice about college and what I should study. He gave me all kinds of wonderful career counseling. Then, after a half-hour, he suddenly asked: 'How would you like to work here?' My dreams came true at that moment."

Auditioning a few days later, Moll passed the test and was put to work the same night. "And I haven't stopped working since," he adds. "In fact, it was a precursor of things to come. He particularly recalled that at one point he would sign KSIM on at 6:15 a.m., shuttle to classes throughout the day, then handle the 6:30 to 11 p.m. sign-off shift.

Moll continued "burning the candle at both ends," studying at different colleges while working at nearby stations. That included an introduction to television with Oscar Hirsch's KFVS-TV Cape Girardeau, Mo.



WILLIAM GENE MOLL—president and chief executive officer of Broadcasting and Entertainment, Harte-Hanks Communications Inc., San Antonio, Tex., and chairman of Television Group; b. Dec. 25, 1937, Sikeston, Mo.; Southern Illinois University, 1955-57; Anderson College, 1957-58; BA, Southeast Missouri State University, 1960; MA, University of Texas in Austin, 1963; during school, worked at KSIM(AM) Sikeston (1954-57 and 1958-59), WCBC(AM) Anderson, Ind., (1957) and KFVS-TV Cape Girardeau, Mo. (1959-62); producer-writer-director, noncommercial KLRN(TV) Austin-San Antonio (1962-64), then KLRN(TV) manager in San Antonio (1964-69); vice president/general manager, WSMW-TV Worcester, Mass. (1969-72); vice president/general manager, Harte-Hanks's KENS-TV San Antonio (1972-77), becoming president/general manager (1977-81); president/CEO of Television Group (1979), then chairman (1981); president, Harte-Hanks's Broadcasting and Entertainment (1981 to present); also, current chairman of Television Bureau of Advertising, president of Texas Association of Broadcasters and on board of CBS Television Affiliates Association; m. Marilyn Lewis, Aug. 2, 1957; children—David, 25, and Craig, 22.

There he hosted the station's *Breakfast Show*, which successfully bucked NBC-TV's *Today Show* in the market, wrote copy, did booth announcing, worked in traffic and did the noon news and 6 p.m. weather.

While working on his masters at the University of Texas in Austin, where he also was a teaching assistant, Moll helped put educational KLRN(TV) Austin-San Antonio on the air on Sept. 10, 1962. Then, in 1964, he took over management of the ETV in San Antonio.

A phone call from a friend, Bernie Waterman, owner of KTSA(AM) San Antonio, made Moll a Yankee pro tem in 1969. Waterman, also minority owner of permittee WSMW-TV Worcester, Mass., dangled magical words: "How would you like to go to Boston?"

Moll laughs about it now: "Well, it

turned out to be Worcester—but that's salesmanship—and Bernie persuaded me to go there to facilitate the start-up of WSMW-TV for [principal owner] State Mutual Life Insurance."

Moll says he was "too young and naive" to recognize the difficulty of that assignment. So he went in there Oct. 21 and in 10 weeks hired about 65 people, organized the programming, set up temporary operations in the basement of State Mutual and, on Jan. 2, "we signed that sucker on!"

Moll's ever-widening circle of friends returned him to Texas in 1972. Hunting for a new sales manager for WSMW-TV, he phoned Wayne Kearn, general manager of Harte-Hanks's KENS-TV San Antonio, for suggestions. "Although we hadn't worked together [in a company]," Moll explains, "we had been involved in many common activities, and I had come to regard Wayne as a confidant and mentor."

A helpful Kearn offered a couple of names, before getting into his own head-hunting: "Bill, we've just gone public and will be on the New York Stock Exchange. Harte-Hanks wants to build its [broadcasting] and I want to be free to do that. How about coming back down here and take responsibility for KENS-TV?" Magical words again—and they worked.

The past 12 years in expanding Harte-Hanks have only caused Moll's adrenaline to pump even faster. "I've got the best job in Harte-Hanks," he says flatly. "None of those guys on the newspaper side, in direct mail or any other part of the company have as much fun as I do."

Frustrations? "Sure. But they're only momentary impediments that a person gets out of the way in order to get his work done. I tend to see the half-full bottle rather than the half-empty bottle."

Moll will see an even fuller bottle with the leveraged buyout of the company. Along with members of the Harte and Hanks families that founded the company shortly after World War I, certain top executives of the organizations, including Moll, will become principals.

"For someone who's been just a working stiff, it's a once-in-a-lifetime opportunity," he says. This newest challenge touches off sparks in Moll's brown-green eyes:

"As a practical matter, we won't be in a position to acquire anything in the early part of the buyout, but I do want to point out that Harte-Hanks is absolutely committed to the broadcast business as the way to continue in the future."

Moll sees his visions of tomorrow as an end product of his real-life experiences. "I came into broadcasting at a unique time, when there was a chance to be a part of the old kind of radio and also to be in the formative years of TV when you learned to do everything."

"There's no way in the world I could have paid for that experience."

* Broadcasting and Entertainment operates four VHF network-affiliated TV stations, live AM and four FM outlets and a cable shopper's channel. It also operates an entertainment production division and publishes a trade publication for the radio industry.

Capital Cities Communications. New York-based group owner, MSO and publisher reported net revenue for second quarter of \$243.6 million, 26% increase. Company said net income increased 21% to \$39.4 million, highest ever. Broadcasting revenue increased 18% to \$75.6 million and cable revenue rose 15% to \$18.9 million. Operating income increased 21% for broadcasting to \$44.4 million and declined 19% for cable to \$539,000. Earnings per share were \$3.03. **New York Times Co.** reported record net income for second quarter. Revenue for publisher, group owner and 47th-ranked MSO rose 8% to \$307 million while net income rose 19% to \$28 million. Company also reported that broadcast and cable group increased operating profit by 66% to \$2.5 million. Greenville, S.C.-based **Multimedia** reported second-quarter revenue of \$79.1 million and net income of \$10.7 million, both 14% increases. Broadcasting revenue increased 10% to \$36.8 million while revenue from company's cable systems rose 27% to \$12.9 million. **Turner Broadcasting System** reported increase in both revenue and net income for second quarter. Revenue increased 29% to \$78 million while net income almost doubled to \$8.1 million. Company received \$4.8 million in tax benefit of carrying forward previous operating losses. Company chairman and president, Ted Turner, said: "The healthy market for [cable] advertising sales, together with subscription fee increases for Cable News Network scheduled to take effect in the second half of the year, give us excellent prospects for sustained profitability." **BBDO International** reported second-quarter revenue increased 22% to \$79 million with net income rising 35% to \$6.1 million.

Moving toward music meeting

It appears that representatives of Broadcast Music Inc., headed by its president, Ed Cramer, will meet with the All-Industry Radio Music License Committee, chaired by Bob Henley, president of KGNR(AM)-KCTC(FM) Sacramento, Calif., in New York this Thursday (Aug. 2) to resume discussions of BMI's new music license agreements for radio stations.

That's the word from National Radio Broadcasters Association President Bernie Mann and former NRBA President Sis Kaplan, who helped arrange the meeting. However, plans call for Kaplan to meet first with Cramer today (July 30) in Washington while Mann meets with Henley in Monterey, Calif., at the annual California Broadcasters Association meeting to help define the issues, and in Mann's words, "narrow the areas of dispute." National Association of Broadcasters senior vice president and general counsel, Jeff Bauman, will also attend the Washington meeting while NAB President Eddie Fritts says he will join Mann in California for the meeting with Henley.

Talks between BMI and the committee for new music licensing terms (the old agreement expired Dec. 31, 1983, but was extended until June 30) broke off June 21 ("In Brief," June 25) with BMI issuing new contracts during the last week of June. The new contracts, effective July 1, among other provisions, raises rates for three years beginning Jan. 1, 1985 (BROADCASTING, July 2).

The new turn of events follows a joint statement released July 20 by NAB, NRBA, the Daytime Broadcasters Association and the Broadcast Financial Management Association "calling for a cessation of hostilities... and immediate resumption of face-to-face discussions" between BMI and the all-industry committee.

The groups also called upon the committee "to refrain from bringing its threatened litigation" (the committee had said it was preparing legal action against BMI if discussions weren't continued) and asked BMI "to refrain from pressing copyright infringement actions" for two weeks. ("In Brief," July 23).

Both the all-industry committee and BMI are honoring the trade groups' request. Cramer sent a letter to the heads of all four associations last week, stating that for two-weeks BMI "will neither bring any infringement actions nor will any station be given notice of a pending action."

World Press Freedom Committee took no position on whether U.S. should withdraw from UNESCO in testimony last week before two House Foreign Affairs subcommittees, but it warned that there is continuing pressure within UNESCO for adoption of programs and policies that would legitimize restrictions on freedom of press around world. "The work of UNESCO in the communications field has been marked by controversy and confrontation, because it has sought compromises between differing media systems in ways that threaten... basic [freedom of the press] principles," WPFC's Executive Director Dana Bullen told members of House subcommittees on International Operations and on Human Rights and International Organizations. Following Bullen's testimony, Dar Mica (D-Fla.), chairman of International Operations Subcommittee, and Representative Jim Leach (R-Iowa), member of Human Rights and International Organizations Subcommittee, expressed surprise and some irritation that WPFC had decided not to take position on U.S.'s withdrawal. Leach, who opposes move and who has introduced legislation to block it, went so far as to say organization was "abrogating its responsibility." Mica asked Bullen to return to WPFC's executive board and see if it could be persuaded to reach decision.

Breach of contract suit involving broadcast station transfers worth an asserted \$33.5 million was filed last week in U.S. District Court in Fort Lauderdale, Fla. At issue are three stations: KMJQ(FM) Clear Lake City (Houston), Tex., WDRQ(FM) Detroit and KMJM(FM) St. Louis, which The **Carlyle Communications Group**, based in Chicago, claimed it had written agreement to buy for \$33.5 million from **Amaturo Group**. Suit, filed by Carlyle, alleges agreement was subsequently breached by Amaturo Group, which allegedly attempted to raise purchase price. Suit seeks completion of alleged deal or failing that, compensatory damages of \$30 million, punitive damages of \$15 million and reimbursement of costs incurred. Carlyle is headed by Jack Minkow, president, and Thomas L. Bookey, vice president. Minkow is former vice president and general manager of ABC-owned WLS-FM Chicago; Bookey is stockbroker with Drexel, Burnham & Lambert specializing in communications investments. Amaturo Group, Fort Lauderdale, Fla.-based group owner with four TV's, in addition to FM stations in question, is headed by Joseph Amaturo, president and chairman, who was in transit on Friday and unavailable to comment on suit filed by Carlyle.

Key witnesses at hearing tomorrow (July 31) before House Oversight and Investigations Subcommittee on **network-college football rights contracts** are: John Toner, president, NCAA; Fred Davison, president, University of Georgia; Charles E. Young, chancellor at UCLA; Joe Paterno, head football coach at Penn State; Eddie Robinson, head coach and athletic director at Grambling; Charles Neinas, executive director, College Football Association; James Delany, commissioner of Ohio Valley conference; Arthur Watson, president, NBC Sports; Neal Pilon, executive vice president, CBS/Broadcast Group; Robert Wussler, executive vice president, Turner Broadcasting, and Robert Wormington, vice president and general manager, KSHB-TV Kansas City, Mo., representing Association of Independent Television Stations.

House Energy and Commerce Committee Chairman **John Dingell** (D-Mich.) and others **warned FCC** last week in letter that if it adopts lottery-selection method for **MMDS licenses**, "the statute requires such a **lottery to include ownership and minority preferences**—something that was fully understood and not opposed by your top staff members who worked with us in revising the lottery statute in 1982." Dingell was joined by House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), Edward Markey (D-Mass.), Mickey Leland (D-Tex.), Cardiss Collins (D-Ill.) and Matthew Rinaldo (R-N.J.). Commission was slated to adopt rules for use of lottery but postponed action ("Closed Circuit," page 9).

Senate Commerce Committee is scheduled to hold **hearing Thursday** (Aug. 2) **on impact of early election projections on voter turnout**. Senators will discuss House resolution referred to committee, H. Con. Res. 321, which calls on broadcasters and other members of media to voluntarily refrain from projecting results of election be-

fore all polls close. Among those scheduled to testify: Ed Joyce, CBS News president; Larry Grossman, NBC News president; George Watson, ABC News vice president; Lawrence Fraiberg, Westinghouse, and Democratic National Committee Chairman Charles Manatt.

□
Group W Productions has canceled H.O.T., half-hour music video strip show that premiered second week of June in 70 markets. Last episode will air Aug. 31. Group W spokesman said that since Metromedia stations in Los Angeles and Chicago dropped *H.O.T.* after four weeks due to low ratings, show did not have enough coverage to support national barter spots.

□
White House nominated William Lee Hanley Jr. (Connecticut businessman) last week to fill term vacated by Karl Eller on **Corporation for Public Broadcasting's** board. Nomination of Howard D. Gutin (president and general manager of noncommercial KLRN-TV San Antonio, and KLRU-TV Austin, both Texas) is expected to follow. He would fill seat designated for public TV broadcaster. Senate nomination hearings for both expected this week.

□
FCC has suspended requirement that broadcasters file annual ownership reports until newly revised Form 323's are "effective and available." FCC said it would announce when program will start up again as well as revised reporting dates for those licensees whose annual filings were postponed. In public notice, FCC said it was "anticipated" that it will take Office of Management and Budget about 60 days to approve new form. FCC revised form to bring it into accord with reporting requirements under new attribution rules (BROADCASTING, July 16).

□
Michael Eskridge, president, NBC Radio, announced last Friday (July 27) that he will leave post within month to assume position within RCA (NBC's parent company) as division vice president and general manager of home information systems. New RCA venture will look into what new ad-supported services can be provided through use of home computers and television sets. Eskridge will report to James Alic, RCA's senior vice president of corporate planning. Replacement for Eskridge, who headed NBC Radio for over two years, is expected to come from within NBC.

□
Wiley, Johnson & Rein law firm in Washington becomes **Wiley & Rein** today after departure of Philip Johnson to pursue commodities practice in New York. Firm was begun by former FCC Chairman Richard E. Wiley after spinoff from Kirkland & Ellis; other "name" partner is Bert Rein.

□
Federal Trade Commission reaffirmed and refined its commitment to **advertising substantiation program** last week, requiring advertisers and advertising agencies to have "reasonable basis"—to actually possess amount of evidence they say they have—before disseminating claims.

□
House passed H.R. 5541, last week, **reauthorizing Corporation for Public Broadcasting** by setting appropriations ceilings of **\$238 million, \$253 million and \$270 million** for fiscal years **1987-89**, respectively. Bill also sets ceiling for Public Telecommunications Facilities Program of \$50 million, \$53 million and \$56 million for fiscal 1985-87, respectively. House rejected amendments that would have reduced CPB funding. Senate already passed similar bill and House-Senate conference may not be necessary. In other action, full House Appropriations Committee marked up CPB's supplemental for fiscal 1984-86 on July 26, but reduced amount by \$12.5 million.

□
FCC last week **approved budget request of \$95.8 million** and 1,989 personnel positions for fiscal 1986. Commission requested \$94.1 million and 1,975 positions for fiscal 1985. It currently is operating on budget of \$90 million and 1,975 positions.

□
Reversing initial decision by administrative law judge, **FCC Review Board has renewed application of Intercontinental Radio Inc. for KSOJ(FM) San Mateo, Calif.** ALJ Frederic Coufal had denied renewal

to Intercontinental, which is 94% owned by United Broadcasting Co. United had previously been denied renewal for WOOK(AM) (now WYCB(AM) Washington and WFAB(AM) Miami and WOOK(FM) Washington [BROADCASTING, Jan. 16]). In initial decision, Coufal had ruled that Intercontinental did not deserve renewal expectancy and granted competing application of Afro-American Communications. Review Board, however, ruled that Intercontinental had deserved renewal expectancy.

□
Robert Wussler, executive vice president, Turner Broadcasting System, confirmed last Friday reports that he had talked to **Playboy Enterprises about taking over top spot at Playboy Channel.** Although he said he is "happy" at TBS, he was not discounting possibility that he might make move. "I don't discount anything."

□
Pollster **George Gallup**, 82, died July 27 at his vacation home in Switzerland.

□
Two units of **Time Inc.**, American Television and Communications Corp. and Home Box Office, have **told U.S. Court of Appeals that Los Angeles's cable franchising process is violation of First Amendment rights of cable operators.** In friend-of-the-court brief, ATC and HBO said lower court erred in dismissing suit of Preferred Communications Inc., which charged, in part, that city violated its First Amendment rights when it deny it franchise.

□
National Association of Broadcasters is calling meeting Tuesday for representatives of **major broadcasting groups** to discuss **FCC decision on multiple ownership rules** (see page 27). NAB says much confusion has been generated on issue and that FCC action is being wrongly linked to network financial interest and syndication question.



On line. WIVB-TV Buffalo, N.Y., has joined a handful of other CBS affiliates in inserting local teletext pages into Extravision, CBS's national teletext service. At the official launch of local service (l-r): Albert Crane, vice president, Extravision; Leslie Arries, president and general manager, WIVB-TV; Scott Michels, vice president, affiliate relations, CBS, and Leonard Grazioplene, president, Macrotel Inc., a Buffalo firm that is producing the computer graphics for the local service. Ralph Thompson, director of engineering for the station, said the local pages, which the station has been creating and updating two or three times a day since July 11, contain news, sports, weather, entertainment guides and travel advisories. Thompson said the station has allocated \$160,000 for the project. Decoders are needed to receive and display the teletext services, which are broadcast in the vertical blanking interval of a station's regular signal. Since reasonably priced decoders are still unavailable, Thompson said, the station plans to give some decoders away to institutions for the hearing impaired and to set up others with television sets in public places.

Editorials

Net gain

In an attempt to avoid a losing battle on Capitol Hill, the FCC has voted to repeal its 7-7-7 rule by stages. Maybe the flanking maneuver will succeed, although skirmish lines have already been dispatched from both sides of the Capitol.

The guess here, reluctantly reached, is that the commission majority may have hit upon a workable solution. The principle of repeal has been adopted, although execution has been postponed for six years, a time frame that remains unexplained except that Mark Fowler likes it better than the three years that Mimi Dawson wanted. Meanwhile, stations in each broadcast service may be acquired to the new magic limit of 12, a figure sucked from the incumbent FCC's thumbs in the tradition of the formulation of the replaced 7-7-7. Somehow the impression got around that 7-7-7 could go to 10-10-10 or maybe 12-12-12 without bringing down an obliterating cannonade from the Hill.

That assumption remains to be tested fully, but it will be, in both the Congress and the courts. A curious coalition of special interests—ethnic minorities, the biggest Hollywood studios and “public interest” lawyers who sue when any deregulation threatens to make them find real jobs—will do what they can to turn things back. For their different reasons, they suddenly exalt 7-7-7 as gospel chiseled in the sidewalk at the entrance to 1919 M Street, Washington.

If there is anything to be said on behalf of the elevation of the 7-7-7 rule to 12-12-12, it is that it is conservative in comparison with the proliferation of television stations since 7-7-7 went into effect 30 years ago. Radio stations have tripled. Commercial television stations have multiplied sixfold. As a way station en route to repeal, the quota can probably be defended politically.

In principle, of course, 12-12-12 makes no more sense now than 7-7-7 made at the time of its adoption. As Dawson noted in her dissent, numerical limits are absurd on their face if they attribute equal weight to markets ranging from New York to Glendive, Mont. Dawson would have removed the caps for radio and replaced them with a television quota measured by the percentage of total U.S. homes reached, 30% in all, 25% for VHF's alone. The Dawson formula would have silenced Jack Valenti, president of the Motion Picture Association of America, who sees his world ending if networks can acquire stations reaching a higher proportion of the American audience. Agreeable a prospect as a silent Valenti presents, the Dawson formula for television should have been rejected. It made more sense than a numerical limit as a matter of logic but less sense than the figure 12 in today's environment.

The same old alarms were raised about the exclusion of minorities from broadcast ownership and concentration of broadcast control in the hands of the greedy rich. Those alarms provide their own rebuttal, as has been remarked on this page before.

In the 30 years that the 7-7-7 limitation has been on the books, there has been utterly no evidence that it either advanced or retarded the entry of minorities or anyone else except venturers wanting to buy above the limits. All the reasons for the relative scarcity of minorities in ownership are to be found somewhere else.

As to the concentrations, it is a fact that only one group, Park, is at full quota now. The marketplace will make it at least as difficult to reach the 12-12-12 limit as it was to reach Park's peak.

The regret is that sunset was delayed so long. Better late than never.

Watching the clock

Impressions continue to mount in the wake of the Democratic national convention and the television coverage thereof. Among the latest, last week, was that created by the CBS-TV affiliates advisory board in complaining about the network's going beyond 11 p.m. in covering the San Francisco events. Considering that the network did not switch to Moscone Center until 9 p.m.—a news policy change that left CBS and the other major networks mere shadows of their former convention selves—the affiliates appeared to want to corral national coverage within a two-hour time frame, leaving stations free to go to local programing at 11.

It must first be noted that affiliates have every right to feel that way—and, indeed, to yank the plug on network programing whenever that is their inclination. Moreover, the networks appear equal to the task of resisting such affiliate pressure should they feel the occasion warrants it. But the combination of the networks' own paring back and the affiliates' desire to abbreviate even further suggest a willingness to yield to other media the journalistic ambitions and reputation the networks have established over 36 years.

For in a very real way, the most significant story of the DNC coverage was not the diminished performance of the conventional networks but the increasing prominence of the nonconventional ones. C-SPAN, which furnished the only gavel-to-gavel coverage as well as fleshing out the 24-hour broadcast (cable) day with analyses, interviews, reruns and nationwide call-in shows. The Cable News Network, which fielded almost as many news personnel as ABC, CBS or NBC and outbroadcast them by a wide margin. Independent Network News. The clusters of local news teams covering the convention through the facilities of Newslink and Newsfeed. In total, almost 400 individual stations sending satellite signals homeward. In the face of all that, one might expect the networks to accelerate their efforts, not cut back—and for their affiliates to encourage, not discourage, such an aggressive approach. But maybe that expectation is unrealistic in today's media world.

After San Francisco, CBS News was so proud of its performance that it began a promotion campaign proclaiming “When it's important, America turns to CBS News.” It may have to add: “But not after 10:59.”



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



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

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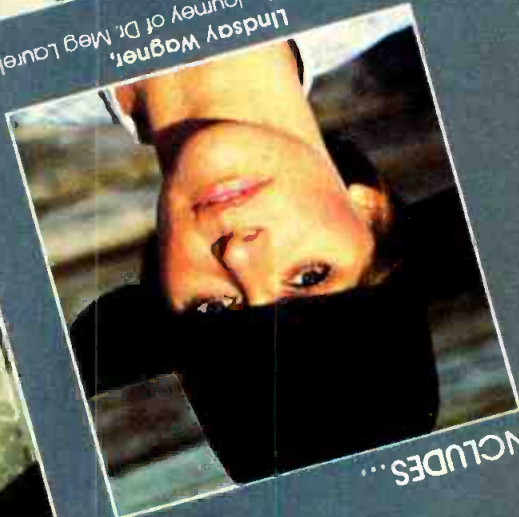
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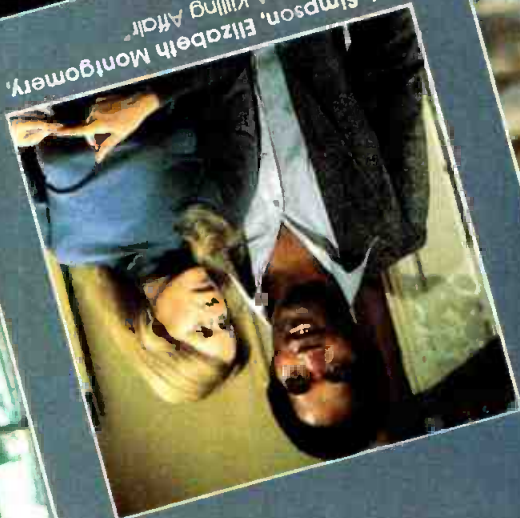
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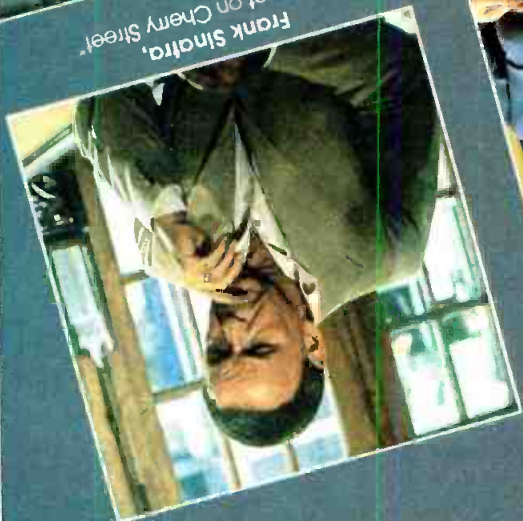
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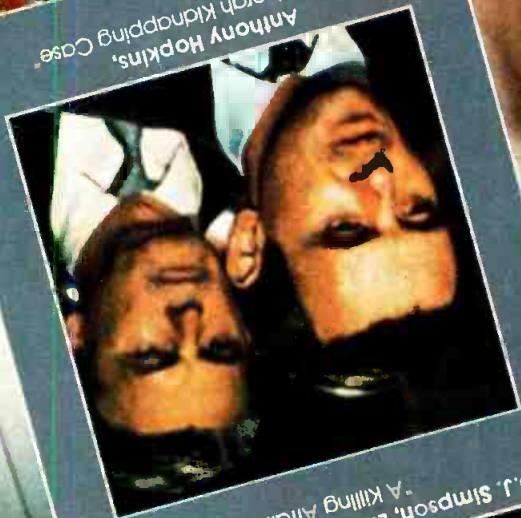
Lindsay Wagner,
"The Incredible Journey of Dr. Meg Laurel"



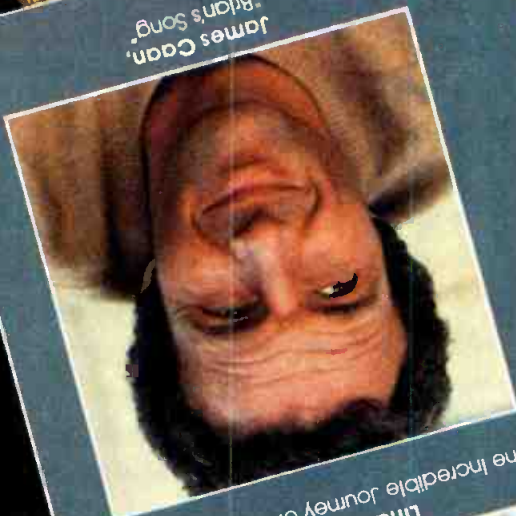
O.J. Simpson, Elizabeth Montgomery,
"A Killing Affair"



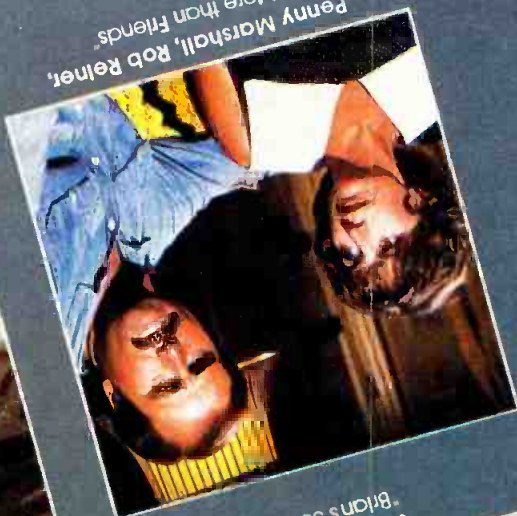
Frank Sinatra,
"Contact on Cherry Street"



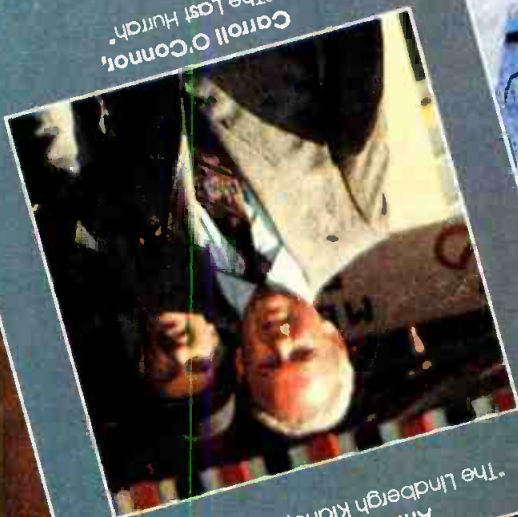
Anthony Hopkins,
"The Lindbergh Kidnapping Case"



James Caan,
"Brian's Song"



Penny Marshall, Rob Reiner,
"More than Friends"



Carroll O'Connor,
"The Last Hurrah"

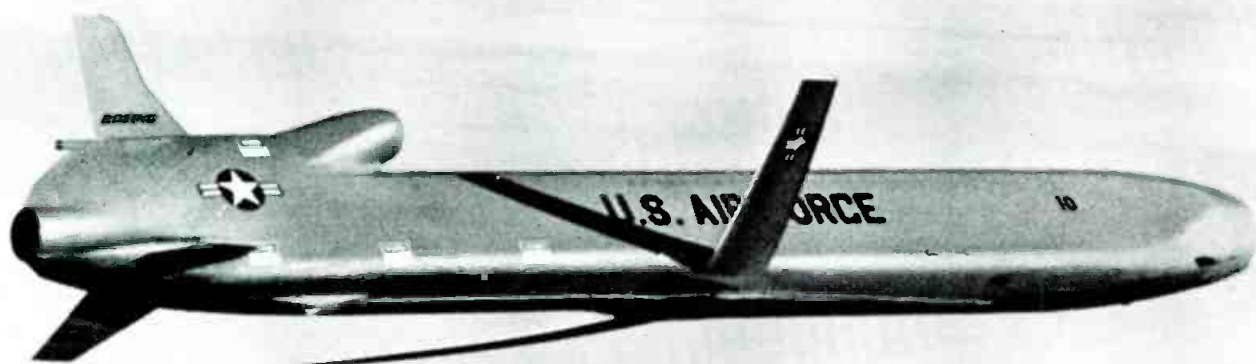


Alan Alda,
"Kill Me If You Can"



Fred Astaire,
"A Family Upside Down"

20 Made-for-TV movies



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KMOX-TV NEWS	16
KSDK-TV NEWS	14

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2 KTVI

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