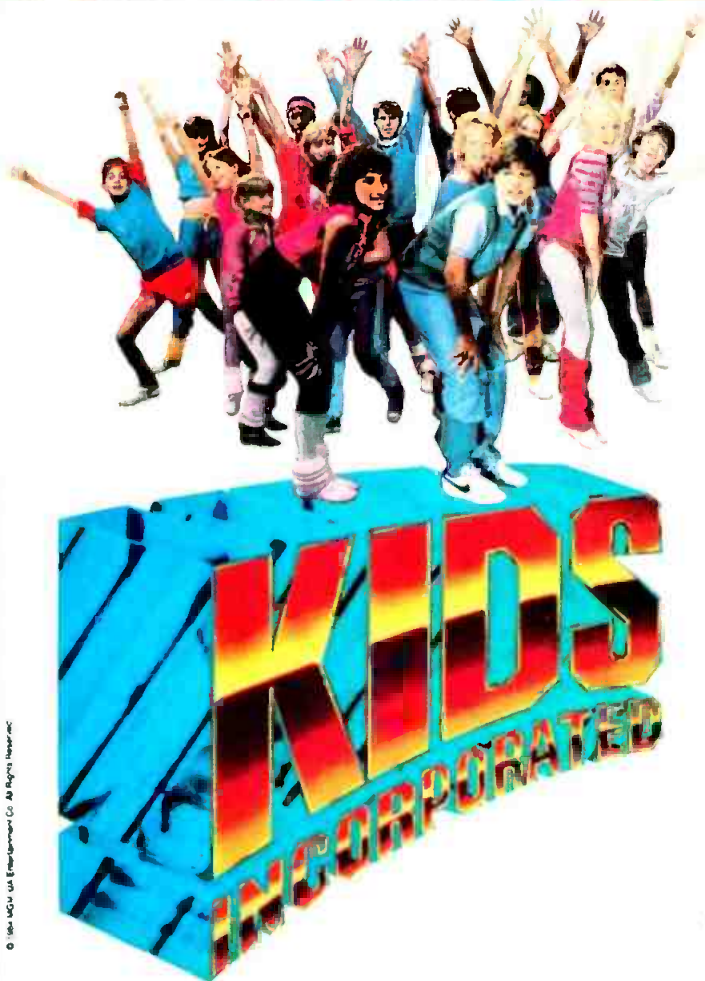


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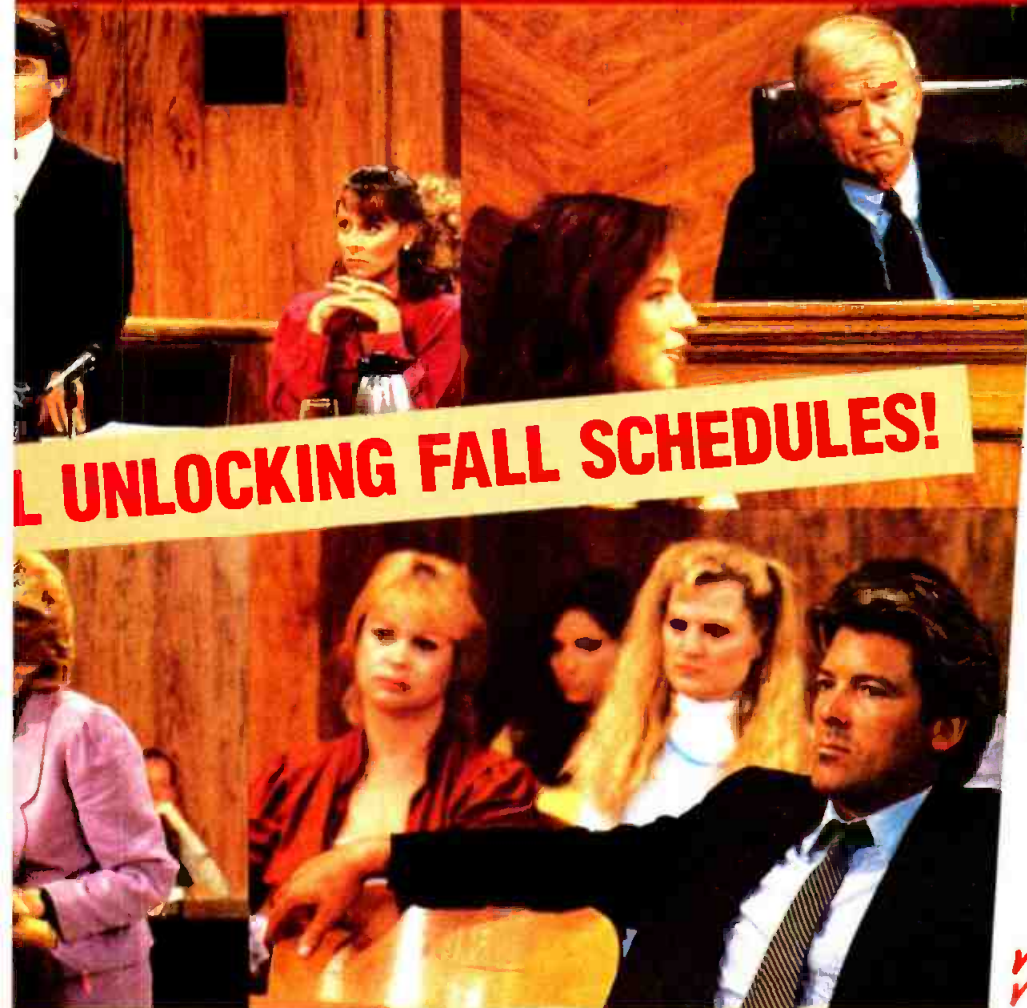
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LIVE ON NBC NEWS



Broadcasting **Aug 20**

Special report on VCR's Coverage from CTAM in New York Networks gear for Republican convention

DOWN TO THE WIRE □ Broadcasters ready themselves for coverage of a Republican convention that does not promise to create a lot of news. **PAGE 31.**

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in New York draws over 1,200. Seminar delved into keeping the customer satisfied, segmenting the market, using marketing tools and identifying critical success factors. Charles Dolan wins top award. **PAGE 53.**

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

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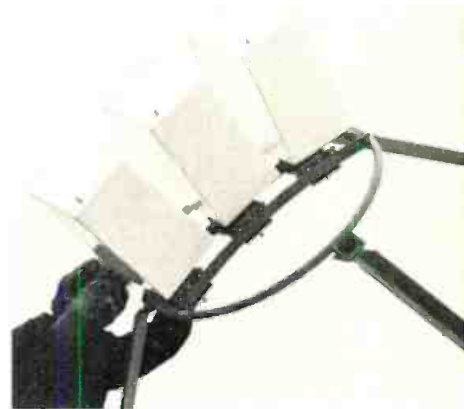
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Last of their kind

Will major networks be back with their elaborate operations to cover political conventions in 1988? Networks cut way back on their coverage this year, confining it generally to 9-11 p.m., NYT, and ignoring events during day. But still, they moved hundreds of journalists and technicians into convention halls in San Francisco and Dallas and constructed massive, three-story anchor "booths," all to cover stories with little bite to them. Several network news executives were discussing future last week over drinks at reception in Dallas, and view of some was that major networks would do things differently in 1988. Conventions, they said, would be covered as events warranted, anchor booths would not be located in hall, and anchors would probably be left home in New York. However, executives who were talking, while in position to advise, are in no position to make decisions.

Minorities, majorities

Word of warning to FCC is being issued by members of House Telecommunications Subcommittee concerning reconsideration of commission's rulemaking on television station ownership rules. FCC Chairman Mark Fowler is said to be considering plan that would allow cap on TV ownership to be raised for groups with minority ownership participation, defined as 5% for smaller deals and 3% for larger. Subcommittee Chairman Tim Wirth (D-Colo.) and Representative Mickey Leland (D-Tex.) would voice stiff resistance to such low percentages. Congressmen feel that percentages should be more in line with those in Leland-Wirth bill that turns minority figures around: Group owner could raise cap on total holdings by taking (fiscal) minority position, up to 49%, in station with (fiscal) majority control of no less than 51% by (ethnic or racial) minority.

Quarter-inch trials

ABC, which has often talked about bypassing half-inch camera/recorder technology for electronic news gathering in favor of quarter-inch, is conducting live, on-air tests of two quarter-inch formats this summer. ENG units incorporating incompatible formats designed by Hitachi and Bosch were both tested (but only for matter of seconds, source said) during recently concluded Olympic games in Los

Angeles. Both formats will be tested again this week in Dallas at Republican convention. ABC is working closely with Society of Motion Picture Engineers in effort to come up with workable compromise format between Bosch and Hitachi units.

Exiting radio?

John Blair & Co. is reported to be seriously considering selling its two radio representative firms. Blair Radio and its new Blair/RAR company which was formerly Group W Radio Sales before purchased by Blair earlier this year ("Riding Gain," Feb. 27). Blair Radio president, John Boden, declined to comment.

First things first

Remember that prime time news service that Metromedia was hoping to develop for national distribution by early 1983 but was subsequently delayed for debut "some time" in 1984? It's been put off again, until "some time" in 1985. Company source insisted it was still "front burner" project with delay due to effort to install or upgrade news operations at Metromedia's seven owned stations first. News operation at KTTV(TV) Los Angeles has been substantially overhauled over past year. KRIV-TV Houston launched its news program year ago, as did KNBN-TV Dallas on July 30. Company's only newsless station now is WFLD-TV Chicago. Its news operation should be up and running by February or March.

No hurry

Amway Corp., parent of Mutual Broadcasting System, has engaged search firm to help find new president—post vacant since Martin Rubenstein departed network last spring (BROADCASTING, April 25). Jack Clements, who was named executive vice president and placed in operational charge of network, has been advised he has equal shot at presidency with any candidate unearthed by search. Nor is there any urgency, Amway officials say: headhunters have been told to "coast."

While Amway insists it is with Mutual for long haul, and that network is not for sale, that isn't case with WHN(AM) New York, its remaining O&O. No broker has been called in and no active solicitation of buyers is under way, but Amway says it's receptive to offers.

Inner circle

Now that Willard (Randy) Nichols, FCC Chairman Mark Fowler's former chief of staff, has departed to become vice president and general counsel of Communications Satellite Corp., and Bruce Fein, commission general counsel, has announced that he is moving on, who's to have Fowler's ear? Word is that chairman's top advisers are his three legal assistants, Daniel Brenner, Thomas Herwitz and Janice Obuchowski; deputy general counsel Lauren (Pete) Belvin, and James McKinney, Mass Media Bureau chief.

Olympic fallout

ABC-TV's strong sales achievement with summer Olympics appears to have had depressing effect on third-quarter spot TV selling that, at estimated 13%-14% increase over last year, was several percentage points below expectations. National reps say many advertisers spent heavily in network, cutting back on spot, and others decided not to spend to compete against potentially highly rated Olympic coverage. Spot was also hurt in third quarter by sluggish August, which registered only about 5% increase over last year, while July was up about 12% and September is expected to gain by 18% to 20%. Spot specialists are optimistic that fourth quarter business will top 1983 by 15%-16%.

Turner video deal

Senior executives from Turner Broadcasting System met in Hollywood last week with major music video producers and record companies to complete agreements leading to start-up of new 24-hour music video cable program service (BROADCASTING, Aug. 13). TBS has said it will make decision on whether to proceed with service by Sept. 1. According to source who participated in meetings, Turner was represented by TBS Executive Vice President Robert Wussler, who will oversee yet-unnamed channel; Chief Financial Officer William Bevens, Vice President of Special Projects Terry McGuirk, and *Night Tracks* Executive Producer Scott Sassa, who will be liaison with record companies.

TBS has indicated it would launch channel during Western Cable Show in early December, and source said origination would come from facilities to be constructed in Hollywood.

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AGAIN!

A Toy Production distributed by



Keeping the customers satisfied

Holding on to what you've got, more formally known as "Designing and Measuring Effective Retention Marketing Techniques," is the subject of the first "white paper" issued by the Cable Television Administration and Marketing Society. The 52-page report was presented at CTAM's convention last week (see pages 53-56) by its author, Dr. Kenneth L. Bernhardt, professor of marketing at Georgia State University.

The report finds an "impressive" array of retention marketing programs in use in the cable industry and suggests that perhaps the most important "technique" is "the creation of a job function with the title of retention marketing manager or director of retention marketing." Because reasons for customer disconnects vary from one area to another, the report finds it "very important" for major systems to have surveys made "at least once every year or two," preferably by independent interviewers. Once churn's causes have been identified, appropriate retention programs can be developed; the report summarizes programs now in use and describes research methods that can help evaluate their success levels.

"There are high payoffs from increases in retention of subscribers, and there is much opportunity to achieve significant increases," the report concludes. "Many companies in the industry have already started to reap the benefits of initiating retention programs, and all but one [out of 12 companies] interviewed expect 1984 retention to be higher than 1983 levels."

The study was commissioned and designed by the CTAM research committee, headed by Char Beales, NCTA marketing and programming vice president, after 75% of CTAM members in a survey ranked retention first among industry problems. CTAM President Edward A. Bennett, executive vice president of Viacom Cable, called the report a "benchmark for the industry," adding: "As we shift our focus from pure acquisition to acquisition and retention, research efforts such as this will be of paramount importance in showing where we are, where we have been and where we are going as an industry."

The report itself concluded that knowledge about retention marketing will probably "escalate rapidly in the coming few years" as "the payoffs from effective programs become more widely recognized" and more and more companies initiate and evaluate retention programs. The study was based on questionnaires returned by 14 of the top 50 MSO's and lengthy interviews with executives of 12 companies.

The CTAM research committee was "disappointed" that more of the top 50 MSO's failed to respond to its questionnaire. Bernhardt wrote in his preface that many companies said they did not respond because they had not yet implemented retention programs and thus had nothing to report. "As a result," Bernhardt said, "I feel that this re-

port describes most of the activity in the industry and is representative of what the leading companies are doing. There are many ideas contained in the report which should be helpful to companies just getting retention marketing programs under way."

Single copies of the report are available to CTAM members at no charge; additional copies are \$5 each. Nonmembers of CTAM may order copies at \$95 each, with additional copies at \$5 each.

Defining a telco

In a worrisome development for anyone who wants to compete with services that conceivably could be offered by a telephone company, the New Mexico Corporation Commission, which has purview over telco regulation in that state, has found that "any person who owns, leases, operates or constructs any facility which forms any part of a link or network for transmission of communications signals for compensation, whether as a common carrier or on a private contract basis, is a telephone company providing public telephone service."

That means that anyone who wants to offer a service that fits within that broad bill in New Mexico must first get a certificate of public convenience and necessity from the state.

The decree came down in response to a complaint that Mountain Bell had filed last year against Tribune Cable Communications' Albuquerque cable system, which was providing an experimental data link between Digital Equipment Corp. and the University of New Mexico. The complaint eventually was broadened into a generic inquiry into the data-transmission issue, according to a Tribune attorney, Gardner Gillespie, of the Washington law firm of Hogan & Hartson.

A spokesman for Mountain Bell said the commission's decision was a "victory" for the telco in that it recognized that "equal treatment is necessary." According to the spokesman, the telco is "in no way trying to hide behind regulation." If the telco weren't required to get a certificate to offer data services, it wouldn't care if none of its competitors had to either, he said. "All we're looking for is a level playing field."

But the Tribune attorney said the telco's talk about a level playing field was a lot of malarkey. "Based upon this decision, cable TV operators will simply be prohibited from providing data services in New Mexico," Gillespie said.

According to the Tribune attorney, New Mexico law essentially gives a telephone company an exclusive franchise over a service area. No other telco can provide a telephone service within that franchise, unless the franchised telephone company doesn't want to provide it, the attorney said. If a cable company wanted to provide a data service, it would, under the decision, be classified as a telco. Therefore, it would have to apply for permission from the state commission.

But if the cable company were to apply in the face of telephone company opposition, the process, for starters, would be "prohibitively expensive"; New Mexico law would make it "very difficult" to get a certificate anyway, and the New Mexico commission has already demonstrated itself to be a "very unfriendly body" when it comes to cable, the attorney said.

The attorney said Tribune would appeal the decision to the New Mexico Supreme Court. But the ultimate resolution of the data issue should come from the FCC or Congress, he added. "They can pre-empt this area at least for interstate services," he said. "No question but that there's momentum around the country fueled by the telephone companies to keep cable from expanding in this area," the attorney said.

Cox Cable Communications petitioned the FCC to pre-empt state regulation of cable's data and institutional cable offerings last year (BROADCASTING, June 13, 1983). That petition is still pending at the FCC.

Disney encore

The long-running network series, *The Wonderful World of Disney*, will return to television beginning at 7 p.m. NYT, Oct. 14, exclusively on The Disney Channel, the pay cable service. A different episode will be shown every Sunday night. The one-hour programs will not be shown in their original sequence. The revival will begin with "Man In Space," the first of three "science factual" episodes shown from 1955 to 1957. The series had a 29-season run on broadcast television (1954-83), under various titles and on all three networks. Included in many of the programs are introductions by company founder Walt Disney, who hosted the series from 1954 until his death in 1966. In addition, The Disney Channel will present some pre-1961 shows shot in color but only shown in black-and-white.

Upset over instruction

The Connecticut Cable Television Association has filed suit in the U.S. District Court in Hartford challenging a state law requiring cable companies with 24 or more channels to dedicate one of their channels for instructional television. According to the association, the law is requiring "many" cable systems to drop existing services or preventing them from offering new ones. In the suit, the association charged that the statute violates FCC programming rules, runs counter to the First Amendment and permits the confiscation of cable company property without just compensation.

Tiering problem

The National Cable Television Association and the Community Antenna Television Association have asked the U.S. District Court for the Eastern District of Louisiana to deny a motion by the city of New Orleans for a permanent injunction to prevent Cox Ca-

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TELEVISION. Cablecasting.

TV stereo carriage. Comments on the question of whether FCC should require cable systems to carry "program-related" television aural subcarrier signals—including TV stereo—are due Sept. 19; reply comments are due Oct. 4. In a second further notice of proposed rulemaking released last week, the FCC, among other things, requested comment on a proposal by the National Association of Broadcasters and the Association of Maximum Service Telecasters. Under that proposal, cable systems would be able to strip enhanced audio transmissions whenever carriage of a signal would materially degrade the main program video or aural signal or adjacent channels; when the enhanced audio signal could not be carried without material degradation of that signal and the interference or degradation could be cured only by a significant capital expenditure by the cable operator, or when aural subcarrier signals are for purposes other than main channel stereo or second-language audio. Under that proposal, cable systems could begin to strip enhanced audio transmission upon submission to the FCC of a properly supported certification that carriage of an enhanced audio signal is creating, or would create, the requisite level of interference or degradation, and an estimate of the cost of correcting it. Cable systems would have to maintain existing equipment and make adjustments necessary for the interference-free and nondegraded retransmission of protected enhanced aural subcarrier signals. Interference or degradation by equipment acquired after last March 29 could not serve as the basis for an exemption. The FCC, however, also requested comment on whether FCC-mandated carriage of stereo and second-language signals is necessary to further the purposes of the must-carry rules.

ble New Orleans from restructuring its programming tiers without prior city approval. The court had issued a temporary restraining order in response to the city's request. In a friend-of-the-court memorandum, the cable associations said Cox should be allowed to proceed with its tiering plan. The associations said that the court's temporary restraining order clearly conflicts with the FCC's preemption of local authority over the carriage and placement of broadcast and cablecast signals on cable systems. The associations added that the court's decision selectively ignores the clear federal preemption of signal carriage and expands the city's limited authority to regulate basic rates.

Community service

The Foundation for Community Service Cable Television has awarded 21 grants totaling \$68,733.46 for community programming on cable television in California. As a result of 1979 California legislation permitting cable systems to deregulate rate structure at the local level, "deregulated" systems must set aside at least one channel for community use, and must support an independent, non-profit organization with a per-subscriber, per-year contribution.

Pirate crackdown

The California state government will soon begin enforcement of a newly approved measure that provides what are termed "the nation's toughest penalties" for making and selling illegal subscription television decoder boxes. The landmark measure, which becomes effective Jan. 1, 1985, also penalizes consumers who knowingly buy and use such devices. The bill, signed last month by Governor George Deukmejian, is similar to a previously enacted state law covering cable television transmissions.

The measure provides criminal penalties for manufacturers and distributors of illegal decoders of up to \$10,000 for the first offense and \$20,000 for subsequent convictions, or a jail term, or both. Consumers found guilty will be punishable by fines of up to \$1,000 or a 90-day jail term, or both. The bill allows awards of up to three times the amount of actual losses to STV operators victimized by pirates, plus up to \$50,000 in additional

damages at the court's discretion. ON TV, a southern California STV operator and supporter of the legislation, has announced a 90-day amnesty period before the new law goes into effect, during which time consumers may turn in their illegal decoders without fear of prosecution.

"Pay TV pirates are no different from any other criminal who sells fraudulent, counterfeit merchandise," said State Senator Joseph Montoya (D-Los Angeles), who co-sponsored the bill with Assemblywoman Gwen Moore (D-Los Angeles). "With this law on the books, however, we intend to put them out of business."

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Edward J. Murray, Chairman

Monday Memo

A television commercial production commentary from Neal Kesler, president, Airfax Productions, Chicago

Solving some common commercial problems

Television commercials rarely are viewed in an ideal environment. Yet many of them seem to be made with that ideal in mind. That ideal involves direct projection of the commercial onto a theater-sized screen. It assumes that viewers will give the commercial their undivided attention, scanning the screen for subtlety and nuance. In this perfect environment no phones ring, no children play, no dogs bark. The room is silent and motionless, save for the larger-than-life images flickering and the Dolby sound system booming.

If this vision of the average TV viewer seems a bit removed from reality, consider the very real commercials that air during prime time programming. A significant percentage seem to be made for the silver rather than the small screen. They are filled with cavernous long shots, wide angle perspectives containing panoramas of action. Vistas are swept, revealing image after image after image. Scenes shift and cut with the speed and elusiveness of a broken-field runner.

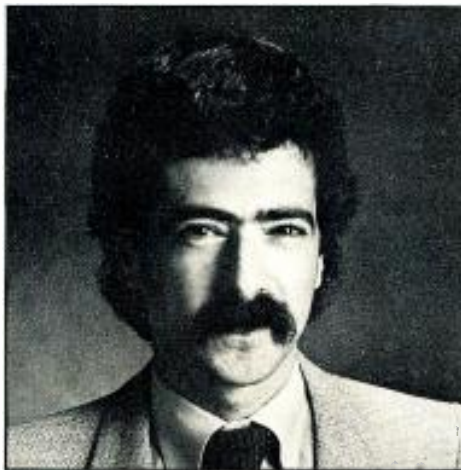
What's going on? How can advertisers, agencies, directors and editors collaborate on commercials which flagrantly violate the inherent nature of the medium? Basically, it's a problem of perspective. Bigness is exalted at the cost of detail. The only way to cut through the clutter is to make a commercial more spectacular, more fantastic than one's competitor. Yet what price glory?

Generally, television is viewed on a 19-inch color television set in a room that can have any number of distractions. The set itself is probably not a new one, and the colors often are not exactly right—the set might not be functioning properly, or it might not be tuned properly. The sound, too, is frequently no better than what emanates from the cheapest radio.

In addition, the viewer often sees the commercials as an unpleasant interruption between scenes of a favorite show. The viewer watching *Hill Street Blues*, for instance, is sitting on the edge of his seat waiting to discover whether Joyce will separate from Captain Furillo. That viewer tends to fail to be impressed by a majestic shot of a car on a mountaintop. He tends to lose some of the ambience projected by an elaborate soft drink commercial.

One certain way to reach that viewer—to make him sit up and pay attention—is with close, tight shots that cannot be ignored.

Consider how effective the new Pepsi spots are. Certainly their effectiveness is partly due to the creative concept. But that concept is strengthened immeasurably by the numerous close-ups that serve almost as the *mise-en-scene* for the spots.



Neal Kesler is the president of Airfax Productions, a Chicago-based production company that he formed in May 1975. Prior to that he served for six years as an engineering supervisor for noncommercial WTTW(TV) Chicago.

All this is not to say that all commercials should be continuously filled with close-ups (or that there is no place in advertising for big budget, elaborate commercials). The monotony would be disastrous. Instead, the close-up should be considered a major weapon in the creative arsenal, used selectively to focus the viewer's attention.

Television is such an intimate medium that it's often a mistake to reject that intimacy. Commercials such as the Wendy's "Where's the Beef?" spot capitalize on that intimacy. Although it works for many reasons, that spot's sense of immediacy, of closeness, is crucial. The camera bears down on the three elderly women, closeting the viewer with them; the background set is spartan, bare; there is nothing to take the viewer away from the camera's focus. Imagine what would have happened if that same spot were shot on location, in a real restaurant. Certainly much of the impact would have been lost in that environment.

The intimacy of the medium can be taken advantage of in another way. For too long, there has been a prejudice within the industry against videotape. Too often, it has been looked upon as a poor relation, the black sheep of the production family. Yet television is a video medium, not a film one. A filmed commercial loses a generation of quality when it's transferred to tape.

That's not to imply that all commercials should be shot on tape. Film is superior to tape in creating a mood, in telling a story. But when a storyboard calls for a testimonial or demonstration, that's when tape can best be utilized. Tape gives a commercial a "live" look. The *cinema verite* quality increases the credibility of a demonstration or testimonial.

Film, on the other hand, has a more subjective—as opposed to objective—look. To shoot a demonstration spot on film is to invite skepticism, to take the viewer a critical step away from reality.

Still, some agencies refrain from using tape. There are many reasons for this, not the least of which is film's mystique. After all, film has been around for many more years than tape, and most people are more comfortable working with it. Tape raises the specter of engineers and electronics, of science rather than art.

Yet tape offers distinct advantages for certain types of commercials—both in shooting and in editing—that capitalize on the television medium. Certainly the decision to shoot on tape or film is a highly subjective one, but it is a decision that should be made with full knowledge of the advantages and disadvantages of both techniques.

Ultimately, it is difficult to assign blame for these problems. The marketing direction advertisers provide and the creative concepts agencies generate are generally on the mark. And production companies cannot be singled out—the talent of their directors and editors is beyond question.

Instead, the fault lies within the system. It is a system in which there are very few production companies that are full-service in the best sense of the word; there are very few that are experts in all phases of both video and film production. What the industry has is a staggering variety of specialists: production boutiques supremely competent in a narrow field.

So it should not be surprising that mistakes are made; that long shots are used when close-ups are more effective; that film is chosen over video in many demonstration and testimonial commercials. After all, is a director of feature films and highly stylized commercials going to discuss the merits of video versus film, editing and shooting techniques with agency creatives? Of course not. He's going to shoot commercials in his style.

There are very few production houses that give agency people a variety of production options and information. Generally, they can only provide options within the narrow parameters of their capabilities.

Storyboards are not always set in stone. No matter how brilliant the creative concept, there are a number of production variables that can either reflect that brilliance or dull it. The effectiveness of a spot might be greatly enhanced by including one or two additional close-ups, or by learning that there is an editing option that will reduce the turnaround by a critical number of days.

It is time that production houses offer agencies and advertisers more than one highly specialized skill. If they do, we'll see more commercials that capitalize on both the medium and the message. ■



QUALITY NEVER GOES OUT OF STYLE

P R E S E N T S

2-100's Scott Shannon hosts eight, one-hour specials, featuring some of the hottest artists in rock music. Group members themselves discuss their songs in brief capsule form, illustrating their stories with lots and lots of music.

Available on a market-exclusive, swap/exchange basis to radio stations in the top 171 Arbitron rated metro markets. Call The United Stations at (703) 556-9870 to reserve this program package in your market today.

Hot Rocks

C U L T U R E C L U B M I S S I N G P E R S O N S

F L E E T W O O D M A C H U E Y L E W I S & T H E G A N G

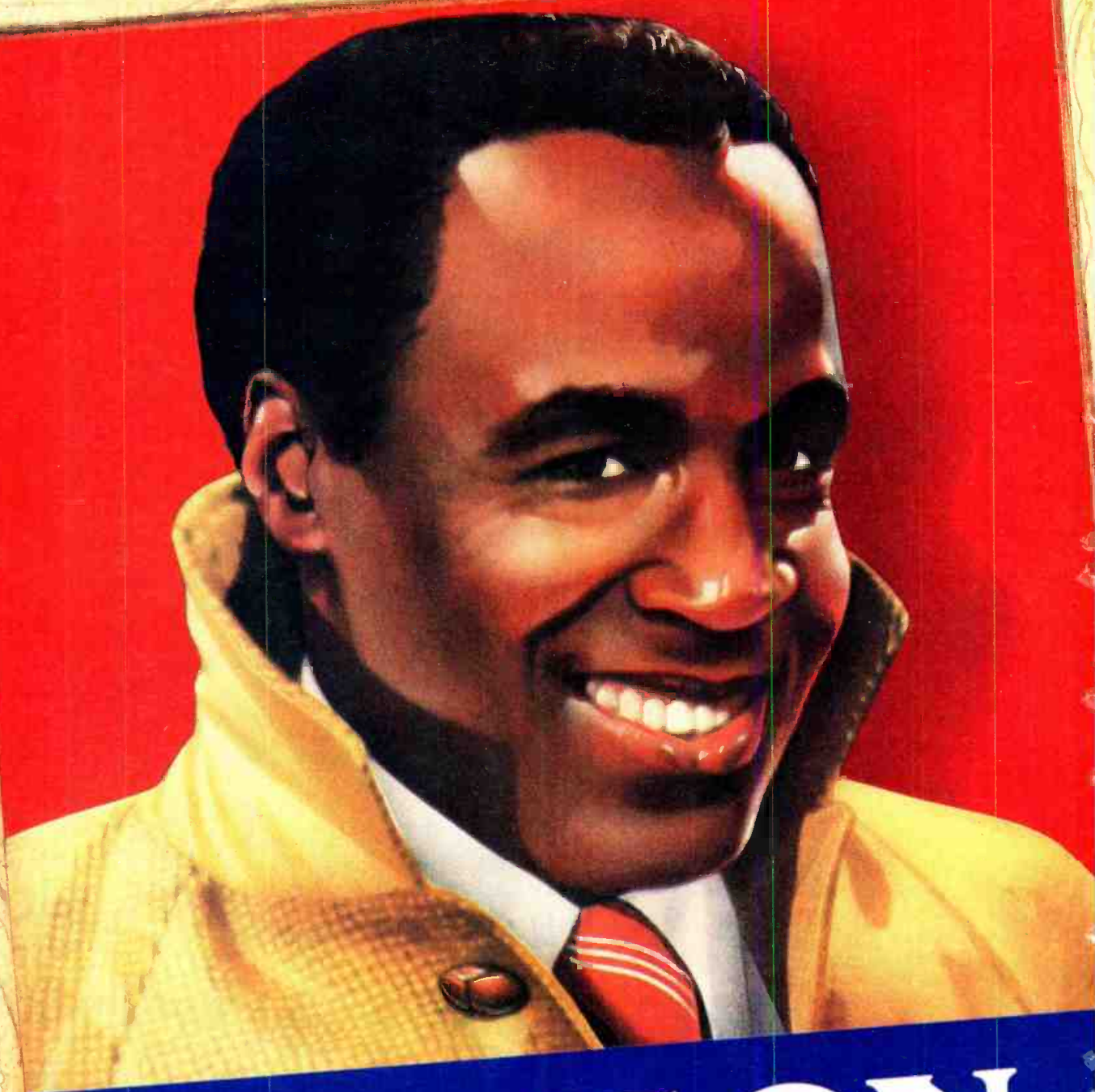
J O H N C O U G A R M E L L E N C A M P

T H O M P S O N T W I N S

T H O M A S D O L B Y

John Cougar Mellencamp August 25-26
Huey Lewis & The News September 22-23
Missing Persons September 29-30
Culture Club October 6-7
Kool & The Gang October 27-28
Thompson Twins November 10-11
Fleetwood Mac November 24-25
Thomas Dolby December 8-9

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SAN FRANCISCO	KTZO
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DETROIT	WJBK-TV
WASHINGTON, D.C.	WDCA-TV
DALLAS	KNBN-TV
HOUSTON	KRIV-TV
CLEVELAND	WJKW-TV
PITTSBURGH	WTAE-TV
MIAMI	WCIX-TV
MINNEAPOLIS	KMSPTV
SEATTLE	KCPQ
ATLANTA	WSB-TV
TAMPA	WFTS
ST. LOUIS	KDNL-TV
DENVER	KWGN-TV
SACRAMENTO	KRBK-TV
BALTIMORE	WMAR-TV
HARTFORD	WVIT
PORTLAND, OR.	KPTV
INDIANAPOLIS	WRTV
PHOENIX	KPHO-TV
SAN DIEGO	KCST-TV
KANSAS CITY	WDAF-TV
CINCINNATI	WKRC-TV
MILWAUKEE	WITI-TV

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

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

Are you aboard the Benson Bandwagon?

A Witt-Thomas-Harris Production
distributed by



Rep Report

KSMA(AM)-KSNI(FM) Santa Maria, Calif.: To Torbet Radio from Blair Radio.

□

WMNI(AM)-WRMZ(FM) Columbus, Ohio: To Torbet Radio from McGavren Guild.

□

WRBL(TV) Columbus, Ga. To Katz Television Continental from Blair Television.

□

KMRV(AM) Des Moines, Iowa: To Roslin Radio Sales from Selcom.

will spotlight company's bread in 38 markets on radio and about 35 on television. Commercials on radio will run in midday and afternoons and on television in daytime and fringe positions. Target: women, 25-54. Agency: Tucker Wayne & Co., Atlanta.

Carl Buddig & Co. □ Processed meats will be spotlighted in four-week flight to begin in early December in 25 markets. Commercials will run on radio from early morning to early evening and on TV in all dayparts. Market list includes Houston, Indianapolis, Milwaukee, Los Angeles and St. Louis. Agency: N Wayer, Chicago. Target: women, 25-54.

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Continental Electronics offers 24-hour professional engineering service and parts for Continental and Collins AM & FM transmitters. Whenever you need service or parts for your Continental or Collins equipment, phone our service numbers day or night.

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Continental Electronics Mfg. Co.
Box 270879 Dallas, Texas 75227
Phone (214) 381-7161

Continental Electronics

1 kW thru 50 kW AM & FM transmitters and related equipment
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AdVantage

Rep's counts. Second-quarter radio spot availabilities requests at Katz Radio again called for 25-54 age group more often than any other: that demographic was specified 39% of time, followed by 18-49 at 17%, 25-49 at 13% and 18-34 at 12%. Carol G. Mayberry, Katz Radio research vice president, also noted substantial gains in requests for particular schedules: "Four dayparts—Monday to Friday, 6 a.m. to 7 p.m., plus weekend; Monday to Friday, 6 a.m. to 7 p.m.; full rotation, and Monday to Friday drives—represent a combined total of 79% of all requests in second-quarter 1984. This is six percentage points above first-quarter 1984 and nine percentage points above second-quarter 1983." Packages most requested were Monday to Friday, 6 a.m. to 7 p.m., plus weekend (26%) and Monday to Friday, 6 a.m. to 7 p.m. (25%). Katz also noted upward trend in requests for metro area data (87%). Among other findings: 82% of requests were for 60-second announcements; average number of markets per campaign was four. Interop reports that 18-34-year-old age group is most requested demographic among agencies and advertisers for nonwired national spot radio networks, according to contract analysis of first half of 1984 by company comprising McGavren Guild Radio; Hillier, Newmark, Wechsler & Howard; Weiss & Powell, and Major Market Radio. For spot network buys, 58% of all requests were based on metro ratings data, 31% on ADI (area of dominant influence) and 11% on TSA (total survey area). Analysis also shows 25-54 demographic remaining most requested for market-by-market spot, based only on McGavren Guild Radio contracts. Ninety-four percent of all spot requests were for metro data, followed by 5% for ADI and 1% for TSA.

□

News-slanted TV commercials. Can news and advertising be melded into effective presentations for clients? That has been the approach of Sally Hunter and Bernard Schusman, who have formed Video Base International, New York, to produce TV commercials, video sales presentations and video press releases that smack of realism of news programing. They use no actors, no storyboards, and no script, and try to create spontaneity of unstructured news event. Hunter and Schusman decided to form VBI after *Newsweek* disbanded its feature news division where Hunter was general manager and Schusman was executive director. Both had strong news backgrounds: Hunter was *Newsweek* reporter-editor; Schusman was broadcast news executive with stations in Philadelphia, Chicago and New York. They have produced commercials for New York State Lottery, *Orlando* (Fla.) *Sentinel* newspaper and candidacies of several political nominees in foreign countries. They also have produced video news releases for Pinehill Productions and Epic Residential Network. Their latest offering is half-hour program for cable television on investment in real estate.

□

Four TV spots challenged. National Advertising Division of Council of Better Business Bureaus resolved eight challenges to national advertising during July, including four on television. Substantiated by NAD was TV spot for Darda Toy Co. Modified or discontinued were TV commercials for Nissan Motor Corp. U.S.A.; Pet Inc. (Old El Paso Picante Sauce), and Mobil Oil Corp. (100% Synthetic Motor Oil).



Toast. Celebrating its appointment as national sales representative of Metromedia's newest television station, KRLD-TV Dallas-Fort Worth, Katz Independent Television hosted a dinner cruise aboard the 122-foot Mariner III in New York. Pictured aboard the yacht are (l-r): Susan Ziller-Brazell, vice president, national sales manager, Katz Independent Television's swords team, New York; Katie Elliott, KRLD-TV's general sales manager; Val Adams, Cunningham & Walsh, and Jeff Stern, national sales manager, KRLD-TV. The station premiered its new format with an introduction of a nightly 7-7:30 p.m. local news broadcast on July 30, along with a schedule of major first-run programs which include *Fame* and *Too Close For Comfort*. With the addition of KRLD-TV, Katz Television represents all of Metromedia's television properties.

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22K

22 SUPERB FEATURE FILMS



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

LORIMAR

Datebook

This week

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

Aug. 22—*American Women in Radio and Television, Atlanta chapter*, luncheon meeting. Speaker: Robert Wussler, executive vice president, Turner Broadcasting System. Lanier Plaza, Atlanta.

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.

Also in August

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 program 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 convention. Kahler Inn, Hibbing, Minn.

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

Sept. 10—*National Association of Broadcasters* regional meeting for small market TV broadcasters. Hyatt hotel, Los Angeles airport.

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. 13-15—*Alaska Broadcasters Association* 20th annual convention. Travelers Inn, Fairbanks, Alaska.

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—Eighteenth annual *South Dakota Broadcasters* day. South Dakota State University and Stauro-lite Inn, Brookings, S.D. Information: (605) 688-4191.

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 Associ-*

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

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

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

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

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

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

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

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

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

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

Jan. 5-8, 1985—*Association of Independent Tele-*

Major Meetings

vision 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 5-8, 1985—*ABC-TV* annual affiliates meeting.

New York Hilton, New York.

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—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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.

May 19-22, 1985—*CBS-TV* annual affiliates meeting. Fairmont hotel, San Francisco.

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.

Radio's premiere comedy network has just produced its first one-hour show.



The American Comedy Network proudly presents, "Not the American Top 40", a one-hour comedy special which parodies the best known countdown show in radio today. This extraordinary program is available *free* and on a market exclusive basis for Labor Day Weekend, but only if your market is still open. So call us today at (203) 384-9443 and reserve this show immediately. "Not the American Top 40" is our special gift to you because we want you to see for yourself just how great ACN will sound on your radio station!



The American Comedy Network

The new way to win in the morning.

ation regional seminar. Sacramento Inn, Sacramento, Calif.

Sept. 15—Radio-Television News Directors Association region two meeting, in association with Radio Convention (see below). Westin Bonaventure, Los Angeles.

Sept. 15—Radio-Television News Directors Association region four meeting, with *Oklahoma AP and University of Oklahoma*. Norman, Okla.

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

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

Sept. 16-18—Central Educational Network fifth annual national program screening. Marc Plaza hotel, Milwaukee. Information: Ann DeLarye-Gold, (312) 545-7500.

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—Southern California Cable Association meeting. Los Angeles Airport Hilton, Los Angeles.

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. 18—Hollywood Radio and Television Society newsmaker luncheon with panel of network entertainment division presidents. Beverly Wilshire hotel, Beverly Hills, Calif. Information: (213) 769-4313.

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. 20-22—American Women in Radio and Television South Central area conference. San Antonio, Tex.

Sept. 21—Southern California Cable Association fourth anniversary dinner and dance. Beverly Wilshire hotel, Los Angeles.

Sept. 21—Radio-Television News Directors Association region 13 meeting, with *Washington chapter of Society of Professional Journalists, Sigma Delta Chi*. Hilton hotel, Washington.

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. 23-25—Nevada Broadcasters Association annual fall meeting. Harvey's South Shore, Lake Tahoe, Nev.

Sept. 23-26—National Association of Telecommunications Officers and Advisors, affiliate of National League of Cities, annual conference. Sheraton El Conquistador, Tucson, Ariz. Information: (202) 626-3115.

Sept. 24—National Association of Broadcasters regional meeting for small market TV broadcasters. Logan Airport Hilton, Boston.

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

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

Sept. 25—Cabletelevision Advertising Bureau local cable sales advertising workshop. Wyndham Southpark, Austin, Tex.

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

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

Sept. 27—Philadelphia Cable Club membership dinner. Speaker: Katharine Graham, chairman, Washington Post Co. Franklin Plaza hotel, Philadelphia.

Sept. 28—Deadline for entries in 1985 Ohio State Awards honoring technical excellence in educational, informational and public affairs broadcasting. Information: Phyllis Madry, (614) 422-0185.

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.

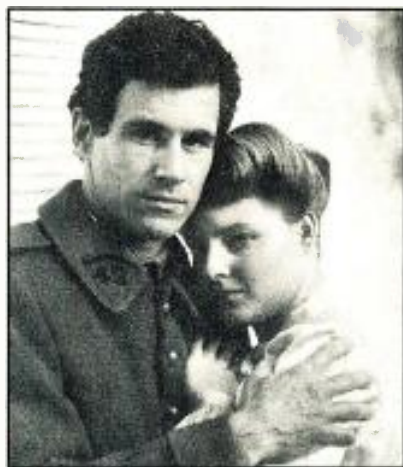
Oct. 1-3—Women in Cable third national professional conference, "Cable in Context." Marriott hotel, Chicago.

Oct. 1-5—London Multimedia Market III. Gloucester hotel, London. Information: LMM, 33 Southampton

Stay Tuned

A professional's guide to the intermedia week (Aug. 20-26)

Network television □ PBS (check local times): *Fiedler's Greatest Hits* (profile), Monday 8-9 p.m.; *D-Day* (documentary), Tuesday 10:20-11 p.m. CBS: *Republican National Convention* (41 special reports), Monday through Thursday (check local times). NBC: *Republican National Convention* (live coverage), Monday through Thursday, 9-11 p.m.; *Silent Shame: The Sexual Abuse of Children* (documentary), Saturday 10-11 p.m.



The Blood of Others

Cable □ HBO: *The Blood of Others** (drama), Saturday 8-11 p.m. WGN Chicago: "Julia" (biographical drama), Wednesday 7-9:30 p.m.

Syndication □ Target Enterprises: *Summer Breakin'* (high school breakdance finals), Saturday 8-9 p.m.

Play It Again □ PBS: *Secrets of a Desert Sea* (documentary), Monday 10:20-11 p.m.; *The Greatest Adventure: The Story of Man's Voyage to the Moon*, Wednesday 10:20-11 p.m.; *The Best of Live from the Grand Ole Opry*, Thursday 8-9:30 p.m.; *Ingrid* (documentary profile), Friday 9-10:30 p.m.; *The Hindenburg: Ship of Doom* (dramatization), Friday 10:35-11:10 p.m.; *Gala of Stars* (entertainment special), Saturday 8-11 p.m.; *The Impossible Dream: Balloons Across the Atlantic*, Sunday 10:10-11 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York): *The Honeymooners*, four 60-minute episodes, one each week, now through Sept. 29. *Lucille Ball: First Lady of Comedy*, 90 minutes of programing aired three times per day, now through Sept. 13. *Metromedia 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



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THE FORMULA
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LIEUTENANT'S WOMAN
THE ICE PIRATES
MISUNDERSTOOD
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PENNIES FROM HEAVEN
RECKLESS

RETURN OF
A MAN CALLED HORSE
ROMANTIC COMEDY
SHOOT THE MOON
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THE YEAR OF
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Street, London, WC2E 7HQ, London; telephone: 01-240-8676.

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

Oct. 3-6—National Indian Communications Conference, "The Business of Media." Tulsa Excelsior, Tulsa, Okla.

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 *Vid-*

eo Club, French professional magazine. Hotel Byblos, Saint-Tropez, France. U.S. contact: John Nathan, (212) 223-0044.

Oct. 9—Southern California Women in Cable meeting. Speaker: Kathryn Creech, president, Council for Cable Information. Marina Marriott hotel, Marina del Rey, Calif.

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

Oct. 10-12—Indiana Broadcasters Association fall conference. Fort Wayne Marriott, Fort Wayne, Ind.

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

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

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

Oct. 12-14—Massachusetts Association of Broadcast-

ers annual convention. Jug End Resort and Conference Center, South Egremont, Mass.

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

Oct. 13—Unda-USA Gabriel Awards banquet. Copley Plaza hotel, Boston.

Oct. 13—Radio-Television News Directors Association region 10 meeting with *Memphis State University*. Memphis.

Oct. 13-17—10th annual Vidcom International, home video marketplace, sponsored by *Perod Associates/MIDEM Organization*. Palais des Festivals, Cannes, France.

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

Oct. 14-16—North Carolina Association of Broadcasters fall convention. Marriott, Charlotte, N.C.

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

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

Oct. 17-19—Tennessee Association of Broadcasters annual business meeting and convention. Hyatt Regency, Memphis.

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

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

Oct. 19—Caucus for Producers, Writers and Directors second annual dinner dance, featuring presentation of Distinguished Service Award and Caucus Member of Year. Chasen's restaurant, Los Angeles.

Oct. 19—Radio-Television News Directors Association region 12 meeting. Sheraton Center, New York.

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

Oct. 19-21—"Communications and Empowerment," conference of *Union for Democratic Communications*. National 4-H Center, Chevy Chase, Md.

Oct. 21-23—Communications Expo '84, joint conference and national trade show sponsored by *Canadian Association of Broadcasters and Western Association of Broadcast Engineers*. Edmonton Convention Center, Edmonton, Alberta. Information: Gerry Action, (613) 233-4035.

Oct. 22-24—New York State Broadcasters Association's 30th annual meeting. Speakers include Joe Flaherty, CBS; Mimi Dawson, FCC, and Phil Donahue, talk show host. Americana Inn, Albany, N.Y.

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

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

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

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

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

■ **Oct. 27—American Society of Composers, Authors and Publishers** entertainment industry seminar, "The Burning Issues of the Copyright Controversy," hosted by UCLA Extension. Speakers include Screen Actors Guild President Ed Asner, Representative Howard Berman (D-Calif.), Writers Guild of America Executive Director Naomi Gurian, attorney Jay Cooper and songwriter Tom Snow. Information: (213) 825-9064.

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



Counterpoint

EDITOR: It was something of a surprise to see BROADCASTING join others of the print media in zapping local network affiliates for trying to get their newscasts on the air promptly at 11 p.m. All of you seemed to miss the point.

Most print observers of television, including BROADCASTING, *The New York Times* and others, reported that a record number of local television stations had correspondents and crews in San Francisco and most had purchased satellite time to get their stories back on a timely basis. (Even live on their newscasts in most cases.) In spite of that acknowledgment, most of these reports, including your editorial of July 30, seemed to believe that, at best, affiliates were being petty about the 11 p.m. news and, at worst, were being mercenary.

While I am sure that some broadcasters were concerned about a loss of revenue, the vast majority was concerned about getting their local news on at its regular time for a more important reason. The later our news is on, the fewer viewers we have to see the local and specific news service we were working to provide. Frankly, there was virtually no breaking news or important speeches after 11 p.m. EDT at the San Francisco convention. And affiliates were certainly willing to return to convention coverage following local news for a wrap-up.

Second, the 11 p.m. time period is a local news habit. And unless affiliates are ever vigilant, the networks will regularly run past 11 and we will lose that viewer habit that is so important.

We have often bragged that a unique, special aspect of our broadcasting system is its combination of nationalism and localism. Local stations' news operations have grown tremendously in recent years, as you have well documented. A part of that growth is giving the local angle to national stories.

And being on the air at 11 p.m. during a convention to give the local angle to the story is a part of that uniqueness.—*James T. Lynagh, chairman, NBC Affiliate Board.*

Alcohol awareness

EDITOR: Here we go again. First it was cigarettes, and now it is the SMART campaign (Stop Marketing of Alcohol on Radio and Television) that has launched an attack on us broadcasters as if we are to blame for this country's alcohol abuse problems. Not only is it a gross abuse of our First Amendment rights to ban beer and wine advertising on radio and TV but not print; it is nothing but short-sighted finger pointing.

Alcoholism is no doubt a problem, but it is surely not our fault. As a case in point take marijuana, cocaine, or any other illegal drug. There is no advertising of these harmful substances whatsoever and yet we have a drug abuse problem with these of monumental proportions.

Like the ban on cigarette advertising, the SMART ban will only fatten the wallets of print advertisers at the expense of broadcasters. And all the while having no effect on alcohol abuse. A recent brief history of the outdoor advertising industry in *USA Today* listed this milestone: "In 1971, tobacco advertisers are kicked off the airwaves. Outdoor company executives can barely suppress smiles. The ad revenue will be rolling in."

I urge all broadcasters, both individually and through our professional organizations, to write letters to everyone involved in this ultimate decision and let them know how unfair and unsuccessful such a ban would be. Write your congressmen, the FCC, FTC and the White House. For our sake and the sake of our freedoms, leave no stone unturned.—*John D. Marshall, president, WWD(M)-WFIG(AM) Sumter, S.C.*

nio, Tex.

Oct. 28-30—*Texas Association of Broadcasters* engineering conference. Hyatt Regency hotel, San Antonio, Tex.

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

Oct. 29—*Pennsylvania Cable Television Association* annual meeting. Trump plaza, Atlantic City, N.J. Information: Patricia Wilson, (717) 234-2190.

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

Oct. 31-Nov. 1—*Electromagnetic Energy Policy Alliance* technical seminar. Westin hotel, Chicago. Information: Richard Ekfelt, (202) 452-1070.

November

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

Nov. 2-9—27th annual *International Film and TV Festival of New York*. New York.

Nov. 5-13—China Comm '84, exhibition and conference covering telecommunications, electronics and computers. Beijing Exhibition Center, Beijing, China. Information: Clapp & Poliak International, P.O. Box 70007, Washington, 20088; (301) 657-3090.

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

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

Nov. 10—Dinner celebrating 40th anniversary of *Capital Press Club*, featuring awards for excellence in media and humanitarianism. National Press Club ballroom, Washington.

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

Nov. 15-16—"Selling Cable TV Services," course offered by *American Management Association*. AMA management center, Chicago.

Nov. 16-19—Radio executives conference, sponsored by *Associated Communications Attorneys Inc.* Speakers include FCC Commissioner James Quello, FCC Mass Media Bureau Chief James McKinney and engineers Jules Cohen and Tom Johnson. Rose Hall Beach hotel, Montego Bay, Jamaica. Information: Joyce Winston, (305) 576-7973.

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

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

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

December

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

Errata

Followup by Nielsen HomeVideo Index to its recently released **VCR study** will be "substantially" same in focus; not results, as suggested in Aug. 13 "Closed Circuit." Followup study has not been completed and company has issued no indications as to what findings might be.

In "Fates & Fortunes" item July 9, SFM Communications should have been **SFM Communications**.

Dec. 4—Presentation of the national ACE cable programming awards, sponsored by *National Cable Television Association*. Los Angeles. Information: (202) 775-3550.

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

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

Dec. 6-7—"TV and Ethics: Who Is Responsible?" national conference, sponsored by *Boston/New England Chapter, National Academy of Television Arts & Sciences, and Emerson College*. Chairman: Norman Lear. Boston hotel, Boston. Information: (301) 593-8650.

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

Dec. 11—*Southern California Women in Cable* meet-

ing. Speaker: Robert Alter, president, Cable Advertising Bureau. Marina Marriott hotel, Marina del Rey, Calif.

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

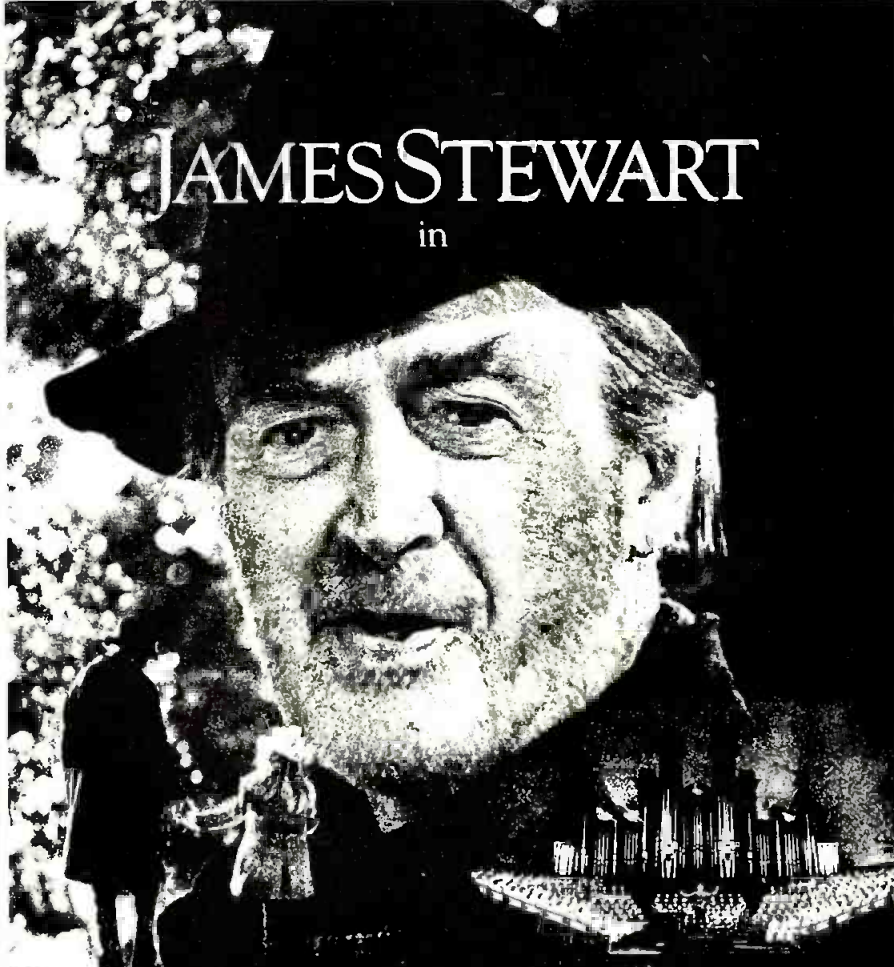
Dec. 11-14—*Unda/USA* (National Catholic Association for Broadcasters and Allied Communicators) 13th general assembly. Copley Plaza, Boston.

Dec. 13—*Golden Jubilee Commission on Telecommunications* first conference. Washington. Information: (202) 955-4687.

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

January 1985

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



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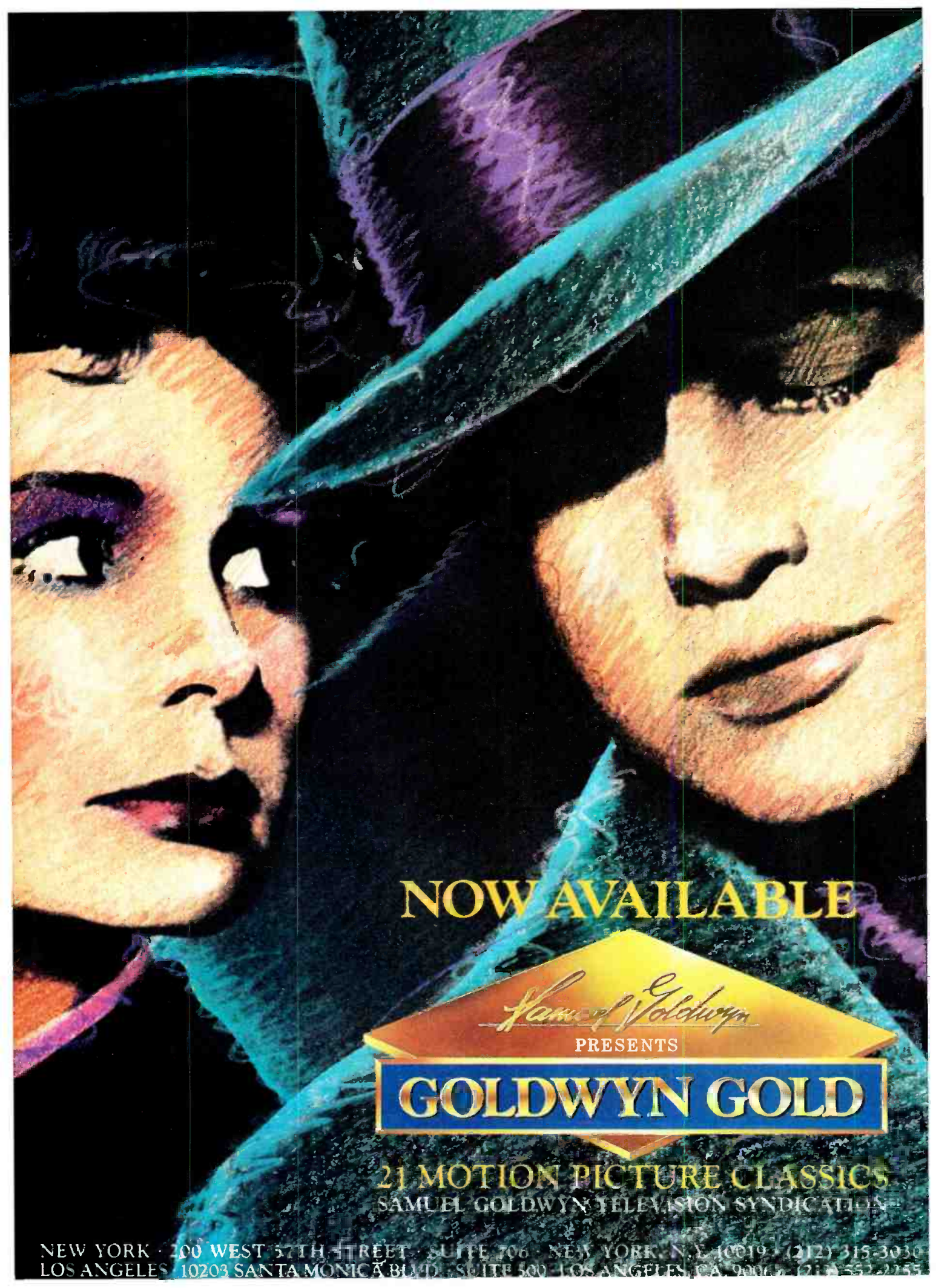
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Broadcasting Aug 20

Vol. 107 No. 8

TOP OF THE WEEK

Media the message at GOP convention

With everything cut and dried in advance, all on hand will be playing to cameras and microphones of Fifth Estate; biggest suspense is over networks' decision on airing Reagan film—and what ABC's hours will be; even so, Dallas meeting will be biggest game in town

The Republican national convention opens in Dallas today (Aug. 20) with the major question marks hanging over it having less to do with political than with media issues: Will or won't ABC News stay with the convention for at least the two hours it is scheduled to run on each of the four nights, as CBS News and NBC News have said they will? Will all three networks carry the 18-minute documentary film the Republicans plan to run as an introduction to the speech President Reagan is scheduled to make on Thursday accepting renomination?

If those questions seem less than earth shattering, they bespeak the general difficulty journalists may have in dredging up news over the next four days. But for those whose business—whose sole business—is news, the convention does not seem to present that kind of problem. Cable News Network, for instance, is looking forward to its gavel-to-gavel coverage of morning and evening sessions with enthusiasm—even if things on the eve of the convention seemed, as CNN's executive producer for convention coverage, Bob Funnad, put it late last week, "dull." CNN, which last week added another half-hour to its convention-related coverage, is hoping to repeat its success at the Democratic convention, when its ratings in the 9-11 p.m. NYT slot tripled, as the major networks' ratings plummeted. And as for C-SPAN, it will do what its fans expect: Begin its daily coverage with the first gavel at 10 a.m. CT today and stay with every session until the last hurrah echoes through the convention center. (The political event C-SPAN would deem unworthy of full-text coverage has yet to be invented).

Even among the major networks whose strength is in pursuing and detailing and analyzing important developments, there are some optimists who believe that the Republi-

can convention of 1984 may not be a total yawn. "Conventions have a way of being interesting," said Lawrence Grossman, president of NBC News.

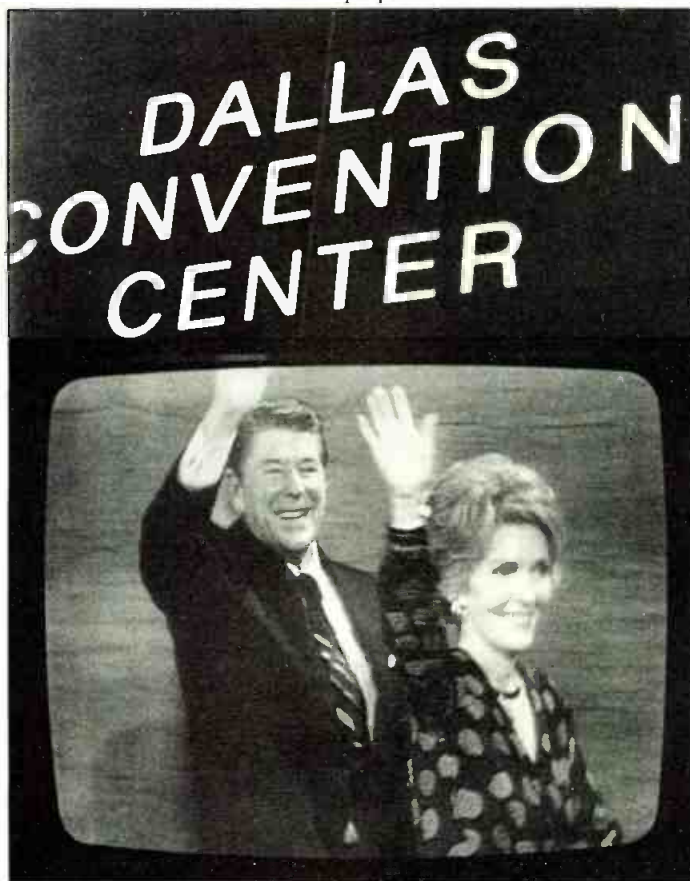
Indeed they do. With 4,470 alternates and delegates on hand, the human dynamics cannot be regarded as safe to predict. Still, convention watchers were anticipating a convention similar to the one the Republicans staged in Miami Beach in 1972, when Richard Nixon and Spiro Agnew were renominated and a platform was adopted virtually without a murmur of dissent. So secure was party control that a 50-page script, detailing the precise time to be devoted to speeches and "demonstrations"—along with some of the remarks—was prepared in advance

ness about a newsless convention show. During and after the Democratic convention in San Francisco—when the networks, for the first time since television became a major factor in convention coverage 30 years ago, restricted coverage essentially to prime time hours—ABC News executives expressed the view it should cover conventions only as news, and not allow itself to be trapped into covering a convention as an event. But last week, ABC was unable or unwilling to indicate the extent of its coverage. "We haven't any set schedule as of now," a spokesperson said on Thursday. "The network has set aside 9-11 p.m. NYT for us [in Dallas] each night, and we'll work within that as we see fit." Decisions regarding the extent of coverage would be made "on a daily basis," the spokesperson added. And as for Monday, word was that a decision would not be made "until we're closer to it."

It is not as though ABC and others covering the convention do not have a good idea of what to expect. Copies of a convention schedule have been made available. Although it may lack the detail of the Republican script for the 1972 convention, it specifies the precise times allotted to most events and speakers. (One journalist who has seen it says it covers about 80% of the starting and stopping times.) The schedule last week was still subject to change, but it indicates the thoroughness of the planning being done. For instance, the opening session each day is to run 18 minutes. The documentary on Reagan also runs 18 minutes, and planners have allotted 10 minutes for a "demonstration" following it—"to give the networks time to get their commercials in," as one network source put it, before Reagan delivers his speech. All told, the schedule indicates a convention of 13 hours, which would make it one of the shortest, if not the shortest, on

record. The only one within memory that was run off at almost as much speed was the Republican gathering in 1972, which occupied 17 hours.

The Republican convention planners, who are keenly aware of the networks' short attention span, attempted to load each night's sessions with events to hold their interest. On Monday, for instance, after a few



(BROADCASTING, Aug. 28, 1972). Of course, 1972 was, in a sense, still part of the 1960's, and anti-Vietnam war demonstrators who camped in a People's Park provided enough disruptions to keep journalists awake and on their toes.

There will be no People's Park in Dallas; neither the time nor the city would allow it. As a result, ABC News is letting its restive-

obligatory events like a presentation of the Future Farmers of America, the pledge of allegiance and the singing of the national anthem, there will be an address by Texas Republican (and former Democrat) Phil Gramm. But the first night will also feature an address by Senate Majority Leader (and possible presidential candidate in 1988) Howard Baker, of Tennessee—and speeches by the three women whose appearances have led journalists to describe Monday as “ladies night”—U.S. Ambassador to the United Nations Jeane Kirkpatrick, Margaret Heckler, secretary of health and human services, and Katherine D. Ortega, the treasurer of the

U.S., who will keynote the convention.

CBS and NBC have been clear about their intention to begin covering the sessions when they are scheduled to start—at 8 p.m., central time on Monday, Tuesday and Thursday and 7:30 p.m. on Wednesday, when nominating speeches for President and Vice President are to be made and balloting for those nominations is to be conducted—and to stay with them as long as warranted, but at least until 10 p.m., CT. Republicans have said they will make a major effort to end at that time, Monday through Thursday. (“We won’t drag on for all hours like the Democrats,” one convention planner sniffed. Ac-

tually, the Democrats missed their 11 p.m. NYT adjournment by a substantial margin only on one night—Wednesday, when they nominated their ticket.)

The four nights represent the best effort of the Republican convention planners to produce an event that, like a Broadway show, has pace and style. Indeed, the convention will feature such talent as Charlton Heston and Wayne Newton and Vicki Carr. There will be no room or time for stem-winding speeches by politicians attempting to stamper the convention or for demonstrations, spontaneous or engineered, that reveal spirit and fire. But convention officials hint there will be a trade-off on Thursday night following Reagan’s acceptance speech—a finale designed to provide excitement and fire the emotions of those who are in the hall and watching on television at home. Details last week were still being kept secret, but planners are talking of “a lot of hoopla on the floor,” and one said the aim would be to generate “a lot of patriotism.” Ray Charles will contribute with a rendition of “America the Beautiful” (BROADCASTING, Aug. 13).

The question of whether the networks will carry the Reagan film—said to be a biographical piece, containing clips from his old movies as well as footage of his presidential trips to China, Korea and the Normandy beaches—was propelled into the issue class by the Democrats. Charles T. Manatt, chairman of the Democratic National Committee; Senator Lloyd Bentsen (D-Tex.), chairman of the Democratic Senatorial Campaign Committee, and Representative Tony Coelho (D-Calif.), chairman of the Democratic Congressional Campaign Committee, in letters to the three major networks, said it would not be fair for them to run the Reagan film after deciding not to carry films of the Democratic candidate, Walter Mondale, and of Democratic stalwarts Harry Truman and Eleanor Roosevelt, on the 100th anniversary of their births, that were presented at the Democratic convention. “What’s sauce for the goose,” they wrote, “will be sauce for the gander.”

Each of the networks, in response, was noncommittal. Typical was Grossman’s letter, which said the decision as to whether to carry the film will be based on “on a reasonable and good faith determination of news worthiness.” The Reagan film is not the only one to be shown. An eight-minute piece honoring Nancy Reagan will be presented on Wednesday night, but no one has raised a fuss about it. (Both were produced by the Tuesday Team, the Reagan-Bush Campaign Committee’s in-house advertising agency). Although both were completed, neither had been available for screening by the networks as of Friday morning. But Reuven Frank, who is in charge of NBC’s convention coverage, said it was “unlikely” the network would use them. The networks generally are reluctant to present such material at conventions. They regard them as unpaid commercials. But the Republicans argue that the documentary takes the place of an introductory speech. And some contend that the controversy may be investing the film with a newsworthiness it might not otherwise pos-

NAB in the Big D

The National Association of Broadcasters has a presence at the Republican national convention in Dallas this week, as it did at the Democratic gathering in San Francisco last month. But one event has been added to the NAB contingent’s calendar: It served yesterday (Sunday) as host of a reception for Vice President George Bush, state caucus leaders, members of the Senate and House and the Cabinet, at the Anatole hotel. The NAB assumed the role of host at the request of the vice president’s office. The rest of the NAB’s activities are a repeat of those in San Francisco: Breakfast and tennis each of the four mornings for members of Congress, at the Exchange Club. The NAB has also distributed throughout the convention center 180 television sets, with plaques reading, “Courtesy of NAB,” for viewing coverage of the convention.

The NAB contingent includes Gert Schmidt, joint chairman of the board, and his wife, Christine; President Edward Fritts and his wife, Martha Dale; John Summers, executive vice president, congressional relations; Andy Vitali, vice president, government relations; Susan Alvarado, vice president, congressional relations; Shaun Sheehan, senior vice president, public affairs, and Rory Wilcox, vice president, public affairs.

Cross-country with C-SPAN

For the C-SPAN organization, the close of the Republican national convention in Dallas will mean the start of an odyssey across America to assess the American voter’s state of mind during the election campaign. A C-SPAN crew will travel to California to begin the journey in Mission Viejo on Sept. 3. For the next two months, C-SPAN producers, technicians and on-air personnel will visit 14 more cities, traveling with the cable public affairs network’s portable satellite uplink to permit live programming at each site. C-SPAN is billing its project as Grassroots ’84.

The project is an outgrowth of the style of C-SPAN’s coverage of the presidential primaries and, now, the national conventions. There will be gavel-to-gavel coverage of candidates’ rallies and other local campaign events combined with interviews with local and national political figures and political reporters, as well as visits to area newspapers and radio stations.

Except for Santa Ana, Calif., a one-day visit, C-SPAN crews will spend three days in each of the cities. The object, C-SPAN says, will be to cover the election from the voter’s point of view rather than concentrating on candidates’ races. The focus will be on three elements: the politician, the press and the public.

Grassroots ’84 is being sponsored by 14 members of the C-SPAN board, each contributing \$15,000, for a total of \$210,000. The cities visited are among those served by cable systems owned by the sponsors, all of them MSO’s. After Mission Viejo (Times Mirror), C-SPAN crews will visit Santa Ana (Group W) and Monterey, Calif. (Western Communications); Seattle (Group W); Denver (ATC); Tulsa, Okla. (United Cable); New Orleans/Jefferson Parish (Cox Cable Communications); Jacksonville, Fla. (Continental Cablevision); Traverse City, Mich. (Centel Cable); South Bend, Ind. (Heritage Communications); Harrisburg, Pa. (Sammons Communications); New Haven, Conn. (Storer Cable); Westchester county, N.Y. (UA Cablesystems); Cleveland (Viacom), and Peoria, Ill. (General Electric), the last stop, on Nov. 3-5.

C-SPAN President Brian Lamb calls it “a video journey across America to take the pulse of the electorate.” And C-SPAN Chairman Jack Frazee said that only cable television makes possible “this unique and penetrating look at the nation’s presidential decision-making process.”

sess, a point Frank did not dismiss.

The Republicans are understandably anxious to have the Reagan documentary shown on network television. It was produced with great care—reportedly at a cost of \$425,000, exclusive of the film crews dispatched to cover Reagan during his journeys abroad—and is designed to make a major impact on the country's voters. But convention officials were restrained in discussing the issue. "We know the networks will make their own decision," said Gary Hoitsma, director of communications for the convention. "We are not pressing them." He acknowledged the convention planners are attempting to produce "the best show possible and encourage the most coverage by the networks." Then he added, "The Democrats had the opportunity to do the same. It's the networks' decision to make [regarding the film]. Why don't the Democrats let them make it?"

Actually, the networks are not the only means available for reaching the public. C-SPAN will cover both films routinely. CNN's Farnad said that network will run "a portion or all of the Reagan film," while identifying it as "a commercial" and perhaps "a minute or so" of the one on the First Lady "to give the people a taste of it." But CNN will add a dimension to its coverage of the films. Farnad said anchors Bernard Shaw and Don Farmer will do interviews with Douglas Watt, who played a major role in producing the Reagan film, and Robert Gray, of the public relations firm, Gray & Associates, who has an official role with the Reagan-Bush campaign. Then, too, beyond those networks are the local outlets that will receive a feed of all activity at the podium—including the films—from the Republicans' RNC Network. Forty-four subscribers have signed up for the service—for a \$280 hook-up fee—and will be transmitting the pictures and sound to more than 1,000 stations and cable systems. So the Reagan film will not be kept a prisoner in the Dallas Convention Center.

None of that is much help to the journalists looking for the drama and excitement conventions once generated. "We'll keep looking for stories," Frank said. But Frank, who has been covering conventions for NBC News since 1948, said the upcoming event reminded him of the Republican convention in 1956, when President Eisenhower was renominated. "It was very difficult to find a story, and it was the first time we had four floor reporters. At one point, one of them was being instructed in how to dance the hula by members of the Hawaiian delegation."

Radio Has It Covered

The vast majority of the radio networks are using the same anchors, a number of the same floor reporters and the same format for coverage of the Republican national convention this week in Dallas as they did for the Democrats last month in San Francisco. Some of the networks will also be offering affiliates either gavel-to-gavel or continuous coverage of key speeches and events on separate satellite channels in addition to their special reports.

ABC Radio Networks will offer affiliates of its six networks 25 reports of varying lengths each day including two updates each hour from 7 p.m. NYT to the conclusion of each nightly session. Additionally, ABC will make available regional "newscall" feeds—reports on the activities of major state delegations—as well as a separate satellite channel for affiliate news staffers who are filing individual reports for their stations. Anchors will be ABC News correspondents Robert Trout and Bob Walker.

The CBS Radio Network will broadcast 41 special reports throughout the convention, most during the evening with the exception of next Monday (Aug. 20) when the network will air four three-minute reports during the morning and early afternoon. CBS News correspondents Reid Collins and Charles Osgood will serve as convention anchors and veteran correspondent George Herman will provide analysis and commentary.

At RadioRadio, CBS's youth-oriented network, there will be three special 60-second reports aired each evening of the convention as well as back-to-back short-form reports fed to stations at 12:20 a.m. and 6:36 a.m. NYT. RadioRadio reporters Randy Riddle and Ed Crane will anchor.

For the NBC Radio Network, plans call for 90-second "Decision '84" reports at 20 minutes past the hour during morning sessions and 20 and 40 minutes past the hour during the evening sessions. Hourly newscasts during morning drive and convention sessions in the evening will originate live from the convention site. Anchor for the network will be correspondent Mike Maus. NBC's young adult network, The Source, will have correspondent Bob Madigan broadcasting his morning drive newscasts from the convention site and Source Washington correspondent C.D. Jaco will provide reports twice an hour in the evening.

At Mutual, there will be four-minute reports, two per day in the morning (8:15 NYT) and afternoon (4:15) and two reports each hour in the evening from 7 p.m. NYT to midnight. Anchors will be Mutual correspondents Jim Bohannon and Peter Maer.

And as it did during the Democratic convention, the network will transmit live from the convention site its weekday *The World This Morning* and *The World Today* newscasts. And Mutual's *Larry King Show* will originate live Monday through Thursday nights from the Hyatt Renaissance Reunion Tower in Dallas.

RKO Radio Networks will offer two 90-second reports over RKO I and II networks beginning at 8:30 p.m. NYT. Correspondents Ed Gullo and Gil Gross will anchor convention coverage for RKO I and II, respectively. Sixty-second drive time "Convention News Extras" reports will also be transmitted over both networks. Political analyst will be Senator Lowell Weicker (R-Conn.).

The UPI Radio Network will be transmitting two, three-minute reports each hour from 8:55 p.m. NYT to 11:25 p.m. NYT as well as an early bird three-minute wrap-up first fed to stations at 4:10 a.m. NYT and live

coverage of major speeches. And for the first time during this political convention year, UPI will offer stations special reports from state delegations. Anchors will be correspondents Bill Small and Camille Bohannon.

AP Network News will again have three-minute "election watch" special reports beginning at 7:20 p.m. NYT in addition to live inserts in its regularly scheduled hourly newscasts during peak hours. Additionally, there will be a two-minute special convention morning news feed. Correspondents Bob Moon and Frank Sesno will anchor.

CNN Radio will air four updates each hour while the convention is in session including during the network's scheduled newscasts at the top and bottom of each hour utilizing reporters from Cable News Network. □

Cities ready drive to pass H.R. 4103

They organize to lobby Congress and get bill moving

The nation's cities and the cable industry appear headed for a major legislative collision in the House of Representatives. The ongoing battle between the two over the establishment of a national cable policy heightened last week when city officials kicked off a massive lobbying campaign to press for passage of the bill. As a result, a fight on the House floor may be unavoidable.

Two weeks ago the National League of Cities and the U.S. Conference of Mayors told the National Cable Television Association they were "not prepared to reopen negotiations" on the bill and would push for its passage with or without NCTA's support (BROADCASTING, Aug. 13).

The NLC and USCM are targeting the three-week congressional recess (Aug. 13-Sept. 5) as the primary time for its members to contact their representatives. And if the cities can amass enough support in the House, informed sources say Energy and Commerce Committee Chairman John Dingell (D-Mich.) will move the bill forward. They say, however, that Dingell's preference is to see if the differences between the parties can be amicably resolved.

A memorandum dated Aug. 10 from the USCM to its members suggests that the chairman is behind them. "The message to your delegation is simple: vote with Representative John Dingell of Michigan, chairman of the House Energy and Commerce Committee, when the cable bill comes to the floor of the House, because H.R. 4103 is a fair compromise which will protect cities from abuses by the FCC, the courts and the cable industry," the memo said.

However, before H.R. 4103 moves to the floor, a battle over the bill could occur in the House Rules Committee. The USCM memo indicates that the cities are particularly interested in lobbying that committee. "If members of your delegation sit on the Rules Committee... which schedules legislation

for the House, the message is equally clear: Support Representative Dingell's effort to obtain a rule permitting speedy House consideration of H.R. 4103 as soon as possible," it said.

The memo also contains a sample letter city officials can mail to their congressmen. The letter asserts that the bill has broad support "among cities, the educational community, consumers and many others. It has the bipartisan backing of the House Energy and Commerce Committee, including Chairman John Dingell, ranking minority member James Broyhill, and Telecommunications Subcommittee Chairman Tim Wirth."

Wirth, the bill's author, is applying pressure on both sides to resume negotiations, said subcommittee counsel Thomas Rogers. "Wirth still feels there is time for both sides to get back to the bargaining table," Rogers said. Wirth's position on the bill may be fully revealed this week (Aug. 25) when he addresses the Colorado Cable Association.

If push comes to shove, many Hill staffers believe the bill won't go anywhere. "The cities are well aware they don't have a prayer in getting a bill through without cable's support," said one Hill observer. Rogers also thinks there won't be any legislation if the parties don't settle their differences. Both sides, he said, need the legislation.

For cable, a major legislative battle over a bill it has backed for more than two years could have some political drawbacks. "The industry's credibility will be unquestionably damaged if they have to go through a bruising fight with the cities over their own deregulation bill," said one source. And Rogers also thinks the industry's credibility may suffer. "The industry won't be able to come back for a bill for years to come," he said.

In July, the NCTA board voted to withdraw its support for the measure unless the cities agree to substantial changes in key provisions of the bill. NCTA is asking the cities to agree to elimination of H.R. 4103's provisions grandfathering regulation of basic cable rates and the packaging of services for four years and for codification of the FCC's *Nevada* decision.

The FCC's *Nevada* decision of last fall limits the cities' power to regulate rates of tiers of service that contain local broadcast signals and affirms the cable operators' power to package their tiers to avoid rate regulation or to make their service more attractive to consumers.

NCTA also feels that the Supreme Court's *Crisp* decision affirms the FCC's action and that codification of the *Nevada* decision is essential. But the cities refused to accommodate NCTA's request; they want the four-year transition period on rate regulation.

While the nation's municipalities are marshalling their forces, cable is not sitting idly by. "Once they go out into the field rousing their grass roots, we are compelled to rouse our own grass roots. It tends to have a polarizing effect," said NCTA President James Mooney.

During a speech last week before the Washington chapter of Women in Cable, Mooney discussed the legislative predicament. "It would be disingenuous not to say that cable legislation in this Congress is in

big trouble, if not perhaps terminal trouble," Mooney said. "What's happened of course is that the political and legal tidal wave set off by the Supreme Court's *Crisp* decision has swamped the legislative boat.

"In this instance the status quo has been radically altered. The so-called four-year transition period contemplated by our May 28 deal with the cities is no longer relevant. There is no legally enforceable regulatory regime to transition from."

Nevertheless, Mooney maintained the cable industry "very much wants legislation." And, furthermore, the association wants "desperately" to avoid "messy floor fights in the House of Representatives." However,

NCTA, he added, cannot remain passive while the cities organize. Mooney wrote the NLC and USCM two weeks ago asking them to reconsider their position, but has not received an official response.

"What I would hope to see is for this cable debate to calm down a little bit," Mooney continued. He refused to say the bill was dead. "This thing is capable of jumping up out of the ground and coming to life at the last minute. I am hesitant to pronounce this thing dead until the Speaker of the House announces the House is adjourned. But as a practical matter, if this is not worked out by Labor Day, it's not going to be worked out." □

The nonstop summer of Roone Arledge

ABC's News and Sports president has been on the move since July, calling the shots in San Francisco, Los Angeles, and now, Dallas

For Roone Arledge, ABC Sports and News president, the summer has been measured out—adapting a line from T.S. Eliot—in control rooms and videotape footage. From the Democratic convention in San Francisco, to the Olympics in Los Angeles, and now the Republican convention in Dallas, Arledge has probably watched more television—as well as dictating what others watch—than even the most addicted viewer. While other ABC executives busied themselves with promoting what they are unqualifiedly calling the "greatest event in modern broadcasting history," it was Arledge, as executive producer of each night's games, who made it happen.

Despite the swashbuckling image he projects, Arledge is quick to credit his own team as the real heroes of the games, keeping the praise off himself. "It's one of those things where it would be hard and unfair to pick out a few people who were disappointing, but I think almost everywhere you look... the production people were just marvelous. When Mary Decker falls in a race and you say: 'That's just like Jim Ryan falling in Munich in 1972, let's find the footage,' and you have it in a minute or two so you can put it on the air, you know these people are really good. There were a few glitches in the beginning, but that's to be expected. Almost never did you call for something," Arledge said, perhaps momentarily forgetting that it was he who did the asking, "that you didn't get it."

The relationship between ABC's presentation of the Olympics and the country's natural appetite for the event may never be determined. But according to Arledge, there is much to suggest that the games are, ultimately, out of the hands of the network and in the hearts of fans—whatever their nationality. The frenzied display of patriotism the ABC cameras brought into an estimated 180 million homes was likened by Arledge to "college cheering when you have Ohio State against Michigan and everybody comes dressed in funny clothes and waves banners." Arledge acknowledges that the games have grown more patriotic over the years—



some might say nationalistic—which he in part traces back to the U.S. Olympic hockey team victory in Lake Placid in 1980 "during the hostage crisis when there was just an outpouring of a sense of identity through the team."

And all that flag waving, Arledge worries, may not be for the best—at least, to some degree, in how it affects the outcome of the games. "Essentially it's a little like the Democratic convention," he related, "if you hand out a little flag to everybody who walks into the convention because you want to have that instead of a Jesse Jackson or Gary Hart banner, then people are going to wave them. So the fact that it's in Los Angeles, and the fact that they were selling flags outside the stadium, and the fact that the Ameri-

cans were doing so well, it just became a frenzy of flag waving. And I think in a sense it's dangerous for the future, but I don't know what to do about it. A little of it is fine, but when it gets where the audience of the host country so dominates the games it's no different than playing football at the University of Oklahoma or going into Madison Square Garden to see the Knicks play—you have a home court advantage. But it seems to me that this one was far beyond anything I have ever seen. And I guess that was partly because the Americans did so well, although maybe that's part of the reason they did so well."

Arledge acknowledged also that some of ABC's sports commentators might have gone overboard in the beginning with their use of phrases such as "we" and "our team" in reporting the events, but he noted that he sent out a memo on the second day of the games instructing all commentators to cut it out, and quickly. "There was a tendency on the part, particularly of the younger, expert commentators, to root." The excessive display of patriotism that critics charged to ABC was attributed by Arledge in part to perception and in part to misinformation. "Early on it looked like it was going to be a regular Olympics. Our custom normally is that when a country wins a gold medal we show its anthem. It's particularly true in the winter Olympics when there are not many events. But in the first day we had five Americans win gold medals in swimming, and we won two in cycling that no one expected." That resulted in the seemingly unending hoisting of the American flag accompanied by the national anthem.

That, coupled with the misunderstanding that the television feed going into the Olympic Village was the same feed that was going out to the world, Arledge said, gave the impression that ABC was providing biased coverage. In fact, he noted, the feed going into the Olympic Village was the network feed and not the feed going out to all the other countries. "It was confusion on the part of one or two of the people on the IOC executive board who were watching our coverage [in the Olympic Village] and assumed this is what their country was seeing," explained Arledge. "There were a lot of people who called in complaining about why we didn't show their country... but you can't cut away for one minute in this country without having someone alienated."

But one anthem that Arledge wanted to show live but couldn't because the competition was running late and cutting into the network's breakaway to local stations was the Rumanian women's gymnastic victory. It was, he said, perhaps the most disappointing part of ABC's coverage. "They were running 35 minutes late or so and we were already into the stations' own time, so we had to go off the air and play the Rumanian anthem in our late-night program, and a lot of people at this point were looking for everything they could find to substantiate [the criticism leveled at the network], and felt that we had deliberately done that. It was just the opposite. I think everybody felt a sense of... if not gratitude, at least friendliness to the Rumanians because they defied the boycott.

They came here and did so well. I really wish they had been running on time. I could have shown the anthem when it should have been shown."

According to Arledge, he had a major operation on his thyroid just before the Democratic convention, and his doctors did not want him to go to San Francisco. He said they knew they couldn't persuade him to stay away from Los Angeles.

Things got a bit hairy when he went to a pre-Olympics party sponsored by ABC Chairman Leonard Goldenson for the ABC board of directors in Los Angeles. Going home afterwards, Arledge said, he lost his voice, and feared it wouldn't come back. "I came home that night and didn't think I could talk," he remembered. "I had all these things organized and I didn't want to be in a

position where I would let people down because I couldn't talk. I spent the whole night thinking of alternatives and finally concluded I had to do it."

Arledge, it is said, is knotted to the control room, the "operational animal" enveloped among video monitors, tape decks, bays of computers and key punch pads. So it is understandable when he reflects that "there's just a closeness that comes when news and sports people are working together, engineering people, everybody doing what they do well. There's just a bond that grows and all of a sudden it's all over and you see people tearing down the control room... it's a sad feeling."

On to Dallas. "Yeah," Arledge laughed, "that will be exciting." □

Broadcasters, brokers prepare for 12-12

With ownership limits for AM and FM going up next month, interest picks up in middle markets, FM's; most expect no rush of trades at first

On Sept. 8, when the FCC's new 12-12 ownership rules for radio take effect, at least one group owner with seven AM stations (the full complement under the old rules) will file for permission to acquire its eighth. Todd Hepburn, who works with his father, Ted, out of Cincinnati, is brokering that deal. And although the elder Hepburn suggests that there may be a couple of similar filings the day the AM-FM portfolio ceilings are upped by five stations each, he speaks for the majority of brokers polled by BROADCASTING last week who believe there will be no great surge by radio station owners to gobble up additional properties. Rather, the change will be evidenced in well-thought-out acquisitions, with many group broadcasters looking to upgrade their properties and buy into promising growth areas in the middle markets (30-50).

And the brokers expressed optimism about the future of the marketplace after September. While a few felt the new limits would stimulate a flood of station trades, most expect the deregulation to cause a moderate but definite increase in the price of radio stations, especially FM's.

Stan Raymond of Stan Raymond & Associates Inc. was perhaps the most enthusiastic, saying that he had seen a great deal of activity in anticipation of the FCC action. "Rumors have been floating around for a while, and people have been looking," he said. In particular, he has noticed smaller station groups getting ready to sell in expectation of larger station groups wanting to expand their portfolios. He said he felt that the larger groups were ready to go for any reasonable deal because they felt the prices were going to continue to rise. "The money is there and buyers are willing to drop hard cash on the table. It really is a sellers' market."

Other brokers agreed, but were more guarded in their optimism. Barry Sherman of Norman Fischer & Associates said:

"There is no question that a number of large owners are looking to expand. Groups that have reached the limit will try to hit major markets, continuing the trend for acquisitions in the Sunbelt. In particular I feel there is a trend to sell whole groups and that is something new. He also commented that he didn't understand Congress's reticence to change the rule of sevens. "It will bring a lot of new buyers into group station ownership, and that is bound to be very healthy for the industry." However, he felt it was a little early to accurately gauge the effect this will have on station sales. "There's not a lot of wind about selling and there has been no great stirring of business yet."

Richard Crisler of R.C. Crisler & Co. said he had two buyers who were ready to expand past the seven station limit in September. The larger groups, especially the more prosperous ones, were ready to buy in medium to large markets. "It's a significant change and there's a lot more money available. However," he said, "I don't see a lot of smaller station owners keying up for sales."

Other brokers agreed that it was definitely a sellers' market, but felt that was due more to the availability of money and because radio is a good investment. Cecil Richards of Cecil L. Richards & Associates said, "Radio is a dynamic market as it is. Lending institutions have only recently caught on to the idea of its profitability. Ten years from now people will look back and attribute the growth of the industry more to ready money than to 12-12." He added: "The deregulation will firm up values, but people will continue to be careful. Owners of seven stations will not move in a mass stampede to pick up more stations; it will be a selective stampede."

That opinion was echoed by others. Keith Horton of Horton & Associates said he was not sure what effect the rule change would have but felt it would increase buyer demand. "I think it will tend to bring more group owners into secondary markets. People who were involved in only the top 10 or 20 markets will now probably move more to the top 50, but those involved in TV will not move rapidly into radio."

But the brokers were not all in agreement.

Tom Gammon of Americom Media Brokers doesn't see great changes in station trading resulting from the FCC's action: "There are not that many station groups at a full complement of seven stations. This just means there will be about 15 to 20 new players," he said. "Radio is management intensive, and a group will not buy more stations if they haven't got the people to run them." Gammon continued: "Only about a third of station owners will be looking to expand aggressively. This will only mean a 5% to 10% increase in top 50 market values."

"There will be some increased activity," said Hepburn, "but nothing really too hectic or dramatic." The prices of stations, he added, also will not be tremendously affected one way or the other by the ownership rule changes. Properties, he said, will continue to be purchased on the basis of cash flow potential, and on the premise that the station should be able to pay for itself within the first seven to 10 years.

San Luis Obispo, Calif.-based broker W. John Grandy expressed similar thoughts. "I don't think much is going to happen" as a result of the rule changes, he said. "Not too many owners have full complements at this time," he added, and when they do acquire more stations, "those stations will be carefully selected, whether it's two or five." Prices may be on the rise, Grandy said, but not because of the rule changes. He said prices would climb due to the continued health of the economy and higher earnings.

Offered Tucson, Ariz.-based broker Frank Kalil: "Groups that are now full will want to expand, but I don't see an immediate flurry" of transfer applications in the coming months. Prices in the near term, he suggested, may rise slightly due to inflationary factors, but such increases will be marginal. The new rule changes may offer more of a psychological boost than anything else, said Kalil. "I'm glad the limit of sevens was removed, but even after 30 years with those limits look at how few groups actually have seven AM's or seven FM's." (There are about 22 station groups with a full complement of either seven AM or FM properties.)

The larger brokers agreed that the change would not open the floodgates of station trading. Richard Blackburn of Blackburn & Co. said, "I don't think it's revolutionary. It will be healthy for everyone and improve the tone of station sales by allowing buyers greater freedom, and larger groups will perhaps be more willing to move out of the top 15 markets, but they will still want to stay in the top 20 to 30." He added, "Cable, for instance, is easy to merge and double your size practically overnight, but broadcasting is different; it demands good station-by-station management."

Ray M. Stanfield, chairman of Chapman Associates, also agreed. "The deregulation has been subject to a lot of discussion and some group owners at the peak are looking for one or two additional markets, but no one has come running in here waving a checkbook." He added: "Some smaller owners have hoped this will bring the bidding up for their stations, but realistically this will not happen." He added: "Some people have said

brokers are all going to get rich from this and I wish it were so, but there will only be a modest increase in business. The bottom line is that group owners are careful people and they will continue to be very selective."

Without exception, however, the brokers felt the biggest effect would be seen in FM station trading. "FM is extremely strong," said Horton. "AM by itself is weak but improving and daytimers are extremely weak." Gammon said, "AM will be incidental, not instrumental. Good FM's in top 50 markets will be a broker's bread and butter, with smaller markets benefiting from a trickle-down effect."

Group owners contacted last week indicated that they will be exploring expansion opportunities, but that they are in no particular hurry to do so, and will execute careful acquisition strategies. A trend expected to develop among some of the bigger radio station groups is the exploration of opportunities in the mid-sized markets (25 to 50) with good growth potential.

Among the group owners that will be exploring expansion opportunities is Doubleday Broadcasting. Company President Gary Stevens and others suggested that the impact of the rules may be felt more strongly in the medium markets. The bigger station groups have, as a rule, heretofore concentrated their holdings in markets one through 10, where there is now little room to acquire valuable

properties. But now, with five more AM and FM slots available, they can explore opportunities in somewhat smaller markets with good demographics and growth potential. As examples, Stevens cited Austin, Tex.; San Diego; Charlotte and Raleigh, both North Carolina; Hartford, Conn.; Des Moines, Iowa, and Oklahoma City. As to how many stations Doubleday may eventually acquire, Stevens said, "We'd very much like to go with a full boat."

Group W Radio owns six AM's and is acquiring its fifth FM—KQXT-FM San Antonio, Tex., and doesn't intend to stop there. Like Stevens, Dick Harris, Group W Radio president, believes some good opportunities exist in the middle-sized markets. "We are more interested now in markets not quite as large as the ones we are currently in," he said. And as Group W and other larger groups expand to the middle markets, competition will intensify, Harris said. That may sway some of the individual owners in those markets to sell, he said.

Gary Edens, president of Harte-Hanks Radio, said that while his group will also be looking at the opportunities, he doesn't expect a great flurry of buying activity come Sept. 8. "I think we'll see higher prices, especially in the top 50 markets," he said. Edens also indicated Harte-Hanks and other larger groups may be looking at markets 10 through 30 more carefully. □

Birthday pat on the back for Intelsat

On its 20th anniversary, organization's president, Richard Colino, stresses system's importance and lack of need for any private competition

The International Telecommunications Satellite Organization last week celebrated its 20th anniversary. But it did more than blow out candles. As it recalled the signing, on Aug. 20, 1964, of the Interim Agreement by 14 countries, it attempted to remind the world, in word and deed, of the critical role it has played—and continues to play—as a global system that now links some 170 countries and territories. And while the message may have been delivered to the world at large, Intelsat seemed to key it to the U.S. government, which is considering authorizing the establishment of international satellite systems that would serve as alternatives to the global system. As Intelsat's director general, Richard Colino, put it in a speech last week, the "founding principles" of "a single global system, emphasizing shared use of the geostationary orbits, economies of scale and nondiscriminatory globally averaged pricing, can and should still apply, as Intelsat still represents one of mankind's best contributions to world peace and understanding."

Intelsat was doing more than quoting statistics to make its case as a valuable servant of the world—15 satellites deployed over the three major oceans as well as over South America, to connect the world's regions and continents, and constantly decreasing rates,

for instance. On Monday (Aug. 13), it announced the initiation of Project SHARE (satellites for health and rural education), a 16-month free satellite test and demonstration program that, Intelsat said, will permit scores of developing countries "to experiment with a wide range of telecommunications technologies in the fields of health and education." The project, which Intelsat will cosponsor with the International Institute of Communications, will make spare capacity on the Intelsat system available for tests and demonstrations in the world's most remote and isolated areas. (The logo for the project offers evidence that Intelsat's staid image is changing under the leadership of Colino, who assumed office at the beginning of the year. The logo was created by Charles Schulz, creator of the Peanuts comic strip, and features Snoopy atop his flying classroom, a rough-cut version of an Intelsat V satellite.)

Nor was that Intelsat's only venture into public service last week. On Thursday, Colino and Javier Perez de Cuellar, secretary general of the United Nations, signed an agreement at UN headquarters in New York to provide satellite capacity for the world organization's peace-keeping and emergency relief activities. The U.N. network will link earth stations in Geneva; Naqura, Lebanon, and Jerusalem. Intelsat granted approval for the earth stations for a one-year period that began on June 8 and, initially, will provide satellite capacity, as available, for five years.

For all of that, Intelsat did have a birthday cake and candles. On Sunday, at its new—indeed, still unfinished—headquarters in Washington, it held a lavish 20th anniversary reception for some 700 guests. They included dignitaries from 50 countries, ambassadors from Intelsat member countries, U.S. officials (Secretary of Defense Caspar Weinberger, among them), and representatives of the U.S. communications industry. The most prominent guest was probably the writer Arthur C. Clarke, whose article in *Wireless World*, in 1945, presaged the communications satellite technology. But Clarke, who was at his home in Colombo, Sri Lanka, was present only as part of a live video teleconference with Colino. Hanging over the festivities was the unspoken concern over the seven applications pending before the FCC for authority to provide international telecommunications satellite service. Most propose service over the lucrative North Atlantic route but one proposes service between North and South America and another, the Pacific area. Although bureaucratic wrangling within the administration has prevented the government from establishing policy governing such applications—the first was filed in March 1983—it is widely assumed the administration eventually will clear the way for the establishment of such satellite systems.

Colino in his speech to the International

Club did not refer to the would-be applicants. But he described Intelsat as an organization for which alternatives are not necessary. He said that with 105 member countries and a total of 170 countries and territories that it serves, "there is virtually no part of the world that Intelsat does not reach." He noted that more than two-thirds of Intelsat's membership and over one-third of its ownership shares are represented by developing countries. And he said 25 countries, most of them developing, lease Intelsat capacity to provide domestic service. He said it was Intelsat's "unique accomplishment that it has so successfully bridged the gap between large and small, rich and poor, north and south and east and west."

If those accomplishments seem abstract to U.S. policy makers, there were the announcements last week regarding SHARE and the UN peacekeeping and relief activities. Joseph Pelton, Intelsat's director of strategic policy formulation, who was a driving force behind the decision to participate in SHARE, was blunt in response to a question at the news conference regarding the project as to whether Intelsat hopes it will be considered by U.S. policy makers as they ponder policy regarding alternative international systems. "I hope the U.S. government will see SHARE as another manifestation of Intelsat as unique and special, and hope it will take that into account, along with everything

else... when they assess plans for the future," he said. He expressed the hope also that the U.S. government takes into account the agreement reached with the UN. But he said Intelsat is not concerned only with influencing the U.S. government. "We have 108 other members to serve," he said.

Colino's only allusion to the emergence of would-be competitors for Intelsat was in a question-and-answer period following his address to the International Club, when he was asked whether Intelsat's request for a slot also being sought by one of the applicants—International Satellite Inc.—was intended as a "pre-emptive strike." Colino bristled, declaring it was the FCC that was filing "pre-emptive strikes," in seeking slots for companies consisting of "lawyer's and word processors." To compare an international organization with applicants seeking to compete with it, he said, "shows no understanding of international relations." (Actually, the FCC, as an agency of Intelsat's host country, filed the international system's request for the slot, at 56 degrees west, as well as ISI's, with the International Frequency Registration Board. A commission official said a slot it "advance publishes" for a U.S. applicant in a notification to the IFRB is "not necessarily tied to the applicant. We take action in the best interest of the U.S., not the applicant.")

And Intelsat's director general, who as a



Birthday bash. The International Telecommunications Satellite Organization celebrated its 20th anniversary on Aug. 12 with a glittering gala at its still unfinished headquarters building in Washington. At top left, Director General Richard Colino and his wife, Willi, greet Leonard Marks, former director of the U.S. Information Agency. At top right, the Intelsat birthday cake, in front of a mock-up of the headquarters building as it will appear

when finished. (Completion has been scheduled for the first quarter of 1985.)

The bottom pictures show the orchestra that provided music for dancing and Secretary of Defense Caspar Weinberger chatting with ABC News correspondent Steve Bell. Intelsat's former director general, Santiago Asatryan, is in the background.

former FCC attorney and later an executive with the Communications Satellite Corp. had played a role in the creation and development of the international satellite system, suggested that attitudes had changed in the U.S. in the last 20 years. In his speech, he had said the objectives of the interim Intelsat arrangements "were primarily idealistic ones, and reflected a sense of altruism that predominated at that time." In the course of an answer to a question regarding competition facing Intelsat, he said, "Intelsat couldn't happen in 1984, only in the 60's. We live in an interdependent world. The U.S. should understand it is *morte dependente* on that world, not less." □

RKO bookkeeping errors amount to \$5.9 million

In filing at FCC, network reveals billings foul-ups \$1.9 million higher than thought earlier

RKO General Inc., in a filing with the FCC last Monday (Aug. 13), said that errors in charges to advertisers and underpayments to certain affiliated stations by its subsidiary, RKO Radio Networks Inc. (RKO I and II), totaled approximately \$5.9 million, not \$4 million as previously reported ("In Brief," July 2). Of the \$5.9 million, \$5.6 million was owed to advertisers who were incorrectly billed from Dec. 1, 1982, through May 31, 1984, and \$314,000 was owed in compensation to stations from spring 1983 through January 1984.

The FCC filing includes an investigative report prepared by RKO General's outside legal counsel, the Washington-based law firm of Wilmer, Cutler & Pickering, for RKO's general counsel, Kenneth Frankl. It alleges that improper commercial scheduling and billing practices "were directed" by Kevin Lyons, former RKO Radio Networks vice president and director of sales, and "in all likelihood" Thomas Burchill, former president of RKO Radio Networks, who, the report said, "was certainly aware of the principal practices affecting advertisers." An RKO General spokesman declined to comment on whether any legal action is planned against Burchill and Lyons.

In a prepared statement released last Wednesday (Aug. 15), Burchill, who served as head of the RKO Networks from its inception in fall 1979 to March 1984 before assuming the same position with Hearst/ABC-Viacom Entertainment Services, and its cable network, Lifetime ("In Brief," March 19), said he "always fought to maintain proper practices and management efficiency." Lyons, who was with RKO Networks from 1979 to June 1984 before joining Burchill in the same capacity at Lifetime, told BROADCASTING that RKO Networks' current situation can be traced to a lack of resources for its computer services and lack of traffic department personnel, both of which, he said, he requested to expand in the summer of 1983 but was rejected. Lyons also

said that he first discovered clearance problems in April 1984 and started to bring them to the attention of ad agencies.

Wilmer, Cutler & Pickering said it conducted "formal" interviews with 36 present and former RKO Radio Networks employees and reviewed 8,000 network documents. However, the law firm said the investigation was made "somewhat difficult by the refusal" of Burchill and Lyons to "talk to us." Wilmer, Cutler & Pickering also said it had asked Ernst & Whinney, RKO General's independent auditors, to conduct further reviews of the books and records of the network subsidiary after the CPA firm issued its first report on June 20 showing the \$4 million figure.

Of the billing overcharges to advertisers, the report said the basic problem was commercial spots not running in accordance with the understandings between RKO Networks and the advertisers. The report said advertisers were charged for commercial time based on programing rated by RADAR, the audience measurement service, but the commercials ran at other times or in programs that affiliates were not obliged to carry ("Closed Circuit," July 9).

RKO's probe discovered that during 1983, particularly September through November, spots that were ordered for RKO I were fed with programs from Radioshows—the programing arm of RKO Radio Networks—which, according to the law firm's report, typically had available inventory remaining with a per minute rate for commercial spots costing less than the rate for RKO One. "No disclosure that spots were run on Radioshows was made on the invoices sent to advertisers. Instead, spots appear on invoices that bill advertisers for advertisements that purportedly ran on RKO I, and that charge the higher rates. . . . To the best of our understanding, spots could have appeared on invoices for a network on which they did not run only through the use of improper computer procedures," the report said. In addition, Ernst & Whinney, according to the report, found that some spots (totaling \$200,000) listed on invoices sent to advertisers did not appear on RKO I, II or Radioshows program logs.

In his statement, Burchill said he "was not aware of practices under which spots were not run or were run improperly." RKO Networks, said Burchill, operated in accordance with the policies of RKO General, but he added that problems existed in areas over which he had no control and which, he said, "could shift the focus of this entire matter on to the corporation and away from any individual employee or ex-employee." These areas, said Burchill, include "ongoing audience under-delivery due to poor clearances of network inventory on RKO General-owned stations" and resistance of RKO to his requests for "organization expansion to keep pace with network growth." Burchill also said that "other deficiencies existed in the network accounting department which reports directly to RKO General's chief financial officer."

Burchill questioned whether RKO General "overreacted" to a smaller problem and reached "some seriously incorrect" conclu-

sions in order to protect its licenses. Burchill said this was a "meaningful question since both internal and external year-end audits for prior years had failed to disclose the problems now at issue." Lyons echoed Burchill's remarks saying that RKO made the situation "a much bigger issue" because of the FCC hearings.

Burchill said his statement represented a summary of written responses to questions from RKO General.

RKO General also announced that two RKO Radio Networks employees who were suspended during the investigation—Ken Harris, vice president and director of affiliate relations ("Riding Gain," July 16), and Frank Musumeci, controller ("Riding Gain," Aug. 6)—resigned on Aug. 10. Their original suspension, RKO said, did not connote either guilt or innocence on the executives' part.

As for the \$314,000 in underpayments for affiliate compensation in clearing commercial spots from spring 1983 through January 1984, the report said that RKO Networks did not "timely pay" certain affiliated stations what was due them under the terms of their affiliation agreements. RKO Networks, the report said, failed to "accurately accrue on its financial records the amounts due affiliates for the months in question."

The report also said that the number of affiliates carrying RKO's Radioshows programs and the expected audience levels for those programs "were overstated in presentations to advertisers."

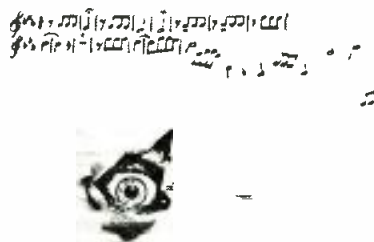
Meanwhile, the FCC Mass Media Bureau has supported a request by Fidelity Television Inc. to enlarge the issues in RKO General Inc.'s ongoing qualifications hearing before an FCC administrative law judge to explore the advertising billing errors. "The Mass Media Bureau agrees with Fidelity that the misconduct disclosed by RKO raises serious questions regarding RKO's qualifications that should be explored at the hearing," the bureau said in filing at the commission. Fidelity is a competitor for RKO's KHJ-TV Los Angeles. It is also a party to the ongoing qualifications hearing (BROADCASTING, June 25).

RKO General said it "does not oppose the designation of new issue to determine the nature of the conduct involved and whether it reflects adversely on RKO's qualifications to be a commission licensee." But, RKO said it should be introduced in a later phase of the proceedings. RKO, however, said it opposed Fidelity's request for the addition of a new fraudulent billing issue to the hearings because, said RKO, the FCC's fraudulent billing rule "is directed at station billing practices" and not networks.

Separately, the board of directors for Hearst/ABC-Viacom Entertainment Services released a statement last Friday (Aug. 17) noting that that both Burchill and Lyons "have denied the allegations by RKO General," but said it did not believe it is appropriate "to comment on matters related to a third party business." The board's statement also praised Burchill's role at Lifetime. "In a brief period, his leadership has helped Lifetime to meet or exceed its immediate business goals," the board said. □

1st INTERNATIONAL MUSIC VIDEO FESTIVAL OF SAINT-TROPEZ

AN INTERNATIONAL FESTIVAL — AN INTERNATIONAL MARKETPLACE
AN INTERNATIONAL SEMINAR



OCTOBER 8-9-10-11, 1984

Music Video has come of age and now has its own international meeting-place:
The 1st International Music Video Festival of Saint-Tropez.

The Festival will have 3 facets:

- A competitive festival with a distinguished international jury which will award prizes in a number of categories for both video clips and long-form music videos.
- The only international marketplace strictly for music video programming. The presence of production companies, directors, distributors, syndicators, record companies, music publishers, home video companies, post-production companies, programmers from broadcast television, cable, and satellite all will provide the necessary ingredients for an ac-

tive marketplace, with plenty of buying and selling anticipated.

- A top-level music video seminar open to all participants, and running from 10:00 a.m. to 1:00 p.m. each day of the Festival. Topics to be discussed include the use of music video for purposes other than the promotion of pop music, film/video production of music videos, music video as an element in the programming mix for television and home video, revenue sources, the all important subject of rights payments to those involved in the production chain, as well as the burning issue of exclusivity both in the United States and elsewhere.

This is the first major international event to be hosted by the town of Saint-Tropez, and worldwide reporting of the Festival will be assured by extensive media coverage by the professional and consumer press, radio and television.

If you are involved in the production, distribution, or programming of music video, this is your festival. We have arranged for very attractive registration, hotel, and travel rates. Can you afford not to be there?

For further information, contact:

John Nathan
Overseas Music and Video Services
509 Madison Avenue, Suite 1810
New York, NY 10022
telephone (212) 223 0044
telex 235309

Christophe Blum
R.S. Communication
40 rue de Paradis, 75010 Paris
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telex 270105

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Nothing's As Strong As Family Ties

Now in Syndication

Past, present and future, half-hour sit-coms are the dominant syndicated program form, and FAMILY TIES is the best family sit-com available today. Of all the off-net comedy choices, FAMILY TIES best meets the high standards needed to ensure early evening all-family viewing.

Broad Audience Appeal

Each member of the family is a strong character, a point of identity for key demographic audience segments. Still, the family is the comedic unit. Situations of uncommon humor and universal familiarity bind the Keatons together for appeal to men, women, teens and children. In a market of increasing fragmentation, FAMILY TIES brings people together. FAMILY TIES' Emmy nomination as the "Outstanding Comedy Series" is no surprise.

Flexibility and Strength

Continually pitted against the best that ABC and CBS have to offer, FAMILY TIES thrives and grows. Viewer-tested in syndicated time periods in markets large and small, FAMILY TIES dominates local, syndicated and network competitors. For Independent or Affiliate, FAMILY TIES is critical to early evening success.

Compare FAMILY TIES with all the programs for sale now, hours or half-hours. Look at the choices you have now through 1987. In a world of diminishing opportunity, FAMILY TIES is the program you can't afford to miss.

**Meet the Keatons. Watch
FAMILY TIES. Thursdays on NBC.**



Available Fall 1987



TELEVISION DOMESTIC DISTRIBUTION

VCR's



The videocassette recorder, at first a frill for a few, has skyrocketed to enormous popularity; the jury is still out on the effects on advertising, over-the-air television and cable

Whether it's a threat or a blessing or something in between—media pundits seem equally divided at this point—the videocassette recorder is on everybody's mind. People are concerned not only about the impact of the machines on their businesses, but also about their effect on society as a whole.

A cartoon in a recent *Newsweek* cover story devoted to the VCR phenomenon summed up the larger societal impact. It showed a couple, suitcases in hand, about to embark on a vacation. The wife is going over a list of chores with the house sitter. "Now remember," she says, "feed the cats twice a day, water the plants once a week, and this is a list of the programs we want videotaped." The cartoon is particularly telling because most of the research done so far

indicates that far and away the most common use of VCR's is to record TV programs for viewing at a later date (called "time shifting"), as opposed to watching rented or purchased prerecorded tapes of theatrical films and other programing.

13% Penetration And Growing Fast

The recent spate of attention to the VCR and its impact on existing media might be explained by the fact that previously the machine had been lumped with that group of video delivery systems commonly referred to as the "emerging new technologies," and embraced at the consumer level by those pioneers known as "videophiles." But now, with penetration into the television household universe at about 13% and expectations that it will grow to 17% or 18% by the end of

the year, the prevailing view is that the VCR has arrived. Conventional wisdom has it that videophiles account for perhaps the first 7%-10% of the television household universe embracing a new technology. According to Cambridge, Mass.-based consultant David Butterfield, VCR penetration amounted to only 1% in 1978, three years after Sony introduced the first consumer (Betamax) models. The next three years, through 1981, produced another three percentage points of penetration. The major growth has occurred in 1983 and 1984.

Butterfield suggested that the sales boom in recent months is attributable to both marketing and technological factors. On the marketing side, he noted during a panel session on VCR impact at last week's Cable Television Administration and Marketing

Society gathering in New York (see page 53), competition has been fierce and "prices have plummeted." He cited figures showing that the average price of a VCR has dropped from \$1,200 in 1978 to around \$500 today. On the technological side, noted Butterfield, machines can record more hours of programming (a maximum eight hours with Sony's Beta format or six hours with Matsushita's VHS format) over a longer time (a maximum of two weeks without resetting the machine), adding to the perceived value in the eyes of the consumer.

According to the Electronic Industries Association, based in Washington, factory sales to VCR dealers rose 84% in the first six months of 1984 to more than 2.9 million units, compared to the 1.6 million units sold in the first half of 1983. EIA estimates that total factory sales for the year will amount to approximately seven million units worth—more than \$3.4 billion. (By comparison, the organization estimates that color television manufacturers will ship 14.2 million units to dealers this year for total sales of \$5.3 billion, and 5.5 million black and white sets valued at \$440 million.) RCA Consumer Electronics, which currently commands a leading share of the domestic VCR market (22%) with its line of VHS-format SelectaVision machines, estimates that industry-wide shipments will exceed seven million by year-end, for a more than 70% increase over last year's sales, which totaled 4.1 million. RCA also believes that those factory shipments will yield more than \$5.25 billion in retail sales, based on an average price per unit of \$750, somewhat higher than Butterfield's estimate of \$500.

If projections for this year hold up, total VCR sales since the consumer market opened will be about 16.5 million units. That's a faster pace than that of color TV set sales in the 1950's. According to Stephen S. Stepnes, division vice president, marketing, RCA Consumer Electronics, it took 14 years for color television to reach the cumulative 16 million unit level. Whether VCR sales will sustain as hectic a pace in the coming years is uncertain, but few in the industry see penetration reaching the 91% level of color television.

Many believe it is not unreasonable to think that VCR penetration may reach the high-40% or 50% range by 1990. "We think [the rapid growth] will continue," Butterfield said at the C-TAM panel. His official but "conservative" estimate for 1990 is 45% penetration, as prices, he believes, will continue to fall to meet the cost-justification levels of the mass market. But growth will probably begin to flatten out after 30% penetration has been reached, said Butterfield, probably in the latter part of the decade. As for reaching the penetration level of color TV, he did not rule it out, but indicated that it is not likely to happen before the year 2000. The EIA also expects growth to flatten somewhat—as early as next year. At this point, the group believes manufacturers will ship about eight million units to dealers in 1985 with an estimated value of \$3.76 billion. On a units-shipped basis, that's only a 14.3% increase over what's expected for

1984, and just a little more than 9% higher from a factory sales revenue standpoint, a reflection of continuing declines in per-unit prices.

Blank tape sales, by EIA estimates, will have almost quadrupled from 1982 to the end of 1984. In 1982, blank tape shipments totaled 24.7 million cassettes valued at \$280 million. In 1983, units sold rose by more than 250% to 65 million units with a total price of \$540 million. Year-end shipments in 1984 will come to about 95 million cassettes, worth an estimated \$720 million. Prerecorded cassette tapes manufactured for program suppliers in 1984 will total about 18.5 million, up about 68% over 1983, with a factory sale value of \$445 million. In 1985, unit output is expected to roughly double to 36.5 million, with a factory value of \$655 million.

According to Weston Nishimura, president of the Seattle, Wash.-based Video Space cassette distributor, and vice president and secretary of the Video Software Dealers Association, there are now more than 12,000 prerecorded cassette titles on the market, with about 200 new titles being introduced each month. And those monthly additions will increase, he indicated, as new home video program distributors enter the market. At this point, the majority of titles are theatrical films, said Nishimura, accounting for at least 60% of the market and perhaps as much as 80%.

How big is the market for home video? According to research compiled by Mark Riely, a media analyst with F. Eberstadt & Co., total home video software revenues may grow from \$1 billion in 1983 to \$5 billion in 1988. Riely and others believe that in that time there will be shifts in the structure of that market, with films decreasing in importance somewhat, but still accounting for 50% of the market, compared to the current two-thirds market share held by films. Many also see prerecorded cassette sales increasing as rentals decline on a percentage basis. In 1983 for example, according to Riely's report, rentals, driven by popular theatrical releases, accounted for 80% of the home video market, or \$800 million, while sales, also dominated by popular films, such as Paramount's "Raiders of the Lost Ark," accounted for the remaining 20%, or \$200 million. By year-end 1988, projected Riely, the tables will be turned, with rentals totaling \$2 billion, or 40% of the market, and sales totaling \$3 billion, or 60% of the market. Riely cited two factors for the shift—price and programming. The purchase price of a cassette currently averages between \$60 and \$80, while the average overnight rental charge has been pegged at a little more than \$2. With increased competition and improvements in factory tape duplicating equipment (speed is the critical factor), purchase prices should come down. Also stimulating cassette sales, Riely and others note, will be the increased production of music videos and other home video product such as how-to and exercise tapes that foster repeat viewing.

While theatrical films will claim a smaller share of the home video market by 1988,

revenues from that market will provide Hollywood with a handsome piece of change—\$2.5 billion in Riely's estimate. By that time, he suggested, movie cassette rentals and sales may be equal. Adult films, which dominated home video in the early years, may decline to less than 10%, although revenues may triple to about \$400 million, Riely estimated.

All the press and attention that the music video market has received in the last year may be deserved. By most accounts that business is about to explode, as producers scramble for a bigger return on their efforts and exhibitors come to realize that such programming has a value worth paying for. Until quite recently the trend had been for record companies to supply music videos gratis to MTV and other outlets on the premise that any airplay they received represented tremendous promotional value for the artists and songs. But as competition has intensified among cable and broadcast outlets featuring music videos in their program menus, the rights value to such programming has increased markedly. MTV, the original music video cable channel, looking to set itself apart from a horde of imitators, may have set another trend this spring by signing agreements with four major record companies giving it 30-day exclusive rights to a number of music video titles. It expects to pay more than \$4 million this year for exclusive rights to CBS Records, RCA Records, MCA Records and Geffen Records and others that it is currently negotiating with.

Music videos accounted for about 4% of the home video market last year, and some believe that percentage will spiral to 25% by 1990. Others are even more optimistic. Eberstadt's Riely estimated that music videos will claim 25% of the market by 1988.

What's Their Effect On Broadcasting?

What about the impact of this upstart technology on existing broadcast and cable media? Advertisers are concerned about the potential for commercial deletion, or "zapping," that the machines facilitate. But that is not a new problem and can occur with a simple flick of the over-the-air dial or a push of the button on a remote control tuner. And at this point agency representatives are not crashing the doors of the networks demanding rebates because 13% of the television universe owns a VCR. Besides, broadcasters argue, what little evidence there is so far suggests that far from all time-shifted program material has the commercial matter zapped, and that viewing made possible by VCR time shifting represents a bonus audience for advertisers. On the cable side the questions are: (1) whether or not VCR growth is responsible in part or whole for the slowdown in pay subscriber growth, and, if so, how the threat can be countered; (2) what role, if any, pay-per-view programming on cable can play in siphoning dollars from home video retailers or in providing cable operators with an additional revenue stream, and (3) whether cable operators should get into the home videocassette business themselves.

More than one observer commented that



"OUR NEWS IMAGE HAS NEVER BEEN BETTER."

-David Choate, News Director WSVN-TV, Miami

"Ranked as a competitive activity, TV news would probably fall somewhere between rugby and wild boar wrestling in terms of fierceness. Which is why we're constantly on the lookout for anything that might give us an edge.

"Our 6 Betacam camera-recorder systems are a good example. Their image quality is spectacular, so we look great on-air.

"But even better, the mobility Betacam offers is a real incentive to our photographers to go for that really dramatic, unusual shot. The kind you won't see on every channel at 6 and 11. Because at least for the time being every station doesn't have Betacam."

"THE ABILITY TO SEND OUT MORE CREWS ON MORE STORIES IS WHAT I CALL GOOD NEWS."

-Tom Kirby, VP/News WTCN-TV, Minneapolis

"Before coming here, I was with Gannett's Denver station, KUSA, which was the

winner of the NPPA's 1983 'Station of the Year' award. And frankly, my goal here is to get to the finals again. A not unrealistic objective when you consider the talent we have, and the fact that we recently purchased 23 Betacams.

"After all, it seems obvious, the more people you have on the street, the better your chances are of coming up with a winner. Providing, of course, you give those people equipment that's as performance-minded as they are."

"WITH SO MUCH LESS EQUIPMENT TO LUG AROUND, WE'RE SEEING A LOT MORE EXCITING TAPE."

-James Delmonico, President/General Manager WRGB-TV, Schenectady

"I don't care how inspired or dedicated a photographer is, eight hours of hauling sixty-plus pounds of camera, recorder, lights,



and cable all over hell and gone is bound to have a stifling effect on someone's creativity.

"That's what initially got us interested in Betacam, and ultimately, why we made the decision to invest in it. The simple fact that you don't have to be a gorilla to use it. The maneuverability of this system is tremendous. So naturally we're seeing shots you just couldn't get before. And, of course, the image quality itself is magnificent.

"In fact, I'd have to say from the looks of things, we'll be adding more Betacam systems



HOW THE PEOPLE WHO LIVE AND DIE BY THE RATINGS RATE THE SONY BETACAM™

before long. If for no other reason than to stop our crews from fighting over who gets to use the ones we currently have."

**"THIS IS CLEARLY A
SYSTEM BUILT FOR THE
REAL WORLD."**

*-Allan Howard, VP/General Manager
KXTV-TV, Sacramento*

"You rarely find news under ideal conditions. More likely you're getting jostled around by a huge crowd, buffeted by gale winds or caught in a very tense, fast-moving situation. All of which tend to play havoc with equipment life spans.

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SONY
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Men

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V.P., General Manager

WCVB-TV
Boston

JOHN HAYES
V.P., General Manager

KLAS-TV
Las Vegas

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MARK ZIMMERMAN
P., General Manager

NFLD-TV
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whenever a new medium arrives it is perceived as destined to displace those that have come before it. Michael Dann, consultant with ABC Video Enterprises, believes that "any impact that a new technology has on another in a couple of years is to be taken with a grain of salt." Still, he noted, the VCR phenomenon has produced "certain immediate shocks" felt by both theaters and cable. "A percentage of the heavy viewers for movies is being siphoned off" by VCR usage, he said. Naturally, it's the movie channels on cable that will feel the greatest impact, he said, such as HBO, Showtime and the Movie Channel. How serious the problem becomes will depend on the future demand for videocassette rentals, said Dann. "Whether that [the rental business] will become so prevalent, no one knows yet." He noted that broadcasters were able to thwart a similar threat by pay cable "and VCR competition without knowing it, by making their own movies." It's Dann's contention, however, that the "big threat" posed by VCR's and the home video industry is to publishing and not broadcasting or cable. That's because he thinks home video software will consist primarily of nonentertainment (so called "how to" programming) and "special entertainment" targeted to segments that might be interested, for example, in things like a Michael Jackson video club.

The Fear Of Zapping

Despite Dann's contention that the broad-

casting industry may be least affected by the VCR surge, advertisers, through their agencies, are keeping a close watch on how viewers are using the recorders. One telling piece of information from the recent Nielsen survey of VCR usage, confides a company source, was that some 65% of all broadcast material that was played back after having been recorded had some commercials zapped (skipped or deleted).

"We are very concerned," said Robert E. Buchanan, executive vice president, U.S. media director, J. Walter Thompson USA, about commercial zapping and the potential for VCR ownership to compound the problem. It's Buchanan's contention that much of the zapping that occurs is done out of viewer curiosity as to what is happening on other channels, although that argument does not apply to VCR zapping. But the solution, or at least part of it, in Buchanan's opinion is to develop commercial spots that attract the viewer—"those that tell a story, the vignette type that you get caught up in."

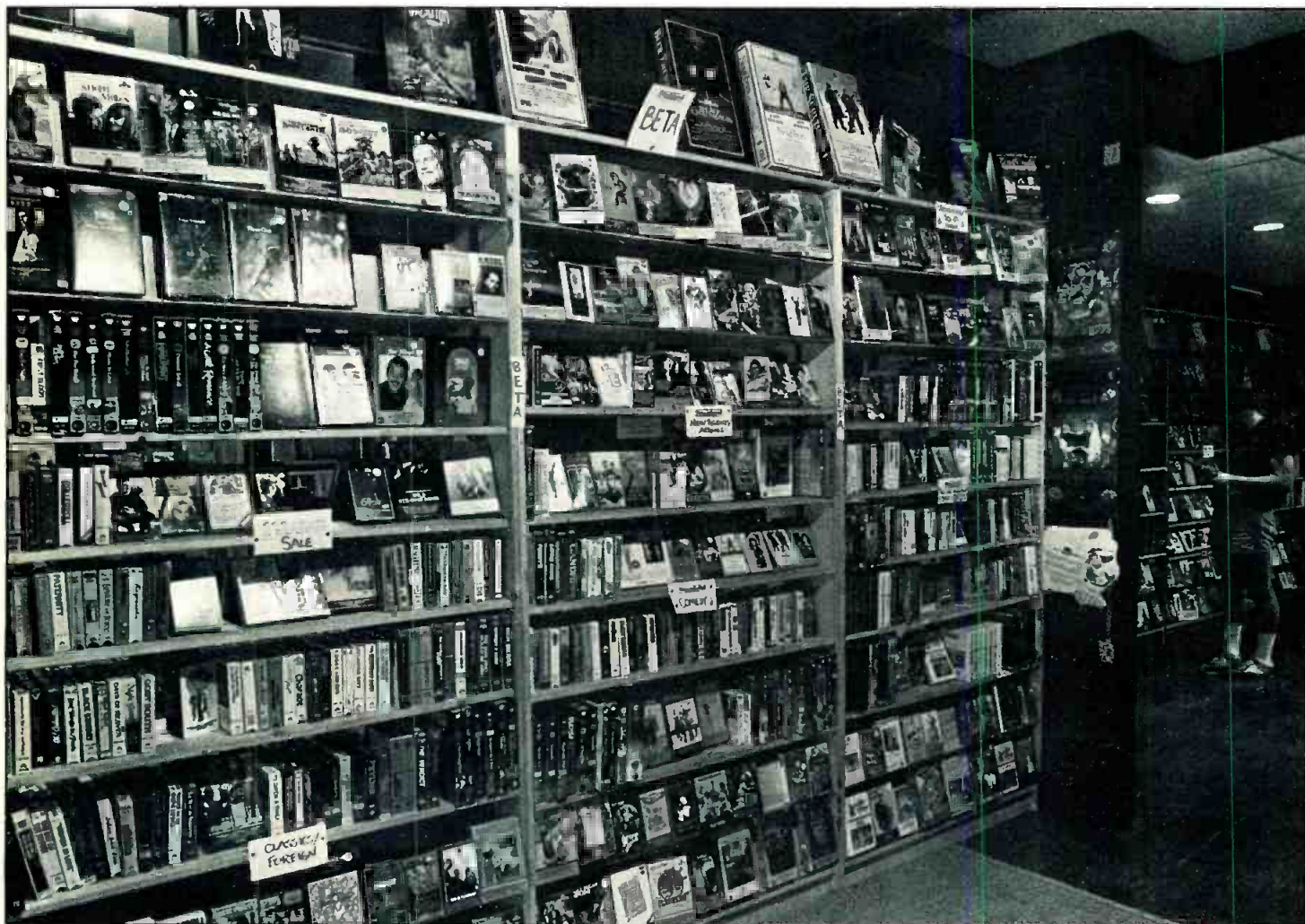
David Poltrack, vice president, research, CBS, believes that Nielsen's figure on overall VCR zapping is probably inflated due to self reporting. "We think it's significantly exaggerated," he said. Two factors cause people to overstate zapping, he said. First, it is the "socially acceptable response—why would anyone sit there and watch a commercial if he or she didn't have to?" Second, while many VCR owners may delete or skip a portion of the commercials in the program-

ing they play back, "they certainly don't do it all the time." Poltrack also noted that metered surveys of commercial zapping have indicated much lower incidences of actual deletions. In fact, Nielsen's recent metered survey of zapping showed only 5% of households on average deleting any given commercial. A similar survey by TV Audience Assessment provided roughly the same results, he said.

Poltrack acknowledged that at higher VCR penetration levels, viewing of recorded broadcast programs could cost advertisers a couple of percentage points of audience delivery. But that assumes that recording/playback levels stay roughly the same as today. He argued that a program such as *Dallas*, which per average episode was recorded by roughly 6% of Nielsen's VCR universe, would suffer a 2%-3% delivery loss due to zapping at 50% VCR penetration.

But the bottom line, at least for now, said Poltrack, is that VCR usage is "complementary" to broadcast viewing because it allows additional viewers to tape programs that for some reason they are not able to watch at the time of airing for viewing later. (It's pertinent to note that about 25% of all recorded material is never played back.) Poltrack also said that use of prerecorded material by VCR owners diminishes over time. "Is that because the novelty wears off or because there is a lack of good video material? That's the big question mark."

Many in the home video industry also ar-



gue that as their business grows, it doesn't necessarily mean that broadcasting or cable will suffer the consequences. Larry Hilford, president of CBS/Fox Video, a joint venture of CBS and 20th Century Fox and one of the largest home video program suppliers, said that "the capacity of the home to absorb ever increasing amounts of video product is considerable." He submitted that even the heavy users of prerecorded home video product are not using it as a substitute for broadcast or cable viewing. "Some of it may be replacement product," he said, "but it's an insignificant amount."

CBS/Fox recently created a separate division, known as Key Video, which may indicate something about the future marketing thrust of the industry. It's generally acknowledged that "blockbuster" films drive the industry today but that in time they will have less importance. According to Herb Fischer, vice president and general manager, Key Video was formed to "give a separate energy and market push" to nonblockbuster or less well-known product. For example, the division has just released a series of 24 classic, primarily pre-1950, films that were acquired from United Artists and Warner Brothers. Key will seek the rights to other product as well, including television programs of various genres that executives there think will have a viable niche in the expanding home video marketplace. "Whatever the consumer shows an appetite for, we will try to market to them," said Fischer. He estimated that how-to programs may command between 30% and 40% of the market eventually.

Cable PPV vs. VCR's

Edward Bleier, executive vice president, Warner Brothers Television, said home video and cable television are "essentially compatible." On the cable side of the business, some believe it's too early to tell. Others strongly disagree. Michael Marcovsky, a pay television consultant based in Los Angeles, suggests that home video may be taking \$60 million or more a year away from cable operators in the form of lost pay TV revenues. Most of those lost dollars represent money that consumers are using to rent videocassettes instead of subscribing to a second or third pay cable service, said Marcovsky. Multipay is frequently sold by cable operators with the pitch that two movie services offer greater convenience in terms of viewing times. But with a VCR, the viewer can time-shift programs on one service to fit his schedule, thus rendering a second, similar service duplicative.

What cable has to do is "out-convenience" home video, said Marcovsky. "How does cable do that when the viewer can pick up a tape at a local video store for a couple bucks? You make it easier" by delivering films directly to the home via pay-per-view service. "PPV is the true home box office and very much the solution" to cable's declining pay subscription growth, Marcovsky said. (HBO, for example, is adding subscribers at about half the pace it did last year. For the first half of 1984 it has added about 600,000 new subscribers, compared to 1.1 million or 1.2 million in the same period last year.)

But the cable industry may have blundered badly in its first efforts to make PPV a profitable business. "PPV was misinterpreted as a single, major event" attraction, according to Marcovsky, such as championship boxing matches and movies such as "Star Wars." To make it work successfully, he added, a PPV service must have a continuous and varied program menu; an "impulse" mechanism so that programs can be ordered at the subscribers' whim; it has to be easy to order and the billing procedure must be "painless."

But to do all of that and compete with home video too, cable systems have to be equipped with one-way addressable hardware, and have access to product simultaneously or before it's made available to home video. But technology has been a problem and has slowed the growth of one-way addressable systems. Although companies like Jerrold, Zenith and Tocom have improved one-way technology, estimates are that there are fewer than three million addressable cable homes, with projections of perhaps 13 million to 15 million by 1987 and 28 million by 1990. But with current VCR penetration at four times the size of the current addressable home market, movie studios and other program suppliers will cater to the home video industry first. As Warner's Bleier explained, "Home video is important. There's a lot of retail at stake there. And, just in terms of the volume of dollars, PPV isn't there yet."

That's not to say that studios don't want to do business with cable operators on a PPV basis—the evidence seems to indicate just the contrary, since they cannot share directly in the revenues earned by retailers for home video rentals, because of the dictates of the first sale doctrine. (The first sale doctrine, incorporated in federal law, states that program copyright holders have no claim to a share of retail revenues derived from cassette rentals once they have sold the tapes to dealers.)

Indeed, Bleier may be expressing a thought he hopes comes true when he says that although PPV hasn't arrived yet, "that's not to say it won't supplant pre-recorded rental eventually."

And in some cases availability of films for PPV has been not much later than the availability for home video. Paramount recently released "Terms of Endearment" for PPV less than a month after its release to home video. And, according to Bob Klingensmith, senior vice president, Paramount Video, the results have been encouraging. He said it was made available to 1.3 million addressable homes and that "no system" had less than 5% of its subscribers order the film while some achieved levels of 25%. He said that PPV "is one way [cable operators] can get into the cassette business."

Paramount will narrow the gap completely next month, said Mel Harris, president, Paramount Video, with the simultaneous release of "Footloose" at theaters (the film's second time around), home video and PPV. And while that will be a one-time trial fusion of the PPV and home video windows, Harris said it is "certainly a possibility" that the company's product will be available on a

continuous basis for PPV exhibition before home video once the addressable population reaches about 10 million homes. And if generally accepted estimates are accurate, that may be achieved in the next two or three years.

Of course, PPV is only one, and probably not the primary, reason operators have for installing addressable equipment. Addressability makes downgrading or terminating service much more efficient, at least in theory, because there is then no need to send a serviceman to the home. Enhanced services such as security and PPV, however, are there for the exploiting.

Jim Jimirro, president of the Disney Channel, sees the growth of VCR households as a definite threat to the cable industry. He suggested that up to this point the VCR universe consists primarily of videophiles—the first on their block to buy the latest electronic gadget. But he contended, "as you break through to the next 11 million homes, you'll find many of those homes making a choice between pay television and VCR ownership." Although home video seems to have the momentum right now with the upsurge in VCR sales, Jimirro suggested that cable operators can counter with a marketing strategy that stresses program diversity (i.e. tiering a movie service with a specialty service such as the one he oversees). Another factor in cable's favor is that subscribers do not have the expensive hardware investment associated with VCR ownership. Pay-per-view, he suggested, is a long-term solution that cable operators simply can't afford to wait for. "It's a question of intelligent marketing," he said. "The first imperative is to sell nonduplicative services."

It appears that some cable operators have already taken his advice. The Disney Channel's subscriber count has doubled over the first six months of this year to 1.2 million. Jimirro has also hedged his bet by leading Disney into home video as well. The company's home video titles include portions of the Disney library of past programs as well as original programming from the Disney Channel. Jimirro said that 20% of the company's fiscal 1985 home video revenues will come from original Disney Channel product.

John Sie, senior vice president of Telecommunications Inc., takes exception to the notion that home video is responsible for the slowed growth of pay television. In fact, he said, that's "ridiculous." While VCR growth will proliferate, Sie contended that the home video rental business will burn itself out in two years time. The problem is "filling the pipeline" with a steady stream of product. The studios, he noted, are already dipping back into their libraries to keep the stream flowing. And, he concluded, "there is a finite limit" to the amount of viable material that programmers can supply, and it's not enough to sustain the rental business over time.

Seth Abraham, senior vice president, programming operations and sports for HBO, while acknowledging that there has been a slowing in HBO's growth this year, argued that home video has not been a significant factor in that slowdown. "VCR also stands for 'very cloudy research,'" said Abraham,

although he said there is some effect. "It would appear that all-movie services would be more vulnerable," he said. And the multipay market may also be vulnerable, but he stressed that the evidence is still inconclusive. "What about the family that buys a VCR that lives in an area with no cable? Then six months later cable comes along. That's a part of the equation that hasn't been answered. Maybe the VCR in that case will fall into disuse." HBO, he added, continues to explore the possibility of entering the home video market, but so far has not made a decision to do so.

Cox Cable's director of marketing, Ajit Dalvi, believes that the VCR boom will be a threat to cable only "if we do not respond in a marketing sense." HBO is still a good value for movie watchers, he said, and a VCR owner can tape those films for free. He said there was "no evidence" of multipay erosion in Cox systems. He said, however, that the industry will not realize its "pipedream" of selling two pay services to every subscriber. Pay-per-view is one option the company has been exploring for several years, although so far, Dalvi says, Cox has failed to find an "economically viable way of doing it." He cited expensive licensing fees as one inhibit-



ing factor.

Jerry Maglio, vice president of marketing, Daniels Cable, said that regardless of the role VCR's may play, cable's foundation services provide too much duplication. Daniels, he said, is in the process of re-evaluating all of its programming, pricing and packaging strategies. "We must place more emphasis on differentiated services," he said, such as Disney, Playboy, Bravo and regional sports channels, as well as basic channels. Those services, he said, provide programming that by-and-large "cannot be found in video stores." As have other companies, Maglio said Daniels will soon begin to raise basic subscriber rates by an average \$3 or so (to the \$12.95-\$14.95 range) and lower pay prices as well to enhance their value.

Ed Bennett, the marketing head at Viacom Cable, said he is instituting a company-wide

policy that calls for systems to be "VCR friendly." Bennett also said Viacom was working to coordinate an industry group, including some engineers at Zenith, that will explore efforts to design a VCR with built-in descrambling capability so that the machine could record a scrambled signal while another is being watched. With the existing technology, a cable subscriber has to have a second converter/descrambler box in the home (supplied by the operator) to do that.

A Healthy Future

One problem currently hampering production of VCR's is a "severe shortage of microchips," according to Stan Hametz of Panasonic. Most of the shortages are for the mid- and higher-end models, those incorporating four tape heads or hi-fidelity sound. Hametz said the problem is "a combination of changing semiconductor technology and demands for chips in other fields, such as computers and other high technology hardware."

Not that Hametz is complaining. The technology will catch up with itself, he said, and if projections for future penetration hold true, VCR marketers should be wearing smiles and showing hefty profit margins for some time to come. □

Law & Regulation

Intelsat responds to charges by SIN

Mexico acknowledges its role in requesting leaseback arrangements that SIN's Anselmo finds objectionable

The International Telecommunications Satellite Organization is attempting to work itself free of accusations that it has conspired with its Mexican and U.S. signatories to prevent Spanish International Network from obtaining authority to use transponders, whether leased or owned, to provide transborder service other than through Intelsat (BROADCASTING, Aug. 13). Intelsat's director general, Richard Colino, maintains the present lease-back arrangement was arranged at the request of Mexico, not Intelsat. And while Rene Anselmo, president of SIN, complained bitterly of the arrangement, in a letter to Representative Timothy Wirth (D-Colo.), the principal owner of SIN, according to an official of the Mexican signatory, never objected.

The upshot of the Anselmo letter and Colino's reaction appears to be movement in the process of coordinating SIN's two transponders on Galaxy I with Intelsat, a process which must be completed before the FCC can give final approval for use of the transponders.

In his letter to Wirth, Anselmo complained that the only arrangement under which SIN could provide service between Mexico and the U.S. was through leaseback arrangements with Intelsat. The first, ar-

ranged seven years ago, involved a transponder SIN had originally leased on Westar. The second, arranged last year, involves the Galaxy transponders to which SIN moved its network. SIN, which blames Intelsat for inducing the Mexican signatory to withdraw coordination requests, warned Mexico that if it "refused to coordinate Galaxy I" for two-way Mexico-U.S. transmissions, then SIN's live Mexican programming would cease on April 7, 1984—a warning, Anselmo said, that got someone's attention. The Mexican signatory agreed to coordinate.

But Anselmo contends that Intelsat is attempting to block the coordination and, in the process, frustrate U.S. policy that permits the use of domestic satellites to provide transborder service. He cited a July 18 letter Colino wrote to Joel Alper, president of Comsat World Systems Division, and Jose Luis Almazán Ferrer, secretary of Mexico's Communications and Transportation, that country's signatory, urging them to consider the benefits to be derived from use of the Intelsat system and to weigh them against the "potential negative economic impact" of implementation of the SIN proposal. Earlier in his letter, Colino said Intelsat is "at a crucial period in its history"—a reference to the prospect it faces of competition from a number of U.S. applicants.

But after learning that Anselmo had obtained a copy of the July 18 letter and used it as the basis for a complaint to Wirth, the

chairman of the House Telecommunications Subcommittee, Colino wrote another letter to the U.S. and Mexican signatories, on Aug. 10, contending the earlier one had been referred to "out of context." He said it was necessary "to state the facts, and one necessary one is that Intelsat has not sought, and is not seeking, the continuation of the Galaxy lease-back arrangement." That, he said, was done "to accommodate Mexico."

Colino said the purpose of the letter was to urge the Mexican signatory to provide either "a request and information concerning the possible use of Intelsat"—and the July 18 letter stressed that option—or the information needed to initiate coordination leading to the use of Galaxy I. Colino in both letters complained about the failure of Mexico to provide such information despite repeated requests, most recently at a meeting on July 28. In the Aug. 10 letter, he wrote that the Intelsat coordination process "works quickly and smoothly once the necessary information is provided." But, he noted, Intelsat cannot initiate the process without it. "Thus," he said, "this matter is really neither within the control of Intelsat nor of the director general."

Last week, Almazán said the information had been supplied to Intelsat on Monday (Aug. 13). However, one Intelsat official said the information that was supplied is still not adequate; it is not sufficiently detailed. "We have gone back for more."

Almazán said—and repeated several

times—that Mexico never wanted to “avoid” coordination. “There is a misunderstanding” on Anselmo’s part, he said. He did not deny Mexico sought the leaseback arrangement with respect to Galaxy I. He said Mexico felt it was necessary because of the two-year interval between the meetings of the Assembly of Parties, the Intelsat organ that passes on coordination requests. However, SIN announced in 1982, after buying the Galaxy I transponders, it would switch its network from Westar on April 7, 1984, and the Assembly of Parties met last October. In addition, a government can request an extraordinary meeting of the Assembly, as the U.S. has for this fall, to consider coordination requests. Why didn’t Mexico seek coordination for SIN’s leased transponders on Westar, seven years earlier? U.S. policy seven years ago, when SIN began that service, he said, is not the same as it is now, an apparent reference to the fact the U.S. did not establish policy governing the provision of transborder service by domestic satellites until several years later.

One element of the equation some observers have noted is that Televisa network, a major force in Mexican broadcasting, is 75% owner of SIN, as well as its programmer. Anselmo, in his letter to Wirth, said Televisa asked the Mexican signatory on Feb. 23, 1983, to begin coordination procedures for Galaxy I. Yet, according to Almazañ, Televisa never objected to the leaseback arrangement with Intelsat. “We never asked Televisa, and they never expressed their view regarding the leaseback,” he said.

Another element is that Televisa, through Emilio Azcarraga, who is chairman of the board of SIN and whose family owns the network, and Anselmo are important players in the Pan American Satellite Corp., one of the applicants for authority to provide an alternative to Intelsat in international satellite service. As one Intelsat staffer observed, “Why cross SIN in light of the PanAmSat situation?” □

McKinney urges broadcasters to fight hard on fairness doctrine

FCC’s Mass Media Bureau chief tells West Virginia broadcasters that they must lobby at all levels to help achieve repeal; he also praises ABC for its summer Olympic coverage

The FCC has an “open invitation” from the Supreme Court to revisit the fairness doctrine, and broadcasters should make their views on the subject known. So said James McKinney, FCC Mass Media Bureau chief, in the text of a speech to be delivered to the West Virginia Association of Broadcasters in White Sulphur Springs, W.Va., last Friday (Aug. 17).

“This is not the time to take it easy,” McKinney said. “The commission [with its notice of inquiry on the fairness doctrine]

Washington Watch

Ownership limits. Senators Pete Wilson (R-Calif.) and Daniel Inouye (D-Hawaii) introduced bill that would limit ownership of television stations to 10 VHF stations. Bill was offered in response to FCC’s decision three weeks ago to raise ownership limits from seven to 12 stations and eliminate all restrictions in six years. (Two weeks ago, however, FCC issued stay of its decision and said it will reconsider rulemaking [BROADCASTING, Aug. 13]. House and Senate approved supplemental funding bill that bars FCC from implementing its decision until April 1, 1985, or 60 days after reconsideration, whichever comes first.) Bill would also cap ownership according to reach of VHF-only stations at 22.5% of nation’s TV households. “Total reach of VHF and UHF stations owned or controlled by one entity could be no more than 27.5%.” Legislation is similar to bill introduced in House, H.R. 6134, and has minority ownership provision that would permit increase to 12 stations with 25% for VHF only and 30% for both VHF and UHF to “account for the reach of minority-controlled television stations.” □

Children’s resolution. Nonbinding resolution was introduced in Senate (S. Con. Res. 133) by Senator Paula Hawkins (R-Fla.) calling on television broadcasters (networks and their affiliates) to broadcast public service announcements on missing and kidnapped children. Measure was referred to Senate Commerce Committee. □

Word to wise. In public notice last week, FCC Mass Media Bureau cautioned broadcasters against modifying type-accepted AM stereo equipment. Bureau said it had received “informal reports” of unauthorized modifications of AM stereo exciters—for example, alterations of audio frequency filters. “Any modification of type-accepted transmitting equipment that changes the bandwidth characteristics, power rating, modulation or frequency stability of the transmitted signal will void the type acceptance and is in violation of the commission’s rules,” bureau said. □

Narrowband advocacy. National Association of Broadcasters and Association of Maximum Service Telecasters have filed in support of FCC proposal to authorize use of narrowband technologies in 150 mhz land-mobile band. But both parties urged FCC to go further. “The scope of this proceeding should include consideration of other technologies for increasing spectrum efficiency,” NAB said in one filing. In another filing, AMST agreed more could be done to expand and improve private land mobile capacity without reallocating spectrum, such as introducing narrowband technologies into other land-mobile bands. “Advanced spectrum management techniques can also be implemented for existing wideband channels,” AMST said. □

Spatial consideration. Motion Picture Association of America has asked FCC to waive its requirement that petitions to reconsider its so-called 12-12-12 rule be limited to 25 pages. “The MPAA believes that a 25-page limit will prevent it and the other parties from addressing sufficiently the numerous issues involved here,” MPAA said in filing at FCC. “The MPAA requests a minimum limit of 50 pages, rather than the 25 pages specified.” □

Exemption provided. FCC Mass Media Bureau has ruled that Mutual Broadcasting System’s *Larry King Show* is bona fide news interview program exempt from equal time requests. □

New station. In initial decision, FCC Administrative Law Judge James Tierney has granted application of Pepper Schultz for new FM on 92.1 khz with 500 w in Sparks, Nev., denying competing application of Comstock Broadcasting Inc. Judge said Schultz prevailed on integration grounds. Schultz, resident of Sparks, is electronics technician with Department of Interior’s bureau of land management. He was engineer for KOLN-TV Reno in mid-1970’s. He has no other mass media interests. □

AM actions. FCC has amended rules to implement plan for AM broadcasting adopted as part of final acts of Administrative Conference on AM Broadcasting held in Rio de Janeiro. It also launched rulemaking to explore full range of AM rule changes that might be needed under new international agreements. Among other things, it requested comment on proposal to allow AM stations to use any power level within applicable overall limits that would not cause interference, instead of limiting AM’s to specific power levels. It also proposed changes in technical procedures for making AM interference calculations; changes in standards, definitions and approaches used in AM allocations proceedings, and special consideration for Puerto Rico and Virgin Islands.

has fired the starting gun, but the industry must run the race. We cannot run it for you.

"Involve yourselves at the local level, through your state association, and nationally, in this issue. Participate in the fairness inquiry," McKinney said. "Win, lose or draw, this is one race you ought to run, not watch."

According to McKinney, the FCC really has nothing to gain from the inquiry. But if the doctrine were to disappear, the commission would lose power over broadcast programming. "You would be less beholden to us," he said. "You would enjoy less govern-

Marks plan. Increasingly over the past 10 years, developing countries, backed by the Soviet Union, have been urging in UNESCO and other international forums the concept of a New World Information Order. To those backing it, NWIO is the answer to the frustration they feel over what they regard as the unfair manner in which the major news media of the developed world have covered them, with an emphasis on coups and scandals and mismanagement by government and little attention paid to successes. To many developing countries, NWIO means control of the press, even, in some cases, a greater share of the electromagnetic spectrum for shortwave broadcasting or satellite communications.

Next week, Leonard Marks, former director of the U.S. Information Agency and currently treasurer of the World Press Freedom Committee, speaking in Santiago, Chile, will suggest a number of steps for promoting an NWIO that would "result in a better understanding between people everywhere...[and] remove tensions which lead to war" and not, at the same time, compromise traditional free press values.

Initially, said Marks, according to a text of the remarks prepared for an address before the journalism schools of the University of Chile and of the Catholic University, "it is essential" to create a program that will help developing countries improve their communications facilities, including broadcast and print. Indeed, since those countries "will soon join the developed world in the satellite age," Marks said, they should have access to satellites and earth stations that will permit communications with neighbors and, in time, with countries around the world. He also says developed countries should help developing countries to transmit, as well as receive, information. Developed countries, Marks added, should take the lead in lowering tariffs for international communications. What's more, he said, the "have" countries "should cast their votes at the World Bank and in other international lending organizations" to provide the funds needed to finance the proposals he outlines.

Marks said he recognizes the effort is not inexpensive. But, he said, "let me remind the skeptics that a satellite with 26 transponders and earth stations to link up these countries is a better investment than an intercontinental missile."

mental intervention in your daily journalistic ventures. I don't like being the arbiter of your programming. I don't enjoy peering over the shoulders of your newsmen and judging whether you have struck precisely my idea of a correct balance of viewpoints. The FCC has no business in your newsrooms."

McKinney also pointed out that there may be nothing fair about the doctrine. "If its continued implementation imposes self-censorship on the broadcasters resulting in the actual avoidance of controversial issues in order to prevent triggering other, 'balanced' or 'fair' programming, the deed of censorship is done. And censorship, whether imposed directly by the government or indirectly by a doctrine created by the government is equally dangerous," he said.

McKinney speculated on one reason broadcasters might not be champing at the bit to provide the commission with examples of the doctrine's "chilling" effect. "We have another policy which requires you to cover issues of importance to your community, and if you admit to having refrained from covering them, then we might be able to 'get you' from another angle," he noted.

McKinney's bottom-line advice was: "Don't remain silent at this time. First Amendment protection of your journalistic freedoms for the benefit of your listening and viewing public is too important. You have a choice of continuing to try to walk the tightrope of a 'fair' broadcasting system or you can opt for one which is 'free.' By choosing the latter, you will encourage all points of view on all topics to be heard."

On another subject, McKinney saluted ABC for its coverage of the Olympics. "To the American Broadcasting Co., to Roone Arledge [president of ABC News and Sports] personally, and to the men and women of ABC TV, thank you. It was a gold medal performance by a championship network and I give it a solid 10."

McKinney also said the Mass Media Bu-

reau sent more than 150 agenda items to the full commission over the past year, four times what it did the year before. □

Faith Center loses latest renewal attempt

Controversial television preacher W. Eugene Scott was ordered by the Ninth Circuit Court of Appeals in San Francisco last Tuesday (Aug. 14) to pay double court costs for what the court termed a "frivolous" appeal of a suit over nonrenewal of broadcast licenses held by Faith Center, a religious organization headed by Scott. The court said Scott's latest appeal in the six-year-old case was "wholly without merit" and dealt with issues that have already been decided. In addition, the court ordered Scott to pay attorney's fees plus double court costs to the federal government, which is chief defendant in the case. The exact amount is still to be determined.

Scott's suit stems from investigations by the FCC, the California state attorney general and other authorities beginning in 1978, which he and Faith Center claim violated his and his church's constitutional rights. In 1982, the FCC shut down Faith Center-owned KHOF-TV San Bernardino, Calif., after the failure of a series of appeals for reconsideration of the commission's denial of its license renewal. The FCC refused to renew the license of KHOF-TV and several other Faith-owned stations, charging Faith Center with noncooperation in its investigations of alleged improprieties in the stations' on-air fund raising.

Scott, who has filed seven motions to set aside the court's original dismissal of the suit in 1980, issued a statement protesting last week's decision saying, "When anybody is penalized for suing the government, there goes the First Amendment right to redress government." □

NewsBeat

Television barred. Los Angeles Municipal Court Judge Aviva K. Bobb ruled last Monday (Aug. 13) that television cameras would not be allowed access to preliminary hearing for seven defendants in McMartin Pre-School child molestation case, as precaution against injury to defendants' right to fair trial. Hearing was scheduled to begin last Friday (Aug. 17) before Judge Bobb, who ruled Monday to allow courtroom access to news media and general public. In denying defense motion to close hearing, Bobb said she reserves right to exclude public whenever it appears necessary to protect rights of defendants. Attorneys for several newspapers and television news organizations had argued that proceedings should be conducted openly to insure objective and accurate reporting of case that has already gained nationwide attention. Owner of Manhattan Beach, Calif., pre-school and six of pre-school's teachers are charged with conspiring to molest 42 students in 208-count indictment. □

ABC talent coordinator rebuked. U.S. District Judge Robert M. Takasugi, apparently reacting to attempt by ABC-TV talent coordinator to telephone jurors deliberating in Los Angeles cocaine trafficking trial of John Z. DeLorean, issued order Aug. 10 prohibiting reporters and other unauthorized persons "from contacting or attempting to contact jurors during the deliberations in [the DeLorean] case, including attempts to establish interviews following the verdict." ABC confirmed that Allan Margolin, associate producer for its *Good Morning America*, had made unsuccessful attempts to contact jurors, who began deliberations Aug. 8. Several jurors notified court of phone calls to relatives by Margolin in bid for post-verdict interviews. Identities of jurors have not been publicly disclosed and it was not immediately known how Margolin had obtained their names.

CTAM's annual sales rally

Cable marketing association gets to know its customers and potential customers better in effort to increase sales

The more than 1,200 cable marketing professionals who gathered at New York's Waldorf Astoria hotel last week are an indication that, if cable fails to realize its potential, it won't be because of a lack of marketing effort. The occasion, the 10th annual convention of the Cable Television Administration and Marketing Society, saw two-and-a-half days of speeches and panel sessions filled to near-capacity by the largest registration for the society. The number of topics covered illustrated the complexity of the job facing those who sell cable.

Giving an advertising agency's perspective on the task, Larry Light, executive vice president of Ted Bates Advertising, told a luncheon audience that the "consumer" was a constantly changing species and that marketing was in part knowing and reacting to those changes. Just within the past two years consumers have re-emerged from the pragmatic, coping, nostalgic 1970's to find again their "goals and dreams," he said. They are "demanding, not compromising," he said, and will be loyal to those cable operators that are able to meet their demands for quality product and service.

Some changes in the consumer world should surprise no one, Light said. For one, the baby boom generation, now in its thirties and forties, is having children, but at a slower rate, so that family size is decreasing.

And with a lower number of "belly buttons" per household, the discretionary income per household grows. At the same time, the number of households is growing, also good news for the cable industry.

A second trend mentioned by Light was a worldwide increase in the level of education. "Kids are smarter, and when they grow up they buy smarter," he told the audience. Along with that education come skepticism, realism and sophistication, and more concern with values and feelings, which are very important, although not necessarily quantifiable: "No matter how much research there is, you will never see a survey that says, in 1984 smiling was up 20%."

For this new generation "compromise is now a bad deal," Light said. He told the cable industry marketers that demanding customers represented a challenge and an opportunity for cable. "Cable television is not better television; cable television is no-compromise home entertainment," he said, a "total use experience."

Satisfying the cable customer

One of the panel sessions, "Customer Satisfaction Standards: What Are They?" tackled the question of how system operating procedures could be developed to help sell cable rather than antagonize current and potential customers. This panel attracted a full house, perhaps in part because a recent NCTA-commissioned survey (BROADCASTING, June 11) found four of the top five reasons given for dissatisfaction with cable involved sales and service.

David Fox, national sales director for Viacom Cable, led off the presentations by focusing on the most often noted reason for dissatisfaction given in the NCTA study, "perceived honesty of the cable sales representative." Fox noted that when he began as a salesman, signing up cable customers door-to-door eight years ago, "my job was to get the cable into the house; then it was up to the programing." Now he said, the sales effort had to change to meet the customers' expectations.

What should honesty mean to the cable industry? Fox listed four attributes: complete product information, accurate billing disclosure, correct installation time and no surprises. Among the ways operators can get sales personnel to make honest presentations were "quality control circles, remotivation" and compensation. Sales people should not be compensated merely on the basis of net sales, he said, but rather the compensation should be used to create a "pocketbook-inspired honesty." As an example, he suggested that subscriber retention be made a factor in the compensation package.

John Keaveney, vice president, metro division, Warner Amex Cable Communications, noted that inquiries or complaints about billing account for 25% of service calls. One particular problem was the "timely processing of credits" due to customers. In one system 90% of the customers who claimed they had been overbilled were eventually reimbursed but only after a process of management review. Rather than aggravating the customer by delaying the credit, Keaveney authorized sales personnel to give credits, up to a limit, without having to go to management for approval.

Harriet Novet, corporate affairs manager for Manhattan Cable TV, said that system, owned by American Television and Communications (ATC), helped improve operating procedures with a "customer task force." The task force is composed of employees who serve for three months. A byproduct of their involvement, she said, was that they became "sensitized to the fact that the customer is king."

Changes in operating procedures have resulted from suggestions made by the task force. One task force member noted that a customer's first bill, which includes installation charges, is sometimes large, creating an initial negative impression. His suggestion, which was adopted, was that the first bill not grossly exceed the sum of an average monthly bill.

Keying in on customers

Customers are not alike in the eyes of the panelists who participated in a Monday afternoon panel session entitled: "Divide to Conquer: Segmenting Your Market for



Marketing men. Dean Waite (at podium), executive director of the Cable Television Administration and Marketing Society, talks business at the society's 10th annual convention last week. Listening (l-r) are Gary G. Weik, president, Harte-Hanks Cable and CTAM president-elect and Edward A. Bennett, the current president and Viacom Cable executive vice president.

maximum Results." Nimrod Kovacs, director of marketing for United Cable Television Corp., said that market segmentation is not a new strategy, but added that because technological advances in production have made it possible to make the same product in a wide variety of styles and models, consumers now "expect... to be given tailored products."

For those who always wanted to know how marketing companies research and classify individuals for mailing lists, Paul Lambert, president of ACM/Burnett, New York, gave a class in research methods. Census information, Lambert said, covered 71 million of the 89 million television households and made it possible to determine the age, number and type of cars purchased, income and sex of most individuals. Through other sources, one could determine the length of residence—more specifically, the length of a given telephone number at a residence—for 57 million households. Other available information include lists of motor vehicle registrations, people who made direct mail purchases and names of those who turned in product warranty registrations.

Cable operators should update the data on individuals in their franchise area, Lambert said, claiming that operators who have taken the trouble have uncovered additional non-subscribers, usually residents of multiunit dwellings.

As an example of how a cable operator might use this demographic information to target a marketing campaign to a specific group, Lambert recounted a joint Tele-Communications Inc.-Disney Channel campaign, focusing just on those TCI customers who had not yet subscribed to The Disney Channel, yet who matched the demographic profile of a Disney subscriber.

A semi-psychographic approach is used by ATC, said Kent Rice, director of marketing services for the number-two-ranked MSO. Identifying those groups to be segmented is "probably the biggest problem," he added. The list ATC came up with characterized the target groups as: those who thought cable television costs too much; those who "don't have time for regular TV;" those who say there is too much sex and violence; those who say: "I only watch PBS," and senior citizens, whose concerns include cost, as well as sex and violence. Rice presented campaigns that had been developed to answer the concerns of each group. Answering the concern about cable's cost was a television spot—which, as it happened won a CTAM Award for Excellence the next day—that tested the viewers' ability to measure the cost of cable compared to his other expenses. The spot concluded by saying cable might cost no more than the "spare change you empty out of your pocket every day." A spot developed to answer the question of sex and violence featured a mother who said she was glad there was worthwhile programming for her children on cable.

Neil Litvack, director, market planning, Home Box Office, said that network's research found it useful to segment people into "product/usage" groups creating such categories as "former," "current" and "never." Litvack said not enough attention is devoted to recapturing "former cable subscribers" (11% of all passed homes) and "former pay

subscribers" (18% of homes) despite the fact that their numbers are increasing faster than either the current subscribers (56% for basic and 29% for pay) or those who have never subscribed (33% of cable and 53% of pay). Further HBO research has showed that potential for success is higher with those who formerly subscribed than those who had never done so, yet, he noted, there are "no formal recapture techniques in our current arsenal."

HBO's market planning expert said that former subscribers tend to be younger, live in smaller households, have a lower income and are lighter viewers of cable, both in time and number of channels watched. Among the reasons cited by those groups for leaving were that they were oversold to start with or were enticed by a discount or trial service which they did not wish to continue.

Seeking critical success factors

Amos R. (Bud) Hostetter, president, chief executive officer and co-founder of Continental Cablevision, joined Jack Clifford, chairman and CEO of Colony Communications Inc., and Trygve Myhren, chairman and CEO of American Television and Communications, to talk about the "critical success factors," that have been important to their companies. At the Tuesday morning event, Hostetter said two of the "critical" factors which contributed to the growth of Continental from a \$3,000 start-up company 20 years ago, to a 900,000-subscriber MSO with almost 2,000 employees, were "simple good luck," and "being private" (not a public company). There were other factors which happened, not by any master plan, he said, but accidentally. Those other critical factors included "keeping relatively simple goals," "decentralization of management" and "a commitment to find and challenge talented people."

Among the "simple goals" set for the company were "getting franchises and beginning the very next day to get those franchises renewed," and keeping a "union-free work force."

There are major differences between an MSO's franchises and markets, Hostetter said, which means that "a centralized entity can't make valid judgments." There are fewer than 20 people at Continental's Boston headquarters, and the MSO's president said the company "virtually requires that all decisions be made at the local level." Corporate headquarters is more of a "cheerleader," he said. The eight regional vice presidents only file an annual financial plan and a monthly report measured against the plan. "We don't even have a standard company letterhead," Hostetter added.

The corporate-wide decentralization applies less on the marketing side, where according to Hostetter, there are certain economies of scale, such as in direct-mail advertising and tele-marketing. But campaigns developed by the corporate marketing staff were only suggestions that could be rejected by any of the regional offices, which were free to use outside agencies instead. This created a healthy attitude among the corporate marketing staff, according to Hostetter: "They are more inclined to help rather than direct local personnel."

ATC's Myhren said his company had adopted the strategy of establishing "critical success factors," four years ago. One of those, keeping franchise building costs low, was important because it enabled operators to have money for "products, marketing and promotions."

Colony's Clifford said it was crucial that cable operators have excellent community relations in their franchise areas. The Providence, R.I.-based MSO, he said, offers a "local news service in virtually every one of our markets," as well as "foreign language programming for non-English-speaking minority populations." It runs all direct marketing in-house.

Making marketing work

Some modern marketing tools, direct marketing and tele-marketing, were the subject of a Tuesday morning CTAM session. The panel, composed of Jim Cunningham, vice president of direct response, John Blair Marketing; Richard Sperry, marketing manager, national promotions, Continental Cablevision, and Howard Draft, senior vice president and general manager, Kobs & Brady Advertising Inc., was moderated by Peggy Richebourg, vice president, co-op marketing for Home Box Office.

Downplaying creativity as the top element in an effective campaign, Draft said: "The cable industry is not at the point where discussing whether having a photograph of three people or four people in a direct marketing ad is crucial." He said extensive creative fine tuning is more a consideration in very mature industries.

A more important element in an effective campaign was the terms of the deal, Draft said. He noted that small changes in an offer (e.g. a 33% discount on cable installation versus a 20% discount) have sometimes increased response rates by "25%, 50% or even 100%." He urged that any premium offered the potential subscriber—such as a gift or a discount on the cable installation fee—be aimed at the person most likely to be making the purchasing decision. And no matter how excellent the campaign, he said, most had a limited period of appeal and needed occasional refreshing or change.

Sperry told the audience that the task of appealing to the franchise area would get harder as time goes on because, "they will have heard it all before." The lessons he learned from campaigns run by Continental: include in the mailing a full listing of programming services carried by the system, and don't expect the recipient to read a letter or fill out a business reply card.

Dolan wins Grand Tam

The winner of CTAM's fifth annual *Grand Tam Award* was Charles F. Dolan, general partner and co-founder of Cablevision Systems Development Corp. He was cited by CTAM president, Edward A. Bennett, for helping conceive Home Box Office, and other pioneering work in regional sports networks and the packaging of program services.

In his acceptance speech, Dolan said the cable industry is a "monumental marketing achievement," and recounted that in the space of CTAM's short existence, cable had

grown from less than a \$1 billion-a-year business to more than \$7 billion in revenues. He continued, "It will be more competitive in the future, but we will have more to sell and be able to do a better job selling it."

"We all have enjoyed watching the Olympics, but ABC had one problem; they only had one channel," said Dolan, and suggested that the 1992 Olympics might be on cable. The services could present a variety of events occurring simultaneously, he said, turning over the decision of what event to watch from ABC to the viewers. The Cablevision chairman later told BROADCASTING he mentioned the 1992 rather than the 1988 Olympic games because the latter are "too soon for the things we are talking about. Eight years in the cable industry is a millennium. By then the marketing and technology will be in place." He added, however, that it "would be wonderful" if cable did land the rights to the 1988 games.

How to Deal with Late Payments

In one of the last panel sessions on Tuesday, William Fowkes, director of retention marketing for Home Box Office, said that customers need information, often during the period between "the time that you sign up for a thing and the time that you get it." An example of the kind of publication that customers "definitely appreciate," Fowkes said, was an HBO handbook that answered questions such as "Why are there repeats?" and "What is your policy about R-rated movies?"

Another way for system operators to keep current subscribers, according to the HBO representative, was to train personnel to turn disconnects "from a negative into a positive." Rather than simply acknowledging a customer's request to discontinue cable service, Fowkes said that a system's customer service representative should talk with the customer. In doing so, the service rep might be able to satisfy the customer and pre-empt the disconnect.

An epidemic of customers not paying their bills in one of Viacom Cable's larger systems was discussed by Marianne Seiler, national director of marketing planning for the New York-based MSO. In addition to the missing revenue, there was also the cost of attempting to collect the money; the cost of disconnecting the service; the cost, in some cases, of a lost converter, and the negative effect of the situation on other customers. Paul Bambei, vice president of marketing for Rifkin & Associates, who moderated the session, noted that "once a customer knows that they are getting out of paying the cable company, they are going to tell 10 people about it."

Seiler's analysis of the situation showed that the percentage of people not paying was higher among those below the poverty line. Forty percent of "non-pays" had been subscribing to three or more pay services; 22% had two pay services; 23% had one, and 15% had just basic. Thirty-six percent of the non-pays were "repeat offenders," a statistic that Seiler said indicated the system was guilty of contributing to its own problems.

Corrective steps have since been taken, she said, including tightening the credit checking procedure for new customers and

trying to make sure the customer doesn't sign up for more than he or she can comfortably afford. Upon non-payment, Seiler said, the system is now likely to more promptly disconnect the service and ask for the balance in full. It will also impose a late fee and a \$15 reconnect fee. Repeat offenders may be required to pay their bills one month in advance, and the system also imposes a \$10 "trip charge" if the service rep has to visit the customer's home to inquire about nonpayment. The system is placing a clearly marked "due date" on the bill and is looking at setting up additional payment locations, possibly at drug stores and banks. It also is establishing positive reinforcement for those who pay before the 15th of the month by putting their names in a pool for a prize drawing. □

CTAM president reflects on evolution of cable marketing

According to CTAM President Edward A. Bennett, cable marketing is in transition. Last week, at the society's 10th annual convention, the executive vice president of Viacom Communications told BROADCASTING the cable industry is not necessarily spending more money on marketing, but it is redirecting some of that money toward subscriber retention. "We have picked the cream of the crop—the two-car two-children families and the heavy users—and now we have to get the senior citizens, the light users, the young professionals and those whose attitude is not all that great. Each incremental customer costs more to get. So it pays for us to keep the ones we already have," he said.

Bennett said cable has, in the past, imported marketing expertise from other industries. He himself held senior marketing positions at Merrill Lynch and General Foods before joining Viacom six years ago. Other CTAM leaders whose careers originated outside cable include CTAM vice president-elect, Charles C. Townsend III, who until 1981 was senior marketing manager, new product development, for Pepsi-Cola, and CTAM treasurer-elect Alex R. Papagan, who spent 11 years with the sales and marketing departments of the Polaroid Corp. The practice, however, continues. Bennett said there is an ongoing "bidding war" for marketing experts with as little as one year in the cable business. Some of that talent, he said, moves quickly from company to company with successively more important titles.

The CTAM president also outlined changes that may be in store for the association. "I see research being expanded as well as data base management so that we, as an industry, can look at churn rates, migrations, theft of service and other concerns. Because we don't compete one-to-one with each other, I think we should start sharing the information." Bennett said a "futures and standards" committee had been formed, and discussions have been held with top MSO's about using common definitions and categories in research. Other areas of concern to the local system operator to which the society might devote more time include local public affairs and public relations and management information systems. Bennett not-

ed that banks, securities brokers and other "transaction oriented" businesses are ahead of the cable industry in the latter area. □

CCI unveils cable promotion campaign

Spots show families watching cable, push theme of shared experience

The cable industry's newest weapon in the war for viewers was unwrapped last week as the Council for Cable Information presented its television and radio advertising campaign at the CTAM conference in New York. The 14-month-old industry organization presented three ads, each a variation on the same theme: Cable TV is a family institution that appeals to discriminating people.

Current plans call for eight-week tests of the advertising on four cable systems, beginning Sept. 10. The council's board will then decide whether to go ahead with a \$6-million network radio and TV campaign starting in February.

Last week's presentation also included a glimpse into what the cable industry thinks must be done to maintain current subscribers and extend penetration beyond the current 55% of homes passed.

The TV spots, just three days out of the



editing room of McCann-Erickson, portray domestic warmth. One shows a mother and young daughter, another an elderly couple and the third, a teacher, first at school and then at home. In each case the final scene shows the family members sitting close to one another in front of the television set. Soft focus, soft colors and the theme song, accompanied by folk guitar and flute, are all orchestrated to get across the family effect. A white picket fence, golden retriever, yellow school bus and a wood-paneled classroom all provide backdrops that seem as solidly American as a Norman Rockwell painting.

The radio ads are similar to the television voiceovers. Each of the characters tells about doing things his way, despite pressures to follow others, and then goes on to say that cable TV allows him to have that same discretion in the selection of his entertainment.

Last week's product was the result of revising and reworking ideas over the past 13 months. CCI President Kathryn Creech described the evolution of the ads: "In the first campaign, we tried to both present an image and sign up new subscribers, all in one 30-

second spot. It was too much cheerleading, too much 'cable's great'... too aggressive for the kind of people who we are going after. That's when we made the strategic decision that the priority for the national campaign was image, and we would leave the sales effort to the local level."

CCI and McCann-Erickson then developed a campaign that Creech said "was a little too soft. It had the same format as these ads but it didn't really give a reason why cable was good. Then we went back into a closed meeting and decided we wanted to emphasize choice. We put it in the chorus and the tag line. We put it throughout." The



latest commercial went into consumer testing in June and into production in July.

Commenting on the domestic imagery of the advertisements, Creech said that subscribers and nonsubscribers are similar demographically but have distinct attitudes: "One of the things we identified as being very important to our nonsubscribers was the importance of the family and the importance of family values. There is a concern that cable would be disruptive to the home; everyone would just sit around watching TV sets. So a very important message for us to get across was that cable is good for the family together... you can have a shared experience."

What the people in the ads are watching is never shown or mentioned. Creech said, "We thought it was much stronger to only suggest what kind of programming these people would watch and let the viewer fill in the blanks. If we took the other option, for instance showing the professor watching sports, there would be people who would say: 'I hate sports, I don't want any more of it.' Showing two seconds of something wouldn't portray very much of value."

The four markets where the ads will be tested are Raleigh-Durham, N.C. (American Television and Communications); Mont-

gomery, Ala. (Storer Communications); Eugene, Ore. (Group W Cable), and Wichita, Kan. (Multimedia Cablevision).

Along with the 30- and 60-second ads, CCI will distribute direct-mail and print advertising materials which local systems have an option to use. The radio and TV spots have been designed for an audio billboard insert promoting a local system, program channel or both. Roughly \$5 million would be spent in the February campaign on TV network spots and \$1 million spent on network radio. Creech said the storyboard ideas for the ads had been cleared with all three networks "without any problem." Not directly comparable to CCI's \$5-million network TV budget, but nonetheless of interest, is the estimate that ABC used \$40 million of advertising time during the Olympics alone to promote its fall prime time schedule.

Helping make the presentation was Group W President and Chief Executive Officer Daniel Ritchie, also president of CCI, and the council's vice chairman, ATC Chairman and Chief Executive Officer Trygve E. Myhren. Jim Mooney, National Cable Television Association president, also attended the presentation, along with scores of industry officials, who were present for CCI's first annual meeting. □

Cable marketers honored in New York

CTAM distributes awards for excellence in marketing; HBO, Group W Cable do well

In the first CTAM Excellence in Marketing awards, Home Box Office took home an armful, receiving 23 of the total 47 awards given to program distributors. For MSO's and single system operators, a total of 82 awards were given to 35 companies. Group W Cable came out on top, taking home 11 awards. The 817 entries were prescreened by the University of Georgia's school of journalism and mass communications, which also screens the Peabody awards. Final judges were Edward P. Kessler, senior vice president, Direct Marketing Group; Frank E. Morley III, vice president, Coca-Cola U.S.A.; Michael H. Reingold, senior vice president, HBM/Creamer, and Ira Tum-powsky, vice president, Young & Rubicam.

The following were first-place winners among program distributors, networks and industry suppliers: Home Box Office, campaign using more than one medium; HBO, print campaign for consumers; The Disney Channel, print campaign for trade; Lifetime, sales promotion; HBO, direct mail promotion; Warner Amex Satellite Entertainment Co., promotional kits; HBO, outdoor and/or transit; HBO, TV announcement, and USA Cable Network, radio announcement.

First-place winners among MSO and single-system operators were: Storer Cable, campaigns using more than one medium, in-house; ATC, campaign using more than one medium, outside; United Cable of Colorado, television campaign, in-house; Tulsa Cable, television campaign, outside; New Channels

Corp., radio campaign, in-house; Heritage Communications, radio campaign, outside; Cablevision Systems Development, print campaign, in-house; Times Mirror Cable, print campaign, outside; Continental Cablevision, single TV announcement; Times Mirror Cable, single print ad; United Cable, outdoor and/or transit; Storer Cable, direct mail promotion; Continental Cablevision, sales promotion; Colony Communications, point of purchase materials; Capital Cities Cable, special projects/events and/or activities; Centel Cable, outstanding marketing strategy; Group W Cable, excellence in public relations; Group W Cable, excellence in internal communications, and Centel Cable, "wild card." □

Wendy's to return Peller to the air

New 'Where's the beef' campaign to begin Aug. 27

Wendy's International knows where the beef is and is bringing back that slogan and its protagonist, actress Clara Peller, in a new network television campaign starting next Monday, Aug. 27.

The company announced last Monday (Aug. 13) that after an absence of more than four months, Wendy was resurrecting its "Where's the beef?" TV commercial theme that swept the country last winter and early spring. Wendy's will use the original commercial in which Peller starred for its re-emergence next week and is producing two new commercials with Peller. They are set to air Sept. 1.

According to William Welter, executive vice president of Wendy's, the "beef" commercial contributed to record sales of \$445.9 million in the first half of the year (up 36%), even though the commercial ended on April 1. Welter said the strength of the commercial had a carry-over value into April and May.

Then why scuttle a commercial that had captivated the nation?

An official of Dancer Fitzgerald Sample, New York, agency for Wendy's, explained that Wendy's uses "event-based marketing," in which its advertising focuses on different ingredients. For example, during April and May the Wendy spots concentrated on "hot stuffed baked potato" and through August on its salad bar. Another reason for dropping "the beef" was its potential for burnout through overuse, DFS said. Dancer said that one reason for reviving "the beef" was the insistent clamor of the public for its return.

Wendy's spent about \$19 million for the initial beef flight last winter and spring and is said to have earmarked about \$30 million for the second go-round, which will extend to the end of 1984.

One of the new TV commercials shows Peller at a news conference at which she explains her search for the beef, assisted by two female cohorts. In the second commercial, two politicians debate the superiority of their hamburgers and Peller, seated in the audience, rallies the audience in a chant of "Where's the beef?" □

Stock Index

	Closing Wed Aug 15	Closing Wed Aug 8	Net Change	Percent change	P/E	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	67 3/8	70	- 2	5/8 -	3.75	12 1,976
N Capital Cities	165 5/8	167 1/2	- 1	7/8 -	1.12	19 2,220
N CBS	83	85 3/4	- 2	3/4 -	3.21	13 2,463
O Clear Channel	14 1/4	14 1/2	-	1/4 -	1.72	14 11
N Cox	50 1/4	50		1/4	0.50	18 1,423
A Gross Telecast	74 1/8	74		1/8	0.17	17 59
O Gulf Broadcasting	8 3/4	8 1/2		1/4	2.94	219 385
O LIN	22 3/8	23	-	5/8 -	2.72	21 469
O Malrite Commun	11	11				9 93
O Orion Broadcast	1/16	0 1/16				827
O Price Commun.	8	6 5/8	1	3/8	20.75	26
O Scripps-Howard	27	28	- 1	-	3.57	16 279
N Storer	39 1/8	40 1/4	- 1	1/8 -	2.80	23 641
O SunGroup Inc.	6 7/8	7	-	1/8 -	1.79	3 5
N Taft	65 1/4	69 3/4	- 4	1/2 -	6.45	16 594
O United Television	17 1/2	17		1/2	2.94	25 194

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	22 1/8	22 1/2	-	3/8 -	1.67	20 134
A Affiliated Pubs	45	44 1/2		1/2	1.12	17 365
N American Family	21 1/4	20 3/8		7/8	4.29	12 348
O Assoc. Commun.	13 1/4	13 3/4	-	1/2 -	3.64	63
N A.H. Belo	49 5/8	49 1/2		1/8	0.25	15 566
N John Blair	30 1/4	28 1/4	2		7.08	13 239
N Chris-Craft	29 3/4	31 1/4	- 1	1/2 -	4.80	35 188
N Cowles	42	42				40 167
N Gannett Co.	44 1/2	44 3/4	-	1/4 -	0.56	19 3,561
N GenCorp	37 1/2	38 1/2	- 1	-	2.60	13 805
O General Commun.	67 1/4	67		1/4	0.37	15 33
N Harte-Hanks	30 1/4	30 1/8		1/8	0.41	18 663
N Inslco Corp.	17 5/8	16 3/8	1	1/4	7.63	9 299
N Jefferson-Pilot	33	31 7/8	1	1/8	3.53	8 701
O Josephson Intl.	11 1/2	11 1/2				8 57
N Knight-Ridder	29 1/4	28 3/4		1/2	1.74	16 1,912
N Lee Enterprises	25 7/8	25 1/4		5/8	2.48	16 347
N Liberty	25 3/4	26 1/4	-	1/2 -	1.90	15 258
N McGraw-Hill	47 1/4	47 1/4				19 2,368
A Media General	61 1/8	60	1	1/8	1.88	12 425
N Meredith	51 1/4	53 5/8	- 2	3/8 -	4.43	14 482
O Multimedia	41 1/2	41 3/4	-	1/4 -	0.60	19 691
A New York Times	35 7/8	36 3/8	-	1/2 -	1.37	8 1,400
O Park Commun.	26	26				21 239
N Rollins	16 3/4	14 1/2	2	1/4	15.52	20 434
N Schering-Plough	37 3/4	37 1/2		1/4	0.67	11 1,906
T Selkirk	15 3/4	15		3/4	5.00	34 128
O Stauffer Commun.	52	52				13 52
A Tech Operations	41 5/8	39	2	5/8	6.73	18 38
N Times Mirror	45	43 1/4	1	3/4	4.05	17 6,180
N Tribune	30	29 7/8		1/8	0.42	14 1,229
O Turner Bcstg.	24 1/4	24 1/4				69 494
A Washington Post	84	82 1/2	1	1/2	1.82	19 1,191

SERVICE						
O BBDO Inc.	44 1/4	42	2	1/4	5.36	15 284
O Compact Video	4 1/8	4 1/8				19 16
N Comsat	27 1/4	29 1/8	- 1	7/8 -	6.44	9 491
O Doyle Dane B.	14 1/2	15 1/2	- 1	-	6.45	12 88
N Foote Cone & B.	52 3/4	53 1/4	-	1/2 -	0.94	14 153
O Grey Advertising	123	123				10 730
N Interpublic Group	32 7/8	31 1/2	1	3/8	4.37	7 351
N JWT Group	37 1/4	37 5/8	-	3/8 -	1.00	13 221
A MovieLab	4 3/4	4 3/4				5 8
O A.C. Nielsen	57	56 1/4		3/4	1.33	26 1,285
O Ogilvy & Mather	30 1/4	30 1/2	-	1/4 -	0.82	9 136
O Sat. Syn. Syst.	8 3/4	9	-	1/4 -	2.78	19 50
O Telemation	6 1/4	6 1/4				6 7
O TPC Commun.	1 1/8	7/8		1/4	28.57	1 2
A Unitel Video	8	8				12 17
N Western Union	18 3/4	18 1/4		1/2	2.74	8 46

	Closing Wed Aug 15	Closing Wed Aug 8	Net Change	Percent change	P/E	Market Capitali- zation (000,000)
PROGRAMING						
O Barris Indus	4 7/8	4 5/8		1/4	5.41	26 28
N Coca-Cola	60 3/4	63 1/2	- 2	3/4 -	4.33	15 8,270
N Disney	55 1/4	55 3/4	-	1/2 -	0.90	20 1,910
N Dow Jones & Co.	49 1/2	48	1	1/2	3.13	28 3,172
O Four Star	3 1/2	4 1/2	- 1	-	22.22	4 3
N Gulf + Western	30	30 3/4	-	3/4 -	2.44	9 2,320
O Robert Halmi	1	1 1/16	-	1/16 -	5.93	20 17
A Lorimar	30 1/4	29 1/4	1		3.42	17 155
N MCA	43 1/2	44 3/8	-	7/8 -	1.97	14 2,097
N MGM/UA	14 1/8	14 1/2	-	3/8 -	2.59	25 702
N Orion	10	10 1/8	-	1/8 -	1.23	11 93
O Reeves Commun.	6 3/4	7 1/4	-	1/2 -	6.90	11 84
O Telepictures	16 7/8	17 1/4	-	3/8 -	2.17	28 110
O Video Corp.	14	14				25 23
N Warner	20 3/8	19 3/4		5/8	3.16	3 1,332
A Wrather	13 3/8	13 1/8		1/4	1.90	15 30

CABLE						
A Acton Corp.	5 1/2	6	-	1/2 -	8.33	19 31
O AM Cable TV	3 1/2	3 1/2				17 13
N American Express	33 1/2	32 1/4	1	1/4	3.88	13 7,131
N Anixter Brothers	17 1/4	17 1/4				24 314
O Burnup & Sims	6	6				6 54
O Cardiff Commun.	3/4	7/8	-	1/8 -	14.29	75 3
O Comcast	24	24 1/4	-	1/4 -	1.03	23 197
N Gen. Instrument	26	25 5/8		3/8	1.46	19 819
N Heritage Commun.	17 1/8	18 1/8	- 1	-	5.52	35 127
T Maclean Hunter X	21	20 5/8		3/8	1.82	29 774
A Pico Products	7 3/8	7 3/4	-	3/8 -	4.84	24 21
O Rogers Cable	511/16	5 3/8		5/16	5.82	7 125
O TCA Cable TV	12 3/4	12 3/4				26 85
O Tele-Commun.	20 3/4	19 1/2	1	1/4	6.41	21 893
N Time Inc.	42	40 1/2	1	1/2	3.70	16 2,466
N United Cable TV	25 5/8	25 5/8				17 282
N Viacom	31 1/4	31 1/4				19 400

ELECTRONICS/MANUFACTURING						
N Arvin Industries	24 5/8	23 1/2	1	1/8	4.79	10 185
O C-Cor Electronics	7 1/2	7 1/4		1/4	3.45	7 26
O Cable TV Indus.	3 1/4	3 3/8	-	1/8 -	3.70	16 10
A Cetec	9	8 1/4		3/4	9.09	17 20
O Chyron	18	18 1/2	-	1/2 -	2.70	26 110
A Cohu	7 5/8	7 3/4	-	1/8 -	1.61	17 13
N Contrac	14	14				12 86
N Eastman Kodak	74 7/8	75	-	1/8 -	0.17	19 12,397
O Elec Mis & Comm.	9	9 1/2	-	1/2 -	5.26	27 26
N General Electric	58	57 5/8		3/8	0.65	13 26,344
O Geotel-Telemet	1 1/4	1 1/4				18 4
N Harris Corp.	30 1/4	29 3/4		1/2	1.68	17 1,194
N M/A Com. Inc.	20 1/2	20 1/8		3/8	1.86	68 884
O Microdyne	8 5/8	9	-	3/8 -	4.17	28 40
N 3M	81 3/4	83 1/2	- 1	3/4 -	2.10	14 9,595
N Motorola	40	39 7/8		1/8	0.31	6 1,571
N N.A. Philips	36	35 1/2		1/2	1.41	5 517
N Oak Industries	4 3/4	4 1/4		1/2	11.76	1 78
A Orrox Corp.	3	3				3 7
N RCA	35	35 3/8	-	3/8 -	1.06	17 2,859
N Rockwell Intl.	30 5/8	30 3/4	-	1/8 -	0.41	12 4,731
N Sci-Atlanta	9 3/8	9 7/8	-	1/2 -	5.06	17 224
N Signal Co.s	31 1/2	29 5/8	1	7/8	6.33	31 276
N Sony Corp.	14 3/8	14 3/8				26 3,319
N Tektronix	63 1/4	62	1	1/4	2.02	25 1,212
A Texscan	7	7 1/2	-	1/2 -	6.67	8 44
N Varian Assoc.	44 3/4	42 1/4	2	1/2	5.92	22 958
N Westinghouse	25 3/4	26	-	1/4 -	0.96	10 4,507
N Zenith	27 3/8	27 1/2	-	1/8 -	0.45	11 599
Standard & Poor's 400	185.05	183.98	1.07			0.58

T-Toronto, A-American, N-N.Y., 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 & Poor's or as obtained by BROADCASTING'S OWN research.

Programming

Daytime programming service in the works

LBS and Tribune's Inday is designed to help indies compete with networks

LBS Communications and Tribune Broadcasting, determined to become a force in daytime programming, have joined forces to supply independent television stations with 52 weeks of first-run programming by producing a daily two-hour block designed to compete against the soap operas on the major networks. Called Inday, the new service is scheduled to premiere in the fall of 1985 with first-year production costs expected to exceed \$25 million.

LBS first indicated it was working on a plan to distribute a two-hour block of daytime programming to an ad-hoc network of mostly independent stations last month (BROADCASTING, July 16). According to

LBS Chairman Henry Siegel at the time, the two-hour block would consist of half-hour segments of a news magazine, possibly a game show and other reality-based comedy, but all designed as counterprogramming against the networks. James Dowdle, president of Tribune Broadcasting, did not rule out that one of the Inday half-hours might tie in or draw upon the resources of the Independent Network News, the syndicated independent news service produced at Tribune's WPIX(TV) New York, which has an early afternoon feed picked up by about 65 stations.

According to Dowdle, the service would be fed to stations between 11 a.m. and 2 p.m. NYT on a Monday-through-Friday basis. Tribune, he said, "might be involved in the production" of the programs, but has

made no commitments yet. But Tribune will be an equity partner in the project, sharing in the national advertising revenues that are expected to be generated from the ad hoc network. Tribune will also carry the service on its five owned television stations. Dowdle said that the network would need between 60% and 70% coverage before it could achieve a firm go. Stations will get half of the available advertising time to sell themselves. The other half would go to national advertisers which Tribune is responsible for securing. And like network affiliates, independent stations will also be compensated for carrying Inday.

The parties declined to go beyond generalities when discussing the kind of programming that would be developed, with Dowdle preferring instead to explain that it was "still

Olympics give ABC 7 of top 10

ABC dominated the prime time ratings for the second consecutive week as ABC's broadcast of Sunday's (Aug. 12) closing ceremonies of the Olympics yielded an average 28.9 rating and 53 share in Nielsen's National Television Index, making it the highest rated event of the 16-day-long games. ABC estimated that 97 million people watched the final live broadcast.

For the week ended Aug. 12, ABC averaged a 24.9/44.9 in prime time, while NBC placed second with an average 9.6/16.9 and CBS third with an 8.9/15.8.

ABC estimated that for the 16 days and 180 hours of the Olympics at least 180 million people watched "some" of the coverage—"some" in these instances being defined as units no smaller than five minutes. The entire 16 nights of coverage (7 p.m.-midnight) averaged a 23.5/45. The closest comparison that can be made to the 1976 Montreal summer Olympics is to take the 8-11 p.m. Monday-Sunday averages of the Los Angeles games and compare them to the 49.5 hours of prime time programming that were broadcast during the Montreal games, which often began and ended at odd hours. In this case, the Los Angeles games averaged a 25/45 in prime time compared to a 24.8/48 for the summer games eight years earlier. (Also, one rating point today is worth 838,000 households compared to 696,000 house-

holds in 1976.)

Advertising agency media buyers polled last week said they were more than satisfied with ABC's prime time ratings performance, and make-goods would not be an issue. There was less agreement, however, on whether ABC's heavy promotional campaign during the Olympics for its new fall season would give it a lead over the competition.

ABC also tried to keep the ratings momentum up by scheduling a two-hour premiere for *Call To Glory* between 8 and 10 p.m. NYT on Monday (Aug. 13). In Nielsen's national ratings, *Call to Glory* averaged a 24.8/44, building gradually from an average 21.4/41 for its first half-hour before peaking at an average 27.1/45 for its final half-hour, according to ABC. During the period, CBS averaged a 9.7/17 and NBC a 9.5/17.

Seven out of the top 10 programs for the week were ABC's prime time Olympic coverage, followed by *A-Team* (NBC, 13/23), *Cagney & Lacey* (CBS, 12.4/21) and *Riptide* (NBC, 12.3/20). ABC also led in early evening news, even though 33 affiliates representing 7.5% coverage were blacking it out in favor of running their own programming. ABC's *World News Tonight*—out of its normal time period in 63 markets—averaged a 24.9/44.9, compared to a 9.6/16.9 for NBC's *Nightly News* and an 8.9/15.8 for the *CBS Evening News*.

Rank □ Show □ Network □ Rating/Share

1.	Olympics (Sunday)	ABC	28.9/53
2.	Olympics (Monday)	ABC	25.9/48
3.	Olympics (Wednesday)	ABC	24.3/44
4.	Olympics (Thursday)	ABC	23.8/44
5.	Olympics (Tuesday)	ABC	23.2/41
6.	Olympics (Saturday)	ABC	22.7/46
7.	Olympics (Friday)	ABC	21.9/43
8.	A-Team	NBC	13.0/23
9.	Cagney & Lacey	CBS	12.4/21
10.	Riptide	NBC	12.3/20
11.	Facts of Life	NBC	12.1/21
12.	Remington Steele	NBC	11.6/19
13.	Jeannifer Slept Here	NBC	11.5/21
14.	Simon & Simon	CBS	11.4/20
15.	Double Trouble	NBC	11.1/21
16.	Bare Essence, Part 2	CBS	11.1/19
17.	T.L.C.	NBC	10.9/18
18.	60 Minutes	CBS	10.6/21
19.	Bare Essence, Part 1	CBS	10.5/17

Rank □ Show □ Network □ Rating/Share

20.	One Day At A Time (Monday)	CBS	10.5/17
21.	Family Ties	NBC	10.1/18
22.	Trapper John, M.D.	CBS	10.1/16
23.	Cheers	NBC	10.0/17
24.	Night Court	NBC	10.0/17
25.	Newhart	CBS	10.0/16
26.	For Love and Honor	NBC	9.8/18
27.	Scarecrow & Mrs. King	CBS	9.7/17
28.	Hill Street Blues	NBC	9.7/17
29.	Little Darlings	NBC	9.6/15
30.	Gimme A Break	NBC	9.3/18
31.	On the Right Track	NBC	9.3/16
32.	St. Elsewhere	NBC	9.2/16
33.	Silver Spoons	NBC	9.1/18
34.	Magnum, P.I.	CBS	9.1/17
35.	Candid Camera Special	NBC	9.1/15
36.	Different Strokes	NBC	9.0/18
37.	Bosom Buddies	NBC	9.0/17
38.	Jeffersons	CBS	9.0/15

Rank □ Show □ Network □ Rating/Share

39.	Knots Landing	CBS	8.9/16
40.	Mama's Family	NBC	8.8/17
41.	Knight Rider	NBC	8.8/15
42.	Alice	CBS	8.7/14
43.	Boone	NBC	8.5/16
44.	Dallas	CBS	7.9/14
45.	One Day At A Time (Sunday)	CBS	7.5/14
46.	Dukes of Hazzard	CBS	7.3/15
47.	Crossroads	CBS	7.3/14
48.	AfterMASH	CBS	7.3/13
49.	Master	NBC	7.1/15
50.	Goodnight, Beantown	CBS	7.1/12
51.	Falcon Crest	CBS	6.7/12
52.	Avalanche Express	CBS	6.1/12
53.	Watership Down, Part 2	CBS	4.0/6
54.	Summer Sunday USA	NBC	3.2/6

*Indicates premiere episode

in the thinking stage." However, Inday will be targeting the prime daytime market: women 25-54.

At a projected \$25-million first-year production cost, that breaks down to \$6.25 million per half-hour episode, or \$120,000 per week—modest when considering that a week's worth of one-hour daytime serials can run over triple that to produce.

LBS Communications Chairman Henry Siegel said that about \$5 million-\$6 million of the \$25 million for first-year expenses would be allocated to advertising and promotion costs, which he said brings the weekly program production costs to "under" \$100,000 for a half-hour. He wouldn't spell out specifically what programming was planned other than to explain "we want something competitive to the soaps. But the first half-hour," Siegel said, "is definitely news."

Station compensation, Siegel explained, "will be based simply on how well a station performs." For example, if a station delivers 10 million households and Inday's total base was 100 million households, then that station would get 10% of the equity.

'ET' moving to new studios; talking about producing magazine

The first-run daily syndicated television series, *Entertainment Tonight*, is changing its production venue next month and may soon emerge as a weekly print magazine. Paramount Television Domestic Syndication (which produces the entertainment news and feature program in association with Cox Broadcasting, Taft Television Productions, and TeleRep) has confirmed that discussions about publication of a print version of the half-hour series, reportedly with the working title of *Entertainment This Week*, are continuing, although no decision on the proposed venture has been made. (*Entertainment This Week* is also the title of the hour-long weekend edition of *Entertainment Tonight*.) The talks involve New York-based publisher Simon & Schuster, which, like Paramount, is owned by Gulf + Western In-

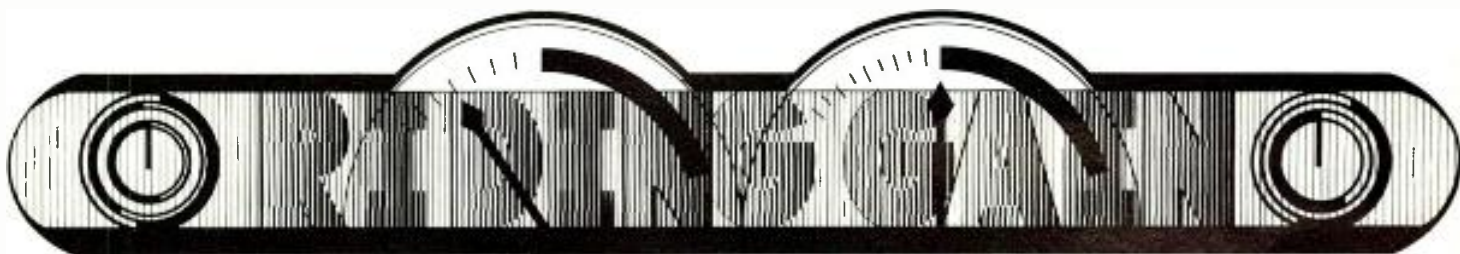
dustries.

"Going back as far as a year, we've talked with [Simon & Schuster] about it and they've been interested," said John E. Goldhammer, the division's senior vice president for programming, who added that he is unaware of any change in the "talking stage" status of the project.

During the first week of September, *Entertainment Tonight* will move from a rented studio/office complex at Trans-American Video in Hollywood to a new, state-of-the-art videotape stage on the Paramount Studios lot several miles away.

"The move has given us a wonderful opportunity to expand the production facility, adding an edit bay and things like that," Goldhammer explained. "As for the content of the show, nothing is going to change. It's a logistics move."

The new studio is already being used to tape Paramount's first-run syndicated series, *Solid Gold*, and will soon be home to *Taking Advantage*, the first-run weekly financial information series jointly produced by Paramount with McGraw Hill. □



The week's worth of news and comment about radio

Call confusion question

The Arbitron Radio Advisory Council, after a summer meeting with Arbitron Ratings officials in Colorado Springs, said it will poll Arbitron radio subscribers about what internal guidelines, if any, it should set to avoid confusion that might arise in market survey books when reporting call letters that have been dropped by one station and picked up immediately by another in the same market during a rating period. The issue, which stems from the FCC's call-letter deregulation that, among other things, abolished the old 180-day waiting period before the same calls could be reassigned in a community (BROADCASTING, Dec. 5, 1983), was the main topic of discussion for both parties.

The advisory council also heard status reports on Arbitrends—the controversial computer-delivered system that offers both the regular quarterly reports as well as monthly ratings for six dayparts and four demographics—and on Dr. Martin Frankel's efforts in establishing a four-week cume model. (Frankel is a Baruch College professor who serves as a consultant to Arbitron's Statistical Services Department.)

Arbitrends was not widely discussed, sources say. Council members have registered their opposition to the system in the past because of their concern that fluctuations in monthly ratings will cause havoc for local stations trying to set ad rates ("In Brief," April 2). On the other hand, council

members were pleased to hear that the preliminary results of the four-week cume study show individual stations' daypart cume audiences significantly increasing after the first week. Also, the model indicates that the average reach of a fixed-spot schedule increases when spread over four weeks.

The Arbitron Radio Advisory Council members passed a resolution applauding Arbitron's and Dr. Frankel's efforts to complete the four-week cume model. "We believe this will be a significant benefit to increase awareness of radio's value," the resolution said. Arbitron's current audience measurement methodology utilizes one-week cume ratings.

New contemporary

Kalamusic, Kalamazoo, Mich.-based radio program syndicator, in conjunction with San Diego-based radio program consultant Bob Harper, will unveil a new adult contemporary format, "Bob Harper's Contemporary Adult," at the upcoming NAB/NRBA Radio Convention in Los Angeles Sept. 16-19. Harper will research and program the music, with Kalamusic producing and distributing the product on tape. Kalamusic currently serves more than 30 clients in the U.S. and Canada with one of three formats: "Easy Listening," which airs on the majority of its stations; "Lite Contemporary," and "Hot Country Hits."

In a separate move, Kalamusic has hired

Mathieu Associates, a new Park Ridge, N.J.-based radio management consultancy formed by former vice president and manager of Bonneville Broadcasting System, Jeffrey Mathieu, to consult the easy listening format on programming, promotion and marketing. As part of the consulting arrangement, Mathieu will help plan "a more aggressive" marketing strategy for Kalamusic's easy listening format and will act as its sales representative in Arbitron-rated markets, according to Kalamusic President Stephen Trivers.

Floyd weekend

NBC's young adult network, The Source, is offering affiliates a four-hour music special focusing on the British rock band, Pink Floyd, for airing during Labor Day weekend (Aug. 31-Sept. 2). Called *Shades of Pink: The Legend of Pink Floyd*, the program will highlight some of the group's music dating back to the late 1960's as well as stories about Pink Floyd's stage shows which featured massive props and orchestral music. The show is produced by Denny Somach Productions.

Open house

Republic Radio (formerly RKO Radio Sales before it was purchased by Katz Communications earlier this year and became part of Katz Radio Group) last week announced the



Games in Spanish. Westwood One, exclusive holder of Spanish-language radio rights to the summer Olympics, offered 80 hours of coverage to 46 stations through its Hispanic programming division, Radio Español. Broadcasts included a minimum of three hours of live coverage each day as well as 10-minute hourly updates 10 times a day. Pictured above are Spanish-language broadcaster and programmer Jaime Jarrin (left) preparing a daily wrap-up along with chief engineer Al Samuels.

opening of five new sales offices—in Boston, Philadelphia, Houston, Minneapolis and St. Louis. That brings to 12 the number of offices for the company. Republic currently has a client base of 36 stations in 24 markets and is looking to expand into the top 100 markets. New staff appointments include Jeff Holden, who was upped from account executive in Republic's Chicago office to Dallas manager, and Joe Leoce, who joins Republic as New York sales manager from Blair Radio, where he served as account executive.

Voice on the air

Straus Communications' WMCA(AM) New York has launched a new hour-long, Saturday-afternoon program in conjunction with *The Village Voice*, the weekly New York newspaper, discussing issues of importance to single adults. Called *Getting Personal—The Village Voice Radio Hour*, the show features Teri Whitcraft interviewing people who place personal ads in the *Voice*.

Playback

ABC Talkradio has expanded its weekend financial call-in program hosted by Bill Bresnan and moved it from 10-11 a.m. to 4-7 p.m. NYT on Sundays. Bob Fitzsimmons, formerly heard at 11 a.m.-4 p.m., will now begin his broadcast at 10 a.m. NYT. Bresnan's new hours replace those previously filled by Dr. Susan Forward, who has dropped the Sunday edition of her psychology program, which continues on the network weekdays at noon-2 p.m.

Spotlite Features has renewed *Ed Shaw's America*, a five-minute daily celebrity interview feature hosted by actor/promoter Ed Shaw. The series, currently airing on 169

stations, has received a 26-week commitment from the Hollywood-based syndicator and will continue to be produced by Ed Shaw Promotions of Woodland Hills, Calif.

ABC Radio Networks will transmit a live

Thompson Twins concert via satellite from Allentown, Pa., Wednesday evening, Aug. 29. The concert, which is being produced by New York-based DIR Broadcasting, is part of the ABC Supergroups series. Sponsors are Agree shampoo, Chrysler and Levi-Strauss. Affiliates of ABC's Contemporary Network have the right of first refusal for the broadcast. The next Supergroups concert is scheduled for Aug. 31 with Night Ranger and Tony Carey.

Labor Day laughs

The American Comedy Network, a subsidiary of Bridgeport, Conn.-based Katz Broadcasting, has released a one-hour parody of Casey Kasem's *American Top 40* countdown show distributed by ABC/Watermark. *Not The American Top 40* includes spoofs of hit songs. The show, according to ACN General Manager Andy Goodman, is being offered to stations free of charge for airing over the Labor Day weekend. The company currently distributes a weekly "national features" service of comedy routines to 37 stations.

Blair agreement

Market Buy Market, Los Angeles-based media research company, has reached an agreement with Blair Radio to provide on-line rating services to all Blair Radio and Blair RAR offices. Blair will use the computer-based service primarily for tracking and evaluation of Arbitron and Simmons broadcast research data for use in time sales. Other clients of 10-year-old MBM include Torbet, Selcom, Republic Radio Sales, Roslin, Major Market Radio, Greater Media and ABC owned-and-operated stations.



Ready to rock. The United Stations is readying a series of eight, one-hour, contemporary rock specials for the remainder of 1984. Titled *Hot Rocks*, the first show, to be aired next weekend (Aug. 24-26), will feature singer John Cougar Mellencamp. Other artists to be highlighted in upcoming programs will be Fleetwood Mac, Huey Lewis & The News and Kool & The Gang. Scott Shannon (right), morning air personality and program director for Malrite's contemporary hit-formatted WHTZ-FM New York (licensed to Newark, N.J.), will host the series, which is being sponsored by Levi-Strauss & Co. Going over the script with Shannon for this weekend's broadcast is Lori Pinkerton, manager of operations for The United Stations.

President's remark during sound test gets global reaction

Bombing Russia remark inadvertently fed to press; draws remarks from Mondale, foreign governments

Reporters lounging in the traveling presidential press headquarters in Santa Barbara, Calif., on Aug. 11, shortly before President Reagan was to tape his regular Saturday paid radio broadcast, heard a remark that got their attention: "My fellow Americans, I am pleased to tell you I have signed legislation to outlaw Russia forever. We begin bombing in five minutes."

No one ran for the telephones to contact home offices to report that Armageddon had arrived. The President, in preparing for the taping at his ranch, was responding to a request from White House technicians for a remark to permit a sound check. And the remark, nervous White House officials explained later, was intended as a "joke" and was clearly off the record. But the worldwide publicity given the remark a day later provided the Democrats with campaign material and generated harsh criticism of the President in the Soviet Union and elsewhere in Europe.

There was no official explanation of the incident. But the White House technicians who set up the taping of the speech that is carried over the Mutual Broadcasting System evidently left open a switch that permitted the remark to be heard in the area where the recording is done—and to be recorded by CBS, Cable News Network and, in part, by NBC, whose technicians were preparing to tape the President's regular broadcast as part of their routine coverage.

News of what *Le Monde*, of Paris, was to call the President's "gaffe" was not immediately reported by the organizations that had taped the remark. The reason: White House assistant press secretary Larry Speakes attempted to invoke what he said was an agreement, reached two years ago, under which off-the-cuff remarks overheard during taping sessions are considered off the record. Ed Turner, executive vice president of CNN, said CNN had not presented its tape because of the agreement. CBS and NBC officials last week disagreed that there was such an understanding—but both networks held back on reporting the story, apparently because of uncertainty among those on the scene over the weekend as to whether Speakes's assertion was accurate.

But reporters for other news organizations who had heard the remark—or heard of it—began putting the story out late Saturday. And on its *Evening News*, on Monday, CBS broadcast its tape of the remark, following a statement from CBS News President Ed-

Complaint filed. Sonia Johnson, Citizens Party candidate for President, and Richard Walton, the party's candidate for Vice President, filed a complaint at the FCC last week against ABC, CBS, NBC, PBS, the League of Women Voters, the Republican National Committee, the Democratic National Committee, President Reagan, Vice President Bush, Walter Mondale, Democratic candidate for President, and Geraldine Ferraro, Democratic candidate for Vice President. "The gist of the complaint," the petitioners said, "is that the networks involved, both on their own and at the request or insistence of the other organizations and individuals, intend to conduct both presidential and vice presidential debates, and in doing so will exclude petitioners Johnson and Walton, and will also exclude the issues which these two candidates represent." The Citizen Party candidates asked the FCC to issue an order telling the networks "that they should not conduct such exclusionary debates, whether individually, in combination with one or more networks, or in combination with any or all of the other respondents." Johnson stepped into the national limelight when she was ejected from the Mormon church for espousing feminist views.

ward Joyce explaining the action in light of what the White House at least believes was an understanding regarding off-the-cuff remarks. He said it is customary that once such remarks are reported, agreements to treat them as off the record are no longer binding. Joyce also said that CBS had told the White House press office that remarks made over an open mike that could be heard in the press room would not be treated as off-the-record. And the remarks the President made into the microphone at the ranch, Joyce added, had been heard by "individuals" in the press room, located several miles away, in Santa Barbara.

NBC, in the report it broadcast on *Nightly News*, on Monday, aired the piece its technicians had recorded, the second sentence saying bombing would begin in five minutes. CNN reported the story but did not present the tape; a spokesperson said the network still felt itself bound by the agreement with the White House. There had been talk, at least, of such an agreement following a similar incident, in October 1982, when the President, while doing a mike check for a broadcast, referred to the Polish leadership as "a bunch of no good lousy bums." NBC News President Lawrence Grossman said Speakes met with the bureau chiefs to propose that such remarks would be off the record in the future. "But our bureau chief, Bob McFarland, said that would not be appropriate—if what the President says goes out of the room, then it's fair game," Grossman said.

The President's remarks over a microphone he apparently did not know was open surprised network newsmen on two counts. One, as a former radio broadcaster, the President might have been expected to be careful in front of a microphone. The other was that a system had been developed by the networks in cooperation with the White House to notify the President when the microphone is live. As Grossman explained it, a red light, eventually provided by CBS, would be lighted as a warning. Grossman said that was the networks' response to the White House's concern regarding unguarded remarks over an open mike. And several sources said they understood the system was

working at the time the President was preparing for his broadcast.

Some Republican leaders dismissed the remark regarding bombing the Soviet Union as a "joke," and said it signified nothing. But Democratic presidential candidate Walter Mondale, in Minneapolis, said he did not think the remark was funny, even though it may have been intended as a joke. But, Mondale added, "A President must be very careful." Some people will dismiss it as a joke, he said, but "others may think it means something."

The off-the-cuff remark heard 'round the world offered Moscow an opportunity it did not ignore. "Reagan's self-revealing pronouncement has brought most clearly to light the hypocrisy of his peace rhetoric which is used as a cover for the bellicose confrontational policy of his administration," said the Soviet news agency Tass. The same point was expressed by a television commentator who said that Reagan's "secret dream has burst forth."

Reports from elsewhere in Europe indicated people there were not amused. Besides the comment in *Le Monde*, there was the description of Reagan in the news service of West Germany's opposition Social Democrats as "an irresponsible old man," while the Greens Party there said the "perverse joke ... makes the blood of every reasonable person run cold."

The White House declined comment on the matter, saying it involved an "off-the-record" remark. However, a White House official was reported to have said there would be an inquiry into how the critical switch was left open during the mike check.

Meanwhile, the network bureau chiefs in Washington last week, in a number of telephone calls, worked out a joint position they intended to present to Speakes. Essentially, it was the position expressed by Joyce last week and one that some of the networks, at least, thought had always been the governing one. Remarks made within the confines of the room where the President is to speak will be treated as off the record. But if the remarks are transmitted to the pressroom and elsewhere, then the networks are free to report them. □



TELECASTINGS



Ratings redux

The controversy in Los Angeles over accuracy of the A.C. Nielsen Co.'s local television ratings has "gone into a great big holding pattern," according to KTLA(TV) Los Angeles research director, Jane Collins. Independent KTLA and ABC-owned KABC-TV announced cancellation of their Nielsen contracts last June after contesting the results of Nielsen's May ratings projections (BROADCASTING, June 4). Wide differences between Nielsen and Arbitron ratings for the sweeps period were blamed by KTLA and KABC-TV on inadequate sampling by Nielsen. Representatives of both stations met with Nielsen officials in June to discuss the problem, at which time the ratings service said it was taking steps to make its sample more representative of the Los Angeles population base. "The problem really has not been resolved yet," said Collins, adding that although the cancellation orders have not been retracted, they do not go into effect until early 1985 and could be rescinded before then. Due to the summer Olympics and other atypical programming, Collins said a re-evaluation by KTLA and KABC-TV of Nielsen's methodology is not likely until at least mid-September.

Ad hosing

LBS Communications and the Samuel Goldwyn Co. are teaming up to present 12 feature films on a projected ad hoc network of more than 100 television stations during 1985. The package will be offered as a 1985 "LBS Movie of the Month," with LBS responsible for station clearances and obtaining national advertisers. The films are available to stations on a barter basis. Among the titles are "Pride of the Yankees" and "The Cowboy and the Lady," with Gary Cooper; "Dead End," with Humphrey Bogart; "Guys and Dolls," with Marlon Brando and Frank Sinatra, and "The Kid from Brooklyn," with Danny Kaye and Virginia Mayo.

Not in unison

ABC confirmed last week that two of its five owned-and-operated television stations will not participate in a previously announced agreement to broadcast the first-run syndicated strip *\$100,000 Name That Tune*, being introduced next month by Sandy Frank Productions. Instead, the half-hour series will shift to NBC owned-and-operated stations in Los Angeles and Chicago. ABC had announced last January its decision to place the revived game show on all of its stations, enabling Sandy Frank Productions to guarantee availability of the program at February's NATPE International convention. The shift from KABC-TV to KNBC(TV) in Los Angeles and from WLS-TV to WMAQ-TV in Chicago apparently resulted from the ABC stations

Don't count on it

KLVJ(AM) Las Vegas is back on the air after graphically refuting the old saw that lightning never strikes twice in the same place. On July 22, lightning hit the main transmitter, and the station was forced to switch to a backup. Then on July 27, the backup was struck by lightning, knocking the station off the air. The station was back on the air Aug. 8 with a new transmitter from Harris Corp.

scheduling *\$100,000 Name That Tune* in fringe time periods. A spokeswoman for ABC emphasized: "It's really a station decision to program something in a certain time period. We don't think it's appropriate for the [ABC-owned stations] division to comment on those decisions." Executives at WLS-TV, however, refused to comment. Attempts to obtain an explanation from KABC-TV management were also unsuccessful. The series is being sold on a cash/barter basis, with a 30-second spot held for national advertisers.

Viacom's MTV

Viacom is moving into the music television field, having signed a two-year development and production agreement with The Entertainment Television Co. for first-run programming. The parent company, The Entertainment Co., has been, since 1975, a music publisher and distributor and producer of records. The first project of The Entertainment Co. will be a first-run series, *This Week's Music*, scheduled to begin in September. It will be offered to stations either as a half-hour strip or a weekly one-hour presentation. Serving as host for the music video dance program will be Livingston Taylor.

Kid stuff

CBS-TV is adding *Shirt Tales*, an animated half-hour comedy/adventure series, to its Saturday morning children's programming schedule effective Sept. 15. The program, about small animals that are actually "secret super-sleuths," is from Hanna-Barbera Productions and will air from 10:30 to 11 a.m. NYT. It is one of five new half-hour series being added this fall to the Saturday morning line-up.

Making deals

Bill Todman Productions will relocate to the studios of 20th Century Fox, under terms of an agreement reached between 20th Century Fox Television and the independent production company's president, Bill Todman Jr., for development of series, motion pictures-for-television and mini-series. Todman was previously associated with MGM

Television and Goodson-Todman Productions.

□

Louis Rudolph Productions, in association with HTV Limited and Columbia Pictures Television, will begin production next month of a four-hour, made-for-television motion picture, *Jenny's War*, for Operation Prime Time. The two-part action/adventure feature is based on the true story of an American woman who, disguised as a man, is placed in a prisoner-of-war camp during World War II after being captured during a search for her missing son. Dyan Cannon stars in the title role, with Robert Chenault producing. Steven Gethers directs from his screenplay, based on the book by Jack Stoner.

Mixed media

NBC Productions has confirmed it is coproducing, with Marstar Productions, its first theatrical motion picture, a \$6-million, World War II spy drama entitled "Emerald." In making the move, NBC joins CBS and ABC in theatrical feature production, although the network stressed it has no immediate plans to set up a division for that purpose as the other networks have. NBC also indicated it "may or may not" produce additional theatrical films. The feature, to be filmed in Paris for release in the summer or fall of 1985, will be distributed worldwide by MGM/UA Entertainment. It will air on NBC-TV following theatrical release.

Eye for an eye

TV journalist Edwin Newman will host a one-hour Public Broadcasting Service documentary on Sept. 28, entitled *On Television: The Violence Factor*. The program received major funding from the Catholic Communication Campaign and will examine the social, political and financial implications of TV violence in news and entertainment programming. Among those participating in on-air discussions during the program will be Representative Timothy Wirth (D-Colo.), NBC Chairman Grant Tinker, Joan Ganz Cooney of the Children's Television Workshop, George Gerbner of the Annenberg School of Communications and Ron Powers of CBS News.

Moon look

On Sept. 2, the Public Broadcasting Service will air nationally, *Moonchild*, a one-hour documentary of "one man's journey into and out of Rev. Moon's Unification Church." The program stars Chris Carlson, a former moonie who portrays himself in the film. Additionally, in an attempt to portray the church accurately, *Moonchild's* producer, Anne Makepeace, allowed herself to be recruited into a Unification weekend camp,

Books for Broadcasters/Cablecasters

CREATING ORIGINAL PROGRAMMING FOR CABLE TV.

Cable television now reaches over 30% of Americas' households—and the ever growing number of stations available on new cable TV systems has created a huge need as well as a viable market for original programming. This basic, "how-to" manual edited for the NFLCP, will take you step-by-step through the fascinating world of cable TV programming. Representatives of cable companies, programming services, producers and a communications attorney explain the ins and outs of how to create programming for cable TV. They discuss who the participants are in this new enterprise; the role of advertising on cable TV programming; suggest program sources; provide an overview of copyright and royalty issues; and show the way from producing to distributing original programming. The role of access and independent producers is examined and a glossary of terms has been provided. 175 pages, index, glossary.

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by the Editors of BROADCASTING Magazine. A year-by-year informal history of the times, people and events that shaped the development of radio, TV and allied fields, compiled from reports in BROADCASTING, indexed for easy reference. The work of several hundred writers, editors and photographers, past and present, is condensed into some 300 pages of text and pictures. You'll read the book as contemporary history, refer to it for facts, find in it answers to questions about what happened when, and enjoy it for the memories it evokes. Order it for yourself, your friends, or your library. 297 pages

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by H.F. Swearer and J.J. Carr. This book is more than a question-and-answer cram course, it's an in-depth study guide for the new General Radiotelephone Operators License which replaces the old Second and First Class Licenses. It's for anyone preparing for the test and for those who wish to up-grade their standing. In clear, precise language, the book is a reference library of theory and practical application for dozens of specialties, for everyone from service technicians to broadcast engineers. All you'll need to know to pass the test and then perform on the job is included: the basics of the law, solid state electronics, radar endorsement, etc. Also, complete data on the new FCC rule changes, requirements and privileges of the new license and why the FCC decided to do away with the old license is embraced in this thoroughly-revised study guide that has been proven a winner over the years. 392 pp.

T51482 \$17.95

CABLECASTING PRODUCTION HANDBOOK,

by Joel Efrein. An introduction to cablecasting production for the novice, and a comprehensive handbook that will facilitate production for cable TV for those already in the field. Will help CATV planners, directors, and producers to make the right decisions in organizing a station and obtaining revenue through subscriptions, ad revenue, and programming. The author, a working pro, includes latest data about the on-going video technology revolution, and accurate and seasoned description of cable TV and its facilities, and a reminder throughout that TV works best when well-planned and well-produced. He tells how to use channel space... and how to do it right! His book is a clear roadmap that will help you avoid the common pitfalls that have trapped so many others. 210 pps., 44 illus.

T5768 \$12.95

TELEVISION PRODUCTION HANDBOOK,

by Doug Wardwell, PhD. A complete guide to planning, staging and directing a TV production. For those involved in any phase of TV production, or who want to learn how the system works, this is a working guide dealing with every aspect of this art. It offers an easy-to-grasp explanation of the workings of television program production and transmission and the vital functions the management/production team must fulfill. Then, the author tells how to use cameras and related equipment, lighting, make-up, sound, visuals, graphics settings and props to achieve the desired effect and result. He also offers sound advice on direction, on-camera appearance and performance, and electronic editing of the tape recording for final refinement. It's a book designed not only to teach, but to use as a day-to-day guide, too! 304 pps., 406 illus.

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Minorities in programing told 'it's who you know'

NAB sponsors seminar in Washington to provide tips to minorities on packaging, marketing, negotiating programing; network and station programers, syndicators, turn out to offer advice during two-day meeting

Connections. Who you know. A business of relationships. Call it what you will, but the name of the game these days is networking. That was the message brought home last week at the first National Association of Broadcasters "Minority Television Programers Business Seminar," held at NAB headquarters in Washington. As conference organizer and vice president of minority and special services at the NAB, Dwight Ellis, said, "If you're going to play the game, you've got to know the players."

More than 63 registrants heard some of those "players" in the programing business during the two-day conference (Aug. 14-15). They listened as representatives from the networks, syndication companies, public and independent television stations, among others, described the "how to's" of

packaging, marketing and negotiating programing.

There were five panel sessions with topics covering the legal aspects of developing and marketing program ideas, financing projects, creative program ventures and negotiating syndication deals.

Many of the panelists agreed with Ellis's directive. David Henderson, president of Outlet Communications, told the conferees that 40% of jobs are gotten because "somebody knows somebody." He told the programers to "find a friend at a station..." and find out who the players are. Helen Hernandez, director of public affairs at Embassy Communications, told the conferees that networking is "the key." Lucille Salhany, vice president of TV and cable programs, Taft Broadcasting, described the networking that took place to get clearance for *Star Search*, a talent show. "One of the problems in this business," she said, "is that 'it's who you know.'"

Another factor in getting programs on the air which was discussed during the conference was program audience appeal. Irwin



Henderson



Segelstein

Segelstein, vice chairman of NBC, representing the "buyers' side of the table," told the attendees the networks are looking for popularity—"another way of saying ratings." Segelstein pointed out that the odds of getting a program on a network are slim, but because the "payoff is good," more keep trying. According to Segelstein, "ideas [alone] are not marketable" and "very few concepts are unique." The buyers, he said, focus on the execution of a program. He said it takes tenacity, aggression, craft and professionalism to get a program on the networks.

George Back, president of All American Television, disagreed. Participating on a Tuesday afternoon panel entitled, "Financing Program Projects," Back told the group he would "rather see a new idea badly made than the same idea overdone and done again and then regurgitated once again." There "is much more entrepreneurial room in syndication because we have a funnel that is wider than the three networks," he said, adding that "in syndication, you can get started with an idea and a low capital base."

David Crippens, vice president for national production at KCET(TV) Los Angeles, told the minority programers that ideas for shows must read well and be well researched. Donald Marbury, associate director of cultural and children's programing for the Corporation for Public Broadcasting (whose program fund grants about \$22 million for new programs each year), agreed that a good presentation was important. He suggested spending time to conjure up images in a written presentation. "Talk television," he said. Crippens predicted the next five to 10 years "will be the years" for minorities in show business. "There is no way that this business can deny us," he said.

Another topic addressed was "Program Supply Opportunities in the 80's: Broadcasting and Beyond," from the viewpoints of Roy Danish, director of the Television Information Office; Phyllis Tucker Vinson, vice president of children's programing at NBC; William F. Baker, president of Group W's television division; John von Soosten, vice president and director of programing for Katz Communications Inc. and president of NATPE International, and Stan Marinoff, di-

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rector of broadcast operations, WISN-TV Milwaukee.

Vinson told the minority programmers that the atmosphere in television has changed since she started out 11 years ago when there were "jobs that were actually designated" for minorities and women. Currently, Vinson said, experience is the watchword—the experience that will give someone "the credibility to get into television and to develop a reputation." The networks, Tucker said, "buy people" they know can produce the programs. "You can't ask a network to give



Danish, Baker and Vinson

you \$800,000 to produce a program, a half-hour show, when they really don't know you and your expertise." She suggested joint ventures with established production companies. Also, she added, producers must be commercial in their ideas, adding that "characters that are colorless" have a greater chance of getting on the air.

Mass appeal was stressed by others as well. The networks as organizations, Baker said, are "basically colorless... They are out to try and get ratings." Danish added that "you run into such strange things as the axiom that 'Tacos don't sell,' meaning that if you feature an Hispanic as a strong lead, you go into the ratings race with a handicap. And it takes enormous power within that program to compensate for that handicap... Networks—businessmen generally—don't undertake things in which they are disadvantaged to begin with. That's one of the problems that persists. There has been some change, clearly. Attempts have been made to feature Hispanics and blacks, and some have succeeded, but I think it's going to be a slow process," Danish said.

Clarence Smith of Essence Communications Inc. agreed the process is slow. His program, 'Essence' on Television, based on the black-oriented magazine, has had problems getting station clearance despite, he said, the fact that the program is sold out on advertising, has \$1 million in backing by its producers and is targeted to predominantly black market areas such as Washington, Detroit and St. Louis. Smith told the group the show's producers have been told the program is "too narrow-based." If *Essence* can't get on the air, how can smaller companies without *Essence*'s "15-year-old name, known to the black community," do it, Smith asked.

A discussion of the problems of clearing the black-focused *Essence* followed both a Tuesday and a Wednesday panel, and drew

some of the most heated discussion of the conference, sometimes erupting into a shouting match between attendees and panelists. Among the participants in that discussion were the panelists of a session titled "Marketing and Negotiating Syndication Deals," which included Salhany; Kevin O'Brien, vice president and general manager, WTTG(TV) Washington, and Dan Greenblatt, executive vice president for station sales and marketing at LBS Communications.

At one point, Salhany asked the attendees if they were producers, or "producers of minority programming." She told the attendees her job at Taft was to turn a profit, which prevents her from experimenting with programming. "I look at the ratings," she said. "I can't experiment."

When the discussion turned to black viewing habits, O'Brien asked the group why

everyone was "concerned whether a viewer is black or white or green." Actor and programmer Terry Carter of META-4 Productions Inc. said there are people in the industry who "say they're color-blind," that they "don't care if you're black or green or whatever—but somehow it keeps coming out white" on the screen.

According to some attending the conference, the discussion was beneficial for having uncovered what one conferee called "a plethora of needs" of the minority programmers. To others, such as William Dorsey, president of Studio Live Ltd., and Darryl Pugh of Vidi-Art Productions, the discussion was not about white and black issues, but economic issues. The discussion pointed out that those who control the decision-making positions in the industry are in control of the creative process. "And that's the bottom line," they said. □

Changing Hands

PROPOSED

KLAC(AM) Los Angeles □ Sold by Metromedia Inc. to Capital Cities Communications Inc. for \$11 million cash ("Closed Circuit," May 7). **Seller** is privately owned Secaucus, N.J.-based station group headed by John W. Kluge, chairman and principal stockholder. It owns seven AM's, six FM's and seven TV's. **Buyer** is publicly traded New York-based station group, publisher and MSO headed by Thomas S. Murphy, chairman. It

owns six AM's (including KZLA(AM) Los Angeles which it has sold), six FM's and six TV's. It is also owner of Fairchild Publications, magazine and newspaper publisher, and Capital Cities Cable Inc., operating 52 cable systems. KLAC is on 570 khz full time with 5 kw.

KZLA(AM) Los Angeles □ Sold by Capital Cities Communications Inc. to Spanish Broadcasting System of California Inc. for \$5 million cash. **Seller** is has purchased

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Pyramid power. Officials of Pyramid Broadcasting and Associated Communications Inc. sign \$29.5 million agreement for purchase of Associated's three Pennsylvania and four New York radio stations ("Changing Hands," Aug. 13). Pictured (standing, l-r): Pyramid's chief financial officer, Kenneth J. O'Keefe; programing chief, Sunny Joe White, and chief operating officer, Brian D. Stone. Seated (l-r): Pyramid's chief executive officer, Richard M. Balsburgh and Associated's president, Myles Berkman.

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KLAC(AM) Los Angeles (see above). **Buyer** is owned by Raul Alarcon Sr. (40%), Ralph Diaz (20%), Adriano Garcia (20%) and Jose Grimault (20%). Alarcon, Diaz and Garcia own **WSKQ(AM)** Newark, N.J. Grimault owns **WLVH-FM** Hartford, Conn. Alarcon's son, Raul, owns 33.3% of interim operator of **WHBI-FM** Newark, N.J. **KZLA(AM)** is on 1540 khz with 50 kw day and 10 kw night. *Broker: Chapman Associates.*

WGSA(AM)-WIOV(FM) Ephrata, Pa. □ Sold by Garden Spot Broadcasters Inc. to WIOV Inc. for \$2 million cash. **Seller** is owned by Samuel R. Youse who has no other broadcast interests. **Buyer** is principally owned by Alan R. Brill. It owns **WPVA(AM)-WKHK-FM** Colonial Heights, Va.; **KLIK(AM)-KTTY-FM** Jefferson City, Mo.; **WHUM(AM)** Reading, Pa.; **KQWB-AM-FM** Fargo, N.D. and **WEBC(AM)-WAVC-FM** Duluth, Minn. He also owns *Morning Sun*, daily newspaper in Mount Pleasant-Alma, Mich. **WGSA** is on 1310 khz full time with 5 kw. **WIOV** is on 105.1 mhz with 50 kw and antenna 500 feet above average terrain.

KATI(AM)-KAWY(FM) Casper, Wyo. □ Sold by Wiens Broadcasting of Casper Inc. to Casper Broadcasting Co. for assumption of \$1,325,000 debt. **Seller** purchased stations from buyer in February 1983 for \$1.3 million ("Changing Hands," Feb 14, 1983). It is owned by Thomas J. Wiens who also owns **KWDE(AM)** Grand Junction, Colo., and **KSTR(FM)** Montrose, Colo., which were recently sold ("For the Record," July 30). **Buyer** is owned by James W. Stuart who also has interests in **KFOR(AM)-KFRX(FM)** Lincoln and **KRGI-AM-FM** Grand Island, both Nebraska; **KSAL(AM)-KYEZ(FM)** Salina, Kan.; **KWTO-AM-FM** Springfield, Mo., and **KOEL-AM-FM** Oelwein, Iowa. **KATI** is on 1400 khz with 1 kw day and 250 w night. **KAWY** is on 94.5 mhz with 65 kw with antenna 1,908 feet above average terrain.

KSET(AM) El Paso □ Sold by Dunn Broadcasting to Doane-Moya Corp. for \$795,000, comprising \$200,000 cash and remainder note, including \$200,000 noncompete agreement. **Seller** is owned by John Dunn and Berkley L. Fraser, who also own **KSET-FM** El Paso and **KKJY-FM** Albuquerque, N.M. **Buyer** is equally owned by Gonzalo Moya and Thomas S. Doane. They are El Paso real estate developers with no other broadcast interests. **KSET** is on 1340 khz with 1 kw day and 250 w night.

WYDE(AM) Birmingham, Ala. □ Sold by Alande Inc. to Gore Broadcasting of Birmingham Inc. for \$750,000, comprising

For the kids. K-tel Entertainment, in the music marketing company's first television production venture, has announced its original barter syndication series, *Kids Incorporated*, has cleared stations serving 73% of U.S. television households, including 19 of the top 20 markets. The program, which kicks off next month with a one-hour special, is a Lynch/Biller Production in association with K-tel Entertainment Inc./International Program Consultants, and distributed by MGM/UA Television. *Kids Incorporated* features top hits presented by pre-teen and teenage performers.

\$150,000 cash, and remainder in graduated annual payments for six years. **Seller** is owned by Frank N. Spain and Lynwood N. Wright who also own WTVA(TV) Tupelo, Miss.; WLHT(TV) Hattiesburg, Miss.; WTVX(TV) Fort Pierce, Fla., and WHTV(TV) Meridian, Miss. **Buyer** is owned by Harold W. Gore who also owns WCBF(AM) Tampa, Fla. WYDE is on 850 khz with 50 kw day and 1 kw night. **Broker: Stan Raymond & Associates**

WWIT(AM) Canton, N.C. Sold by WWIT Inc. to Mountain Broadcasting Inc. for \$390,000, comprising \$75,000 cash and remainder note. **Seller** is owned by David Greene who has no other broadcast interests. **Buyer** is owned by Gary Ayers (90%) and Denise Cloer (10%). Ayers is news director at WBHN(AM) Bryson, N.C. Cloer is salesperson at station. WWIT is daytimer on 970 khz with 5 kw.

CABLE

Systems serving Brooklyn Park, Brooklyn Center, Crystal, Golden Valley, Maple Grove, New Hope, Osseo, Plymouth and Robbinsdale, all Minnesota Sold by Storer Communications to Hauser Communications Inc. for \$40 million. **Seller**, station group owner of seven TV stations and MSO with 150 systems, is publicly traded, Miami-based and headed by Peter Storer, chairman. **Buyer** is owned by Gustave M. Hauser, chairman, and John D. Evans, president. Hauser is former chairman of Warner Amex Cable Communications. Purchased systems pass 85,000 homes with 23,000 subscribers and 1,000 miles of plant.

For other proposed and approved sales see "For the Record," page 68.

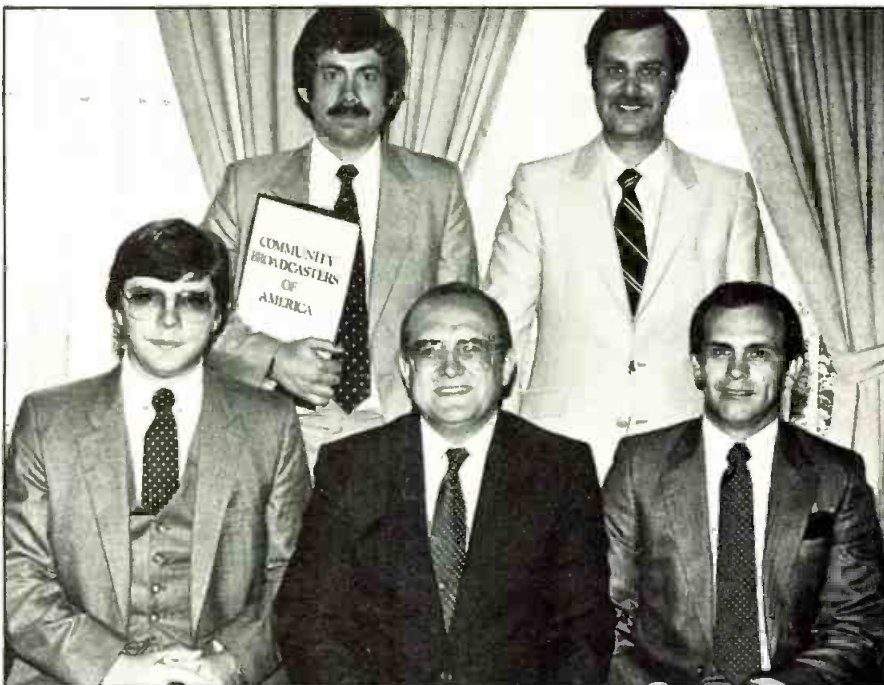
CBA bows before New York community

The Community Broadcasters of America, a new nonprofit, low-power television trade association (BROADCASTING, Aug. 6), made its official debut in New York before a breakfast audience of program syndicators, advertising agency executives and press, where it announced that it would hold its first national convention Jan. 14-15 at San Francisco's Moscone Center immediately following the NATPE International conference.

NATPE, which has control of the Moscone Center immediately after the convention, has donated the use of its facilities to CBA. The first CBA convention will consist of only panel sessions, with no exhibit hall until the second year.

Prior to the national convention, however, CBA will hold three regional meetings at which it will not only seek new members and draft the association's by-laws but will also hold panel sessions on programing, engineering and the association's agenda. The regional meetings will begin Sept. 17 in Denver, followed by Sept. 19 in Atlanta and Sept. 21 in Milwaukee.

CBA said it has told attorney Robert Allen of the Washington law firm of Daly, Joyce & Borsari to begin lobbying on behalf of industry on such issues as exempting cable systems from paying copyright royalties for car-



Opening day. Pictured above at the New York conference are (standing, l-r) Robert Allen of Daly, Joyce & Borsari; John Kompas of Kompas/Biel & Associates; and interim board members (sitting, l-r) Peter Tanz, W15AB, Rice Lake, Wis.; Kent Lien, K56BW, Tahoe City, Calif.; Rev. David Brooks, KO8KF, DeQueen, Ark. Other interim board members not pictured are Ed Nickerson, W67BA, Dennis, Mass., and John S. Kenney, K43AJ, Mountain Home, Ark. The interim board will serve until the January conference where a permanent board and officers will be elected. The CBA will also adopt its by-laws at that meeting.

Greater Media Inc.

has contracted to acquire the assets of radio station

KRLA

Pasadena, California

for approximately

\$9,500,000

from

KRLA Inc.

(subject to FCC approval)

Ray Stanfield initiated the transaction and assisted in the negotiations



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Granada Hills, CA 91344
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lities for carrying LPTV signals. Also on CBA's legislative agenda is to find a way to break the log jam of LPTV applicants at the FCC.

Another purpose of the New York meeting was to introduce CBA to the New York advertising and program syndication community. CBA said that it would engage the services of Kompas/Biel Associates, a Milwaukee-based telecommunications research firm, to research LPTV stations and provide information on unit pricing to advertising agencies. CBA said that the major problem facing LPTV broadcasters is finding programming and the money to pay for it. Experience varied, but some LPTV broadcasters related that while some syndicators have welcomed the LPTV market, others are unaware that it exists or have made themselves elusive.

CBA said the FCC's estimate of 4,000 LPTV stations is probably too low given the fact that there are already an identical number in Italy, which geographically is considerably smaller than the U.S.

Kent Lien of K56BW Tahoe City, Calif., is chairman of CBA's interim board of directors. Barbara Oelbaum will be the organization's interim executive secretary based in Washington, but CBA is considering headquarters outside Washington, probably in the West where the concentration of LPTV activity exists. □



Book bash. The National Association of Broadcasters "Legal Guide to FCC Broadcast Regulations" is now available in an updated version at \$95 for members and \$200 for nonmembers. Pictured (l-r) at a reception celebrating publication of the guide are: Rose Perez, NAB legal department; FCC Mass Media Bureau Chief James McKinney; Erwin Krasnow, Verner, Lipfert, Bernhard & McPherson, Washington; FCC Commissioner Mimi Dawson, and NAB President Eddie Fritts.

For the Record

As compiled by BROADCASTING, Aug. 8 through Aug. 15, 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.

Ownership Changes

Applications

■ WYDE(AM) Birmingham, Ala. (850 khz; 50 kw-D; 1 kw-N)—Seeks assignment of license from Alande Inc. to Gore Broadcasting of Birmingham Inc. for \$750,000, comprising \$150,000 cash and remainder in graduated annual payments for six years. Seller is owned by Frank N. Spain and Lynwood N. Wright, who also own WTVA(TV) Tupelo, Miss.; WLHT(TV) Hattiesburg, Miss.; WTVX(TV) Fort Pierce, Fla., and WHTV(TV) Meridian, Miss. Buyer is owned by Harold W. Gore, who also owns WCBF(AM) Tampa, Fla. Filed Aug. 10.

■ KOBQ(TV) Wichita, Kan. (ch. 33; ERP 1,383 kw vis.; 138.3 kw aur.; HAAT: 1,007 ft.; ant. height above ground: 1,010 ft.)—Seeks assignment of license from Wichita 33 Ltd. to William Forster \$50,000, comprising \$36,000 cash and \$24,000 noncompete agreement. Seller is owned by Juanita Peay and Ronald E. Hayes. Peay has no other broadcast interests. Hayes has interest in KSPR-TV Springfield, Mo., and has interest in app. for new TV in Bloomington, Ind. Buyer owns 50% of app. for new TV in Milwaukee. Filed Aug. 7.

■ WWIT(AM) Canton, N.C. (970 khz; 5 kw-D)—Seeks assignment of license from WWIT Inc. to Mountain Broadcasting Inc. for \$390,000, comprising \$75,000 cash and remainder note. Seller is owned by David Greene, who has no other broadcast interests. Buyer is owned Gary Ayers (90%) and Denise Cloer (10%). Ayers is news director at WBHN(AM) Bryson, N.C. Cloer is salesperson at WWIT. Filed Aug. 7.

■ KXLS(FM) Alva, Okla. (99.7 mhz; 100 kw; HAAT: 835 ft.)—Seeks transfer of control of KXLS Inc. from Larry Smalley (36% before; none after) and Joe S. Bryant (15% before; none after) to Larry Steckline (49% before; 100% after) for \$60,000 cash. Sellers have no other broadcast interests. Buyer is owner of Lesso Inc., Wichita, Kan.-based station group of two AM's and two FM's. Filed Aug. 8.

■ KSET(AM) El Paso, Tex. (1340 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Dunn Broadcasting to Doane-Moya Corp. for \$795,000, comprising \$200,000 cash and remainder note, including \$200,000 noncompete agreement. Seller is owned by John Dunn and Berkley L. Fraser, who also own KSET-FM El Paso, Tex., and KKJY-FM Albuquerque, N.M. Buyer is equally owned by Gonzalo Moya and Thomas S. Doane, El Paso real estate developers with no other broadcast interests. Filed Aug. 9.

■ KATY(AM)-KAWY(FM) Casper, Wyo. (AM: 1400 khz; 1 kw-D; 250 w-N; FM: 94.5 mhz; 65 kw; HAAT: 1,908 ft.)—Seeks assignment of license from Wiens Broadcasting of Casper Inc. to Casper Broadcasting Co. for assumption of \$1.325 million debts. Seller originally purchased station from buyer in February 1983 for \$1.3 million. It is owned by

EDWIN TORNBURG & COMPANY, INC.

Negotiators

For The Purchase And Sale Of
Radio And TV Stations • CATV • Appraisers

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IE T

Thomas J. Wiens, who also owns KWDE(AM) Grand Junction, Colo., and KSTR(FM) Montrose, Colo., which were recently sold ("For the Record," Feb. 14, 1983). Buyer is owned by James W. Stuart, who also has interests in (FOR(AM)-KFRX(FM) Lincoln, KRGI-AM-FM Grand Island, both Nebraska, KSAL(AM)-KYEZ (FM) Salina, Kan.; KWTO-AM-FM Springfield, Mo., and KOEL-AM-FM Oelwein, Iowa. Filed Aug. 6.

Actions

■ WZEW(FM) Fairhope, Ala. (92.1 mhz; 3 kw; HAAT: 288 ft.)—Granted assignment of license from Shores Broadcasting Co. to All-American Media Inc. for \$675,000, comprising \$100,000 cash and remainder note. Seller is owned by D. Kent Anderson (31.4%), Robert L. Clarke (31.4%), Richard E. Oppenheimer (31.56%) and William G. McKay (5.5%). Anderson, Clarke and Oppenheimer also own (in slightly different percentages) four AM's, seven FM's, and one TV. McKay is former sales manager of KHFI-FM Austin, Tex. Buyer is owned by Sherry Sanders (70%) and Don Keith (30%). Sanders is app. for new FM in Russellville, Ark. Her husband, Mack Sanders, is owner of four AM's and two FM's. Keith is national operations director for Sanders' stations. Action Aug. 2.

■ WXCW-FM Homosassa Springs, Fla. (95.3 mhz; 3 kw; HAAT: 250 ft.)—Granted transfer of control from Westwind Broadcasting Inc. to WXCW Broadcasting Co. for \$573,000, comprising \$36,000 cash and remainder note. Sellers are Howard H. Weston, and his wife, Patricia, Thad Lowery and Mathew Johns. Buyer is owned by Steve Manuel, and his wife, Barbara, Bruce Snow, and his wife, Cynthia, and James H. Kimbrough. Manuel and Weston also own WJIB(AM) Brooksville, Fla. Kimbrough is Brooksville bank executive. Lowery and Johns have no other broadcast interests. Action Aug. 2.

■ WSCT(TV) Melbourne, Fla. (ch. 56; ERP vis. 1,194, aur. 238.8; HAAT: 1,003 ft.; ant. height above ground: 1,000 ft.)—Dismissed app. for assignment of license from Broadcast Production & Management to SFN Companies Inc. for \$94,000 cash. Seller is owned by Don S. Sandquist, pres. Buyer purchased Western Broadcasting Co. (see "For the Record," July 28, 1980), owner of WAPA-TV San Juan, P.R.; WJBF(TV) Augusta, Ga.; WTVM(TV) Columbus, Ga.; KCAP(AM)-FM Helena, Mont.; KGOV(AM) Missoula, Mont., and WBC was liquidated. It also owns WFTV(TV) Orlando. SFN Companies Inc. is publicly held corporation headed by John R. Purcell, chairman. Station is unbuilt CP. Action July 30.

■ WDGS(AM) New Albany, Ind. (1290 khz; 500 w-D)—Granted assignment of license from Portland Radio Inc. to Dale's Broadcasting Corp. for \$385,000, comprising \$17,250 cash and remainder note. Seller is owned principally by Michael A. Benages, who also owns WMPP(AM) Chicago Heights, Ill., KKKX(AM) Galveston, Tex. and has applications for new FM's in Liberty City, Fla., and Chicago. Buyer is owned by Archie L. Dale (60%) and Eddie James (40%). Dale was salesman at WOVS(AM) New Albany. James is pastor of Second Baptist Church of Charlestown, Ind., and was also announcer at WOVS. Neither has other broadcast interests. Action July 31.

■ WLOB(AM) Portland, Me. (1310 khz; 5 kw-U)—Granted assignment of license from Portland Radio Inc. to Pilgrim Broadcasting Inc. for \$203,000 cash. Seller is owned by Peter W. Kuyper, who has no other broadcast interests. Buyer is owned by Ken Carberry (Ken Carter), who also owns WROL(AM) Boston and WACE(AM) Chicopee, Mass., and LPTV's in Twenty-nine Palms, Calif., and Key West, Fla. He is also app. for new FM in Northampton, Mass., and 83 new LPTV's. Action July 31.

■ WXYZ(AM) Detroit (1240 khz; 5 kw-U)—Granted assignment of license from ABC Inc. to Fritz Broadcasting for \$3 million ("Closed Circuit," April 30). Seller, one of three national radio-television network owners, owns six FM's and five AM's in addition to WXYZ. Buyer is newly formed corporation, owned by Charles Fritz (49%), vice president and general manager of WXYZ, and Jack Fritz (49%), president of John Blair & Co., publicly traded station representative and owner of four AM's, four FM's and four TV's, and William Saxton (2%), managing partner in Detroit-based law firm of Butzel, Long, Gust, Klein, & Vanzile. Action July 31.

■ WLOE(AM)-WRSQ-FM Eden, N.C. (1490 khz; 1 kw-D; 250 w-N; FM: 94.5 mhz; 27 kw; HAAT: 96 ft.)—Dismissed app. for assignment of license from Carolina-Virginia Broadcasting Co. to Joyner Radio Corp. for \$1 million cash. Seller is owned by Mary Ann S. Bohi, who has no other broadcast interests. Buyer is owned by Dale Wood, who has no other broadcast interests, and by A. Thomas Joyner, David Weil and Gregg P. Skall. Action July 31.

■ KAFE-AM-FM Sante Fe, N.M. (AM: 810 khz; 5 kw-D; FM: 97.2 mhz; 28 kw; HAAT: 80 ft.)—Granted assignment of license from Enchanted Land Broadcasting Inc. to New Mexico Broadcasting Co. for \$950,000. Seller is owned by

Dale Wood, who has no other broadcast interests. Buyer is owned by A. Thomas Joyner, David Weil and Gregg P. Skall. Action July 31.

■ WJLY(AM) Braddock, Pa. (1550 khz, 1 kw-D)—Granted assignment of license from Bennis Communications to Unity Broadcasting Corp. for \$340,000, comprising \$315,000 cash and \$25,000 note. Seller is owned by Robert O. Copeland (25%), William E. Bennis (10%), and his sons, Robert A. Bennis (22%) and Michael J. Bennis (43%). The Bennis also own WHYW-FM Braddock, Pa.; WFLI(AM) Lookout Mountain and WTTT(FM) Red Bank, both Tennessee. Robert and Michael also have interests WMYK(FM) Elizabeth, N.J., and WZAM(AM) Norfolk, Va. Buyer is owned by Dr. J. Van Alfred Winesett, Alfred L. Pugh, Eugene Thorne and Dwayne A. Darkins (25% each). They are Pittsburgh clergymen with no other broadcast interests. Action July 31.

■ KWCS(FM) Bridgeport, Tex. (96.7 mhz; 3 kw; HAAT: 208 ft.)—Granted assignment of license from Bridgeport Broadcasting Co. to Wise County Broadcasting Inc. for \$460,000, comprising \$175,000 down, \$213,000 note, and \$72,000 noncompete agreement. Seller is owned by Bert F. Dimock and his brother, Dan, who have no other broadcast interests. Buyer is owned by John C. Ellzey (45%), his wife, Sharon (45%), and Johnny C. Moore (10%). They also own KEYE-AM-FM Perryton, Tex., where John is general manager. He will also become GM of KWCS. Action Aug. 2.

■ KGVL-AM-FM Greenville, Tex. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 93.5 mhz, 3 kw; HAAT: 300 ft.)—Granted transfer of control of M&M Broadcasting to First Greenville, Corp. for \$1,200,000, comprising \$652,000 cash, remainder note. Seller is owned by Edwin McMackin (40%); his son Waymon E. McMackin (40%), and John Ryman (20%). They purchased station in 1982 for \$714,000. They have no other broadcast interests. Buyer is equally owned by Urban J. Endres and R.W. Andrews. Andrews has auto dealership in Rockwall, Tex. Endres is Muenster, Tex., investor. Neither has other broadcast interests. Action July 31.

■ KENE(AM) Toppenish, Wash. (1490 khz; 1 kw-D, 250 w-N)—Granted transfer of control of Radio Broadcasters Inc. from Roger Turnbaugh and his wife, Beatrice (100% before; none after) to Michael Martonick and his brother, Steven, and Thomas Hodgins (none before; 100% after) for \$650,000, comprising \$50,000 cash and remainder note. Sellers have app. for new FM in Cheney, Wash. Buyer is owned by Dr. Michael Martonick (60%), Steve Martonick (20%) and Thomas Hodgins (20%). Hodgins petitioned FCC for new FM in Walla Walla, Wash. Michael Martonick is Walla Walla, Wash., physician, Steve is specialty events promoter in Walla Walla. They have no other broadcast interests. Action July 31.

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.

New Stations

FM's

■ Pueblo, Colo.—Family Stations Inc. seeks 90.7 mhz; 3 kw; HAAT: 225 ft. Principal is nonprofit corporation headed by Harold Camping, president, Scott L. Smith and Richard Van Dyk. It is station group of two AM's, eight FM's, 20 FM CP's, one TV, one TV CP and 104 app.'s for new stations. Smith also has interest in app.'s for four new AM's. Filed Aug. 9.

■ Idaho Falls, Idaho—Idaho Educational Broadcasting Foundation seeks 91.1 mhz; .720 kw; HAAT: 455 ft. Address: P.O. Box 384, Lewiston, Idaho 83501. Principal is nonprofit corporation headed by Richard C. Moore, minister. It also has app.'s for new FM's in Twin Falls, Pocatello and Payette, all Idaho. Filed Aug. 9.

■ Bowling Green, Ky.—Kentucky Educational Broadcasting Foundation seeks 90.5 mhz; .653 kw; HAAT: 337 ft. Address: P.O. Box 386, Campbellsville, Ky. 42718. Principal is nonprofit corporation headed by B.C. Gillispie, minister. It also has app.'s for new FM's in Paducah and Campbellsville, both Kentucky (see below). Filed Aug. 9.

■ Paducah, Ky.—Kentucky Educational Broadcasting Foundation seeks 90.5 mhz; .653 kw; HAAT: 337 ft. Address: P.O. Box 386, Campbellsville, Ky. 42718. Principal is nonprofit corporation headed by B.C. Gillispie, minister. It also has app.'s for new FM's in Bowling Green and Campbellsville, both Kentucky (see above). Filed Aug. 9.

■ Bozeman, Mont.—Montana Educational Broadcasting Foundation seeks 91.1 mhz; .69 kw; HAAT: 584 ft. Address: 5326 East Side Highway, Florence, Mont. 59833. Principal is nonprofit corporation headed by Will Zeiler, building contractor. It also has app.'s for new FM's in Missoula and Great Falls, both Montana. Filed Aug. 9.

■ Coos Bay, Ore.—Patricia Ann Silvey Educational Broadcasting Foundation seeks 89.3 mhz; .694 kw; HAAT: 438 ft. Address: 3732 Zion Pl., Santa Maria, Calif. 93455. Principal is nonprofit corporation headed by James O. Holder, pastor. It also has app.'s for new FM's in Astoria, Newport, Grants Pass and Eugene, all Oregon. (see below). Filed Aug. 9.

■ Grants Pass, Ore.—Patricia Ann Silvey Educational Broadcasting Foundation seeks 91.3 mhz; .694 kw; HAAT: 958 ft. Address: 3732 Zion Pl., Santa Maria, Calif. 93455. Principal is nonprofit corporation headed by James O. Holder, pastor. It also has app.'s for new FM's in Astoria, Newport, Coos Bay and Eugene, all Oregon. (see above and below). Filed Aug. 9.

■ Newport, Ore.—Patricia Ann Silvey Educational Broadcasting Foundation seeks 90.9 mhz; .127 kw; HAAT: 818 ft. Address: 3732 Zion Pl., Santa Maria, Calif. 93455. Principal is nonprofit corporation headed by James O. Holder, pastor. It also has app.'s for new FM's in Astoria, Grants Pass, Coos Bay and Eugene, all Oregon. (see above). Filed Aug. 9.

■ Galveston, Tex.—Kimberly S. Harrison seeks 104.9 mhz; 3 kw; HAAT: 300 ft. Address: Box 1250, Sapulpa, Okla. 74067. Principal is station manager of KXOI-AM-FM Sapulpa, Okla., which is owned by her father, Michael P. Stephens. Filed Aug. 8.

■ Culpepper, Va.—Alpha Educational Broadcasting Foundation seeks 89.9 mhz; .675 kw; HAAT: 999 ft. Address: 9546 Shore Dr., Norfolk, Va. 23518. Principal is nonprofit corporation headed by Charles W. Offutt, and his wife, Phyllis. They also have app.'s for new FM's in Culpepper, Richmond, Franklin, Tappahannock, Winchester and Fredericksburg, all Virginia. Filed Aug. 9.

■ Strasburg, Va.—Frank R. Kulisky seeks 104.9 mhz; 3 kw; HAAT: 319 ft. Address: 88181 U.S. Hiway 1, Unit F-3, Islamorada, Fla. 33036. Principal is owner of WPLC (FM) Marathon, Fla., and 49% WFKZ(FM) Plantation Key, Fla. Filed Aug. 7.

■ Casper, Wyo.—Heritage Educational Broadcasting Foundation seeks 90.3 mhz; .678 ft.; HAAT: 1,676 ft. Address: 910 East Third St., Gillette, Wyo. 82716. Principal is nonprofit corporation headed by Kelly F. Mader, and his wife, Nancy. It also has app.'s for new FM's in Laramie, Gillette, Buffalo and Rock Springs, all Wyoming. Filed Aug. 9.

Actions

AM's

■ Granby, Colo.—Granted app. of High Country Radio for 930 khz; 500 w-D. Address: P.O. Box 206, Hayden, Colo. 81639. Principal is owned by Robert D. Zellmer, and his

wife. Rebecca. They also own KRDZ(AM) Hayden, Colo. Action Aug. 3.

■ Stanwood, Mich.—Granted app. of James J. McCluskey for 1070 khz, 250 w-D. Address: 220½ South Michigan. Big Rapids, Mich. 49307. Principal also owns WWAQ(FM) Big Rapids and WJDJ(AM) Jackson, both Michigan. Action Aug. 3.

■ Humacao, P.R.—Returned app. of Bernardo Reyes Gualalupe for 890 khz; 1 kw-U. Address: 13 m, 25 Condado Moderno. Caguas, P.R. 00625. Action Aug. 3.

■ Rural Retreat, Va.—Granted app. of Highlands Broadcasting Inc. for 660 khz; 250 kw-D. Address: 440 Franklin St., Wytheville, Va. 24382. Principal is owned by Ernest F. Wislon, and his wife, Ruth, who have no other broadcast interests. Action Aug. 1.

■ Hurley, Wis.—Granted app. of Big G Little o Inc. for 1450 khz, 1 kw-D, 250 w-N. Address: 813 East Cloverland Dr., Ironwood, Mich. 49938. Principal is owned by James J. Gervasio, Raymond J. Rignoni, and families. It also owns WUPM(FM) Ironwood, Mich. Action Aug. 1.

FM's

■ *Hill City, Kan.—Granted app. for 90.5 mhz; 100 kw; HAAT: 658 ft. Address: One Broadcast Plaza, Pierceville, Kan. 67868. Principal is nonprofit corporation headed by Van Lynn Floyd, chairman. Action Aug. 1.

■ *Webster, N.Y.—Granted app. of Family Stations Inc. for 90.7 mhz; 1.43 kw; HAAT: 100 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Action July 31.

Facilities changes

Applications

AM's

Tendered

■ WUSW (1240 khz) Cross City, Fla.—Seeks MP to change TL. App. Aug. 14.

■ WCMQ (1210 khz) Miami Springs, Fla.—Seeks MP for

augmentation of authorized nighttime pattern. App. Aug. 14.

■ New (1140 khz) Pine Hills, Fla.—Seeks CP to change ERP to 2.5 kw; change TL, and make changes in ant. sys. App. Aug. 8.

■ WLLH (1400 khz) Lowell, Mass.—Seeks CP to change TL; construct new tower, and make changes in ant. sys. App. Aug. 14.

■ WOLF (1490 khz) Syracuse, N.Y.—Seeks CP to change freq. to 1510 khz; increase day power to 50 kw and night to 2.5 kw; install DA-2, and change TL. App. Aug. 9.

■ WELW (1330 khz) Willoughby, Ohio—Seeks CP to change hours to unlimited by adding night service with 500 w and make changes in ant. sys. App. Aug. 14.

Accepted

■ WHBB (1490 khz) Selma, Ala.—Seeks CP to make changes in ant. sys.; increase power to 100 w, and change TL. App. Aug. 9.

■ WCGR (1200 khz) Canadagua, N.Y.—Seeks CP to change freq. to 1310 khz; change hours of operation to unlimited adding night service with 2.5 kw; install DA-2, and make changes in ant. sys. App. Aug. 10.

■ WLKR (1510 khz) Norwalk, Ohio—Seeks CP to make changes in DA pattern. App. Aug. 9.

■ KMMM (1370 khz) Rollingwood, Tex.—Seeks mod. of lic. to change SL to 5 miles from Austin, Tex. App. Aug. 14.

FM's

Accepted

■ WTUN (100.1 mhz) Selma, Ala.—Seeks CP to change TL; change ERP to 3 kw and change HAAT to 328 ft. App. Aug. 14.

■ KLZI (99.9 mhz) Phoenix—Seeks mod. of lic. to install new transmission sys. App. Aug. 13.

■ KRQK (100.9 mhz) Lompoc, Calif.—Seeks CP to change ERP to 0.302 kw and change HAAT to 1,033 ft. App. Aug. 8.

■ WWJF (106.7 mhz) Fort Lauderdale, Fla.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 1,006 ft. App. Aug. 14.

■ WLYF (101.5 mhz) Miami—Seeks mod. of lic. to install new transmission sys. App. Aug. 13.

■ WLVE (93.9 mhz) Miami Beach, Fla.—Seeks CP to change SL to 194 Northwest 187th St., Miami, Fla. App. Aug. 14.

■ *WRAF (90.9 mhz) Toccoa Falls, Ga.—Seeks CP to build new ant. and change height to 565 ft. App. Aug. 8.

■ KZBQ-FM (97.3 mhz) Pocatello, Idaho—Seeks CP to change TL and change HAAT to 976 ft. App. Aug. 8.

■ WENS (97.1 mhz) Shelbyville, Ind.—Seeks CP to change TL; change ERP to 22.9 kw, and change HAAT to 743 ft. App. Aug. 14.

■ WOVF-FM (103.1 mhz) Versailles, Ind.—Seeks CP to change TL. App. Aug. 8.

■ WGAN-FM (102.9 mhz) Portland, Me.—Seeks mod. of lic. to install new transmission sys. App. Aug. 13.

■ WNSL (100.3 mhz) Laurel, Miss.—Seeks CP to change TL and change HAAT to 325 ft. App. Aug. 8.

■ WVIP-FM (106.3 mhz) Mount Kisco, N.Y.—Seeks CP to change ERP to 1.6 kw. App. Aug. 8.

■ KCMA (106.1 mhz) Owasso, Okla.—Seeks CP to change HAAT to 1,315 ft. App. Aug. 9.

■ KZAM (95.3 mhz) Creswell, Ore.—Seeks CP to change TL; change ERP to 1.6 kw, and change HAAT to 390 ft. App. Aug. 8.

■ KEGF (97.1 mhz) Fort Worth—Seeks mod. of lic. to change SL to Irving, Tex. App. Aug. 8.

■ *New (88.1 mhz) Laredo, Tex.—Seeks CP to change HAAT to 284.87 ft.; change ant.; change ant. input power, and change transmitter output power. App. Aug. 8.

■ WYQC (102.9 mhz) Shelbyville, Tenn.—Seeks CP to change TL; change ant.; change ERP to 100 kw, and change HAAT to 1,150 ft. App. Aug. 8.

■ WQPO (100.7 mhz) Harrisonburg, Va.—Seeks mod. of lic. to operate formerly authorized facilities as aux. App. Aug. 8.

TV's

Accepted

■ KSBW-TV (ch. 8) Salinas, Calif.—Seeks MP to change HAAT to 2,942 ft. and change ant. App. Aug. 10.

■ WJXT (ch. 4) Jacksonville, Fla.—Seeks MP to change HAAT to 960 ft. App. Aug. 10.

■ *WHRO-TV (ch. 15) Hampton-Norfolk, Va.—Seeks CP to change ant. sys.; change ERP to vis. 2,748 kw, aur. 274.8 kw, and change HAAT to 968 ft. App. Aug. 10.

Actions

AM's

■ WZOB (1250 khz) Fort Payne, Ala.—Granted app. to increase power to 5 kw. Action Aug. 3.

■ KBJT (1570 khz) Fordyce, Ariz.—Granted app. to increase power to 1 kw. Action Aug. 3.

■ KMTL (760 khz) Sherwood, Ariz.—Granted app. to increase power to 10 kw. Action Aug. 1.

■ KKBB (1090 khz) Aurora, Colo.—Granted app. to make changes in ant. sys. and augment DA pattern. Action July 31.

■ WNER (1250 khz) Live Oak, Fla.—Granted app. to make changes in ant. sys. and reduce ant. input power. Action Aug. 1.

■ KWPC (860 khz) Muscatine, Iowa—Granted app. to increase transmitter power output. Action July 31.

■ WAOB (1280 khz) Winamac, Ind.—Granted app. to construct new ant. sys. and change TL. Action July 31.

■ WLUX (1550 khz) Port Allen, La.—Granted app. to change city of lic.; change hours of operation by adding night service with 5 kw; install DA-N; change TL, and make changes in ant. sys. Action Aug. 1.

■ WCXN (1170 khz) Claremont, N.C.—Granted app. to make changes in ant. sys. and change TL. Action July 26.

■ KWOK (1530 khz) Wagoner, Okla.—Granted app. to increase power to 1 kw and change TL. Action Aug. 1.

■ KYJC (610 khz) Medford, Ore.—Granted app. to increase day power to 5 kw. Action Aug. 1.

■ WRID (1520 khz) Homer City, Pa.—Granted app. to increase day power to 1 kw. Action Aug. 1.

■ WESC (660 khz) Greenville, S.C.—Granted app. to increase power to 50 kw. Action Aug. 1.

■ WVSL (1240 khz) Loris, S.C.—Granted app. to change

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hours of operation by adding night service with 250 w; change freq. to 1240 khz, and make changes in ant. sys. Action Aug. 3.

- **WWEE** (1430 khz) Germantown, Tenn.—Granted app. to change nighttime TL. Action July 30.
- **WFLI** (1060 khz) Lookout Mountain, Tenn.—Granted app. to make changes in ant. sys. Action July 31.
- **KDRY** (1100 khz) Alamo Heights, Tex.—Granted app. to increase day power to 5 kw. Action Aug. 1.
- **KXVI** (1600 khz) Plano, Tex.—Granted app. to change nighttime DA parameters. Action Aug. 1.
- **WEAM** (1390 khz) Arlington, Va.—Granted app. to operate transmitter by remote control. Action Aug. 1.
- **KXXR** (1550 khz) Spokane, Wash.—Granted app. to operate from persent SL at 933 Third Ave., Spokane, Wash. Action July 26.
- **WBTH** (1400 khz) Williamson, W. Va.—Granted app. to make changes in ant. sys. Action July 31.

FM's

- **WITT** (93.5 mhz) Tuscola, Ill.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 300 ft. Action Aug. 1.
- ***WDCL** (89.7 mhz) Somerset, Ky.—Granted app. to change HAAT to 570 ft. and change ERP to 100 kw. Action July 31.
- **WVDM** (101.3 mhz) Sumter, S.C.—Granted app. to change TL and change HAAT to 1,323.5 ft. Action Aug. 2.
- **KLXQ** (102.3 mhz) Uvalde, Tex.—Granted app. to change HAAT to 245 ft. Action Aug. 1.

TV's

- **WKRQ-TV** (ch. 5) Mobile, Ala.—Granted app. to change HAAT to 1,706 ft. and change TL. Action July 31.
- **KDTU** (ch. 18) Tucson, Ariz.—Granted app. to change ERP to vis. 2,490 kw, aur. 249 kw; change HAAT to 1,966.2 ft.; change ant., and change TL. Action July 31.
- **KTZO** (ch. 20) San Francisco—Granted app. to install aux. transmitter and ant. sys.; change ERP to vis. 736 kw, aur. 73.6 kw; change HAAT to 1,226 ft.; change ant., and change TL. Action July 31.
- **WDZL** (ch. 39) Miami—Granted app. to change ERP to vis. 4,000 kw, aur. 400 kw. Action July 31.
- **WFLX** (ch. 29) West Palm Beach, Fla.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw. Action July 31.
- **WDKY** (ch. 56) Danville, Ky.—Granted app. to change ERP to vis. 1,248.8 kw, aur. 124.88 kw; change HAAT to 1,253 ft. and change TL. Action July 31.
- **WXIV-TV** (ch. 14) Greenville, N.C.—Granted app. to change HAAT to 957 ft. and change TL. Action July 31.
- **WJKA** (ch. 26) Wilmington, N.C.—Granted app. to change ERP vis. to 4,325 kw, aur. 432.5 kw; change HAAT to 1,641 ft.; change ant. Action July 31.
- **KJRH** (ch. 2) Tulsa, Okla.—Granted app. to change ERP to vis. 68.9 kw, aur. 6.89 kw; change HAAT to 1,388 ft.; change ant. and change TL. Action July 31.
- **KOED-TV** (ch. 11) Tulsa, Okla.—Granted app. to install aux. ant. Action Aug. 1.

In contest

Chief ALJ Thomas B. Fitzpatrick made the following rulings:

- **Bellingham**, Wash.—Bellingham Television Associates and Prism Broadcasting Corp. TV proceeding. Reopened the record. Added issues against Bellingham to determine whether its 20% partner, Forrest Preston, has terminated his interests in Caldwell Television Associates, app. for new TV in Caldwell, Idaho; if he is real person in interest in app. and whether amendment to app. contained misrepresentation. By MO&O July 30.

- **Glendale**, Ariz.—Marcell's Inc. FM proceeding. Granted motion by Marcell's for summary decision and resolved financial issue in it's favor. By MO&O.

ALJ John M. Frysiaak made the following rulings:

- **Wichita**, Kan.—FM proceeding. By separate orders, granted petitions and dismissed with prejudice the respective app.'s of: Constance J. Woodlinger, Palmer Communications Inc., Young Broadcasting Co., Mid-States Broadcasting Inc. and Wichita Wireless Corp.; dismissed app. of Telecommunications Partners Ltd. with prejudice and granted joint request for approval of agreement. Dismissed app.'s of Great

Plains Communications Inc., Channel 287 Inc., Stacia Broadcasting Corp. and Douglas Broadcasting West Inc. with prejudice and granted app. of Sedgewick Broadcasting Inc. for new FM in Haysville. By MO&O Aug. 1.

- **San Juan**, Tex.—AM proceeding. By separate actions, granted joint request for settlement by Chapman Broadcasting Co., Gisela Rodriguez and Texas Gulf Coast Broadcasting Co. Dismissed Texas Gulf Coast Broadcasting Co.'s app. for Donna, Tex., with prejudice. Granted motion by Rio Broadcasting Co. and dismissed it's app. for change in facilities of KIRT(AM) Pharr, Tex., with prejudice. By MO&O July 31 and by order, Aug. 1.

ALJ Joseph Stirmer made the following rulings:

- **Coeur D'Alene** and **Hayden**, Idaho—FM proceeding. Granted joint request for settlement by Communications Group Inc., Ridgeroad Broadcasting, Crossroads Media and Tri-County Broadcasting. Dismissed app.'s of Ridgeroad, Crossroads, and Tri-County with prejudice. Granted Communications Group's app. for new FM in Coeur d'Alene. By MO&O Aug. 2.

- **Ames**, Iowa—TV Proceeding. Granted motion for summary decision and resolved short-spacing issue in favor of Metro Program Network Inc. By MO&O July 31.

- **Nicholasville**, Ky.—AM proceeding. Granted motion by Cumberland Valley Communications to add issue to determine whether Black Gold Broadcasting maintained public file in community of Bonnyman. By MO&O Aug. 1.

ALJ Joseph Chachkin made the following rulings:

- **Glendale**, Ariz.—Marcell's Inc. FM Proceeding. Granted motion and dismissed app. of Continental Broadcasting Corp. of Arizona with prejudice. By order, Aug. 9.
- **Burlington**, N.J.—Delaware Valley Television. TV proceeding. Granted motion by AGK Communications and dismissed its app. with prejudice. By order, Aug. 9.

ALJ John H. Conlin made the following rulings:

- **Seward**, Alaska—Fletcher Communications and Mildred B. Townsend. FM proceeding. Granted motion and dismissed app. of Fletcher Communications. By order, Aug. 9.
- **Lindsborg**, Kan.—Osage Radio Inc. and Smokey Valley Broadcasting Inc. FM proceeding. Granted joint request for settlement, dismissed app. of Osage, granted Smokey Valley's app. and terminated proceeding. By order, Aug. 9.

ALJ Frederic J. Coufal made the following rulings:

- **Fort Myers** Villages and **Cape Coral**, Fla.—Sunshine Broadcasting Inc. FM proceeding. Granted motion for partial summary decision by Skinner Broadcasting Inc. and resolved site availability issue in its favor. By order, Aug. 7.
- **Natchitoches**, La.—Barron Broadcasting Inc. and William W. Brown. FM proceeding. Granted request by Brown to extent of adding issue to determine whether Barron Broadcasting was required to file EEO plan. By order, Aug. 6.
- **Las Vegas**—Way of the Cross Nevada. TV proceeding. Granted petition of People of the Fire Ltd. to extent of adding issues to determine whether Hispanic Women in Broadcasting and Way of the Cross established and maintained public inspection files. By order, Aug. 9.

ALJ Joseph P. Gonzalez made the following rulings:

- **San Bernardino**, Calif.—Religious Broadcasting Network. TV proceeding. Granted motion by Q-N Telecasters Ltd. partnership and dismissed its app. with prejudice. By order, Aug. 9.
- **St. Joseph**, Mo.—Public Television 19 Inc. and Metro Program Network Inc. TV proceeding. Granted motion for summary proceeding and resolved financial qualifications issue in favor of Public Television 19 Inc. By MO&O. Aug. 3.

Call letters

Applications

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WMLA WRBAW Russell Withers Jr., Normal, Ill.
KMOB KURA Long Lines Broadcasting Inc., Moab, Utah

Existing FM's

WTWN WMLAW Russell Withers Jr., Leroy, Ill.

KMOB-FM

KKLX Long Lines Broadcasting, Moab, Utah

Grants

Call Assigned to

New AM

WSWG Greenwood Joint Venture, Greenwood, Miss.

New FM's

KQSS William D. Taylor, Miami, Ariz.
KXKK Interstate 10 Broadcasting of New Mexico, Lordsburg, N.M.
KXTO Capi Spanish Broadcasting Inc., Odem, Tex.

New TV's

WGEI Kadd Communications Corp., Tusculumbia, Ala.
WZGA Rome Television Inc., Rome, Ga.
WTHX Laurel Television Inc., Johnstown, Pa.
KJTL Thornberry Television Ltd., Wtichita Falls, Tex.

Existing AM's

KKMX KRZD Radio Colorado Northwest, Hayden, Colo.
WGTR WOOJ Dwyer Broadcasting Inc., Lehigh Acres, Fla.
KWAI KZHI KZHI Radio Inc., Honolulu
KYOT KARR Taylor Broadcasting Co., Great Falls, Mont.

WVSG WCCR Hudson Valley Broadcasting Corp., Cornwall, N.Y.
WROQ WAYS SIS Radio Inc., Charlotte, N.C.
WAGR WTSB Southeastern Broadcasting Corp., Lumberton, N.C.

WTSB WAGR Beasley Broadcasting of Eastern North Carolina Inc., Lumberton, N.C.
KTCR KWOK Telemonde Corporation, Wagoner, Okla.
KSGO KYXI Western Sun Inc., Oregon City, Ore.
WNRB WQBQ QBX Inc., Christiansburg, Va.
KNTR KOQT Ferndale Radio Partnership, Ferndale, Wash.

Existing FM's

WAIL WVFK Long Communications Corp., Key West, Fla.
KKOO-FM KTMS-FM News-Press Publishing Co., Santa Barbara, Fla.
WPXN WOKO Paxton Broadcasting Corp., Paxton, Ill.
KOWO-FM KQDE-FM Waseca Communications Inc., Waseca, Minn.
WGNY-FM WFMN Stereo Newburgh Inc., Newburgh, N.Y.
WROQ-FM WROQ SIS Radio Inc., Charlotte, N.C.
*WPSU WDFM The Pennsylvania State University, State College, Pa.
KLZY KPCQ-FM Camdeck Corporation, Powell, Wyo.

Existing TV's

WDBB KDBB-TV Channel 17 of Tuscaloosa, Tuscaloosa, Ala.
KCEC KEAE Arapahoe Silent Majority, Pueblo, Colo.
WTIC-TV WETG Arch Communications Corp. Hartford, Conn.

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Radio account executive: rapidly growing cable MSO, metropolitan NY ADL, seeks aggressive sales manager. Must have proven track record in radio sales. Will be expected to sell and administrate. \$20K plus percentage. Position available September 1. Send resume to Box X-91.

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Southern California urban contemporary FM seeks experienced radio salesperson. Contact Mike Thomas, K-106, Box 5192, Ventura, CA 93003. 805-647-1055. EOE.

Sales managers needed. Rapidly growing broadcast firm. Positions available in North Carolina, Virginia and South Carolina. Must be self starter and willing to carry a personal list and build sales staff. Send resume and salary requirement to Box X-73. EOE.

PBP sports/salesperson needed. Southern California FM. Must be strong on sales. Tape & resume to Mike Thomas, K-106, Box 5192, Ventura, CA 93003. EOE.

New station seeking aggressive sales manager & salesperson. Air work required. Opportunity to grow as we grow. Small mkt., 45 mi. north of Atlanta. 5000 kw, 880 khz. Resume, earnings history, salary requirements: Jack Appleton, 2794 Stonesmith Ct., Tucker, GA 30084. Opening September.

Experienced radio salesperson wanted. Fastest growing FM music station in Charlotte metro area — Z-100, WJZR-FM. Get in on ground floor. Great account list, good compensation, fun place to work. Call for interview today. 704-933-1121; 704-375-3718.

Experienced radio sales manager wanted. Florida's most powerful country station. Preferably with knowledge of central Florida market. Applicant will receive active account list and must be promotional-minded street seller with agency knowledge. The person we are seeking must be people-oriented, aggressive, able to motivate staff, possess strong desire to succeed. Good opportunity, excellent company benefits. An equal opportunity employer, M/F. Contact WGTO, P.O. Box 123, Cypress Gardens, FL 33880.

Top-rated FM, beautiful Corpus Christi, and strong sister-AM need salespeople with initiative. Call Bryce, 512-883-3516.

Expanding sales staff on 5kw AM/100kw FM, both top rated in market. Move to beautiful east Texas, economy good and growing. Need experienced salespeople. Write Richard Kelley, General Sales Manager, PO Box 7935, Tyler, TX 75711.

KNRY Radio, California's central coast, has immediate opening in its sales department for experienced account executive with management potential. Good salary, commission, benefits. Send resume to W. J. Beaton, Jr., General Manager, KNRY Radio 1240, P.O. Box 2108, Monterey, CA 93940.

Account executive. Aggressive, hardworking, honest and looking to advance to an excellent station in a medium size market? Then we're looking for you. Complete resume with references to Howard Stevens, KESY, P.O.B. 31037, Omaha, NE 68131.

Sales manager and salespeople for soon to be 24-hour, 5000 watt single station, 250,000 market. Real growth opportunity. Contact George Clark, WMMW, 21 Colony Street, Meriden, CT 06450. EOE.

Wanted small market sales specialist to grow with us. Stock opportunity possible. Sunbelt stations. 205-928-3396 evenings, Bob Clark. EOE.

Ohio FM A/C has opening for an account executive. Base, commission, bonus. Established position with winning team. Resume and letter to Jim Hopes, Vice President/Sales, WDIF, Box 10,000, Marion, OH 43302. EOE.

Sales manager. Great opportunity for salesperson, strong on local direct, to move into management. If you are a creative team player and would love to live and work at the beach, Send resume and track record ASAP to: Box 20132, Jacksonville, FL 32211.

Titles don't mean a damned thing. And, I don't care what color, race, religion, sex or how tall or short you are. Do you sell? Don't send me some tired, worked-over resume and past track record. I don't need a shark or a sardine and do not give a tinker's damn what you did in the past. I want to know what you're going to do for me in the future. Do you sell? If you sell, you will have earned privilege to work for me the next month. Sick to death of giving guarantees to non-starters, I am offering you an outlet for your talent, your skills. Make money for me and I'll shower you with titles and guarantees. I'll even marry you (for the weekend, believe me, I know a circuit rider in Vegas who'll perform the ceremony). I'll change my will and sell my family into white slavery. If you sell, you'll be working for a wonderful person and marvelous growth company in a retirement, resort, tourist community in the Sunbelt. What more could you ask for? If you don't sell, you'll be talking to yourself on the way out the door. Do you sell? Then call me right away: 602-753-9100, ask for the General Manager.

Sales manager—needed for an expanding AM med. mkt. station, western Pennsylvania. Must be aggressive, organized, outgoing. Minimum 5 years sales experience. Applicant will be expected to develop and train sales department. Salary negotiable. Cover letter and resume to Box X-100.

HELP WANTED ANNOUNCERS

Immediate opening for announcer for AC/MOR format. Good voice, good production and experience required. Good opportunity & benefits. Rush complete resume and tape to PD, PO Box 2250, Decatur, IL 62526. EOE.

Ocala, Florida's leading bright beautiful FM stereo, WMFQ, seeks morning communicator. Strong on production. Contact Fred Petty, P.O. Box 2092, Ocala, FL 32678. 904-732-2442. 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./

FM A/C needs pro for morning drive. Stable, mature, community involvement a must. We offer state of the art facilities, strong economic package and one of America's great cities to live in. T & R to: Jim Robertson, PD, WRVR, 5904 Ridgeway Pkwy., Memphis, TN 38119. EOE. No calls.

Northeast suburban top 50 market seeks morning entertainer; and morning newscaster. Send tapes and resumes to: 342 E. 78th Street, Apt. A, New York, NY 10021. EOE.

Morning DJ/program director needed for rapidly expanding adult contemporary AM station. Great Lakes region. Applicant must be dynamic, imaginative, have highly visible personality. Salary negotiable, minimum 5 years experience. Send tape and resume to Personnel Director, 130 Highway Drive, San Antonio, TX 78228.

Florida small market FM needs morning person—sharp, witty, communicator, good production—must be team player. Rush tape/resume to WAFC, Box 2106, Clewiston, FL 33440. WAFC is EOE.

Step up to sales and management. We'll train. Stock opportunity possible. Two Sunbelt small markets. Bob Clark, Drawer AS, Fairhope, AL 36532. EOE.

Experienced announcer, Northeast AM-FM. Some engineering or electronics background preferred. Must have reliable references. Good salary plus benefits. Opportunities for advancement. EOE. Resume to Box X-94.

Illinois small market growing country FM seeking morning personality to serve on-air and as sales representative. Resume/salary requirements to Box X-95.

Air personalities with strong production skills. Dynamic young broadcast group soon to develop mod country FM, upper midwest, offers ground-floor opportunity. An equal opportunity employer. Send resume to Box X-113.

HELP WANTED TECHNICAL

Studio and maintenance engineer for public radio station KSAC-AM. FCC license and experience required. Salary \$1341 month plus benefit package. Resume to Jack Burke, KSAC, McCain Auditorium, Kansas State University, Manhattan, KS 66506. KSU is an equal opportunity employer.

South Florida seeks aggressive working chief engineer for AM directional - FM class C. Knowledge of FCC regs required. Must be skilled in transmitter, automation, studio, related equipment. General class license required. Established group owner with diversified broadcast interests. Send detailed resume and salary requirements to Box X-48. EOE.

Palm Springs CA's best facility needs experienced CE familiar with computer based automation, who can run his/her department, advise, create and interface with others. Our facilities are as exquisite as our city. Send resume immediately. Phil Wells, KPSI AM/FM, 2100 E. Tahquitz-McCallum Way, Palm Springs, CA 92262. EOE.

Chief engineer, WIZE Radio, Springfield, Ohio. Technical education, FCC first or general class license, studio and transmitter maintenance experience required. Salary \$15,000-\$20,000, commensurate with ability. Fringe benefits. Send resume to Director of Engineering, Great Trails Broadcasting, 4 South Main, Dayton, OH 45402. Equal opportunity employer.

Chief engineer, AM-FM. Experienced/good references essential. Send complete resume outlining work experience, goals, salary objective to: Lynwood Judkins, President, WMAA, Box 3831, Martinsville, VA 24112. No phone calls, please.

Chief engineer, 59,000 watt full-time Christian radio station, top 50 market. Station paid benefits, salary dependent upon experience. Only well qualified persons need apply. Resume and references to Mr. Clair Miller, WFCJ-FM, Box 93.7, Dayton, OH 45449.

Group owned FM station, Washington, DC area, seeking highly motivated self-starter to manage its technical operation. Please send resume to Box X-117. EOE, M/F.

HELP WANTED NEWS

Northeast AM/FM updating news department applicant files. Send tape/resume to Network, Box 794, Princeton Junction, NJ 08550. EOE, M/F.

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

News director. Local news needs developing from scratch. Capable person for on-air news. T/R to Bob Dehn, Operations Manager, WDCS AM/FM, Box 231, Dillon, SC 29536. An equal opportunity employer.

Future award-winning news director, Alaska AM. Requires two years radio news experience. Station heavily committed to news. Only total professionals in news gathering, writing, reporting need apply. Resume/tapes/salary history to KGHX, 1028 Aurora Drive, Fairbanks, AK 99701.

Need versatile anchor/reporter with J-degree, authoritative delivery, good writing skills, at least 2 years experience to join top rated country station, KXXY-AM/FM, Oklahoma City. Tape, resume to Ralph Combes, ND, 101 NE 28th, Oklahoma City, OK 73105.

News director: coordinates news programs on public radio station KXCX, some reporting, may teach broadcasting course in fall and spring semesters. Master's degree in related field with three years experience in radio news preferred. Bachelor's degree considered. Position available immediately. \$15,000 annual salary with good fringe benefit package. Apply to: Director of Personnel, Northwest Missouri State University, Maryville, MO 64468. Affirmative action/equal opportunity employer.

News anchor/talk show host. Experienced professional needed to handle magazine-type program. Resumes/tapes: WNIS, Box 10306, Norfolk, VA 23513.

WJEQ-FM, Macomb, IL, #1 ABC affiliate, looking for experienced news director to take charge of three-person news staff. University community of 25,000. Applicant should have progressive experience in radio news. Salary \$15,000 plus. Resumes/tapes to Flynn Hanners, WJEQ, 1506 East Jackson, Macomb, IL 61455.

News radio 1470/WKLZ, west Michigan's only news and information station, needs experienced reporter/anchor now. Hard work, long hours, dedication, competitive spirit musts. Prefer man/woman looking to move up from smaller market. Letter, resume, tape immediately to General Manager, WKLZ, 2315 Schippers Lane, Kalamazoo, MI 49001.

The Twin Cities number one newsteam needs you right now! We have reporter/anchor position to fill immediately. Good journalism skills a must to cover this unique market of 100,000+ for news/information-oriented AM and rock FM. T & R: Bob Kizer, P.O. Box 107, St. Joseph, MI 49055.

News director - college degree in journalism or experience a must. Send tape and resume: WMMW, 21 Colony Street, Meriden, CT 06450. EOE.

Reporter/anchor wanted for building newsteam. Need authority, ad-lib abilities, solid reportorial skills. Previous experience a must. T & R to: Scott Witt, ND, KLMS, POB 81804, Lincoln, NE 68501.

News WFSU-FM, Tallahassee, FL. Hosts local Morning Edition. Develops, plans, prepares, presents major news programs for WFSU-FM. Strong writing and on-air skills needed as well as good reporting skills. 1 yr. exp. in radio broadcasting; or completion of broadcasting or mass communications program. Min. salary \$13,676. Application deadline: Sept. 6, 1984. Contact: FSU Personnel Relations for application instructions. 904-644-6034. Send audition tape to WFSU-FM, 2561 Pottsdamer St., Tallahassee, FL 32304.

Small/medium market news director to do it all. Must love news gathering and want permanent home. Resume/tapes: KCIN, Box 1428, Victorville, CA 92392.

Experienced news director, Colorado Springs AM-CHR and FM-Easy Listening combo. Ability to use, teach conversational highly-relatable news, deal effectively with spot news. Would oversee three-person staff. Minimum five years experience. Send T & R to Dan Shanahan, P O Box 1457, Colorado Springs, CO 80901.

Award winning news/talk station expanding. Need street reporter that can write/deliver. T & R, writing samples to Karl King, ND, WRTA, P.O. Box 272, Altoona, PA 16603. EOE.

Dynamic young broadcast group acquiring upper Midwest facility seeks experienced news director. Morning anchor and public affairs among responsibilities. Make it happen and write your ticket! An equal opportunity employer. Send resume to Box X-112.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Development director. Responsible for planning on-air fundraisers, recruiting volunteers, securing local underwriting, coordinating bi-monthly program guide maintaining membership files, other similar activities. Requires Bachelor's degree with 3 years experience in fundraising & public relations. Strong writing & communication skills. Salary: \$17,000 - \$19,000, excellent benefits. Resume & references by Aug. 31 to George Beverley, KVLU, Box 10064, Beaumont, TX 77710. EOE.

Looking for creative, organized copywriter for new contemporary radio station. Experience required. Personnel, KELT-FM, P.O. Box 711, Harlingen, TX 78551. Affirmative action/equal opportunity employer.

Production director. Hot A/C, beautiful Napa Valley California (45 miles from San Francisco), looking for production whiz who can do it all. Creative copy voices, dialects, the works. Possible air shift involvement for person who can take on demands of this production assignment. Only experienced need apply. Rush your best production cassette samples and air work to: Torr Young, KVVN-FM, PO Box 2250, Napa, CA 94558. EOE.

Immediate opening. Our PD/promotions director was snatched by national chain. We're looking for someone on the way up—with small or medium market experience as CHR PD. Creativity, common sense & good people skills a must. Operational latitude & challenge provided: Y-107 is #1 in its NYC suburban market. T & R to: J. Hoffman, 156 Broadway, Long Branch, NJ 07740. EOE. No calls.

SITUATIONS WANTED MANAGEMENT

Few and hard to find: young workaholic-family man. Eight years broadcast experience. Proven sales track record! Sales/station management! I will make us money! One of the best and have proven it! Write me at Box X-20.

Owners/attention. Not getting the results you should on your investment? Consider this general manager with 22 years experience as a successful broadcaster, success that's measured by results. Join the winners' circle with a GM that's done it all. Write Box X-53.

Multi-station ownership expanding or not fully developed should check my credentials. Major market broadcaster currently responsible of day to day operation of this financially successful absentee ownership group. Looking for top management position. I'm expensive but will be your most economical employee. Write Box X-55.

Ready and qualified to take on responsibilities of station management. 20 years as OM and PD at top stations in large and medium markets. Some sales. I'm product-oriented and business minded; motivator with winning attitude. I know radio inside-out and know what it takes to be #1, in ratings, sales and community. Great references. Currently employed. Mikel Hunter Herrington, 702-368-0529.

Looking for first general manager's position. 23 years experience, including sales and corporate operations-national program director of chain. 216-257-5004.

GM - 15 yrs - top 10 sales experience, seeks stable medium market situation. Took last station from scratch to 18.2 share in eleven-station market. Asset appreciation x4 in three years. Mel Browning, 812-466-7227; 235-1663, PM.

VP-controller, 20 years, GM, GSM. Small, medium & large markets. Strong P & L control, personnel, sales & marketing. Partner selling. 307-765-2332.

GM, AM FM, any format, any location, top 50 mkt. station or small mkt. group manager. Strong sales and staff motivation; Organizational background. Top references. Jim Hardy, 303-973-4615.

Gen. mgr. Sales, promotions, air. Leadership, motivation. Presently major Eastern suburban mkt. Desire West Coast return. Box X-89.

Use me! I've got ten good years left and a lifetime of experience in broadcasting. Presently employed. Good rapport with clients and staff but would like to relocate. 30 years in same market is enough. Box X-15.

SITUATIONS WANTED ANNOUNCERS

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-77-0749.

make my reputation the old fashioned way—I earn it. Thoroughly research my references, experience and abilities. You'll find I represent lasting quality. I'm an experienced AC communicator and MD named Dave Hutchings, 617—646-6005, days. Prefer North-central, Midwest, Plains or Northeast, small-med mkt.

Available immediately. Working disc jockey, good production, copy writing. Broadcasting school graduate. Days 319—355-4212; nights 319—324-6646, Tom.

Female DJ. Go anywhere. Production, news. Entry level. Broadcast school graduate. Janelle, days: 319—355-4212; nights: 319—355-7933.

Want Christian broadcasting. Employed part-time, Rock Island, Illinois. Experienced DJ, PBP, production, excellent news, interested sales. Jerry, days, 319—355-4212; nights, 319—326-5159.

Several years small market experience. Have done TV control work and copywriting. Dennis Kann, P.O. Box 2619, Minneapolis, MN 55402.

Professional sounding beginner. Dependable; enthusiastic. Any shift. Immediate. Will relocate. Jeff Schmidt, 414—353-7544.

Good morning man. Adult MOR, easy-listening, classical, religious, talk formats considered. Eight years on-air experience, ten years broadcasting-related production and public speaking experience. Excellent delivery, expressive Midwestern voice. Dependable, versatile talent. Prefer western states, but will consider all locations. Chuck, 303—978-1441, Box 24350, Denver, CO 80224.

Writer wants on-air work. Have tape. Experienced interviewer. Mature. Professional. Will relocate. Samantha, 201—773-3492.

Beautiful music announcer, from Bonneville's KOIT, also KJOI, LA. Prefer large market. 602—956-6677.

15 years professional radio experience. FCC 1st class. Quit major market 3 years ago, retired to beautiful Ozarks. Peace and quiet is driving me nuts! Ready for the ratings brawl. Strong news/production - excellent talk/interview. Super country air personality. Will consider any location for right pay. Available Sept. 1. Troy Young, 501-743-1946.

I'm looking for a full-time position with AC or top 40 station. Anywhere in continental U.S. Education, experience. Call Fritz, 616—755-4974, for tape and resume.

Rich Hancock, morning personality, is available for Christian radio station or network. 20 years in radio. Major market experience. 503—773-4416.

Fun loving communicator who combines wit & substance looking for that unusual station that values resourcefulness & creativity! Phone-interview skills. Great voice. Major market experience. Relocate immediately. 216—732-8383.

Available immediately. Go anywhere, want DJ-sports-PBP. Good production, news, broadcast school graduate. Ron, days, 319—355-4212; nights, 319—926-2454.

Employed KBQC, Bettendorf, Iowa. Experienced DJ, PBP, production, good sports, go anywhere. Brian M., days, 319—355-4212; nights, 319-355-0963.

Experienced DJ and PBP. Excellent voice/production. Want small/medium Midwest station. Scott, days, 319—355-4212; nights 815—259-8261.

SITUATIONS WANTED TECHNICAL

I have the education, experience, dedication and expertise to be your chief engineer. Many years AM/DA/FM/stereo etc. Box X-56.

SITUATIONS WANTED NEWS

Major college PBP man seeks division I FB & BB PBP position for Fall. Write Box X-44.

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 director/wire and audio stringer/talk show host in small market seeks reporter's position with all-news station or network. Sharp writing, actuality, delivery. Multilingual. Chris, 818-899-7989.

Sportscaster—PBP, sportscasts, sportstalk. Eight years experience. Stable and excellent. Seeking major/upper medium opportunity. 803—574-7132, Gary.

Midwest-Rocky Mountains: experienced sportscaster/PBP for your college market. Voiced NJCAA football champions last fall, now ready for you. Award winner. Open to news, talk, jock combos with sports. 316—251-0439, evenings.

Experienced newsman seeks Minneapolis—St. Paul market. Excellent writer, organizer, voice. Angelo, 212—338-8328 between 12PM-1PM EDT.

College fb, bkbl, baseball, hockey PBP, reporting. 9 yrs. exp. Former U. Ill., Montana network voice. Single, available now! Tom Morris, 2815 Eaton, Missoula, MT 59801. 406—728-5000; 721-9315.

Humor, hustle, and sportscasting muscle! Why writer, rousing announcer, seeks college PBP or medium market. Stellar credentials, attitude top-notch. Call Barry, 516—692-5188.

Energetic anchor. Superior reporting/writing skills surpassed only by polished, personable on-air presentation. Looking for Northeast major market with heavy news commitment. Box X-101.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Killer country PD; top 20 market experience seeks challenge, South or West. Reply Box X-59.

TELEVISION

HELP WANTED MANAGEMENT

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.

Group program director. Rollins Telecasting, group owner, creating new position of corporate director of programming/research located in Atlanta and reporting to VP of television. Must have at least three years station experience as program director with analytical ability adaptable to program, sales, market research. Hands-on personal computer ability helpful. Will work with affiliate station GM's to research/evaluate programming. Resumes only and salary history to Jack Robinette, Rollins Telecasting, P.O. Box 647, Atlanta, GA 30301.

Local sales manager. Group affiliate owner, dynamic West Coast growth mkt., has excellent opportunity for aggressive, take-charge LSM. Musts: motivation, organization, new business development. EOE. Write Box X-34.

New full-service independent, Chicago. Five to ten years independent background, start-up experience preferred. Strong operations experience, heavy sales orientation. Write Box X-45. EOE.

General manager: top group-owned VHF affiliate seeks GM with solid experience in budgeting, cost control, news, sales and programming. Station in economically sound Southeast. Resume in confidence to Box X-46. EOE, M/F.

HELP WANTED SALES

Move to Florida! Looking for experienced broadcast advertising sales rep to market local cable TV avail. Good commission schedule, gasoline allowance. Potential for management with this young, progressive company. Submit resume to P.O. Box 849, Vero Beach, FL 32961

TV account executive. #1 VHF independent, top 15 market, seeks experienced, team oriented person with proven track record. New business development a priority. Individual should have ability to use INTV and TvB data for retail presentations. EOE. Write Box X-29.

Account executive: West Texas NBC affiliate serving Midland/Odessa has immediate opening for an aggressive salesperson. Previous TV/radio sales experience helpful. Excellent growth potential. Apply in-writing to: Diana Dixon, Sales Manager, KTPX-TV, Box 6699, Midland, TX 79711. EOE.

General sales manager. Leading SE Sunbelt network affiliate has immediate opening for aggressive GSM with strong national sales background. Medium market, excellent ratings/growth potential. Must be able to direct sales mgmt. team & get results. EOE. Resume/salary history to Box X-66.

General sales manager. Medium market station, excellent reputation, looking for general sales manager capable of all appropriate responsibilities including budgeting, and managing local sales/traffic departments. Minimum 7 years experience in television sales. Applicant responses kept confidential. Resumes to Box X-43.

If you like creative selling, if you thrive on account development, have a proven track record (2 years minimum experience), send your resume and salary requirements to General Sales Manager, WYTV, 3800 Shady Run Road, Youngstown, OH 44502. EOE.

Independent, 38th largest market, seeking experienced general sales manager. Great opportunity with top broadcast group. Send resume and salary requirements to: Tim Lynch, GM, WMKW-TV, Box 30030, Memphis, TN 38130.

TV sales. Outstanding opportunity at KEKR-TV! Sales experience required; Prefer direct sales background. Resume to Lee Mallory, KEKR-TV/62, 2111 Blue Summit Drive, K.C., MO 64126. EOE/M-F.

Fastest growing Sunbelt independent, top 50's market, has immediate opening for aggressive, knowledgeable marketing sales person. Ability to package and develop new business as well as handle established list. Should have minimum 2 years TV sales, with independent preferred. Send complete resume to Marty Sokoler, Local Sales Manager, KLRT, PO Box 2413, Little Rock, AR 72203.

Local sales manager. Small market television station, SW. Career opportunity with strong personal growth potential. Submit resume/salary history to: PO Box 60773, Oklahoma City, OK 73146.

Local sales manager— ABC affiliate, Medford, OR, looking for strong, aggressive local sales manager. Min. 3 years experience with strong marketing & management background preferred. Send resume to Roger Bird, KDRV-TV, Box 728, Medford, OR 97501. EOE.

National sales manager. Small-market (130's ADI) group owned ABC affiliate seeks knowledgeable, skilled NSM. Previous TV station national sales and/or rep sales experience required. Send resume and compensation requirements to Box X-83. Equal opportunity employer.

General sales manager. Solid growing Western independent television station in fourth season seeks experienced professional general sales manager. Excellent track record a must. Position requires administrative skills. If you're our person, send detailed resume and billing info. Salary and commission 50+%, send inquiry to Box X-110.

HELP WANTED TECHNICAL

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

Assistant chief engineer: Denver station seeking applicants with extensive technical/managerial skills, experience in commercial television, dedication to excellence. Full facility station has challenging opportunities for aggressive go-getter. KWGN-TV, P.O. Box 5222, Englewood, CO 80155. EOE.

Chief engineer: UHF independent television. On-air 7 months. New equip. Transmitter experience preferred. Supervise maintenance and operators. Salary based on experience. Contact Mr. Butler, WKCH-TV, 109 Churchwell, Knoxville, TN 37327 615—971-4343.

Maintenance engineer w/digital experience. Large central Florida production facility. Familiar with Grass Valley 1600 switchers, TK-46 & Sony BVP 330 cameras, RCA and Sony 1" VTRs, 1/2" & 3/4" duplication VCRs, Chyron IV & RGU 1, RCA Quad, Neve 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.

Chief engineer wanted, AM/TV public broadcast station, Bethel, Alaska. If you have extensive experience overseeing, maintaining and repairing transmitters, microwave, VTRs, cameras, switchers, translators, this may be the opportunity you've been waiting for. Small-town atmosphere on one of the greatest salmon rivers in the North; bring your FCC general class license and expertise to the great land. Salary commensurate with experience. Deadline for applications 9-1-84. Resumes to Jerry Brigham, General Manager, KYUK TV/AM, PO Box 468, Bethel, AK 99559. EOE.

Maintenance technician. Expanding staff—immediate opening for experienced broadcast TV maintenance technician. Minimum 2 years experience in component level repair of TV broadcast equipment. Military or technical electronics school or equivalent. Excellent salary/benefits. McGraw-Hill Broadcasting Co. Contact Norman Hall, KERO-TV, P.O. Box 2367, Bakersfield, CA 93303. 805—327-1441. EOE.

Director of engineering operations: responsible for all engineering administrative and technical level duties necessary for maintenance and operation of public television station operating Ampex transmitter, 3 translators, in-state microwave, PBS satellite downlink; full color studio, remote unit, editing and EFP equipment; formatting on 1", 2" and 3/4" tape. Development and maintenance of operating and capital budgets and supervision of engineering staff of 8. Requires: college/Associate degree, 5 years of experience, 3 of which must have been in supervisory/administrative position. First class FCC license required. Salary dependent upon experience, range \$25,971 to \$35,471, with excellent benefits. Send resume to: WVPT, Port Republic Road, Harrisonburg, VA 22801. Equal opportunity employer. Deadline: August 31.

KHON, Honolulu, seeks qualified TV maintenance technician. Applicant should possess a degree in electronics or equivalent experience in broadcasting and FCC 1st or general radio telephone license. Resume and salary requirements to KHON, 1170 Auahi St., Honolulu, HI 96814. Attn: Engineering Supervisor. EOE

Assistant chief. New Kansas City UHF independent needs sharp hands-on assistant with heavy maintenance and UHF transmitter experience. Send resume to: Chief Engineer, KEKR-TV, 2111 Blue Summit Drive, Kansas City, MO 64126. No phone calls.

We're adding maintenance position to our TV engineering staff. Strong experience of 5 years or more in studio maintenance required. FCC general license or SBE certification preferred. Come experience beautiful North Carolina. Apply to Chief Engineer, WPTF-TV, Box 1511, Raleigh, NC 27602. 919—832-8311.

Engineering director. Public UHF-TV/FM, 3 cable channels, ITFS channels W/140 receive sites. 24 hour NPR station, 20,000 hours annual of TV origination—strong emphasis on local studio and remote production. \$35,641 - \$51,918, superior benefits. Resume/letter describing management, UHF, FM, microwave, studio experience to Mr. Lonnie Coleman, Management Selection, 1410 NE 2nd Avenue, Miami, FL 33132, by September 5, 1984. For information, call Don MacCullough, 305—350-3307.

Maintenance engineer with TV station experience/solid knowledge of state-of-the-art electronics. To maintain and install equipment at fast growing UHF commercial independent station and production facility. Send resume to: Chief Engineer, WDCA-TV, 5202 River Road, Washington, DC 20816. No phone calls please. EOE.

TV master control operator and technician. Must be graduate of television technical school, FCC 1st class license, at least 18 months experience in on-air operation. Should be familiar with 1", 2" and 3/4" equipment, RCA film and Eastman projectors. Resume to Box X-85. EOE/MF.

Broadcast engineer. Immediate opening. Experienced engineer with radio, TV or cable background for Washington, DC communications consultants. College degree and minimum 3 years technical experience, with minimum 2 years TV technical experience preferred. Excellent writing skills and attention to detail essential. Extensive travel. Excellent compensation, benefits, opportunity to advance. EOE. Resume/salary requirements to Box X-99.

Director of engineering. An established UHF station, with plans for future expansion of facilities, has need for well-qualified engineer to oversee capital projects. Must also possess a desire for hands-on maintenance, along with ability to train/supervise. Five years' experience and BSEE or BSET degree desirable. Excellent salary and benefits program. EOE. Box X-102

HELP WANTED NEWS

Assistant news director sought by dominant South-west VHF network affiliate. Applicants must have at least five years experience in the business. Must be able to work well with people. Helpful to have some management experience. Degree helpful, but not mandatory. Excellent city and news operation. Send resume to Box X-11. EOE.

Investigative reporter. Large, award winning investigative unit in major Midwestern market wants an excellent investigative reporter. We require 3 years experience in investigative work and sharp story telling skills. Please send resume and written synopsis of your work to Box X-26. No tapes please.

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

Assignment editor, top-rated affiliate, mid-Atlantic area. Previous experience a must. Send resume and salary history to Box X-62. EOE/MF.

Weekend weather anchor/news reporter. Top-rated news department looking for full-time, personable individual with weather credibility. Tape/resume to News Director, WMTV, 615 Forward Drive, Madison, WI 53711. Equal opportunity employer.

Experienced medical and science reporter. Resume and salary requirements to Box X-52. EOE.

Co-anchor/reporter—top rated CBS affiliate seeks experienced aggressive individual with production skills. Send tape and resume to: John Harris, KLBK-TV, P.O. Box 1559, Lubbock, TX 79408.

Morning and midday anchor. WIS-TV, Columbia, SC. Must have some anchor experience. No beginners please. WIS-TV is committed to excellence. We recently won UP's national award for best newscast of the year. Send tape, resume, salary requirements to Gary Anderson, Assistant General Manager/News Director, WIS-TV, P.O. Box 367, Columbia, SC 29202.

Reporter, San Jose. KNTV-TV looking for exceptional writing, on-air skills. Minimum two years TV news experience. No calls. Send tape and resume to: Tom Moo, News Director, KNTV-TV, 645 Park Ave., San Jose, CA 95110. KNTV is an equal opportunity employer.

Weatherperson. Six/ten weather. Broadcasting background. Graphics, radar. Contact Operations Manager, KQTV, P.O. Box 247, St. Joseph, MO 64506. EOE.

News producer. KWTW-9, number 1 station, OKC market, seeking weekend news producer. Must be able to write, copy edit, format fast-paced, graphically-oriented newscast. Will substitute on other newscasts as necessary. Requires: degree in journalism or broadcasting and 1 year prior related experience. Send resume and tape of recent show to Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/MF.

Executive producers & producers needed. Send tapes and resumes to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203—637-3653.

Weekend anchor—producer/reporter. Produce/anchor Saturday/Sunday newscasts. General assignment reporting three weekdays. Solid presentation skills. Reporting, producing, ENG experience. Good understanding of graphics systems. Strong writer. Degree in broadcast journalism preferred. Tape/resume to: Grant Price, KWWL-TV, 500 East Fourth Street, Waterloo, IA 50703. 319—291-1207. EOE.

Reporter/anchor. Broadcasting background. General assignment. ENG photography, editing, anchor work available. Contact Operations Manager, KQTV, P.O. Box 247, St. Joseph, MO 64506. EOE.

News producer for Eyewitness News team. Background in writing, reporting, editing preferred. Must be able to coordinate activities of everyone involved in preparation of 6:00 and 11:00 newscasts. Experience required. Send resume/tape to Sherry Lorenz, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30913. A Television Station Partners station. EOE.

Anchor/producer: KQCD-TV, Dickinson, has opening for anchor/producer. Duties include anchoring, news writing, some reporting and photography. Interested parties send resumes to Dick Heidt, Box 1738, Bismarck, ND 58502. We are an EOE.

Anchor/reporter. #1 CBS affiliate, Sunbelt, needs an anchor/reporter. Must be self-starter who can produce own shows. Need good interview skills. Require: 4 years in television; anchoring preferred. Tape, resume salary requirements to News Director, WTVR-TV, 330 West Broad Street, Richmond, VA 23230. No phone calls please. EOE.

Newscast producer and newscast director sought to add positions. Experience and desire to deliver the best looking product are the keys for the successful candidates. Interested? Send resume, salary history and your written way of doing things. Our staff knows the opening. EOE. Box X-81.

Staff expansion: reporter-photographer with good ideas, who can take direction, produce good looking interesting packages. We have solid operation and want real contributor! Resume, salary history, and your written reasons to join us. EOE. Write Box X-82.

Group-owned stations in 4 Midwestern markets seeking self-motivated TV people. Possible openings to anchors, reporters, sports people. Excellent benefits good pay, growing company, with room to move up. Send resume to Box X-84. EOE/MF.

Producer/coordinator, 5-state regional satellite news feed. Complete day to day operational responsibility. Financial participation/ownership opportunities. Based in Dallas. Part of national operation. Resume/availability date to Box X-92.

Manager, strong news background, to tackle challenge of running national satellite-fed news service from Washington, DC. Business background required. Stock ownership + investment possibilities. Start-up business; major mkt. clients. Resume to Box X-93.

Weathercaster—net affiliate, Sunbelt, looking for experienced professionals for prime and weekend weather casts. Meteorologists preferred. Resume/salary requirements to Box X-106. Equal opportunity employer MF.

Anchor/producer. Eastern station seeking strong, personable professional. 3-5 years experience preferred. Resume/salary requirements to Box X-111.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Commercial photographer—editor. Creative challenging position for person who works well independently. Job involves location and studio production. Previous experience or equivalent training necessary. Send resume to Box X-69.

TV producer (senior producer). WOSU-TV, the Ohio State University is seeking TV producer to produce and supervise the production of fine arts, news and public affairs TV programs and high school quiz show. This individual also drafts and presents proposals, prepares/monitors budgets, ensures productions comply with policies and regulations, produces and directs ancillary materials, and evaluates program content. Applicants must have a Bachelor's degree in communications or related field or equivalent combination of education and experience producing, writing and directing TV programs, preferably in public broadcasting. Supervisory and budget management experience preferred. Starting salary: \$18,960 - 21,120. Candidates should apply by August 31, 1984, to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Avenue, Columbus OH 43210. An equal opportunity/affirmative action employer.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Promotion writer/producer. Top 20 market seeking hard working, self-motivated creative writer/producer. High quality concepts/exceptional production skills are musts. We seek person who is deadline-oriented, great quality concerned. Send resume and tape to Promotion Manager, KCNC-TV, P.O. Box 5012, Denver, CO 80217.

Promotion director: raise hell, make waves for Chicago's power indie. One-person band with strong hands-on writing, editing, production experience. Work with strong agency, young staff in fluid, fast-growth job. Full responsibility on-air look, press relations, outside events. Tapes and resumes to Mike Dunlop, WPWR-TV, 500 N. Dearborn, Chicago 60610. EOE/MF.

Punch in the sun. South FL affiliate seeking director to punch snappy news shows. Must have 1 yr. fulltime directing experience. Salary open. T & R: Ken DeGennaro, WBBH, 3719 Central Ave., Ft. Myers, FL 33901. EOE.

Program/operations manager - #1 CBS affiliate has good opportunity for right person. Job includes responsibility for station programming; contact with network; also, overall responsibility for station production, promotion, on-air look. Production background preferred. Administrative/people skills a must. Send resume, salary history and career objectives to General Manager, WTVR-TV, 3301 West Broad, Richmond, VA 23230. EOE.

Staff director. Do live newscasts, produce commercials. Salary commensurate with experience. Excellent fringe benefit package to go along with working in modern facility. Send resume to: David Cummings, WWNW-TV, 120 Arcade Street, Watertown, NY 13601. EOE.

TV talk show host. ABC affiliate, south Florida, seeks creative television personality to host live studio audience show. Must be knowledgeable of current issues and possess good writing skills. This individual should be organized, have good personality, and able to work with wide variety of personality types. Field production and editing experience required. Resume and tape to: Personnel Manager, WPEC-TV12, Fairfield Drive, West Palm Beach, FL 33407.

Freelance director for public television documentary. Four-week negotiable contract October. Must have previous historical documentary experience and ability to work creatively with vintage material. Resume and tape by August 30 to Beth Nogay, Producer, WPBY-TV, Third Avenue, Huntington, WV 25701. AA/EOE.

Director. Northeast market leader seeks director for evening newscasts. Extensive experience in directing newscasts a must. Resume/salary requirements to Box X-105.

Promotion department assistant. Strong copywriting skills required. Responsibilities include on-air scheduling, coordinating special promotions, some clerical duties. Send resume and tape no later than August 27 to Personnel, WTRF-TV, 96 16th Street, Wheeling WV 26003. EOE.

SITUATIONS WANTED MANAGEMENT

General manager. People motivator. Experienced in sales, all phases TV operations. Energetic, creative. Seeking new challenge. Box X-35.

Director of engineering, 27 years broadcast experience including 17 as corporate engineer over both large and small markets; strong on people management, technical assistance in acquisitions and mergers, large or small construction projects. Tough purchasing negotiator. Excellent health, willing to travel as required. Domestic and international experience. Phone 702-827-1466. Box 70206, Reno, NV 89570.

Engineer/lawyer (BSEE/JD). Recent law school graduate with 3 years NYC TV network engineering experience desires station management position or communications/entertainment legal work. Write James Talbott, 324 Knoll Top Lane, Haddonfield, NJ 08033.

Independents only! Rare breed GM/GSM. Looking for opportunity. Best track in country. Signed on top ten indy, built sales staff, managed local, regional, national sales. Experienced in traffic, programming, film editing. If you're signing on or just need help, save yourself some time and \$. I've been there; can deliver. Box X-116.

SITUATIONS WANTED SALES

Program sales. Young, aggressive broadcast professional desires syndication sales position based in Atlanta. Extensive rep & independent station background. Box X-86.

SITUATIONS WANTED NEWS

ENG photographer, editor, videotape operator seeks permanent position. Charles Rakestraw, 615-272-4625.

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 617-322-4423. Opportunity is more important than starting salary.

Meteorologist. Award-winning weathercasts, good ratings, and computer weather experience, available now. Stuart, 314-962-8419.

News director. Managing editor small/medium market seeks position in larger market as news director or assistant news director. Write Box X-18.

I do weather right. Excellent forecaster with some television experience. Hurry, operators are waiting, call now. Dave, 312-862-0102.

Tower toppled in Topeka. So, anchor/producer/reporter seeks solid medium market opportunity. Mature, strong, former ND. Ric, 913-233-7281.

Survivor of multiple ownership changes, regimes, formats, consultants. Ratings have grown - so have I. 35-yr. old small mkt. anchor/producer. My outside reporting is next morning's conversation. Light touch where appropriate. Box X-88.

Former Washington news/sportscaster/interview show host desires return to air after mgmt. career. Let's talk. Box X-90.

Meteorologist with major market experience seeks long term commitment in another major/medium market. Highly skilled in computer graphics, extremely knowledgeable on color radar, and has the A.M.S. seal of approval. Handsome, loves weather, enjoys presenting in relaxed, professional manner. Box X-98.

Documentary/series producer with track record desires challenging position. Diverse qualifications. Competitive, creative, dedicated. Interested in top 30 market. Box X-104.

Attention small/medium market news directors: proven, experienced, presently employed top 20 market writer/production assistant/nightside assignment editor, with strong production background, seeks growth opportunity towards news producing. Incredible references from top news people. Available immediately. I'm the hard working, dedicated professional you need. Let's talk. Box X-114.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

USDA Grade A! Top choice college graduate, 4 yrs. studio experience, seeks entry level production position. Talented! Creative! Hardworking! Likes exclamation marks! Prefers remaining in NYC area. Steven Droge, 19 Hiview Rd., Wappingers Falls, NY 12590. 914-297-9295.

Production position desired in commercial/industrial field. Four years experience as producer/director of educational television. Wide range of experience/abilities. Will relocate. Resume/tapes available. Contact Doug Myer, Box 702753, Tulsa, OK 74170.

Husband & wife team - comedy/interview/features. Broad experience. Excellent writers. Built-in rapport! Young (33), very photogenic. Seek challenging broadcast situation anywhere in the country. 201-288-6687.

Eager to start now in radio/TV production-college graduate, military training. I'm good. 313-422-3233, Dave.

Two years ago, I was sidetracked behind the cameras as producer and writer, and picked up Emmy nomination, and major documentary award. I'm now seeking to return to show host/feature reporter, and do the same. Let's do it together. Write Box X-103.

ALLIED FIELDS

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Writer/producer/director: Plan, write, produce, direct informational and instructional radio/television programs. Strong writing skills, creativity, ability to translate technical material into understandable programs essential. Bachelor's degree in radio/television or related field, one year experience in educational/industrial television required. Two or more years experience preferred. Resume and cover letter to: Director Human Resources, College of Dupage, 22nd and Lambert Road, Glen Ellyn, IL 60137. AA/EOE.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

Tax write off. Boone County Public Library, Florence, Kentucky 41042, desperately needs a tube for an Hitachi FP3060A camera. Also, any other kind of used electronic equipment. Can give tax write off. Call Ted Bushelman, 606-283-3144, collect.

FOR SALE EQUIPMENT

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. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effectively. Quality Media, 404-324-1271.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813-685-2938. TWX 810-876-0628 Celco.

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 and used radio broadcast and microwave towers. Complete nationwide sales, service and erection available, located in central U.S. T.M.C.I., 402-467-3629.

Tyro systems are selling for \$60K & 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.

You pay too much if you are not getting your new, double shielded, sweep-tested, precision video cable (8281 or 21-1060-7) from us! Amp, Amphenol and Kings connectors also available. Call Television Systems, Austin, TX. 800-531-5143; Texas: 800-252-8286.

Quality television equipment. More than 150 top brands from studio lighting to antenna. Call Troy Brown, Bill Martin or Cary Fitch for professional help at competitive prices. System planning & turnkey installation available. Television Systems, Austin, TX. 800-531-5143; Texas: 800-252-8286.

Two Harris MW-5 transmitters with combiner \$40,000. Presently in use. Excellent condition. Will sell separately \$21,000 each. Don Gowens, 803—242-4660.

Collins 830D1A, 1KW FM, CSI 20KW FM, ITA 5KW, Harris MS-15 EXC. (1982), 25KW Bird Dummy Load. Call M. Cooper/Transcom Corp., 215—379-6585.

TK-29C, 3 years old, Saticons, PA 3600/PA3000 computerized color correction system, FR-35B, FR-16, TP-7, TP-55, scope pan scan system, all accessories. Call Carl Hanseman, 818—840-8060.

2" videotape, 3 M series 420, Low pass. Perfect for syndication dubbing. Over 1500 reels of 60s. Carpel Video, 301—845-8888.

Blank videocassettes - lowest prices. Reliable, Chyron evaluated, reprocessed 3/4" U-matic videotapes. Hundreds of satisfied professional clients like TV stations, ad agencies, dubbing houses, newsmen, etc. All tapes fully guaranteed. Call collect for prices. Carpel Video, Inc. 301—845-8888.

For sale: Grass Valley 1600-7K studio switcher, almost new condition and 5 RCA TK-44 studio cameras with lenses and pedestals. Contact Joe Berini, Chief Engineer, KRON-TV, 415—561-8636.

RCA TK-76B broadcast cameras (2) with tripods & fluid heads. Excellent condition. \$10,000 each. Financing available to qualified party. Also, brand new Lowell light kit. \$1300. Cine-60 sun gun. \$500. 914—279-9494.

Best offer for quick sale - FM station components, like new condition. Includes 5KW CCA 2500E transmitter with stereo exciter, 4 ORK turntables, 2 cart machines, 2 Revox recorders, 2 studio consoles, related equipment. Write WEC, POB 588, Pawleys Island, SC 29585.

Used broadcast TV equipment. Hundreds of pieces wanted & for sale. Please call System Associates to receive our free flyer of equipment listings. 213—641-2042.

(2) ITC playback decks, 18 months old, \$1,000 each; (5) interface boards for IGM RAM, \$100 each; (1) Instacart board and cable, \$400. Thompson, 918—335-3533.

TK-44s complete - had to replace with triax - cameras very good - only; \$6,500 each. TR-600s, TK76s. Complete Sony 5800 series editing system with either Convergence 103 or RM-440 controllers. Call Marvin Luke, 919—977-3600.

Master control switchers: 2-Grass Valley 1600-4S switching systems available immediately; each includes digital borderline, stereo audio, M202 intelligent preroll and addl. VTR interfaces. New, unused. Call Tom Canavan, A. F. Associates, 201—767-1000.

1kw AM Bauer 707; also RCA BTA 1R. Both on-air. Call Transcom Corp., 215—379-6585.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303—795-3288.

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If you did not make at least \$50,000 this year, you could be in the wrong position. Satellite Music Network offers unlimited financial rewards to aggressive sales personnel who are self-motivated, willing to travel, & have a strong affinity for the radio industry. If you have a working knowledge of radio management, would like to call on station owners & GMs, & want to make **MONEY**, call 800—527-4892 today for details & an appointment.

Help Wanted Announcers

MORNING SHOW PERSONALITY

America's fastest growing radio chain wants AM drive personality for 100kw FM country killer. Exciting Southeast major market. You will be the top compensated personality in the market. Time and temp jocks need not apply. We want an entertainer! Send tape and resume fast to:

**The Keymarket Group
108 Barnwell Ave., N.W.
Aiken, SC 29801**

CAN WE TALK!

Can you talk? If your talents lie somewhere between Joan Rivers and Walter Cronkite, then we should talk. This major market station wants you. Send resume to Box X-78. EOE.

Situations Wanted Management

VP-CONTROLLER

Ownership change, over 20 years of broadcasting experience, including corporate group controller, GM, GSM, and ownership. Desire medium or large small market with possible buy-in profit sharing. Strengths include control of P & L, personnel, sales and marketing. Call 307—765-2332 or 765-9243.

Situations Wanted News

TALK SHOW HOST

Seeks new challenge. Currently working. 9 yrs. top 20 mkts. Issue-oriented. Controversy w/warmth & empathy. Opinionated. Simply the best informed host in the U.S. today. Box X-109.

TELEVISION

Help Wanted News

WEEKEND ANCHOR- REPORTER

for the top team in town. Aggressive, intense, dynamic. Minimum two years television experience. Tape and resume to News Director, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. An EOE.

REPORTER

Top-rated station looking to increase its dominance. Dynamic, intense candidates with minimum two years television experience. Tape and resume to News Director, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. An EOE.

NEWS WRITER/PRODUCER

#1 Bay area TV station wants talented news writer/producer with at least two years experience as news writer, producer in major market TV station. Must have maturity, strong writing skills, sound production judgment, and demonstrated management skills. College degree preferred. Send resume to Human Resources, KPIX, 855 Battery Street, San Francisco, CA 94111. Equal opportunity employer.

HELP WANTED NEWS CONT.

CBN NEWS MIDEAST BUREAU CHIEF & INVESTIGATIVE REPORTER

The Christian Broadcasting Network, Inc., headquartered in Virginia Beach, Virginia, has immediate openings in its news department for the following positions:

BUREAU CHIEF-MIDEAST—A senior news executive to take charge of our growing mideast TV news bureau. The successful candidate will have a minimum of 10 years news, print or media broadcast experience. Must have proven track record of successful management and currently broadcasting in a major TV market and motivated for service in the mideast.

INVESTIGATIVE REPORTER—WASHINGTON, DC—To investigate and prepare news related stories for television broadcast. Requires on camera experience, degree in broadcast communication or journalism and minimum of 5 years news experience. Send resume, a 3/4" video cassette of recent work, and salary history, in confidence, to:

**Manager, Employment
Human Resource Division
The Christian Broadcasting Network, Inc.
CBN Center
Virginia Beach, VA 23463**

CBN is an equal opportunity employer

ANCHOR/REPORTER

Major on-air position, top 25 market area of outstanding liveability and professional challenge. CBS network affiliate. Position requires considerable skill and experience in commercial television news anchoring, reporting, and producing. Applicants must presently be anchoring and reporting in a top 50 market and have a proven record of success. Send tape and resume to Ted Bryant, News Director, KOIN-TV, 222 SW Columbia, Portland, OR 97201. Applications must be received by August 27th. No phone inquiries. All inquiries confidential. An equal opportunity employer.

CONSUMER REPORTER

Investigative type with a strong track record. No taste-testers. Tape and resume quickly to News Director, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. An EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

VIDEO CAMERAPERSON/ EDITOR

Loyola University of Chicago has immediate opportunity in its telecommunications department for individual with minimum 4 years' professional video experience in ENG/EFP production. As cameraperson/editor, you will be shooting news features for broadcast and satellite distribution. Principal duties include location camera work and 3/4 inch post production using A & B computerized system. Ideal candidate would also be able to maintain equipment.

Loyola offers this exciting career opportunity plus comprehensive benefit package including FREE evening school tuition. Please send resume, including salary history, by August 31st, to:

**Personnel Department
LOYOLA UNIVERSITY
820 N. Michigan
Chicago, IL 60611
equal opportunity employer, m/f**

RESEARCH PROJECT MANAGER

Experience in the design and supervision of television research projects from definition of problem to analysis and recommendations.

RESEARCH ANALYST

Experience in the analysis of television ratings.

We're expanding our Atlanta-based research group that serves SuperStation WTBS, Cable News Network and CNN Headline News. Areas of research include programming, cable sales and marketing, audience measurement and qualitative survey research. You'll need a background in television research, excellent quantitative and writing skills, analytical aptitude and self-motivation.

Please send letter and resume to: TERRY SEGAL
(No phone calls, please) Director of Research
Turner Broadcasting System
1050 Techwood Drive, N.W.
Atlanta, GA 30318

EOE



M/F

Help Wanted Technical

MANAGING DIRECTOR TECHNICAL DEVELOPMENT

NBC, a leading force in broadcast technology is seeking a dynamic professional to head the Technical Development Unit of our Engineering Department. The new Managing Director will report to the Vice President of Engineering and will manage a staff of twelve professionals.

The Managing Director's responsibilities will include: participation in industry standardization thru committee work (ATSC, SMPTE, IEEE, etc.), the assessment and evaluation of new technologies and direction of the research and development programs to support committee work and other developmental programs.

The qualified candidate must have participated in the design and implementation of broadcast facilities and have thorough knowledge of television technology. Experience should total fifteen years, of which five have been managerial. A BSEE, MSEE or equivalent technical knowledge are required. Authorship of technical papers on advanced technologies is also required.

NBC offers salaries commensurate with experience and an excellent benefits package. Qualified candidates are invited to submit their resumes and salary requirements to: Kathy Tsougranis, Administrator, Technical Recruitment/TD, Suite 1678



NBC

30 Rockefeller Plaza,
New York, New York 10020

NBC is an equal opportunity employer

Help Wanted Technical Continued

CNN TELEVISION ENGINEERS

Cable News Network, the leading news system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. Complete knowledge of ENG and TV systems required. These positions demand extensive background in television engineering. Turner Broadcasting System offers excellent benefit and compensation program. TBS is an EOE. Resumes and inquiries to:

Jim Brown, Engineering
Turner Broadcasting System, Inc.
1050 Techwood Drive
Atlanta, GA 30318

MAINTENANCE ENGINEER

Full service teleproduction facility seeking maintenance engineer. Minimum five years teleproduction facility maintenance required. Should be well-versed in 1" videotape repair, studio camera repair, and all aspects of R & D. Prefer computer microprocessor technologist. Contact Richard Parent, Century III Teleproductions, 651 Beacon Street, Boston, MA 02215; 617-267-6400.

CHIEF ENGINEER

Major market network TV affiliate, Sunbelt, seeking assistant chief engineer qualified to succeed chief engineer who plans to retire in the near future. We're looking for applicants with minimum of five (5) years recent experience as chief engineer or assistant chief. Ability to communicate effectively with station and corporate management is a plus. Send resume and salary history in confidence to Box X-108. EOE.

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Situations Wanted News

ANCHOR HOST AVAILABLE NOW

For the past 15 yrs. my track record includes:

- (1) Host 4 yrs. most successful daily 90-min. interview program in NYC.
- (2) Anchor 3 yrs. major network sports news magazine show.
- (3) Anchor 3 yrs. major cable network daily 60-min. news/interview show.
- (4) Anchor 4 yrs. top-rated news call-in radio show in NYC.
- (5) Correspondent 1-yr. top-rated nationally syndicated show.

For more information:

CALL: 212-799-9655
WRITE: SUITE B
8 W. 76th ST.
NY, NY 10023

NETWORK CORRESPONDENT

seeks quality, local talk show, beginning in early 1985. Box X-38.

Situations Wanted Sales

PROGRAM SALES

Young, aggressive broadcast professional desires syndication sales position based in Atlanta. Extensive rep & independent station background. Write Box X-87.

Radio Programing

FRESH FEATURE IDEA "MONEYLINE"

Ten 60-second reports each week on new products, advice on working smarter, investments, and more. Fast paced and conversational. Heard on WJW, WGST, WWL, 100 others. Contact:

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Meredith Radio Syndication
404-231-0920

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AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108. Money back guarantee!

Wanted To Buy Stations

START-UP STATIONS WANTED

Want to acquire FM CP's and new stations in Southwest, esp. Colorado, New Mexico & Texas. Radio Futures, Inc., 5545 Eakes Rd., NW, Albuquerque, NM 87107.

For sale stations

MAJOR NEW ENGLAND MKT.

Full timer. Decades of successful family ownership & good financial track record. Valuable real estate included in this \$1 million sale. Terms. Call Ron Hickman, 401-423-1271.



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Fates & Fortunes

Media

Ired DeMarco, station manager, NBC-owned WMAQ-TV Chicago, joins co-owned WRC-TV Washington as VP and general manager, succeeding **John Rohrbeck**, who joins NBC-owned KNBC-TV Los Angeles in same capacity, succeeding **Tom Straszewski**, who resigned Aug. 9.



DeMarco



Rohrbeck

Appointments, Hudson-Westchester Radio Corp., licensee of WVOX(AM)-WRTN(FM) New Rochelle, N.Y.: **Neil Macmillan Jr.**, VP and sales manager, WVOX, to executive VP, stations division; **Jami Sherwood**, director of development, WVOX-WRTN, to senior VP, stations division, and **Cindy Hall Gallagher**, business manager, WVOX, to executive VP, controller, broadcast division.

Julio Rumbaut, VP, general manager, W5UA(AM) Miami, joins John Blair & Co. as president of new Florida-based broadcasting subsidiary currently in process of acquiring WKID(TV) Fort Lauderdale, Fla., from Oak Industries.

Donald Meyers, general manager, WMC-FM Memphis, assumes additional responsibilities as general manager of co-owned WMC(AM) there, succeeding **Dean Osmund**, retired.

Harry Weinhausen, general sales manager, WRUT(FM) Rutland, Vt., named general manager of WSYB(AM)-WRUT(FM) there, succeeding **Leonard Semp**, resigned.

John Shine, station manager, KFVS-TV Cape Girardeau, Mo., joins WJKA-TV Wilmington, N.C., as VP and general manager. Station is scheduled to go on air in September.

Anthony Bello, VP, director of sales, KSDK(TV) St. Louis, named assistant to general manager.

Michael Jay Purdy, from KALE(AM) Richland, Wash., joins KASH(AM) Eugene, Ore.-KSNB(FM) Springfield, Ore., as operations manager.

Jim Romanov, controller, WAGA-TV Atlanta, joins WGNX(TV) there as business manager.

John Berky, station manager, Connecticut Public Radio, Hartford, Conn., licensee of noncommercial WPKT(FM) Middlefield, Conn., and WNPR(FM) Norwich, Conn., named VP.

Elizabeth Rodriguez, accountant, Charter Oil

Co., Jacksonville, Fla., joins WJXT(TV) there as accounting manager.

Cheryl Barron, production assistant, Dynamic Cablevision of Florida, Coral Gables, Fla., named public access coordinator.

Marketing

Thomas Adams, chairman of board, Marschalk Campbell-Ewald Worldwide, Detroit, and of Campbell-Ewald Co. there, retires Sept. 28. **Richard D. O'Connor**, vice chairman and chief executive officer, becomes chairman and CEO. **Paul John**, vice chairman and CEO, Campbell Ewald Co., Detroit, succeeds Adams as chairman of board.

Joseph Brouillard, president and chief executive officer, Brouillard Communications, New York, division of J. Walter Thompson,



Brouillard



Foster

retires. He will be succeeded by **James Foster**, executive VP and general manager of Brouillard.

Roger Craton, chief financial officer, Chesebrough-Ponds, New York, joins Young & Rubicam there as senior VP and chief financial officer.

James Bernegger, management director, Foote, Cone & Belding, Los Angeles, joins FCB, New York, as VP, management director.

Boris Damast, creative director, D'Arcy MacManus Masius, St. Louis, named VP.

Kathleen Oberg and **Kathi Mendell**, account

supervisors, Cunningham & Walsh, New York, named VP's.

Gary Sather, director of media services, Eisaman, Johns & Laws, Chicago, named senior VP.

James Hutchinson, account supervisor, Benton & Bowles, New York, named VP.

Rosemary Eden, from Ogilvy & Mather, New York, joins John Blair & Co. there as associate general counsel.

Gerald Kessler, from Wells Rich Greene, New York, joins Saatchi & Saatchi Compton, New York, as executive VP and chief financial officer.

Rosemarie Paragham, research analyst, CBS Radio Spot Sales, New York, named manager, research.

Les Greenwald, independent consultant, joins Madison Square Garden Network, New York, as VP, marketing.

Marlene Dale and **H. James Ritts III**, management supervisors, Dancer Fitzgerald Sample, New York, named senior VP's. **Susan Raden**, director, DFS Program Exchange, Dancer Fitzgerald Sample, New York, named VP. Program Exchange syndicates client-owned children's programming.

Robert (Scott) McCoy, Western regional manager, Turner Broadcasting Sales, Atlanta, named VP, Western division.

Sales managers named VP's, Seltel: **Jess Chalker**, Detroit; **Marty Miller**, independent team, Chicago; **James Parker**, blue team, Chicago; **Richard Quigley III**, St. Louis, and **Judy Malcolm**.

Appointments, Avery-Knodel Television, New York: **Deborah Hackenberry**, manager of special projects, to director of marketing services; **Edward Monahan**, member of programming department, to director of programming; **Michelle Puzino**, manager of computer research, to director of computer research, and **Olivia Ferrara**, manager of computer resources, to director of computer resources.

Mary Kincannon, assistant media planner, In-

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galls Associates, Boston, joins Quinn & Johnson/BBDO there as media planner.

Chuck Price, Southwest regional sales manager, Showtime/The Movie Channel, joins Saticom Enterprises, Enid, Okla.-based cable advertising rep firm, as senior VP.

Tim Gibson, associate creative director, Fahlgren & Ferriss, Cincinnati, joins Sive Associates there as associate creative director. **Donna Gary**, from Ted Bates Advertising, New York, joins Sive Associates, Cincinnati, as producer.

Ron Javier, account executive, WOR(AM) New York, named retail sales manager.

James Hawkes, from Needham, Harper & Steers, Chicago, joins D'Arcy MacManus Masius. **Essie Garfinkel**, from Ogilvy & Mather, New York, joins Seltel there as account executive.

James Hawkes, from Needham, Harper & Steers, Chicago, joins D'Arcy MacManus Masius, Los Angeles, as senior regional account executive.

Ruth Winograd, production supervisor, Duffy & Shanley, Providence, R.I., joins Fitzgerald Toole & Alden there as traffic manager.

Ed Howard, from John Blair & Co., New York, joins RKO Radio there as account executive.

Linda Hindley, account executive, White team, Seltel, Chicago, named white sales team manager.

Wellington (Willie) Koo, from Shaklee Corp., San Francisco, joins Viacom Cable, Pleasanton, Calif., as business manager, advertising sales.

Steve Lapa, general sales manager, WDZL(TV) Miami, joins KMEL(FM) San Francisco in same capacity.

Appointments, WCAU-TV Philadelphia: **Alan Eisenstein**, account executive, to general sales manager; **Philip Salas**, account executive, to local sales manager, and **John Trinsey III**, from WGAL-TV Lancaster, Pa., **Andrew Stavast**, from WGAL-TV and **Jody Ann Bier**, from CBS Television Network Sales, New York, to account executives.

Appointments, WGNX(TV) Atlanta: **Wayne Spracklin**, national sales manager, WFSB-TV Hartford, Conn., to general sales manager; **J. Jamil Roberts**, account executive, Petry Television, New York, to national sales manager;

Jack Crumpler, account executive, WATL-TV Atlanta, to regional sales manager, and **Jack Geiger**, account executive, Blair Television, Atlanta, and **Sherry McFarlane**, VP, media director, Pringle Dixon Pringle, Advertising, Atlanta, to account executives.

Tommy Schenck, national sales manager, WGGT(TV) Greensboro, N.C., named general sales manager.

William Katsafanas, general sales manager, KAKE-TV Wichita, Kan., joins KSDK(TV) St. Louis in same capacity.

Appointments, WLUP(FM) Chicago: **Cheryl Esken**, retail sales manager, to local sales manager; **Jessica Adelman**, from WAIT(AM) Chicago, to traffic and continuity director, and **Dawn Engelhardt**, from Satellite Business Systems, Chicago, to account executive.

John Sampson, sales manager, KDAL(AM) Duluth, Minn., joins KAAL(TV) Austin, Minn., as local sales manager.

Appointments, WJXT(TV) Jacksonville, Fla.: **Don Carmichael**, local sales manager, to sales manager; **Lynn Mortimer**, marketing specialist, to national sales manager; **Lee Nixon**, marketing specialist, to assistant local sales manager, and **Ruth Furman**, marketing specialist, to retail development manager.

William Haight, national sales manager, WJLA-TV Washington, named local sales manager, succeeding **Helen Feinbloom**, named national sales manager.

Stephen Herrera, account executive, KDFW-TV Dallas, joins KXTX-TV there as national sales manager.

Sherry Weir, from WMLF(AM) Indianapolis, joins WNAF(FM) there as account executive.

Curtis Pap, from KLFF(AM) Glendale, Ariz.-KMZK(FM) Sun City, Ariz., joins KMEO-AM-FM Phoenix as account executive.

Programming

Robert A. Harris, president, Universal Television, elected VP, MCA Inc., by corporation's board of directors.

David LaFollette, VP, international sales, Four Star Inc., Los Angeles, joins Harmony Gold International there as president.

Rockey Flintermann, VP and general manager, Simcom International, Los Angeles-

based film distribution company, joins The Channel pay television service there as general manager.

Appointments, Showtime/The Movie Channel, New York: **John Burns III**, VP, sales operations,



Burns



Richardson

to VP, sales and field operations; **H. Richardson**, director, film acquisition, to VP, film acquisition; **Fred Grossbard**, director of programming for Spotlight pay television service before its purchase by Showtime/TMC to director of program planning, and **Gar Rubin**, district affiliate manager, Garden City, N.Y., regional office, to manager, national accounts, New York office.



Baer

Arthur Baer Jr., president, Rainbow Programming Service, Woodbury, N.Y. named group VP, program syndication, father, Cablevisio Systems Corp.

Joshua Donen, agent, William Morris Agency, Los Angeles, joins ABC Motion Picture there as VP, West

Coast production.

Chuck Stepner, VP, special promotion projects, NBC-TV, Los Angeles, named VP, special programs, NBC Entertainment.

Sidney Sapsowitz, senior VP, finance, MGM/UA Entertainment Co., Los Angeles named executive VP, finance, succeeding **Jason Rabinovitz**, resigned.

In restructuring of network television production division of Paramount Television Group, Los Angeles, **Grant Rosenberg**, VP, dramatic programs and motion pictures for television named senior VP, development, and **John Pike**, senior VP, video programming, Paramount Video, named senior VP, current programming. In addition, **Ron Nelson**, executive VP, Paramount Television Group, adds responsibilities for business affairs, finance and production in network television production division.

Pamela Hansen, associate director of development, The Disney Channel, Los Angeles named director of program development.

Bruce Braun, regional VP, West, Showtime The Movie Channel, Los Angeles, joins USA Network there as regional VP, ad sales, West ern region.

Allan Cutler, from WLEX-TV Lexington, Ky. joins KDKA-TV Pittsburgh as sports reporter.

Lonnie Chenkin, director of production finance, television and video division, Paramount Pictures, Los Angeles, joins Viacom

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Entertainment Group, West Coast, there as director of finance.

Thomas Tannenbaum, president, Centerpoint Productions, Los Angeles, joins Viacom Productions there as president.

John MacPherson, production manager, SportsChannel, Rainbow Programing Services, Woodbury, N.Y., named director of production services. **Tim Schultz**, supervisor, on-air origination, SportsChannel, and **Tom Greco**, supervisor of network continuity's tape library and transport sections, named to newly created positions of production supervisors, production services department, for Rainbow.

William Kunkel IV, general sales manager, MGM/UA, New York, joins Tribune Entertainment, Chicago, as VP, marketing and sales.

Tracy Hughes, from CBS, Los Angeles, joins Universal Television there as current series program executive.

Noreen Williams, assistant VP, Standard & Poor's, New York, joins Viacom there as assistant treasurer.

Appointments, SIN Television Network, New York: **Vincent Porpiglia**, controller Galavision, to assistant controller; **Karen Wegmann**, finance and analysis manager, CBS Broadcast International, New York, to accounting manager, and **Susan Donefer**, from Barclay's Bank International, New York, to manager, employee benefits.

Elma Andrews, anchor, noncommercial WHYY-TV Wilmington, Del., joins Teleducation Associates, Newark, Del., production firm, as senior producer.

Al Rossi, from Mark Taper Forum's New Plays Program, New York, joins Transart Productions there as development director, West Coast.

Kevin McCarthy, program director, WKXX(FM) Birmingham, Ala., joins WQUE-FM New Orleans in same capacity.

Denton Marr, from WEB(FM) Cincinnati, joins KLOL(FM) Houston as program director.

Jay Lang, music director, WPLZ(FM) Petersburg, Va., named program director.

Joanne Billow, air personality, WBEC-AM-FM Pittsfield, Mass., assumes additional responsibilities as program director.

Jocelyn White, arts and entertainment editor, KDFW-TV Dallas, joins KTWS-TV there as director of special programing.

Dianne Adjan, from WIS-TV Columbia, S.C., joins WANE-TV Fort Wayne, Ind., as program manager.

Lorrie Shilling, assistant program manager, Tribune Broadcasting's KWGN-TV Denver, joins co-owned WGNX-TV Atlanta as program manager.

Lizabeth Starr, from New Jersey Network, Trenton, N.J., joins WPVI(TV) Philadelphia as co-host, *AM/Philadelphia*.

Phylis J. Geller, director of dramatic programing, noncommercial KCET(TV) Los Angeles, named director of national productions. **Carole Markin**, post-production supervisor, named manager of national program development.

A picture is worth...The National Press Photographers Association named Mitch Wilson, of KXAS-TV Dallas, TV news photographer of the year, who "best exemplifies skill, versatility, creativity and honesty in the profession." In all, 633 entries were submitted by 226 news photographers. KUSA-TV Denver was named TV news photography station of the year.

Pamela Steele, air personality, KAFM(FM) Dallas, named music director.

News and Public Affairs



Nogales

Luis Nogales, executive VP and chairman of executive committee, United Press International, Washington, named executive VP and general manager of worldwide news service.

Sam Roberts, national assignment editor, CBS News, New York, named foreign editor, succeeding **Peter Larkin**, who joins CBS/Broadcast Group as director, international news planning. **David Fitzpatrick**, manager of Chicago bureau, CBS News, succeeds Roberts.

Robert Muller, managing director, news tech-

nical operations, NBC News, New York, named general manager, news operations and satellites. **James Plante**, director, news services, NBC News, New York, named managing director, news support services.

Appointments, KNUU(AM) Las Vegas: **Steve Herman**, news director, to director of news and operations; **Art Lynch**, from KLAS(AM) Las Vegas, and **Doug Wood**, from KBAS(AM) Bullhead City, Ariz., to reporters.

Phil Oakley, managing editor, WBRZ(TV) Baton Rouge, joins WRBT(TV) there as news director and managing editor.

Viola Lee Harrison, general sales manager, KQXL-FM New Roads, La., joins United Press International, Nashville, as regional executive, Nashville and Tennessee area.

Ken Kramer, director of news and information, noncommercial KPBS-FM San Diego, resigns.

Joan Keller Murphy, news director, WOWW(FM) Pensacola, Fla., joins WEAR-TV there as assignment editor.

Steven Rollison, news director, KTNV-TV Las Vegas, joins WJTV(TV) Jackson, Miss., as VP, news services.

Dave Porter, from KALL(AM) Salt Lake City, joins KRSP-AM-FM there as news director.

Bill Wagman, news director, WGTU(TV) Traverse City, Mich., joins KAAL(TV) Austin, Minn., in same capacity.

Bill Holub, anchor-reporter, WXCL(AM) Peoria, Ill., joins WLUP(FM) Chicago as assistant news director.

Broadcasting

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Brian Clark, from WCHS-TV Charleston, W. Va., joins KWWL(TV) Waterloo, Iowa, as producer, 6 and 10 p.m. news.

Carol Wilkinson, VP, Oklahoma Theater Center, Oklahoma City, joins KOCO-TV there as director of public affairs.

Eric Gormly, from KENS-TV San Antonio, Tex., joins KHOU-TV Houston as reporter.

Technology

Appointments, Wold Communications, Los Angeles: **Paul Johnson**, VP, Western sales, to VP, DBS sales and marketing; **Dorothy Marsh**, VP, sales services, to VP, Western sales; **Craig Robin**, sales administrator, to director of sales administration and sales services; **Edward Gordon**, from defunct Spotlight pay television service, to senior VP, operations and engineering, and **Steve Napoli**, from Hughes Television Network, New York, to New York office as Eastern sales manager.

John Crispin, VP, personnel and administration, Teleglobe, Canada, joins Intelsat, Washington, as director of business planning and service development.

Michael Rowny, VP and treasurer, MCI Telecommunications, Washington, named senior VP, finance.

Arthur Dignam, VP, finance and administration, NBC News, New York, named VP, finance and administration, operations and technical services.

Donald Bise, senior VP, ADC Magnetic Control Corp., Minneapolis, and **Nelson Boyd**, VP and general manager, integrated office systems, Northern Telecom, Dallas, join Comsat Telesystems Inc., Fairfax, Va., as senior VP's, marketing.

Fred King, VP, Satellite Business Systems, McLean, Va., named executive VP and chief operating officer of SBS Real Estate Communications Corp., wholly owned subsidiary that provides communications services to multi-tenant office developments.

Dale Heckel, director of engineering, non-commercial KPTS(TV) Wichita, Kan., named VP.

Promotion and PR

Thomas Daniels, independent producer/director, Chicago, joins Columbia Pictures Television, Burbank, Calif., as director of creative affairs, off-network programming.

Glenn Sagon, art director, Columbia Pictures, Los Angeles, named art director and manager of creative services for RCA/Columbia Pictures Home Video.

Suzanne Sack, director, sales promotion, CBS Radio Network, New York, named to newly created post of director, marketing and promotion. **Ann Langtry**, manager, sales promotion, CBS Radio Network, named manager, marketing and promotion.

Carole Shander, director of corporate communications, Rainbow Programming Services, Woodbury, N.Y., named director of public relations for parent, Cablevision Systems Corp. there.

James Murphy, director of public relations, RCA Records, New York, joins Harris Corp., Melbourne, Fla., as manager of public relations.

Donna Geils, from ABC Sports, New York, joins Rainbow Programming Services, Woodbury, N.Y., as manager, on-air promotion, SportsChannel. **Nick Cannon**, writer-producer, on-air promotion, The Playboy Channel, Rainbow Programming Services, named senior writer-producer.

Geoff Calnan, freelance writer-producer, joins The Disney Channel, Los Angeles, as manager of production, on-air promotion.

Wendy Frazier, assistant to president, Atkinson Farris & Faulder Comm., San Francisco-based television research and consulting firm, joins KTSP-TV Phoenix, Ariz., as press information coordinator. **Graeme Newell**, promotion manager, WCSC-TV Charleston, S.C., joins KTSP-TV as audience promotion supervisor.

Susan Westfall, promotion and development coordinator, noncommercial WEKU-FM Richmond, Ky., joins noncommercial WKYU-FM Bowling Green, Ky., and co-owned WDCL(FM) Somerset, Ky., as coordinator of development and public relations.

Allied Fields

Wallace Westphal, from Westphal Inc., New York retail firm, joins Television Bureau of Advertising there as director of retail marketing.

Andrew Eiseman, president, Coaxial Brokerage Associates, Denver, joins Cable Investments Inc. there as senior VP, mergers and acquisitions.

Robert Allen, associate, communications law firm of Daly, Joyce & Borsari, Washington, named partner.

Winners of \$1,500 1984 college scholarships from Connecticut Broadcasters Association, North Haven, Conn.: **Myra Nadine Simmons**, Wilbur Cross High School, who will attend Hampton (Va.) Institute, and **Raymond Karl Schiel**, Norwalk High School, who will attend University of Dayton (Ohio).

Deaths



Bailey

Stuart L. Bailey, 78, former president of Jansky & Bailey, Washington consulting engineering firm he cofounded in 1930 with C.M. Jansky Jr., and vice president, until his retirement in 1970, of Atlantic Research Corp., which purchased firm in 1959, died of complications of vascular disease Aug. 11 at Montgomery (Md.) General hospital. For 10 years following retirement, Bailey served as consultant to Atlantic Research. While undergraduate at University of Minnesota, where Jansky was professor, Bailey was on staff of university's experimental W9XI and as graduate student, was chief engineer of its

WLB(AM). Upon graduation with masters degree in 1928, Bailey became assistant radio engineer with airways division of United States Department of Commerce. Active in development of FM radio, Jansky & Bailey operated experimental W3XO in Washington from 1938 to 1945. Firm also did pioneering work on directional antennas and worked with state governments on development of educational UHF television and FM facilities. Bailey was among founders and past president of Association of Federal Communications Consulting Engineers, and past president of Institute of Radio Engineers forerunner of Institute of Electrical and Electronics Engineers, which gave him Centennial Gold Medal award in May 1984. He received Gold Medal Outstanding Achievement award from University of Minnesota in 1956 for "leadership in development of radio and television." He was member of National Academy of Engineering and Broadcast Pioneers.

Thomas B. Baker Jr., 72, former broadcaster and owner of Baker Enterprises, Nashville investment firm, died of cancer June 30th at St. Thomas hospital there. He joined WLAC (AM) Nashville as account executive in 1931 and became owner and operator of WKDA(AM) Nashville in 1946. In 1954, he became 25% owner of WLAC-TV Nashville. During his tenure at station, *Hee Haw*, then on CBS, was produced at studios there. When WLAC-TV was sold in 1975, Baker started Baker Enterprises. He is former secretary and chairman of CBS TV affiliates board. He is survived by his wife, Healan, son and daughter.

Donald J. Grant, 45, vice president of corporate communications, Kenyon & Eckhardt New York, died of pneumonia August 4 at New York University Medical Center.

Doug Flodin, 30, promotion director, Drake-Chenault Enterprises, Canoga Park, Calif., radio producer/syndicator, died of cancer Aug. 6 in Latrobe, Pa., hospital. Flodin was program director for company-owned KYNO (AM) Fresno, Calif., from 1978 to 1980. He is survived by his parents and one brother.

Richard Deacon, 62, television and film character actor, died of heart attack Aug. 8 at Cedars-Sinai hospital in Los Angeles. Deacon appeared in more than 1,000 television programs, including regular roles on *Leave it to Beaver*, *The Dick Van Dyke Show* and *The Mothers-In-Law*. Most recently Deacon appeared in syndicated television series based on microwave cookbook he authored, and was scheduled to appear in *Still the Beaver*, first-run series premiering on The Disney Channel pay cable service this fall.

Wendell P. (Bud) Tedlie, 53, broadcast equipment salesman, Electronic Industries Inc., Oshkosh, Wis., died Aug. 13 of cancer at Mercy Medical Center in Oshkosh. He joined company in 1973, and started broadcast equipment department in 1974. He was member of Society of Broadcast Engineers and National Association of Broadcasters. Tedlie is survived by his wife, Dorothy, two sons and two daughters.

Roland Kibbee, 70, television writer, died of cancer Aug. 5 at his home in Los Angeles. Kibbee wrote for such shows as *The Bob Newhart Show*, *Columbo*, *Barney Miller*, *Bob Cummings Show* and *Alfred Hitchcock Presents*.

The programing world is his stage

Hollywood, land of hot tubs, fashion diets and youth worshippers, would hardly seem a comfortable place for a man trained in the classical theater. But for Alan Shayne—actor turned casting agent turned producer turned studio chief—his current role, as Warner Bros. Television Programing President, suits him just fine. In fact, Shayne confesses to a detachment from the classical theater in which he was schooled. "When I was young, it was all very interesting to me, but now when I sit in the theater I frankly get bored," Shayne says. "I can't hold myself out as this great example of the Renaissance man... Yes, I would like to have played Hamlet when I was young"—Shayne tightly guards his age, which is 58—"but I certainly wouldn't want to now."

What Shayne has done, as head of Warner Bros. Television Programing for the past seven years, is shepherd a flock of series, mini-series and made-for-television movies that have contributed to that studio's revival. This coming fall will see the return of such WB-TV staples as *Alice*, going into its ninth season, and the *The Dukes of Hazzard*, entering its seventh, both on CBS. A second season each for *Scarecrow & Mrs. King* (CBS) and *Night Court* (NBC), along with an adaptation of the comedy, *Steambath*, for the pay cable service, Showtime, are also on the schedule. And then there is the new series, *V*, scheduled for Friday at 8-9 on NBC, strategically placed in the anchor position of NBC's reconstructed Friday night lineup.

WB-TV produces programing for a wide variety of tastes: from mini-series like *Thornbirds* [ABC, 1983], *Bare Essence* [CBS, 1982], and *V* [NBC, 1982]), to series such as *Dukes* and *Alice*. "We don't want to be known simply as a 'cultural studio,'" explains Shayne without a hint of apology. "We want to offer a mix of programing."

Unlike many of his colleagues in the upper echelons of show business today, Shayne has no background in investment banking, entertainment law or kingpin talent brokering. His roots are in the theater, which he entered, at age 15, by answering an advertisement placed by a Massachusetts summer stock company in the local newspaper. His family, which had just moved from the Boston suburb of Chelsea to the more affluent Brookline, was "dead set against it," recalls Shayne, but after acting in a number of high-school plays "I was infected by the fever," he says. He auditioned and was accepted. His pay: room, board and \$15 a week.

After graduation from high school, Shayne landed a job at WMEX(AM) Boston as an announcer "because I had a deep voice." Shayne worked an eight-hour shift, often interviewing actors and actresses who were touring with shows passing through Boston. The acting fever returned, and Shayne



ALAN SHAYNE—president, Warner Bros. Television Programing, Los Angeles; b. Nov. 21, 1925, Chelsea, Mass.; Made Broadway debut as actor, 1949, and acted in various Broadway and Off-Broadway productions until 1960, when he formed own casting agency; casting director, associate producer, producer, Talent Associates, New York, 1966-74; independent producer, 1974; vice president, creative affairs, Warner Bros. Pictures, 1975; vice president in charge of talent, CBS-TV, 1976; present position since February, 1977. Divorced.

joined a company touring New England. "That lasted six weeks. I was fired. I didn't know how to act."

Undaunted, Shayne headed to New York with an eye to learning the actor's trade. His steady job would be at another radio station, however, this time municipally owned WNYC(AM), as an announcer and interviewer on the morning shift, where he stayed a year. On the side, Shayne remembers, "I had some success in getting good parts" in the theater, including one as an understudy to Ricardo Montalban (Shayne, with his courtly manner and careful diction, calls to mind Montalban's suavity). But by that time, Shayne admits, his interest shifted to production. "I saw myself not going anywhere as an actor and I found myself doing more stage managing. That made me feel much more in control."

Since Shayne had been in several of theatrical producer David Merrick's plays (including the 1957, hit "Jamaica"), a casting director in Merrick's office suggested he "take a tug" at casting. Shayne threw himself at it. "The first year was one of the hardest of my life. I saw about 10 plays a week, kept building a file of actors and directors, bringing them in the office for auditions, never eating right." Then as often happens with people who become especially good at what they do, Shayne left Merrick's employ to form his own agency, representing such producers as David Susskind. Eventually Susskind asked Shayne to join his New York-based Talent Associates, which he did,

although on a nonexclusive basis. Shayne stayed with Susskind's firm eight years, in that time moving out of casting and becoming Susskind's principal producer, responsible for such television specials as *Look Homeward, Angel*, starring Geraldine Page, and *All The Way Home*, starring Joanne Woodward.

But it was not until 1973 that Shayne set permanent foot in Los Angeles. He was lured out by Universal, who wanted him to help develop "Snoop Sisters," a short-lived segment of the *NBC Mystery Movie*. At a party he ran into John Calley, who at the time was running Warner Bros. along with Ted Ashley. Calley renewed an informal offer he had made several years earlier that Shayne join Warner Bros. Pictures as head of casting. Shayne accepted, and in 1974 became WB-P vice president of creative affairs. One of Shayne's most important projects at the time was casting the theatrical "All The President's Men."

After a brief stint as vice president of talent for CBS, Shayne was asked by Ashley to return and help set WB-TV back on its feet. It was 1976, and WB-TV had an *Alice* pilot in hand, plus several *Wonder Women* specials, but nothing else. "One of the first things I did was to take some of the potential movies that I knew were not going to be made in the film division, ask to have them released, and then try and go out and sell them [to the networks]," related Shayne. "My concentration, of course, was series, but they take longer to develop, whereas if you have a good script [with made-for-TV movies and mini-series] you can be in production in a fairly short time."

Shayne, however, keeps the spotlight off himself. Two WB-TV executives, Barry Meyer, who was in charge of business affairs, and Richard Kobritz, head of production, he credits as major forces in the turnaround: "Among the three of us we had a mini-studio overnight. Those were the most exciting days because we had literally nothing. We had a half-hour pilot and a couple of one-hour specials, but within a year we were doing a hundred-plus hours of television."

Shayne talks desirous of producing a series of "great books" specials, bringing such works as "*Madame Bovary*" or Hemingway's novels to television with star talent. He even went so far as to propose that Warner's paperback book division do a tie-in with the series release. The networks, however, were cool to the idea, and the name talent necessary to lend the series prestige have priced themselves way out of it. "It was a good idea, but it probably will never be done," he muses. Almost in the same breath Shayne points out that making television shows requires balance: "At the same time we do *Scruples* (CBS, 1979) and *Pearl Harbor* (ABC, 1978). I recognize the importance of those and I want to do them. I don't want us to have a charitable organization."

Paramount Television Distribution is preparing to bring *Family Ties* to syndication market this week. Paramount has opted to use essentially same strategy it has employed in marketing of *Cheers*—to guarantee stations at least one season (about 25 episodes) should network decide to cancel show. MCA-TV, which began marketing *Gimme a Break* in June, has cleared that show in 80 markets, adding about five markets per week. MCA-TV is guaranteeing six runs of each of 85 episodes of *Gimme a Break*. Embassy has also been on road with *Facts of Life*, and to date has sold it in 63 markets. Embassy is guaranteeing 153 episodes with six runs per episode available for fall 1986. And Paramount has sold *Cheers* in 45 markets, reaching "well over the \$1 million per episode price" when added together, according to Paramount Television Distribution President Randy Reiss. Twenty of 45 stations that have picked up show are network affiliates, said Reiss. Affiliates bid in 10 other markets but lost out to independents. Reiss said Paramount is guaranteeing 92 episodes of *Family Ties*, compared to 94 it is guaranteeing for *Cheers*. Difference came about because NBC ordered 26 episodes of *Cheers* this season, two above standard network order. Those guarantees include one season's worth of first-run episodes should shows be cancelled. There will be at least 69 episodes of *Family Ties* and 70 episodes of *Cheers* in can at end of third season. But if either show does go into first-run production, stations will be assessed "surcharge" to help pick up production tab. What that extra charge would be depends on how many stations Paramount can get to buy shows, Reiss said.

FCC has approved request by Turner Broadcasting System to pick up coverage of so-called "Friendship Games"—**Soviet Union's answer to Olympics**—from Russian satellite Ghorizont 4. TBS received permission to use receive-only earth station in Atlanta to pick coverage off Russian satellite Aug. 15-30, bypassing Intelsat system, despite protest by Communications Satellite Corp. TBS attorney said Turner plans to cover games as "news event" on Cable News Network. According to TBS, Turner will be receiving feed free of charge with permission from Intervision, cooperative news exchange serving Eastern Bloc countries that will be providing coverage.

NBC and National Association of Broadcast Employees and Technicians suspended talks on Aug. 18 in negotiations aimed at reaching agreement on new contract to replace one that expired on May 31, 1983 (BROADCASTING, Aug. 13). Union and management have been holding discussions off and on over past 17 months. Union has agreed not to call strike without prior notification. Presumably this means that NBC need not fear work stoppage during its coverage of Republican national convention in Dallas this week.

For third consecutive year, HBO has outperformed three broadcast networks in prime time in June and July. HBO's prime time average for two-month period, company said, was 12.2 rating and 20 share in its universe (now estimated at slightly more than 14 million homes), compared to NBC's 10.8/18, ABC's 10.7/18 and CBS's 8.9/15. HBO said Nielsen measurements indicated pay service had 22 of 30 top-ranked prime time programs in its universe. CE David Poltrack noted that while HBO did perform significantly better in prime time this July (12.1/21) over year ago (10.0/17) still missed its July 1982 mark by one-tenth of rating point. HBO's June prime time performance this year was virtually flat, added, averaging 11.5/19 compared to 11.4/19 last year, and well below June 1982 prime time average of 12.2/21. Poltrack said not surprising HBO out-performed networks during those two months. "As more and more viewing options become available," he said, "the networks' ability to generate summer audiences via repeat programming will be diminished." He also noted that network convention coverage this summer isn't helping their cause at all.

FCC's so-called Nevada decision, under which commission preempted state and local regulation of basic rates of and programming by cable television systems, **has been appealed by National League of Cities** and Public Service Commission of Nevada. Commission action under fire was one of major factors in cable industry decision to withdraw support from pending cable deregulation (H.R. 4103)—which was product of negotiations involving networks and cities—on ground industry could fare better at FCC than Congress. Appeal was one of number filed with U.S. Court of Appeals in Washington challenging commission actions. In

Summer Olympics wrapup

ABC-TV late last week indicated that it will seek no rebate on the \$225-million domestic television rights fee negotiated with the Los Angeles Olympic Organizing Committee and International Olympic Committee in 1979. Under terms of its contract, ABC was entitled to renegotiate the rights fee as a result of the Soviet boycott, but spokesmen for the network said last Thursday (Aug. 16) no negotiations on the issue had taken place or were scheduled. "It's a moot point," said spokesman Jeff Tolvin, adding that it appears likely that ABC will pay the remaining \$15 million owed the committees on Sept. 1 as scheduled.

According to ABC, the network knew of no violations of the controversial 3-3-3 restriction placed on rival broadcasters under terms of its contract with the LAOOC. (The rule limited coverage to no more than three Olympic venue reports airing at least three hours apart, three times a day). It had earlier been reported that two unnamed radio news services were reprimanded by ABC for alleged violation of the rule.

As of last week, ABC still had not determined how much of the millions of dollars worth of production equipment it leased for use by international broadcasters for coverage of the games would be purchased by the network. The International Broadcast Center, located in ABC-owned facilities in Hollywood, was dismantled last week and production was expected to resume today (Aug. 20) on two ABC programs, *General Hospital* and *Benson*, that were shut down during the games.

At the Unilateral Broadcast Center, located at another ABC-owned facility in Hollywood, much of the equipment used for

Olympics coverage was purchased by ABC for use elsewhere. Some materials (including part of the Olympics studio set) were shipped last week to Dallas for the Republican national convention, and much of the remainder was sent to ABC-owned KGO-TV San Francisco (which is building new studios) or to ABC headquarters in New York. The network will retain at least two of the three Super-Slo-Mo video systems used during the Olympics. The devices, developed jointly by Sony and ABC, are licensed to the network for its exclusive use through 1984. The network was also negotiating for retention of a five-mile fiber optic video/audio link between the two broadcast centers, which will require permission of local cable television franchising authorities (the link uses a local cable right-of-way).

The Academy of Television Arts and Sciences announced last Wednesday (Aug. 15) that its board of governors has voted producer David Wolper unprecedented "special recognition" for Wolper's production of the opening and closing ceremonies of the XXIII Olympiad in Los Angeles. In honor of Wolper's creation of the two "memorable international television experiences," the academy will present him with a special plaque during the prime time Emmy Awards telecast on CBS-TV Sept. 23. A spokeswoman for David Wolper Productions told BROADCASTING last week there is "no truth" to reports that Wolper is considering taking a condensed version of his Olympics ceremonies production on the road. "That's just a rumor," she said.

er involving cable television, Telecommunications Research & tion Center asked court to review commission refusal to require estiture of existing cross-owned cable television and broadcast vision interests. And in case involving *60 Minutes* program yment, Dr. Carl Galloway asked review of commission order ying his claim of news distortion in segment of CBS News gram that involved Dan Rather. Galloway has also lost libel suit brought as result of segment, regarding allegedly fraudulent ility claims, "It's No Accident." Another appeal, filed by Beau- County Broadcasting Co., seeks review of commission order minating Suburban policy, Berwick Doctrine, and *de facto* real- ation policy.

WJAN-AM San Diego has been sold by Broadmoor Broadcasting to lerson-Pilot Broadcasting Co. for **\$7.7 million**. Seller is owned Dan McKinnon, chairman of Civil Aeronautics Board. Buyer is ically traded, Charlotte, N.C.-based station group with five t's, four FM's, two TV's. It also publishes newspapers in Florida, lahoma and Texas. Broker: Kalil & Co.

A Corp. has petitioned FCC to reconsider decision permitting ivo Corp. to market two-channel-only TV receiver designed for le television reception and other nonbroadcast uses (BROAD- TING, June 18). RCA said All Channel Receiver Act is "clearly licable." It also criticized FCC for failing to take into consider- on adverse impact of its decision on American consumer.

w firm of **Pierson, Ball & Dowd** has requested extension of reply nments deadline in **FCC's docket 80-90 FM proceeding** (aka cket 84-231) from Aug. 22 until Sept. 24. Law firm noted that "alanche" of comments filed in proceeding are spread out in aphazard" fashion in 25 unindexed docket volumes, making it ficult to locate particular comments and counterproposals.

levision Program Enterprises' live satellite syndicated **Andrea rea: The Final Chapter** averaged 22.9 rating in Nielsen's eight or metered markets, and averaged 20.1 rating in Arbitron's 10 itered markets. Of 174 stations signed up to carry two-hour ecial, which aired 9-11 p.m. (NYT) Thursday (Aug. 16), 143 ried show live. Barter special included national/local sales split 12/12. Highest ratings in both services were recorded on IX(TV) New York, where Arbitron reported average 32.3/52 and elsen 31.7/53. Second highest was on WNEV-TV Boston, where it raged 36.9/57 in Arbitron, and 29/51 in Nielsen.

levision stations in Washington and Dallas will broadcast **com- cials** this week, during Republican national convention, that icize **Ronald Reagan** as rich man's president whose statements peace and taxes cannot be believed. **Congressional Democratic mpaign Committee** spent \$35,000 to air two 30-second spots. ho do the Republicans think they're fooling" is theme of cam- ign on network affiliates in two cities—WDVM-TV, WRC-TV and LA-TV Washington and KDFW-TV, WFAA-TV and KXAS-TV. Mean- ile, **Anne M. Burford**, and **National Conservative Political Action mmittee** attracted attention when they disclosed 60-second mmercial featuring Burford in **attack on Democratic vice presi- ntial nominee, Geraldine Ferraro**. In ad, former head of Environ- ntal Protection Agency who resigned under fire, raises issue of usal of Ferraro's husband, John A. Zaccaro, to disclose his ome tax returns. John T. (Terry) Dolan, NCPAC chairman, ac- ocknowledged that time had not yet been purchased for spot, that it ped to generate publicity with press conference.

Neighborhood TV Company Inc. has **failed** in bid to win court rever- of FCC order establishing interim procedures for processing vision translator applications that were adopted during penden- of commission's inquiry into establishment of low-power televi- n service. Commission's procedures forced Neighborhood, ich was seeking to establish nationwide network of satellite-fed nslator stations, to compete with low-power applicants for li- ses. Neighborhood, in appeal to U.S. Court of Appeals in Wash- ington, argued that interim procedures amounted to premature

inauguration of low-power television service. But court, in opinion issued last Friday (Aug. 17), held that while interim procedures "helped frustrate Neighborhood's plans," Neighborhood was not denied "any opportunity to compete for a license with other quali- fied applicants." FCC, court added, acted within its authority. Court also ruled in commission's favor in **related appeal**, one brought by **Los Angeles County Sheriff**. Sheriff objected to commis- sion's decision authorizing low-power television service on fre- quencies for television translators shared with land mobile fre- quencies used by public safety services. Court said it agreed that commission has obligation to assure that new services do not interfere with public safety agencies' use of radio. But, it added, "we believe that the FCC tailored its order to give this assurance."

Dick Rakovan, senior vice president, radio station group, **Outlet Communications Inc.**, "was released" from his position last week, according to David Henderson, president of company. Rakovan has been replaced by Outlet's vice president of business affairs, Joseph T. Chairs, who assumes title of vice president, radio sta- tion group. Outlet Communications is subsidiary of Rockefeller Group.

Randall Bongarten, vice president and general manager, WNBC(AM) New York, was named **president of NBC Radio** last Friday (Aug. 17). Bongarten's appointment becomes effective Sept. 1. Bongarten replaces Michael Eskridge, who will move to parent company, RCA, as division vice president and general manager of home information systems—new venture looking into what new ad- supported services can be provided through use of home comput- ers and television sets ("In Brief," July 30). Bongarten joined WNBC(AM) New York in July 1983. Prior to that, he served as vice president of radio for General Electric Broadcasting for nearly two years.

Peter Nelson, president and chief operating officer of **Needham, Harper & Steers/USA** and member of NH&S Inc. board, **resigned** last week. No replacement has been named as NH&S/USA chair- man; Keith Reinhard fills in temporarily.

R. Michael Senkowski, once legal assistant to former FCC Chair- man Richard Wiley before joining McKenna, Wilkinson and Kittner communications law firm, will rejoin former FCC chief as **partner in Wiley & Rein**.

National Association of Broadcasters released names last week of association's **committee chairmen**. They are: **James Greenwald**, Katz Communications, New York, ad hoc representatives advisory; **Andrew Ockershausen**, WMAL Washington, alcohol and drug abuse task force; **Clyde Price**, WACT-AM-FM Tuscaloosa, Ala., by- laws; **Crawford Rice**, Gaylord Broadcasting, Dallas, children's tele- vision; **William Turner**, KCAU-TV Sioux City, Iowa, and **Edward Giller**, WFBG-AM-FM Altoona, Pa., co-chairmen, convention; **Thomas Dou- gherty**, Metromedia, Washington, copyright; **Warren Happel**, Scripps-Howard Broadcasting, Cleveland, engineering advisory; **Russell Pope**, Golden Empire Broadcasting, Chico, Calif., engi- neering conference; **Bev Brown**, KGAS(AM) Carthage, Tex., First Amendment; **Bill Bengtson**, KOAM-TV Pittsburg, Kan., hundred- plus markets TV; **Arch Madsen**, Bonneville International, Salt Lake City, international; **William Dunaway**, WTHR-TV Indianapolis, and **Walter May**, WPKE(AM)-WDHR(FM) Pikeville, Ky., co-chairmen, legisla- tive liaison; **Wallace Jorgenson**, Jefferson Pilot Broadcasting, Char- lotte, N.C., local carriage task force; **Kenneth MacDonald Sr.**, Mac- Donald Broadcasting Co., Saginaw, Mich., medium market radio; **Paul Olson**, KLEM(AM)-KZZL(FM) LeMars, Iowa, membership; **Richard Harris**, Westinghouse Broadcasting and Cable, New York, metro market radio; **Glenn Mahone**, Sheridan Broadcasting Network, Pittsburgh, minority executive council; **Robert Wells**, Harris Enter- prises, Garden City, Kan., program transmission charges and ser- vices task force; **Ernest Fears**, WRQX(FM) Washington, radio alloca- tions task force; **Clark Davis**, Great Trails Broadcasting, Dayton, Ohio, regulatory review committee; **Peter Kizer**, Evening News Association, Detroit, research; **Lee Shoblom**, KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz., small market radio; **Kathryn Broman**, Long Meadow, Mass., television information, and **George DeVault**, WKPT-TV Kingsport, Tenn., UHF television.

Editorials

In a pickle

Forget the tiresome business of nominating candidates for the Presidency and Vice Presidency of the republic. Who cares about the contents of the Republican platform? Get on with the main issue at hand: Will the three commercial television networks carry the 18-minute film that is scheduled to introduce the acceptance speech of Ronald Reagan?

Not to laugh. In a political world that has been radically changed by television and a television world that lives by political sufferance, the question is serious.

It will be, say the news department heads at all the networks, a journalistic decision. Is the film news or propaganda? Can all or parts of it be broadcast without corrupting journalistic independence? Is it journalistically responsible to ignore a \$425,000 production that has been designed to propel the President into a second term? All good questions that, the guess is here, may be answered differently by different news chiefs.

What about the Democrats' complaints that films immortalizing past and present Democrats were given short or nonexistent shrift at their convention? The journalistic answer to that question is: So what? There may be other answers in offices outside the news departments at the networks.

It is the enduring burden of the broadcast journalist to work in a medium that attracts as much attention as the subjects of its coverage. The burden is made heavier by the license that is politically bestowed and can be politically withdrawn. Never mind the overwhelming evidence that network management seldom interferes with the journalistic decisions of news management, it will hardly escape notice that the Democrats don't want the Republican film on the air and have the power of political reprisal. On the other hand, Republicans will be dismayed if their film is ignored or, by their standards, underplayed, and...but why go on?

The political conventions that television discovered in 1948 were of a pattern that had been fixed for generations, designed largely for participants and the relatively few observers who could get into the hall. They digressed and rambled and were disorderly. Finally convention organizers discovered television, and the highly structured, prime time show was born. The modern convention is designed as a television special, not an independent news event where television happens to be present. That puts the television journalist in an awkward role unshared by colleagues in the other media.

It is an unhappy fact that whatever coverage decisions are made in Dallas this week, they can affect the course of broadcast deregulation. Some day, the hope remains, broadcasting will be exposed to less political reaction. Meanwhile, broadcast journalists must guard their independence while, at times, network management grinds its teeth.

U.S. as program director

Among the few cheering words to come from Washington recently was the prediction of Representative Al Swift (D-Wash.) that H.R. 6122, the bill he and like-minded congressmen introduced to "deregulate" radio and television, isn't going anywhere in this Congress. H.R. 6122 synthesizes the worst ideas of Swift and his co-sponsors, including Tim Worth (D-Colo.), chairman of the house Telecommunications Subcommittee.

The bill is called deregulatory because, among other things, it would prohibit the FCC from limiting commercial loads on radio and television and eliminate the comparative renewal process.

But in exchange it would exact new penalties for failure to conform to new programing standards that the FCC would be instructed to adopt.

For radio, the FCC would be ordered to report to the Congress the volume of locally produced programing, news, public affairs, nonentertainment and programing devoted to children, the elderly and minorities on the air in the year after the passage of H.R. 6122. What the Congress would do with the information is unspecified but the implication is obvious: Legislation mandating more of the "good" programing that the FCC had surveyed would be inevitable.

For television, H.R. 6122 would put the FCC deeper into program control than has been dared before. The FCC would be ordered to impose quotas for educational programing for children 12 years of age and younger, programing for persons 65 years of age and older, programing for blacks, Hispanics, American Indians, Alaskan natives, Asians or Pacific islanders and "any other category of local programs or informational programing for which the commission determines should be provided an incentive."

And what if a television station fell below the quota for any of the above? For starters, a fine of \$100,000 per incident. Not stiff enough? How about license revocation if violations occurred twice in five years?

The H.R. 6122 co-sponsors said in a statement (BROADCASTING, Aug. 13): "We do not expect this bill to receive the support from the broadcast industry which it deserves." The support it deserves it will get: zilch.

One of a kind

The torch has been extinguished in the Los Angeles Coliseum, but the glow at ABC burns on. It's hard to quarrel with the prevailing judgment at the network that in the coverage of the 23d Olympic games, television history was made.

It must be quickly added that history was also made in the management of these Olympics. The organization of paid staff members and many volunteers that Peter Ueberroth assembled deserves credit for a remarkable performance. It is seldom that events of such disparity at locations far apart and involving people in the thousands come off with such precision.

Roone Arledge's cameras were there to see it all, rapture and heartbreak, the cheers of multitudes, showbiz on a dazzling scale. It just may have been a coincidence of talents and commitment that can be safely called unique.



Drawn for BROADCASTING by Jack Schmidt
"I thought we ordered videotex not videosex."

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R. E. M.
Bob Weir, Billy Cobham,
Bobby Cochran, Kenny Gradney,
Dave Garland of Bobby & The Midnighters
Greg Kihn Band
Marty Balin of Jefferson Airplane
Prairie Prince and Michael Cotton of the Tubes
Neal Schon of Journey
Bill Graham of Fillmore East & West
George Thorogood & The Delaware Destroyers
Albert Collins
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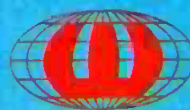
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