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*Spring 1984 Arbitron Metro Shares 6A-12M, Mon/Sun

**12+ Metro Shares 6A/12M, Mon/Sun, 1979, 1980, 1981, 1982, 1983, 1984

AL 36112

AXMFL
9041 9078
BLDC 1405
RQW 122
AUL-SAS

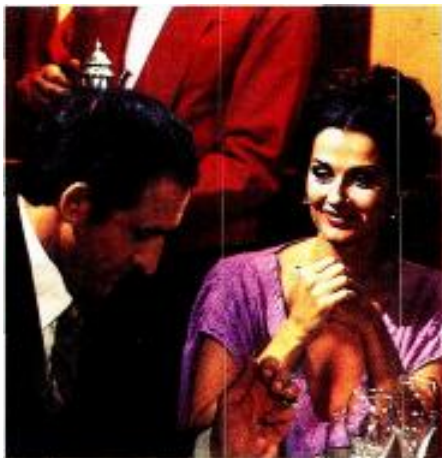
48/NOV MJK NOV/84

36112

530 Year 1984

Cable's bill: It's on again
Premiere week ratings
Report from IBC

Strongest in Women 18-34!



Hill Street Blues 16.8

Cheers	15.1
A Team	13.8
Remington Steele	13.4
Magnum, P.I.	11.9
Family Ties	11.6
Facts of Life	11.2
The Fall Guy	11.1
Simon & Simon	10.3
Gimme a Break	10.2

Strongest in Women 18-49!



Hill Street Blues 15.8

A Team	13.9
Cheers	13.7
Remington Steele	13.3
Magnum, P.I.	12.0
Family Ties	10.9
The Fall Guy	10.8
Facts of Life	10.6
Simon & Simon	10.6
Gimme a Break	9.8

Strongest in Women 25-54!



Hill Street Blues 16.2

A Team	14.2
Remington Steele	13.6
Cheers	13.4
Magnum, P.I.	12.8
Simon & Simon	11.0
The Fall Guy	10.9
Facts of Life	10.4
Family Ties	10.3
Gimme a Break	9.5

**Strongest in
Men 18-34!**



**Strongest in
Men 18-49!**



Hill Street Blues 15.7

A Team	13.9
Cheers	11.5
Magnum, P.I.	10.2
Remington Steele	10.0
The Fall Guy	8.7
Simon & Simon	7.8
Family Ties	6.7
Facts of Life	6.5
Gimme a Break	5.2

Hill Street Blues 15.2

A Team	13.4
Cheers	10.7
Remington Steele	10.2
Magnum, P.I.	10.1
The Fall Guy	8.6
Simon & Simon	8.2
Family Ties	6.3
Facts of Life	6.3
Gimme a Break	5.4

***Among
network series
soon to enter
syndication,
the demographic
powerhouse
is...***

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KBHK/SAN FRANCISCO
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WTTG/WASHINGTON, D.C.
KRLD/DALLAS
WJKW/CLEVELAND
KRIV/HOUSTON
WPGH/PITTSBURGH

WCIX/MIAMI
KMSP/MINNEAPOLIS
WATL/ATLANTA
WTOG/TAMPA
KPLR/ST. LOUIS
KDVR/DENVER
KTXL/SACRAMENTO
WPDS/INDIANAPOLIS
WTIC/HARTFORD
KPTV/PORTLAND, OR.

KTVK/PHOENIX
WXIX/CINCINNATI
WTVV/MILWAUKEE
WOFL/ORLANDO
KAUT/OKLAHOMA CITY
KTVX/SALT LAKE CITY
KMOL/SAN ANTONIO
KATV/LITTLE ROCK
WPTV/WEST PALM BEACH
WAWS/JACKSONVILLE

**"FAMILY TIES" AND "CHEERS" IS THE BEST HOUR
ON TELEVISION. SALES PROVE IT!**



TELEVISION DOMESTIC DISTRIBUTION

Broadcasting Oc 1

Cities, cable come to agreement IBC coverage from Brighton Premiere week ratings

ONE MORE TIME □ Cities and cable industry come to agreement on H.R. 4103. Legislation is expected to be acted upon this week. **PAGE 39.**

IBC CONVENTION □ Standards and parameters for HDTV and DBS among the topics of conversation at international technology conference. **PAGE 41.**

EARLY NUMBERS □ Numbers indicate public is less than thrilled with new fall programming premieres on the broadcast networks. A review of the reviewers begins on **PAGE 43.**

BIAS STUDY □ AEI-university study of evening news programs turns up little bias in reporting of election campaign to date. **PAGE 45.**

PROGRAMING ON PARADE □ VIDCOM, MIJID and music video festival among the October programming events set to begin in Europe. **PAGE 46.**

MORE NEWS □ Metromedia sets out to expand news operations of its owned television stations. **PAGE 50.**

NEWS CRITIQUE □ First annual Taishoff seminar participants decry quality of some broadcast news and how it's presented. **PAGE 52.**

GOING TO TRIAL □ Judge denies CBS request for summary judgment in Westmoreland suit. More than likely, trial will begin, as scheduled, on Oct. 9. **PAGE 56.**

SUIT SETTLED □ ABC settles libel case brought against *20/20*. **PAGE 57.**

CASE CLOSED □ Appeals court upholds FCC

decision to take WNYC(AM) New York off air at night because of interference with WCCO(AM) Minneapolis. **PAGE 59.**

FCC PLEADING □ DBSC asks FCC to approve due diligence request for operation of DBS service. **PAGE 62.**

NUMBER 19 IN L.A. □ FCC moves closer to granting ch. 19 assignment in Los Angeles to county sheriff. **PAGE 63.**

AT THE HELM □ Sonia Landau takes over as new CPB chairman and plans to keep a close eye on the bottom line. **PAGE 66.**

PEACOCK PROUD □ NBC sweeps to victory in Emmy awards, followed by CBS and ABC. **PAGE 68.**

PROGRAM TRANSFUSION □ Lifetime to get influx of cash to help it revise program schedule. **PAGE 69.**

BETTING ON BET □ HBO announces intention to become equity partner in Black Entertainment Television. **PAGE 70.**

VOTE PUSH □ ABC's Goldenson urges broadcasters to get out the vote. **PAGE 74.**

MINORITY ACTION □ NCTA co-sponsors minority business symposium. **PAGE 77.** Rivera vents frustration over plight of minorities in speech to NABOB. **PAGE 78.**

ON THE MOVE □ Lowry Mays, president of Clear Channel Communications, is expanding that company with acquisition of new properties and entry into new technologies. **PAGE 103.**

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TELEVISION PROGRAM ENTERPRISES

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No deal

Now that CBS has been denied summary dismissal of libel suit brought against it by General William C. Westmoreland (see page 56), may out-of-court settlement figure in network's strategy? Word from source closely connected to network's defense is "no." Network, source said, believes it has "obligation to journalism in general as well as [the job of] defending itself," despite costs connected with case, which will run into millions for both sides. Network has pretty good track record in defending itself against libel charges. In any given year CBS will face dozen or more defamation suits, at least half usually involving *60 Minutes*. In past six years five cases have reached trial. Of five, plaintiffs called it quits twice, judge dismissed another and jury ruled in favor of CBS once. In only case CBS lost, *Yhl vs CBS Inc.*, jury found that hunter had been unfairly portrayed, through editing of tape, as shooting ducks on ground. Yhl was awarded \$1.

'No' man

President Reagan is prepared to veto bill (S.607) reauthorizing Corporation for Public Broadcasting for fiscal 1987, 1988 and 1989. Reagan rejected earlier reauthorization bill for excessive budget ceilings. Measure, scheduled for vote in House this week (see story, page 59), was introduced by Senator Barry Goldwater (R-Ariz.), and sets limits at \$200 million, \$225 million and \$250 million for respective fiscal years, below those vetoed. But White House wants still lower figures.

Unsettled fallout

Little-discussed feature of cable bill (page 39) may answer long-standing question of whether cable franchise can count as tax-deductible asset. System operators have previously claimed that franchise renewal is by no means assured and therefore has definite life, one criterion of tax-deductible status. On other side of table is Internal Revenue Service, claiming cable franchise renewal is as predictable as renewal of broadcast licenses, to which courts have regularly denied tax-deductible status. Because cable bill standardizes renewal process feeling is that operators will have harder time making case.

Realizing this, industry had sentence put in House Telecommunications

Subcommittee report accompanying H.R. 4103 explicitly stating that definition of franchise should not conflict with recent court decision in operators' favor. Furthermore, indication is from Senate staffer that this language will probably survive House-Senate conference. But government official who asked not to be identified noted that bill is communications legislation, not tax legislation, and may carry little weight in tax courts. In meantime it appears operators and IRS will continue to slug it out, with two of top 10 MSO's currently in litigation over question.

Concession

Last-minute negotiations were under way last week to pave way for smooth passage of cable bill in House. Among deals struck was elimination of provision granting cable operators access to apartment buildings if "equivalent" services are not being offered. Provision was removed to head off anticipated assault on bill by real estate interests.

Grounded birdman

Word is that Richard Bodman has resigned as president of Satellite Television Corp. His departure comes as no surprise, in view of tentative agreement that STC's parent, Communications Satellite Corp., reached with Prudential Insurance Co. of America and United Press International's chief executive officer, Douglas F. Ruhe, to form partnership to establish and operate DBS firm (BROADCASTING, Sept. 10). Number of other changes are also expected. There is no indication as to who would succeed Bodman, but speculation is that new partners are looking for outsider.

Academia calls

Fixture at National Association of Broadcasters for over 20 years, Dr. Harold F. Niven, 61, will leave post as vice president for conventions and meetings to become full-time president of Broadcast Education Association, activity of which has been guiding hand for years. He'll continue to headquarter in NAB building, will remain in overseeing role for organization's 1985 convention in Las Vegas. Successor has not been identified, although Henry Roeder, assistant to convention manager, is considered candidate if insider is chosen.

Glittery returns

Look for totally revamped graphics in NBC's election coverage. Network has been working closely with MCI/Quantel engineers for over year on ways to use latter's sophisticated Paint Box graphics device as creator of on-air voting displays. Alliance has proved useful as NBC will be using custom-designed Paint Boxes for all of its upcoming election return graphics. Up to now network had been using Chyron and Dubner character generators. Paint Box units will provide good deal more flexibility and ability to create many more types of graphics than less sophisticated character generators.

El jefe

Veteran broadcaster Paul Drew, 59, long identified with RKO Radio station group, will assume command of Radio Marti, Reagan administration's controversial U.S. government station being built in Florida for broadcasting into Cuba. He'll begin as consultant today (Oct. 1), is expected in time to be made official director of operation. Drew has been broadcast consultant for many years, has produced television as well as radio shows.

Set to music

It appears more radio stations, especially on FM band, have significantly increased their use of jingle ID's in 1984. Underscoring trend is Buddy Scott, senior vice president of Dallas-based TM Communications, which produces and markets different radio products including 24-hour formats and jingle packages, who said TM's sales of station jingles for first nine months of 1984 are up nearly 25% over all of 1983. Part of rise is due to comeback of top 40 or contemporary hit radio (CHR) format. Out of TM's 35 syndicated jingle packages this year, 17 are for CHR stations, said Scott.

Fixing lottery odds

Item proposing lottery for multichannel multipoint distribution service was pulled from FCC agenda once again last week ("Closed Circuit," Sept. 17), this time to consider confidential memorandum from Commissioner Henry Rivera, who still thinks minorities should be granted MMDS lottery preferences, which others on FCC aren't keen to grant.



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She's tough on the competition!

Justice look

The Department of Justice's antitrust division last week said it has been looking into allegations of antitrust law violations by MTV Networks Inc. in its dealings with record companies. A department spokesman said the inquiry is not related to a civil antitrust suit filed two weeks ago against MTV, the cable-distributed music video service, by an intended competitor, the Discovery Music Network (BROADCASTING, Sept. 24).

In its suit, DMN, which is scheduled to introduce its own 24-hour cable-distributed music video service on Jan. 1, alleged that the exclusive agreements MTV reached with five major record companies violate the antitrust laws.

Weekend edition

Business Times, the business news program seen weekday mornings on ESPN, is launching a new, one-hour weekend program, also on ESPN, in association with the Wharton School of Business in Philadelphia. Although the show will feature week-in-review segments, it will focus primarily on discussions of various business issues. The new program, set to debut Saturday, Oct. 27, at 9 a.m., is titled, *Wharton/Business Times Management Report*.

The program will be wholly owned and produced by Business Times Inc., although Wharton may receive profits, at some future date, connected with the sale of videocassettes of the program. The school's primary compensation, however, will be exposure on cable. A number of its professors will be regular panelists on the show. *Management Report* will be carried on Saturday from 9 to 10 a.m. (ET) and repeated Sunday at 11 a.m. As it does with its weekday program, *Business Times* is leasing the time for the weekend show outright from ESPN.

The program will start with a wrap-up of the week's business news. Two panel discussions will follow, featuring *Business Times* editors and Wharton professors. One will focus on technological subjects and the other on management issues.

Company executives say the first two editions of the weekend show have almost been sold out. They are telling advertisers that the program should reach an initial audience of about 400,000. AT&T is the largest sponsor for the new show, as it is with the weekday program.

Third-place battle

The battle for subscribers has intensified between HBO's Cinemax and The Movie Channel, which merged with Showtime last year. The two pay services have been battling for years for third place, with TMC claiming the position late last year after it absorbed several hundred thousand subscribers from the now defunct Spotlight pay movie service. That put its subscriber count at around 2.8 million, compared to Cine-

max's 2.7 million. Now, TMC is claiming approximately 3.1 million subscribers.

Cinemax officials claim, however, that their pay service has surpassed that mark, but they refuse to say by how much, citing parent company Time Inc. policy. So far this year Time has released no subscriber information on Cinemax. If Cinemax has surpassed The Movie Channel, that would mean the service added some 400,000 subscribers this year. Officials confirmed reports that Cinemax added approximately 170,000 subscribers in the second quarter alone this year.

At a press conference last week, Cinemax officials said Cinemax subscribers are reportedly more satisfied with the service's program menu than they were a year ago (especially young professionals); more subscribers have said this year that they receive "good value" for the money they pay for the service; the number of subscribers indicating a "likelihood" to cancel Cinemax, officials report, is down by almost half, to about 7%. Larry Carlson, in charge of all Cinemax operations as senior vice president, said 8 million homes passed will be added to the service's available pool, 27 million homes.

Lee de Boer, senior vice president, programming, said the company has made good on its promise earlier in the year to increase the output of monthly movie titles. He said the service now offers an average of 75 movie titles per month, twice as many as a year ago. Many of the films fall in genres that Cinemax has set up for certain time periods, such as romance films, classics, "drive-in" titles and film festivals. In November, a comedy movie umbrella entitled "Comic Relief" will be introduced. Cinemax also airs a dozen or so old made-for-television movies each month, such as ABC's *Brian's Song*. De Boer said Cinemax has just renewed its comedy series, *Assaulted Nuts*, and that a new comedy show, *The Richard Belzer Show*, will debut this month. Belzer was a member of the comedy troupe featured in *Thicke of the Night*, which tried unsuccessfully to carve a niche for itself as a late-night syndicated program. The pay service will also feature several new concerts in the coming months, including performances by Rod Stewart, The Go-Go's and Quarterflash. Barry Manilow and Linda Ronstadt will be featured in upcoming editions of *Album Flash*, where recording artists are provided a forum to perform selections from new albums. Cinemax will also air its first made-for-cable mini-series, *Louisiana*, about the antebellum South, in two parts on Oct. 22 and Oct. 23. The four-hour program stars Margot Kidder and Ian Charleson and was produced by International Cinema Corp.

July numbers

Home Box Office said its viewing levels reached a high mark for 1984 in July and also exceeded the commercial network affiliate average in HBO homes. The pay service's monthly performance report said that HBO

viewing in prime time was up 15% from July 1983, beating all three commercial networks on almost two-thirds of the nights, while the combined network share dropped below 50%—to 48%—of all prime time viewing in HBO homes. In these homes during the commercial networks' coverage of the Democratic national convention (July 16-19), HBO was first, while the networks' combined share dropped to 39%, the lowest of the year, according to HBO's report, based on Nielsen/HBO data.

HBO's weekly reach, or the percentage of homes per week tuning into HBO, increased in July by 2% over July 1983, reaching 82.4%, but viewer satisfaction scores declined by 6%. "Smokey and the Bandit Part III" was the month's most-watched movie on HBO, and "Not Necessarily the Olympics" was the most-watched original presentation. The movie found "most satisfying"—rated excellent or very good by the greatest percentage of its viewers—was "Melanie," while *Draw* was rated the most satisfying original program. "Octopussy" and "Eddie and the Cruiser" were ranked as July's most popular movies overall, in both subscriber viewing and subscriber satisfaction.

MTV PSA's

MTV: Music Television has launched a voter registration public service campaign primarily targeted to 18-to-24-year-olds. The campaign, according to MTV, features many of today's top rock artists—Cyndi Lauper; Huey Lewis; Tina Turner; Crosby, Stills & Nash; Peter Wolf; Dennis DeYoung of Styx, and Dee Snider of Twisted Sister—in specially produced 30-second spots urging viewers "to register to vote." The MTV campaign also features one spot which uses a clip of the late Jimi Hendrix at Woodstock playing "The Star Spangled Banner" on his guitar.

The video spots, which were produced as a joint project by Les Garland, MTV vice president of programming, and independent music video and record producers Danny Goldberg and Tim Sexton, are scheduled to run until next Monday, Oct. 8. As an added incentive, MTV is listing a toll-free 800 number at the end of each spot allowing viewers to call for information on where to register and vote in their area.

Looking up

A pioneer in cable television remains bullish on its future. "The upside far exceeds the downside," Daniels & Associates Chairman Bill Daniels said in surveying the future of cable at a luncheon of the Washington Metropolitan Cable Club last week.

Daniels said that cable, which has met historical opposition from regulators, telephone companies and broadcasters, has had two friends since day one—"Main Street and Wall Street." But despite support from those two groups, what really enabled cable to take off, Daniels said, was the deregulatory course of the FCC under the chair-

manship of Charles Ferris and Gerald Levin's project of distributing HBO via satellite.

A few years ago, Daniels said, the four commercial broadcast stations in his home town of Denver were signing off at 1 or 2 a.m. When cable was introduced, Daniels said, the broadcast stations expanded their programming to 24 hours. The result from the video competition, he said, was more choices for the consumer.

Daniels said the cable industry has gone from losing \$200 million in 1982 to earning \$400 million in 1983. With most franchising battles over, Daniels said it was time "to settle down and concentrate on marketing."

But cable is not for the squeamish, Daniels said. "You've got to put your money where your mouth is," Daniels said, and "be in for the long pull." He reminded the audience that ABC, now highly profitable, "lost money for 23 years."

Daniels sees a future in cable audio services and he said that cable advertising "would be far more profitable" than most imagined. He said pay-per-view would be an important element in cable's future, predicting it will be on the scene in five years. He said the industry was two to seven years away from two-way services.

More USA videos

The USA network is launching its third video music program on Oct. 8. *Heartlight City* will be aimed at the same audience that is sought by Turner Broadcasting System with its new service, Cable Music Channel (18-49 year-olds). USA already programs *Night-*

flight during the late night weekend hours and *Radio 1990*, a week-nightly half-hour news and information program about the music business beginning at 7 p.m. The new program will air Monday through Friday starting at 3 p.m., replacing the second hour of *Alive & Well*, the Bristol-Myers-sponsored and produced health program which has been cut back to one hour from two. The format will consist of music videos interwoven with an off-air host, with some additional elements. USA has positioned the new show to counterprogram the network soap operas and independent television programming, said Dave Kenin, USA's vice president of programming.

Heartlight City is being produced by ATI, which also produces the network's two other music-oriented programs. Kenin said the network had been kicking around the idea of a middle-of-the-road music video show for about a year, but "there weren't enough videos available initially, and we were still committed to [a heavier] sports schedule." This past summer, he said, the concept was "being evaluated" once again when Turner and MTV announced their plans for new music video services. *Heartlight City* was approved shortly thereafter. Kenin said the network is looking at several other music video program concepts, also designed for counterprogram purposes.

Dealing with home video

Local cable operators must take a more "user friendly" approach to their customers or face further displacement by the rapidly growing home video market, warned David

Lewine, senior vice president and home video/pay television director for Playboy Enterprises, in a speech to members of the Southern California Cable Association, meeting in Los Angeles.

There is a downward trend in consumer attitudes toward cable service, Lewine contended, while at the same time the popularity of videocassette rental is rising. Cable runs the risk of becoming merely a "passive" electronic programming distributor unless it makes an effort to compete more effectively and regain consumer confidence. Pay-per-view, Lewine feels, could have "enormous impact" on cable and remains an "obvious alternative" to videocassette rental. In the long run, he speculated, rentals may be negatively affected by changes in legislation regarding revenues and copyright.

"The growth of home video in the last couple of years is far stronger thanks to some of the mistakes the cable industry has made," Lewine concluded. Those mistakes, he added, include promising too much and delivering too little.

NBA on TBS

Turner Broadcasting System announced last week that former basketball players Bill Russell and Rick Barry, as well as veteran sportscasters Skip Carey and John Andari, will be announcers for TBS coverage of National Basketball Association games this winter. TBS won the NBA cable rights for the first time earlier this year. In addition, former Boston Celtic coach Red Auerbach will be a "special commentator" on a number of TBS's NBA telecasts.

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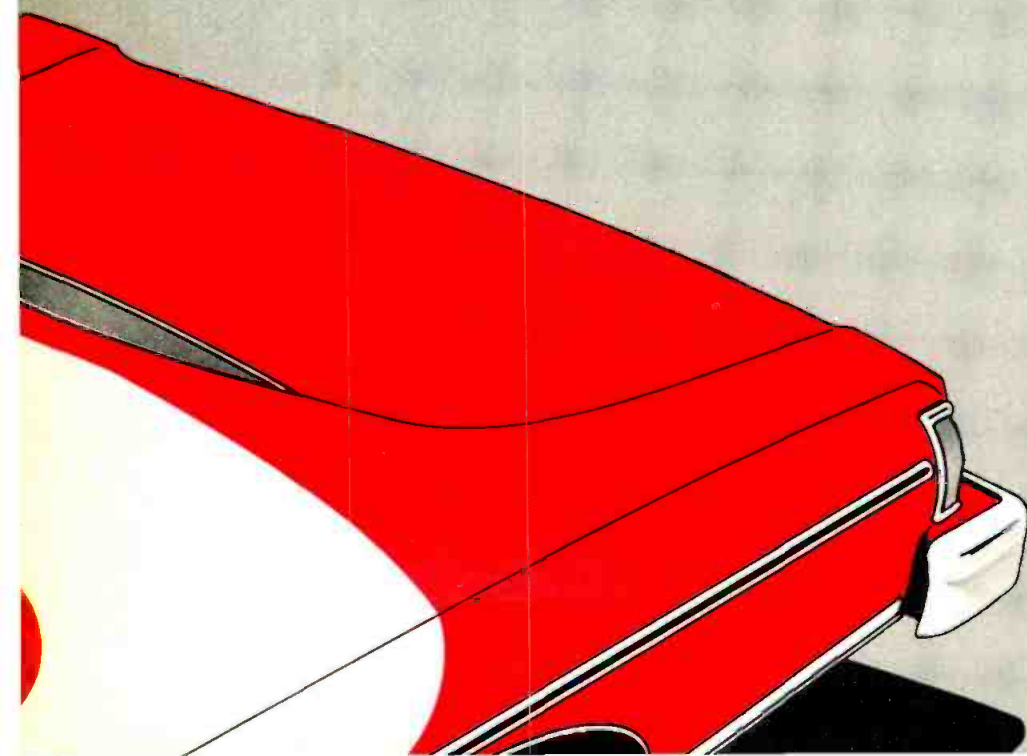
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CHICAGO	WFLD-TV	NASHVILLE	WZTV	SPOKANE	KSKN
PHILADELPHIA	WTAF-TV	CHARLOTTE, N.C.	WPCO-TV	DAVENPORT	WOC-TV
SAN FRANCISCO	KTZO	NEW ORLEANS	WGNO-TV	PORTLAND, ME.	WMTW-TV
BOSTON	WSBK-TV	COLUMBUS, OH.	WCMH-TV	CHATTANOOGA	WDSI-TV
DETROIT	WXON	GREENVILLE, S.C.	WSPA-TV	COLUMBIA, S.C.	WOLO-TV
WASHINGTON, D.C.	WDCA-TV	RALEIGH	WPTF-TV	BURLINGTON	WPTZ
DALLAS	KTXA	MEMPHIS	WMC-TV	GREENVILLE, N.C.	WCTI
HOUSTON	KRIV-TV	OKLAHOMA CITY	KOKH-TV	LAS VEGAS	KTHV
CLEVELAND	WCLO-TV	SAN ANTONIO	KSAT-TV	ROCKFORD	WREX-TV
PITTSBURGH	WPGH-TV	NORFOLK	WTVZ	CHARLESTON, S.C.	WCSC-TV
MIAMI	WDZL	BIRMINGHAM	WBRC-TV	COLUMBUS, GA.	WXTX
SEATTLE	KSTW	GREENSBORO	WJTM-TV	MONROE	KNOE-TV
ATLANTA	WSB-TV	ALBANY	WAST	AMARILLO	KFDA-TV
TAMPA	WTOG	LITTLE ROCK	KTHV	SANTA BARBARA	KCOY-TV
ST. LOUIS	KDNL-TV	SHREVEPORT	KTAL-TV	BEAUMONT	KBMT
DENVER	KTMX	TULSA	KOKI-TV	McALLEN	KRGV-TV
SACRAMENTO	KTXL	RICHMOND	WXEX-TV	LUBBOCK	KLBK
BALTIMORE	WNUV-TV	KNOXVILLE	WATE-TV	BANGOR	WVII
HARTFORD	WETG	MOBILE	WMPI	ALEXANDRIA, LA.	KLAX-TV
PORTLAND, OR.	KPTV	ALBUQUERQUE	KNAT	LAKE CHARLES	KVHP
INDIANAPOLIS	WTTV	JACKSONVILLE	WTLV	BOWLING GREEN	WBKO
PHOENIX	KPHO-TV	FRESNO	KJEO	LIMA	WLIO
SAN DIEGO	XETV	SYRACUSE	WTVH	ANCHORAGE	KIMO
KANSAS CITY	KSHB-TV	DES MOINES	WHO-TV	HONOLULU	KITV
CINCINNATI	WLWT	GREEN BAY	WBAY-TV	WENATCHEE	KCWT

STARSKY & HUTCH

A SPELLING/GOLDBERG PRODUCTION DISTRIBUTED BY



Business Briefly

RADIO ONLY

Roy Rogers □ Fast-food restaurant chain will start six-week flight in mid-October in five markets, including Hartford and New Haven, both Connecticut, and Philadelphia. Commercials will be scheduled in all dayparts. Target: adults, 25-49. Agency: Smith, Burke & Azzam, Baltimore.

Dakota Bak-N-Serv Co. □ Frozen bread dough will be spotlighted in four Midwestern markets in four-week flight starting in early October. Commercials will run in morning, afternoon and early evening periods. Target: women, 25-54. Agency: Bryan/Donald Advertising, Kansas City, Mo.

Stroehman Bros. □ Campaign to promote its bread will begin in early October for six weeks in 30 to 40 markets. In addition, test flight for new all-natural whole wheat bread will be conducted in three markets—Buffalo and Rochester, both New York, and Harrisburg, Pa. Commercials will run in

morning, afternoon and early evening time slots. Target: women, 25-54. Agency: Muller Jordan Weiss, New York.

Western Michigan Credit Union □ Campaign marking organization's 50th anniversary will be conducted in one- and two-week flights in October and December in three Michigan markets—Detroit, Lansing and Grand Rapids. Commercials will run during weekdays from morning until early evening. Target: adults, 25-54. Agency: Kolon, Bittker & Desmond, Troy, Mich.

TV ONLY

Sentry Hardware Co. □ In pre-Christmas promotion, company will begin four-week flight in late November in about 25 markets, with possibility that other markets will be added. Commercials will run in early morning news and other early morning programs. Target: men, 25-54. Agency: Meldrum & Fewsmith, Cleveland.

Florida Division of Tourism □ Four-week

flight will begin on Nov. 5 in 15 markets east of Mississippi river. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Mike Sloan Associates, Miami.

VLI Corp. □ In campaign scheduled to run at least four weeks, company will advertise Today Vaginal Contraceptive Sponge in at least 15 markets, starting in October. Product already has been advertised on radio and cable television with minimum of objection, according to VLI. Twelve stations are restricting commercials to night-time hours and some also to daytime hours when children are not watching. Target: women, 18-34. Agency: Keyes/Donna/Pearlstein, Los Angeles.

Wilkinson Sword Inc. □ Six-market television test designed to measure effect of concentrated pre-holiday local TV support on sales of its self-sharpening cutlery line is set to begin in early October. Flights will be for six weeks in some markets and 12 weeks in others. Mix of daytime, nighttime and weekend programing is being used in test campaign, which is in addition to advertiser's \$1.5 million TV network and print advertising campaigns in 1984. Target: adults, 25-54. Agency: Burton-Campbell Inc., Atlanta.

Shelter Insurance Co. □ Various insurance services will be promoted in flights lasting eight to 10 weeks, starting this week in 55 markets. Spots will run during prime time, early and late fringe. Dealer-placed radio commercials will run primarily during drive time and sports programing. Agency: D'Arcy MacManus

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

NBA TIP-OFFS—WEEK OF OCT. 15—Get a jump on the NBA in our 5-part series of 90-second scripts that look at all the teams, and the players making sports headlines with their moves on—and off—the court. This feature moves in advance on October 6.

THE CONTENDERS—The race is on. AP covers the run for the presidency, and key congressional and senatorial contests in our series entitled, "The Contenders." 90-second scripts supplement your campaign coverage five days a week.

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

TODAY IN HISTORY—This regular AP feature jogs the memory and puts current events into perspective. Synopses run just before the first Newswatch. Also, get a week's worth of scripts two weeks in advance every Sunday.

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

For more information call, (202) 955-7200

AP Associated Press Broadcast Services.

Rep Report

KUEC(TV) Ogden, Utah: To Seltel (no previous rep).

□

WCEZ(FM) Columbia, S.C.: To Blair Radio from Hillier, Newmark, Wechsler & Howard.

□

WxBM-FM Milton, Fla.: To Torbet Radio from Selcom.

□

MMT moves. MMT Sales has moved to new and larger quarters in New York at 150 East 52d Street, 10022. New telephone number is (212) 319-8008.

Tie. Tie.

Virtual Tie!!!



Source: NFI September 1983-April 1984 © 1984 Universal City Studios Inc. All rights reserved

A 1983-84 bell ringer!

Simon & Simon soared to a virtual tie for Number Two in the Nielsens.

Bong, bong, bong!



Simon & Simon

The action series with the light touch.

Coming soon.

MCA TV

Somebody Stole Our Gals!



A 1983-84 love story!

More young women loved
Simon & Simon
than any other series
on television except for
a couple of nighttime soaps.
Sexist but true!



Simon & Simon

The action series with the light touch.

Coming soon.

MEATY



A 1983-84 nearly!

For all but one week of the first-run season (23 out of 24 weeks), Simon & Simon increased its ratings over the comparable period of a year ago. Nobody's perfect!



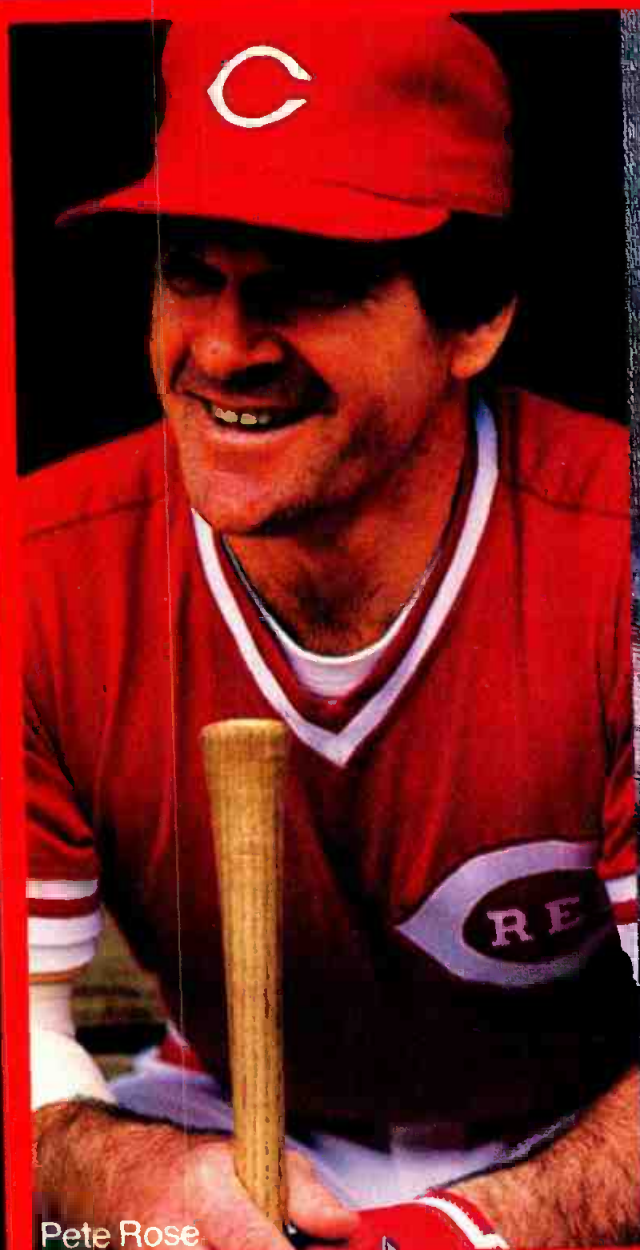
Simon & Simon

The action series with the light touch.

Coming soon.
MCA TV

Great Pete

Great Peter

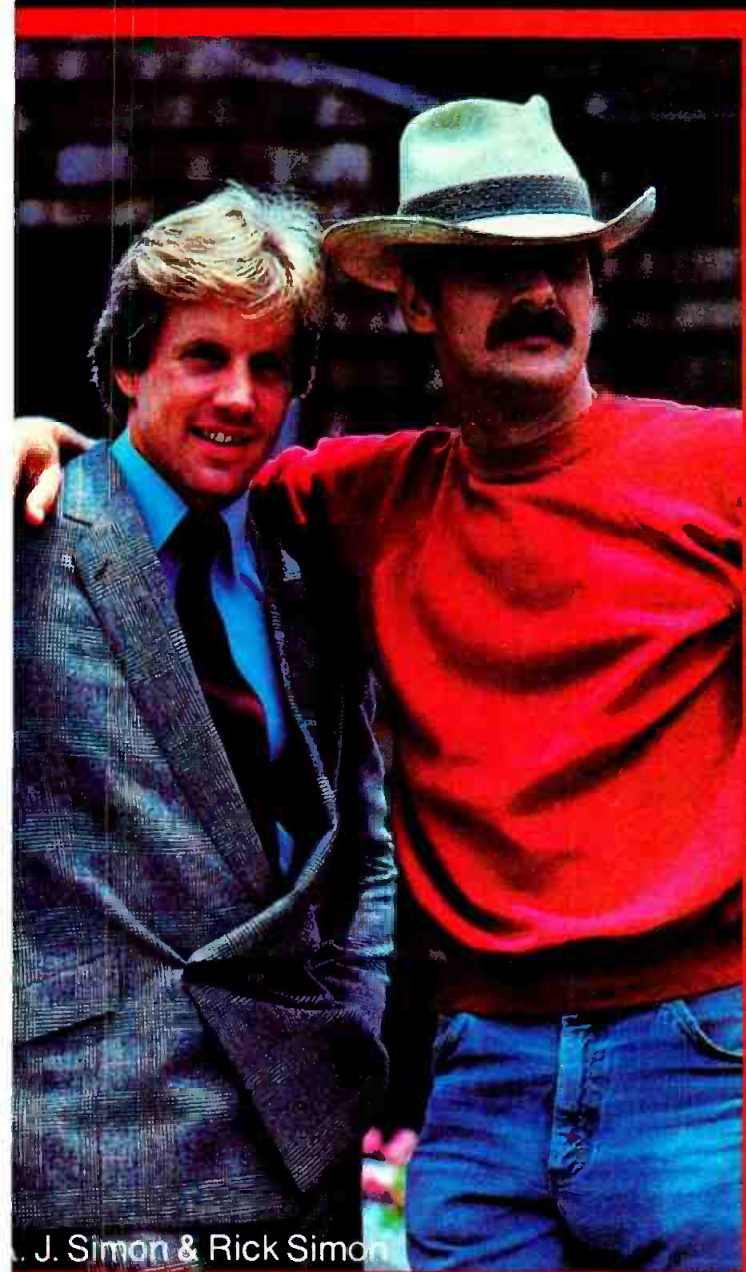


Pete Rose



Peter The Great

Great Repeaters



J. Simon & Rick Simon

1984's best repeater!

Simon & Simon was the Number One series in all of television during the summer of 1984. Play it again, Pete.

Simon & Simon

The action series with the light touch.

Coming soon.

MCA TV

Source: NTL June–August 1984. © 1984 Universal City Studios Inc. All rights reserved.

AdVantage

Computer dollars. Television advertising in computer sector rose by 33.5% in first half of 1984 to \$104.4 million, according to Television Bureau of Advertising. TVB, citing data from Broadcast Advertisers Reports, said spending by hardware and software manufacturers in first half of year amounted to \$98.2 million, up 29%. Sales and service retail spending reached \$6.3 million, up 193%. Leading list of computer advertisers on television for first half of year were International Business Machines, \$25.8 million, up 73% for first six months of year; Apple Computer, \$16 million, up 915%, and Commodore, \$10 million, down 24%.

□

Hints from GF and Y&R. General Foods Corp. and Young & Rubicam U.S.A. have teamed up to produce eight-part series of "drop-in" 90-second informational programming pieces containing food hints that will be carried over five cable television networks, starting today (Oct. 1). Eight mini-programs, called *Shortcuts*, are wrapped around 30-second commercial messages from General Foods. Package is being produced for broadcast each quarter and rotated on programs of Lifetime, CNN, USA, Nashville and CNN Headline News. Series is called *Shortcuts* because it contains food hints for busy consumer on shopping, nutrition and home entertainment. Programming will appear between 6 p.m. and 1 a.m. because target audience—young and upscale—works during day, according to agency. Spokesman for Y&R, GF's agency, stressed that informational programs are not "infomercials" since no advertising appears in them. General Foods would not pinpoint money involved in project except to say that investment is in "multimillion area."

□

Chrysler's ad spending. Chrysler Corp. will spend about \$200 million for advertising during 1984-85 to promote sale of 1985 Chrysler, Dodge and Plymouth cars and trucks, company reported last week. Joseph A. Campana, vice president of marketing for Chrysler, said that despite inflationary pressures, company planned to maintain advertising level with about same budget as last year. Campana would not give media breakdown of expenditures but said budget for print has been increased while allocation for network TV has been pared slightly. Campana stressed that network TV still is most heavily used medium.



Shortcuts
FROM
GENERAL FOODS

Masius, St. Louis.

Po Folks Restaurant □ Six-week flight will start in early November in 32 markets, including Greensboro, N.C., Kansas City, Mo., and Nashville. Commercials will run in early fringe, news and prime access. Target: adults, 25-54. Agency: Cascino & Purcell, Atlanta.

New England Apple Products □ Apple sauce and juice drinks will be featured in two-week flight starting on Nov. 19 in eight markets, including New York; Providence, R.I., and New Haven, Conn. Commercials will be placed in daytime, fringe and prime time. Target: women, 25-54. Agency: Cabot Advertising, Boston.

Endicott Johnson □ Men's shoes will be spotlighted in four-week flight starting in late October in 31 markets, including Pittsburgh, Indianapolis and Milwaukee. Commercials will be slotted in daytime, fringe and sports periods. Target: men, 25-54. Agency: Silverman Mower, Syracuse, N.Y.

RADIO AND TV

Washington State Dairy Commission

□ Fourth-quarter promotion is scheduled to start on Oct. 8 in about 12 markets on radio and television. Commercials will be scheduled in all dayparts. Target: persons, 12-34. Agency: Ehrig & Associates, Seattle.

Agency Rent-A-Car □ Test campaign has begun in six markets throughout U.S. and will run for three months until end of year with nationwide rollout planned for 1985. Rent-A-Car, insurance replacement car rental firm, is placing commercials in all dayparts to reach broad audience. Target: adults, 21-54. Agency: Bramd & Gerber & Shick, Cleveland.

Split-screen advertising. NBC Sports has developed a way to slip in TV commercials during coverage of professional soccer games which have no breaks during play.

For its coverage of the World Cup in 1986, NBC plans to offer a split-screen proposal under which two-thirds of the picture will be devoted to presentation of commercial while game coverage continues on the other third of the screen. As soon as NBC completes its coverage of the World Series, advertising salesmen in sports will be visiting advertisers and agencies with videocassettes showing examples of its split-screen technique for coverage of the World Cup.

A spokesman for NBC Sports said the technique is not applicable to coverage of other sports events since they have built-in break periods for commercials.

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

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

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

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

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

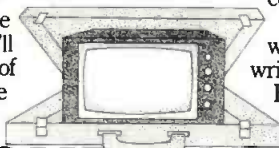
markets. You'll understand the role of news, movies, specials, sports and cable.

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

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

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

But do it today because new classes are starting soon.

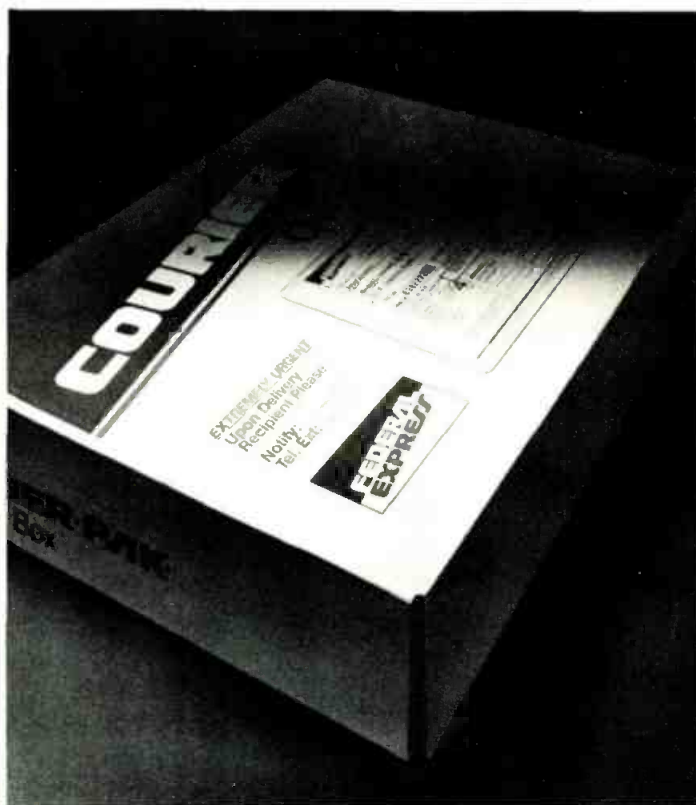
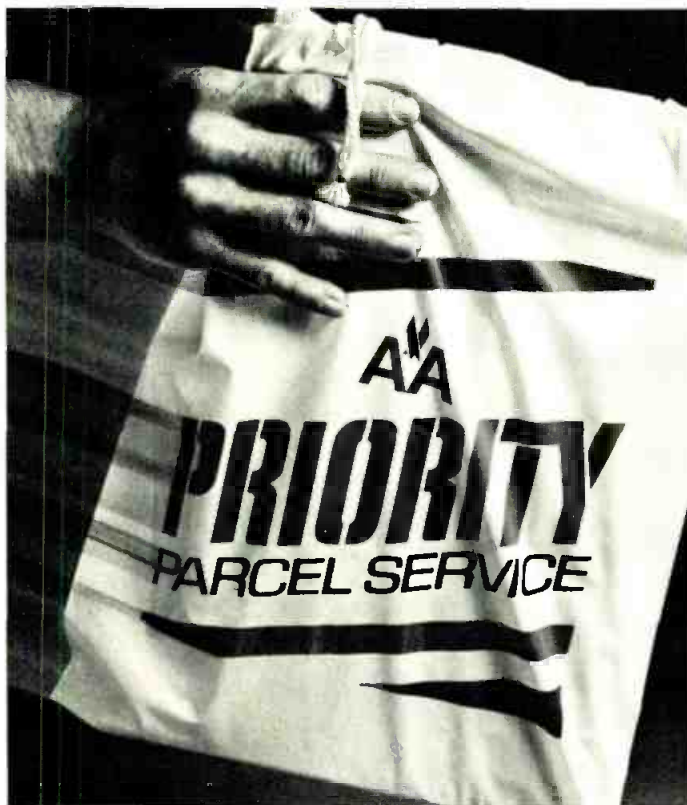


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When a few hours can make all the difference, call us immediately. When we can get it there sooner, why wait till later.

**American Airlines
Priority Parcel Service**

Where Things Stand

A quarterly status report on the unfinished business of electronic communications.

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AM-FM allocations. Applications for more than 1,000 FM stations that could be created by FCC's Docket 80-90 could start being filed before end of year—if things work out way FCC has planned. Commission's list of 684 proposed locations for stations, most of them for Class A's and falling most heavily on Southeast, was released earlier this year (BROADCASTING, March 5). Comments and replies on those proposed locations have been received, and commission is hoping to release list of allocations settled upon soon, perhaps by November. If commission is deluged with applications, James McKinney, FCC Mass Media Bureau chief, said commission will use lotteries to select among mutually exclusive applications (BROADCASTING, Sept. 24). FCC's original order in proceeding held that existing FM stations that haven't filed applications to upgrade their facilities to their class minimums by March 1, 1987, will be downgraded to lower class, move that should permit more new FM's to be dropped in.

United States and Canada, meanwhile, have signed bilateral agreement enabling countries to establish new AM radio stations—and expand service of existing stations (BROADCASTING, Jan. 23). Agreement permits qualified U.S. AM daytimers to begin broadcasting at 6 a.m. and operate until up to two hours after local sunset. It also laid groundwork for FCC to permit more than 1,000 U.S. Class IVAM stations to quadruple their nighttime power (BROADCASTING, March 19). Relief, however, is contingent upon U.S. coming to new agreement with Mexico, perhaps by end of year.

Agreement with Canada also cleared way for FCC to start accepting more applications for about 125 unlimited-time AM stations on clear and adjacent channels resulting from its 1980 action reducing protection to clear channel stations (BROADCASTING, May 29, 1980). More than 300 clear channel applications are on file or have been designated for hearing. In 1982, FCC stopped accepting applications for unlimited stations so it could complete its negotiations with Canada. However, both Canada and U.S. have agreed to continue freeze on new applications—for time being—for unlimited stations on 25 Class I-A clear channels to permit parties with applications already pending to bring them into line with new agreement. Agreement also would permit, for first time, U.S. nighttime operations within 650 miles of U.S.-Canadian border on Canada's seven clear channels. Both countries, however, have agreed to delay making assignments on those clears in border area. And FCC has put freeze on applications for unlimited operations in U.S. on Canadian clears pending establishment of new AM rules.

FCC has proposed to provide for creation of about 400 new unlimited-time AM stations on 14 Mexican, Bahamian and Canadian Class I-A clear channels (BROADCASTING, March 19). Proposal is also contingent upon new agreement with Mexico.

In addition, FCC has amended rules to permit

applications for new and improved daytime-only stations within nighttime service area of Class I-A stations on clear channels. It also has authorized qualified AM daytimers to offer post-sunset operations. Daytimers generally were disappointed with FCC's original post-sunset authorizations, under which only 640 were permitted to operate with more than 100 watts after sunset. So, responding to petition for reconsideration, FCC gave many more post-sunset power (BROADCASTING, April 16). Association for Broadcast Engineering Standards and others then petitioned FCC to reconsider latter move, contending it would cause severe interference to full-time stations. DBA and ABES, however, have worked out compromise and submitted it to FCC (BROADCASTING, Aug. 13).

Meanwhile, FCC has announced tentative agreement with Mexicans on Class IVAM nighttime power increases and on expansion of FM baseband. At same time, it announced tentative agreement with Canadians on new FM broadcasting agreement and working arrangement adopting less restrictive allocations standards for stations within 199 miles of Canadian border (BROADCASTING, Sept. 24).

AM stereo. With wide support among receiver manufacturers and broadcasters, Motorola is in strong position to win hard-fought AM stereo standards battle and make its C-Quam system industry's de facto standard. But Leonard Kahn, inventor and chief proponent of incompatible Kahn system, may yet prevail by persuading major stations in major markets to stay on air with his system.

Key to Motorola victory is proliferation of C-Quam-only radios, which are being marketed by several manufacturers. Consumers will resist buying such radios, however, Kahn says, because they will be unable to tune in stereo signals of Kahn stations. Kahn is encouraging manufacturers to build multisystem radio receivers capable of picking up all stereo systems.

FCC instigated marketplace standards battle in 1982 when it decided not to decide which of five proposed systems should be standard for AM stereo broadcasting (BROADCASTING, March 8, 1982). Instead, FCC said broadcasters could begin broadcasting stereo programming using any system they desired. Marketplace forces—interplay of receiver manufacturers, broadcasters and consumers—FCC reasoned, would soon determine which of five systems (proposed by Motorola, Kahn, Harris, North American Philips and Belar Electronics) should be de facto standard. FCC's action was contrary to wishes of most broadcasters and receiver manufacturers, who feared marketplace approach would kill AM stereo or at least delay its introduction.

Besides Motorola and Kahn, only Harris seems to have any kind of chance of winning marketplace fight. Having failed to attract any receiver manufacturers and having had to drop out of fray for several months, Harris adopted new tack at National Association of Broadcast-

ers convention in Las Vegas in April. It modified system so that its signals are now receivable on Motorola-only radios. Besides giving Harris new life, move should encourage production of Motorola receivers, while discouraging manufacture of multisystem sets. Continental Electronics continues to market so-called Magnavox system, which was more or less abandoned by its inventor, North American Philips, and has made small inroads among broadcasters. Belar Electronics, smallest of original proponents, dropped out of contest long ago.

Kahn system, first to win type-acceptance, was first on air, in July 1982, at KDKA Pittsburgh and KTXA San Antonio, Tex. (BROADCASTING, Aug. 2, 1982).

Cable copyright. Chances of cable copyright legislation becoming law before 98th Congress adjourns this Friday (Oct. 5) are very slim. Legislation introduced by Subcommittee Chairman Robert Kastenmeier (D-Wis.), H.R. 6164, which squeaked through subcommittee by vote of 8-6 in June (BROADCASTING, June 25), is not scheduled to come before parent, Judiciary Committee.

Measure, which is based on two other House measures (H.R. 2902, introduced by Representative Mike Synar [D-Okla.], and H.R. 3419, by Representative Sam Hall [D-Tex.]), is likely to be reintroduced next year in new Congress. It would provide substantial copyright relief for cable industry, would reduce size of Copyright Royalty Tribunal from five commissioners to three, and would authorize tribunal to hire chief economist and general counsel. Bill would also limit impact of 1982 CRT decision that cable systems must pay 3.75% of their gross revenues every six months for each distant signal added after FCC dropped its restrictions on importing signals. Among other things, it would modify method by which cable systems calculate royalty fees for secondary transmission on tiers other than basic.

Bill is expected to continue to generate opposition from motion picture industry, professional sports interests and broadcasters, who were able to weaken number of bill's key provisions during subcommittee markup.

Senate has been basically inactive on cable copyright issues, waiting to see what House would do. (One Senate bill, S. 1270, introduced by Dennis DeConcini [D-Ariz.], is pending before Copyright Subcommittee.)

Cable regulation. Cable deregulation bill (H.R. 4103) is on its way to House floor this week. Bill, which Energy and Commerce Committee adopted last June, had stalled until last week when nation's cities and National Cable Television Association reached agreement on number of legislative changes (see story, "Top of the Week"). Only week before, parties were locked in stalemate over bill's provision on regulation of rates and services. However, after considerable pressure from House Energy and Commerce Com-

Warner Bros. commitment
to supply the very best
features continues with

TV2



Warner Bros. Television Distribution
A Warner Communications Company



Encore Programs



Robert Wagner in *It Takes a Thief*

Nick Nolte and Susan Blakely in
Rich Man, Poor Man, Book 1

Judd Hirsch as Delvecchio

Encore Programs is a dynamic, new enterprise created by MCA TV to bring back or introduce to the marketplace many of its finest and most successful programs and series.

Its catalog is rich in 2-hour, 90-minute, hour-long and half-hour dramas, mysteries and action-adventures—some of which will be in syndication for the first time—as well as a selection of superb mini-series and features and family-appeal sitcoms.

All are magnificently-produced, highly-promotable programs!

Whatever your programming needs...whatever the daypart—you'll find it in Encore Programs!

†Five Star Mystery

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Ellery Queen
Mrs. Columbo
O'Hara: U.S. Treasury
City Of Angels

*Rich Man, Poor Man Book 1

†Rich Man, Poor Man Book 2

*Best Sellers

Seventh Avenue
Captains And The Kings
Once An Eagle
The Rhinemann Exchange
Dark Secret Of Harvest Home
79 Park Avenue
Loose Change
Aspen
Wheels

†The Men From Shiloh

The Name Of The Game

The Bold Ones

It Takes A Thief

Ironside

Rod Serling's Night Gallery

Run For Your Life

†The Deputy

Love That Bob

Mickey Spillane's Mike Hammer

Boris Karloff Presents Thriller

Bachelor Father

Dead End Kids Movies

*Available in 60-minute,
90-minute or 2-hour formats.

†First time in syndication.

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mittee Chairman John Dingell (D-Mich.), cable went back to cities with counter offer and deal was struck late last week.

H.R. 4103 primarily weakens regulatory grip cities hold over cable franchises. In light of recent Supreme Court's *Crisp* decision and FCC's *Nevada* decision, which work in favor of cable industry, cities became increasingly interested in legislation. But cable withdrew its support for bill unless bill could be altered to reflect those decisions. (*Nevada* decision limits rate regulation by cities to basic tiers that contain local broadcast signals and gives all cable operators right to move programming from rate-regulated basic tiers to nonregulated tiers. *Crisp* decision simply affirms that.)

Bill approved last year by House Telecommunications Subcommittee has already undergone series of revisions including set of amendments added by Commerce Committee (BROADCASTING, June 25). It is based on, but in some instances is strikingly different from, bill passed by Senate. Senate approved its cable bill, S. 66, by vote of 87-9 in June 1983 after long debate and despite stiff resistance from AT&T and some big cities (BROADCASTING, June 20, 1983).

House bill, unlike Senate measure, would establish equal employment opportunity standards in cable industry (BROADCASTING, Nov. 21, 1983). It would also require cable systems to set aside channels for lease to "unaffiliated" companies, ban co-located cable-newspaper and cable-broadcast television crossownerships and guarantee systems access to potential subscribers in multiple-unit buildings unless "equivalent" services are provided.

Data transmission issue which plagued bill's passage in Senate was resolved through amendments offered during markup by Commerce Committee. Previously, House bill that would prevent cable from being regulated as common carrier was amended to limit definition of cable service as "one-way transmission to subscribers of video programming or other programming service, together with subscriber interaction which is required for the selection of such video programming or other programming service." Both Senate and House bills also place 5% cap on city franchise fees.

Basic provisions in S. 66 would:

- Outlaw ceilings on public access channels and allow for set-asides for channels to be established by individual contract between cable operator and franchise authority.

- Place control of rates systems charged subscribers for basic service in large markets in hands of cable operator and allow operator to pass through total franchise fee on subscriber's cable bill as separate item.

- Establish franchise renewal test to prevent cities from arbitrarily refusing to renew franchises.

- Define basic service as lowest cost tier of service that includes retransmission of broadcast signals, public, educational and governmental programming and any other programming service offered by cable operator.

□

Canadian border problems. Senate has passed legislation mirroring Canadian tax law that denies tax deduction for Canadian advertising placed on American stations that reach Canadian audiences. Bill (S.1940), which echoes one that died in 97th Congress, was requested by Reagan administration after it and members of Congress became convinced efforts to resolve issue without pressure of legislation would fail. So-called mirror bill was attached to miscellaneous trade bill. Amended bill was to

be acted on in Senate-House conference.

□

Children's television. Discarding its 1974 policy statement on children's television, FCC has held that while commercial TV broadcasters still will be expected to serve needs of children, they will have broad discretion to determine how they do that. Commission won't attempt to mandate presentation of specific amounts (BROADCASTING, Jan. 2). FCC made that move on 3-1 vote. Commissioner Henry Rivera dissented, contending FCC's action constituted "rape" of 1974 policy statement. That statement said broadcasters were obligated to provide programming designed especially for children, to schedule it throughout week, to develop more educational and informational programs and to air programs directed at specific age groups. Under new policy, Rivera said broadcasters can meet their obligation with "virtually any kind of programming, which need not be presented regularly—or even frequently—and need not be designed to meet children's unique needs." Action for Children's Television has appealed.

In Congress, Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, has introduced bill (H.R. 4097) that would require commercial television stations to carry quota of educational programming for children. Children's programming provision is also contained in draft of broadcast deregulation legislation (BROADCASTING, March 12) that failed to get through subcommittee (BROADCASTING, Sept. 14). Coalition of public interest groups also announced plans to lobby vigorously for passage of legislation.

□

Communications Act. Broadcasting industry's drive to achieve regulatory relief in 98th Congress came to standstill after hearing before House Telecommunications Subcommittee last month (BROADCASTING, Sept. 24). Hearing focused on legislation (H.R. 6122) that broadcasting industry finds unacceptable. Measure, offered by Representatives Al Swift (D-Wash.); Tim Wirth (D-Colo.), subcommittee chairman; John Dingell (D-Mich.), chairman of Energy and Commerce Committee; Mickey Leland (D-Tex.), and John Bryant (D-Tex.), is not expected to go anywhere before Congress adjourns Oct. 4.

During hearing, National Association of Broadcasters, which dropped its drive for regulatory relief in House of Representatives months ago, called for enactment of broadcasting deregulation bill restricted to radio. But members failed to respond to request. Bill is based on draft circulated earlier in legislative session, that broadcasters objected to because it was "more regulatory than deregulatory." Association appealed to members of parent, Energy and Commerce Committee, and Dingell to intervene on its behalf, but to no avail.

Key provisions of broadcast deregulation bill:

- Comparative renewals are outlawed.

- Radio stations are released from any obligation to provide news or public affairs or to follow any program format.

- Television licenses would be renewed on showing of meritoriously met needs of children, minority groups, elderly and other residents of service area.

- Radio stations would be renewed on similar showing of meritorious service, but only in general to their service areas (not by audience breakdowns), and "taking into account what needs are not being met by other radio stations

**RKO Television,
Gaylord Broadcasting,
Malrite,
Tribune Broadcasting,
Metromedia Television,
Storer Broadcasting &
Pappas Broadcasting,
along with affiliates
and independents
across the country,
have already made
major purchases from
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WHNS-TV Greenville
WVTM-TV Birmingham
KMPH-TV Fresno
WAWS-TV Jacksonville
WUHF-TV Rochester
WXXA-TV Albany NY



A DIVISION OF MCATV

Continued on page 79.

This week

Sept. 30-Oct. 2—*New Jersey Broadcasters Association* 38th annual convention. Speakers: Edward Fritts, president, National Association of Broadcasters; Bernard Mann, president, National Radio Broadcasters Association, and Ben Hoberman, ABC Radio. 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.

Oct. 1—Deadline for applications to *East-West Center* Jefferson Fellowships for news editors and broadcasters to study and travel in Asia in spring, 1985. Center is nonprofit educational institution funded primarily by U.S. Congress and Asian and Pacific governments. Information: Curator, Jefferson Fellowships, East-West Center, 1777 East-West Road, Honolulu, 96848.

■ Indicates new or revised listing

Oct. 1—Deadline for entries in U.S. Television and Radio Commercials Festival, sponsored by U.S. Festivals Association. Information: (312) 834-7773.

Oct. 1—*New York TV Academy* dinner. Topic: "Master Writers and Their Craft." Copacabana, New York.

Oct. 1—Deadline for entries in *Freedoms Foundation at Valley Forge* 35th annual national awards. Information: (215) 933-8825.

■ **Oct. 1**—*Capital Press Club* meeting. Speaker: Pluria Marshall, National Black Media Coalition. National Association of Broadcasters boardroom, Washington.

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 '84: Tools for Today." Marriott hotel, Chicago. Information: (202) 296-7245.

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

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

Oct. 3—*Southern California Chapter, Society of Satellite Professionals* meeting at Sheraton Universal hotel, Los Angeles. Speaker: William M. Hynes, director of telecommunications, ABC Inc.

Oct. 3—*New York TV Academy* luncheon. Speakers: Robert MacNeil and Lester Crystal, *MacNeil/Lehrer NewsHour*. Copacabana, New York.

Oct. 3—*Bay Area Society for Television, Advertising and Radio* "Casino Night." Giftcenter, San Francisco.

Oct. 3—"Overview of Cable Television and Technical Background," part one of five-week course offered by *Women in Cable, Washington chapter*, and *Washington Metropolitan Cable Club*. George Washington University, Washington.

Oct. 3-5—*Tennessee Association of Broadcasters* annual convention. Hyatt Regency, Memphis.

Oct. 3-6—*National Indian Communications Conference*, "The Business of Media." Keynote speaker: Ed Piister, president, Corporation for Public Broadcasting. Tulsa Excelsior, Tulsa, Okla.

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

Oct. 4—"Multichannel MDS: Wireless Cable?" communications forum sponsored by *Massachusetts Institute of Technology*. MIT campus, Bush room, Cambridge, Mass.

Oct. 4-5—"Reporting Public Affairs in the Year 2004," sponsored by *Ohio State University School of Journalism*. Speakers include Fred Friendly, Columbia University Graduate School of Journalism; Nicholas Johnson, former FCC commissioner, and Everette Dennis, Gannett Center for Media Studies. Fawcett Center for Tomorrow, OSU campus, Columbus, Ohio.

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

Oct. 4-7—*American Women in Radio and Television* Southeast area conference. Crabtree Valley Marriott hotel, Raleigh, N.C.

Major Meetings

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

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

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

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

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

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

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

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

Jan. 10-14, 1985—*NATPE International* annual convention. Moscone Center, San Francisco. Future conventions: Jan. 17-22, 1986, New Orleans Convention Center, and Jan. 24-27, 1987, New Orleans.

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

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

Feb. 3-6, 1985—*National Religious Broadcasters* 42d 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.

■ **Oct. 6-9, 1985**—Second annual Radio Convention and Programming Conference, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Loew's Anatole hotel, Dallas.

Errata

Gammon & Ninowski, Washington, was broker for the seller in sale of **KSun(AM) Phoenix** reported in Sept. 24 "Changing Hands."

□

In Sept. 24 list of **market rankings by Arbitron and Nielsen**, Augusta, Me., should have been **Augusta, Ga.**

□

In Sept. 24 story on **appeals court overturning decision which supported broadcasters' position that blanket music licenses are antitrust violation**, it was incorrectly stated that license fees television stations pay to ASCAP and BMI will remain frozen until all appeals are exhausted. In truth, **whether there will be any adjustment and at what rate are open questions at this time.**

□

Name of new **Radio Advertising Bureau** monthly magazine is **Sound Management** not **Sound Business** as reported in "Riding Gain," Sept. 24.

Also in October

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 *Vidéo 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. 9—*Association of National Advertisers* annual promotion management workshop. Halloran House, New York.

Oct. 9—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Inn, Atlanta.

Oct. 10—*New York TV Academy* luncheon. Speaker: James Mooney, president, National Cable Television Association. Copacabana, New York.

Oct. 10—*New York TV Academy* forum, "The Great TV Spokespeople." Omni Park Central hotel, New York.

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

Stay Tuned

A professional's guide to the intermedia week (Oct. 1-7)

Network television ☐ **ABC:** *Trivia Trap** (game show), Monday-Friday 11-11:30 a.m.; *American League Championship Series* and *National League Championship Series* (baseball), begins Tuesday (check local times). **CBS:** *Passions* (drama), Monday 9-11 p.m.; *Obsessive Love* (psychological drama), Tuesday 9-11 p.m.; *Charles in Charge** (comedy series), Wednesday 8-8:30 p.m.; *Dreams** (comedy series w/music), Wednesday 8:30-9 p.m.; *He's Not Your Son* (drama), Wednesday 9-11 p.m. **NBC:** *The Tonight Show Starring Johnny Carson: 22d Anniversary*, Monday 9-11 p.m.; *Hollywood Screen Tests*, Friday 8-9 p.m.; *Presidential Debate*, Sunday 9-10:30 p.m., and *Post-Debate Analysis*, Sunday 10:30-11 p.m. **PBS:** *Wonderworks** (drama series for children), Monday 8-9 p.m.; *Heritage: Civilization and the Jews** (history series), Monday 9-10 p.m.; *Nuclear National Park* (documentary), Monday 10-10:30 p.m.; *The Greatest Lakes* (documentary), Monday 10:30-11 p.m.; *Dance In America: Baryshnikov by Tharp with American Ballet Theater*, Friday 9-10 p.m.; *The Frugal Gourmet** (cooking series), Saturday 1-1:30 p.m.; *Three Generations of the Blues* (music), Sunday 10-11 p.m.



"Booker" on *Wonderworks*

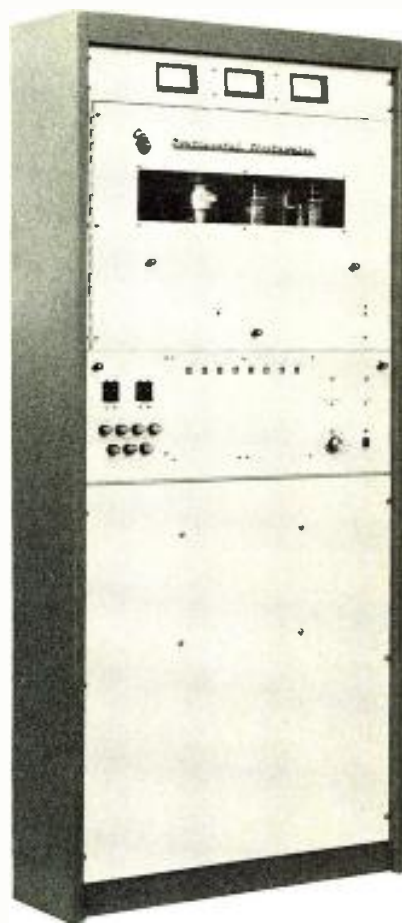
Network radio ☐ **American Public Radio:** *The Web: Young People's Radio Theater** (14 dramatizations of myths), begins Saturday noon-12:30 p.m. **National Public Radio:** *American Stories* (four-part mini-series), begins Monday (check local times).

Cable ☐ **Cinemax:** *"The Big Chill"* (drama), Sunday 8-10 p.m. **Lifetime:** *The Weight Watchers Magazine Show** (30-minute weight loss series), Monday, Tuesday, Thursday and Saturday (check listings for times); *Family Computing** (30-minute informative series), Tuesday, Wednesday, Friday and Saturday (check listings for times). **Nickelodeon:** *The*

*Witches and the Grinnygog** (supernatural mini-series), weekdays Monday (Oct. 1)-Oct. 16, 5-5:30 p.m.; *Powerhouse** (action/adventure series), Monday-Friday 5:30-6 p.m.; *Out of Control** (parody of magazine shows), beginning Thursday 6:30-7 p.m.; *The Boy Who Couldn't Lose* (comic fantasy), Saturday 2:30-3 p.m. **Showtime:** *Best of Rock of the 80's* (retrospective), Friday 10-11 p.m. **The Learning Channel:** *The ROM Dance* (exercise for arthritis sufferers), Monday 3:30-4 p.m. **WTBS Atlanta:** *Sandi Freeman in the Middle East: Portraits of Power* (interviews), Sunday 6-7 p.m.

Museum of Broadcasting ☐ (1 East 53d Street, New York): Four seminars with television writer Larry Gelbart: *The Early Days: Sid Caesar, Bob Hope, Red Buttons and others*, Tuesday 5:30-7 p.m.; *M*A*S*H and AfterMASH*, Wednesday 12:30-2 p.m.; *United States*, Thursday 5:30-7 p.m., and *Writing for Television*, Friday 12:30-2 p.m. *See It Now: A Retrospective*, 30 shows, now through Nov. 1. *A Celebration of George Balanchine: The Television Work*, 30 hours of dance programming, now through Nov. 15. For information and air times call (212) 752-7684.

* indicates premiere episode



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to stay on top for a long
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"MASH has won its time
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All across America, one MASH is worth a
thousand cheers! Enlist in MASH today!

M*A*S*H

The biggest winner of all time.



Open Mike

Keep up the good work

EDITOR: The late Hal Neal, who started the Radio Programing Conference, would have been proud of what happened in Los Angeles two weeks ago.

All of us in radio are in agreement with the praise you so generously bestowed on both the National Association of Broadcasters and the National Radio Broadcasters Association for putting aside their differences of the past and cooperating in a splendid joint effort to bring forth the Los Angeles Radio Convention and Programing Conference, which was, by all accounts, the most innovative and successful programing high council ever.

Abe Voron and Marty Beck and their associates in both organizations who worked so hard and so long on the RCPC have now set the stage for future endeavors. And thus we can now all hopefully look to the enlightened leadership of Bernie Mann and Eddie Fritts to find other creative and effective ways to further the cause of free and independent radio broadcasting in this country. The next logical and productive arena might be in the legislative and regulatory area.

Wouldn't it be wonderful if these two great organizations could begin to present a united front and speak as one voice for our critics and regulators? Perhaps ways can be found which would not compromise the integrity of either NAB or NRBA.—*William O'Shaughnessy, president, WVOX(AM)-WRTN-(FM) New Rochelle, N.Y.*

Voice of experience

EDITOR: I have had the fun of dealing with a growing phenomenon—the TV stations from all over the country that decided to cover the Democratic and Republican conventions themselves.

You can forget all this nonsense from TV critics who complain about pretty faces and no brains in the local TV news business. A lot of the news people are pretty and handsome, but these kids are good—make that excellent.

I say "kids" because I started in TV in 1946 at NBC and have stuck with it ever since in one way or another. The Republican convention was my 11th. I was the network pool director for five.

I was at the conventions because Wagner & Baroody, a Washington-based public relations firm, had a contract with the Republican National Committee to handle press, radio and TV. I went to San Francisco to observe so I could help run the local set-ups at Dallas. I am a TV consultant to Wagner & Baroody. Superintendent Tina Tate and her crew at the House Radio and TV Gallery and Mike Miller, of Wagner & Baroody, who served as director of media operations for

the RNC, had already done the difficult work of setting up facilities and space. I just made some adjustments from a broadcaster's point of view.

At San Francisco the Moscone Center was a ridiculous place to hold a convention. The big arches blanked out a lot of shots, and the network booths blanked out more, but the local folks were imaginative, and the results were outstanding.

In Dallas the Sky Booth and stand-up positions gave almost everybody a background of the podium and the delegates. I watched congressman after congressman work the booths to be sure of exposure on home TV stations which in turn were picked up on many cable systems. Senator Mathias of Maryland told me he covered his whole state from the local set-ups.

The producers and on-air news people were warm, efficient and completely in control of cabinet secretaries, senators, representatives, other VIP's and delegates. I have worked with most of the network news names over the last 38 years, so believe me when I say there are lots of talented local news people ready to step up—right now.

At the end of the Republican convention it was obvious that this new way of coverage will change convention broadcasting radically and probably for the better.

I agree with retired NBC News President Reuven Frank that in 1988 local set-ups will supply most of the news to the nation with possible cut-ins by the three old networks on the two new networks, CNN and C-SPAN.—*Robert Doyle, television consultant, Washington.*

Still trying

EDITOR: I read the Sept. 10 "Monday Memo" by Dwight Ellis of the National Association of Broadcasters with great interest. However, I must take issue with the essence of Mr. Ellis's opinions. According to Mr. Ellis, black and minority youth don't work enough to get themselves prepared for successful careers in communications. I feel this is the opinion of an uninformed individual. I believe there are hundreds of black and minority youths prepared to enter the communications industry.

With negativism being the focus of discussion, it would seem that blacks are unprepared. I wonder where Mr. Ellis looked to decide we are not prepared. I know many black and minority youths who are prepared. These individuals are still working to acquire more skill and knowledge. If black professionals would spend more time helping young blacks rather than criticizing, there would be more qualified, prepared professionals entering the communications industry.—*Donavan A. Welsh, Brooklyn, N.Y.*

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Warner Bros. Television Distribution
A Warner Communications Company

WHILE EVERYONE ELSE HAS BEEN PROMOTING A FORMAT, SONY HAS BEEN PERFECTING A SYSTEM.

Over the last three years, Sony's rivals in the combination camera/recorder arena have spent considerable time inventing wonderful things to say about their new formats. But apparently, they've overlooked inventing many wonderful new products to go along with these formats.

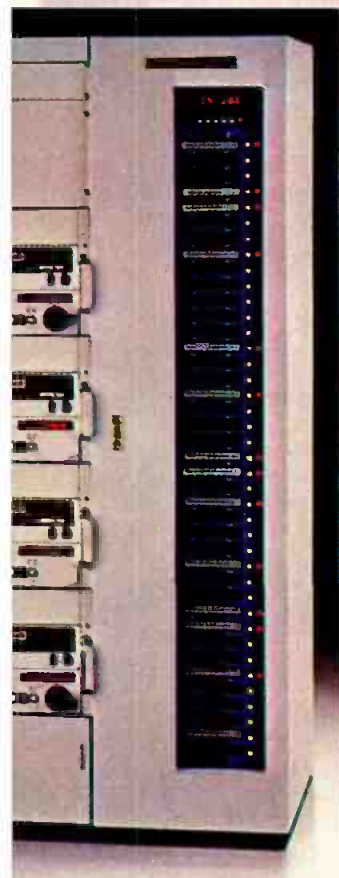
Sony has taken a different course.

In 1982, Sony introduced Betacam™ and the BVW-10 play-

back unit. An evolutionary system that didn't force stations to abandon their existing 3/4" and 1" equipment.

Then, in 1983, Sony expanded the system with the three-tube Betacam, the BVW-40 edit/recorder, and the world's first battery-operated 1/2" field playback unit.

And this year at NAB, Sony announced a major breakthrough in cart machine technology with Betacart.™ A system



that demonstrated the Betacam format's strength beyond the newsroom, beyond the studio, and beyond field production.

At the same time, Sony also unveiled the world's lightest camera/recorder, the BVW-2 Newsmaker.™ And a prototype encoder/decoder system that will make it possible for Betacam to be transmitted by microwave.

Each of these products is the result of Sony's dedication to

the needs of the ENG and EFP industry. Work which has earned the Betacam format widespread acceptance by television stations and production companies around the world.

Which only makes sense. After all, in this business you don't win sales on the merits of your arguments. You win them on the merits of your products.

SONY
Broadcast

A radio programming/positioning commentary from Clark F. Smidt, Boston

Total packaging is radio's best low-cost offensive

I'm afraid nobody invented the wheel when top 40 made it's comeback on FM radio. There's also more than one market where all adult contemporary sounds alike, and beautiful music hasn't become outstandingly innovative, give or take a vocal or two.

So far, the 80's haven't produced the next great music format. There's a lot of sameness out there. Maybe it's time to work on standing out from the pack.

We saw and heard classic battles between top 40 stations all through the 60's. These were entire-station efforts. It seems reasonable that the total station attack can be updated by the smart operator.

How all the pieces of a station's make-up fall together is the key. It's called "total packaging" and it doesn't have to cost additional dollars—just extra thought and awareness.

A basic positioning slogan can often be the catalyst to make a station top dog in its market or format. Every station needs a handle for its umbrella.

Total packaging is the art of putting all the elements in sync and sounding like they belong together. It includes the style of all on-air persons, without exception. That's not to make them all sound alike or with some strange, affected sweetness but projecting the same life-style philosophy through careful planning and discussion—actual direction and feedback sessions with the on-air people.

Great radio stations come alive and let listeners know what they can expect to hear and how they'll hear it. They paint an understandable self-portrait.

Total packaging is what any station needs to attract big numbers in selected demographic targets. Radio is show business, whether it plays music or relies on talk.

Everything that reaches the potential audience must be addressed for total packaging to be effective. Then the station becomes a living, breathing communicator that relates weather, life style, feeling and excitement.

Adding this unique sensitivity to radio doesn't mean bottom line loss or an uncontrollable staff. It's a maximizing of potential and the enhancement of your station's ability to get listeners turned on to it.

Advertising, life-style services, art and design are all ingredients in packaging. Newspaper and magazine articles about the station are wonderfully effective in spawning listener and advertiser momentum but don't get written unless part of that package has the station doing something unusual or producing a needed community service.

Finding the right cause can be a solid enhancement. It offers identity through involvement and, with so much new competi-



Clark F. Smidt is president of Clark F. Smidt Inc., Boston-based broadcast consulting firm. Since 1966, Smidt has programed 14 radio stations and created the "Softrock" format for CBS-FM.

tion, is another way to attract and hold an audience. These are competitive times.

Rallying around a public service campaign creates momentum. Once the identity or connection with a cause is established, it sticks and gets repeated reinforcement by situations not even connected to the station.

Outside factors in the total package include artwork and style of billboards, handouts, TV production, bumper stickers, posters and print. A bad design or poorly placed promotional event can be very costly to image and positive perception. There must be coordination. Pass on promotions that don't fit. Don't be afraid to call back artwork from the printer.

Local uniqueness is still the key to radio. Positioning and use of total packaging are the biggest steps toward standing out.

Follow-through in sound must be consistent. That doesn't mean boring... it means a logical progression of the already established audience base in reaching potential.

While research has been a great tool for radio, it hasn't offered a lot of information about new trends. Staying excitingly fresh is a necessity to capture listeners dissatisfied with the sameness of other stations.

Syndicators and consultants can make stations sound the same although *every* station and every market must be looked at and listened to differently. Variable factors in different areas change repeatedly. The same tapes played in Rhode Island aren't necessarily the best for Kansas.

Playing it safe becomes boring and doesn't prepare defenses against future competition. Besides, it's always going to be elements beyond the playlist that make a winner.

Total packaging allows additional creativity in music and less emphasis on the traditional sameness. It sets the stage for something new and successful to be developed because the rest of the act is solidly in place and accepted.

Consider that there's a lot of excellent music available on albums marketed by big-time record labels that appeal to key demographics. The on-air choice, however, remains limited.

Many "adult" artists making millions from concerts don't get programed on radio. Album cuts from mainstream contemporary artists aren't played nearly as often as singles on most FM stations.

Adults have the stereo equipment and disposable income for record purchases but nobody is catering to this viable force. They've yet to get their fill of the many exceptional releases of today and the past 20 years that are lost somewhere in the nonplaylist twilight zone of radio and hidden in the stacks of the current hot 100 in record stores.

Playlists are showing a conservative trend on this swing of the pendulum—from the creative 70's to the safe 80's. But when stations try something a little different with their overall sound and have their packaging act together they become big winners in large and small markets.

Plan ahead and examine all phases of your public connection before being forced into playing catch-up ball. That's positioning, image, artwork, placement, style, content, musical flow, promotion, personality, the feeling you project: the total package.

Cover all the bases. It's not only a matter of the same music and nice voices any more. It's ongoing awareness, updated creativity and leading your local audience ahead—not reacting to the developments of others in the market.

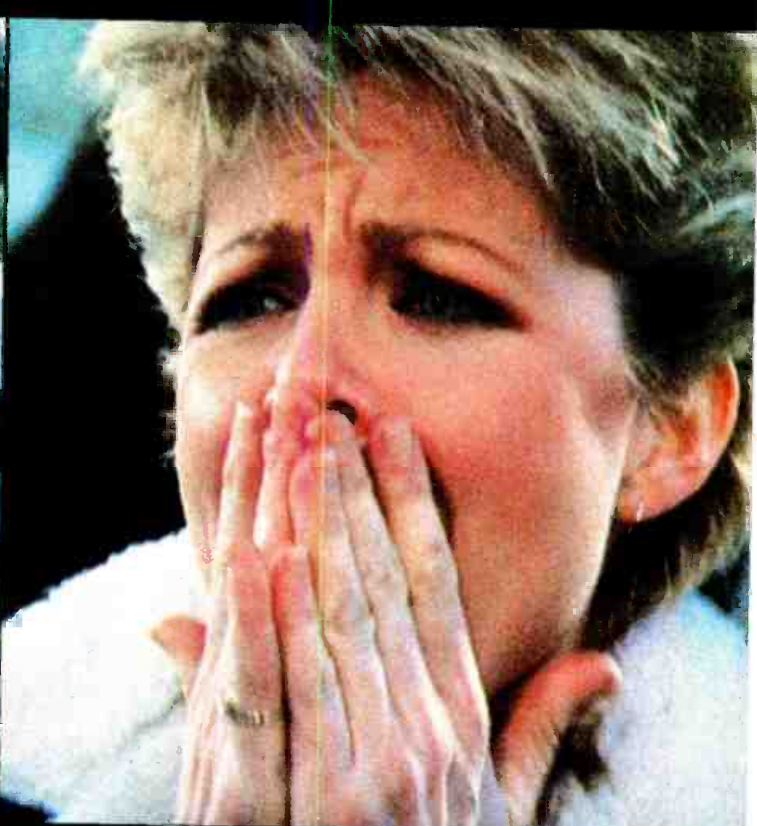
Total packaging can save stations from sameness. If the entire operation is mutually supportive, liberties can be taken from the over-researched and traditional repetitions to bring the audience into the future. Elements will be exposed with fresh flavor that have never been on the radio. Listeners will jump on your bandwagon because they're craving something modern, different, unique and special: Radio that they feel a part of and relate to all the way around. ■

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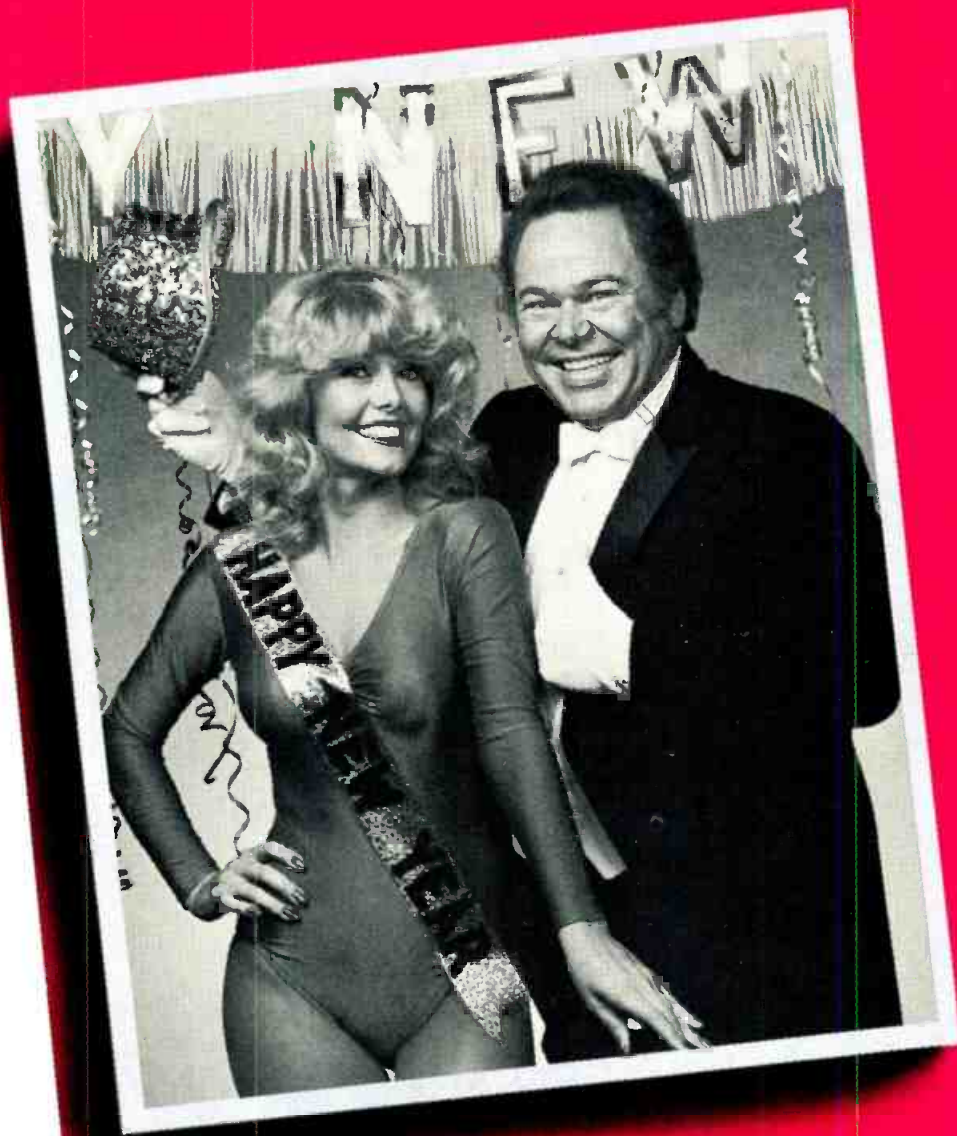
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TOP OF THE WEEK

Back to the brink for cable bill

On again, off again prospects for federal legislative pre-emption are not only on again but encouraging as Congress goes into final week. Passage would end years' worth of trial and error. Almost all areas of dispute have been compromised out by principal parties, but it's still not a sure thing at the 11th hour

Prospects for establishment of a national cable policy improved last week when representatives of the nation's cities and the National Cable Television Association announced an accord on H.R. 4103. The bill is scheduled for a House vote this week and, if all goes well, could be on the President's desk before Congress adjourns Oct. 4. (The measure is being brought up under suspension of the House rules, which means debate is limited to 40 minutes and amendments may be offered only by the floor manager (the chairman of the Energy and Commerce Committee or of the Telecommunications Subcommittee. Moreover, a two-thirds vote is required for passage.)

Following consideration by the House, the legislation moves to the Senate, where a conference between the two chambers is expected. Although there are some striking differences between H.R. 4103 and its companion measure, S. 66, Congress appears committed to enacting the legislation. "Senators Packwood and Goldwater are interested in seeing the legislation pass. We don't expect any real problems in conference," said Ward White, senior counsel for the Senate Commerce Committee.

In a letter last week to House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Senate Commerce Committee Chairman Robert Packwood (R-Ore.) the parties outlined their agreement. The cities accepted NCTA's offer for a limited "grandfather" provision (to be enacted by Sept. 26) to protect systems which have repackaged and/or repriced their offerings pursuant to the FCC's *Nevada* decision. In exchange, NCTA would accept the cities offer to "reduce the period of municipal rate regulation from the four years currently provided in H.R. 4103 to two years." Other modifications were made to the bill's provisions on franchise renewals.

"We are getting a very good cable deregulation bill," said NCTA President James P. Mooney. "This is good news for the industry, for cable subscribers and for our companies and shareholders."

Talks between the National League of Cities, the U.S. Conference of Mayors and NCTA broke off two weeks ago after they were unable to reconcile their differences over the bill's section dealing with regulation of rates and services (BROADCASTING, Sept. 24). However, after some congressional prodding from Dingell (he released a statement chastizing the NCTA board for its "intransigence" at the bargaining table), cable re-evaluated its position and went to the cities with a new offer. After a special board meeting last Monday (Sept. 24), NCTA sent a letter the next day to NLC and USCM officials with a new offer.

The fight focused primarily on the bill's provision grandfathering rate regulation of basic tiers of service and franchise provisions prohibiting cable operators from removing programming from the basic tier for four years. NCTA wanted to change the grandfather

provision in light of the FCC's *Nevada* decision of last November, which limited rate regulation by cities to basic tiers that contain local broadcast signals and gave all cable operators the right to move programming from rate-regulation basic tiers to nonregulated tiers. The Supreme Court's *Crisp* decision affirmed the *Nevada* decision and gave more credence to NCTA's position.

NCTA, according to the first letter, also was asking for provisions that would grant cable operators the right to pass through increases in programming and copyright costs and the right of cable operators to eliminate programming services from their systems once the period of rate regulation has expired, even if such services are required by the franchise.

"If NLC/USCM will agree to this limited 'grandfathering,' NCTA will accept the cities' last offer on rates and will not insist on a 'hold harmless' against increased programming and copyright costs. NCTA will also forgo its request for the right of cable operators to remove franchise-required programming from cable systems after rate regulation ended," Mooney said. In explaining the association's views on the limited grandfathering provision, Mooney wrote: "By including only acts 'lawfully' undertaken, the provision preserves any legal challenge available under current law to a franchising authority or local government against a cable operator's action, including any legal challenge to the FCC's *Nevada* rulings themselves. Second, the provision will allow municipal regulation under the terms of the bill even of those cable systems which have exercised *Nevada* rights, although such regulation must be prospective in nature and respect the 'grandfathered acts.'"

NCTA's new position on the legislation emerged last Monday after a five-hour meeting. By a final vote of 20 to 2 (sources say the first vote was 16 to 8) the board agreed to present the cities with this latest offer. The board had been sharply divided over the bill, which in its form at the time was deemed unacceptable. During a special meeting Sept. 17, the board formulated a new position by which it would pursue further changes. At that time, according to various sources, only three board members voted to accept the bill "as is."

This time, however, sources say there were two holdouts—Charles F. Dolan, chief executive officer, Cablevision Systems Development Co., and Gene Schneider, chairman and chief executive officer, United Cable Television Corp.—who voted against the new package. "It's a question of appropriateness of pursuing this policy at this time. We find ourselves moving forward with a very strong heavy-handed influence upon our business from the cities," said Sheila Mahony, spokesman for Dolan. Schneider declined to discuss the subject.

The most vigorous opponent of the legislation, MSO operator Leonard Tow, Century Communications, had not changed his posi-

Cable EEO study surfaces

A month-old report critical of the equal employment opportunity language in the cable deregulation bill (H.R. 4103) surfaced in Washington last week. The report, conducted by the Equal Employment Advisory Council, an organization formed in 1977 by some of the "Fortune 500" companies to keep an eye on any legislation or federal policies containing EEO requirements. EEAC characterized the bill's provisions as "far more burdensome than those under executive order 11246." The EEAC said it would "provide a strong legal basis for the concept of parity representation in employment, a concept Congress has never been willing to adopt before." The report appears to be based on an analysis of the EEO language that has since undergone a series of revisions. According to the EEAC document, employers would be required to: "meet strict parity requirements, adopt an expansive concept of availability and make affirmative action programs and reports available to the public." National Cable Television Association President James P. Mooney called the report "all wet." He said: "My board has examined the whole issue and it's acceptable to them." Furthermore, the NCTA president stressed, the report's claim that the noncable parent company would be required to follow EEO standards and that it imposes quotas is "wrong on both counts."

tion. "The bill will only help bring the cable TV industry to its knees," Tow said. "I don't think this latest agreement does anything for us," he added. Tow complimented Mooney for demonstrating an "incredible maneuvering skill." He said: "If only we could tether him and retrain him to understand the cable TV industry."

Despite that opposition some of the bill's critics have had a change of heart. By late last week, one of its chief critics, John Malone, president and chief executive officer of Tele-Communications Inc., had come around. "While we appreciate the tremendous difficulty for both the cities and our industry in coming to this compromise agreement due to the divergence of interests and objectives of the various parties, we strongly believe the passage of H.R. 4103 will finally legitimize the cable industry on its own and will lend long-term stability in our dealings with local governments and the financial community; both will accrue to the benefit of our customers, the cable subscribers," Malone said in a statement released last Thursday.

The support kept mounting. The Community Antenna Television Association, as had NCTA, withdrew its support from H.R. 4103 until it could be modified to reflect the changing regulatory environment. CATA Executive Director Stephen Effros, in a speech last Monday to the Great Lakes Cable Exposition in Indianapolis, called on NCTA to "recognize that they do not represent the entire cable television industry—it may be that they can muster a majority of the largest companies to their cause, but that does not equate to representing the entire cable television industry, and the rest of us insist that our views be heard and considered as well."

Effros believes his point got across. After a briefing by top NCTA staff on the newest agreement, he said, CATA's objections had been met. "We have withdrawn our opposition to the bill," he told BROADCASTING on Friday.

Even with the full support of the industry, the bill is not without problems. Since its inception, the legislation has been attacked by a variety of interests. The telephone in-

dustries have been dissatisfied with H.R. 4103 and S. 66. Essentially, the debate has focused on whether cable can offer data transmission services unhampered by regulation. Also at issue is the bill's crossownership provisions that would prohibit the crossownership of a cable system by local telephone companies except in rural areas. (An amendment will be offered to clarify the present provision and codify the FCC's crossownership rules.) The telcos' objections were still not satisfied by the amendments offered during the committee markup.

According to the bill, as amended, cable systems would be permitted to offer one-way services such as videotext, teletext, computer software and dial-a-movie, without being regulated. Two-way services such as shop-at-home, data processing and data transmission could fall under state regulation. The bill would not specifically indicate that two-way services should be regulated or deregulated.

Another area of debate still unsettled in the eyes of the real estate industry is a provision that would limit cable operators access to apartment buildings when an "equivalent" service is already offered. The satellite master antenna television (SMATV) business and the real estate industry preferred a more

narrow definition for "equivalent" services.

There is also a chance the bill, at this late date, will attract a host of other controversial issues, including the matter involving the right of individuals to pick up television signals off satellites. These issues, Hill sources say, could be troublesome. Mooney admitted it will "take some doing." He said: "It can be done. Whether it will be is something else."

Other changes agreed to by the parties included:

- Amending the bill to insure that the "franchise fee cap of 5% of revenue per 12 months does not preclude up-front lump sum or deferred payments if the effect of such payments will not increase the operator's financial liability in excess of that which would have accrued if such fees had been paid annually."

- Applying the "contract modification section to public, educational and governmental access facilities and equipment."

- Amending the renewal section to "require the franchising authority to make a preliminary assessment that the franchise should be renewed before an administrative proceeding is begun."

- Establishing "a process which protects the operator against an unfair denial of renewal by the franchising authority and which provides for an orderly process for consideration of renewal proposals."

- Clarifying that the word "service" in "the (B) standard for renewal does not refer to programming or other services offered over the system."

- Amending the bill to "expressly allow a franchising authority and its cable operator to agree on renewal without going through the statutory procedures."

- Amending the bill so as to "condition a denial of renewal under the (A) or (B) standards, for events occurring after the effective date, on the franchising authority having provided notice and opportunity to cure and to preclude denial in any case where the franchising authority has waived its right to object or has acquiesced."

- Extending the time period in bringing actions against a franchising authority from 60 to 120 days. □

From cable to broadcasting

Daniels & Associates, the Denver-based cable television broker and management firm, last week announced plans to launch a new division to provide brokerage and corporate financial services to the broadcast industry. Alvin G. Flanagan, retired former chairman and president of Gannett Broadcasting Group, has been retained to help. "Our goal is to become broadly based in communications including cable, mobile, broadcasting and related industries," said Phil Hogue, executive vice president of financial services for Daniels. "The similarities of those industries enables us to successfully utilize our significant expertise." Daniels has been studying the move since earlier this year (BROADCASTING, Jan. 9).



Flanagan

HDTV, DBS standards dominate discussion at IBC

Exhibit hall teems with state-of-the-art, high-tech gear

The 10th biennial International Broadcasting Convention, which closed its doors after a five-day run at the Metropole hotel in Brighton, England, last Tuesday (Sept. 25), delivered on its promises, providing a jam-packed exhibition of state-of-the-art television and radio equipment and a serious forum for discussion of the technological future of the industry.

With its three floors, low ceilings and wood-paneled walls, the exhibition resembled a bustling high-tech department store. It comprised 144 exhibits, including those of such U.S. firms as Ampex, RCA and Broadcast Electronics. The 14 technical sessions, each consisting of presentations of papers by their authors followed by a question-and-answer period, covered topics ranging from pay television scrambling to AM radio transmitters. Perhaps the most important sessions were those dealing with standards for new television systems that would produce wider pictures with higher actual or perceived resolution. Such standards will determine the parameters of equipment sold at future IBC exhibitions.

Another prominent subject was satellite broadcasting. With governments and companies in several countries, including the U.S., Australia, the United Kingdom and Japan, deeply committed to satellite broadcasting, the IBC dedicated an entire session to the various technical issues involved in the new medium.

Richard Bodman, president of Comsat's Satellite Television Corp., which plans to enter the DBS business in a big way next year, failed to show up for IBC's opening session, but his paper, read by Boris Townsend, of John Drew Tucker Associates, challenged the concept of cable dominance of television in the future. "We are moving into a wireless society," he said, "where communication services, both information and entertainment, will be available any time, anywhere."

More than 8,000 people attended the five-day event. (Whatever the final count, it was more than the seaside resort of Brighton could handle; organizers were booking people in hotels as far away as London, an hour from Brighton by train.) Of the total attendance, said IBC spokesman Leslie Turner, some 2,000 were "professional delegates," who came primarily to deliver or discuss the technical papers; about 3,000 were with the exhibiting companies, and the rest were broadcast and production technicians.

Business on the exhibit floor was good. The consensus among the companies was that the IBC was well timed to take advantage of resurgent European demand for broadcast equipment. John Williams, manager, video systems division, F.W.O. Bauch Ltd., a television equipment distributor, said he expects the market to remain strong for the rest of 1984 and 1985. The increasing demand from broadcasters, he said, will



Satellite gear outside the Metropole

more than make up for the lessening demand from production houses.

"I don't think there are as many people as there were in 1982," Williams said of this year's meeting. "But we are getting real customers, people who have money to spend. We are not getting many punters."

David Willats, product manager-television, Marconi Instruments, a manufacturer of test equipment, said the European market is "very buoyant at this moment" and slowly expanding as companies push into such new media as satellite broadcasting and cable.

The U.S. firms, whose prices in the international marketplace were being pushed up by the strength of the dollar at the money exchanges, were having a tough time recapturing their shares of the European market. "Every American company is going to have trouble selling in Europe because of the dollar," said Ampex's Al Fisher. "The economic situation has improved here, so our business is improving here, too."

Larry Cervon, president of Broadcast Electronics, one of the few IBC exhibitors selling only radio gear, said that two years ago international sales accounted for 30% of BE's sales, but now account for just 17%. He said BE's sales among oil-producing nations have also fallen as the price of oil has dropped.

But the international market has not gone entirely cold for the Americans. Ampex announced at the show that it has sold eight of its new VPR-6 one-inch videotape machines to the Swiss PTT and seven of them to the British Broadcasting Corp. (The machines with time base correctors sell for \$72,500 a copy.) And Jorge Serras, BE's representative in Portugal, said he had just sold 19 BE FM transmitters to the Portuguese broadcasting authority.

Differences over HDTV standards surface at IBC sessions

At every big television technical conference over the past three or four years, high-definition television (HDTV) has been a major

topic of discussion. At last week's IBC, it also became a major point of controversy as disagreements over basic parameters for a world HDTV production standard began bubbling to the surface.

HDTV is the name given to any video production system capable of producing pictures with twice the horizontal and vertical resolution of the existing television systems (PAL, SECAM or NTSC) as well as a larger aspect ratio (width-to-height).

Sony is the only company now offering HDTV equipment, including a camera, a videotape recorder and a projection television receiver. It demonstrated some of the gear in Brighton at an HDTV theater set up in a darkened ballroom of Brighton's Grand hotel.

Based on the development work of NHK (Japanese Broadcasting Corp.), the Sony system generates pictures with 1,125 scanning lines with two-to-one interlace, a five-to-three aspect ratio and a field rate of 60 per second or, in the technical parlance, 60 hertz.

The HDTV standards controversy centers on field rate. The Japanese, led by Sony, which is eager to recoup its investment in its current HDTV line, are pushing for 60 hertz. They are now allied with the Advanced Television Systems Committee (ATSC), the U.S. standards-setting body in this area, and CBS.

But the Japanese and Americans have apparently run into some stiff opposition to 60 hertz in Europe. The BBC and the European Broadcasting Union have both indicated a preference for 80 hertz, claiming that the higher rate would ameliorate "temporal aliasing" and permit smoother conversion to the existing European television standards (PAL and SECAM) with their 50-hertz field frequencies. (Until someone can find a way to squeeze the wideband HDTV signals into a narrow UHF and VHF channel, programs produced in HDTV will have to be down-converted to an existing television standard before they can be broadcast.)

Converting a 60-hertz television signal to

50 hertz, as Europeans have been doing for many years to broadcast NTSC programming, causes bothersome flickering reflections of images moving across the screen. This unwanted side-effect of the 60-hertz-to-50-hertz conversion process is known as judder.

According to research conducted by the BBC and discussed in a paper by Ian Childs at the IBC, an 80-hertz field frequency for HDTV would enhance its dynamic resolution and permit downconversion to both 60-hertz and 50-hertz standards without noticeable judder. In tests, the 80-hertz rate also seemed to lessen the problem of interline flicker, Childs said.

There is a possibility that HDTV will be broadcast without downconversion and without degradation. That hope was taken to the IBC by NHK's Y. Nimomiya, who discussed his work in digitally compressing the HDTV signal to squeeze it into a 24-mhz or 27-mhz DBS channel. To compress the HDTV signals, Nimomiya said, NHK has developed the MUSE system. (MUSE stands for Multiple Sub-Nyquist Sampling Encoding.) A working MUSE system, capable of reducing the transmitted HDTV signal to eight mhz, has been built and tested in the lab. The next step is to test it on a simulated DBS system involving actual RF links, he said.

The big drawback to MUSE is the need for frame-memories in the receiver. But, Nimomiya said, the cost of such memories will fall over the next five years to the point where the MUSE receivers could be reasonably priced.

Even without HDTV, DBS promises to deliver better pictures to the home since DBS operators are opting for a new transmission system, known generally as TMAC, which stands for time-compressed multiplex analog components. The virtues of TMAC systems were discussed in several IBC papers.

TMAC, developed primarily by Great Britain's Independent Broadcasting Authority, virtually eliminates some annoying picture impairments of today's television standards. It also provides better pictures in weak signal areas.

The TMAC variation adopted by the EBU for satellite broadcasting in Europe is an IBA invention called C-MAC. Because C-MAC employs the same scanning scheme and aspect ratio as PAL and SECAM, it's compatible with existing 625-line displays.

But, according to a paper co-authored and presented by Richard Morcom, an IBA engineer, C-MAC could be enhanced to deliver wider pictures to receivers with wider displays. Morcom described a way of squeezing additional picture and color information into the C-MAC signal so that the aspect ratio could be increased from today's 4:3 to 4.7:3 or, possibly, to HDTV's 5.3:3. The wider pictures do not come without a cost. To find room for the extra picture information, Morcom said, IBA researchers have had to encroach upon parts of the C-MAC signal that had been set aside for digital audio and data channels. Transmission of wider pictures, he said, would limit the C-MAC to just one stereo pair of audio chan-

nels, and 140 kilobits per second of data.

Throwing some cold water on the growing enthusiasm for TMAC at the opening session was Kerns Powers of RCA Laboratories. The picture improvements that result for TMAC, he said, could be gained from improved television receivers. So instead of using the extra channel bandwidth of the DBS channels for TMAC, he said, it should be used to increase the aspect ratio. It's better to have a 5:3 aspect ratio with one of the existing standards, he said, than have 4:3 aspect ratio with TMAC.

Not everybody was happy with all the attention being paid to improving television technology. In a paper at the first session, Michael Checkland, director of resources, television, BBC, wondered whether there was an overemphasis on costly new technology. He said there seemed to be "too much technology and too little money chasing too



IBC honors. Geoffrey Phillips (l), head of the radio frequency group of the BBC research department, is presented the first IBC award by John Tucker, chairman of the IBC management committee. The award was given in recognition of Phillips' "internationally acclaimed" work over more than 30 years in fostering the efficient use of the radio spectrum.

little programing."

To Ike Blonder, the outspoken head of Blonder-Tongue Laboratories in Old Bridge, N.J., the effort to improve television "is a farce... a misdirected effort brought about by the isolation of the engineering profession from consumers and the broadcasting profession." Improved television is not what consumers "are interested in or want," he said.

There was also some discontent with past developments in television technology, but of a different sort. One engineer stood up at the opening session to express some guilt at having contributed to a technology that has had "a detrimental effect on society." He evoked laughs—and perhaps some agreement—when he added that the engineers should seek "the widest bandwidths possible to reduce the number of channels."

Tube failures plague Japanese test of high-power transmissions of direct broadcast satellite service

Japan is the only country that has launched a high-power direct broadcast satellite and, judging from its experience to date, the key

technology involved in DBS, the high-power transmission tube, is still unproved.

Equipped with three 100-watt tubes (two primary and one spare), NHK's BS-2A was launched into orbit last January, said NHK's Yasushi Tadokoro at the satellite broadcasting session, but shortly after the satellite became operational, two of its three tubes failed. So instead of broadcasting two channels of service as anticipated, he said, NHK is limited to one. Tadokoro would not say whether the failures were due to the tubes themselves, which were manufactured by Thomson-CSF, or their sophisticated power supplies.

Despite the problems, Tadokoro indicated that Japan's enthusiasm for DBS has not waned. He said NHK plans in five years to launch a second-generation satellite that will contain 400-watt tubes. DBS is the only way NHK can reach some 400,000 homes in mountainous areas and the remote islands of Japan, he said.

The question that faces every would-be satellite broadcaster is how much transmission power is necessary. The answer is a function of many variables, including the quality of the picture on the subscriber's set.

To help a satellite broadcasting venture determine the complex equation and power it will need, British Aerospace set up a DBS simulator at its exhibit. A visitor to the booth could punch in power, amount of rainfall, dish size, receiver performance and location of dish in the coverage area and then see the picture such a system would produce in the home.

If the British Aerospace simulator is to be believed, Satellite Television Corp. may have a problem. After two years of limited interim service over a conventional satellite (SBS IV), it plans to broadcast six channels to the entire continental U.S. from two custom-made direct broadcast satellites with 240-watt tubes. British Aerospace's Larry Blonstein pushed the buttons to simulate STC's 240-watt broadcasts received on 0.9-meter dishes. The pictures that were produced—at the center of the coverage or at the edge, with moderate rain or without—were unacceptably noisy. "The American public is being highly misled by Comsat," Blonstein concluded.

Perhaps the biggest problem associated with satellite broadcasting is the dish antennas. The concave antennas, which may be up to four feet in diameter, have to be carefully mounted (typically on a rooftop) and aimed in the direction of the broadcast satellite. A strong wind could cause the dish to lose sight of the satellite, knocking out service until a repairman arrives. The dishes also pose an esthetic problem. Many people don't want the contraptions marring the roofs of their homes.

The British Broadcasting Corp., which, along with a score of other British companies, plans to offer a three-channel satellite broadcasting service to homes throughout the United Kingdom, is investigating technology that would permit the construction of flat rectangular antennas of roughly the same surface area as the dishes that could be mounted flush on an exterior wall. In such a

position, the planar or flat-plate antenna would be immune from the wind and would be unobtrusive.

According to BBC's Jonathan Stott, who explained the technology to visitors to the BBC exhibit, phased-array planar antennas are used widely on aircraft for radar. The BBC, he said, is trying to find a way to modify the existing technology to make it economically suitable for DBS.

The BBC is looking at various planar antennas. One promising type—the comb-line antenna—is made up of a series of narrow copper strips, laid parallel to one another and sandwiched between some insulating material. The copper strips, which capture the satellite signals, are cut to resemble long, narrow, two-sided combs.

The length of strips would determine the width of the antenna beam, Stott said, while the precise way in which the strips were cut—"the geometry of the strip"—would determine the beam elevation. With the addition of some active electronics at the end of each strip, he said, the antenna could be "steered" electronically.

Stott acknowledged that the BBC's effort to develop a practical DBS planar antenna is a "modest" one and that much work still needs to be done. Not only must the BBC figure out how to make the basic antenna, he said, but it must also determine how to make one that can pick up the left-hand and right-hand circularly polarized signals that will be used by broadcast satellites.

According to Blonstein, British Aerospace, Marconi Electronics and British Telecom have formed United Satellite Ltd. to procure, launch and operate the United Kingdom's three-channel broadcast satellite, Unisat. But before USL can order the satellite—from British Aerospace—it must get the go-ahead from the "21 club," the consortium of 21 companies that plans to program and provide the DBS service, he said. In addition to the BBC (50%), he said, 21 club includes Granada TV Rental, Thorn EMI and Pearson Ltd., publisher of the *Financial Times*, and Consolidated Satellite Broadcasting, principally (59%) owned by Radio Luxembourg. Blonstein had no clear idea when USL would get its marching orders. □

Downbeat start for new TV season

HUT levels decline for two consecutive weeks as fall programs make debuts; ABC wins official premiere week; NBC appears to be edging forward

The number of American households watching television declined for the second consecutive week below that of the same period a year ago, as all three networks began lifting the curtain on their new fall programs. The new fall season did not officially begin until Sept. 24, but the networks have premiered nearly all of their new shows. And although it will be weeks before the networks are competing against one another with their normal schedules—baseball play-offs, mini-series and specials are pushing series lineups farther back—NBC is showing signs of recovery of audiences it lost in recent years.

Each of the networks had something to cheer about in premiere ratings—and something to worry about as well. In overall household delivery, ABC won the prime time ratings for the week ended Sept. 23 by half a rating point over NBC and more than a full rating point ahead of CBS. According to Nielsen, during the last week of the 52-week cycle before the official Sept. 24 launch of the new season, ABC averaged a 15.3 rating/27 share compared to 14.8/26 for NBC and 14.2/25 for CBS. It was the eighth victory for ABC in the past nine weeks, a streak that has seen it come in first every week except one since the pre-Olympic week of July 22.

Of more than passing concern, however, is the decline in total network audience. Homes using television during the first week of sneak previews (Sept. 10-16) were down to 57.8 from 58.3 during the same week a year earlier. And during the second week of sneak previews (Sept. 17-23), HUT levels

were off 4% from a year ago, slipping to 57.9 from 60.1.

The combined network rating during the first week of sneak previews was 40.3, down from a 43.8 a year ago, while the combined share fell to a 70 from a 75. Over the course of the second sneak preview week, the combined rating slipped to a 44.3 from a 47.2 for the comparable week one year earlier, and the combined share slipped from 79 to 78.

For the first three days of premiere week, Sept. 24-26, each of the networks won an evening. CBS won Monday, NBC won Tuesday and ABC won Wednesday. CBS's mini-series, *Mistral's Daughter*, helped that network win Monday evening in the national rating, averaging an 18.2/29 between 8 and 11 p.m., compared to a 16.5/26 on NBC and a 14.6/23 for ABC. NBC showed *Television Bloopers and Practical Jokes* and its *Monday Night Movie*, "Secrets of a Married Man." ABC broadcast *Call To Glory* and *Monday Night Football*. Tuesday night, as it did almost every night last season, went to NBC, which averaged a 19.4/32 for the evening compared to a 16.6/27 for CBS and a 13.7/22 for ABC. NBC featured a special two-hour premiere for the new season of *A Team*, which averaged a 21.7/34. The second part of CBS's *Mistral's Daughter* improved over its first part, averaging an 18.7/30 between 9 and 11, winning the time period against a premiere for the new season of *Remington Steele* on NBC and *Paper Dolls* and *Jessie* on ABC.

ABC was victorious on Wednesday night, a traditional powerhouse for the network, as it averaged a 19.3/31, helped in large part by the season premieres of *Dynasty* and *Hotel*. CBS averaged a 16.3/26 for the evening. (All of its prime time schedule was taken up by the final part of *Mistral's Daughter*.)

However, CBS's strategy of scheduling a

mini-series to blunt ABC's lead in the opening week of the new season may have worked. The premieres of *Dynasty* and *Hotel* were off significantly from their season premieres the year before. *Dynasty* recorded a 22.2/34 for its season premiere last week, off 18% from its premiere for the 1983-84 season, which was a 27.1/41. Likewise, last week's premiere of *Hotel* drew an 18.7/32, down 29% from its series premiere the year before, which averaged a 26.2/44.

During the week of Sept. 16-23, NBC earned the highest average ratings for its new series as compared to the new series on the other two networks, and had five of the top six shows. *The Bill Cosby Show* was the highest rated show of the Sept. 16-23 week, averaging a 21.6/39.

CBS's *60 Minutes* was the second highest rated show of the week, averaging a 20.7/35, while the next four shows all belonged to NBC: *Highway to Heaven* (20.6/35); *Hunter* (20.4/33); *A Team* (19/32), and *NBC Sunday Night Movie* (18.5/29).

Premieres of such new shows as ABC's *Finders of Lost Loves* were not as bright. *Finders* pulled a 13.1/24, ranking number 40, just below ABC's *Who's The Boss?*, which drew a 13.2/22 and ranked 39. NBC also had a clunker, with the pilot two-hour premiere of *Hot Pursuit* recording an 11.2/21. ABC's *People Do The Craziest Things* averaged a 9.4/17 for its premiere and ranked 55 out of 58 programs.

But the ratings did not discriminate when it came to the second episodes of new series that premiered the week previously. All the new series, regardless of network, declined in the ratings on their second outing. ABC's *Glitter* fell from a 15.9/27 for its pilot two-hour premiere to a 14.5/25 for its second episode. And *Hawaiian Heat*, also on ABC, achieved a 19.1/34 for its premiere but then sank to a 16.9/30 the second time around. CBS's *E/R* was cut down the most, falling from the number one ranked show of the Sept. 10-16 week, with a 23/36, to a 10.8/19 the following week. However, *E/R* premiered on CBS's usually strong Sunday night and found itself against *A Team* the following week—its permanent berth. And, finally, NBC's *Punky Brewster* also slipped between the first and second episodes, from an 11.5/21 to an 11.3/20.

NBC had a total of eight hours of premieres for new series during the week of Sept. 17-23, and they averaged a 16.8/29, compared to a total of nine and a half hours for ABC, which averaged a 15.6/26, and two and a half hours for CBS, which averaged a 13.4/25. In original episodes of returning series, NBC also had the highest average rating, while ABC and CBS were tied. With a total of four hours of new episodes for returning series, NBC averaged a 16.2/28, compared to the 15.3/27 for a total of three and a half hours on CBS and the same for a total of 10½ hours on ABC, which includes *Call To Glory*. And compared to last year at the same time, NBC also came in with higher ratings for both the new series it premiered and the new episodes of returning series. □

A critical cross-section of the new shows

One thing that can be said about the new network season: No new show is either universally loved or absolutely deplored by the country's newspaper, magazine and wire service television critics, although some come close. Among the best received: NBC's *The Cosby Show*, which most critics agree is one of the freshest comedies to come along in seasons. On the negative side—well, critics find no shortage of shows in that category. NBC's *Hunter*, part of the network's totally revamped Friday night lineup, was one of the least popular shows. In between are NBC's *Highway to Heaven* and ABC's *Paper Dolls*, which received mixed reviews.

CBS, which is introducing only five new shows this season—its fewest in history—as of press time still had to premiere three shows: *Murder, She Wrote* (Sept. 30), *Charles in Charge* (Oct. 3) and *Dreams* (Oct. 3).

What follows is a sampling from television critics across the country:

Highway to Heaven (NBC)

"...This is ridiculous, a childish parody on faith and hope, an insult to viewers who think for themselves."—Jerry Kruptnick, *Newark* (N.J.) *Star Ledger*.

"...So gooeey, you'll think you're imprisoned in a gigantic butterscotch sundae."—Jack Thomas, *Boston Globe*.

"...It's easy to make fun of Michael Landon's new series...but it's without a doubt the most distinctive new series in 1984...Landon's moral messages are simple without being juvenile...it has a serious, moral undercurrent that uplifts rather than offends."—Keith Watson, *Houston Post*.

"...Spreads love around like honey and is a strong, welcome addition to NBC's schedule."—Bill Townsend, *St. Louis Globe Democrat*.

"...There's nothing wrong with *Highway*: It's decent, moral, family fare that's better produced and better for you than *Hunter* or *A Team*. Like chicken soup, it goes down easy but it's not a meal to remember."—Jeff Jarvis, *People*.

"...Mr. Landon seems to have accurately sensed the prevailing mood of the country. This is a world of rugged individualism, in which simple human kindness can triumph over all the failings of human nature and coldly calculating institutions. This angel pointedly helps those who help themselves."—John J. O'Connor, *New York Times*.

The Cosby Show (NBC)

"...In unadorned outline, this is just another family sitcom with lovable Mom and Pop struggling to raise their frisky but lovable children...The difference is simply Mr. Cosby, here at his very best, who can take the ordinary and make it seem delightfully fresh...With only the premiere to go on, *The Cosby Show* is by far the classiest and most entertaining new situation comedy of the season."—John J. O'Connor, *The New York Times*.

"...Most humane show of the new season...it depicts a black family in terms that don't fall on jivey stereotype (*Good Times*) or abrasive insult humor (*What's Happening*). That doesn't mean it is a shatteringly realistic portrayal, nor even that no one take umbrage at some of the lines or characterizations. But this must be the most fully realized black family



Cosby

ever to be featured in a weekly television program."—Tom Shales, *Washington Post*.

"...Cosby has lost none of his magic and it is far and away the best new comedy of the season."—Jerry Buck, *Associated Press*.

"...If I had to pick a single new NBC show to watch, this would be it."—Eric Mink, *St. Louis Post-Dispatch*.

"...This is a supersitcom, funny, fast-paced, lovable and real...the kids are cute—but not too cute. The writing is top notch. The direction keeps the pace perfect. And Cosby is at his funniest."—Jeff Jarvis, *People*.

"Yes, another comedy about a family. But this one is bright and intelligent and, as a bonus, funny."—Howard Rosenberg, *The Los Angeles Times*.

Punky Brewster (NBC)

"...A fairy tale sitcom—it gives primal fears a laugh track. Dark memories linger behind the kid's freckles, and they're enough to keep the series from crashing headlong into saccharine overkill. The sweet surprise...is that it's not really all that sweet at all."—Jack Curry, *USA Today*.

"An absurd comedy about an abandoned waif that NBC affiliates may also want to abandon."—Howard Rosenberg, *The Los Angeles Times*.

Hunter (NBC)

"...Some of the violence in *Hunter* may be excessive, but it's not jarring because the physical stuff fits this hard, double-barrel series...The violence on *Hunter* and NBC's follow-up *Miami Vice* will make NBC's old *Friday Night Fights* look tame, but when car chases, shooting and punching are handled creatively and with a sense of humor, they can be entertaining."—Fred Rothenberg, *Associated Press*.

"...it's littered with clichés, predictability and bad acting, and at times is downright offensive. The good news is that [it] should be short-lived, since it plays opposite *Dallas*..."—Ray Richmond, *Los Angeles Daily News*.

"...There's absolutely nothing going on here..."—Elvis Mitchell, *Los Angeles Herald-Examiner*.

"...The season's most alarming and despicable cop show...NBC's leap backward comes as the

season's first major shock..."—Jack Curry, *USA Today*.

"...Flagrantly unoriginal and artlessly malicious...For years prime time television has been a medium people worked in with very little honor. Lotsa money, little honor. Recklessly violent, rabble-rousers like *Hunter* lower the status of prime time still further, down to a few notches below rock bottom. *Hunter* is an alley-dweller, unfit for the American home."—Tom Shales, *Washington Post*.

"...a pathetic imitation of Clint Eastwood as snarling Dirty Harry. *Hunter* blasts first and asks questions later, if at all, as a maverick detective who advocates breaking the law to uphold the law. A screwy like him should not even be out on the streets, let alone wearing a badge."—Howard Rosenberg, *Los Angeles Times*.

Glitter (ABC)

"*Glitter* doesn't. In fact, it barely flickers...A second-rate fourth estate *Love Boat*...If ABC has any sense, it will flip through *Glitter* quickly and throw it under some corporate coffee table before too many episodes pile up."—Jack Curry, *USA Today*.

"...Aaron Spelling, the veteran producer who has latched onto a profitable formula, is at it again, this time with Douglas Cramer as his partner...One begins to get the feeling that the off-camera scrambling is a lot more interesting than the uninspired script..."—John J. O'Connor, *New York Times*.

"Worthless tripe masquerading as worthless junk [in a] format that accommodates dreary regulars and seedy guest stars."—Tom Shales, *Washington Post*.

"The only discernible difference between *Love Boat* and *Hotel* is that one of them floats. *Glitter* froths...[Seeing it] once is several times more than enough..."—Ed Bark, *Dallas Morning News*.

"...May very well be the worst new show this year, last year and next year...It no doubt will be the most fabulous hit ever..."—Chicago *Sun-Times*.

"...so wonderfully loopy that it should carry a surgeon general's warning for journalism students This program is hazardous to your realistic career goals."—Jon Anderson, *Chicago Tribune*.

"...It glitters; it glints; it glistens. What it doesn't do is sparkle. It is all glitz. Flamboyant glitz, to be sure, now and then. But still, superficial, artificial flash with little substance..."—Arthur Unger, *Christian Science Monitor*.

"Knock the G out of *Glitter* and what have you got? The same old schlock from Aaron Spelling, that's what...Critics may groan, but the public eats it up..."—Mike Duffy, *Detroit Free Press*.

Hawaiian Heat (ABC)

"...the stock stuff of which prime time television is made, but it cannot be written off as merely one more rip-off. Despite all the high-speed derring-do, it does have a script and a story line."—Kenneth R. Clark, *Chicago Tribune*.

"...Absolutely atrocious."—Barbara Holsopple, *Pittsburgh Press*.

"Calling all aficionados of truly awful cop shows: ABC has an abominable whopper for you..."—Mike Duffy, *Detroit Free Press*.

"...The eloquence of Jonathan Swift would be re-



Hawaiian Heat

quired to fully elucidate what a trashy, worthless, stupid and misleading series this is..."—Lee Winfrey, *Philadelphia Inquirer*.

"...Excessively violent, incessantly shouty and poorly acted by two leaden ringers, this attempt to cross *Simon and Simon* with *Magnum PI* is the season's thuddingest dud."—Tom Shales, *Washington Post*.

Miami Vice (NBC)

"...a gritty, realistic look, good lighting effects and camera work, plus a music video soundtrack... a fast-paced drama..."—Kay Gardella, *New York Daily News*.

"...the most interesting and innovative new network show since *Hill Street Blues* entered the arena some four years ago. If only in terms of the sheer visual wallop it packs, this show makes most of the other current prime-time fare look about as interesting as dead cold fish on a slab..."—David Gritten, *Los Angeles Herald-Examiner*.

"...off to a snappily promising start. The dialogue is urban sharp and the action has some roots in reality... The soundtrack is well stocked with popular music sequences... The production credits are impressive... The chemistry is promising. The rest is up to the scriptwriters."—John J. O'Connor, *New York Times*.

"...the best of the new crime shows... There is at least some dramatic weight to the violence. It isn't just made part of some perverted joke..."—Tom Shales, *Washington Post*.

"...This is the best new cop show of the season and possibly the best new drama, period."—Ray Richmond, *Los Angeles Daily News*.

Paper Dolls (ABC)

"A superficial show about a superficial world is bound to result in superficial television viewing."—Arthur Unger, *Christian Science Monitor*.

"A better class of trash for the American viewer, this show about the bumps and grind of the fashion industry was produced by Leonard Goldberg, half of the team that created *Charlie's Angels*, but is much better."—Tom Shales, *Washington Post*.

"...one of the best new series of the fall..."—Douglas Durden, *Richmond (Va.) Times-Dispatch*.

"It's enough to make you cancel your subscription to *Vogue* or punch the first fashion model you encounter."—Terrence O'Flaherty, *San Francisco Chronicle*.

"If the special two-hour premiere is an indication, there is outstanding potential for high quality trash... A superior cast."—Howard Rosenberg, *Los Angeles Times*.

Who's the Boss? (ABC)

"This comedy series doesn't quite have the same impact [as *The Cosby Show*], but it's not bad, either."—Jerry Buck, *Associated Press*.

"...Wastebasket comedy, a sitcom that estab-

lishes such a wide-open premise that its writers can throw anything into its episodes... It's about being silly."—Jack Curry, *USA Today*.

"...Pleasantly and forgettably funny."—Tom Shales, *Washington Post*.

"...a dreary sitcom... With dialogue like that, have an air-sickness bag ready, just in case."—*Boston Globe*.

E.R. (CBS)

"...Elliott Gould is wickedly and unflappably funny [in] the best new ensemble comedy of the TV season."—Tom Shales, *Washington Post*.

"...Lots of funny adult humor, rare on sitcoms these days."—George Bullard, *Detroit News*.

"...Should be retitled *E.G.* Without Elliott Gould, who struggles to breathe life into this silly, badly conceived comedy, it wouldn't be worth mentioning. But Gould is very good, and deserves better material."—Kay Gardella, *New York Daily News*.

"...a fairly standard sitcom, tumbling over one-line

jokes that don't quite come off when matters of life and death are hovering in the immediate vicinity..."—John J. O'Connor, *New York Times*.

People Do the Craziest Things (ABC)

"...yet another hidden-camera cheapie... even its first episode sags..."—Jack Curry, *USA Today*.

"...This is entertainment?"—*Boston Globe*.

"Hopelessly meretricious bilge."—Tom Shales, *Washington Post*.

Finder of Lost Loves (ABC)

"...sleepy drama meant to placate the audience that used to tune in for *Fantasy Island* in the same time slot."—Tom Shales, *Washington Post*.

"...The credits note that the series was suggested by a real-life lawyer. Perhaps, but this television impersonation is less angelic than unbelievable."—John J. O'Connor, *New York Times*.

Burgeoning programing festivals set to open in Europe

VIDCOM and music video festival draw programmers from around world

While politicians hit the campaign trail in October, many programmers are off to Europe. And this year, those who previously attended the London Multimedia Market and, one week later, the VIDCOM, in Cannes, France, can now fill in the intermission with music videos, at the "1st International Music Video Festival of Saint-Tropez," from Oct. 8 through 11.

The newest of the three, the Saint-Tropez festival, organized by 23-year-old publisher Rupert Schmid, is really three different activities: a music video competition and awards ceremony, a marketplace in which music video programming will be bought and sold, and four days of seminars on industry topics.

Choosing award winners from among the approximately 400 entries will be 40 jurors, among whom television programmers will figure prominently, according to John Nathan, the festival's U.S. marketing representative. "They are, first of all, visually knowledgeable, and since most of them are not in the production end of the business they have no personal ax to grind," he said. Among the American jurors will be Mort Nasatir, acting chairman of the Association of Music Video Broadcasters; Seth Willenson, vice president, program development, USCI, and Gale Sparrow, head of talent/artist relations for MTV.

The awards ceremony and other festival highlights will be taped for broadcasting on the French government's network, TF-1. Nathan said that a number of U.S. syndicators had expressed interest in the show but have yet to sign contracts.

There is no exhibition hall in Saint-Tropez and there will be no exhibitor booths. Nathan said the absence of a facility is not considered a drawback: "We wanted it to be

more like the Cannes film festival, where the business takes place in the streets, hotels, cafes and around the swimming pools. The music video business is an informal business; it's not the shoe business. That's why we chose Saint-Tropez and that's why they chose us; it's their first international festival."

But not all the talk among the 800 expected participants will take place over kir royales and a view of the Mediterranean. There will be seminars during each of the four mornings: on advertising uses of music videos; production and production techniques; music video programming for broadcast and cable, and rights, exclusivities and payments.

Among the 350 companies that Nathan said are expected to attend, more than 110 will be from the U.S. A list of participants includes nearly all major record companies; a variety of production companies, and distributors of product, such as SIN Television Network and MTV. Some of those companies said their interest stemmed more from curiosity than from active buying and selling. Neither of the two recently proposed music video channels, Turner Broadcasting's Cable Music Channel and The Discovery Music Network, is likely to attend because of the pressures attendant to their imminent launch dates. Dane Eric, programming director for Discovery, said he wished this were not the case because attending would help give a presence for the channel and facilitate meeting many independent and European companies.

For most American viewers the term music video conjures images of slick productions subsidized by record companies for those under 30. However, the festival will comprise a much wider definition of the term and will include "long-form videos," such as Hollywood musicals from RKO, big band music from Disney Productions Inc.,

and European advertising spots—in short anything that combines music with video. Symbolic of this inclusive definition is the moniker on the festival's press sheets—sheet music for Beethoven's ninth symphony.

Following the Saint-Tropez festival is VIDCOM '84 (actually the The 10th International Videocommunications Market), which will meet just down the beach in Cannes, France, from Oct. 13 to 17. Long-form videos will also be shown in this huge bazaar, along with programing for broadcast, cable, satellite and ancillary markets. Concurrent with VIDCOM is MIJID, also organized by trade show impresario Bernard Chevry, which focuses on software product for personal computers and home video games. A third marketplace that week displays hardware for those producing and distributing videocassettes.

In its 10th year, VIDCOM and MIJID last year attracted a diverse crowd of 15,000 participants, ranging from representatives of U.S. broadcast networks to French videocassette retailers. The number this year is expected by organizers to stay the same or increase by about 10%.

Like the Music Video Festival of Saint-Tropez, much of the negotiation between program suppliers and producers will take place away from the center of action. But unlike Saint-Tropez, there is an exhibit hall, the two-year-old Palais des Festivals, where 300 companies have registered as exhibitors. Chuck Gelini, who represents Chevry's company, MIDEM, in North and South America, said the space taken by U.S. exhibitors had increased from 252 units—one meter by 1.3 meters—to 357 units, accounted for by both an increase in the number of companies and the size of exhibits. American companies attending include NBC Enterprises, Telepictures Corp., Filmation, Western World Television and Metro-media Producers Corp.

The still rapidly expanding world home-video market will supply activity at VIDCOM. William P. Gallagher, vice president, MGM/UA Home Entertainment Group noted: "Most of the bigger studios, such as ourselves, Paramount and Fox, have associates around the world, and VIDCOM is a place in October where we congregate. We also look at potential acquisition material. The major companies do nine or 10 films a year, yet this is a ravenous great growth market. So we look into the hinterlands for entrepreneurs who have either ideas to produce for home video or features that we can pick up as third parties where there is already a distributor."

The strength of the dollar will make it a little less expensive for American companies to attend and exhibit at the three marketplaces. But Frank Miller, executive vice president at Western-World Television, thinks it may also make it a little harder for some companies to do business. He said Western-World will be attending the London and Cannes markets primarily as a seller. Foreign buyers, he said, who want to purchase programing from Western-World, normally in dollars, will have to be more selective in order to make the money they have go further. □

Study of networks turns up little liberal bias during election season

Campaign coverage deemed balanced in evening-newscast appraisal by think tank and university

Media critics who insist the television networks are nests of screaming liberals will get an argument from those engaged in an ongoing study of network coverage of the general election campaign. The second in a series of reports on the coverage focused on the question of whether the networks reveal a liberal bias. The short answer is no. A slightly longer one is that the network news operations have raised to a fine art the on-the-one-hand-this and on-the-other-hand-that kind of journalism.

The report was based on an analysis of 161 pieces on the campaign that appeared on the evening network news programs in the two weeks after it began, officially, on Labor Day. And it revealed that of five tests designed to measure bias, the networks exhibited what was deemed a "liberal bias" in only one—in the use of ideological labels. Eighteen references to such terms as "right" or "right wing" or "conservatives" were found in the pieces, whereas virtually none contained references to "liberals" or "the left."

On all other tests, the networks scored almost perfect 50-50's. The results were of the performances of ABC, CBS and NBC, overall. But the individual performances were said to have reflected the totals in most categories.

The continuing study is supported by the American Enterprise Institute, a Washington think tank often described as conservatively oriented, in conjunction with the Media Analysis Project at George Washington University, and is being directed by Michael J. Robinson. And for those searching for a bias among those searching for a bias, Robinson, at a news conference at which the findings were discussed, said four of those analyzing the results were likely to vote for President Reagan and the remaining two, for the Democratic challenger, Walter Mondale.

The findings regarding bias thus far in the campaign are in line with what Robinson and Margaret Sheehan, then co-directors of George Washington's Media Analysis Project, found in a study of campaign coverage in 1980 and that they included in a book, "Over the Wire and on TV." That found that broadcast coverage was balanced (BROADCASTING, July 25, 1983). For the most part, Robinson said of the coverage this year, it is "nonpartisan."

As for the new study, an examination of the allocation of the time and effort the networks devoted to the two major party tickets showed a balance that was almost exact. The Democratic ticket was the subject of 70 stories, which consumed 5,200 news seconds. The Republican ticket was the subject of 69 pieces to which 5,500 news seconds were devoted.

Nor was that the only evidence of an ab-

sence of liberal bias. In the matter of "tone"—the measure of the good press/bad press ratio afforded the Democrats as against the Republicans—the Democrats were shown to have suffered to a greater extent than the Republicans. The press index for Mondale and his running mate, Representative Geraldine Ferraro, was -24, while for Reagan and Vice President George Bush, it was -9.

And a review of the extent to which the networks quote both sides when covering issues—"balance in quotations," that aspect is labeled—showed that only four stories of the 161 checked were "out of balance." The remaining test—"bias in conclusion"—did not produce damning results, either. Robinson said that only nine of the stories reached a stated or implied conclusion about policy issues, and that six supported the liberal position and three, the conservative.

As for the results of the test on which the networks were found to have lost their sense of balance to a degree—"balance by adjective"—Robinson said they show that the networks have "portrayed two parties on the evening news—the conservative party and the Democratic party." The networks, he added, "have presented a slightly 'partisan vocabulary.'" But not too much should be made of that backsliding, in the view of the study's assistant director, Maura Clancy. She said that with the press index proving so much more negative toward the Democrats, no clear pattern of liberal or partisan bias could be said to exist.

"In fact," she said, "the networks may be even less biased politically than the figures suggest." She said that six of the nine pieces reaching partisan conclusions were commentaries. "And commentaries are *allowed* to be subjective about the issues."

The absence of bias was indicated, in the view of those coding the results, not only in the statistics with which they emerged but in the difficulty of finding "liberal" pieces. As an example, Robinson cited a piece on the budget deficit by CBS News's Bruce Morton as taking "the most liberal position" on a public policy issue of any of the pieces examined in the two-week period. But he suggested it was more of the tepid than flaming variety.

Robinson's only complaint regarding the networks' coverage was, in line with the study results, the way in which they use labels. He said the networks should stop referring to Senator Lowell Weicker (R-Conn.), who is generally regarded as among the most liberal members of either party in the Senate, as a "moderate." "It might be better," he added, "if they stopped using these types of adjectives altogether, or at least apply the label 'liberal' once in a while."

"But let's give the networks credit where deserved. Real partisan bias is one sin the network news people are not committing in this Reagan/Mondale campaign," Robinson concluded. □

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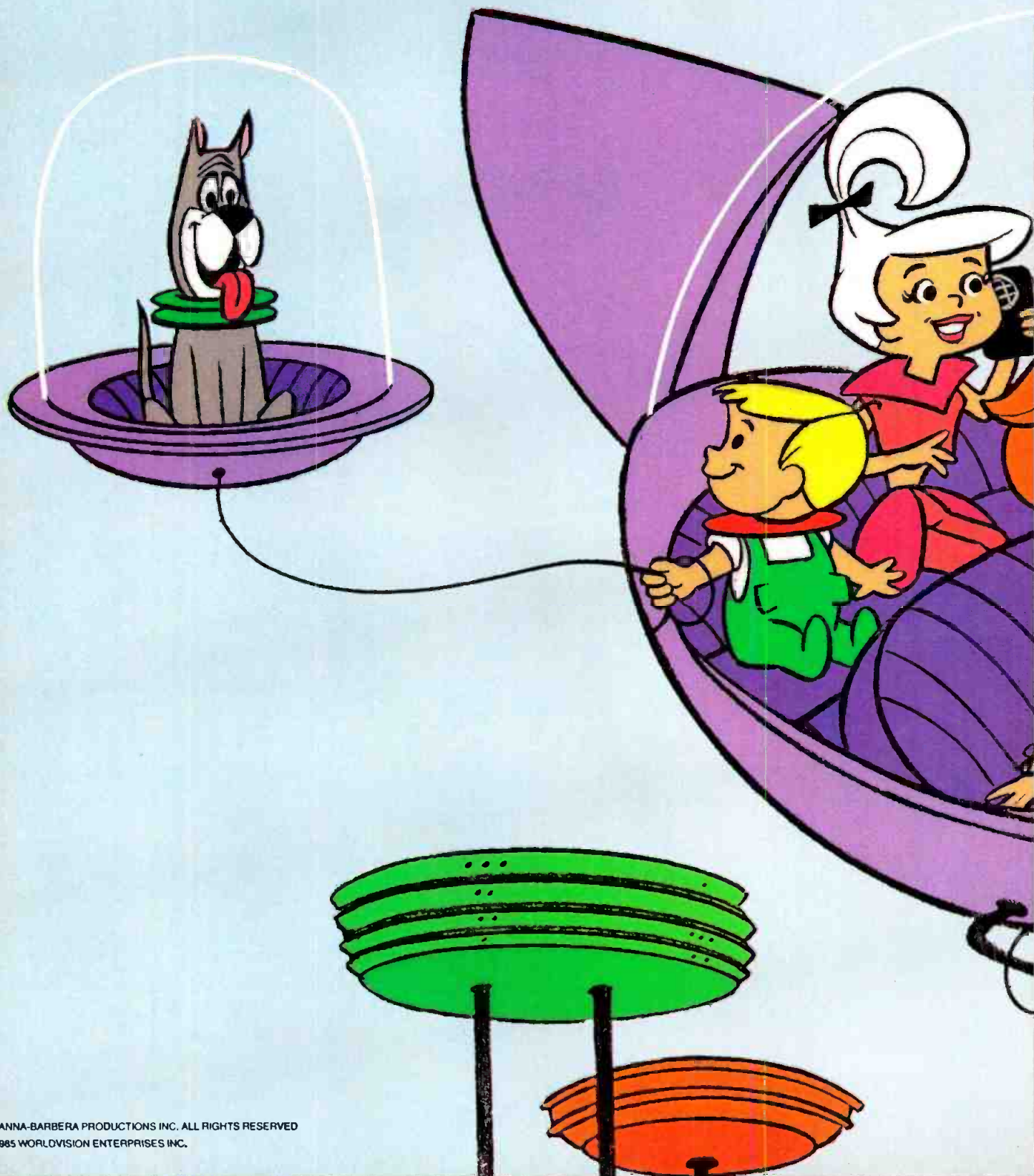
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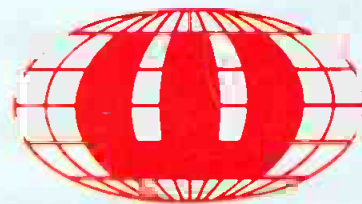
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Metromedia zeroing in on news

Group owner is committing \$25 million a year to beef up TV news departments

Metromedia Inc., which established some of the earliest local independent television news operations in the country in the late 1960's, has embarked upon a companywide news expansion over the past year that will continue into the late 1980's at a cost of perhaps \$25 million or more annually.

The strategy is two-pronged. The first phase, which is almost complete, is to install or upgrade news divisions at each of its seven stations, which include six independents and the Boston ABC affiliate, WCVB-TV. During the past year the company has installed, from scratch, news operations at its Houston and Dallas stations, KRIV-TV and KRLD-TV. It has also substantially overhauled its operation at KTTV(TV) Los Angeles and upgraded the facilities at WTTG(TV) Washington and WCVB-TV. It also launched a separate Washington news bureau, located at WTTG, which, initially conceived as the base for a planned national news service, is now feeding the Metromedia stations twice daily with reports from the nation's capital.

The launching of the Dallas operation about two months ago leaves only the company's Chicago outlet, WFLD-TV, without a news program. But an effort to install one there is under way and Metromedia executives expect that operation to be launched in early or mid-1985. So far, Metromedia is estimated to have spent between \$15 million and \$20 million in upgrading and installing news facilities at its stations. The company's 1984 news budget is said to be around \$24 million. And to accommodate what executives believe are the minimum needs of a news operation in Chicago, one of the most competitive news markets, Metromedia is constructing a new building to house WFLD-TV.

The second phase of Metromedia's news operation strategy will be, in the words of the company's vice president, news, Joseph Saitta, "to get all our stations to talk to each other" via computer and to launch the long-awaited national news service.

But Metromedia is not waiting to launch the news service to go after stories of significant national and international scope. On Sept. 14, six of the company's reporters and producers, based at WNEW-TV New York, went to the Soviet Union to compile material for a five-part series and possibly two hour-long documentaries on Soviet society. The group, headed by John Parsons Peditto, a Metromedia vice president and WNEW-TV news director, will spend a full month in Russia exploring various aspects of Soviet life—including factories, villages, night-clubs and resorts. Parsons said that it took five or six months and two trips to the Soviet Union to negotiate clearance for the project,

which he said allows for the uncensored videotaping of interviews by the news crew with anyone it can get to talk.

What is the impetus for all this news expansion by Metromedia? "It's axiomatic that you can't have great stations without great newscasts," said Richard Block, executive vice president, Metromedia Television. He said the company's ongoing commitment to news is simply "good business." He said the stations would have greater access to some advertising accounts with the addition of news programming. "Independents frequently lose out on some revenue opportunities because a lot of accounts want to be in news," he said.

It's believed that Metromedia stands to more than double its current news revenue base to perhaps \$50 million annually in the next few years as a result of the expansion.

The only news operation to remain untouched so far is WNEW-TV New York, which, along with the news division at WTTG in Washington, was launched by the company in 1967. (Those were the first news operations started by Metromedia at its local stations. However, KTTV(TV) Los Angeles was acquired in 1963 with a news division already in place.) The prevailing news strategy at WNEW-TV appears to be: "Don't mess with success," a view Saitta said is accurate. It's the leader among the three independent station news operations in the market. During the May sweeps, the station's hour-long news program (beginning at 10 p.m.) scored an average 5 rating and 8 share, two full rating points better than either WPIX-TV's hour-long show that starts at the same time, or WOR-TV's half-hour prime time news program, beginning at 8 p.m. Still, Metromedia will conduct research to see how it might improve its New York news operation.

In Los Angeles, Metromedia has spent \$5 million to upgrade the news facilities at KTTV, moving the news division to a new studio with a new format and doubling the staff to about 75. According to Saitta, KTTV was the number-one independent news station in 1950's and 1960's, but during the 70's the station, for some reason, "abandoned its solid commitment" to news. At one point, during the short-lived popularity of the syndicated program, *Mary Hartman, Mary Hartman*, the station actually split its hour-long news show at 10 p.m. into two half-hour programs, sandwiching *Hartman*, and called it *MetroNews*, *MetroNews*. The program, in that format, noted Block, "didn't win any Pulitzers."

According to Saitta, the corporate commitment to serious news at all of the company's stations did not really emerge until Robert Bennett, president of Metromedia Television, rejoined the company when it acquired WCVB-TV Boston, which he ran, in 1982. And it's Saitta's mandate, as the television group's vice president of news (a post he accepted after joining the company from Times Mirror late last year) to see that corporate mandate carried out. "We are moving away from the Ken and Barbie anchor teams," said Saitta, "toward solid, straight-forward" news presentations. As part of that effort, KTTV has hired Marcia Brandwynne, former anchor at KCBS-TV Los Angeles, as managing editor and anchor of its hour-long, 10 p.m. news show. So far, the capital that the company has poured into KTTV's new operation has not paid off in the ratings, and it remains to be seen whether the new talent will make the difference. Of the four independent news operations in the market, KTTV is clustered with KCOP(TV) and KHJ-TV in the ratings race, a solid three points behind leading KTLA(TV). But the investment has already paid off in at least one respect,



KRLD-TV's news team — Joe Reardon, Quin Mathews, Carl White

DALLAS WORKS!

2ND REPORT

11.4 Rating-37 Share

- #1 Rating & Share
- Double The #2 Program
- Up 43% Over Prior Year
- WFAA-TV, 3-4 P.M. 2nd Week

7.9 Rating-14 Share

- Beats The Combined Rating & Share Of The 2 Other Independent Stations
- Up 163% Over Prior Year
- Virtual Tie With CBS-VHF Affiliate
- Premiered On KTXH-TV, 7-8 P.M.—Prime Time

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according to Saitta—the station won a local Emmy award in 1983 for the best independent newscast in Los Angeles.

Among the changes Saitta has implemented is the “setless” newscast, where the anchors and other editors are actually seen reporting the news from their desks in the newsroom. That format has been put in place in Los Angeles and Dallas and will be used in Chicago. According to Saitta, it provides a more realistic environment and alleviates the need to change around the news set every couple of years.

Saitta said that extensive research was conducted in each market to determine when viewers wanted the news aired, as well as to identify the information priorities of each market. Tracking studies will be conducted from here on out, he said. In both the Dallas



Block



Saitta

and Houston markets, the research showed that news was preferred at 7 p.m. because many viewers said they weren't often home before then.

The Dallas station is also Metromedia's “guinea pig” computerized news room. It was computerized by Basy's Inc., the Mountain View, Calif., firm that designed NBC News's computer operation and CNN's Atlanta bureau. Saitta said the company has also received estimates for computerizing the Los Angeles and Washington operations, although when that will happen is uncertain.

In Boston, Metromedia is committed to funding WCVB-TV News with the resources it needs to battle WBZ-TV. The station has purchased a \$500,000 portable satellite uplink from Conus Communications, the Hubbard Broadcasting subsidiary.

As for the national news service, Metromedia's Block said it's a go for “October of 1985, or sooner.” The service may not be in prime time as originally conceived, although no alternative time period has yet been decided upon. It's also probable that the service will be a joint venture between Metromedia and one or more other group owners. Block said the national service is likely to have a “breakthrough” format that will not be “personality driven.” Saitta, for one, has learned a few tricks from the CNN approach, which he praises highly for its faster pace. “The emphasis is on the story rather than on the talent presenting it,” he said. And CNN, he added, has proved that viewers will watch the news for content and not just because they are attracted to a particular anchor.

But in any event, the priority is to get the local stations positioned strongly in news first. Only then will the national plans be brought to fruition. □

Taishoff seminar critiques state of broadcast news

Speakers lament quality of journalism on air today and those who practice it

The impact of ratings, new technologies, conflicts of interest and research were among topics discussed by 41 television journalists gathered in San Francisco, Sept. 22, for the first Sol Taishoff Seminar, sponsored by the Sigma Delta Chi Foundation and funded by a grant from the BROADCASTING Taishoff Foundation. Facilities for the event were donated by KRON-TV San Francisco.

(Taishoff co-founded BROADCASTING magazine in 1931 and served as editor-in-chief until his death in 1982. He headed Sigma Delta Chi, the Society of Professional Journalists, in 1956-57, the first president selected from the broadcast field.)

Participants in the seminar were chosen from Sigma Delta Chi chapters throughout the country “for their accomplishments, excellence of work and potential as future leaders in television news.”

“There is an awful lot going on in this business,” stressed keynote speaker James Snyder, vice president of news for Post-Newsweek Stations. “It's difficult to find time to pause and reflect.”

One consensus-backed conclusion emerging from the nine-hour session is that truly effective television news “communicators” are very rare and a much greater effort in training must be made if their number is to increase significantly.

“I feel very, very sad that we are encouraging people to enter the television news business who don't see the relation of television to their communities or the world around them,” lamented Maureen Bunyan, news anchor for Washington's WDM-TV. “For many young people pursuing such a career, their only desire is to simply be on television.” Too often, she added, prospective television news reporters “have no knowledge of government, history or human behavior. Their ability to use language is severely lacking... and they lack curiosity about what's going on in the world and the craft they are working in.”

Bunyan's sentiment was echoed by news consultant Frank N. Magid, of Frank N. Magid & Associates, who told his seminar audience “our view is that to a large extent, local news is done poorly.”

Magid isolated three factors contributing to a generally low level of quality in local television news. First, he said, anchors and reporters tend to be “readers” rather than “communicators.” Many do an inadequate job of research, Magid feels, adding “the curiosity that is lacking is unbelievable.” Finally, many appear “ill-prepared” for journalism as a profession: “They cannot write the first line.”

Magid, a college professor before founding his consultancy in 1956, insisted “there is very little groundwork being done” in preparing individuals for television news. Al-

though many have given “lip service” supporting special broadcast journalism training efforts, few have followed through, he contended.

Magid spoke during a session on ratings and their relation to public service, which broadcasters were urged to include “far more” in their newscasts. “Viewers don't want the same news again and again and again,” Magid emphasized. “They have interests in many, many things. The news is far broader than many of us think it is.” He also stressed the need to avoid making value judgments in newscasts, observing that “all too often reporters feel they have a cause that needs to be filled through the vehicle of television.”

In defending his company's activities, which Magid said have often been falsely represented, the news consultant insisted “the public doesn't know what it wants... The public is woefully lacking in creativity.” As a result, Magid sees his job as “trying to expand the scope of what is being offered” on behalf of news clients. “We do recommend that our clients find people who are effective communicators. Unfortunately, there are very few.” The only “formula” endorsed by Magid, he said, is “excellence and quality,” including “well-developed thought; clear and understandable writing.”

In response to a question, Magid said “there is no doubt an erosion in terms of the number of news viewers.” He blamed the decline on “tremendous redundancy” in news broadcast in many markets, emphasizing that “viewers have a finite amount of time. They don't like to waste it.”

Martin Umansky, chairman of KAKE-TV Wichita, Kan., agreed that news audience erosion is a serious problem and suggested as an antidote increased emphasis on community service. “There is a certain sameness” found in many station newscasts, he said, coupled with a tendency toward “soft” coverage and repetition.

“You can't [achieve high ratings] with a newscast alone,” Umansky continued. “You must have a strong, respected identity.” Too many managers are inclined toward subservience to advertisers, he suggested, and are reluctant to play a leadership role in solving community problems. Umansky said managers can develop “favored-station” status for their outlets by speaking out at public meetings, taking editorial stands on local issues and involving children in on-air programming.

Les Crystal, a former NBC News president and now executive producer of PBS's *MacNeil-Lehrer News Hour*, warned of the inherent dangers of placing news operations in a commercial environment. “It's something we have to be very, very careful about,” he stressed. The trends toward high anchor salaries, live reporting, increased use of graphics and reliance on ratings may lead some stations away from sound journalistic practices, he cautioned. “The best news program may not necessarily be the one with the highest ratings,” Crystal pointed out.

During an earlier session, Tom Wolzien, vice president of production and program development for NBC News, described how executives at NBC had become persuaded that a major investment in computer-based

'NBC—I LOVE YOU.'

September 13, 1984

Dear NBC News Dept.,
(I would name you if I knew it).

I have been watching the Today Show all this week and just had to write and say Thank You for the special coverage in Moscow. It is just wonderful!

You have accomplished so much in helping me to see the Russians as people — not just a government. You are covering the different areas of real importance like medicine, agriculture, religion and the arts. Today the dancers were spectacular! I sat in my livingroom all alone and applauded!

Really — I can't say enough about how this series has touched me. If we can get the plain people like me to see and understand each other — things will surely improve between our leaders. I feel hope that this arms race will somehow be affected by things such as what you are doing. It has been such a positive thing.

Bryant Gumbel has done his usual "cool and intelligent" job of interviewing and coverage - just thank you! Just know this is what I think good television is and should be. NBC — I love you!

Sincerely,

Mrs Jo Freeman

Mrs. Jo Freeman
Shell Knob, Mo.

NBC NEWS 

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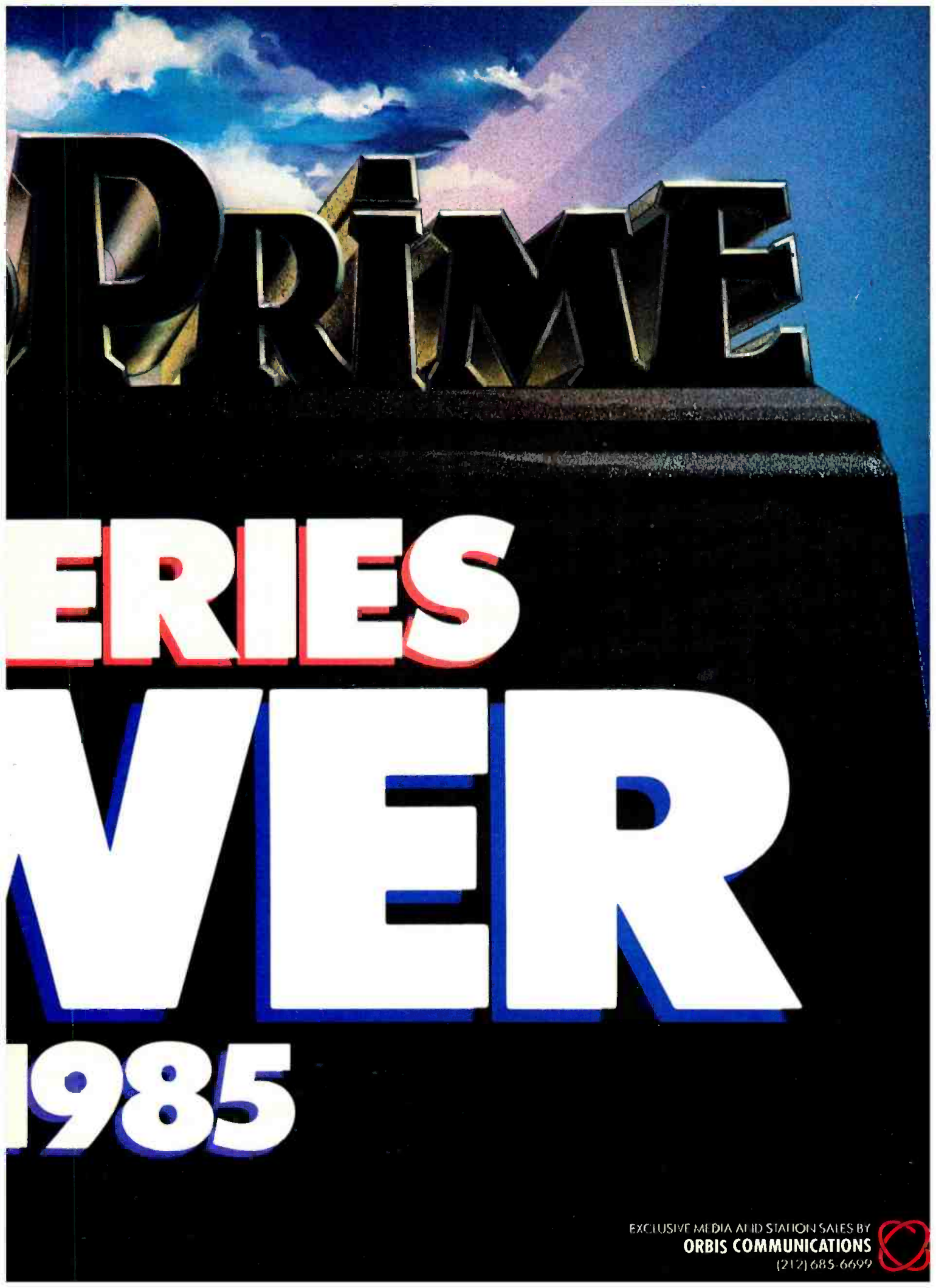
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graphics generation was a legitimate allocation of news funds.

"We've had intense discussions about it at NBC News," he said, but there was "tremendous affiliate pressure to do it... You can, in essence, tie your product together." Wolzien said such packaging enables news programs to compete more effectively for viewer attention in an environment that includes commercials produced with the most sophisticated video techniques. Production of the animated NBC News 'Decision '84' election logo, he disclosed, cost about \$7,000 per second, aside from investments of \$250,000 to \$500,000 for each major piece of computer graphics hardware.

"This is editorial content," insisted Larry Perrett, assistant news director at KNBC(TV) Los Angeles. "We need these graphics when we don't have other kinds of pictures." The key issue, he said, is the need to steer clear of "gratuitous graphics." Local stations have made the best use of such systems, he added, "but we also abuse (them) the most."

Touching on another innovation, KRON-TV News Director Mike Ferring said that his station has invested more than \$350,000 in acquisition of a portable satellite uplink, used for remote transmission of local news stories. Said Ferring, the public has learned to expect stations to apply new technologies to newsgathering. One side effect of the newsroom computer—which he labeled "a marvelous device"—is a tendency of employees to talk to each other more by computer than face-to-face.

During an afternoon discussion on ethics and conflicts of interest, ABC News vice president of policy, standards and practices, George Watson, suggested journalists have been "ill-prepared" to deal with increasing criticism of their work by viewers and special interest groups.

"Our skins are a bit thin," he continued. "In many ways, I think we have not responded very well... I think we tend to be rather tolerant of our indiscretions." Watson, who produces the ABC News series, *Viewpoint*, during which television news is openly criticized, said news organizations need to have policies and enforce them: "like [the violators] get reprimanded or fired." He also suggested that there be more on-air disclosure of conflicts of interests, correction of errors and opportunities for viewer response.

Paul Steinle, president of the Financial News Network, urged journalists to show appropriate respect for interests beyond those that serve the general public and news department. The identities of juveniles accused of crimes are protected, he noted, because the news media agree that an important interest is being served. Steinle acknowledged that business reporting may also pose conflict of interest issues, such as the disclosure of reporters' or editors' stock holdings. "It blows me away," he said, "that so many stations use a broker as their business reporter."

Fellow panel member Ford Rowan, an attorney and author as well as the host of *International Edition* on PBS, presented a wide range of ethics questions that he feels must be approached "with sensitivity" by newsmen. He also urged political reporters to carefully examine their own attitudes when

covering office-seekers. "Have we gone from skepticism to some form of cynicism?" he asked, after citing recent academic research indicating a wave of negative reporting tends to follow candidates immediately after they win a primary.

During a luncheon address, WGN-TV Chicago News Director Paul Davis, chairman of the Radio-Television News Directors Association's long-range planning committee, presented results of the RTNDA's recent survey of news attitudes (BROADCASTING, Sept. 3), which concluded that the public expects to increase its reliance on electronic media as a primary source of news. Four in 10 persons surveyed said they rely most on television as their source of local news, Davis reported, while 54% said television generally is their main news source. On a cautionary note, Davis warned radio journalists that television is superseding their medium as the main source of information about breaking stories. "Radio is not telling the public about its immediacy," said Davis.

Broadcast news managers questioned by the RTNDA, he said, expressed great disappointment with the quality of applicants. The general knowledge level of entrants is "too low," news directors complained, and many sorely lack skills in writing, editing and communicating. On a brighter note, Davis predicted that the number of news jobs will continue to grow, with more funding and management opportunities for those in broadcast journalism's ranks. The appetite for specialized and syndicated programming is expected to grow significantly, he added. However, there is some evidence, Davis said, of audience dissatisfaction with the tendency to repeat stories and place them in the same priority.

"A lot of young kids in television need direction," believes Don Fitzpatrick, president of Don Fitzpatrick & Associates, a San Francisco-based broadcast personnel search firm. During a morning session on "finding and developing future leaders of television news," Fitzpatrick charged that many television reporters have been ill-prepared in college. "Having a masters degree today is the equivalent of having a high school diploma not too many years ago," he said. Fitzpatrick estimated that there are only "about 18 really good general assignment reporters" at local television stations in the entire U.S. He expanded the list to include four "good" weathercasters, 18 sports reporters, 30 male anchors and 45 female anchors. He defended the practice of talent management on the grounds that, with so many "mediocre" broadcast journalists on the air, clients such as CBS and Post-Newsweek need help in locating "better than average people."

Robert C. White, vice president and general manager of KMGH-TV Denver, voiced a different viewpoint, suggesting emphasis be placed on talent development rather than "finding" successful individuals.

"I am advocating in-house development," he said, suggesting greater use of training services already available from RTNDA and the Society of Professional Journalists.

In closing the seminar, Post-Newsweek's Snyder praised Sol Taishoff for his "vision and dedication to preserving the integrity of the Fifth Estate." □

CBS-Westmoreland libel case moving closer to trial

Judge denies CBS request for summary dismissal of case

Unless there is an out-of-court settlement, it appears as though the CBS-Westmoreland libel case will go to trial as scheduled on Oct. 9. Last week, federal district court judge Pierre Leval, who is presiding over the case from New York, denied CBS's motion for a summary dismissal of the suit, brought against the network by General William C. Westmoreland in connection with the 1982 CBS Reports documentary, *The Uncounted Enemy: A Vietnam Deception*.

At press time, CBS had not made a decision on whether it would appeal Leval's decision. Privately, however, network sources confided they were not optimistic about winning an appeal because of the difficulty of getting a summary judgment overturned. The contesting of a summary judgment is known as a "discretionary" appeal, meaning that there is not an automatic right to do so. Judge Leval himself would have to give the OK for CBS to approach the appeals court, after certifying that there is a "controlling question of law" about which there are "substantial grounds for disagreement" related to the decision. CBS has to decide by the end of this week whether to appeal.

The first point cited by Leval in denying CBS's motion for dismissal was that one of the network's major arguments in defense of the broadcast is the legally unprecedented stand that news organizations should have an "absolute immunity" from libel actions brought by high public officials concerning commentaries about their conduct in office. (The 1964 *New York Times vs. Sullivan* case established that news organizations have a partial immunity from such actions, with plaintiffs having to prove that libelous material is published with the knowledge that it is false, or with "reckless disregard" as to its accuracy.) Westmoreland contends that news organizations do not enjoy absolute immunity from libel suits brought by public officials. "CBS concedes there is no precedent giving direct support to its contentions," said Leval in making his point. "No case establishes such an immunity. Nor has any ruling directly rejected these contentions." Therefore, concluded Leval, "I consider it inappropriate to rule in advance of trial on these novel contentions. The consideration of such far reaching changes in law... is better based on the experience of a full trial record."

Leval also struck down CBS's contention that the charges raised against Westmoreland in the broadcast (essentially that he sought to have officers under his command deliberately understate enemy troop counts in Vietnam in official reports to Congress and the White House) were expressions of opinion. The charges went well beyond that, he said, noting that charges of criminal misconduct by a news organization against a public official

have been ruled in the past to fall outside the protection of the "opinion" defense.

Leval also noted that much of CBS's case in seeking summary dismissal focused on points illustrating the truthfulness of the broadcast. "To this contention," he concluded, "it is sufficient answer that plaintiff proffers evidence to the contrary. I express no views on the persuasiveness of the proofs offered by either side. Summary judgment must be denied if there is conflicting evidence on any substantial issue."

Leval's final point was that Westmoreland had in fact raised several "triable questions of knowing or reckless falsity" on the part of those involved in putting together the docu-

mentary. One of those questions concerned the attribution to Westmoreland in the broadcast of a cable actually sent by another military officer in Saigon while Westmoreland was away, which submitted that certain segments of the enemy forces (known as the self-defense militia) should be excluded from the official troop strength estimates, because negative "press reaction" would be sparked back in the U.S. "I state no view on the importance of the incident," said Leval, "but the question arises whether the inaccurate attribution of the cable to General Westmoreland was a knowing falsification of evidence designed to strengthen CBS's case against him." □

ABC settles libel suit filed against its '20/20'

Just as case is about to go to trial, network reaches agreement with former employee of federal witness protection program who claims he was defamed in segment; settlement sum was not disclosed but both sides say it was more than 'nuisance payment'

ABC last week decided to settle rather than fight a \$10 million libel suit that had named it and its investigative reporter on *20/20*, Gerardo Rivera, as defendants. The suit, filed three years ago by the then chief of the Justice Department's Federal Witness Protection Program, was settled as it was about to go to trial, on Monday, before a jury in Fairfax County (Va.) Circuit Court.

Howard Safir, who is now assistant director for operations for the U.S. Marshal Service, had said he was defamed in a *20/20* segment concerning the witness program, which is intended to protect individuals who provide investigators with information regarding organized crime. Rivera said in the piece, "Hostages of Fear," broadcast on Oct. 2, 1980, that Safir "was either badly misinformed or was lying" regarding the number of witnesses under the witness program's protection who had been murdered.

Safir said an answer of his, as presented in the segment, had been edited in a manner that distorted it. He said it appeared he had only said that no witnesses "under the active protection of the program had been harmed" when he had gone on to say that 13 witnesses had been murdered "as a result of a breach of their own security"—a qualification that was not included in the answer. Safir also charged he had been defamed by suggestions in the segment that his insensitivity had led to the suicide of a witness.

ABC officials and Safir declined to divulge the amount of the settlement. But the network was reported to have paid Safir \$235,000. Safir would say only that he is satisfied with the agreement—that he feels "good" about it—and that "no one can say it's a nuisance settlement."

Indeed, he indicated he felt vindicated. "I thought that what they [ABC] did was irresponsible and against journalistic standards. . . . I felt the settlement was ABC's

response to how they thought they'd make out in a trial."

He also indicated he feels he may have set an example for others. "The only way to hold a news organization accountable is through the courts," he said. "I hope this [settlement] will help those injured by journalists to exercise their rights." He also said he hopes broadcast journalists "will set more stringent standards on what is represented as news but what is really theater."

Rivera, however, last week maintained that his statement on the broadcast concerning Safir—that he was misinformed or was lying—was "absolutely correct." But he said he and the producers had made "a lousy edit." He said they had cut the answer where they did—in a decision he said was reviewed by a lawyer in the editing room—because they believed Safir was "not being candid," and thus felt no obligation to run the complete statement. "We knew of at least 22 others [witnesses] who had been murdered, not 13," said Rivera. "And he said his information—obtained from government officials—was that the deaths were under investigation as to whether they resulted from breaches of security on the part of the Marshal Service. 'We should have allowed [Safir] to explain himself to the extent he wanted,' Rivera said. Then, he added, "we could have explained what happened." That, he said, is the procedure he now follows.

Rivera said he was disappointed that the network settled the case. He said he would have preferred a trial and the opportunity

that would have given him to explain the background of the edit. He also appeared upset at the reported amount of the settlement. He agreed with Safir that it was "more than a nuisance settlement." And after 2,000 stories and the numerous suits they generated, he said, Safir's was the first to be settled for more than a "nuisance" payment.

ABC spokesperson Joanna Bistany said the network settled principally because it feared "a lengthy trial"—perhaps one of four or five weeks—"in the midst of the presidential campaign." She said it would have tied up one of our executives for a good part of that time. "It would not have been feasible, considering what's on our plate," she said.

Bistany also said the settlement constitutes "no admission of liability on the part of ABC News. We stand by the entire report as broadcast."

(The settlement follows by about a year Rivera's withdrawal of a countersuit seeking \$8 million from Safir. Rivera alleged that Safir and other, unnamed members of the Marshal Service had illegally tape recorded their conversation prior to the interview for the program. Rivera withdrew the suit after the presiding judge, William Plummer, asked him to identify his source for the information on which the claim was based.)

The Safir suit was the second naming Rivera as one of the defendants that ABC has settled in the past 18 months. The earlier suit had been filed by an Akron, Ohio, attorney and his wife who said that statements made about them in a Rivera piece that *20/20* did on public corruption in Ohio were "false and in reckless disregard of the public record." The suit had sought more than \$20 million and was settled for \$85,000 (BROADCASTING, April 18, 1983).

Two other suits filed as a result of the same segment are still pending in U.S. district court in Ohio. In one, William Gordon "Bobbie" Brooks, a convicted felon (manslaughter, burglary and concealed weapons) is suing for a total of \$60 million in suits alleging invasion of privacy and defamation of character. ABC has filed a motion for summary judgment in that case. In the other, involving a suit filed by Sandra Boddie, a jury found for ABC on libel and invasion of privacy charges, and the presiding federal judge dismissed a third and final charge, alleging violation of the federal eavesdropping law in secretly videotaping an interview with her. The U.S. Court of Appeals in Cincinnati reinstated the charge on appeal (BROADCASTING, April 16), and it is still pending. □

Getting what you pay for. Personal qualities rather than professional skills are most often the basis for firings, reprimands, promotions and raises at commercial television stations, says Dr. Gale Adkins, director of radio-TV research at Indiana State University. Adkins, who surveyed managers at 118 randomly chosen stations, found personal characteristics to be involved in nine times as many cases as specialized professional skills. According to the research, the most rewarding or disciplinary actions (25%) involved an individual's attitude toward the job. "It's the behavioral and attitudinal problems that most often result in a person's termination," said one station manager. "Lack of ability to do the job is very seldom the reason for dismissal." Lack of punctuality was found most likely to lead to firing, and failure to comply with station policies led to the greatest number of disciplinary actions. But simply being a good worker does not necessarily lead to rewards, the study found. "Most of the time management does not recognize good work," said another station manager, "because it is expected. However, poor work is constantly recognized because it is not accepted. Superior work, too, is recognized because it is above the norm and is seldom seen."



The week's worth of news and comment about radio

AP birthday

Today (Oct. 1) marks the 10th anniversary of the Associated Press's radio network, AP Network News. The radio operation began in Washington with a network of 200 stations, but has since grown to 1,100 affiliates. AP says that makes it the largest radio network.

From a schedule of 18 newscasts per day in 1974, AP Network News (formerly the AP Radio Network) has expanded to 54 newscasts daily (Monday-Sunday). Other additions have included 12 business shows, five farm programs (Monday-Friday) and numerous life-style features and sportscasts. The network also settled into new facilities in Washington last year when it combined forces with AP's broadcast news wire services which moved from New York ("Riding Gain," May 16, 1983).

Separately, AP Network News said it is joining forces with Broadcast News Limited, a news agency serving over 400 stations in Canada, to cover the launch and landing of the joint U.S./Canadian space shuttle mission aboard the Challenger, which is scheduled for lift-off today. The anchor team will consist of AP's Warren Levinson and BN's Dan Dugas. Additionally, AP announced that KQMS(AM) Redding, Calif., has become the first radio station in the country to receive its satellite-delivered, 1,200 words-per-minute news wire service called NewsPower 1200 ("Riding Gain," May 7). AP said more than 200 stations thus far have signed contracts to receive the service.



KQMS's GM Harry Barker

Strong August

Network radio business for August climbed 14.6% to \$23,470,489, according to the Radio Network Association, which relies on financial data collected confidentially from ABC, CBS, NBC, RKO, Mutual and Sheridan by the accounting firm of Ernst & Whinney. Year-to-date billings totaled \$172,560,690—up 3.7% over the same period a year ago.

CD radio

Classical-formatted WNCN(FM) New York will be airing 160 hours of music recorded on laser-read compact disks (CD's) this week (Oct. 1-7) as it stages "All CD Week." There was an "overwhelming response" from listeners when WNCN(FM) first introduced CD's on the air in February 1983, said station vice president and general manager Matthew Field. According to Field, WNCN(FM) was the first station to begin including CD recordings as part of its regular programming. He also noted that the station's weekly *What's New* program, which highlights new CD releases added to the station's music library, was expanded from one to three hours earlier this year. "The [CD] recordings," said Field, "provide a higher quality sound, free from the hisses, clicks and pops that can characterize conventional LPs."

Off the market

Cleveland-based Metroplex Communications has changed its mind about selling country-formatted WPKX-AM-FM Alexandria, Va. ("Closed Circuit," Sept. 24), Norman Wain, company president, released a statement last Tuesday (Sept. 25) saying the stations would remain in the Metroplex fold. "We have received many inquiries since the recent FCC action permitting broadcasting companies to own 12 radio stations came into effect. We have reviewed these offers and have decided not to sell these stations [WPKX-AM-FM]," said Wain. "We are extremely encouraged by the recent upsurge in WPKX's ratings and billings and we are optimistic about the future of the Washington radio market," he added.

First choice

According to a new Radio Advertising Bureau-commissioned survey conducted by R.H. Bruskin Associates, most people turn to radio as the first source of news, weather and information. Of 1,009 adults, 18 and older, surveyed by telephone in September, 52% named radio as the first morning news source (6 a.m.-10 a.m.), while television ranked second and newspapers third. The survey results showed that during the morn-

Format list. While adult contemporary reigned as the most widely programed format for the top 10 stations in the top 50 markets (Broadcasting, Sept. 17), country music continued as the most popular full-time radio format for all U.S. commercial radio stations, according to a specially prepared listing for BROADCASTING by New York-based Radio Information Center. Of over 8,000 stations in RIC's data bank, country music is heard on 2,321 stations, followed by adult contemporary (1,841 stations) and MOR/nostalgia (966 stations). Highlighted below is a list of 18 format categories and number of stations in each as of Sept. 1.

Format	Stations
Country	2,321
Adult contemporary	1,841
MOR/nostalgia	966
Rock/CHR	796
Religious	474
Easy listening	442
AOR	242
Variety	233
Black	172
Golden oldies	159
Spanish	150
News/talk	145
Urban contemporary	93
Soft contemporary	63
All-news	49
Classical	43
Ethnic	30
Jazz	14
Total	8,233

ing, radio is relied upon most heavily by the 25-to-34 demographic (60%) and among respondents earning between \$30,000 and \$40,000 annually (60%).

In response to a question as to which electronic media respondents would turn to for "fast, up-to-the-minute reports" in time of emergencies, 56% of the sample group said radio. Highest responses for the aural medium came from the 35-to-49 age group (60%) and from those earning \$40,000 or more per year (66%). Forty-three percent of those surveyed cited television as their top choice in this situation, while roughly 1% of the responses named either CB or ham radios.

Tumult in Texas

ABC Radio Networks will air a live, 90-minute, satellite-delivered Quiet Riot concert from the Convention Center in San Antonio, Tex., on Oct. 19, at 10:30 p.m. (NYT). The concert is part of ABC's *Supergroups* series.

Appeals court upholds FCC decision to take WNYC(AM) off air at night

It agrees with commission decision ordering New York City-owned station to quit interfering with wcco

The U.S. Court of Appeals in Washington has applauded, as the FCC did earlier, the quality of the programming of New York City-owned WNYC(AM). But it said the FCC is the expert agency in such things and affirmed the commission's decision to end the station's nighttime operation, which had been interfering with the signal of clear-channel WCCO(AM) Minneapolis since 1943.

"It is to be regretted that the many years of outstanding programming provided by WNYC(AM) at night will now come to an end," said Judge Robert H. Bork, writing for a unanimous three-judge panel. "But we recognize that while residents of New York City suffer a loss, listeners in parts of eight different states will now have an opportunity, previously denied them, to enjoy the programming of WCCO. Choosing between these two groups was a determination for the commission."

The programming includes public affairs,

instruction and information, classical music, talk shows, drama and ethnic music. The commission concluded the programming "is highly meritorious" and that curtailing it would be "undesirable." But it said that the station "had not established that its programming is required to satisfy the special needs and requirements of its service area which would justify its interference to clear channel station WCCO".... The appeals court held that the commission had "rationally weighed the competing policies" in making its decision.

Officials at WNYC had not yet received a copy of the opinion on Tuesday, and were unable to say what their next move would be. "But basically," said Lloyd Trufelman, a spokesman for the station, "we want to stay on the air.... We'd hate to lose the evening schedule." Much of it is locally produced, and includes the award-winning children's program, *Small Things Considered*, which is broadcast from 5 to 8 p.m. If the city takes advantage of the appeals process still available to it, it could stay on the air another six to 12 months, even if the appeals are rejected. If no appeal is taken, the station will have to leave the air within 90 days of the formal issuance of the court's order.

If the appellate decision stands, it will end one of the longest-running proceedings in commission history. WNYC(AM), a Class II station that began operating in 1924 and is technically authorized to operate with 1 kw on 830 khz from sunrise in New York until sunset in Minneapolis, had been operating

from 6 a.m. to 10 p.m. NYT under special temporary authorizations since 1943. Those had been granted because the station was thought to provide "needed wartime services." But the litigation is regarded as dating from 1954, when New York asked the FCC to regularize what had been temporary authority, and WCCO objected. WCCO said listeners in parts of Michigan, New York, Pennsylvania, Ohio, West Virginia, Kentucky, Tennessee and Mississippi were being denied the nighttime service it was providing.

An initial hearing on the request resulted in an administrative law judge's initial decision recommending a grant. But commission consideration of the case was deferred pending completion of the clear-channel proceeding which the commission had initiated in 1945 to answer the question of whether the 25 clear channels should be broken down. That proceeding ended in 1961, with the decision to add full-time stations to 13 of the frequencies. WCCO was not affected, and in 1980, following a second proceeding, the commission authorized existing dominant Class I-A stations, including WCCO, to operate omnidirectionally with 50 kw.

But the commission was not ignoring New York and its ambitions for WNYC. In the 1961 clear channel decision, the commission noted that 830 khz "should be given special attention" because of the pending hearing that involved the additional use of the frequency. And in disposing of petitions for reconsideration of that decision, the commission appeared to invite WNYC to apply for authority to operate with up to 50 kw if it chose a different directional pattern and a different transmitter site. The commission said those changes might make it possible for WNYC to afford WCCO at least as much protection as it was then providing with power of only 1 kw.

WNYC responded in 1964 with a request for the higher power and the changed facilities. Fourteen years later, after 20 prehearing and 69 hearing sessions, the record was finally closed, on Aug. 24, 1977. And two years later, the administrative law judge issued the second initial decision in the case. Like the first, it favored WNYC. It said the public interest "requires the granting of the 50 kw proposal," which, it added, encompassed the request for permanent authority for the temporary authority to operate at night with 1 kw.

The commission reversed that decision. It said the programming WNYC was providing—meritorious as it was—was not unique. It was available, the commission said, from other stations in the New York area, including the city's WNYC-FM. And while WNYC, in its appeal, argued that the value of its programming to a potential audience of four million—and enhanced service to another 10 million—outweighs that of "another second-

CPB moving on. The House votes this week on a measure (S. 607) reauthorizing the Corporation for Public Broadcasting for fiscal 1987, 1988 and 1989. The bill, which sets budget ceilings of \$200 million, \$225 million and \$250 million, respectively, and replaces earlier legislation vetoed by President Reagan, moved through the House Rules Committee with little debate last week. Committee members ignored a plea by Representative Howard Nielsen (R-Utah) to delay congressional action on the bill. "I support an open rule, but there is no emergency to move this bill." The committee, which schedules legislation for the floor, voted to limit debate to one hour.

Two weeks ago, the Senate unanimously passed the measure despite stiff resistance from the Office of Management and Budget. OMB is pushing for legislation that would set funding levels at \$186 million in 1987, \$214 million in 1988 and \$246 million in 1989. (Those figures are included in a bill [H.R. 6230] introduced by Representative Michael Oxley [R-Ohio] which is expected to be offered as an amendment on the floor.) Reagan objected to the original bill, introduced by Senator Barry Goldwater (R-Ariz.), for its excessive funding levels at \$238 million, \$253 million and \$270 million, respectively.

A preview of the debate that is likely to occur on the floor surfaced before the Rules Committee. Representative Tim Wirth (D-Colo.), chairman of the Telecommunications Subcommittee, defended the legislation. He said it is necessary to bring public broadcasting back up to the funding levels authorized in 1981. Furthermore, he said, the legislation represented a compromise between what Congress originally wanted and what OMB asked for. He said the Oxley figures were "absolutely unacceptable."

When asked if an amendment including the Oxley figures would be in order, Wirth said he did not object to one being offered. "We've voted on the Oxley amendment before and it was significantly defeated. Let's vote on it again."

Representative James Quillen (R-Tenn.) emphasized the administration's position. He referred to a letter from OMB Director David Stockman to Representative James Broyhill (R-N.C.), ranking minority member on the Energy and Commerce Committee. Stockman called the funding levels in S. 607 "unacceptable." He said the administration intends to "veto any public broadcasting authorization inconsistent with the clear and urgent need to reduce federal spending."

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dary service in an area served by at least 10 other secondary services," the court was unmoved.

The commission, wrote Bork, in the opinion in which he was joined by Judges J. Skelly Wright and Kenneth W. Starr, concluded after years of consideration that the limited operation of the AM station as supplemented by the FM outlet should be sufficient to meet the needs of New York City and that WNYC(AM) had not met what the commission said was "the heavy burden of justifying a waiver of the fundamental allocations policy involved here." Bork added: "The commission's decision was based upon full exploration of the issues and is amply supported by the evidence." □

DBSC pushes for quick consideration of FCC filing for DBS orbital slots

It says if commission doesn't approve company's due diligence filing, it would go out of business

Direct Broadcast Satellite Corp. has formally requested orbital positions and channel assignments from the FCC for the first phase of the company's proposed common-carrier direct broadcast satellite service, warning that if the agency does not grant its request the company will be forced out of business. The DBSC filing says its attempts to raise capital have been impaired "by the negative publicity resulting from the withdrawals of two large players (CBS and Western Union) from the DBS market" and uncertainty surrounding two other operators, United Satellite Communications Inc. and the Satellite Television Corp.

The Sept. 17 filing, which requests that the FCC "expeditiously" make a favorable "due diligence" finding, was accompanied by a frankly worded letter to Chairman Mark Fowler from DBSC President Wilbur L. Pritchard advising that if such a finding is denied, the firm "will be killed with the stroke of a pen."

The FCC granted DBSC a 60-day extension beyond its July 17 deadline for compliance with the commission's due diligence requirement, which was updated last June 18 to specify that applicants show contracts containing no unresolved contingencies that would preclude substantial construction of their satellites. DBSC concedes it has not been able to secure long-term funding for satellite construction and launch but claims it meets the spirit, if not the letter, of the current guidelines.

Of the five remaining first-round DBS applicants granted construction permits, DBSC is the only start-up company and the only prospective operator that plans to be a common carrier rather than a programmer. On July 6, DBSC provided the commission with a copy of its contract with Ford Aerospace & Communications Corp. for construction of two DBS satellites. DBSC now says Ford



Swift's view. "The idea that this is somehow an objective process and the networks simply must report what they know, belies the very nature of the journalistic process which is inherently subjective," declared Representative Al Swift (D-Wash.) last week. Swift made the statement in reference to the ongoing controversy surrounding the impact of the networks' early projections of election results. (He spoke at a luncheon meeting of the Washington chapter of American Women in Radio and Television.) Swift is the author of a resolution (H. Res. 321) that calls on broadcasters and other news media to refrain voluntarily from characterizing or projecting results of election before polls close everywhere (BROADCASTING, Sept. 24).

"When the networks choose not to let fate unfold in its normal fashion, but seek to beat fate to the decision—and tell you 30 to 40 minutes before the facts make it obvious—then the public is angry at the media," Swift said. He criticized the networks for taking a stand based on the argument, "if you really understood the canons of journalism, as we the professional do, then you would certainly understand why what we do is necessary." Swift, a former news and public affairs director at KVOZ-TV Bellingham, Wash., maintained the journalistic process calls for subjectivity. "You decide what you cover out of all the things that occur in the day. You decide how to cover, you decide how much of it to cover."

"It's a cop out," Swift said, referring to a remark he attributed to ABC News and Sports President Rooney Arledge that "We're not in the business not to report the news." Moreover, Swift added, "They don't report all kinds of news all the time." It's not the First Amendment, he continued, "that I have problems with. I have no problem with reporting facts, but I have problems with projections which are, after all, not reporting facts, but are reporting opinions—highly educated, extraordinarily accurate, but opinions."

has begun satellite design work. An amended contract grants DBSC an extension from Dec. 31 to March 31, 1985, for filing of a letter of credit and payment of \$5 million due Ford. "This extension," according to DBSC, "was necessary because the delay that DBSC has encountered in securing a due diligence finding from the commission has impeded its efforts to raise the capital necessary to satisfy its obligations." The French company with which DBSC has contracted for launch of the satellites, ARIANESPACE, agreed on Sept. 12 to extend the company up to \$20 million in credit for payments due under the contract signed in May 1982.

In its latest filing, DBSC conceded it "has encountered substantial difficulties in attempting to raise the capital necessary to finance its system... It appears that DBSC will not be able to raise the funds it needs without the commission's imprimatur in the form of a finding that it has satisfied the due diligence requirement."

The document, submitted by the Washington communications law firm of Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey, outlines activities and commitments undertaken by DBSC described as satisfying the due diligence requirement.

"It would be unlawful for the commission to impose its new due diligence standard on DBSC at this time," the filing declares,

claiming "the commission unlawfully failed to afford DBSC a reasonable amount of time to adjust to the new rules." Nonetheless, DBSC claims it has now "substantially satisfied" the commission's new standard via its revised contract with Ford. DBSC contends the arrangement is not "materially different from the periodic payments which must be made under the contracts of the other DBS permittees who have obtained due diligence filings. The addition of the liquidated damages clause (in the Ford contract) makes it unlikely that DBSC will fail to satisfy its obligations."

In his letter to Fowler, Pritchard sums up DBSC's development activities this way: "Starting from a million dollars of initial outside investment, we have signed a binding \$175-million spacecraft contract with Ford, obtained launch reservations secured by \$200,000 earnest money paid to ARIANESPACE, followed up by a recently signed memorandum of understanding, calling for a \$20-million credit arrangement with ARIANESPACE, signed exclusive marketing agreement of DBSC transmission capacity to programmers with Wold Communications, and made investment banking arrangement with A.G. Becker Paribas Inc. of New York."

DBSC, according to Pritchard, cannot complete project financing "until the financial and programming communities perceive

that we are going to move ahead. We cannot even complete our technical plans without orbital and frequency assignments, and commission action on our amended application."

Denial of the DBSC's request under the the updated due diligence guidelines, Pritchard argued, would be "a devastating blow to any new and development stage entity" and be "inconsistent, in a profoundly practical way, with a deregulated market-driven approach to the selection of service providers." □

L.A. sheriff moves closer to ch. 19

FCC launches rulemaking to reallocate UHF channel; affirms bumping of must-carry channel

UHF television came out on the short end of two actions at the FCC last week.

In one, the FCC (with Commissioner James Quello "reluctantly concurring") proposed to reallocate UHF channel 19 to the Los Angeles county sheriff. In another, it refused to reconsider its decision permitting a cable company to bump a UHF must-carry signal to a channel where it could only be picked up with a converter, which many of the cable system's subscribers apparently did not possess.

The Los Angeles County sheriff's quest to add UHF spectrum to his portfolio had received attention on Capitol Hill and in the White House. Among other things, Senator Pete Wilson (R-Calif.) had the General Accounting Office conduct an investigation of the sheriff's requests and the commission's handling of them. Californian Edwin Meese, White House counselor, went so far as to meet privately with FCC Chairman Mark Fowler on the issue (BROADCASTING, March 12).

The FCC's took action without explanation at the meeting, and no announcement of its action was made the same day. (Word had it that an official announcement of the commission's action was not released because the news release was being reviewed by Commissioner Dennis Patrick's office. Diane Silberstein, legal assistant to Patrick, a former White House staffer and Californian, declined comment.)

But at the meeting, Fowler said that the proposal was conditioned on there being "no undue interference as a result." In an interview after the meeting, Robert Powers, FCC chief scientist, said one question that would be addressed in the rulemaking is what the FCC should do if the sheriff's use of channel 19 causes interference to WSCI-TV San Bernardino, Calif., which operates on channel 18. Yet another FCC source said what was meant by "undue interference," the term Fowler used, was unclear.

An FCC Field Operations Bureau report released earlier this year appeared to conclude that the sheriff wasn't using frequencies he already had (BROADCASTING, March 12). But Powers said that report had not ad-

Washington Watch

Cellular. In initial decision, FCC Administrative Law Judge Edward J. Kuhlmann has granted application of Gencom Inc. for nonwireline cellular radio franchise for San Diego, denying competing applications of Metro Mobile CTS and Cellular Mobile Systems of California. Gencom is Dallas-based radio common carrier.

□

Telephone talk. FCC should proceed "without delay" to deregulate long-distance telephone service. So said FCC Commissioner Dennis Patrick in luncheon speech to Federal Communications Bar Association in Washington. "The harsh truth is all [service providers] may not survive the journey to a market structure uncushioned by regulatory intervention," Patrick said. "That is the risk, however, that all run in a truly competitive market."

□

Standards issue. FCC is not trying to create chaos in moving to delete technical standards, Robert Powers, FCC chief scientist told Institute of Electrical and Electronics Engineers broadcast symposium in Washington. "We want to move to a system of standards which is just as effective as the present system but which is more flexible because standards are under control of the affected parties rather than encumbered with the traditionally slow and awkward processes of government regulation," he said.

□

Teleconferencing deal. American Satellite Co. announced it has signed "multimillion-dollar deal" with Sears Communications Inc., subsidiary of Sears, Roebuck & Co., for private voice, video and data teleconferencing network linking retailer's corporate and subsidiary offices in 26 U.S. cities. According to announcement, Sears and its subsidiaries will start using ASC's national network for voice and data services immediately; teleconferencing service is expected to be ready to go next July. ASC, Rockville, Md., is partnership of Fairchild Industries and Continental Telecom Inc.

□

Reconsideration requested. Henry Geller, former head of National Telecommunications and Information Administration, has asked FCC to reconsider TV deregulation decision that eliminated nonentertainment programming and commercial loading guidelines. It also eliminated formal ascertainment and logging requirements (BROADCASTING, July 2). In petition for reconsideration, Geller alleged decision "conflicts with the statute, recent judicial holdings and several relevant commission decisions."

□

Summary judgment. FCC has amended its procedural rules to require filings of more than 10 pages to be accompanied by table of contents that includes page references and "concise" summary of filing.

□

Noted. National Association of Broadcasters has opposed authorization of spread spectrum emissions coded signals that are hard to detect on frequencies allocated for FM and TV broadcasting. In comments on notice of inquiry at FCC, NAB said potential advantages of spread spectrum authorization are "largely speculative," while potential harm to public's reception of FM and TV broadcasts is real. "NAB urges the commission to terminate this proceeding and to consider authorization of [spread spectrum] modulation techniques on a case-by-case basis in portions of the spectrum not shared by FM and TV broadcasting."

□

Consideration requested. Group of Instructional Television Fixed Service permittees—including Arkansas Educational Television Commission, Nebraska Educational Telecommunications Commission and Regents of University of California—has asked FCC to grant "blanket continuance" of effectiveness of all outstanding ITFS construction permits pending commission's resolution of further notice of proposed rulemaking on rules for service (BROADCASTING, July 30). Group noted that further notice raised fundamental questions about structure of ITFS industry. "Forcing construction now, with almost no ground rules firmly established, will condemn the majority of ITFS permittees to costly and unnecessary rebuilding when the complete set of ITFS rules is finally adopted," it said. In separate petition for reconsideration, same group asked FCC to reconsider decision to preclude routine assignment of more than one group of four channels to ITFS licensee for use within single area of operation.

□

FM denied. FCC has denied petition for rulemaking by Jampro Antenna Co. seeking, among other things, changes in rules for FM antenna patterns. FCC said proposed changes could impede innovative technology and place unneeded burdens on FM applicants and licensees.

□

Political hotline. National Association of Broadcasters today (Oct. 1) will begin operating special telephone line to answer queries about political broadcasting. Telephone number is 1-800-554-4551.

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ressed the sheriff's supposed need for spectrum for hand-held portable radios.

Powers said KSCI-TV, and an area low-power television licensee on channel 20, would be notified of the commission's proposal.

An official for the Association for Maximum Service Telecasters, which opposes the diversion of UHF TV spectrum for non-broadcast purposes, said he couldn't comment since the FCC had not released information on it as of last Wednesday (Sept. 26).

According to the FCC, the Los Angeles sheriff's department has contended that a system can be designed so channel 19 can be used for land mobile without interfering with TV reception on channel 18. The sheriff reportedly is planning to test that system soon.

Quello said he thought the FCC should have issued a notice of inquiry on the matter instead of a rulemaking. Quello said he thought the issue required "more study."

In the other UHF action, the FCC affirmed action approving Monterey Peninsula TV Cable's switch of KCBA(TV) Salinas, Calif. (ch. 35), a must-carry signal, from channel 3 to channel 78, making the channel only available to cable subscribers equipped with converters (BROADCASTING, May 21). Sainte Broadcasting, KCBA's licensee, had contended the switch violated the must-carry rules, which require the signal to be made available to all of Monterey's cable subscribers. With the change, Sainte contended that the 63% of Monterey's subscribers who were unequipped with converters providing reception of added channel capacity would be unable to view the station on its new position without converters. But the commission said what Monterey had done was all right, as long as it provided notice that converters would be made available free, as Monterey had assertedly done. The Council for UHF

Broadcasting, University Television Inc. (licensee of KUSI-TV San Diego), AMST, INTV and NAB had petitioned the FCC to reconsider. But the FCC, without discussion, denied reconsideration. □

Landau takes over CPB helm

Sonia Landau, the newly-elected chairman of the board of the Corporation for Public Broadcasting, said her goals for the coming year are to "work hard for CPB and for public broadcasting." She said she will focus even more of the board's attention on being "very careful" with the distribution of CPB's money.

Landau, who is currently chairman of the Women for Reagan-Bush Committee, and a member of the CPB board since November 1981, was elected CPB chairman at the board's annual fall meeting, on Sept. 21. Her election followed the addition of three new members to the CPB board, bringing the total to 10. (They are: Howard D. Gutin, president and general manager of noncommercial KLRN(TV) San Antonio and KLRU(TV) Austin, both Texas; Lloyd Kaiser, president of noncommercial WQED-TV-FM Pittsburgh, and New York businessman, William Lee Hanley Jr.) R. Kenneth Towery, also a board member since 1981, was elected vice chairman.

At the annual meeting, Landau said: "[This] is an exciting and challenging time for public broadcasting. Our system is a national treasure, to be fostered, nurtured and enjoyed." She added, however, that to make the CPB budget process an election issue would "trivialize it" and would be "self-defeating and counterproductive."



Landau

Landau told BROADCASTING that the last statement was in response to one made by Public Broadcasting Service's President Bruce Christensen earlier last month, following President Reagan's veto of a bill authorizing higher funding for public broadcasting (BROADCASTING, Sept. 3). Christensen said: "It is a campaign issue in the sense that we're talking about a service for people who may not be able to afford cable. I think it's tied in with the whole question of fairness." Landau said that Christensen's statement was "terribly inappropriate," and one "that doesn't help any of us at all."

Responding to another issue following the board's action at the meeting—the deferment of the election of corporate officers until January 1985—Landau denied speculation that the Republican-controlled board would seek to replace CPB President Edward Pfister. She said the timing of the change in by-laws with the elections of a new CPB chairman and vice chairman was coincidental. The action "probably should have been done months ago," she said, adding that to do so was "prudent" corporate management and had "absolutely nothing to do with Mr. Pfister."

In other action, the CPB board approved the distribution of about \$30 million in supplemental and other year-end funds. Of the \$7.5 million fiscal year 1984 supplemental appropriation, more than \$3.7 million will go directly to television stations (in the form of community service grants), with additional funds going for PBS's "tune-in advertising." Among the FY 1984 funds going to radio, the stations will receive \$1.7 million in CSG's, with \$323,000 going to program production and \$425,000 going to tune-in advertising and special program efforts for station fund raising.

More than \$10 million of the \$20.5 million FY 1985 supplemental appropriations will go to television CSG's. For radio, \$3.6 million will be distributed as CSG's to stations. The remaining \$3 million will be reserved for later distribution. The CPB program fund will receive more than \$2 million of the FY 1985 supplemental appropriations, increasing its budget to \$24 million.

On another front, the Senate last week passed a Labor Health and Human Services bill that includes funding for CPB of \$238

FTC valedictory. Outgoing Federal Trade Commissioner Michael Pertschuk, whose term ended Sept. 25, said last week that "[if] there is a single message gurgling up from the underground at the Reagan FTC... it is that common sense has taken an extended leave of absence."

Pertschuk, who is leaving the FTC after seven years, made his remarks at a National Press Club luncheon last Tuesday. He said that the Reagan Commission had "encouraged and facilitated the largest mergers between competitors in history" and refused to enforce the law against retail price-fixing or challenge predatory pricing. He said that this commission has "sued more firms in bankruptcy than in the *Fortune* 500."

Pertschuk, FTC chairman under the Carter administration, praised the Nixon, Ford and Carter FTC's for "progressively" opening up FTC procedures to public scrutiny. The Reagan administration, Pertschuk said, stunted those initiatives by, among other things, "redundant economic analysis and ridicule of staff initiatives which don't conform to Chicago School economic orthodoxies." He said that the Reagan economists at the FTC "are not good Republicans. They are very good economic theologians," adding that they are "victims of an ideological time warp. They really do believe in the free-market theology," Pertschuk said. "It's the southern farm team of the University of Chicago," who follow the motto: "Marketplace good. Government bad," he said.

Pertschuk's criticisms came in the wake of a 236-page single-spaced report he sent to Representative John Dingell (D-Mich.) last month (BROADCASTING, Sept. 3). In that manuscript, which was requested by Dingell, Pertschuk blasted FTC Chairman James C. Miller III and the Reagan administration for dismantling years of regulatory history. Miller, in a written rebuttal of the manuscript, called Pertschuk a "resident saboteur" and "a chronic complainer." The manuscript, Miller said, "is a rehash of his [Pertschuk's] dissents and a stringing together of his various positions, bracketed in sarcasm."

Pertschuk will join the Woodrow Wilson Center at the Smithsonian Institution when he leaves the FTC on Oct. 15, following the placement of his successor. (President Reagan has nominated FTC attorney Mary Azcuenaga for the position.) Pertschuk said that after he leaves, FTC Commissioner Patricia Bailey "will remain the only certain voice of moderation serving on the commission."

million for FY 1987. A House-Senate conference is needed before the bill is enacted and it is expected to occur before Congress adjourns this week. In the meantime, the House approved, on Sept. 25, an amendment made by Representative Silvio O. Conte (R-Mass.) to a continuing budget resolution as a safeguard to insure that CPB continues operating through FY 1987 at an appropriations level of \$159.5 million.

The CPB board also named children's programming, public affairs and drama as its "primary" programming priorities for the coming year. Cultural documentaries, performance programs and news were named as its secondary priorities. □

Intelsat announces new services

The International Telecommunications Satellite Organization, in another move it says demonstrates its ability to meet needs for international telecommunications services as they develop, has announced a new service that will enable multinational corporations to establish "triangular" intracorporate communications networks linking operations in Canada, the U.S. and Europe.

The new service, scheduled to begin early in 1985, is an extension of Intelsat's International Business Service—a completely digital communications network carrying a variety of telecommunications services—that now operates between Toronto and London. Teleglobe Canada, the Canadian signatory to Intelsat, has reached an agreement in principle with TRT Telecommunications Corp. of Washington and ITT World Communications Inc. and International Relay Inc., both of New York, to offer the new service.

Intelsat said Teleglobe expects "in the near future" to make similar arrangements with other American international telecommunications carriers, as well as additional overseas telecommunications administrations.

The announcement comes as the U.S. government remains stalled in its consideration of a policy question of whether to permit private parties to provide satellite services that would compete with Intelsat. Intelsat director general, Richard Colino, in commenting on the announcement of the new service, said: "This application of our IBS service is a further indication that Intelsat is well positioned to offer a complete range of services for corporate communications needs."

The Intelsat board of governors, at its Sept. 12-19 meeting in Washington, approved rate changes for IBS which provide for a 40% discount for use during off-peak hours. The board eliminated the rate adjustment factors for multiple (more than two) users, as well as for regional connectivity service—that is, east-to-east and west-to-west.

The board also approved introduction of another new service—Intelnet I. Intelsat said the new service will enable global interconnection of small, inexpensive terminals and a large central hub earth station.

In another matter last week, Intelsat an-

nounced receipt of a \$102-million payment in full of its insurance claim for the launch failure of the Intelsat V (F-9) satellite in June. The net payment, from Corroon & Black Inc., was \$82 million after deduction of premium adjustments. Intelsat says the failure of the satellite, shortly after lift-off from Cape Canaveral, Fla. aboard an Atlas-Centaur rocket, has had no effect on Intelsat's ability to provide service. □

Putnam, Broman bring suit against Adams Communications

William L. Putnam, founder and chairman of Springfield Television Corp., Springfield, Mass., and Katherine F. (Kitty) Broman, Springfield president, have sued Adams Communications Corp. for \$30 million, alleging they were improperly fired after the sale of their station group to Adams in March 1984 ("Changing Hands," Aug. 23, 1983). In the suit, filed in federal court in Springfield, the plaintiffs charge breach of contract, conspiracy to deceive and defraud, and violation of federal racketeering and civil rights statutes. Named in the suit were Adams Communications Corp.; its owner, Stephen Adams; Hartstone & Dickstein Inc., Hartford, Conn.-based investment firm, and Paul Brissette, former executive vice president of Springfield Television and now executive VP of Adams Communications.

Broman and Putnam contend that during negotiations for the sale of WWLP(TV) Springfield, Mass.; WKEF(TV) Dayton, Ohio, and WSTU(TV) Salt Lake City, Adams had promised he would retain them until retirement in the same positions they had held as chairman and president of the station group. Immediately after closing, the plaintiffs charge, Adams produced a new agreement hiring them as consultants at "substantially reduced" compensation, although maintaining the same pension rights and length of employment.

The next day, at the suggestion of Brissette, the suit alleges, Putnam and Broman retained an attorney, William Murray, to represent them. Two weeks later, the plaintiffs learned that Murray would also be representing Adams in the Springfield area. They then engaged another attorney, Charles Ryan.

Summoned to a meeting with Adams on May 5, Putnam and Broman were fired, solely, they say, because Adams objected to their hiring counsel. They further contend that Adams admitted to welshing on his "promises" because he knew there were "irreconcilable business operating and broadcasting philosophy differences" that would have prevented the closing of the sale.

Adams declined comment on the suit with the explanation: "My attorneys would shoot me if I opened my mouth."

The suit comes a month after Adams dropped a lawsuit for \$17 million against Putnam and Broman for alleged interference with the continuing operations of the stations. The suit was dropped after it had been tried but before a verdict was reached. □

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NBC by a nose at the Emmys

'Hill Street Blues' wins five awards for the network; police drama is tied with 'Mary Tyler Moore' as most honored show in history

On the strength of its critically acclaimed Thursday-night duo—*Hill Street Blues* and *Cheers*—NBC-TV led the other networks in the 36th annual Emmy Awards nighttime competition during ceremonies televised live Sunday night (Sept. 23) from the Pasadena (Calif.) Civic Auditorium.

The network won 20 Emmys, including five for *Hill Street Blues* and four for *Cheers*. CBS-TV won 18, ABC-TV won 16, PBS 10 and syndicated programming five. It was a tighter race than last year, when NBC claimed 33 awards, the second-largest total ever accumulated by a single network. With 26 Emmys so far, *Hill Street Blues* is now tied with *The Mary Tyler Moore Show* as the series most honored by members of the Academy of Television Arts and Sciences, sponsor of the awards.

ABC-TV's motion-picture-for-television, *Something About Amelia*, won three Emmys, including the award for best drama

special. John Ritter received the award for best actor in a comedy series for his role in ABC's *Three's Company*. CBS was recognized in four major award categories: Tom Selleck (who also hosted the awards ceremony telecast for CBS) received an Emmy for best actor in a drama series for *Magnum, P.I.*, Tyne Daly was named best actress in a drama series for *Cagney & Lacey*, Pat Harrington received the award for best supporting actor in a comedy for *One Day At A Time* and Jane Curtin, co-star of *Kate & Allie*, was judged best actress in a comedy series.

Hill Street Blues won the award for best drama series with co-stars Bruce Weitz named best supporting actor and Alfre Woodard named best supporting actress. *Cheers* won the Emmy for best comedy series and the best supporting actress award went to co-star Rhea Perlman.

The Public Broadcasting Service, in a strong showing, picked up the award for best limited series for its *American Playhouse* production of "Concealed Enemies." Lawrence Olivier was recognized as best actor in a limited series or special for his title role in *King Lear*, syndicated independently last

winter.

At three hours and 36 minutes, the Emmy Awards broadcast was the longest ever. The program began 34 minutes after its scheduled 8:30 p.m. NYT starting time due to the overrun of a Dallas-Green Bay National Football League game on CBS. The ceremonies were ranked 13th among prime time programs for the week, according to Nielsen, with a 17.1 rating, 33 share.

The Governors Award, the academy's highest honor, was presented by ATAS President Diana Muldaur to Bob Hope in recognition of the entertainer's "monumental achievements in television."

Producer David L. Wolper was recognized for his "unique contribution to television" for his production of the opening and closing ceremonies of the summer Olympics, seen on ABC last summer. In introducing Wolper, Los Angeles Olympic Organizing Committee President Peter V. Ueberroth termed the production "an artistic and logistical triumph" capturing the spirit of international peace. Olympians Mary Lou Retton and Rafer Johnson joined Ueberroth in making the presentation.

Also during the telecast, comedienne Lucille Ball disclosed the names of seven new inductees into the Television Academy Hall of Fame: actress/comedienne Carol Burnett, comedian Sid Caesar, newsman Walter Cronkite, the late Hallmark Cards founder Joyce Hall, the late writer Rod Serling, the late impresario Ed Sullivan and former NBC president, Sylvester "Pat" Weaver. Ball herself was one of the original seven Hall of Fame members named last year. The new members will be formally inducted next March during videotaped ceremonies to be broadcast late in April over NBC.

The theme of the Emmy Awards telecast was "a tribute to backstage workers," with specially produced segments saluting writers, camera operators, make-up artists, choreographers and commercial actors and actresses. The works of Rod Serling were also recognized in dramatic readings by Richard Kiley and Keenan Wynn.

The winners follow:

Governors Award

Bob Hope □ Governor's award.

Programs

He Makes Me Feel Like Dancin' (NBC) □ Children's program.
The 6th Annual Kennedy Center Honors: A Celebration of the Performing Arts (CBS) □ Variety, music or comedy program.
Cheers (NBC) □ Comedy series.
Hill Street Blues (NBC) □ Drama series.
Something About Amelia (ABC) □ Drama special.
Concealed Enemies (PBS) □ Limited series.
Plácido Domingo Celebrates Seville (PBS) □ Classical program in the performing arts.
Garfield on the Town (CBS) □ Animated program.
America Remembers John F. Kennedy (syndication) □ Informational special.
A Walk Through the 20th Century With Bill Moyers (PBS) □ Informational series.

Acting

Tom Selleck. *Magnum, P.I.* (CBS) □ Lead actor in a drama



Saying thanks. At the 36th annual Emmy awards ceremony, the Academy of Television Arts and Sciences produced a salute to the behind-the-scenes people in television. The industry people participating and the jobs they represented were (front row, l-r): Andy Zall, videotape editor; Barney McNulty, cue cards; Romain Johnston, art director; Ret Turner, costume design; Gabrielle James, script supervisor; Larry Auerbach, agent; Lee Solters, public relations; Bud Grant, network executive; Mikki Capparelli, stage manager; Rich DeMichele, program practices; Lou Rogers, stagehand.

Second row, l-r: Gary Andersen, lighting director; Joe Hailey, makeup; Jerry Weiss, technical director; Elvin Ivory, stage manager; Reuben Cannon, casting director; Jerome Courland, director; Sue Cabral, makeup; Mike Post, music director; Tina Mylenick, cameraperson; Barbara Kaye Minster, hairdresser; Edward Greene, audio; Steve Bortko, runner.

Third row, l-r (obscured): Stephen J. Cannell, writer; Charles Nelson Reilly, actor.



Jane Curtin



Bob Hope

series
Tyne Daly, *Cagney & Lacey* (CBS) □ Lead actress in a drama series.
John Ritter, *Three's Company* (ABC) □ Lead actor in a comedy series.
Jane Curtin, *Kate & Allie* (CBS) □ Lead actress in a comedy series.
Laurence Olivier, *Laurence Olivier's King Lear* (syndication) □ Lead actor in a limited series or special.
Jane Fonda, *The Dollmaker* (ABC) □ Lead actress in a limited series or special.
Cloris Leachman, *Screen Actors Guild 50th Anniversary Celebration* (CBS) □ Individual performance in a variety or music program.
Alfre Woodard, *Hill Street Blues* (NBC) □ Supporting actress in a drama series.
Bruce Weitz, *Hill Street Blues* (NBC) □ Supporting actor in a drama series.
Roxana Zal, *Something About Amelia* (ABC) □ Supporting actress in a limited series or special.
Art Carney, *Terrible Joe Moran* (CBS) □ Supporting actor in a limited series or special.
Rhea Perlman, *Cherries* (NBC) □ Supporting actress in a comedy series.
Pat Harrington Jr., *One Day At A Time* (CBS) □ Supporting actor in a comedy series.

Directing

Corey Allen, *Hill Street Blues* (NBC) □ Drama series.
Jeff Bleckner, *Concealed Enemies* (PBS) □ Limited series or special.
Dwight Hemion, *Here's Television Entertainment* (NBC) □ Variety or music program.
Bill Persky, *Kate & Allie* (CBS) □ Comedy series.
R.O. Blechman, *The Soldier's Tale* (PBS) □ Individual achievement, animated programming.
Emile Ardolino, *He Makes Me Feel Like Dancin'* (NBC), and **Bill Moyers**, *A Walk Through the 20th Century With Bill Moyers* (PBS) □ Individual achievement, informational programming.

Writing
David Angell, *Cheers* (NBC) □ Comedy series.
Steve O'Donnell, **Gerard Mulligan**, **Sandy Frank**, **Joe Toplyn**, **Chris Elliott**, **Matt Wickline**, **Jeff Martin**, **Ted Greenberg**, **David Yazbek**, **Merrill Markoe**, **David Letterman**, *Late Night with David Letterman* (NBC) □ Variety or music program.
John Ford Noonan, **John Masi**, **Tom Fontana**, *St. Elsewhere* (NBC) □ Drama series.
William Hanley, *Something About Amelia* (ABC) □ Limited series or special.

Creative Arts

James Levine, *Live From the Met* (PBS), **Leontyne Price**, *In Performance at the White House: An Evening of Spirituals and Gospel Music* (PBS), and **Merrill Brockway**, *A Song for Dead Warriors* (PBS) □ Individual achievement in classical music/dance programming for performing or directing.
James Hulsey and **George R. Nelson**, *A Streetcar Named Desire* (ABC) □ Art direction for a limited series or special.
James Hulsey and **Bruce Kay**, *The Duck Factory*, pilot (NBC) □ Art direction for a series.
Roy Christopher, *56th Annual Academy Awards Presentation* (ABC) □ Art direction for a variety or music program.
Bob Mackie and **Ret Turner**, *Mama's Family* (NBC), and **Nolan Miller**, *Dynasty* (ABC) □ Costume design for a series.
Julie Weiss, *The Dollmaker* (ABC) □ Costume design for a limited series or special.
Ted Woolery and **Gerry Woolery**, *The Duck Factory* (NBC) □ Individual achievement—graphic design and title sequences.
Michael G. Westmore, *Why Me?* (ABC) □ Makeup.
Dino Ganziano, *The Mystic Warrior* (ABC) □ Hairstyling.
James Crabe, *Micki Spillane's Mike Hammer* (CBS) □ Cinematography for a series.
Bill Butler, *A Streetcar Named Desire* (ABC) □ Cinematography in a limited series or special.
Gene Crowe, **Sam Drummy**, **Larry Heider**, **Dave Levinsohn**, **Wayne Orr**, **Ron Sheldon**, **Mark Sanford**, *On Stage America* (syndicated) □ Technical direction and electronic camerawork for a series.
Lou Fusari, **Les Atkinson**, **Bruce Bottone**, **George Fair-**

deau, **Dean Hall**, **Dave Hilter**, **Roy Holm**, **David Nowell**, **Jerry Smith**, *The Magic of David Copperfield VI* (CBS) □ Technical direction and electronic camerawork for a limited series or special.

Corporate Communications Consultants □ Engineering certificate for its 60XL Color Correction System, a device that improves broadcast quality of film on television.

Robert Bialack, **Nancy Rushlow**, **Dan Pinkham**, **Chris Regan**, **Larry Stevens**, **Dan Nosenchuck**, *The Day After* (ABC), and **William M. Klages**, *The 26th Annual Grammy Awards* (CBS) □ Individual achievement, special visual effects.

Robert A. Dickinson and **Frank C. Olivas**, *Solid Gold* (syndicated) □ Lighting direction (electronic) for a series.

William M. Klages, *The 6th Annual Kennedy Center Honors: A Celebration of the Performing Arts* (CBS) □ Lighting direction (electronic) for a limited series or special.

Bruce Broughton, *Dallas* (CBS) □ Music composition for a series.

Bruce Broughton, *The First Olympics: Athens 1896, part I* (NBC) □ Music composition for a limited series or special.

Ian Fraser, **Billy Byers**, **Chris Boardman**, **J. Hill**, **Lenny Stack**, *The Screen Actors Guild 50th Anniversary Celebration* (CBS) □ Musical direction.

Larry Grossman and **Buz Kohan**, *Here's Television Entertainment* (NBC) □ Music and lyrics.

Andrew Chulack, *Cheers* (NBC) □ Film editing for a series.

Jerrold L. Ludwig, *A Streetcar Named Desire* (ABC) □ Film editing for a limited series or special.

Howard Brock, *Fame* (syndication) □ Videotape editing for a series.

Jim McQueen and **Catherine Shields**, *American Film Institute Salute to Lillian Gish* (CBS) □ Videotape editing for a limited series or special.

Aimolf (CBS) □ Film sound editing for a series.

The Day After (ABC) □ Film sound editing for a limited series or special.

Edward J. Greene and **Carol Pratt**, *Anne Murray's Winter Carnival* (CBS) □ Live and tape sound mixing and sound effects for a limited series or special.

Hill Street Blues (NBC) □ Film sound mixing for a series.

A Streetcar Named Desire (ABC) □ Film sound mixing for a limited series or special.

Mark Hanes, **Stu Fox**, **Dean Okrand**, **Ed Suski**, *Real People* (NBC) □ Live and tape sound mixing and sound effects for a series.

Michael Smuin, *A Song for Dead Warriors* (PBS) □ Choreography.

Lifetime undergoes metamorphosis

Network to introduce programing with broader-based appeal

Armed with entertaining hosts, controversial topics and telephone-interaction with the audience, the Lifetime cable network hopes to break away from narrowcasting and at-

ABC takes lead on eve of premiere week

ABC won hands down the last week before the official beginning of the 1984-85 prime time season. For the week ended Sept. 23, ABC averaged a 15.3 national rating in Nielsen, compared to a 14.8 for NBC and 14.2 for CBS. The official start of the new season was last week and

although many shows have already premiered, the networks will not be in head-to-head direct competition for several weeks because of baseball playoffs, specials and a few repeat programs. For a full report see "Top of the Week."

Rank □ Show □ Network □ Rating/Share

1.	Bill Cosby Show	NBC	21.6/39
2.	60 Minutes	CBS	20.7/35
3.	Highway to Heaven	NBC	20.6/35
4.	Hunter	NBC	20.4/33
5.	A Team	NBC	19.0/32
6.	The Enforcer	NBC	18.5/29
7.	Paper Dolls	ABC	18.4/29
8.	AfterMASH	CBS	18.2/29
9.	Three's Company	ABC	17.9/30
10.	Jessie	ABC	17.7/29
11.	Family Ties	ABC	17.5/30
12.	20/20	ABC	17.3/32
13.	Emmy Awards	CBS	17.1/33
14.	Hawaiian Heat	ABC	16.9/30
15.	Simon & Simon	CBS	16.7/28
16.	Webster	ABC	16.6/30
17.	TV Bloopers and Prac. Jokes	NBC	16.6/28
18.	Burning Rage	CBS	16.5/30
19.	NBC's All-Star Happy Hour	NBC	16.5/26
20.	Cagney & Lacey	CBS	16.4/29

Rank □ Show □ Network □ Rating/Share

21.	Matt Houston	ABC	16.2/29
22.	Hardcastle & McCormick	ABC	15.9/26
23.	NFL Football (7-7:34 p.m.)	CBS	15.8/31
24.	St. Elsewhere	NBC	15.8/29
25.	Beenson	ABC	15.5/30
26.	Magnum, P.I.	CBS	15.1/26
27.	Newhart	CBS	15.0/24
28.	NFL Football, Miami vs. Buffalo	ABC	14.9/28
29.	Love Boat	ABC	14.8/28
30.	Glitter	ABC	14.5/25
31.	Kate & Allie	CBS	14.5/23
32.	Hotel	ABC	14.3/27
33.	Cover-Up	CBS	14.0/26
34.	Dynasty	ABC	13.7/23
35.	Call to Glory	ABC	13.6/23
36.	Partners in Crime	NBC	13.4/25
37.	Mike Hammer	CBS	13.3/25
38.	Cheers	NBC	13.3/23
39.	Who's the Boss	ABC	13.2/22
40.	Finder of Lost Loves	ABC	13.1/24

Rank □ Show □ Network □ Rating/Share

41.	George Burns Special	NBC	12.9/23
42.	Knight Rider	NBC	12.7/20
43.	Fall Guy	ABC	12.5/22
44.	Dukes of Hazzard	CBS	12.4/23
45.	Hill Street Blues	NBC	12.1/22
46.	The Cannonball Run	CBS	11.9/20
47.	Airwolf	CBS	11.5/22
48.	Punky Brewster	NBC	11.3/20
49.	Scarecrow & Mrs. King	CBS	11.3/19
50.	Hot Pursuit	NBC	11.2/21
51.	E/R	CBS	10.8/19
52.	M*A*S*H	CBS	10.7/17
53.	Ripley's Believe It or Not	ABC	9.8/18
54.	London & Davis in New York	CBS	9.7/18
55.	People Do the Craziest Things	ABC	9.4/17
56.	Dean Martin Special	NBC	9.3/17
57.	Silver Spoons	NBC	9.0/17
58.	The Border	NBC	6.6/12

*Indicates premiere episode

tract more prime time viewers, including men. That is the aim of Tom Burchill, Lifetime's president and chief executive officer, who said last Monday that the cable network will gross at least \$20 million this year, is ahead of earlier projections for advertising revenue and will become profitable in 1986.

Despite the seemingly positive financial results, Lifetime intends to replace a third of its morning schedule and three-quarters of its prime time schedule in 1985, at a cost of \$20 million. Burchill also announced that \$5 million has been allocated next year for a marketing effort which includes an advertising campaign by Ogilvy & Mather.

Burchill, who assumed his post on April 1, said that current programming, which received a 0.6 prime time rating in the network's universe, "had a high degree of quality, but operators and advertisers asked to broaden appeal of the scheme." Shortly after he arrived, Lifetime commissioned a study from the Research Group of Seattle, which conducted 20-minute interviews of 1,000 people (including a high proportion of cable and Lifetime subscribers), who watched at least 30 minutes of TV a day.

Only 16% of the respondents indicated they watch television for "mostly information," he said, and consequently, in re-formatting the network, an attempt will be made to make it more entertaining. That will be done, in part, through extensive use of viewer call-in shows, polling and other telephone-interaction with the audience. A good indicator of the kind of show that would be seen more of on Lifetime, he said, is its

highest rated program, *Good Sex! with Dr. Ruth Westheimer*: "An entertaining host, lots of interactivity, a touch of outrageousness and information on an important topic."

Another change in the network's look, Burchill said, will be that programs will be stripped at regular time periods, instead of the "checkerboard programming of the past."

The daytime shows from 10 a.m. to 4 p.m. will still be targeted to the same women's demographic. But starting at 6 p.m., he said, programming changes will take into account the study's results, which indicated men more often control the television set during prime time. □

HBO buys piece of BET network

Pay cable programmer to acquire 15% ownership of black programming service, joining Taft and TCI in minority ownership of company

HBO Chairman and Chief Executive Officer Frank Biondi announced last week that the pay TV service was acquiring a minority equity in Black Entertainment Television. No dollars will immediately change hands, however.

HBO owns transponder 17 on Galaxy I, which it leases to BET. Under the arrangement, the black-oriented programming service will stop paying the monthly lease until the accumulated amount BET would have paid

equals the equity shares of BET's two other minority parties—Taft and Tele-Communications Inc. (Biondi used the word "contribution" to describe the arrangement.) BET currently is distributed over that transponder on Galaxy I and was scheduled to begin 24-hour service today, Oct. 1 (BROADCASTING, Sept. 24).

BET President Bob Johnson, who controls about 55% of the programming service, said HBO will achieve that equity in about a year. HBO, Taft and TCI will then each own about 15% of the stock.

Biondi said the move "made an awful lot of sense to us," as "most urban markets are reaching decent saturation." The move also showed Time Inc.'s commitment to minority programming, he said. (Biondi made the announcement at a luncheon address of a National Cable Television Association/National Association of Minorities in Cable business symposium in Washington last Tuesday.) Biondi said some HBO-originated programming suitable for BET might show up on the service but initially HBO's involvement would consist of the transponder and sales and marketing assistance.

In his speech, Biondi touched upon the reasons behind the slower growth this year of pay services, HBO's DBS and SMATV plans and the impact of VCR's on the cable industry.

He said 1984 saw "an abrupt change in receptivity of the public towards pay TV," and the reasons were hard to find. Biondi acknowledged the growth of VCR's but said that the little research conducted to date shows cable and VCR's are "quite complementary." But he said the time-shifting capabilities of the VCR may be obviating the consumer's need for a second and third pay service. Other possible reasons for the pay drop-off, he said, were that rental prices of movie tapes have become competitive with cable's pricing structure and that some cable operators are pricing services too high. The cable industry has also "grown up with a series of unrealistic expectations," Biondi said, and now can't deliver on all the grandiose forecasts.

Biondi was bullish on pay-per-view, but he said the key would be in identifying programming opportunities. It would be difficult to find or create an event, he said, for which one million people would be willing to pay \$10 to see on a given night. Maybe sports teams or a particular rock concert or Michael Jackson, he said, would be viable, but "who can deliver Michael Jackson?"

HBO's scrambling plans "are moving ahead but are still in the formulation stage," Biondi said. HBO will begin delivery of M/A COM descramblers late this year, he said, but the other pay and basic services will need to be scrambled for HBO's plan to work. He said decoders were now about \$300 but he expressed hope the cost would drop to below \$100 to help make the service more viable.

HBO's position against selling to SMATV owners is "under very serious consideration." Biondi hinted that an announcement of an accommodation may come soon. HBO needs to insure that "cable operators get first crack at multiple dwelling units," he said, but the pay service "can't afford to be shut out of that [SMATV] marketplace." □

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Eisner and Wells to take Disney helm

Executives' first challenge will be to protect company from unfriendly takeovers

Former Paramount Pictures Corp. President Michael D. Eisner and Warner Brothers Vice Chairman Frank G. Wells were named chairman and chief executive officer and president and chief operating officer, respectively, of Walt Disney Productions on Saturday, Sept. 23. The appointments were effective immediately. The two men succeed former chief executive officer and president Ronald Miller, who resigned Sept. 7 (BROADCASTING, Sept. 17), and board chairman Raymond L. Watson, who continues as a director and chairman of Disney's executive committee.

In the newly created position of chief operating officer, Wells will be mainly responsible for major corporate decisions, while Eisner will be chiefly in charge of production. Wells, at one time, had been in charge of Warner Brothers' theatrical division.

The unanimous election of Eisner and Wells by Disney's 13-member board of directors marks the first time in the studio's 61-year history that the company had not chosen senior executives from within its ranks. Among the new team's first concerns will be a takeover threat posed by Minneapolis investor Irwin Jacobs, who is not on the Disney board of directors. Jacobs and investors in his Minstar Inc. control 7.7% of Disney stock and have said they may seek a takeover. Minstar, of which Jacobs is chairman, chief executive, and a major stockholder, has filed with the Securities and Exchange Commission to acquire more Disney stock. The studio has been resisting takeover attempts and the Texas-based Bass family recently increased its holdings from 5.5% to 8.6% of Disney stock (making it the largest single stockholder) to try to discourage such actions. The third-largest individual stockholder is Roy Disney, with 5.2%, who is known to be closely allied with the Bass family.

Eisner and Wells addressed nearly 2,000 Disney employees at the Burbank, Calif., studio last Monday (Sept. 24), assuring them that the entertainment division of the company will be revitalized under their leadership.

"This company is first and foremost an entertainment company," Eisner told the audience. "We are very interested in bringing filmed entertainment, the television entertainment, the cable entertainment (units) back to being equally as strong as the real estate and other holdings of this great company."

Added Wells: "We did not come from where we came from and commit ourselves to this company in order that it would be

sold. We intend to work vigorously to develop each of its various businesses as hard and as well and as effectively as we know how." Studio sources say the pair plan to in-

crease Disney's theatrical production to about 15 features per year and increase distribution of Disney-produced product on broadcast television. □

Bottom Line

Earnings activity. Frank G. Hickey, chairman and chief executive officer of General Instrument Corp., said: "Cable TV electronics performance was below the prior year despite increased revenue. Delays in the start of several big city cable plant construction programs and competitive price pressure unfavorably impacted the operating results." Ed Kearney, vice president of investor relations, said that GI's equity position in DBS operator, United Satellite Communications Inc., will be transferred to recently announced partnership between USC and STC, but that no decision has been made yet about GI's role as supplier of DBS home receiving equipment. The company's "inventory exposure," if it is not chosen as supplier, is reportedly less than \$5 million. ■ Regency's audited figure contains net loss rather than net income released earlier because of \$5.1-million-fourth-quarter write-down of 17% ownership in Dataspeed Inc., which sells equipment (manufactured by Regency) providing financial information over FM SCAs.

Company	Quarter	Revenue (000)	% change*	Earnings (000)	% change*	EPS**
Cable TV Ind.	Second	\$7,640	5	\$102	52	\$0.04
Chyron	Fourth	\$7,512	47	\$1,670	25	\$0.18
	Year	\$21,965	30	\$5,213	22	\$0.57
FNN	Third	\$1,781	61	(\$1,722)	nm	(\$0.23)
General Inst.	Second	\$268,597	26	\$11,533	43	\$0.38
Regency	Fourth	\$30,928	12	(\$4,384)	nm	(\$0.41)
	Year	\$109,469	25	\$2,026	(71)	\$0.19
Sony	Third	\$1,256,700	13	\$77,900	212	\$0.34
SunGroup	Six mo.	\$3,108	10	(\$138)	nm	(\$0.20)
TCA Cable TV	Third	\$7,088	27	\$737	(15)	\$0.11
Tektronix	First	\$306,165	15	\$17,753	32	\$0.92
Texscan	First	\$20,744	7	\$860	nm	\$0.13
Westwood One	Third	\$3,897	37	\$825	73	\$0.31

Notes: *Percentage change from same period year before. ** Earnings per share. Parenthesis indicate loss. NM means not meaningful

Real estate profit. Tribune Co., Chicago, said it expects to post \$8-million, or 20-cents-per-share, gain on sale of warehouse next to Tribune's *Daily News* in New York in third quarter. □

Sold out. Comcast has completed \$62.4-million limited partnership offering, proceeds of which will be used to finance already closed \$65-million acquisition of Calvert Telecommunications, cable operator, and expansion cable of system in Baltimore county, Md. Although closing deadline had to be extended for offering, it ended up being oversubscribed, according to C. Stephen Backstrom, director of taxes for Comcast. Bala Cynwyd, Pa.-based MSO has filed for sale of \$30 million in convertible debentures due Oct. 1, 2009. Proceeds will be used for "working capital and expansion." □

Blair numbers. Earnings for John Blair & Co. will probably be lower this year than \$2.32 per share reported by New York-based company in 1983. Company attributed expected decline to price competition in coupon marketing division, increased office rent and higher net interest expense. Purchases within last year contributing to interest costs include that of WKAO-TV San Juan, P.R., for \$55 million and radio stations in Dallas and Indianapolis for \$50 million. □

Down in fourth. Wavetek Corp. reported it anticipates net loss in fourth quarter of four to six cents per share on sales of approximately \$21 million, compared to end of last year when it earned 21 cents per share on sales of \$24.5 million. John M. Thornton, chairman and chief executive officer of San Diego-based electronic equipment manufacturer, blamed problem on soft government demand and effect of strong dollar on overseas business. Company said it had reduced expenses and lowered break-even point "substantially." Despite fourth-quarter loss, which includes "significant expenses and inventory writedowns," company said results for full year will be profitable.

Stock Index

	Closing		Closing		Net	Percent	P/E	Market			
	Wed	Wed	Wed	Wed					Change	change	Capitali- zation
	Sep 26	Sep 19	Sep 26	Sep 19				(000,000)			
BROADCASTING											
N ABC	71	3/8	72	1/8	—	3/4	—	1.04	12	2,082	
N Capital Cities	164	3/4	166	1/4	—	1	1/2	—	0.90	17	2,114
N CBS	81	3/8	85		—	3	5/8	—	4.26	10	2,417
O Clear Channel	14	1/2	14	1/4			1/4		1.75	17	42
N Cox	45	3/4	49		—	3	1/4	—	6.63	16	1,292
A Gross Telecast	77		76			1			1.32	18	61
O Gulf Broadcasting	10		10							42	438
O LIN	23	1/2	23	1/2						20	494
O Malrite Commun.	12	1/2	12				1/2		4.17	15	104
O Orion Broadcast		1/32		1/32							1,681
O Price Commun.	11	1/4	11				1/4		2.27		37
O Scripps-Howard	30	1/2	30	3/8			1/8		0.41	18	315
N Storer	42	1/4	43	1/2	—	1	1/4	—	2.87		693
O SunGroup Inc.	6	3/4	6	3/4							5
N Taft	62	3/8	62	1/2	—		1/8	—	0.20	13	565
O United Television	17	7/8	17	1/8			3/4		4.38	29	197

BROADCASTING WITH OTHER MAJOR INTERESTS							
A Adams Russell	20 1/2	21 1/2	- 1	-	4.65	17	125
A Affiliated Pubs	48 1/2	50 5/8	- 2	1/8 -	4.20	15	394
N American Family	22	21 7/8		1/8	0.57	11	394
O Assoc. Commun.	14 1/2	14 1/2					69
N A.H. Belo	46	44 1/2	1	1/2	3.37	14	532
N John Blair	27 3/8	28 5/8	- 1	1/4 -	4.37	15	219
N Chris-Craft	31 3/8	30 1/8	1	1/4	4.15	22	200
N Cowles	43 5/8	42 3/8	1	1/4	2.95	35	173
N Gannett Co.	45	45				18	3,605
N GenCorp	37 3/8	37		3/8	1.01	10	802
O General Commun.	67 1/4	67 1/4				15	33
N Inslico Corp.	16 1/2	16 7/8	-	3/8 -	2.22	9	280
N Jefferson-Pilot	34 1/4	33 3/4		1/2	1.48	10	1,096
O Josephson Intl.	9	9				69	44
N Knight-Ridder	28 1/4	29	-	3/4 -	2.59	14	1,829
N Lee Enterprises	25 7/8	26 7/8	- 1	-	3.72	14	345
N Liberty	24	23 7/8		1/8	0.52	12	241
N McGraw-Hill	45 3/8	47 1/8	- 1	3/4 -	3.71	17	2,277
A Media General	58	60	- 2	-	3.33	11	405
N Meredith	51 3/8	51 1/8		1/4	0.49	13	484
O Multimedia	37 1/4	38	-	3/4 -	1.97	16	622
A New York Times	33 3/4	33 1/2		1/4	0.75	15	1,333
O Park Commun.	28 1/2	28		1/2	1.79	21	262
N Rollins	13 1/2	13 5/8	-	1/8 -	0.92	20	197
N Schering-Plough	34 1/8	36 5/8	- 2	1/2 -	6.83	10	1,725
T Selkirk	18 3/8	18 1/4		1/8	0.68	40	149
O Stauffer Commun.	52	52				13	52
A Tech Operations	42 3/4	43	-	1/4 -	0.58	14	39
N Times Mirror	40	40				12	2,748
N Tribune	30 3/4	30 1/8		5/8	2.07	14	1,242
O Turner Bcstg.	22 1/2	23 1/2	- 1	-	4.26	375	459
A Washington Post	82 1/2	83 1/2	- 1	-	1.20	15	1,154

SERVICE							
O BBDO Inc.	41	44	- 3	-	6.82	12	259
O Compact Video	4 7/8	4 1/8		3/4	18.18		19
N Comsat	26 1/4	27 1/8	-	7/8 -	3.23	10	474
O Doyle Dane B.	16 1/4	17 1/4	- 1	-	5.80	15	86
N Foote Cone & B.	52 1/4	52 1/4				11	174
O Grey Advertising	126	126				8	75
N Interpublic Group	33 3/4	34 3/4	- 1	-	2.88	11	365
N JWT Group	35 5/8	35 3/4	-	1/8 -	0.35	11	213
A Movielab	5 1/4	5		1/4	5.00		9
O Ogilvy & Mather	35	34 1/2		1/2	1.45	15	320
O Sat. Syn. Syst.	9	9				13	51
O Telemation	6 1/4	6 1/4				6	7
O TPC Commun.	3/4	15/16	-	3/16 -	20.04		2
A Unitel Video	7 7/8	7 3/4		1/8	1.61	14	17
N Western Union	19 5/8	19 5/8					473

	Closing Wed Sep 26	Closing Wed Sep 19	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)	
PROGRAMMING							
O Barris Indus	6 3/4	6 3/8		3/8	5.88	135	39
N Coca-Cola	62 1/8	62 5/8	-	1/2 -	0.80	14	8,227
N Disney	59 7/8	62	- 2	1/8 -	3.43	20	2,012
N Dow Jones & Co.	41 7/8	41 1/2		3/8	0.90	21	2,686
O Four Star	4	4				4	3
O Fries Entertain.	5	5				4	17
N Gulf + Western	27 5/8	28 1/8	-	1/2 -	1.78	8	1,933
O Robert Halmi	1 1/4	1 1/4				25	21
A Lorimar	29	31 7/8	- 2	7/8 -	9.02	14	206
N MCA	43 1/4	43 1/2	-	1/4 -	0.57	19	2,096
N MGM/UA	12 5/8	12 3/4	-	1/8 -	0.98	15	627
N Orion	11 5/8	11 3/8		1/4	2.20	26	109
O Reeves Commun.	6 1/4	6		1/4	4.17	23	78
O Sat. Music Net.	4	4					27
O Telepictures	16 1/2	17 1/4	-	3/4 -	4.35	15	127
O Video Corp.	18 3/4	16 7/8	1	7/8	11.11	12	31
N Warner	20 1/4	21 1/8	-	7/8 -	4.14		1,228
A Wrather	13 7/8	13 1/2		3/8	2.78		95

CABLE							
A Acton Corp.	5 3/4	6	-	1/4 -	4.17		34
O AM Cable TV	2 1/2	3	-	1/2 -	16.67		9
N American Express	34	34 3/4	-	3/4 -	2.16	17	7,293
N Anixter Brothers	18 3/4	18 7/8	-	1/8 -	0.66	25	341
O Burnup & Sims	6 1/8	6 3/8	-	1/4 -	3.92		55
O Cardiff Commun.	9/16	5/8	-	1/16 -	9.92	56	3
O Comcast	18 1/8	19	-	7/8 -	4.61	14	149
N Gen. Instrument	22 1/4	24 3/4	- 2	1/2 -	10.10	23	720
N Heritage Commun.	17 1/8	18	-	7/8 -	4.86	32	130
T Maclean Hunter X	21 7/8	22 3/8	-	1/2 -	2.23	30	806
A Pico Products	6 3/4	7 5/8	-	7/8 -	11.48	31	24
O Rogers Cable	5	4 3/4		1/4	5.26		112
O TCA Cable TV	14 1/2	14 3/4	-	1/4 -	1.69	28	97
O Tele-Commun.	20 1/8	20 5/8	-	1/2 -	2.42	65	842
N Time Inc.	43 7/8	46 1/4	- 2	3/8 -	5.14	15	2,662
N United Cable TV	27 1/8	26 7/8		1/4	0.93	123	299
N Viacom	32 1/2	33 1/4	-	3/4 -	2.26	13	439

ELECTRONICS/MANUFACTURING							
N Arvin Industries	25 1/8	24 1/8	1		4.15	7	191
O C-Cor Electronics	7 7/8	7 3/4		1/8	1.61	88	25
O Cable TV Indus.	3	3 1/8	-	1/8 -	4.00	20	9
A Cetec	9	9 1/8	-	1/8 -	1.37	11	20
O Chyron	13 3/8	12 1/4	1	1/8	9.18	25	123
A Cohu	8 5/8	9	-	3/8 -	4.17	10	15
N Conrac	13 5/8	13 5/8				13	84
N Eastman Kodak	72 3/4	74 1/8	- 1	3/8 -	1.85	16	12,046
O Elec Mis & Comm.	8 3/4	8 1/2		1/4	2.94		25
N General Electric	55 3/4	58 1/2	- 2	3/4 -	4.70	12	25,238
O Geotek-Telemet	1 3/8	1 1/2	-	1/8 -	8.33	15	4
N Harris Corp.	27 1/2	28 1/8	-	5/8 -	2.22	14	1,098
N M/A Com. Inc.	19 1/8	20 1/8	- 1	-	4.97	24	828
O Microdyne	7	7 3/8	-	3/8 -	5.08	20	32
N 3M	77 1/4	78 1/2	- 1	1/4 -	1.59	13	9,043
N Motorola	39 1/2	40 5/8	- 1	1/8 -	2.77	14	4,676
N N.A. Philips	34 3/4	37 3/4	- 3	-	7.95	9	998
N Oak Industries	4 7/8	4 7/8					80
A Orrox Corp.	3 7/8	3 1/2		3/8	10.71		9
N RCA	35 1/2	36 7/8	- 1	3/8 -	3.73	11	2,908
N Rockwell Intl.	28 3/4	30	- 1	1/4 -	4.17	9	4,276
N Sci-Atlanta	8 3/4	9 1/8	-	3/8 -	4.11	17	203
N Signal Co.s	31 1/4	32	-	3/4 -	2.34	13	3,408
N Sony Corp.	15 7/8	15		7/8	5.83	15	3,665
N Tektronix	54 3/4	57 1/4	- 2	1/2 -	4.37	9	1,053
A Texscan	7 5/8	7 3/8		1/4	3.39	11	51
N Varian Assoc.	38 7/8	42 1/2	- 3	5/8 -	8.53	15	838
N Westinghouse	25 3/4	27 1/4	- 1	1/2 -	5.50	9	4,508
N Zenith	24 1/4	23 3/4		1/2	2.11	9	536
Standard & Poor's 400	187.78	188.66	-	0.88	-		0.47

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. * 3-2 split, effective Sept. 18.

TELECASTINGS

Pacific programing

A Pacific International Media Market (PIMM) will be held in Melbourne, Australia, next Jan. 22-26, its sponsors hoping to do for the television and film industries of the Asian/Pacific countries what the European and North American markets have done for theirs. PIMM officials said the Asian/Pacific region represents more than 20% of the world TV and film market, is growing rapidly and is largely untapped. In Australia alone, according to PIMM market director Suzanne Wagner, the number of independent film and television production companies has passed the 300 mark.

PIMM is supported by the Australian Film Commission among other interests. The market will be held at the Regent hotel in Melbourne, and officials say they expect more than 1,000 participants, including at least 100 buyers. Wagner said the regional nature of PIMM "will provide the showcase of Asian/Pacific film and television product at an international level," lead to "greater understanding of these areas not only within the region itself but also in the established European and North American markets," and "provide an unprecedented opportunity for both buyers and sellers from around the world to take advantage of this unique 'one-stop' shopping facility."

LPN in Vietnam

WCCO-TV Minneapolis is sending a news crew to Vietnam to produce a five-part series, *The Vietnam Legacy for Americans*, to be distributed to the Local Program Network's 31 member television stations. Jim Hayden, LPN president, said the group has produced more than 20 news and magazine features from various parts of the world. He included WCCO-TV's coverage in Lebanon and Grenada; KSL-TV Salt Lake City's programs on Russia, China, Israel and Jordan; KRON-TV San Francisco's visit to Australia, and WAGA-TV Atlanta's report on Pakistan.

Live 'Pains'

On Dec. 3, Metromedia will present a rarity in contemporary television: a live, one-hour drama in prime time. To be called *Metromedia Playhouse*, the first presentation will be a two-act play, "Growing Pains," by a Cambridge, Mass., playwright, Nelson Clark. The play—which has never been performed in public—is about a middle-aged widower who is faced with the conflict of caring for his 18-year-old retarded daughter and pursuing his own life and a developing love affair. The play will be produced at Metromedia's WCVB-TV Boston and shown live on Metromedia's stations in New York and Washington, and on tape delay later that

evening on its stations in Chicago, Los Angeles, Dallas and Houston. David Wheeler, founder of the Theater Co. of Boston, will direct. Paul LaCamera, WCVB-TV vice president of programing, is executive producer. Metromedia said it is now looking for a "major" star to play the lead. A spokesman said there are currently no plans to set up an ad hoc network of stations to carry the live teleplay, but indicated that the "implication if successful" is that more *Metromedia Playhouse* productions could follow.

Super Bowl road

Blair Entertainment has sold its *Road to the Super Bowl '85* one-hour special in 147 markets. The special is scheduled to be telecast on Jan. 19, 1985. It will present game highlights of the 1984 season, a recap of the AFC and NFC championship playoffs and a look at the Super Bowl teams to play the next day.

LBS Communications reports that *The Go-Bots*, a mini-series of five half-hour animated science-action children's specials, will make its premiere the weeks of Oct. 22-Nov. 2 on a projected syndication lineup of more than 100 TV stations. Programs are being produced by Hanna-Barbera Productions.

Vox populi

NBC News's *Today* program has begun a twice-monthly video "letters to the editor" segment, featuring viewers who have sent complaints or comments about NBC News

programs. Videotape of the letter writers is being shot by NBC News bureaus and news departments of NBC affiliates. The feature, telecast during the program's 8:30-9 a.m. segment, is introduced by NBC News Correspondent Bill Monroe, until recently executive producer and regular panel member of NBC's *Meet the Press*.

Sunday sports

The George Michael Sports Machine, an expanded version of *George Michael's Sports Final*, produced and aired locally by NBC-owned WRC-TV Washington, debuted on NBC last month. According to the station, the half-hour series is the first locally produced sports series to appear on network television. It airs at 11:30 on Sunday, with some stations taping it and airing it at midnight. Using five satellite dishes with access to 12 satellites, and equipped with 24-hour recording capability, WRC-TV sportscaster Michael, with the help of WRC-TV sports reporter Scott Clark, presents interviews, special music productions, off-beat features and straight reporting on the week in sports. Michael has been supplying NBC affiliates with nightly sports feeds for the past two years.

CPB grant

The Corporation for Public Broadcasting has awarded \$160,000 to the Children's Television Workshop for the six-month research and development of a new daily TV series to help children improve math skills.



New home. Gateway Communications' wowk-tv, the ABC affiliate in Huntington, W. Va., has dedicated its new \$4.5-million headquarters. Construction of the 25,000-square-foot facility began last August. It features a central glass-walled triangular atrium with skylight, enabling visitors to look into the station's newsroom, master control and studio facilities. The studios feature all-new, state-of-the-art broadcast equipment including computerized lighting and studio cameras and a sophisticated graphics system and character generator. Shown above standing in front of new the building are the three principal speakers at the dedication ceremony: (l-r) Charles Gibson, ABC News congressional correspondent; Leo MacCourtney, VP and general manager of wowk-tv; and Representative Nick Joe Rahall (D-W. Va.).

ABC's Goldenson urges broadcasters to get out the vote

In speech to IRTS, ABC chairman suggests thorough and objective coverage of election campaigns and providing public service campaigns

The chairman of ABC Inc. shared his ideas last week on what broadcasters can do to help get out the vote. Leonard Goldenson, the first speaker of the season's "news-maker" series of luncheons sponsored by the International Radio and Television Society in New York, said the decline in voter turnouts for presidential elections (less than 53% of the eligible population for the 1980 election) is a "national embarrassment." Broadcasters, he said, have a "towering responsibility" and a "civic obligation" to help improve the situation. They can and must foster greater voter turnout, suggested Goldenson, by providing "thorough and objective" news coverage of election campaigns, and by running their own public service

campaigns stressing the obligation of viewers to register and vote.

As to the first point, Goldenson said he was pleased to report that a recent ABC News survey found that all three broadcast networks are "devoting a good deal more attention this year to the issues—to substance—and less to what is called 'horse race' stories. One of our foremost jobs is to clarify the issues and the choices before the country." On exit polls, Goldenson said he believed the networks have taken a "responsible approach.... At ABC," he said, "we will not project the winner in any state until the voting booths in that state have been closed. I understand that CBS and NBC are following a similar course." Goldenson praised CBS, NBC, Group W and other group owners (which he did not mention by name) for their efforts.

ABC, he continued, is running an extensive series of public service announcements

featuring celebrities such as Reggie Jackson, Dinah Shore, Coretta Scott King and Henry Kissinger urging all Americans to register and vote. Additionally, he said, special segments on *Good Morning America* address the issue, as do various projects at the network's owned and operated stations.

Goldenson referred to the resurgence in patriotism that has been the recent subject of many press reports. "It is real," he said. "It is powerful. And in the days ahead, we ought to hitch it to some important goals in our national life. One of the highest of these goals, I submit, is a vigorous democracy where every American takes pride in casting a vote. I ask you, leaders in the communications field, to take it upon yourselves to do all you can to help us fulfill that dream."

Goldenson suggested that "as we emerge from an age of government regulation, we set new standards of excellence and accept broadened responsibilities." One thing



On the dais. Attending the International Radio and Television Society's opening newsmaker luncheon of 1984-85 in New York last week were, front row (l-r): John Conomikes, Hearst Corp.; Terry Elkes, Viacom International; John Kluge, Metromedia Inc.; Jack Howard, Scripps-Howard Broadcasting; John McCrory, Times Mirror Broadcasting; Charles Mechem, Taft Broadcasting Co.; Thomas Murphy, Capital Cities Communications; Allen Neuharth, Gannett Co.; William Schwartz, Cox Communications; Ted Koppel, ABC News; Barbara Walters, ABC News; Peter Jennings, ABC News; Kay Koplovitz, USA Network; Nick Davatzes, Arts & Entertainment Network; Thomas Burchill, Lifetime.

Second row: Ed Joyce, CBS News; Dorothy Ridings, League of Women Voters; Ray Timothy, NBC; Roone Arledge, ABC News & Sports; Irwin Segelstein, NBC; Michael Mallardi, ABC Inc.; Dr. Frank Stanton, CBS; Leonard Goldenson, ABC Inc.; Ralph Baruch, Viacom International (at podium); Grant Tinker, NBC Inc.; Fred Pierce, ABC Inc.; Gene Jankowski, CBS/Broadcast Group; Everett Erick, ABC Inc.; Richard Bolling, Washington College; Tony Thomopoulos, ABC Broadcast Group; James Rosen-

field, CBS/Broadcast Group; Mark H. Cohen, ABC; Larry Grossman, NBC News.

Third row: David Allen, Petry Television; Jack Fritz, John Blair & Co.; James Greenwald, Katz Communications; Robert Gardner, *Marketing & Media Decisions*; Al Masini, TeleRep; Paul Maxwell, *Multichannel News*; Sol J. Paul, *Television-Radio Age*; Gary Scollard, MMT Sales; Syd Silverman, *Variety*; Lawrence Taishoff, BROADCASTING Publications Inc.; John J. Walters, Harrington, Richter & Parsons; Albert Warren, *Television Digest* Inc.

Back row: Jean Anwyll, American Women in Radio & Television; Ave Butensky, Ed Libov Associates; John Cannon, National Academy of Television Arts and Sciences; Kathryn Creech, Council for Cable Information; Jerome Feniger, Station Representatives Association; Edward O. Fritts, National Association of Broadcasters; Ed Godfrey, Radio-Television News Directors Association; Lynn Haskin, Women in Communications; Bernie Mann, National Radio Broadcasters Association; Jack G. Thayer, Radio Network Association; Douglas Bennet, National Public Radio.

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INCORPORATED

September 21, 1984

broadcasters might do in their own states and communities, he said, is to lobby for simplified registration procedures. He said such registration procedures in many states are complex and act as a barrier to registration and voting. That, he said, was one conclusion reached last year by the voting symposium sponsored by ABC and the John F. Kennedy School of Government at Harvard.

He noted that 86% of all registered voters in 1980 actually voted for President. As a symbol of the importance of voter registration drives, Goldenson arranged to have voter registration tables set up at last week's IRTS luncheon so those attending and residing in New York and New Jersey could register on the spot. Information and applications for absentee ballots were also available. □

Changing Hands

PROPOSED

WIVY-FM Jacksonville, Fla. □ Sold by Infinity Broadcasting Corp. to Gilmore Broadcasting Corp. for \$6.5 million cash. **Seller** is New York-based station group of three AM's and six FM's. It is principally owned by Michael A. Wiener, chairman, and Gerald Carrus, president. **Buyer** is Kalamazoo, Mich.-based station group of one AM, one FM and three TV's, owned by James S. Gilmore. It recently purchased WLVE-FM Miami Beach ("Changing Hands," May 14) and sold KODE(AM) Joplin, Mo. (Changing Hands," June 14), both subject to FCC approval. WIVY is on 102.9 mhz with 60 kw (CP for 95 kw) and antenna 632 feet above average terrain. **Broker:** Blackburn & Co.

KSPR(TV) Springfield, Mo. □ Sold by Springfield TV Associates to Telepictures Corp. for approximately \$6 million. **Seller** is principally owned by Farrell Jones. It has no other broadcast interests. **Buyer** is publicly traded,

New York-based producer and distributor of television programs, headed by Michael Jay Solomon, chairman. It also owns KMID-TV Midland, Tex., and publishes *Muppet Magazine* and *Barbie, the Magazine for Girls*. KSPR is independent on channel 33 with 1,122 kw visual, 112 kw aural and antenna 1,079 feet above average terrain. **Broker:** Cecil L. Richards Inc.

KAIR(AM)-KJYK(FM) Tucson, Ariz. □ Sold by Surrey Broadcasting Co. to Citadel Communications Corp. for \$5.5 million. **Seller** is Denver-based station group of two AM's and three FM's, principally owned by J. W. Nichols, and his son, J. Kent Nichols. It has also sold KYKY(FM) St. Louis (see below). **Buyer** is newly formed, Phoenix-based corporation owned by Lawrence R. Wilson, chairman, and Fritz T. Beesemeyer, president. It has no other broadcast interests. Wilson is Phoenix attorney. Beesemeyer was formerly general manager of KIOI(FM) San

Francisco. KAIR is on 1490 khz with 1 kw day and 250 w night. KJYK is on 94.9 mhz with 80 kw and antenna 500 feet above average terrain. **Broker:** Kalil & Co.

KYKY(FM) St. Louis, Mo. □ Sold by Surrey Broadcasting Co. to EZ Communications for \$4 million. **Seller** is owned by J. W. Nichols, and his son, J. Kent Nichols and has also sold KAIR(AM)-KJYK(FM) Tucson, Ariz. (see above). **Buyer** is Fairfax, Va.-based station group of six FM's owned by Arthur Kellar and James L. Draper. KYKY is on 98.1 mhz with 100 kw and antenna 540 feet above average terrain. **Broker:** Kalil & Co.

WHBB(AM)-WTUN(FM) Selma, Ala. □ Sold by Talton Broadcasting Co. to Holder Communications Corp. for \$1,450,000, comprising \$450,000 cash and remainder in note. **Seller** is owned by Julius E. Talton who recently sold WATM(AM)-WSKR(FM) Atmore, Ala. ("In Brief," July 9) and will have no other broadcast interests. **Buyer** is owned by Harold E. Holder. It owns WLOR(AM)-WTUF(FM) Thomasville, Ga. WHBB is on 1490 khz with 1 kw day and 250 w night. WTUN is on 100.1 mhz with 2.5 kw and antenna 320 feet above average terrain. **Broker:** Blackburn & Co.

WCNX(AM) Middletown, Conn. □ Sold by Radio Middletown Inc. to Jan Peek Communications Inc. for \$675,000, comprising \$210,000 cash, \$60,000 noncompete agreement and remainder in note. **Seller** is owned by Berkshire Broadcasting Co. (80%) and Corydon L. Thurston (20%). Berkshire Broadcasting is North Adams, Mass.-based station group of three AM's and one FM. It is principally owned by Donald A. Thurston and estate of William H. Vanderbilt. Corydon Thurston, son of Donald Thurston, is general manager of WCNX. **Buyer** is owned by William J. Florence Jr. and his wife, Judith (27.3%), Edward J. Creem Jr. (20.5%), Scott R. Baecker (19.3%) and two others. Florence is local attorney. Creem was former general manager and Baecker was sales manager of WLNA(AM) Penn Yan and WHUD(FM) Peekskill, both New York. WCNX is daytimer on 1150 khz with 2.5 kw. **Broker:** Bob Kimel's New England Media Inc.

WFGM(FM) Fairmont, W.Va. □ Sold by JFM Broadcasting Corp. to Dailey Corp. for \$650,000, comprising \$200,000 cash and remainder note. **Seller** is principally owned by Earl Judy who owns cable system serving Luray, Va., and recently purchased WSIG(AM) Mount Jackson, Va. ("Changing Hands," July 23). **Buyer** is owned by Calvin E. Dailey Jr. He also has interests in WDXY(AM) Sumter, S.C., and is applicant for new FM in Wedgfield, S.C. WFGM is on 97.9 mhz with 32 kw and antenna 655 feet above average terrain.

WHLO(AM) Akron, Ohio □ Sold by Susquehanna Broadcasting Co. to Trans World Broadcasting Co. for \$600,000 cash. **Seller** is York, Pa.-based station group of six AM's and seven FM's headed by Louis J. Appell, president. **Buyer** is owned by Xenophon Zapis (75%), William Lemmon (12.5%) and William M. O'Neil (12.5%). It also owns WZAK(FM) Cleveland. O'Neil also owns WSTA(AM) Charlotte Amalie, Virgin Islands, which has been sold ("Changing Hands," Sept. 10) pending FCC approval. O'Neil's

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brother, Thomas F. O'Neil, is chairman of RKO General Inc., New York-based station group of six AM's, six FM's and three TV's. WHLO is on 640 khz with 1 kw day and 500 w night. *Broker: The Ted Hepburn Co.*

WKZY(AM) North Fort Myers, Fla. □ Sold by Hercules Broadcasting Co. of South Florida to Southern Star Broadcasting Corp. for \$355,000, comprising \$35,000 cash, \$105,000 assumption of note, and \$215,000 note. *Seller* is principally owned by Leigh H. Fieldsteen and Donald Markley. It has interest in WMIN(AM) Maplewood, Minn., and applications for new AM's in Holly Hill, Fla.; St. Andrews, S.C.; Depere, Wis., and Sartell, Minn. *Buyer* is owned by Arnold Bloom, who has interests in WKBR(AM) Manchester, N.H., and WFTL(AM) Fort Lauderdale, Fla. WKZY is daytimer on 1550 khz with 1 kw.

KODK(FM) Kingsville, Tex. □ Sold by Megahype Broadcasting to KODK Inc. for \$350,000, comprising \$150,000 cash,

\$175,000 note and \$25,000 certificate of deposit to be used as guarantee if necessary or withdrawn one third at a time at yearly intervals. *Seller* is owned by Marcus D. Jones who owns 50% of WZBR(AM) Amory, Miss., and 33.3% of applicant for new FM in Calipatria, Calif. *Buyer* is owned by Edwin T. Lovelace who owns KIBL-AM-FM Beeville, Tex. KODK is on 92.1 mhz with 3 kw and antenna 210 feet above average terrain.

WETB(AM) Johnson City, Tenn. □ Sold by Press Inc. to Mountain Signals Inc. for \$325,000, comprising \$200,000 cash and remainder note. *Seller* is owned by Carl A. Jones, president, who has no other broadcast interests. *Buyer* is owned by Paul S. Gobble Jr. (65%) and Robert H. Morrison (35%). Gobble, and his sister, Frances G. Atkinson, own WMCT(AM) Mountain City, Tenn., where Morrison is chief engineer. WETB is daytimer on 790 khz with 5 kw.

WZST(AM) Leesburg, Fla. □ Sold by WZST Radio Inc. to Nick Marnell for \$250,000,

comprising \$20,000 cash and remainder in note. *Seller* is owned by Harold A. Reuben who has no other broadcast interests. *Buyer* is former sales manager of KYW(AM) Philadelphia. WZST is daytimer on 1410 khz with 5 kw. *Broker: Chapman Associates.*

For other proposed and approved sales see "For the Record," page 84.

CABLE

System serving La Junta, Colo. □ Sold by Acton Corp. to Heritage Communications Inc. for approximately \$1.5 million. *Seller* is publicly traded, Acton, Mass.-based MSO with 42 cable systems serving 40,000 subscribers. It also owns WDLW(AM) Waltham, Mass. It is headed by Samuel J. Phillips, chairman and CEO. *Buyer* is publicly traded, Des Moines, Iowa-based MSO headed by James M. Hoak Jr. It operates 120 cable systems with over 400,000 subscribers. System passes 3,000 homes with 1,250 subscribers and 33 miles of plant.

Congressmen urge minorities to fight for role in cable TV

NCTA sponsors business symposium for minorities; Leland, Mitchell try to pinpoint problems and offer suggestions for increasing minority participation

Minorities mean business. That was the bottom line stressed by black lawmakers at a minority business symposium sponsored by the National Cable Television Association last week. The symposium, "Cable Television: The View From the 80's," featured Representatives Parren Mitchell (D-Md.) and Mickey Leland (D-Tex.).

"This is no time for playing around. It's time for hardball and integrity," said Mitchell, chairman of the Committee on Small Business. He discussed his views on minority participation in the cable industry and talked about the cable franchising situation in his district, in Baltimore, where the city has not awarded a cable franchise. The major hang-up, he said, involves the city's request that the franchise guarantee 25% minority participation in its operation. Cable, he warned, is not going to survive in any city unless there is minority participation. Furthermore, he continued, "We're insisting on that. We can't deal with any more good faith efforts."

Several years ago, Mitchell conducted congressional hearings on minority participation in cable. One argument he said he heard frequently during the hearings was that "minorities do not have adequate people to deal with the complexities of cable TV." That was nonsense, Mitchell said. "Lee Iacocca turned Chrysler around, but it wasn't his skill alone. He brought in the right people."

The real problem, the congressman maintained, is financing and exclusion. Banks, he said, consider minority firms a high risk. And at most, he added, minority firms can

only raise about \$15 million. "The way around that is joint venturing: two or more minorities joint venturing or a minority firm with a majority firm." Also, he said, development of multiple franchises in the cities is a way around minority exclusion.

As for the future, Mitchell was ambivalent. "I am not very optimistic. I think a very ugly climate has started to develop culminating in a definite hard antipathy toward black business development." On the other hand, he was optimistic that cable TV will not ex-

pand, particularly in urban areas, without minority participation.

Leland, a member of the House Telecommunications Subcommittee, is co-sponsor of H.R. 2331, which establishes tax incentives to stimulate private investment in minority telecommunications enterprises. It would raise the overall limitation on the value of used equipment that can be the basis for determining investment tax credit, in cases where a minority-controlled firm is purchasing, directly or through a limited partner-

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ship, an operating telecommunications business." "We don't want a piece of the pie. We want a piece of the action," he said.

Leland is responsible for the inclusion of equal employment opportunity provisions in H.R. 4103, the cable deregulation bill scheduled for a vote on the House floor next week (see "Top of the Week"). He attributed the creation of the bill's EEO provisions to compromise. "Without compromise, we wouldn't have anything," he said.

While it is not "everything I had hoped for," he said, "it is fair and balanced and will result in an improvement." He commended NCTA for accepting the language and for working with him. Leland, however, criti-

cized the broadcasting industry for refusing to consider similar provisions in the development of broadcasting deregulation legislation.

Leland also blasted FCC Chairman Mark Fowler. "Four years ago, Reagan made a disastrous move when he appointed Mark Fowler as chairman of the FCC. I feel very strongly that the truth must be told. The FCC has become the most incidious commission. It has been particularly successful in turning back the clock on minority advancement in the telecommunications industry." However, FCC Commissioner Henry Rivera serves as "the conscience of the commission and the voice of reason and compassion," he said. □

Rivera vents frustration over minority plight

Commissioner says agency is opposed to special efforts to help minorities and that attitudes are hard to change; situation has kept him from being successful in helping minorities who ask for his assistance as commissioner

If it really wanted to, the FCC could do much to further the cause of minority ownership of telecommunications facilities. So said FCC Commissioner Henry Rivera in the keynote speech at the National Association of Black Owned Broadcasters conference in Washington last week.

"The absence of this institutional desire is

a reflection of the prevailing attitude of my colleagues who are opposed to special efforts to help minorities," Rivera said. "Theirs is simply a philosophical aversion to corrective measures that single out minorities for special preferential treatment."

Rivera said one example of the commission "attitude" about which he was concerned was evident in the commission's reluctance to grant minorities waivers from technical rules when minorities were trying to improve their facilities or deal with one problem or another (and no actual interference would result from granting those requests). According to Rivera, the 1975 decision of the Court of Appeals in Washington

in *Garrett Broadcasting* held that if a waiver applicant is a minority, that, by itself, may be a public interest reason for granting the requested relief. "Unfortunately, this commission has been consistently unresponsive to the application of the *Garrett* waiver policy," Rivera said. "I have been singularly unsuccessful in doing anything to help minorities who ask for my assistance in these matters. It is hard to change these attitudes. My purpose in raising this issue with you is simply to make you aware of its existence."

Rivera, who concurred in part and dissented in part from the FCC's controversial 12-12-12 multiple ownership ruling, rationalized his vote as a "compromise." For starters, Rivera said that, unlike some of his colleagues, he had believed that an ownership limitation was necessary for radio. "This is because I was concerned that abolition of a radio limit would cause prices to rise so dramatically that entry into the radio industry by all but the well-heeled would have been precluded. . . . Despite the fact that we have a limit as a result of the rule change, various prognosticators have predicted everything from only a slight increase in station prices to mega-increases. . . . Just think what these increases would be without a limit."

Rivera, moreover, stressed he had "vehemently" dissented to the ruling's basic premise, "which was that there is no longer a reason for the commission to actively promote diversity in the ownership of the mass media at the national level." Rivera said he also dissented from the decision's failure to adopt a rule that limited both the number of TV stations that could be owned as well as the national penetration of those stations. "I dissented from the commission's decision not to continue actively to encourage the ownership of UHF stations," he added. "Lastly, I dissented from the majority's decision to sunset the new rule in 1990."

Rivera noted that reconsideration of the decision is pending. "Given the uproar in Congress, it seems likely that the majority will carefully rethink its position," he said. "Since I was far from happy with the original compromise, I am hopeful this go-round will result in adjustments in the television portion of the decision that will address some of my concerns, which, I am happy to say, are apparently shared by many on Capitol Hill."

"A congressional consensus is emerging that in television, our rules should cap both the number of stations that may be commonly owned and the audience penetration that may be reached by commonly owned stations, that the ownership rule should contain UHF and minority ownership incentives and that there should be no automatic sunset. In any reconsideration by the FCC, the focus will surely be on the numbers used in the new caps. My preliminary inclination is to favor aspects of each of the pending bills."

In a separate presentation, the Rev. Jesse Jackson exhorted the minority broadcasters to "educate" their audiences to the necessity to register and vote. "If 12 million blacks and three million Hispanics vote on Nov. 6, it will change the course. . . forever." Jackson also asked conferees for donations to defray the expenses of his presidential campaign and picked up several promises for \$1,000 donations in the process. □

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in the area."

■ Television programming requirements would be established by FCC on station rating system. Among requirements: minimums for local and informational programming (and at level representing "meaningful increase" over levels now broadcast). Requirements would vary based on type of station (VHF, UHF, network affiliate or independent) and by market size.

■ Weights for programming within station rating system would be based on following categories: minority, children's, elderly, public interest or any other category FCC might devise.

■ Beginning in 1995 the FCC would review and/or adjust ratings. Also in 1995, FCC would be permitted to require TV stations to broadcast minimum amounts of any type of public interest programming.

■ FCC would establish rules to insure that significant preference be granted to minorities in contests for broadcast licenses or construction permits.

□

Crossownership (television broadcasting-cable television; telephone company-cable TV). FCC's proposal to drop crossownership rule prohibiting television networks from owning cable systems has drawn strong support—and not just from networks themselves (BROADCASTING, Dec. 20, 1982). Department of Justice and National Association of Broadcasters supported repeal, and National Cable Television Association and Time Inc. said they wouldn't stand in way. FCC is expected to address proposal this year.

FCC Common Carrier Bureau has before it petition from United States Independent Telephone Association seeking repeal of telco-cable crossownership prohibition. Indications are, however, that bureau is permitting petition to gather dust (BROADCASTING, June 13, 1983).

□

Direct broadcast satellites. Two companies in forefront of fledgling direct broadcast satellite business—Comsat's Satellite Television Corp. and United States Communications Inc.—made tentative agreement in September to merge and pursue business in tandem. They'll be joined in proposed partnership by UPI co-owner Douglas Ruhe (BROADCASTING, Sept. 10).

USCI, principally owned by Prudential Insurance, was first satellite broadcaster. It began providing five-channel service to Northeast and Midwest via Telesat Canada's Anik C-II satellite on Nov. 15, 1983. But subscriber growth was far slower than anticipated and venture began to run out of money last spring after failure of \$40-million private stock offering. STC, meanwhile, was having troubles of its own. It was unwilling to enter business unless it found partners to share costs and risks. And in July, its chief partner-prospects, CBS and Paramount, backed down. As it stands now, USCI principals Prudential—and to lesser extent, General Instrument and New York real estate tycoon Francesco Galles—are best hope of STC and vice versa.

If partnership is formed, it will probably adopt STC's business strategy: to broadcast five-channel service via SBS IV to Northeast beginning next year. Plans call for expanding service to six channels and service area to entire continental U.S. in early 1986, after two high-power DBS satellites are delivered by RCA Astro-Electronics and put into operation.

STC and USCI are not only players in DBS game. Hubbard Broadcasting's United States Satellite Broadcasting, Direct Broadcast Satellite Corp., Dominion Video Satellite are moving

ahead with plans to build and launch DBS system in 1987 or '88. All have same problem: financing.

DBS has already had its first casualty: Skyband Inc., backed by Australian media magnate Rupert Murdoch. Using SBS III, Skyband had planned to launch nationwide, five-channel service last spring. But early last November, Murdoch pulled plug on venture, citing unavailability of home earth station equipment and programming and need for more powerful transponders that could transmit to smaller dishes. To get out of multiyear contract with Satellite Business Systems, owner of SBS III, Murdoch agreed to pay satellite carrier \$12.7 million.

Home Box Office is threatening to make DBS business even tougher by getting other cable programmers and operators together to offer DBS service from Galaxy I beginning some time in 1985. Programmers could use Hughes Communi-

cations satellite to deliver services to cable affiliates as well as to individual homes. Cable operators would install and service earth stations.

FCC made room for high-power DBS service in June 1982, allocating 500 mhz (12.2-12.7 ghz) and granting construction permits to eight applicants, including STC. But FCC year later also gave green light to USCI, Skyband and any other company wishing to offer broadcast satellite service with fixed (11.7-12.2 ghz) satellites (BROADCASTING, June 6, 1983).

In setting high-power DBS rules, FCC gave applicants broad leeway to determine what sorts of services they want to offer and how they want to be regulated. DBS operators opting to offer broadcast services will be subject to broadcast rules; operators offering common carrier-like services will be subject to common carrier rules. FCC declined to impose on DBS any ownership restrictions or technical stan-

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dards beyond those required by international agreements worked out at international conference in Geneva last summer.

□

Equal employment opportunity. FCC voted in 1980 to launch rulemaking looking toward more stringent EEO reporting requirements for broadcast stations with five or more employees, and comments were filed in proceeding on Oct. 24, 1980, but FCC, under Chairman Mark Fowler, doesn't appear inclined to head that way. Although commission was slated to address rulemaking two years ago, item was pulled after Commissioner Henry Rivera voiced strong opposition (BROADCASTING, Jan. 4, 1982). One item proposed reducing frequency of broadcasters' annual employment reports. Second item proposed to exempt all licensees with 15 or fewer employees from EEO reporting requirements. (Currently, only stations with five or fewer employees are exempt.) Third item would have requested comment on Office of Management and Budget recommendation that FCC stop requiring licensees to routinely file affirmative action reports—FCC model EEO program forms—at renewal time. In directive to FCC, OMB said model EEO program forms should be required only in cases where FCC had first determined licensee had been engaging in "discriminatory practices" (BROADCASTING, Nov. 30, 1981). OMB, however, has granted FCC permission to continue requiring routine filing of those forms through 1985. FCC could reject OMB recommendation with majority vote. Under current EEO guidelines, stations with five to 10 full-time employees are required to have 50% parity overall with available work force. Stations with more than 10 full-time employees must reach 50% parity overall and in top four job categories, and stations with 50 or more full-time employees receive complete review of their EEO programs.

FCC beefed up its processing guidelines for cable Jan. 1. Under new guidelines, cable units with five to 10 full-time employees will be expected to have 50% parity with labor force, and 25% parity in top four job categories. Units with 11 or more full-time employees will be expected to have 50% parity overall and in top four job categories.

□

Fairness doctrine. FCC has launched notice of inquiry to explore whether it can and should pare back or eliminate fairness doctrine (BROADCASTING, April 16). In comments, many broadcasters said FCC could and should eliminate doctrine altogether. Group W, and most of non-broadcasters commenting, took different view (BROADCASTING, Sept. 10). FCC also has pro-

posed to repeal personal attack and political editorializing rules (BROADCASTING, May 16, 1983). In wake of some expressions of concern on Capitol Hill, FCC Chairman Mark Fowler told Senate Appropriations Subcommittee that commission wouldn't take final action on proposals before this month (BROADCASTING, March 19). Word at commission is that no action is likely before elections.

□

Family viewing. Ninth Circuit of U.S. Court of Appeals in San Francisco threw out November 1976 ruling by Judge Warren Ferguson that held family viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). And Supreme Court denied petition for review (BROADCASTING, Oct. 13, 1980). Appeals court ruled that Ferguson erred in concluding that U.S. district court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. In December 1983 commission absolved then-Chairman Richard E. Wiley and commission of wrongdoing in case, and held that NAB and networks acted voluntarily when they adopted family viewing policy in 1975. Report was filed with district court for its review. Also in December, Hollywood plaintiffs asked district court to reinstate its original decision, contending that commission's report "provides no basis for reviewing any of the court's previous findings of fact or conclusions of law."

□

Federal Trade Commission. Congress failed to act last year on authorizing legislation for Federal Trade Commission, but FTC received \$63.5-million appropriation for fiscal 1984. House Energy and Commerce Committee reported bill in May 1983 that authorizes agency for three years, and it is now pending before Rules Committee. It includes redefinition of agency's "unfairness" standard for advertising and trade practices but does not exclude advertising industry from jurisdiction under standard.

Bill also clarifies jurisdictions of FTC and states over professional groups. Committee rejected proposal for redefinition of agency's "deceptive" advertising standard. Bill sets ceiling of \$70.7 million in fiscal 1984, \$75.7 million in FY '85 and \$80.9 million in FY '86.

Senate Commerce Committee passed FTC reauthorization measure (S. 1714) that would redefine commission's unfairness standard and partially exempt advertisers from jurisdiction under standards in all rulemakings except on

case-by-case basis (BROADCASTING, Aug. 8, 1983). Senate bill, now pending on Senate floor, sets FTC funding levels of \$71.1 million in FY 1984, \$71.1 million in FY '85 and \$72.4 million in FY '86. FTC Chairman James C. Miller III made request to House Appropriations subcommittee last March for \$66.5-million appropriation for fiscal 1985 (of which \$32 million would go toward consumer protection).

In October 1983, FTC issued controversial codification of its deceptive advertising policy, which would require proof that "reasonable consumer" had been harmed before advertiser could be charged with deceptive advertising practices. Statement was strongly criticized by Rep. John Dingell (D-Mich.), chairman of House Energy and Commerce Committee, which had requested FTC policy statement, and two FTC commissioners—Patricia P. Bailey and Michael Pertschuk. Miller defended statement before Oversight and Investigations Subcommittee on March 26, calling deception policy "neither a radical departure from precedent nor a retreat from vigorous enforcement of the consumer protection laws." In late July, FTC reaffirmed and refined its commitment to advertising substantiation program, requiring advertisers and advertising agencies to have "reasonable basis"—to actually possess evidence they say they have—before disseminating claims.

Outgoing Commissioner Michael Pertschuk, whose term expired Sept. 25 (see box, page 66), issued report blasting FTC Chairman James Miller and Reagan administration for dismantling years of regulatory history. Pertschuk, who leaves FTC after seven years, is expected to be replaced by White House nominee, Mary Azcuenaga, assistant general council of FTC.

□

Financial interest-network syndication. FCC Chairman Mark Fowler told reporters earlier this year that commission was unlikely to act on controversial network syndication and financial interest proceeding this year (BROADCASTING, April 23). Attempts by networks and Hollywood to negotiate compromise position on FCC network syndication and financial interest rules fell apart, with CBS last network to bow out (BROADCASTING, Feb. 20).

In "tentative decision," FCC had proposed to eliminate rule preventing TV networks from acquiring financial interests in programs produced by others and gut much of rule prohibiting them from syndicating programs (BROADCASTING, Aug. 8, 1983).

□

Home videotaping and copyright. Supreme Court ruled early this year that videotaping of broadcast programming on home videocassette recorders is exempt from copyright law (BROADCASTING, Jan. 23). Court, which was split 5-to-4, suggested that Congress resolve issue. It ruled that taping of television programs for later viewing was "fair use" of copyrighted works and therefore beyond liability for copyright royalties. Decision is expected to ignite new battles on Capitol Hill, and strong protests have been issued by Hollywood producers. Legislative proposals were introduced in House and Senate that would compensate copyright holders through compulsory license on sale of audio and videocassette recorders. Omnibus copyright measure floated by House Subcommittee Chairman Robert Kastenmeier (D-Wis.) would have exempted home taping from copyright liability but given copyright holders control over rentals of videotapes. Kastenmeier's omnibus approach never got off ground. Issue is expect-

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ed to be revived in next Congress.

Supreme Court action was in response to Sony Corp. of America's petition to review decision by Ninth Circuit Court of Appeals in Los Angeles that found home taping violates copyright law.

□

International telecommunications satellite systems. Question of whether President Reagan will endorse idea of U.S. companies being authorized to provide international telecommunications satellite services that would compete with International Telecommunications Satellite Organization remained unanswered, six months after it was presented to White House. Executive branch believes such competition should be permitted, subject to conditions designed to protect Intelsat against economic harm. However, split between State Department and Commerce Department on procedural questions has stalled action by government. At issue is conflict regarding respective jurisdictions of two departments. White House has asked them to resolve dispute, so far without result. At present, seven applications for non-Intelsat service are pending at FCC. Intelsat Director General Richard Colino caused concern within U.S. government with proposal to board of governors for revising procedures for coordinating separate systems with Intelsat, proposal U.S. officials feel would bar virtually all separate systems. Board, at meeting in September, deferred matter to its December meeting.

□

Low-power television. FCC gave birth to new broadcast service two years ago, adopting rules for low-power television (LPTV) (BROADCASTING, March 8, 1982). Latest list shows FCC has licensed 266 LPTV's and granted 263 construction permits. It also has issued construction permits for 576 translators, and now has 4,572 translator licensees. New-generation television stations are technically similar to translators, but are permitted to originate programming. (Translators had been restricted to rebroadcasting signals of full-service stations.) In adopting service, FCC estimated as many as 4,000 new stations could eventually be spawned by rules, adding to more than 4,000 existing translators that can rise to LPTV status simply by notifying FCC. LPTV stations have few regulatory obligations, and there are no crossownership or multiple-ownership restrictions. Stations must observe statutory prohibitions against broadcast of obscenities and lotteries, however, and they have limited equal-time and fairness doctrine obligations. Commission now has about 27,000 LPTV and translator applications pending.

Freeze is in effect on major amendments and on new LPTV and TV translator applications (BROADCASTING, Sept. 19, 1983).

□

Minority ownership. FCC extended its tax certificate policy to cable systems (BROADCASTING, Dec. 6, 1982). Acting on other recommendations from Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications, FCC also approved change in policy to make it easier for limited partnerships to benefit from tax certificates.

In 1978, FCC adopted policies aimed at easing minorities' path to station ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters

has raised about \$10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (BROADCASTING) through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). Fund's subsidiary MESBIC (minority enterprise, small-business investment corporation) has invested \$5 million in 17 radio ventures and two TV ventures. Value of stations funded through MESBIC investments now totals \$24.3 million. BROADCASTING board of directors recently voted to expand management training programs to include executives from cable and other technologies as well as broadcasting.

□

Multichannel MDS. FCC received 16,499 applications for new multichannel multipoint distribution service (BROADCASTING, Sept. 19, 1983). Service provides two four-channel multipoint distribution services per market. It was created with eight microwave channels reallocated from instructional television fixed service (BROADCASTING, May 30, 1983). Under FCC order, all ITFS channels that had been authorized or applied for, as of May 25, 1983, were grandfathered. No further ITFS applications will be accepted on eight channels reallocated, but ITFS licensees will be able to lease, for profit, "excess" capacity on their channels. Under minimal rules adopted, no operator will be able to control both four-channel blocks in market, and all applications were accepted on one day only: Sept. 9, 1983. FCC was scheduled to address proposal to use lotteries to choose among applicants last week.

□

Multiple ownership. FCC, responding to mounting criticism of its new and controversial multiple ownership rule raising limits from seven

stations each in AM, FM and TV to 12-12-12, stayed television portion of that order until at earliest, April 1, 1985, and Congress set that stay in legislative concrete (BROADCASTING, Aug. 13).

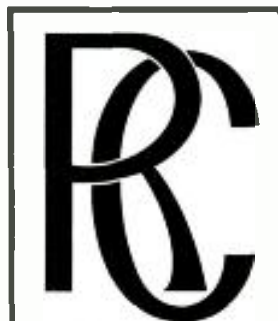
Petitions to reconsider have been filed (BROADCASTING, Sept. 17), and word from commission is that reconsideration might be had before year's end. In its petition to reconsider, Motion Picture Association of America, which was made loudest objections to commission ruling on Capitol Hill, recommended that television networks be limited to current television holdings. MPAA also argued that order's sunset of remaining restrictions in 1990 be dropped. It said limit for nonnetwork group owners should be relaxed, but that nonnetwork cap should be limited by audience reach.

Repair scenario getting most play would be to adopt double cap on TV ownership, restricting entity to certain number of television stations or certain percentage of TV households reached, whichever limit entity arrived at first.

Commission has relaxed attribution rules (BROADCASTING, May 7, April 2), which define ownership percentage that triggers multiple ownership-rules. Under changes adopted, everyone would be able to own up to 5% of media company before being considered owner, regardless of number of shareholders company has. And passive investors would be permitted to own up to 10% before property in question was counted against their portfolios.

In other action, FCC has eliminated its regional concentration rule, which prohibited ownership of three broadcast stations when two are located within 100 miles of third and primary service areas of any overlap (BROADCASTING, April 16).

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Music licenses. All-Industry TV Station Music License Committee, unable to come to terms with Broadcast Music Inc. and American Society of Composers, Authors and Publishers on new music licenses for TV stations, filed class action suit in U.S. District Court in New York in 1978, charging ASCAP and BMI licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 14, 1981); court agreed (BROADCASTING, Aug. 23, 1982). ASCAP and BMI appealed, and U.S. Court of Appeals for Second Circuit in New York heard oral arguments Nov. 1, 1983 (BROADCASTING, Nov. 7, 1983). Appeals court overturned district court's decision Sept. 18 (BROADCASTING, Sept. 24, 1984). Committee said it would petition appeals court for review and, if denied, appeal case to U.S. Supreme Court. Although district court had ruled that during appeals period of at least one year, ASCAP and BMI could continue to offer TV blanket licenses,

but at prices approximately 25% lower than in 1982 (BROADCASTING, Dec. 20, 1982), in light of appeals court's decision that whether there will be any adjustment and at what rate are open questions at this time.

In radio, All-Industry Radio Music License Committee reached new two-year agreement with BMI on revisions in radio station music license contracts (BROADCASTING, Aug. 13, 1984). Agreement, which is retroactive to Jan. 1, 1984, when previous contract expired, raises rates beginning in 1985 at 8.8%. Agreement between committee and BMI also called for establishment of "formal rate-making procedure" if committee and BMI cannot agree on new contract terms at end of 1985. Committee has also reached tentative agreement with ASCAP on all provisions for new contract except final rate. Industry has been operating with interim ASCAP agreements since last contract expired on Dec.

31, 1982.

□

Network standings. Prime time TV rating averages for 52-week period ending Sept. 23: ABC, 15.8; CBS, 15.3; NBC, 13.6. Daytime ratings for 51 weeks ending Sept. 21: CBS, 7.1; ABC, 6.7; NBC, 5.1. Early evening news ratings for 51 weeks ending Sept. 21: CBS, 12.4; ABC, 10.3; NBC, 10.2.

□

Noncommercial broadcasting rules. FCC has eliminated requirements that noncommercial broadcasters formally ascertain their communities' needs. It also eliminated requirement that they keep program logs (BROADCASTING, July 2). Instead, noncommercial broadcasters must, on quarterly basis, place issues/programs list in public inspection files. That list must contain at least five to 10 issues to which licensee gave particular attention over preceding three months and include statement on how each issue was treated. Earlier this year, FCC amended rules to permit public broadcasters to broadcast specific brand and trade names—and product and service lines of donors and underwriters. FCC said donor acknowledgements can include logo or slogan that identifies but does not promote; locations; value-neutral descriptions of product line or service, and trade names, product or service listings that aid in identifying donor. FCC, however, said public broadcasters will be generally prohibited from engaging in fund-raising activities that suspend or alter regular programming on behalf of any entity other than station itself. Commission already had moved to permit public stations to broadcast logos and to identify product lines of program underwriters (BROADCASTING, April 27, 1981). Under rules, identifications may be run without limit and public broadcasters may promote goods and services on air as long as no consideration is received—with proviso that they make determination that such promotion serves public interest. FCC also had moved to permit public broadcasters to air paid, promotional announcements for nonprofit groups, as long as those announcements didn't interrupt regular programming. FCC said its prohibition against paid announcements for profit-making entities still stood.

Supreme Court, meanwhile, has struck down federal law prohibiting public broadcasters that receive federal funds from editorializing (BROADCASTING, July 9).

In effort aimed at helping FM broadcasters make more money (BROADCASTING, April 11, 1983), FCC amended its rules to permit commercial and noncommercial broadcasters to use their subcarriers for all kinds of communications purposes on for-profit basis. At same time, commission increased FM baseband from 75 to 99 khz, move that will permit broadcasters to offer two subcarrier services instead of one, to which they were restricted in past.

□

Public broadcasting. On Aug. 29, President Reagan vetoed measure (S. 2436) that would have reauthorized Corporation for Public Broadcasting for fiscal years 1987, '88 and '89 at budget ceilings of \$238 million, \$253 million and \$270 million, respectively (BROADCASTING, Sept. 3). Reagan called '87-'89 levels "excessive" and said they had increased by "too much, too fast." Bill also included funding for National Telecommunications and Facilities Program for FY's 1985-87 (which is administered by National Telecommunications and Information Administration).

On Sept. 20, Senate unanimously passed

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measure (S. 607), which proposed new reauthorization budget ceilings of \$200 million, \$225 million and \$250 million, respectively. Measure also includes funding levels for PTFP at \$25 million in 1985, \$35 million in 1986 and \$40 million in 1987. (Original PTFP authorization included funds of \$50 million, \$53 million and \$56 million, respectively.) House is expected to take up measure this week.

Last week Senate passed Labor, Health and Human Services bill, which includes funding for CPB of \$238 million for FY '87. House-Senate conference is needed before bill is enacted. It is uncertain if that will occur before Congress adjourns this week. In meantime, House approved on Sept. 25 amendment by Representative Silvio O. Conte (R-Mass.) to continuing budget resolution as safeguard to insure that CPB continues operating through FY '87 at appropriations level of \$159.5 million.

CPB received authorization of federal funding for 1985 and 1986 budgets at \$130 million. Administration had attempted to cut CPB's 1985 budget to \$85 million, down 35% from \$130 million appropriated by Congress last year, and cut additional \$55 million from \$130 million authorized for CPB in fiscal 1986 (BROADCASTING, Feb. 28, March 21, 1983).

Supplemental appropriations bill for CPB (H.R. 6040) was signed by President Reagan Aug. 22, providing CPB with additional \$7.5 million, \$20.5 million and \$29.5 million for fiscal years 1984-86, respectively.

Discussion of allowing limited advertising on public broadcasting was set aside for time being while system worked together for increased federal funding (BROADCASTING, March 12). Advertising issue was debated before Senate Communications Subcommittee in February (BROADCASTING, Feb. 27) following push by five noncommercial TV stations that wanted Congress to authorize new, three-year "limited advertising" experiment. Meanwhile, FCC has given public broadcasters more leeway to identify donors and underwriters. Following FCC action, PBS revised its guidelines to reflect modifications in its underwriter identification policy.

Congressman Al Swift (D-Wash.) introduced legislation March 27 that implemented recommendations for "enhanced underwriting" made by Temporary Commission on Alternative Financing for Public Television. Parts of Swift bill, including increased funding for CPB, are included in bill renewing CPB authorization.

Terms of five CPB board members expired March 23, and sixth, Phoenix businessman Karl Eller, resigned from board (BROADCASTING, May 28), allowing President Reagan to appoint three people since number of CPB board members has been reduced from 15 to 10. (Two had to be Democrats or independents.) On Sept. 20, Senate confirmed White House nominees Howard D. Gutin (independent), president, general manager of noncommercial KLRN-TV San Antonio and KLRU-TV Austin, both Texas; Lloyd Kaiser (Democrat), president and general manager of Metropolitan Pittsburgh Public Broadcasting Inc., and William Lee Hanely Jr. (Republican), Connecticut businessman. On Sept. 21 at annual fall CPB board meeting, Republican Sonia Landau, director of Women for Reagan/Bush Committee (and board member since November 1981), replaced Sharon Percy Rockefeller as CPB board chairman. Republican R. Kenneth Towery was elected vice chairman.

National Public Radio's debt, left over from summer of 1983 crisis, continues to be subject of concern for public radio network. On July 17, NPR board resolved that supplemental "dues assessment" of NPR membership be made in

fiscal years 1985 and 1986, thus shifting entire principal payment of CPB loan to stations. Board also passed resolution to establish systemwide fund-raising campaign to pay off remaining \$5.4 million of loan. NPR would seek underwriting and celebrity support, provide special programming and promotional spots for station use and develop national on-air fund raiser to be conducted in spring of 1985. (On Sept. 21, Pamela Sweat, from WABE[FM] Atlanta, was hired as on-air coordinator.) "Hardship plan" is expected to be developed for member stations that would suffer severe financial difficulties from dues assessments.

Plans for PBS national narrowcast network moved closer to fruition after PBS attained 83 Instructional Television Fixed Service (ITFS) construction permits. Nationwide system would be used for distribution of instructional and informational programming for public and private organizations—linking ITFS stations through PBS's satellite distribution network.

After nearly two years of discussions and negotiation, PBS completed purchase of six satellite transponders on Western Union's Westar IV satellite (BROADCASTING, Aug. 6). Westar IV transponders include four that public television has been using as part of its satellite interconnection system and two additional transponders that it had option to buy.

National Association of Public Television Stations' search for new president (to replace Bruce Christensen, now head of PBS [BROADCASTING, April 23]), is expected to end by late October. In meantime, Peter Fannon continues as NAPTS acting president.

Radio Marti. Congress has approved Radio Marti bill after it was amended to satisfy opponents who feared proposal, advanced by administration, would cause Cubans to retaliate by increasing interference to U.S. AM stations. In present form, programming aimed at Cuba will become responsibility of Voice of America and will be broadcast from VOA facilities on Florida's Marathon Key, on VOA frequency of 1180 khz. New service is expected to begin operating by end of fall.

Regional Administrative Radio Conference. U.S. obtained eight orbital slots at conference of western hemisphere countries in Geneva in summer of 1983 to plan direct broadcast satellite service use of 12 ghz band. U.S. had sought eight, but three of those assigned to it are in less desirable locations than called for in its proposal. And U.S. felt obliged to take reservation on question of satellite power; U.S. wanted standard providing for more power than conference approved. Nevertheless, Ambassador Abbott Washburn, who headed U.S. delegation, said U.S. had achieved its principal objectives (BROADCASTING, July 4, 1983, et seq.).

Teletext. Mixing some good news for broadcasters with some bad, FCC authorized television stations to offer teletext (BROADCASTING, April 4, 1983). It refused, however, to select technical standard or to give teletext must-carry status on cable. In order, FCC defined teletext as "ancillary" service—thereby exempting it from fairness doctrine and equal-time obligations. Broadcasters offering teletext as broadcast offering—that is, by offering mass media services—can launch or drop it without notifying FCC. Those whose offerings resemble private or common carrier offerings will have to notify commission first, however. Also under rules, non-commercial broadcasters may offer teletext on

for-profit basis.

Earlier this year, FCC also proposed to permit TV stations to transmit nonteletext services on vertical blanking interval (BROADCASTING, March 12). Proposed change would permit VBI to be used for paging, utility load management purposes—or any other communication in digital or analog mode. FCC said it was proposing same technical rules it has adopted for teletext.

By deciding not to set standard, FCC touched off marketplace battle between incompatible World System Teletext, developed by British broadcasters and electronics manufacturers, and North American Broadcast Teletext Specification, developed through compromise of Canadian, French and U.S. teletext and videotext interests. WST proponents are now led by Taft Broadcasting, which is broadcasting WST-based service, Electra, in Cincinnati over WKRC-TV. Under agreement with Taft, Zenith is selling \$300 decoder compatible with its late-model sets in Cincinnati. NABTS proponents are led by CBS-TV and NBC-TV. While two networks are distributing national teletext services and although some CBS affiliates are supplementing CBS service with local pages, growth of NABTS teletext will be stymied until manufacturer begin producing low-cost terminals.

TV allocations. FCC Chairman Mark Fowler has directed commission staff to issue further notice of proposed rulemaking on VHF drop-ins looking toward additional protection of existing television service ("Closed Circuit," June 18). Under original proposal, short-spaced station would have been authorized as long as it provided same protection to existing stations that normally spaced station would and service gains would outweigh losses. Now staff, at Fowler's direction, is looking toward establishing criteria that would protect as much established service as possible. FCC official said further notice should be ready "around" end of year. Staff had completed work last year on original proposal, which was introduced four years ago (BROADCASTING, Sept. 22, 1980). FCC has approved four drop-ins: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8). Nine applications were filed for drop-in at Charleston, eight for Salt Lake City, 13 for Knoxville and four for Johnstown. Further applications have been cut off, and all have been designated for hearing.

TV cameras in Senate. Senate last month killed any hope for passage of S. Res. 66, which would authorize television coverage of chamber's proceedings (BROADCASTING, Sept. 24). Although measure survived number of parliamentary tests, it stalled when move for cloture (which would have limited debate on the actual measure) was defeated by vote of 47-37.

TV deregulation. FCC has deregulated commercial television along lines it already has deregulated radio (BROADCASTING, July 2), eliminating nonentertainment programming and commercial loading guidelines. It also eliminated formal ascertainment and logging requirements. Under order, commercial television broadcasters, on quarterly basis, will have to place issues/programs list in public inspection files. That list must contain at least five to 10 issues to which station gave particular attention over preceding three months and include statement of how each issue was treated.

TV stereo. On Aug. 7, noncommercial WTTW-TV Chicago became first station in nation to regu-

larly broadcast programing with stereo sound. FCC authorized TV stereo broadcasting last March. At same time, it protected industry-recommended Zenith/dbx system from interfering signals, making it, in effect, national standard. And it postponed decision on whether cable systems must retransmit broadcasters' stereo signals under must-carry rules. No must-carry of signals is being required now, but commission voted to launch rulemaking to further consider issue. Comments on further notice are due Oct. 4; reply comments, Oct. 19.

Although it's anticipated that most broadcasters will switch to stereo, it will not happen overnight. It costs lot of money to produce programing in stereo and to convert studios and transmitters to transmit it. What's more, many broadcasters don't see any way to recoup investment. Competition from other media and other broadcasters is what is expected to drive

broadcasters to offer service.

Unlike broadcasters, receiver manufacturers are eager to see advent of new service. It means they will be able to sell sets with stereo capability as well as set-top adapters that upgrade existing sets for stereo reception.

While ABC and CBS are taking wait-and-see attitude, NBC is forging ahead with production and distribution of stereo programing. It plans to offer *Tonight* and *Friday Night Videos* in stereo starting next spring. NBC also plans to convert three of its five major-market stations to stereo.

Technology that makes stereo possible also makes possible simultaneous broadcast of ancillary broadcast service. ABC and broadcasters serving markets with large Hispanic populations are exploring economics of broadcasting programing with Spanish-language soundtracks on additional channel.

□

WARC. Senate has approved treaty protocol negotiated at 11-week World Administrative Radio Conference in Geneva which concluded in December 1979. Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequencies were increased by about 500 khz, and proposal was adopted to triple number of broadcast and fixed satellites that can operate in 12 ghz band and in western hemisphere.

In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-890 mhz band, but U.S. added footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz and reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (BROADCASTING, Dec. 24, 1979). Senate action came on voice vote in closing hours of 97th Congress.

For the Record

As compiled by BROADCASTING, Sept. 19 through Sept. 26, 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. MEC—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

- WHBB(AM)-WTUN(FM) Selma, Ala. (AM: 1490 khz; 1 kw-D; 250 w-N; FM: 100.1 mhz; 2.5 kw; HAAT: 320 ft.)—Seeks assignment of license from Talton Broadcasting Co. to Holder Communications Corp. for \$1,450,000, comprising \$450,000 cash and remainder note. Seller is owned by Julius E. Talton, who recently sold WATM(AM)-WSKR(FM) Atmore, Ala. ("In Brief," July 9) and now has no other broadcast interests. Buyer is owned by Harold E. Holder, who owns WLOR(AM)-WTUF(FM) Thomasville, Ga. Filed Sept. 20.
- KSUN(AM) Phoenix (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from James P. Dunlavy to CAZ Broadcasting for \$470,000 cash. Seller is trustee in bankruptcy. Buyer is owned by Paul S. Williams (56%), Leonard Thompson (33%) and Jimmy Stewart II (11%). Thompson has interest in KRSL(AM)-KCAY(FM) Russell, Kan. Stewart and Williams are businessmen from Washington and Los Angeles. Filed Sept. 20.
- KSON(AM) San Diego (1240 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Broadmoor Broadcasting Co. to Jefferson-Pilot Broadcasting Co. for \$5,575,000. Seller is subsidiary of McKinnon Broadcasting Co., Corpus Christi-based station group of one AM one FM and four TV's, principally owned by Dan and Michael McKinnon. Seller is publicly traded, Charlotte, N.C.-based station group of five AM's, four FM's, two TV's, and publisher of newspapers in Florida, Oklahoma and Texas. Filed Sept. 20.
- WMFM(FM) Gainesville, Fla. (100.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of University City Broadcasting Co. from Willard E. Williams Sr. (76.6% before; none after) and Willard E. Williams Jr. (23.4% before;

none after) to New South Communications Inc. for \$1.1 million, comprising \$500,000 cash and remainder note. Sellers have no other broadcast interests. Buyer is owned by F.E. Holladay. It also owns WVM(AM)-WQID(FM) Biloxi and WALT(AM)-WOKK(FM) Meridian, both Mississippi. Their sons, Clay E. and Robert E. Holladay, also own WQIS(AM)-WNSL(FM) Laurel, Miss. Filed Sept. 21.

■ WKZY(AM) North Fort Myers, Fla. (770 khz; 10 kw-D; 1 kw-N)—Seeks assignment of license from Hercules Broadcasting Co. of South Florida to Southern Star Broadcasting Corp. for \$355,000, comprising \$35,000 cash, \$105,000 assumption of note, and \$215,000 note. Seller is principally owned by Leigh N. Feeldsteen and Donald L. Markley. It has interest in WMIN(AM) Maplewood, Minn., and app's for new AM's in Holly Hill, Fla.; St. Andrews, S.C.; Depere, Wis., and Sartell, Minn. Buyer is owned by Arnold Bloom, who has interests in WKBR(AM) Manchester, N.H., and WFTL(AM) Fort Lauderdale, Fla. Filed Sept. 19.

■ KQMA(FM) Phillipsburg, Kan. (92.5 mhz; 100 kw; HAAT: 511 ft.)—Seeks transfer of control of Northwest Enterprises from Brian O'Neill (100% before; 37.8% after) to new shareholders (none before; 62.2% after) for \$42,350 cash. Seller has no other broadcast interests. Buyers are seller's step-mother, Reva O'Neill (28.3%), her sons, Mark (14.2%) and Doug West (.09%), and Tad Felts (18.9%). Felts is news director at station. Filed Sept. 20.

■ KARD(TV) West Monroe, La. (ch. 14; ERP vis. 1050 kw; aur. 105 kw; HAAT: 630 ft.; ant. height above ground: 677 ft.)—Seeks assignment of license from KARD Inc. to Woods Television Corp. for \$5,200,000, comprising \$3 million cash, assumption of note of approximately \$1 million and \$1.2 million note. Seller is principally owned by Kenneth E. Meyer; his wife, Jane; George C. Baldridge, and Herb C. Wattner. They also own KTXR(FM)-KMTC(TV) Springfield, KFAI(AM)-KKCA(FM) Fulton, KLEX(AM)-KBK(FM) Lexington, and KBOA(AM)-KTMO(FM) Kennett, all Missouri. Buyer is owned by Charles A. Woods, who owns WTVY-FM-TV Dothan, Ala.; WTVW(TV) Evansville, Ind., and LPTV's in Chicago and Milwaukee. He is app. for 20 new LPTV's. Filed Sept. 17.

■ WHLO(AM) Akron, Ohio (640 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from Susquehanna Broadcasting Co. to Trans World Broadcasting Co. for \$600,000 cash. Seller is York, Pa.-based station group of six AM's and seven FM's headed by Louis J. Appell, president. Buyer is owned by Xenophon Zapis (75%), William Lemmon (12.5%) and William M. O'Neil (12.5%). It also owns WZAK(FM) Cleveland. O'Neil owns WSTA(AM) Charlotte Amalie, V.I., which has been sold ("Changing Hands," Sept. 10) pending FCC approval. O'Neil's brother, Thomas F., is chairman of the board of parent company of RKO General Inc., New York-based station group of six AM's, six FM's and three TV's. Filed Sept. 21.

■ WETB(AM) Johnson City, Tenn. (790 khz; 5 kw-D)—Seeks assignment of license from Press Inc. to Mountain Signals Inc. for \$325,000, comprising \$200,000 cash and remainder note. Seller is headed by Carl A. Jones, president.

It has no other broadcast interests. Buyer is owned by Paul S. Gobble Jr. (65%) and Robert H. Morrison (35%). Gobble, and his sister, Frances G. Atkinson, own WMCT(AM) Mountain City, Tenn., where Morrison is also chief engineer. Filed Sept. 21.

■ KODK(FM) Kingsville, Tex. (92.1 mhz; 3 kw; HAAT: 210 ft.)—Seeks assignment of license from Megahype Broadcasting to KODK Inc. for \$350,000 comprising \$150,000 cash, \$175,000 note and \$25,000 certificate of deposit to be used as guarantee of performance if necessary, if not needed it can be 1/3 withdrawn at yearly intervals. Seller is owned by Marcus D. Jones who owns 50% of WZBR(AM) Amory, Miss., and 33.3% of app. for new FM in Calipatria, Calif. Buyer is owned by Edwin T. Lovelace who owns KIBL-AM-FM Beeville, Tex. Filed Sept. 19.

■ KSTV(AM)-KWWM-FM Stephenville, Tex. (AM: 1510 khz; 500 w-D; FM: 105.7 mhz; 100 kw; HAAT: 800 ft.)—Seeks assignment of license from Dixie Broadcasters to Cen-Tex Media Inc. for \$750,000, comprising \$100,000 cash and remainder note. Seller is owned by Cyril W. Reddoch and C. Winsett Reddoch who have no other broadcast interests. Buyer is owned by Charles H. Strickland (51%) and Gary Richards, Mark Rousellot, and his father, Norman Rousellot and Trent Emmert (12.5% each). Strickland has interest in KBIL-FM San Angelo and KMHT-AM-FM Marshall, Tex. Norman Rousellot has interest in Video Vision, cable system serving Whitewright, Tex. Filed Sept. 18.

■ WODI(AM) Brookneal, Va. (1230 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Multi-Country Media Inc. to Solocom Inc. for \$114,000, comprising \$31,253 cash and remainder note. Seller is owned by Alan L. Soper. It also owns WYDK(AM) Yadkinville, N.C. Buyer is owned by Digby Solomon (95%) and Ronald Solomon (5%). They are sons of Digby Anglin Solomon who has interest in WJMA-AM-FM Orange, Va. Filed Sept. 21.

■ WFGM(FM) Fairmont, W. Va. (97.9 mhz; 32 kw; HAAT: 655 ft.)—Seeks assignment of license from JFM Broadcasting Corp. to Dailey Corp. for \$650,000, comprising \$200,000 cash and remainder note. Seller is principally owned by Earl Judy who owns cable system serving Luray, Va., and recently purchased WSIG(AM) Mt. Jackson, Va. ("For the Record," July 23). Seller is owned by Calvin E. Dailey Jr. He also has interests in WDXY(AM) Sumter, S.C. and app. for new FM in Wedgefield, S.C. Filed Sept. 21.

New Stations

Applications

AM

- Fields Landing, Calif.—Coleen Clark seeks 1390 khz; 5 kw-D. Address: P.O. Box 3087, Hollywood, Calif. 90078.

Principal is also app. for new FM in Ferndale, Calif. Filed Sept. 17.

FM's

■ **Andalusia, Ala.**—Companion Broadcasting Service Inc. seeks 104.7 mhz; 3 kw; HAAT: 328 ft. Address: Hwy 29N, P.O. Box 987, 36420. Principal is owned by Betty S. Williams (50%), and her sons, James A. (25%) and Timothy L. (25%). It also owns WAAO(AM) Andalusia, Ala. Filed Sept. 19.

■ ***Daytona Beach, Fla.**—Central Florida Educational Network seeks 90.1 mhz; .578 kw; HAAT: 277 ft. Address: P.O. Box 24203, Lakeland, Fla. 33802. Principal is nonprofit corporation headed by J.B. Buffington. It is also app. for new FM's in Naples, Gainesville, Leesburg and Melbourne, all Florida (see below). Filed Sept. 19.

■ ***Gainesville, Fla.**—Central Florida Educational Network seeks 91.7 mhz; .518 kw; HAAT: 355 ft. Address: P.O. Box 24203, Lakeland, Fla. 33802. Principal is nonprofit corporation headed by J.B. Buffington. It is also app. for new FM's in Naples, Daytona Beach, Leesburg and Melbourne, all Florida (see above and below). Filed Sept. 19.

■ **Gulf Breeze, Fla.**—Timothy P. Woodward seeks 95.3 mhz; 3 kw; HAAT: 299.6 ft. Address: 786 Glendover Ct., Lexington, Ky. 40502. Principal has app. for new TV in Carlsbad, N.M. His father, Dr. Sewell Woodward, has interest in CP for new TV in Hutchinson, Kan., and app. for new TV in Lexington, Ky. Filed Sept. 21.

■ ***Leesburg, Fla.**—Central Florida Educational Network seeks 90.3 mhz; .150 kw; HAAT: 283 ft. Address: P.O. Box 24203, Lakeland, Fla. 33802. Principal is nonprofit corporation headed by J.B. Buffington. It is also app. for new FM's in Naples, Daytona Beach, Gainesville and Melbourne, all Florida (see above and below). Filed Sept. 19.

■ **Miami**—Gadela Christian Church seeks 88.1 mhz; .1 kw; HAAT: 30 m. Address: 735 NE 160th St., 33162. Principal is owned by Ernest Vendrell, H. Mimoso, Rene Clavarez and Frank Zavala. They have no other broadcast interests. Filed Sept. 21.

■ ***Naples, Fla.**—Central Florida Educational Network seeks 89.5 mhz; .548 kw; HAAT: 250 ft. Address: P.O. Box 24203, Lakeland, Fla. 33802. Principal is nonprofit corporation headed by J.B. Buffington. It is also app. for new FM's in Gainesville, Daytona Beach, Leesburg and Melbourne, all Florida (see above). Filed Sept. 19.

■ ***Boise, Idaho**—Idaho Educational Broadcasting Foundation seeks 88.5 mhz; .419 kw; HAAT: 1,883 ft. Address: P.O. Box 384, Lewiston, Idaho 83501. Principal is nonprofit corporation headed by Richard C. Moore. It is also app. for new FM's in Boise, Twin Falls, Lewiston, Pocatello, Sandpoint, Payette and Idaho Falls. Filed Sept. 20.

■ ***Yankton, S.D.**—Great Plains Educational Trust seeks 90.7 mhz; .518 kw; HAAT: 430 ft. Address: 408 S. Hawthorne Ave., Sioux Falls, S.D. 57104. Principal is nonprofit corp. headed by Dr. Ronald Tottingham. It also has app. for new FM's in Aberdeen, Brookings, Mitchell, Sioux Falls, Watertown and Rapid City, all South Dakota. Filed Sept. 19.

■ ***Williston, Vt.**—Trinity Baptist High School seeks 90.9 mhz; .888 kw; HAAT: 49 ft. Address: Route 2A, Williston, Vt. 05495. Principal is nonprofit private educational institution headed by Rev. Paul Weaver, chairman. It has no other broadcast interest. Filed Sept. 19.

TV's

■ **Miami Beach, Fla.**—Telecentro Inc. seeks ch. 35; ERP vis. 2,000 kw; aur. 200 kw; HAAT: 364 ft.; ant. height above ground: 369 ft. Address: 923 W. 39th St., 33140. Principal is owned by Joaquin Raul Ruiz (80%) and Sarah Cortina (20%). They have no other broadcast interests. Filed Sept. 21.

■ **Miami Beach, Fla.**—Canal 35 Inc. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,810 ft.; ant. height above ground: 1,813 ft. Address: 1909 W. Flagler St., 33135. Principal is owned by Edward Terry Jaramillo (75%) and Alejandro N. Fernandez (25%). They have no other broadcast interests. Filed Sept. 21.

■ **Miami Beach, Fla.**—Miami Broadcasting Inc. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 730 ft.; ant. height above ground: 728 ft. Address: 3628 Southwest 112th Ave., 33165. Principal is owned by Maria E. Figueroa who has no other broadcast interests. Filed Sept. 21.

■ **Miami Beach, Fla.**—Communi-Centre Broadcasting Inc. seeks ch. 35; ERP vis. 3,574 kw; aur. 358 kw; HAAT: 579 ft.; ant. height above ground: 358 ft. Address: 240 Crandon Blvd., Suite 218, Key Biscayne, Fla. 33149. Principal is owned by Isabel Normilla (66.6%) and Isabel del Pino (33.3%). They have no other broadcast interests. Filed Sept. 21.

■ **Miami Beach, Fla.**—Miami 35 Corp. seeks ch. 35; ERP

vis. 5,000 kw; aur. 500 kw; HAAT: 526 ft.; ant. height above ground: 527 ft. Address: 2001 NW 7th St., #1001, 33125. Principal is equally owned by Herbert Espino and Antonio Dieguez. They have no other broadcast interests. Filed Sept. 21.

■ **Miami Beach, Fla.**—A&I Television Ltd. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 594 ft.; ant. height above ground: 598 ft. Address: 4005 Kumquat Village Rd., 33133. Principal is owned by Calud Anderson, general partner (10%), and International Broadcast Consultants, (90%). IBC is owned by Robert H. Ruark (55%) and seven other family members. It has interests in app.'s for 23 LPTV's; and TV's in Tampa, Fla., and Austin and Tyler, both Texas. John D. Schuyler, who has 10% interest in IBC, has interest in KQIQ(AM)-KQYZ-FM Lemoore, Calif. Filed Sept. 21.

■ **Miami Beach, Fla.**—seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,473.1 ft.; ant. height above ground: 1,469.3 ft. Address: 5727 NW 17th Ave., 33142. Principal is owned by Joseph H. Kanter (70%) and Athalie Range (30%). Kanter owns two LPTV's and app.'s for 184 LPTV's. Filed Sept. 21.

■ **Miami Beach, Fla.**—Minority Broadcasting Corp. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,810 ft.; ant. height above ground: 1,808 ft. Address: 825 NE 79th St., 33138. Principal is owned by William Latimore (51%) and six others. They have no other broadcast interests. Filed Sept. 21.

■ **Miami Beach, Fla.**—Spanish Broadcasting Corp. seeks ch. 35; ERP vis. 4,909 kw; aur. 491 kw; HAAT: 880.4 ft.; ant. height above ground: 880 ft. Address: 100 N. Biscayne Blvd., 33123. Principal is equally owned by Remedios Diaz, Mercedes M. Ferre, Irela Saumat and Manuela Ley. They have no other broadcast interests. Filed Sept. 21.

■ **Miami Beach, Fla.**—Hernandez, Costa & Associates seeks ch. 35; ERP vis. 4,666.6 kw; aur. 466.6 kw; HAAT: 1,200 ft.; ant. height above ground: 1,193 ft. Address: 9600 SW 93rd Ave., 33176. Principal is equally owned by Francisco J. Hernandez and Jose A. Costa. They have no other broadcast interests. Filed Sept. 21.

■ **Miami Beach, Fla.**—Coral Was Broadcasting Inc. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,805.5 ft.; ant. height above ground: 1,797.5 ft. Address: 1861 SW 36th Ave., 33145. Principal is owned by Carlos Salmon (50%), Sixto L. Ferro (25%), Ofelia Tabares Fernandez (20%) and Pedro A. Martin (5%). They have no other broadcast interests. Filed Sept. 21.

■ **Miami Beach, Fla.**—Grace Broadcasting Network Inc. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1000

ft.; ant. height above ground: 996 ft. Address: 10446 SW 127th Pl., 33186. Principal is nonprofit corporation headed by Palmira Lozada, president. It has no other broadcast interests. Filed Sept. 21.

■ **Miami Beach, Fla.**—First Latin Women Broadcasting Inc. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,015 ft.; ant. height above ground: 1,018 ft. Address: 1030 SW 44th Ave., 33134. Principal is owned by Diana Madero who has no other broadcast interests. Filed Sept. 21.

■ **Miami Beach, Fla.**—Lamar Communications Inc. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 807 ft. Address: 3050 Biscayne Blvd. #501, 33137. Principal is owned by Christina Bruce, who has no other broadcast interests. Filed Sept. 21.

■ **Miami Beach, Fla.**—Miami Latino Broadcasting Inc. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,174 ft.; ant. height above ground: 1,166 ft. Address: 5900 SW 73rd St., #101, 33143. Principal is owned by Jose Molina, who has no other broadcast interests. Filed Sept. 21.

■ **Miami Beach, Fla.**—Julio and Silvia Fernandez seek ch. 35; ERP vis. 1,358.8 kw; aur. 135.8 kw; HAAT: 535 ft.; ant. height above ground: 520 ft. Address: P.O. Box 650506, 33165. Principals are husband and wife with no other broadcast interests. Filed Sept. 20.

■ **Miami Beach, Fla.**—Adib Eden seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 618 ft.; ant. height above ground: 606 ft. Address: 440 East 13th St., Hialeah, Fla. 33010. Principal is also app. for new FM in Glendale, Ariz. Filed Sept. 21.

■ **Miami Beach, Fla.**—Explorador de Miami Inc. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,721 ft.; ant. height above ground: 1,722.5 ft. Address: 235 Prospect Ave., Princeton, N.J. 08540. Principal is equally owned by James F. Hoffman, and his wife Nancy and Beverly Garcia. Hoffman also owns WNDZ(AM) Portage, Ind., [CP] which it recently sold pending FCC approval. Filed Sept. 19.

■ **Miami Beach, Fla.**—Manuel Arques and Sonny Wright seek ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,000 ft.; ant. height above ground: 1,001 ft. Address: 3275 NW 79th St., 33147. Principals have no other broadcast interests. Filed Sept. 20.

■ **Venice, Fla.**—Channel 62 of Venice Ltd. seeks ch. 62; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 766 ft.; ant. height above ground: 775 ft. Address: 3279 Hitching Post, Suite 54, DeWitt, Miss. 38820. Principal is owned by J. Scott Campbell and his wife, Laurie. They have no other broadcast interests. Filed Sept. 21.

■ **Venice, Fla.**—Pauline Zlotolow & Associates Ltd. seeks ch. 62; ERP vis. 4,810 kw; aur. 481 kw; HAAT: 987 ft.; ant. height above ground: 982 ft. Address: 1087 Peppertree Dr., Sarasota, Fla. 33581. Principal is owned by Pauline Zlotolow, who has no other broadcast interests. Filed Sept. 21.

■ **Venice, Fla.**—Todd Broadcasting Corp. seeks ch. 62; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 809 ft.; ant. height above ground: 809 ft. Address: 9704 Braden Run, Bradenton, Fla. 34202. Principal is owned by Christine L. Todd, who has no other broadcasting interests. Filed Sept. 21.

■ **Venice, Fla.**—Santa Rosa Broadcasting Inc. seeks ch. 62; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 546 ft.; ant. height above ground: 544 ft. Address: 9704 19 Rockhill Road #3-C, Bala Cynwyd, Pa. 19004. Principal is owned by Janet G. Lindsley, who is app. for new FM in Santa Rosa Beach, Fla. Filed Sept. 21.

■ **Venice, Fla.**—Venice Communications Inc. seeks ch. 62; ERP vis. 2,808 kw; aur. 281 kw; HAAT: 1,010 ft.; ant. height above ground: 1,008 ft. Address: 918 East Busch Blvd., Tampa, Fla. 33612. Principal is owned by Dennis McGillicuddy (75%) and Gilberto Hernandez (25%). They have no other broadcast interests. Filed Sept. 21.

■ **Venice, Fla.**—Venice Broadcasting Inc. seeks ch. 62; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,009 ft.; ant. height above ground: 1,019 ft. Address: 189 Bradley Place, Palm Beach, Fla. 33480. Principal is owned by Nedra K. Brody, who has no other broadcast interests. Filed Sept. 20.

■ **Morehead, Ky.**—Garcia Communications seeks ch. 67; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 812 ft.; ant. height above ground: 722 ft. Address: 1579 N. Millard, Rialto, Calif. 92367. Principal is owned by Edward Powley (66.6%) and Marta G. Garcia (33.3%). It also has app.'s for five new TV's. Powley's brother, John owns WHGM(FM) Bellwood, Pa.; WOPC(TV) Altoona, Pa., and CP for WIIM-TV Iron Mountain, Pa. He also has app.'s for six LPTV's. Filed Sept. 21.

■ **Minneapolis**—Jean T. Goins seeks ch. 45; ERP vis. 3,200 kw; aur. 320 kw; HAAT: 700 ft.; ant. height above ground: 682.2 ft. Address: 1729 East Co. Rd., White Bear Lake, Minn. 55110. Principal with his sister, Janet is also app. for 12 LPTV's. His son, N. Walter Goins, owns KXLI(TV) St. Cloud, Minn; KXLT(TV) Rochester, Minn.,

Summary of broadcasting as of July 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,750	170	4,920
Commercial FM	3,618	418	4,036
Educational FM	1,153	173	1,326
Total Radio	9,521	761	10,231
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	197	74	271
UHF LPTV	93	136	229
Total LPTV	290	210	500
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 TV in Seaford, Del., and is app. for 13 LPTV's. Filed Sept. 14.

■ **Minneapolis**—Metro Program Network Inc. seeks ch. 45; ERP vis. 4.681 kw; aur. 48 kw; HAAT: 1,081 ft.; ant. height above ground: 1,104 ft. Address: 1957 Blairs Ferry Rd. NE, Cedar Rapids, Iowa. Principal is owned by Gerald Fitzgerald. He is also app. for three new TV's. Filed Sept. 21.

■ **Omaha**—Omaha Channel 54 Inc. seeks ch. 54; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 680 ft.; ant. height above ground: 522 ft. Address: 406 3rd Ave., Columbus, Miss. 39703. Principal is owned by Wilbur O. Colom and three others. He is app. for eight new TV's.

■ **Conroe, Tex.**—San Jacinto TV Corp. seeks ch. 35; ERP vis. 2,000 kw; aur. 200 kw; HAAT: 322 ft.; ant. height above ground: 316 ft. Address: 11810 Algonquin, Apt. 152, Houston 77089. Principal is owned by Florence E. Coaxum (20%) and Timothy L. Crosby (80%). Crosby's father, Leon, owns WFAT-TV Johnstown, Pa., and KBRG(FM) Fremont, Calif. His brother, Terry Crosby is app. for new TV in Rancho Palos Verdes, Calif. Filed Sept. 21.

■ **Conroe, Tex.**—Luis Y Nelida Castaneda seeks ch. 49; ERP vis. 1,346.2 kw; aur. 134.6 kw; HAAT: 489 ft.; ant. height above ground: 493 ft. Address: 5810 Indigo, Houston 77074. Principal is owned by Luis Castaneda and his wife, Nelida, who have no other broadcast interests. Filed Sept. 20.

■ **Odessa, Tex.**—Alfred H. Roever III seeks ch. 4; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 476.4 ft.; ant. height above ground: 470 ft. Address: 6200 Linwood Dr., 79762. Principal has no other broadcast interests. Filed Sept. 20.

■ **Odessa, Tex.**—Garcia Communications seeks ch. 42; ERP vis. 100 kw; aur. 10 kw; HAAT: 368 ft.; ant. height above ground: 274 ft. Address: 1579 N. Millard, Rialto, Calif. 92376. Principal is owned by Edward Powley (66.6%) and Marta G. Garcia (33.3%). It also has app.'s for five new TV's. Powley's brother, John, owns WHGM(FM) Bellwood, Pa.; WOPC(TV) Altoona, Pa., and CP for WIIM-TV Iron Mountain, Pa. He also has app.'s for six LPTV's. Filed Sept. 21.

■ **San Antonio, Tex.**—Santa Gertrudis Broadcasting seeks ch. 29; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 688.6 ft.; ant. height above ground: 247 ft. Address: P.O. Box 381, Syracuse, N.Y. 13201. Principal is owned by Michael Thur-

man (51%), Barbara Wilson (24%) and Paul Goodson (24%). Shanley has interest in app. for new FM in Pulaski, N.Y., and app.'s for three new TV's. Goodson is app. for new TV in Sonora, Tex. Filed Sept. 11.

Facilities changes

Applications

AM's

Tendered

■ **KLER (950 khz) Orofino, Idaho**—Seeks CP to increase daytime power to 5 kw. App. Sept. 24.

■ **WXAX (1170 khz) Lexington, S.C.**—Seeks CP to increase power to 10 kw. App. Sept. 24.

Accepted

■ **KEZY (1190 khz) Anaheim, Calif.**—Seeks mod. of lic. to operate transmitter by remote control from main SL. App. Sept. 24.

■ **KIEV (870 khz) Glendale, Calif.**—Seeks MP to make changes in ant. sys. App. Sept. 19.

■ **KHOT (1250 khz) Madera, Calif.**—Seeks MP to make changes in ant. sys. App. Sept. 24.

■ **KIIX (600 khz) Fort Collins, Colo.**—Seeks mod. of lic. to operate transmitter by remote control. App. Sept. 24.

■ **WFKB (1180 khz) Florence, Ky.**—Seeks mod. of lic. to operate transmitter by remote control from main SL. App. Sept. 24.

■ **WIDS (1190 khz) Russell Springs, Ky.**—Seeks MP to make changes in ant. sys. App. Sept. 19.

■ **KTIB (630 khz) Thibodaux, La.**—Seeks MP to change TL and make changes in ant. sys. App. Sept. 20.

■ **WMIN (1030 khz) Maplewood, Minn.**—Seeks MP to change TL. App. Sept. 19.

■ **WJTN (1240 khz) Jamestown, N.Y.**—Seeks CP to increase nighttime power to 500 w. App. Sept. 24.

■ **KGKL (960 khz) San Angelo, Tex.**—Seeks CP to make changes in ant. sys. App. Sept. 20.

Cancelled

■ **KDEC (1200 khz) Decorah, Iowa**—CP to change freq. to 1200 khz; increase night power to 1 kw; change TL; change from nonDA to DA-2, and make changes in ant. sys. Cancelled Sept. 24.

FM's

Tendered

■ **KCCY (97.9 mhz) Pueblo, Colo.**—Seeks CP to change freq. to 96.9 mhz from 97.9 mhz; change TL; change HAAT to 1,236 ft., and make changes in ant. sys. App. Sept. 24.

■ **New (92.7 mhz) Hilo, Hawaii**—Seeks CP to change TL and change HAAT to minus 773 ft. App. Sept. 24.

■ **WGLD-FM (100.3 mhz) High Point, N.C.**—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,047 ft., and make changes in ant. sys. App. Sept. 24.

■ **New (98.5 mhz) Elk City, Okla.**—Seeks CP to change HAAT to 1,008 ft. App. Sept. 24.

Accepted

■ **KFTZ (103.3 mhz) Idaho Falls, Idaho**—Seeks CP to change TL; change ERP to 52 kw, and change HAAT to 514 ft. App. Sept. 24.

■ **WMET (95.5 mhz) Chicago**—Seeks CP to change TL; change ERP to 4.1 kw, and change HAAT to 1,568 ft. App. Sept. 24.

■ **WLXC (102.3 mhz) Waukegan, Ill.**—Seeks CP to change ERP to 3 kw. App. Sept. 24.

■ ***KLSX-FM (90.7 mhz) Rochester, Minn.**—Seeks CP to change ERP to 3.75 kw and change HAAT to 564.792 ft. App. Sept. 24.

■ **WLTV (96.9 mhz) Statesville, N.C.**—Seeks CP to change ERP to 100 kw and change HAAT to 1,548 ft. App. Sept. 24.

■ **WJYY (105.5 mhz) Concord, N.H.**—Seeks CP to change ERP to 1.72 kw and change HAAT to 430 ft. App. Sept. 24.

■ **WKXS (94.3 mhz) Marion, S.C.**—Seeks CP to change TL; change ERP to 1.21 kw, and change HAAT to 500 ft. App. Sept. 24.

■ **KQXX (98.5 mhz) McAllen, Tex.**—Seeks CP to change HAAT to 100 ft. App. Sept. 24.

■ **KSOP-FM (104.3 mhz) Salt Lake City**—Seeks CP to change HAAT to 3,767 ft. App. Sept. 24.

■ ***WJYJ (90.5 mhz) Fredericksburg, Va.**—Seeks CP to change ERP to 50 kw and change HAAT to 538 ft. App. Sept. 24.

■ **WRLO-FM (105.3 mhz) Antigo, Wis.**—Seeks CP to change ant. App. Sept. 24.

TV's

Accepted

■ **WLCT (ch. 26) New London, Conn.**—Seeks MP to change ERP to vis. 3,717 kw, aur. 371.7 and change ant. App. Sept. 19.

■ **WWHT (ch. 68) Newark, N.J.**—Seeks CP to change HAAT to 1,434.6 ft. App. Sept. 19.

■ **WSQY-TV (ch. 66) Forest City, N.C.**—Seeks MP to change ERP to vis. 1,919 kw, aur. 192; change HAAT to 1,967 ft.; change ant., and change transmitter. App. Sept. 20.

Actions

AM's

■ **KQTL (1210 khz) Sahuarita, Ariz.**—Granted app. to change TL. Action Sept. 18.

■ **KXEX (1550 khz) Fresno, Calif.**—Granted app. to operate transmitter by remote control from main SL. Action Sept. 13.

■ **WHBO (1040 khz) Pinellas Park, Fla.**—Granted app. to change TL. Action Sept. 18.

■ **WSDL (1560 khz) Slidell, La.**—Granted app. to add night service with 1 kw; instal DA-N, and make changes in ant. sys. Action Sept. 12.

■ **KSPL (1150 khz) Seattle**—Granted app. to change SL to 1756 114th Ave. S.E., Bellvue, Wash. Action Sept. 14.

■ **WGNW (1370 khz) Sussex, Wis.**—Granted app. to operate transmitter by remote control from main SL. Action Sept. 13.

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RADIO

HELP WANTED MANAGEMENT

Operations manager. Aggressive easy listening station. Prefer MOR or A/C experience. Send resume, salary history, management philosophy to John Krogstad, WSWT-FM, P.O. Box 3335, Peoria, IL 61614. EOE.

General manager. Small broadcasting company seeks full charge GM for its Minneapolis, Minnesota licensed AM radio station. Position requires individual with sales, promotional, managerial skills. Excellent opportunity for skillful executive. Please respond with experience, salary requirements, references in complete confidence to Box Y-69. EOE.

General manager, strong sales record, do budget/cost control. New FM station, small Midwest market. Start now. Want results-oriented person. Resume to Box Y-97.

Southern NJ's big AM/FM combo wants selling general manager. Excellent money + ownership without cash investment & opportunity offered for outstanding growth. Resume to A. Roberts, 22 Hilltop Rd., Longmeadow, MA 01106.

Sales manager. AM/Aspen, CO. Must be experienced, aggressive, creative, able to motivate. Send resume to David Johnson, 620 E. Hopkins, Aspen, CO 81611.

Seeking hard-working sales manager. Must be proven leader in sales management/community involvement. Fabulous North-country lifestyle. Send track record, resume, salary history to WCCY/WHUH, P.O. Box 407, Houghton, MI 49931.

Major market opportunity with great smaller market lifestyle. Group-owned KSJQ-FM 97, Manteca, needs community-oriented station manager to develop sales in 2 adjacent Arbitron-rated markets. Must become part of the community. If you're tired of big market headaches, California's San Joaquin Valley could offer perfect challenge. Excellent salary plus benefits of major group owner. Rush resume to Michael O'Brien, Vice President, Jonsson Communications Corporation, P.O. Box 2424, Sacramento, CA 95811. EOE. We may have a home for you.

Stn-mgr/sls-mgr. Should have successful track record in local sales. Equity opportunity available. Send resume/references in confidence to: WCLU, Box 1320, Cincinnati, OH 45201, attn: Irv Schwartz.

New Georgia AM needs general manager. Sales background necessary. Must be capable/willing to sell, handle staff, operate within rules, show profit. Good salary/commission arrangement to right person. Someone absentee owner can trust to handle total job. EOE. Box Z-18.

GSM - Good opportunity for good people person to mold young sales team. Creativity and organization a must. CHR and country. Send resume to Kevin Brower, PO Box 12279, Albany, NY 12212, 518-456-1144.

General manager. Top-rated highly successful major West Coast Christian station. Immediate opening for aggressive, take-charge executive experienced in religious station management or sales management. Prefer someone who is presently employed in similar situation and seeking a move up the ladder. Top bracket salary and incentives. Send full resume and references in confidence to Box Z-31. EOE.

Southeastern AM-FM combo, small sunny coastal city, fringe of major market, seeks general manager and/or sales manager. Salary plus liberal incentive. Write for description of our situation, then respond with your reaction. Resume to Box Z-33.

Station manager. West Coast small market AM-FM. Opportunity for right sales-oriented person to grow with fast growing group. Stations are number one in adults in competitive 8-station coastal market. Resume to Box Y-48.

We're seeking perfect sales mgr., beautiful music Midwest FM. Must be stable, loyal, hardworking, excellent trainer/motivator. Tell all in letter/resume to Box Z-8.

HELP WANTED SALES

Experienced sales manager, Florida Gulf Coast AM/FM. Must have record of strong sales skills. Self-starter. Build/maintain billing. Salary, commission, more. Resume to Gregory Cohane, 282 N. Auburn Road, Venice, FL 33595. EOE/M/F.

Move up to TV with rapidly growing Silicon Valley station. Need aggressive, creative, competitive, "street smart", salesperson with strong radio sales background. Mike Kelley, 408-946-3400.

Southern California: AM/FM combo, top 100 (12 station market), seeking professional salesperson with background in direct and agency sales. Salary plus commission, established list, expenses, other benefits. Contact Steve Katomski, KGEO/KGFM, Box 260, Bakersfield, CA 93302, 805-327-3587.

General sales manager: top 50 market experience in sales management. Know and understand national sales. Understands (practices) management-by-objective. Budgeting experience. Good people skills. Will handle local sales AM & regional/national sales AM & FM. Resume to Jack Porteous, VP/GM, WING/WGTZ, 717 E. David Rd., Dayton, OH 45429. EOE/MFH.

Dominant AM-FM operation, mid-Missouri, reorganizing sales department. Good opportunity for hardworking closers. Contact Jerry Johnson, KXEO-KWWR, P.O.B. 475, Mexico, MO 65265, 314-581-2340.

Salesperson: creative radio sales executive. Unique opportunity. Must be experienced and prepared to work independently. High potential from commissions. 212-333-7778.

General sales manager - ARK-LA-TEX area. If you're interested in managing staff of seasoned veterans and talented rookies, we would like to hear from you. Station has good ratings, great consultants, programming personnel. \$36,000 base salary. Write Box Y-142.

Aggressive/experienced salesperson. We're new and only FM in medium market. Unlimited potential. 20% commission. Resume/references to M. K. Sandlin, P.O. Box 789, Bay City, TX 77414.

Looking for a new start on the West Coast? San Francisco Bay AM big band station needs your creative, aggressive experienced sales abilities. Small list, but lots of sunshine and opportunities. Letters and resumes to Sales Manager, KLIV Radio, Box 995, San Jose, CA 95108.

Immediate opening. Full-time salesperson based in Springfield, IL. WRVI, Virden, IL, looking for enthusiastic person to take over Springfield territory. Base salary plus commission plus incentive. Rush resume to Randal J. Miller, WRVI, Box 215, Virden, IL 62690. No phone calls. EOE.

Sales help needed. Single station market serving over 150,000 people. Over 900 businesses need account executives to sell. This is career opportunity, need professionals to do the job. Taking applications for two top-notch sales reps. now. Draw against commissions. One hour drive to LA, San Diego, mountains or beaches. Great family town. If interested, contact Jerry Hartline, P. O. Box 1076, Hemet, CA 92343.

Texas hill country resort area FM seeking experienced salesperson. Excellent potential, draw commission. Resume/references to Box Z-30.

Midwest high rated AM/FM regional radio stations. High billings territory for experienced capable motivated salesperson. Excellent commission arrangement. Stations operated on Biblical principles. Call Ken Woodcox, 219-875-5166, or resume to WCMR/WFRN, Box 307, Elkhart, IN 46515.

HELP WANTED ANNOUNCERS

Mid-day air shift. A/C station. Open for person with good voice, production skills. If you can do some PBP, it's a plus. T & R to WLBR, Box 1270, Lebanon, PA 17042.

Live on Florida's gorgeous Gulf Coast! Even if you are not from the frozen North, our area's top-rated A/C FM now accepting applications from professionals, full or part-time. Producing a must. Resume/salary requirements to Box Y-104.

Morning personality. Major Massachusetts A/C FM. Need experience, humor, creativity. Tape/resume to Broadcasting Unlimited, 16 Coltsway, Wayland, MA 01778.

An announcer that wants to train and move into sales. Send resume to Darrel Burns, KRSN AM-FM, Box 1176, Los Alamos, NM 87544. EOE-MF. Small group organization.

Midday announcer/assistant PD - WALK AM/FM, Long Island's most powerful station, needs experienced announcer with strong, creative programming background. If you're a radio pro, send tape/resume to Sean Casey, WALK AM/FM, 66 Colonial Drive, Patchogue, NY 11772. EOE.

Experienced AC communicator. Morning shift. Small high desert mkt. Progressive organization. Jeff or Torrey, 702-623-5203.

Morning personality. Rare opening at WCSI-radio. Sports and/or technical experience helpful, not necessary. No beginners. Send T & R to Mike King, P.O. Box 709, Columbus, IN 47202.

Supertalent for medium market, central Texas. KTEM-AM/KPLE-FM. Program director and air talent. No beginners. Send tape and resume to Paul James, PO Box 1230, Temple, TX 76503. Equal opportunity employer.

Announcer-salesperson. Experienced only. Excellent potential. New, powerful daytime, northeast Georgia. Resume to Box Z-19.

AM - air shift/production. Tape/resume: Dekalb Radio Studios, Inc., 711 North First Street, Dekalb, IL 60115.

Leading Florida radio station looking for veteran AMD personality. Must be funny. EOE/MF. Send tape/resume to WCOA, PO Box 12487, Pensacola, FL 32573.

Class C stereo country FM is going live and we have immediate opportunities for announcers. You'll be part of number one country station in the region, with lots of growing to do. We're looking for individuals who enjoy their work, enjoy challenges, enjoy country music. We have it all to offer. Production skills necessary, commercial experience helpful. Tape/resume to Bob Beicher, Operations Director, KTTR/KZNN, Box 727, Rolla, MO 65401. KTTR/KZNN is an equal opportunity employer.

Announcer interested in working in small market. Congenial working conditions, must have one year experience. Resume/tape to WTTT, P.O. Box 338, Tiffin, OH 44883.

We're looking for hardworking energetic morning announcer. CHR-FM. Must be bright, have good voice, production skills. Send tape/resume to WMIK-FM, Box 608, Middlesboro, KY 40965.

French-speaking DJ. Prefer American or Canadian DJ fluent in French to announce syndicated rock show for European distribution. Must know current U.S. rock music. Part time. No relocation required. Send resume and French-language audition tape to Box 23195, Washington, DC 20026.

HELP WANTED TECHNICAL

Chief engineer, AM-FM. Experienced, good references essential. Send resume to Carol Carpenter, WMOP/WFUZ, P.O. Box 1136, Ocala, FL 32678.

HELP WANTED NEWS

Eastern Arizona combo needs professional, hard-working news director. Need someone hungry/reliable. Board/production duties, too. Resume/tape to Noreen Scott, KATO, Drawer "L", Safford, AZ 85546.

Strong AM/FM station, Florida's Gulf Coast, now accepting applications for reporters. Ability to cover news on local basis, report in strong, professional manner a must. Resume/salary requirements to Box Y-105.

WHBC, with one of Ohio's top news teams, needs experienced reporter/newscaster with solid educational background who sounds great. Resume/tape to Box 9917, Canton, 44711. EOE. Minorities encouraged.

Afternoon news anchor. Top notch writing skills/smooth delivery a must for this position with south Florida's radio leader. Send tape/resume to Teri Griffin, KGR-FM, 1600 South Federal Highway, Ft. Pierce, FL 33450.

National radio group looking for talk show hosts. Controversial but friendly; contemporary, educated approach. Large medium market powerhouse. EOE. Resume to Box Z-11.

Talk show host, top 100 market. Must have ability to discuss politics, controversial social issues, make clever conversation. Salary \$20,000+. Resume/salary history to Box Z-16. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Experienced operations director, classical music knowledge and background. Resumes to: General Manager, WRR, Fair Park, Dallas, TX 75226.

Freelance writers for motivational PSAs, aired on 1,200 stations. Pay: \$400 for 13 spots. For guidelines, write Stephen Winzenburg, Second Thoughts, 9500 W. Illinois Rt. 15, Belleville, IL 62223.

Associate producer. Selects, plans, produces programming for local, regional, national use. Must have demonstrated production, editing, equipment operating/maintenance skills. Salary \$10,920. Submit resume with non-returnable audition tape (cassette only) to Louisville Free Public Library, Fourth and York Streets, Louisville, KY 40203, by October 12, 1984.

Promotion director position. Top 15 West Coast market. Must be organized, detail oriented, able to execute team plans and follow through to logical conclusion. Previous experience helpful. Send written promotion philosophy/personal letter to Box Y-95.

Audio perfectionist: must have complete RF & audio knowledge. Successful CHR FM/new fulltime AM to be constructed this year. Send resume to Box Z-3.

Successful east coast AM full service/FM CHR needs assistant PD with experience, proven administrative, promotion, people skills. EOE. Resume to Box Z-12.

SITUATIONS WANTED MANAGEMENT

General manager: High performer with strong tradition of success. Committed to professionalism/goal achievement. Competitor with knowledgeable skills that produce exceptional sales/profits. 19 years in management, excellent credentials. Box Y-99.

I have a general manager associated with me for 6 yrs. who wants to make a move. If your organization can use a dedicated, ambitious mgr. w/exceptional sales, programing, & administrative skills, call corporate mgr., 609-882-7191.

Shirt sleeve manager. Small-medium market specialist. Community minded. Seventeen years management experience. If you need help with the bottom line, call Mike, 217-427-5656, before 10 AM CDT.

Looking for first manager position. Background in television, radio, newspaper. Experience in sales, announcing, production, graphics. B. S. communications (radio-television administration/management). Evan, 419-691-0550, evenings.

Successful GM seeks move up to medium market. 14 years radio, 4 years management. Family man, mid 30's, excellent track record sales/programming. Box Z-22.

SITUATIONS WANTED SALES

Account exec, CRMC, 4 yrs. exp., college grad, seeks sales position with aggressive company. Management is ultimate goal. Reply Box Y-82.

SITUATIONS WANTED ANNOUNCERS

Bargain hunting? Adult contemporary/soft rock announcer. Merchandise - top grade. Price cut for fast sale. Shop by phone. George, 312-348-3314.

Entry level position/Emerson College grad. Seeking entry level position in radio. Wealth of experience in TV & radio. Exceptional knowledge of broadcasting industry. Complete and thorough experience/knowledge in music industry. Will consider all inquiries. Music director and/or air shift desirable, too. Will consider most anywhere. California, East, Northeast preferably. No country or news formats, please. Available now! Highly organized, reliable and motivated! Write Mr. Steven, c/o 19 Lyon Road, Chestnut Hill, MA 02167; 617-322-5646, leave message.

Available immediately. Go anywhere, want DJ-sports-PBP. Good production, news, broadcast school graduate. Ron, days, 319-355-4212; nights, 319-926-2454.

Entry level broadcasters The School of Communication Arts prepares our graduates for on-air as well as extensive production skills. Marlene Levine, 800-328-5893; 612-721-5357.

Energetic CHR/oldies pro wants to play your hot hits. Good pipes. Northeast preferred. Bill Houston, 516-423-0167.

Veteran radio announcer desires small market. Easy going format featuring sports and/or talk show programs. For tape and resume, write Box Z-13.

For shame! Not utilizing my skills/talent. Jill of all trades, degree, licensed, excellent communications skills, versatile, persevering, enthusiastic. Broadcast grad. Know AOR, oldies. Worked country, progressive formats. All fields considered. 4½ years related experience. Prefer KY, surrounding states, South. Interested? 502-895-5208, or Box Z-17.

I'll work free for three days to prove myself. Eight years experience. This is no fluke! Call Daryl, 319-938-2648. You can't lose.

Announcer, 4 years experience, looking to grow at your medium market station. Prefer eastern half USA. Call Mark, 309-342-2090, before 2pm CDT.

I'm personable, creative, love to entertain. Long entertainment background. College and broadcast school graduate with non-commercial experience. Looking for commercial experience anywhere. Want to work for station with winning attitude. Gino, 302-655-9108.

Dependable announcer, 11½ years experience, excellent references, looking for stable, permanent position. All formats considered. Mike, 904-255-6950.

SITUATIONS WANTED TECHNICAL

1st phone engineer-announcer. 16 years' good all-around skills/knowledge. Have ability to work where needed. Iowa or surrounding states. Serious replies only. 319-634-3852.

Professional broadcast engineer, 20 years hands-on experience in design, construction, maintenance, preparation of applications, ownership, seeks position as technical director with progressive broadcast group. Resume/professional references on request. Reply Box Z-25.

SITUATIONS WANTED NEWS

Experienced newsmen. Excellent desk assistant, successful organizer, established voice. Seeks Minneapolis/St. Paul market. Looking for that first chance to perform. If interested, call Angelo, 718-338-8328, between 12PM-1PM EDT.

Recent grad, 7 yrs. radio/TV experience. Strong news/sports delivery. PBP experience, excellent writing & production skills. Mark 317-846-3075.

Veteran news broadcaster. Major markets, all phases, direction, writing, reporting, performing, editing. Can add relevance, impact, human interest ratings punch to your news product. 313-668-7066.

Dynamic female news and sportscaster. Looking for position, medium to large market, West Coast. Tracy, 415-692-5446.

Major market anchor, formerly with KFWB, KFRC, WNEW. Seeking similar large market. 602-956-6677.

Capable newsmen. Excellent voice/delivery. Tape/resume available. Richard Harris, 940 Irving Pk. Rd, Bensenville, IL 60106. 312-766-0427.

News/sports! OM suburban Pittsburgh 2 yrs. Need better job! Strong interviewer, reporter, writer. Knowledgeable, personable. Excellent production skills! B.A. 1982, professional/experience newspaper, radio, TV intern while college. After 5:30 pm eastern, Sean, 412-225-0969. Relocate right deal!

Sportscaster - talented, experienced, stable, outstanding. Extremely entertaining PBP, sportstalk, sportscasts. Can combo. Gary, 803-574-7132.

Veteran sportscaster, 11 years experience PBP, includes NCAA basketball, college grad. Dan, 316-231-6205.

Joe Pyne style telephone-talk host. Controversial, but responsible. 3 yrs. experience. Andy Budnick, 904-744-5750.

Sportscaster, 3 year sports director, seeks medium or large market opportunity. Excels in studio and PBP. If it's a big market sound you want, call Marc, 314-946-0925.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Why has nobody given music of your life any competition? I have ideas for greatly improving programming of ole timey music to attract younger listeners, but need backing and place to start. Write OUB, 905 Broadway (5F), Kansas City, MO 64105.

Seasoned pro seeks PD spot with station needing direction/guidance. Great references. Bud Andrews, 904-744-5750.

National UP! award winning PBP man seeks fulltime sports job with team or major market. Relocate anywhere. 614-373-1490 day, 614-373-6946 night. Dick.

TELEVISION

HELP WANTED MANAGEMENT

Midwestern television group seeks station manager. Small television market. Extensive experience in sales or programming, preferably both. Send replies to Tom Barr, General Manager, MTN, Box 1738, Bismarck, ND 58502. No phone calls accepted. Equal opportunity employer.

General manager. Idaho Educational/Public Broadcasting System. Idaho State Board of Education is seeking candidates for the position of general manager of the Idaho educational/public broadcasting system. The general manager is administrator of non-commercial public broadcasting system in Idaho, which includes public television stations on university campuses in Boise, Pocatello, Moscow. The general manager, in consultation with local interest groups, institutional and public school administrators and TV station managers, is responsible for final programming and budgetary decisions and planning of entire system including all stations, the state microwave/translator network, and central service and administrative functions of the system. The general manager is responsible to the State Board of Education which is the governing board for all public education in Idaho and is licensee of all three PBS stations. Preferred qualifications: Candidates shall possess Bachelor's Degree, with preference given for graduate work; at least six years of experience in public broadcasting including evidence of progressively responsible management positions through the senior level; the ability to communicate effectively with subordinates, peers, and superiors; demonstrated ability to interact with leaders in education, government and community; an understanding of/commitment to basic purposes and values of public broadcasting and demonstrated ability to represent effectively those values; and demonstrated ability to identify financial needs of the system and attract the funds required. Salary \$40,000 to \$42,000. Send letter of application, resume, three contactable references, post-marked no later than November 1, 1984, to State Board of Education, c/o Mike Mitchell, Chairman, IE/PBS Screening Committee, Len B. Jordan Building #307, 650 West State Street, Boise, ID 83720.

Business manager - ideal opportunity for number two to move up to number one. Desirable Sunbelt TV market, growing company. Experience with feature film amortization, computers helpful. TV experience, accounting degree or equivalent. Box Y-119.

Promotion manager - independent. Must be creative, enthusiastic, assertive, organized. Experience with feature films, hard-hitting promos, press relations, radio, print required. Good place to live, Gulf Coast. Top 30 market. Box Y-120.

TV general manager. Small Texas market seeks sales manager who is ready for his/her first GM position. Must have outstanding local and regional sales record. Our independent station is in shadow of the Dallas/Ft. Worth metropolplex. Excellent salary/benefit package with Sunbelt media company on the grow. Advancement to medium-sized Texas market possible within 8 months to one year. Reply is confidential. Write Box Y-145. EOE/MF

WROC-TV, NBC affiliate, Rochester, NY, group owned, seeks sales and marketing oriented general manager with strong background in personnel/financial management. Resume to Ralph E. Becker, 7 West 51st St., New York, NY 10019. EOE.

Accounting supervisor. ABC affiliate, Sunbelt. Excellent accounting skills/supervisory experience necessary. Responsible for daily operations of accounting department. Broadcast experience helpful. Reply with resume, references, salary requirements to Pat Sellars, Business Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

HELP WANTED SALES

Sales account executive. KOVR-TV, group owned ABC affiliate, servicing 20th market, Sacramento-Stokton. Qualifications must include 2-4 years' television sales experience with proven record of excellence. Send resume/references to R. Blamey, Sales Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. EEO/MF.

General sales manager: Midwest independent seeks experienced professional GSM. Local sales manager ready to move up, this could be your chance. Position requires administrative skills, ability to train/lead sales dept. Street smarts a must. Good compensation/fringe benefits. Resume to Box Y-110. EOE.

Local sales manager. Aggressive Midwest independent. Proven track record of creative selling with local accounts. Ability to train, lead, direct local staff. Develop new business as well as handle established accounts. Must be aggressive/competitive with high desire for success. Experienced or seeking first challenge. Send resume, salary history, career objectives to Box Y-111. EOE.

Director of advertising sales-regional premium cable sports network seeking dynamic, aggressive self-starter to head up advertising sales. Television ad sales experience preferred. We are seeking that "just right" sports oriented individual with strong advertising contacts. Dallas based operation. Send resume to Personnel, Home Sports Entertainment, 6465 Jim Miller Road, Dallas, TX 75228.

Aggressive account executive. Sell video productions to corporate sector. Northern New Jersey company actively involved in A/V and video productions, seeks individual with strong background in video and good communication skills to deal with decision makers of Fortune 500 companies. Resume and references. For appointment, call 201-267-6446.

General sales manager. New UHF independent, beautiful Florida Gulf Coast, 61st ADI. 5 years' experience with good track record, must have independent experience. EOE. Write Box Z-5.

TV account executive - WPMT, new and successful independent station, 46th market, seeks aggressive/experienced person to handle agency and local accounts. Independent TV background a plus. Contact Ed Dempsey, Box 1868, York, PA 17405. 717-843-0043. EOE.

Salesperson. Opportunity for experienced TV salesperson to move into 22nd market. If you are strong, proven professional, have at least 1 1/2 years experience, and want to grow with an outstanding company, contact Bruce Lawrence, LSM, WTNH-TV, 8 Elm Street, New Haven, CT 06508. 203-784-8888. Equal opportunity employer.

Sales representative: travel 95% of time to broadcast stations across country selling film packages. Base salary plus commission. Send resume/cover letter to P.O. Box 885, Times Square Station, NYC 10036.

New Indy, Feb. '85 air date, nation's #1 mkt., seeking salesperson. This pro has been selling local TV/radio for minimum two years and will check out as potential #1. This is super ground floor opportunity. If you qualify, let's talk. Call Bruce Georgi, WLIG-TV, 516-364-1500.

Local sales manager - Experience preferred but if you are successful, mature local salesperson and believe you are ready to move up into management, send your resume. Strong desire and belief you are management material are musts. We will train you. VHF CBS affiliate, Midwest. Send resume/salary requirements to Box Z-23.

HELP WANTED TECHNICAL

VTA Technologies, a research, development, manufacturing firm in Hollywood, Florida, is accelerating its expansion plans and therefore has following openings: digital design engineers, software engineers, analog engineers. Challenging opportunity for engineers with television engineering background and ability to apply advanced technologies to new areas of teleproduction equipment needs. If you're not satisfied with today's methods and equipment, help us develop tomorrow's. Contact Bob Hensky, 2040 Sherman Street, Hollywood, FL 33020. 305-920-0800.

Director of engineering. Progressive Midwestern company with four TV stations in medium-sized market area. Minimum five years' chief engineering experience. Knowledgeable all facets of TV engineering including state-of-the-art microwave, satellite, transmitter equipment. Send resume to Tom Barr, Gen. Mgr., MTN, Box 1738, Bismarck, ND 58502. No phone calls accepted. Equal opportunity employer.

Transmitter supervisor familiar with modern transmitters. Capable of setting up facility to good engineering practices/compliance with all FCC rules. Excellent fringe benefit package/growth opportunities. Must have previous television transmitter maintenance experience. Reply in confidence to Rod Hughes, Chief Engineer, KFVS-TV, Cape Girardeau, MO 63701, 314-335-1212. KFVS-TV is an equal opportunity employer.

Chief engineer. New UHF, Boston market. Reply: MFP, 161 Highland Ave., Needham, MA 02194.

West coast cable system with master control/production facilities seeks maintenance engineer with good technical training, at least five years experience. Must be knowledgeable on all tape machine formats, especially 3/4 inch format. Must be able to troubleshoot, analog and digital circuits to component level. Call Bob Martin or Jack Goldie, 415-998-7344. EOE.

Move up to chief engineer. If you are ready to run engineering department, this is your chance. Hands on position requiring knowledge of studio/transmitter maintenance. Sunbelt location. Send resume/salary requirements in confidence to Bob Duncan, WKFT-TV, 230 Donaldson Street, Fayetteville, NC 28301. EOE.

Hands on chief or maintenance engineer ready to move up. Extensive studio/VHF transmitter experience essential. Must be well organized, have good people skills. Minimum 3 years supervisory experience. First class FCC license required. Send resume to General Manager, WSLV-TV, P.O. Box 2161, Roanoke, VA 24009.

Maintenance engineer - Sacramento, California. UHF independent, 20th market, seeks experienced studio and/or transmitter maintenance engineer. Must have extensive maintenance experience, good references, FCC first or general class license. SBE certification a plus. Familiarity with RCA UHF transmitters, TCR-100, TK-29, TK-76, TK-86, Sony 1" and 3/4", Ampex quad, GVG, CMX, TVRO desirable. Immediate opening. Contact Bob Venditti, Chief Engineer, KRBK-TV/31, 500 Media Place, Sacramento, CA 95815. 916-929-0300. EOE.

Experienced engineer: VHF network affiliate, Texas medium market, excellent facilities, seeking experienced engineer, ready to move up. Resume to Box Y-140.

TV film editor. Minimum one year's experience in TV film/freelance 16mm editing. Resume to Tom Beebe, Film Director, WHNS-TV, Interstate Court at Pelham Road, Greenville, SC 29607. EOE, M/F.

Chief engineer: Full power independent, Midwest, searching for chief engineer or strong #2 person ready to take charge. Extensive studio/UHF operational experience necessary. Knowledge of 3/4" equipment required. Strong organizational/managerial skills musts. Responsibility for additional UHF stations a possibility. Qualified applicants call Don O'Connor, General Manager, KCBB-TV, Des Moines, IA 50321, 515-284-1717. An equal opportunity employer.

Chief studio engineer (studio engineering supervisor). Responsibilities: Under supervision of Director of Engineering, to be responsible for overall engineering operation, maintenance, budget control for all studio/engineering facilities. Directly supervise operations crew chief, maintenance crew chief, studio engineering staff of 10. Will assist director of engineering in planning/designing new studio facilities. Implement intensive training/preventive maintenance program. Be able to challenge/lead dedicated, competent professional team for maximum performance. New Hampshire Public TV is a growing organization on the NH seacoast, 60 miles north of Boston. Minimum qualifications: First class or general class FCC radiotelephone license, 5 years experience in broadcasting or related field, 2 of these years in administrative capacity, preferably as assistant or chief engineer. Associates' degree in electronics or equivalent. Salary: \$20,230 to \$31,520, normal starting salary not to exceed \$22,710. Application deadline: October 15, 1984. Send resume directly to: New Hampshire Public Television, John W. Gray, Director of Engineering, Box 1100, University of New Hampshire, Durham, NH 03824. AA/EOE.

Chief engineer - start up full power UHF TV station - Long Island, New York. Strong xmtr/studio. Equip. experience. Able to train, schedule, supervise. Strong people skills. Resume/salary history to Box 272, Woodbury, NY 11797.

Television master control operator. Operates and sets up variety of video equipment and transmitter for public television station with newly expanded signal coverage throughout southern California. Must have general FCC license, plus two years full-time experience in on-air master control operation of a broadcast facility. Salary \$15.7K to \$18.6K, plus full family benefits. Send letter and resume postmarked by 10/19/84 to Winston Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. AA/EOE.

Hollywood post production facility needs experienced maintenance engineer. Offering excellent salary, superior benefits, as well as pleasant, informal working conditions. Successful candidates will have solid 1" VTR and digital circuitry maintenance skills, enjoy working closely with our talented team of editors and engineers. Please reply to Peter Kirby, Video Transitions, 910 No. Citrus, Los Angeles, CA 90038, 213-465-3333.

Studio supervisor. Growing, state-wide network. Installation of new equipment, preventive and corrective maintenance of technical equipment. Recommend new equipment acquisition. Analyses and diagnoses equipment malfunction. Five years TV experience with at least two years as supervisor required. Salary open, depending on experience. Excellent benefits. Two other engineering positions also open. Send resume to OETA, Box 14190, Oklahoma City, OK 73113. AA/EOE.

Chief engineer. New public TV station, northern California wine country. Involvement in station development from ground up. Managerial skills, maintenance engineering, 2 years supervisory experience in broadcast operation desired. Salary \$18K-\$22K with prospects for raises as station grows. Send resume to KRCB-TV by October 15. Call 707-585-8522 for further information. AA/EOE.

HELP WANTED NEWS

Director. Early and late newscasts. 31st market. Some supervisory responsibilities. Salary above average for market size. Equal opportunity employer. Resume & tape to Bob Selwyn, WSMV, Box 4, Nashville, TN 37202.

California small-medium market has two openings: reporter/anchor and weatherperson. Come join us in most beautiful and fastest-growing market in the Golden State. Resume to Box Y-133.

Anchor/reporter. Early morning newscast. Strong producing skills necessary, experience required. Resume/salary requirements to Box Y-135.

Sunbelt medium market affiliate looking for reporters who can anchor. Two years commercial experience required. We're looking for small market reporters ready to break into top 100. Resumes, references, salary requirements to Box Y-134.

Anchor wanted. Send tapes/resumes to Steve Porcetti, Primo People Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

Two openings: co-anchor for 6/11 PM weekday newscasts and weekend anchor/producer. Minimum two years experience. Tape/resume to Steve O'Brien, News Director, WALB-TV, P.O. Box 3130, Albany, GA 31708. EOE.

TV specialist: produce video packages, PSAs, other program material for commercial and educational television stations. Desire at least three years major/medium market reporting background; news writing plus ENG shooting/editing skills. Requires Master's degree in communications field. Position closing date 11/15/84. Resume to R.E. Thomas, Chairman, Information Department, College of Agriculture/Home Economics, Washington State University, Pullman, WA 99164-6244. An equal opportunity/affirmative action employer

Self-motivated TV news personalities, including anchors, reporters, sports, sought by group-owned stations, four Midwestern markets. Good pay, excellent benefits, room for advancement. Send resume to Box Z-2. EOE/MF.

News director: VHF affiliate, Sunbelt, is looking for experienced news director. Develop expanding department. Person must have degree in journalism, at least two years experience with commercial television station as successful executive producer, managing editor, assistant news director or news director. Must be able to lead people/demonstrate strong management ability. Equal opportunity employer. Send resume to Box Z-15.

Medium market, Midwest group seeking anchor/reporter. Duties to include anchoring/producing 6 and 10PM newscasts, some field reporting. Interested parties send resumes to News Director, Box 1738, Bismarck, ND 58502. Equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion manager. If you're #2 person in larger market and want chance to head your own department, there is immediate opening in mid-sized Western market for you. KTNV, ABC affiliate in Las Vegas, seeking manager with creative, budgeting, administrative skills. Contact Ed Quinn, General Manager, KTNV-TV, 3355 S. Valley View, Las Vegas, NV 89102, 702-876-1313. EOE.

Cameraperson. Experienced in shooting adventure, wildlife, film or videotape, extensive travel, top 10 market, must be willing to free-lance on 13-week contracts. No beginners. Send resume/tape to P.O. Box 489, Franklin, MI 48025. Cassettes will not be returned.

Director, 33rd market, Midwest. Minimum 3 years' experience directing major market news. Salary \$16,000 - \$18,500, excellent benefits. Resume to Box Y-115.

Director. Early and late newscasts. 31st market. Some supervisory responsibilities. Salary above average for market size. Equal opportunity employer. Resume & tape to Bob Selwyn, WSMV, Box 4, Nashville, TN 37202.

Director/EFP. Aggressive production operation. Should be able to transform concepts into commercial spots or industrial presentations. 3 years minimum experience a must. No beginners. Send resume, tape, salary requirements to Doug McWhorter, Production Manager, WQAD-TV, 3003 Park 16th St., Moline, IL 61265. EOE.

Operations manager - Mid-west CBS affiliate. Strong commercial production/administrative skills. Excellent opportunities for growth. Great benefits. Resume/tape to: Manager of Personnel, P.O. Box 1717, Spartanburg, SC 29304.

PM cohort. Top-rated prime time PM Magazine is looking for right person to cohost/work with our female cohost & award winning team. Experience a must (PM helpful, not necessary). If you are strong features producer & think you have the right stuff, send tape to WTTG-TV, 5151 Wisconsin Ave., NW, Washington, DC 20016. No phone calls, please. EOE/MF.

In its continuing program of recruiting potential candidates for possible open positions in the future, WOI-TV maintains active file of candidates to draw from. All candidates must meet minimum qualifications including having current fulltime commercial TV experience. Positions as follows: TV production specialist: 1-2 yrs. TV eng. production experience. TV production assistant: 1 yr. TV studio camera, floor experience. TV news cine I: 2 yrs. TV news cine experience. TV news cine II: 3 yrs. TV news cine experience. TV/radio tech I: 2 yrs. tech diploma & 2 yrs. radio/TV engineering experience. TV/radio tech II: 2 yrs. tech diploma & 3 yrs. radio/TV engineering experience. TV/radio tech III: 2 yrs. tech diploma & 5 yrs. radio/TV engineering experience. Specific detailed position descriptions available on request. All applications meeting minimum qualifications will be used to fill appropriate open positions during following yr. unless withdrawn by applicant. Starting salaries based upon pertinent labor mkt., training & experience. Send complete, current resume to Janis E. Marvin, WOI-TV, Ames, IA 50011. AA/EOE.

TV/producer/director position reopened. Public TV station serving southern Minnesota. Studio experience required. Minimum 4 years' experience plus post secondary education. Begin ASAP. Salary \$18,000 plus liberal benefits. Send resume to KSMQ-TV, General Manager, 1900 Eighth Avenue, NW, Austin, MN 55912. EOE/AA.

New UHF Independent, 61st ADI, beautiful Florida Gulf Coast. Looking for good program director must have 5 years' independent experience. EOE. Resume to Box Z-6.

Producer: group owned, top 15, net affiliate seeks producer, two to five years experience. Must have strong writing skills, with field production experience. Must be able to produce quality programs for prime. Resume to Box Z-7.

Washington, DC TV news production & satellite transmission facility seeks strong self starter for position of operations supervisor. Responsible for daily scheduling of facilities/technical staff. Experience in TV news operations a must, TV production a plus. Must be organized, communicative, willing to work long hours in this stressful, fast-paced position. Resume to Box Z-9.

Sports producer. Sports Time, America's largest regional sports cable network, looking for producer for our sports desk programs. Applicant must have strong writing skills and heavy sports background. News experience preferred, not necessary. Responsibilities include supervision of sports staff, line producing two one-half hour news format sports shows daily. Send resume to Coordinating Producer, Sports Time, 2222 Chickasaw Street, Cincinnati, OH 45219. All replies confidential, no calls please. EOE/MF.

Director/newscasts: we're looking for leadership skills, with ability to direct top-rated, fast-paced news show. Also opportunity to produce special projects such as parades & telethons. Experience, enthusiasm, and talent are musts in this unique Southeast medium market. Resume to Lew Koch, Operations Manager, WAAY-TV, P.O. Box 2555, Huntsville, AL 35801. EOE.

CMX editor. Immediate opening. TV commercial production company, for experienced CMX editor. Rush resume or reel and salary requirements to Producers Video Corporation, 3700 Malden Avenue, Baltimore, MD 21211.

Promotion manager: Aggressive affiliate, top 20 market, now accepting applications for position of promotion manager. Must have strong managerial skills, as well as extensive experience in creating print, radio, and on-air campaigns. No beginners. Send resumes only to Box Z-26. Equal opportunity employer. M/F.

Writer/producer's dream. Aggressive marketing department fully equipped with own camera, remote gear, editing, professional staff. All you need add is creative conceiving, writing and producing. News writer/producer and entertainment writer/producer needed, dominant number one affiliate, Sunbelt. Send resume, positioning cover letter detailing experience to Box Z-28.

Video editors wanted. One of Chicago's largest independent video production facilities currently seeking full-time or freelance computer editors for its state-of-the-art post production department. Successful candidates will have at least two years' video editing experience and must be proficient in either or both of the following systems: 3/4" computer editing-experience with Lightliner Touch-screen system preferred. 1" computer editing-Mach I or CMX 340 proficiency required. Candidates must enjoy working with clients. Salary commensurate with experience and skill level. Send resume, salary history, and requirements to Box Z-32.

SITUATIONS WANTED MANAGEMENT

Director of engineering, 27 years broadcast experience, including 17 as corporate engineer over both large/small markets; strong on people management, technical assistance in acquisitions/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.

General manager! 32 years practicing television since age 23! Outstanding achievements! 5 television stations-one major market independent! Overcomes overwhelming obstacles/fiercest competition! Turnarounds! Startups! Produces spectacular sales, profits, prestige! Also, outside-director! 619-353-8033.

Station manager, program director - 4 years in 100+ market. Prefer Pacific Northwest. Experienced promotion dir., sales mgr., sales. Resume from Box Z-24.

Creative, conceptual sales/marketing pro interested in exploring opportunities for next step. Strong leader, sales trainer/coach, top administrator, heavy budget/forecast background. Box Z-27.

SITUATIONS WANTED NEWS

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.

Polished anchor/reporter. 18-yr. on-air veteran. Local & national credits. 615-577-4272.

Entry level position sportscaster. Radio sports talk show assistant, communications background. Female with interests and knowledge all sports. Carol Coburn, 713-223-2900, or Box Y-109.

Talented beginner-seeking sports or news reporting position or in production. Can write, interview, shoot, edit. Will relocate. Mark, 317-846-3075.

Top drawer radio sportscaster, abundance of ability, seeks anchor/reporter position, television. Familiar with camera, ENG machine. Excellent writer, have tape. Will travel. 912-681-6535.

News management: skilled, versatile reporter seeks move to news director post. Will also consider second-in-command. Box Y-130.

TV sports reporter. 84 MS TV journalism. Major market network affiliate sports experience. Can and will do everything except windows. Seeking entry level position. Single. Will relocate. Opportunity more important than salary. Rick, 317-849-3913.

Live shots that knock them dead are forte of this former NYC reporter. Now available. Tony, 203-325-8299.

Sportscaster, excellent writing/top-notch packaging skills, promises to bring innovation to your station. Six years combined experience in newspapers, television, radio. Peggy, 505-255-6003.

News or sports. Award-winning female reporter/anchor. Six years sports experience, 3 years news. Looking for new challenge. Box Z-1.

Experienced videographer seeking move up. Aggressive shooting/editing. BS degree, broadcast production. John Payne, 615-246-6397.

Meteorologist: Missouri J-School graduate is solid reporter, good forecaster, wants to improve your ratings. Has 2 years commercial television experience. Call Mark, 314-631-3285.

For Fast Action Use BROADCASTING's Classified Advertising

Sports experienced: TV anchor-reporter-PBP HS/college coverage on teams, playoffs, world series, 616—887-1435.

Meteorologist - pleasant, credible, dedicated. College television and radio experience. I'm dedicated to becoming effective broadcast meteorologist. Need a start. Tim 312—894-6349, evenings, CDT.

Will you open the door? Attractive female, 1984 graduate, Philadelphia's Temple University (television-journalism-film). Ready to travel anywhere in America to join station's news, programming or public affairs department. Have considerable television experience. Marilyn Burns, 215—637-8367.

SITUATIONS WANTED TECHNICAL

Chief engineer seeks challenging and rewarding opportunity in television engineering. Eleven years as chief engineer with present station. All offers considered, resume upon request. Write Clarence Mosley, P.O. Box 452, Fort Myers, FL 33902, 813—275-4677.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Invest in the future. Fresh out of college. Four years' television production experience. Familiar with hand held Sony, Panasonic, Sharp, limited Ikegami, IVC-7000, AC-500 studio cameras. Worked in lighting, some audio, excellent writer - PSAs and commercial scripts for television, movies, radio. Willing to relocate, just give me a chance. R. M. Hunt, 919—693-7721, 345 Henderson Street, Oxford, NC 27565.

Music video programs/programming: - entry level position sought by recent Emerson grad. Thru internships and personal contacts, I have wealth of knowledge/experience in both TV and popular music in major market. Knowledge of broadcasting industry. Good radio background, too. Production, promotion, studio operations or programming. Will consider all. Highly motivated, organized, responsible. Mr. Steven, c/o P.O. Box 35, Waban MA 02168, 617—322-4423.

Announcer. 5th market seeks transition from radio to TV staff announcing-West Coast. Katherine, 415—864-7263.

Experienced telecine operator/colorist (Amigo/Dubner) seeks NYC position. Box Z-14.

Director. Experienced studio and remotes, seeks staff position, East Coast. Currently employed as director/production manager, small New York area production house, desire return to broadcast station. P.O. Box 399, Denville, NJ 07834.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Texas Association of Broadcasters has immediate opening for newly funded assistant executive director post. Long term opportunity. Extensive field work with emphasis on new membership solicitation, convention exhibitor/sponsorship sales, some lobbying. Interest in broadcast industry a must, with trade association or actual broadcasting background preferred. Send resume/specific compensation requirements to TAB, Box 14787, Austin, TX 78761. EOE/M-F.

HELP WANTED INSTRUCTION

Assist./assoc. prof.-telecommunication (academic year, full-time, tenure stream appointment). Teaching undergrad and grad levels in application/impact of telecommunication technology. Ph. D. required with evidence of effective teaching ability in large and small classes. Academic background & research in the application and impact of telecommunication technology. Send application materials by October 15, 1984, to: Dr. Thomas Muth, Chair, Faculty Search Committee, Dept. of Telecommunication 409 Communication Arts & Sciences, Michigan State University, East Lansing, MI 48824-1212. MSU is an affirmative action/equal opportunity institution.

For Fast Action Use BROADCASTING's Classified Advertising

Mass communication. Search re-opened. Assistant professor position (tenure-track) available September, 1985. Salary to \$28,000, depending on qualifications/experience; possibility of evening & summer teaching for additional remuneration. Ph. D., at least 3-years' professional/teaching experience required. Duties: teach TV production; TV writing; media criticism; cable TV management; Introduction to broadcasting; advise students, participate in dept. activities. Minorities/women encouraged to apply. Send curriculum vitae and letters of recommendation by November 30, 1984, to Dr. John MacKerron, Acting Chairperson, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204. An equal opportunity/affirmative action employer.

The department of mass communications, St. Cloud State University, seeking two people to fill full-time, nine-month, tenure-track position and half-time tenure track position beginning 1984-85 academic year. Teaching responsibilities for full-time position will be mainly radio-TV. Student advising and department committee assignments will be part of normal load. The full-time person would assist in preparing for accreditation of the radio-TV sequence, teach classes in radio/television, assist with promotion of campus 5,000 watt radio station. Half-time person would teach photojournalism and visual communication, also assist with supervision of department photo lab. Doctorate preferred, ABD considered in mass communications or telecommunications with teaching/mass media experience required for the full-time position; minimum of MA required for half-time position. The department is accredited by ACEJMC and has accredited sequences in news editorial and public relations. For more information/application forms, contact Chair, Search Committee, Department of Mass Communications, Stewart Hall 135, St. Cloud State University, St. Cloud, MN 56301. Deadline for applications, vitae, transcripts: Nov. 9, 1984. No phone calls. Affirmative action/equal opportunity employer.

Manager of production services. Administrative/teaching position. PhD or ABD preferred, Master's degree and two years of supervisory experience required. Plan and manage all phases of audio/video production of radio/television department; some teaching responsibilities. 12-month position at minimum of \$25,000 per year. Salary and academic rank commensurate with qualifications/experience. Review of applications begins immediately. Position begins January, 1985. Send vita and three references to Marvin Smith, Department of Radio-Television, Eastern Washington University, Cheney, WA 99004. This is an extension of a previous search. An equal opportunity employer.

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 buy TV transmitters, FM transmitters, TV studio equipment, microwaves. Millions in equipment purchased annually. Quality Media, 404—324-1271.

Used 10 KW transmitter. Needed immediately. Eric Rhoads, 801—359-9536.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue. Custom Electronics Corp., 813—685-2938. TWX 810—876-0628 Celco.

Brand new videocassettes! U-matic Sony KCS-20K mini field cassettes, \$12.49. Also, new Ampex KCA-20 videocassettes, \$8.99. Limited quantities. Free delivery! Call collect, Carpel Video, Inc. 301—845-8888.

Surplus equipment from audiobooks, cameras through computer editors, TBC switchers, VTRs, mobil-van. 313—355-2900, Walt.

Tower - 235 feet galvanized steel, self-support. Heavy duty AM-FM. Insulators, blueprints, lighting included. Down, stored. \$7,000/best offer. WLIP, Kenosha, WI. Dex Card, 414—694-7800.

Station business computer. Register Data Systems. Does traffic; billing; accounts receivable; accounts payable; payroll; general ledger. Contact Rod Powell, 904—243-7676.

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 and Cine-60 sun gun, \$500. 914—279-9494.

Broadcasting's largest source of copper strap, ground screen, #10 wire, flyscreen. 317—962-8596, ask for copper sales.

3 Philips PC-100 triax cameras with Angenieux 10:1 zoom lenses, W/O cable. Cameras will be optimized by Philips and have usable tubes. Being used on university campus only and will be available late Sept. when replacements are delivered. Contact Ralph Gnan, Chief Engineer, Telecommunications Dept., Wright State University, Dayton, OH 45435. 513—873-2885.

VPR 2, slo-mo controller, 25 ft. cable, like new. Also time code reader/generator board, never used. Sacrifice! 818—840-8001.

New TV start-ups - fast, cost effective construction. Top-quality equipment at bargain prices. We will write your business plan, help you with financing. Quality Media, 404—324-1271.

Top quality equipment - lowest prices - satisfaction guaranteed. Most brands new and used. Quality Media, 404—324-1271.

New UHF transmitters - our new "Silverline" transmitters are unbeatable for quality and price. Quality Media, 404—324-1271.

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.

TK 27 camera Eastman projector. TP 55 multiplexer CBS image enhancer. Asking \$3500. Crosspoint latch 6139 switcher with pattern expansion, asking \$20,000. Like new, original cost over \$30,000. Contact Charles Chatelain, 318—237-1500.

Sparta 701B presently on 780, 10 years old, good condition. Being replaced because of power increase. Available November 1. \$6500, plus shipping. WABS, 703—534-2000.

CNN Radio audio demodulator. Wegener model 1602-15, mint condition, \$900. Curt Hahn, 413—568-8643.

CCA 25000DS FM (1972), CSI FM 3000E (1982), ITA 5KW FM, Harris MS15, two Bird 25KW dummy loads. Call M. Cooper/Transcom Corp., 215—379-6585.

5KW AM Bauer 5000J (1968), RCA BTA-1R 1KWAM. Both on-air. Call M. Cooper/Transcom Corp., 215—379-6585.

Revox sale - new PR99, \$1665. The best prices on Revox equipment. To order, call now or write Pianelli Broadcast, PO Box 030135, Ft. Lauderdale, FL 33303, 305—463-8071.

VPR-2Bs, Sony 1000s, TR-800s, TR-600s. TP-66s, TK-28, HL-79As, TK781s, A/R-2s. TK76Cs, Sharp 700, HL77, TK-27, Vidifont Mark 4A, Adda ESP-150C. Call Marvin Luke, Media Concepts, 919—977-3600.

Automation system, SMC DP-2 1500 event programmer, 3 random select carousels, 4 Otari decks. Fred Cantu, 512—327-7790.

FM transmitters: 20 KW, 15 KW, 10KW, 5 KW, 1 KW, 250 watt. Continental Communications, Box 78219, St. Louis, MO 63178.

CONSULTANTS

New FM applications - save 70% on preparation costs. Applications, P.O. Box 88864, Atlanta, GA 30338, 404—925-0055.

Feedback Unlimited. Videotapes critiqued by former Denver news director. Stations and individuals. 1313 Williams #901, Denver, CO 80218. 303—320-6816.

RADIO PROGRAMING

Radio programming wanted. Syndicator will distribute your quality programming. Send demo ASAP: Box 7339, Newport Beach, CA 92660.

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

ID's. Dallas sound got you down? Fresh new ID packages, reasonable prices. Canary Productions, 145 Barcladen Rd., Rosemont, PA 19010. 215-527-8812.

MISCELLANEOUS

Business plans - A five year financial plan for your new TV station will help cinch your financing. Quality Media, 404-324-1271.

RADIO

Help Wanted Sales

SALES

If you have a strong background in sales, a knowledge of radio management, and a willingness to travel - we have an exciting career opportunity for you. Call 800-527-4892 for more information.

Help Wanted News

99TH PERCENTILE

If you're in the top one percent of broadcast journalism, you should apply now for future openings at one of America's great news operations. You should have six or more years' experience as reporter, writer, editor and anchor. You should be extremely proficient at each, with broad knowledge of economics, government, science and history. You must be able to speak simple English and you must be able to cover controversial issues without injecting your personal prejudices into the copy. You must be mature, willing to work all hours, able to travel at moment's notice. Starting salary is \$32,214, plus overtime, fees and differentials. You must be willing to move to major East Coast city at own expense. If you meet all of these qualifications, please apply now for future openings. Send complete resume, air check, writing samples to:

News Openings

P.O. Box 19150

Washington, DC 20036

We are an affirmative action/equal opportunity employer. Women/minorities are especially welcome.

Help Wanted Technical

FM/SCA LIAISON ENGINEER

American Diversified's Telecommunications Division, a rapidly expanding leader in advanced state-of-the-art FM/SCA technology, has a highly visible position for an FM broadcast engineer with expertise in SCA, who can take charge of a field operation. The successful candidate will act as a liaison between FM stations and American Diversified.

We require a background as a former chief engineer at an FM station with a general FCC license.

We offer an outstanding compensation and benefit package. If you desire a working atmosphere that is challenging, professional and rewarding, please send resume with salary history in confidence to:

F. Burdick
AMERICAN DIVERSIFIED COMPANIES
3200 Park Center Drive
Suite 1500
Costa Mesa, CA 92626

An equal opportunity employer

ENGINEERS

Malrite Communications Group, Expanding corporation accepting applications for chief engineers and assistant chief engineers. Salary commensurate with experience. Excellent fringe benefits. No phone calls. Submit resumes, salary history, references to Tom L. Bracanovich, Malrite Communications Group, Inc., 1200 Statter Office Tower, Cleveland, OH 44115.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms
International

300 Zeeb Road, Dept. PR., Ann
Arbor, MI 48106

Help Wanted Programing, Production, Others

Production Professional

Top New York City contemporary station is seeking an experienced Production Professional for a challenging production/continuity position.

This position will be responsible for coordinating all station production for sales/programming. The successful candidate must have extensive copywriting experience for retail sales, excellent voice-over capability, complete knowledge of four-track studio operations and continuity department administration.

If you are looking to make your creative mark in New York with a top notch operation, send your demo reel and resume including salary requirements to: BOX 939 B, Suite 1501, 50 E. 42nd Street, New York, NY 10017. Equal Opportunity Employer m/f/h/v

Situations Wanted Programing, Production, Others

RED INK BUSTER?

If you recently acquired a radio station or have a real loser on your hands, I may be able to help you. Let me program your station. Oh, I love a real challenge. I'll tell you what you're doing wrong and even develop complete management program to maximize profits. You do remember what profits are, don't you? If you can afford \$1000/month, call someone else. If a grand is too rich for your blood, send me your station's story first letter. Serious inquiries only, please. Box Z-20.

TELEVISION

Help Wanted Management

NEWS DIRECTOR

Unique opportunity. Lead newsroom as part of dynamic station and television group. Northeast network affiliate accepting applications for hard working news director who can make it happen. Experience/budget knowledge important. Applicant must demonstrate ability to motivate/administer large staff. Creative person with outstanding broadcast journalism skills will find this a perfect position. Resume/salary requirements to Box Z-38. EOE.

BUSINESS MANAGER

Opening for business manager and assistant manager, New England area. Thorough knowledge of television business operation essential, Columbine system computer experience preferred. Women/minorities encouraged to apply. Send resume/salary history in confidence to Box Z-10.

Help Wanted Management

CONTROLLER

Manhattan based radio station group requires shirt-sleeve controller. Broadcasting accounting experience, fluency in Spanish preferable. Moderate travel.

Send resumes, including salary requirements, in confidence, to:

P.O. Box 2246
Grand Central Station
New York, NY 10163

An equal opportunity employer.

Help Wanted Management Continued

WTVS/Channel 56 is recruiting for vice presidents to head up two of three major divisions of the station.

VICE PRESIDENT/MARKETING & FINANCIAL DEVELOPMENT

Will direct all revenue-generating activities, including individual, corporate, and foundation support; program and production underwriting; and auction and special events. Will establish effective funding strategies for the expansion of telecommunications services, development of syndication services, and co-ventures in production and syndication. Will promote greater involvement by the corporate sector in funding of overall station activities and individual projects. Will work closely with the head of vision communications (a for-profit subsidiary), and the director of program development in marketing services and proposals. Qualifications: fund raising, marketing, administrative, and television production experience with a degree in appropriate field.

VICE PRESIDENT/COMMUNITY DEVELOPMENT

Challenging position for unique individual who will establish and manage a new division that will pioneer the development of new techniques in the utilization of telecommunications facilities in service to the WTVS urban region. This division will incorporate the present education department and present outreach projects. It will nurture relationships with all segments of the community, including schools, community organizations, human service agencies, arts organizations, and other groups and agencies that can benefit from telecommunications support. It will develop projects that address the needs and concerns of people and organizations throughout southeastern Michigan and launch national and international projects that establish new connections between communities of interest. This division will be responsible for developing funding strategies for its projects and for marketing the unique knowledge, skills, and techniques that are developed in community outreach and utilization. Qualifications: experience in community relations, administration, television production and utilization; knowledge of community needs; and a degree in an appropriate field. Salaries for these positions are commensurate with experience. AA/EOE. Resumes and/or recommendations should be submitted by no later than October 31, 1984 to:

Director of Personnel



WTVS/Channel 56

7441 Second Boulevard
Detroit, Michigan 48202
(313) 873-7200

Help Wanted Programing, Production, Others

ASSISTANT COMMERCIAL PRODUCER

Creative commercial production videographer to join 1" commercial production unit. Strong lighting skills, experience with on-location shooting a must. CMX editing a plus. Resume to Jerry M. Lewis, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An EOE.

Help Wanted Technical

CHIEF ENGINEER

Well-established post production facility in Hollywood seeking outstanding chief engineer. Position requires extensive experience with state-of-the-art video post-production systems in both system design and hands-on maintenance. Strong leadership qualities, good communications skills, enjoyment of team-approach to problem-solving also are essential. Company offers excellent salary, superior benefits, solid future. Qualified candidates should send a letter and resume to Box Z-36.

REMOTE UNIT SUPERVISOR

F & F Productions, growing industry leader in mobile video production, seeks mobile unit supervisor/maintenance engineer with extensive experience in digital and analog broadcast equipment, managerial ability, strong client relations skills. Excellent salary/benefits, some travel, liberal overtime. Contact Larry Nadler, F & F Productions, 10393 Gandy Blvd., St. Petersburg, FL 33702. 813-576-7676. EOE, M/F.

Help Wanted Sales

GENERAL SALES MANAGER

Major northeast satellite & videotape distribution company needs take charge, goal-oriented general sales manager to direct sales staff, forecast and meet objectives. Candidate should have knowledge and experience in satellite & videotape marketing. Send resume with sales and salary history to Box Z-29. EOE.

Help Wanted News

METEOROLOGIST

Medium Louisiana station looking for meteorologist to head up department using latest equipment. Call Tom Webb, 318-445-2456.

GEORGIA PUBLIC TELEVISION

1540 Stewart Ave., SW, Atlanta, GA 30310
(404) 656-7006

Is An Equal Opportunity
Affirmative Action Employer

EXECUTIVE DIRECTOR MONTGOMERY COMMUNITY TELEVISION, INC.

Montgomery Community Television, Inc., newly-created, independent, nonprofit corporation established to produce/manage community access on franchisee's countywide cable system, seeks highly motivated/experienced individual to serve as executive director. The executive director will supervise staff and contractor in the promotion, support, and production of locally-produced cable programming, including public access, government access, educational access, with annual budget of approximately \$2 million. Person must have strong leadership skills/solid experience in: management of major enterprise, contract/budget administration, staff support to board of directors and advisory committees, television production and public access, community outreach, mobilization of volunteers. Selection of candidates for interviews will occur in late October. Board desires executive director to be available to start work in December, 1984. Interested persons should send statement of qualifications and salary requirements to:

Mr. Roger S. Nelson
Board of Directors

Montgomery Community Television, Inc.
c/o Montgomery County Division of
Cable Television/Telecommunications Policy
101 Monroe Street, 5th Floor
Rockville, MD 20850

TELEVISION SALES ENGINEER

Broadcast and industrial systems engineer. Applicant should have experience in operation, installation, and maintenance of high-quality video and audio equipment. Ability to discuss television equipment and systems is essential. Salary commensurate with experience. Good benefits, paid car, liberal commission plan. Midwest Communications Corp., 535 Rochester Road, Pgh., PA 15237. 412-364-6780.

MAINTENANCE ENGINEER

Expanding top ten market TV station needs studio maintenance engineer with strong background in quad/one-inch videotape. Excellent salary, benefits, working conditions. Send resume to Ray Swenson, KERA-TV, 3000 Harry Hines Blvd., Dallas, TX 75201, 214-744-1300.

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

Help Wanted Technical Continued

Manager of Technical Operations

WOR-TV, an RKO station in New Jersey, seeks a skilled Manager to assist in the management and administration of the Engineering Department.

Responsibilities include assisting in the scheduling and directing of operations and maintenance staff; purchasing and maintaining technical standards in studio, remote and transmitter equipment consistent with sound engineering practices and FCC rules and regulations.

Qualified applicants should have general class license, strong maintenance background, familiarity with state-of-the-art equipment and operations, proven leadership ability and administrative skills. Knowledge of digital equipment is a must.

Salary commensurate with experience. Please send resume with salary history and requirements to: **RKO, Personnel Department-BRM, 1440 Broadway, 14th Floor, New York, NY 10018.** An Equal Opportunity Employer m/f/h/v



A Division of RKO GENERAL, Inc.

Situations Wanted News

EXPERIENCED TV NEWS

Operations manager seeks new challenge. Have excellent people skills, strong leadership ability, solid track record! Box Y-151.

Situations Wanted Programing, Production, Others

PRODUCTION EFFICIENCY

Is your television production running smoothly? Unit manager/production manager for nationally syndicated program seeks new position. Computer software and hardware included for use in bookkeeping, promotion and scheduling. Will relocate. Salary \$16,000 - \$19,500. 404-584-8580.

TALK SHOW HOST/HOESSE

Dynamic, witty, photogenic couple, with solid experience/panache. Exc. writing, editing, production skills. Issues, people, personality oriented. Love live audiences and challenges. Try Us! 212-628-7267.

Radio Programing

SHERLOCK HOLMES

Radio Mystery Series

IS BACK
ON THE AIR!

Now available for local purchase:

CHARLES MICHELSON, inc.

9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

ALLIED FIELDS

Help Wanted Sales

LARGEST COMPUTER GRAPHICS COMPANY

in broadcasting industry seeks aggressive salesperson with knowledge/understanding of production house operations, to sell new state-of-the-art digital paint system. Salary plus commissions, expenses, company benefits. Send resume to ColorGraphics Systems, Inc., 5725 Tokay Boulevard, Madison, WI 53719, Attention: Ken Simmons.

Public Notice

PUBLIC NOTICE

Applications for cable television license, Belchertown, Massachusetts. The Town of Belchertown will accept applications for cable television license pursuant to regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 5:00 p.m. on November 31, 1984. Applications must be filed on the Massachusetts CATV Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Belchertown. A copy of the application shall also be filed with the Massachusetts CATV Commission. All applications received will be available for public inspections in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Board of Selectmen, Town of Belchertown, 2 Jabish Street, Belchertown, MA 01007.

Miscellaneous

TV/RADIO PRODUCERS

& suppliers of newsroom products. New nationwide marketing group screening quality news inserts & products targeted for radio & TV news departments. If you have a quality production or service & are seeking sales/mktg. representation, contact us with information. We have the experience, contacts, & financial resources. Call Rick Schneider, 813-992-1888, or write Box Z-21.

WANT TO OWN A STATION?

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Mr. Robin B. Martin, President, Deer River Broadcasting Group, 645 Madison Ave., NY, NY 10022. 212-980-3886.

BANK PRESENTATIONS

Increase your chances of getting your deal off the ground! Professional appraisals, business plans, feasibility studies, or cost/benefit analyses may be just what you need. All of our reports are financially-sophisticated documents suitable for distribution. Bankers and investors demand this level of quality. You should too! Broadcast Investment Analysts, 3973 Wilcox Drive, Fairfax, VA 22031 703-425-7376.

Employment Service

America's

BROADCAST • JOBS • COMPANY

IF YOU ARE SEARCHING FOR THE RIGHT POSITION OR IF YOU ARE A MANAGER SEARCHING FOR THE RIGHT PERSON TO FILL A VACANCY, WE CAN HELP!

- NEWS, WEATHER, SPORTS
- PRODUCERS, DIRECTORS
- ACCOUNT EXECUTIVES
- ENGINEERS
- ANNOUNCERS

▲ **APR-BROADCAST**
PO BOX 1290
MYRTLE BEACH, S.C. 29577
803-651-0550

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Monday, Oct. 8, 1984, the deadline for classified advertising for the October 15 issue will be:

FRIDAY, OCTOBER 5, 1984

**Employment Service
Continued**

**NATIONAL...
The Radio Placement Leader**

We have jobs for:

- Programmers • News People
- Announcers • Production Pros

Male & Female...All size markets...Coast-to-Coast
NATIONAL makes the presentation for you!
For complete details and registration form enclose \$2
postage & handling.



Let NATIONAL help you!!!

BROADCAST TALENT COORDINATORS

Dept. B, P.O. Box 20551,
Birmingham, AL 35216
(205) 822-9144

Act Now!

10,000 RADIO - TV JOBS

The most complete & current radio/TV job publication
published in America. Beware of imitators! Year after
year, thousands of broadcasters find employment
through us. Up to 98% of nationwide openings pub-
lished weekly, over 10,000 yearly. All market sizes, all
formats. Openings for D.J.'s, salespeople, news, pro-
duction. 1 wk. computer list. \$6. Special bonus: 6 con-
secutive wks. only \$14.95 — you save \$21! **AMERI-
CAN RADIO JOB MARKET, 6215 Don Gaspar, Las
Vegas, NV 89108. Money back guarantee!**

For Sale Stations

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

5 KW OF POWER

in one of the fastest growing areas of the North-
east. We'd be glad to tell you why this is an
underdeveloped property. Asking \$600,000,
with \$90,000 down, balance 15 years at 10%.

8 DRISCOLL DR. ST. ALBANS, VT. 05478
802-524-5963
OR GEORGE WILDEY 307 947 6083

THE HOLT CORPORATION

**OHIO
FULLTIME AM
AND FM
SIGNIFICANT
REAL ESTATE
LESS THAN
TWICE GROSS
\$600,000**

Westgate Mall □ Bethlehem, Pa. 18017
215-865-3775

For Sale Stations Continued



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

- MEDIA INVESTMENT ANALYSIS
- MEDIA BROKERAGE
- APPRAISALS

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 (803) 681-5252
809 Corey Creek, El Paso, Texas 79912 (915) 581-1038

Florida and Georgia

Owner is retiring, 5000 watt gospel station in Florida,
billing over \$19,000 per month. Asking \$525,000,
downpayment \$100,000, balance financed. 1000 watt
AM station in south Georgia, single station market, ask-
ing price \$160,000, downpayment \$30,000. 803—585-
4638.

- Daytimer, Chattanooga area. \$12,000 down.
- AM/FM. SE AL. \$690,000, terms
- AM/FM. 30 mi. from Lake Huron. \$350,000.
- AM/FM. Powerful fulltimer + class C. Nice Southern
city. \$2.8 million.

BUSINESS BROKER ASSOCIATES
615-756-7635-24 HOURS

L.A. AREA RADIO STATION

Profitable its 1st yr. Resort growth area, excellent retail
growth & population projections. New facilities. Call
Brian Cobb, 404-458-9226, or David La France,
303-534-3040



CHAPMAN ASSOCIATES*
nationwide mergers & acquisitions

RALPH E. MEADOR

Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

**ATTORNEY/
BROADCAST CONSULTANT**

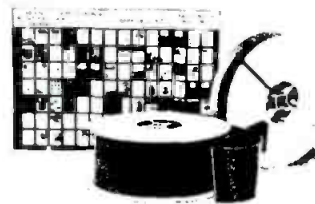
At last, one stop for acquisition and man-
agement help. Experienced profession-
al, reasonable rates. Barry Skidelsky, 132
E. 45th St., 12C, NY, NY 10017. Call
212-370-0130.

UPPER MIDWEST

Major market suburban 5 kw clear channel AM
awaiting CP for power increase and fulltime.
Mostly new equipment; recently renovated stu-
dios, offices. Priced at \$900,000 (\$300,000 in
cash for "S" corporation stock, approximately
\$600,000 in attractive terms/debt assumption)
based on potential. Proof of industry and finan-
cial qualifications required with response.

Write Box Y-139

**this
publication is
available in
microform**



Please send me additional information.

**University Microfilms
International**

300 North Zeeb Road
Dept. P.R.
Ann Arbor, MI 48106
U.S.A.

18 Bedford Row
Dept. P.R.
London, WC1R 4EJ
England

Name _____
Institution _____
Street _____
City _____
State _____ Zip _____



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

Location	Size	Type	Price	Terms	Contact	Phone
TX	Metro	AM/FM	\$1,800K	\$500K	Bill Whitley	(214) 680-2807
GA	Sub	AM/FM	\$1,450K	\$400K	Brian Cobb	(404) 458-9226
Rky Mtn	Metro	AM	\$1,400K	\$400K	Greg Merrill	(801) 753-8090
Rky Mtn	Metro	FM	\$1,200K	\$300K	David LaFrance	(303) 534-3040
OH	Sub	FM	\$750K	Terms	Burt Sherwood	(312) 272-4970
CT	Sm	AM	\$745K	Terms	Warren Gregory	(203) 364-5659
CA	Sm	FM	\$650K	\$200K	Jim Mergen	(818) 366-2554
CO	Sm	AM/FM	\$625K	\$125K	Bill Lochman	(816) 254-6899
RI	Sub	AM	\$499K	Terms	Ron Hickman	(401) 423-1271
NC	Coastal	AM	\$350K	\$88K	Mitt Youns	(804) 355-8702

For information on these and other availabilities, or to discuss selling your property, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

Hogan - Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS
SERVING SINCE 1983

16255 Ventura Boulevard, Suite 219
Encino, California 91436
Area Code 213 986-3201

BPWEST

Radio/TV Brokers specializing in
Western Properties.

Seattle: (206) 283-2656
William L. Simpson

San Francisco: (415) 441-3377
Chester Coleman

San Diego: (619) 728-8018
Charles R. Kinney

BROADCAST PROPERTIES WEST, Inc.
221 First Avenue West/Seattle, WA 98119

**CLASSIFIED
ADVERTISING
IS YOUR
BEST BUY...**

This space could be
working for you for a
very low cost... and it
reaches a most
responsive audience.

GROWING HI-TECH

SUNBELT MARKET

Capitalize on the unusual
growth in this high tech
Sunbelt mkt. Nearly new
daytimer. Ideal 1st proper-
ty. \$265,000, terms.

**WALKER MEDIA &
MANAGEMENT, INC.**

JOHN F. HURLBUT, PRES.

BOX 1845

HOLMES BEACH, FL 33509

813-778-3617

H.B. La Rue

Media Broker

RADIO-TV-CATV-APPRAISALS

■ West Coast: 44 Montgomery St., 5th
Floor, San Francisco, CA 94104. 415-
434-1750.

■ Atlanta Office: 6600 Powers Ferry Rd.,
Suite 205, Atlanta, GA 30339. 404-956-
0673. Harold W. Gore, VP.

■ East Coast: 500 E. 77th St., Suite 1909,
New York, NY 10021. 212-288-0737.

NC-MO-VA-MI-GA

NC. Fulltime AM, excellent market, asking
\$450,000, downpmt. \$90,000. MO FM, 2 times
billing, asking \$325,000. 5000 watts VA AM, 1.5
times billing, asking \$150,000. MI AM, only
\$35,000 downpmt. GA, powerful AM. 803-
585-4638.

TV

FLA	MED	UHF	CP
NE	MJR	UHF	CP
MIDWEST	MED	UHF	CP
NE	MJR	UHF	CP

FM

SE	MJR	C	3.9 MIL CASH
SE	SM	A	195K
TOP 3	METRO	A	

LPTV

TX	MED	UHF	
FLA	MED	UHF	CP
MIDWEST	MED	UHF	CP
FLA	SM	UHF	CP

Bill Kitchen / Dan Dunnigan
(404)324-1271



**Quality Media
Corporation**

JAMAR-RICE CO.

S. Texas 1000 watt AM w/class A FM CP. 120
mi. SW of San Antonio. Good real estate.
\$342,500; terms available.

512-327-9570

950 W. LAKE HIGH DR.

STE. 103

AUSTIN, TX 78746

FULLTIME AM STATION

Outstanding medium-sized market. Sta-
tion underdeveloped with gross of
\$325,000. Will sell October 25 for highest
bid. Valuable real estate. Minimum price
\$295,000. Details: 605-347-4455.

INDIANA CLASS A

Single station market. New building &
equipment. Annual billing exceeds
\$210,000, strong growth potential. Firm
cash price \$375,000. Write 2-M Com-
pany, 5812 Covington, Ft. Wayne, IN
46804.

901/767-7980

MILTON Q. FORD & ASSOCIATES

MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"

5050 Poplar • Suite 1135 • Memphis, Tn. 38157

MID-SOUTH AM

Major market, excellent potential, full
time, new equipment and land.
\$800,000, owner can finance. Illness
requires sale. Qualified buyers only.
Box Y-112.

Dan Hayslett

& associates, inc.



Media Brokers
RADIO, TV, and CATV
(214) 691-2076

10509 Berry Knoll Dr., Dallas 75230

PENNSYLVANIA CLASS A FM

Great potential. Engineering allows excellent coverage over large, desirable area. Owner has other interests & is retiring from broadcasting. Terms after downpayment & assumption of notes. Price: \$1,450,000; excellent buy. Write Box Z-4

IN-AR-AL-TN-NC

IN AM/FM, 2 times billing, asking \$425,000. AR AM/FM, asking \$350,000, downpmt. \$60,000, includes real estate. AL AM/FM, 2.5 times billing, asking \$250,000, includes real estate. AM TN, \$25,000 downpmt. NC, \$30,000 downpmt. 803-585-4638.

For Sale Stations Continued

LIVE AT THE BEACH

You can sail, fish & own this profitable 24 hr. AM. Unique coastal Carolinas resort town. Studios & R/E. \$350,000. terms. Contact Mitt Younts. 804-355-8702.



CHAPMAN ASSOCIATES®
nationwide mergers & acquisitions

OWNER/OPERATORS

\$200,000 down will purchase this growing class A FM. Smaller Midwest market. Has new equipment. Priced at 2 x gross. Includes new building & land. Excellent property for owner-operator. Box Z-34.

OWNER RETIRING

Desires to sell SUCCESSFUL mini-network of (4) AM stations. All stations located same Southern state in medium to small markets. Over \$250,000 worth of real estate & buildings included in sales price. Truly a great expansion opportunity. Terms available. Box Z-35.

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET

SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Monday, Oct. 8, 1984, the deadline for classified advertising for the October 15 issue will be:

FRIDAY, OCTOBER 5, 1984

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

John Hayes Jr., VP and general manager, NBC-owned KYUU(FM) San Francisco, joins co-owned WNBC(AM) New York as VP and



Hayes



De Voto

general manager. **Terence De Voto**, general sales manager, KYUU, succeeds Hayes as general manager.

Alan Donnahoe, chief executive officer, Media General, Richmond, Va., will retire as CEO at end of year but will remain vice chairman and director. **James Evans**, president and chief operating officer of Media general, succeeds Donnahoe.

Bonnie Brooks, marketing director, EZ Communications' WEZB(FM) New Orleans, joins co-owned WEZR(FM) Manassas, Va., as general manager, succeeding Wyatt Thompson (see "Allied Fields," below).

Andrew Fisher, news director, KCBS-TV Los Angeles, joins WSB-TV Atlanta as VP and general manager, succeeding Frederick Barber Jr., resigned ("Fates & Fortunes," Sept. 24).

Jon Brown, from Jim R. Smith & Co. Cable Television, Sierra Vista, Ariz., joins Harte-Hanks Cable, West Houston, as general manager.

James Hardy, VP and general manager, KNUS(AM)-KBPI(FM) Denver, joins KOME(FM) San Jose, Calif., as general manager.

William Logan, from WOTV(TV) Grand Rapids, Mich., joins WAVY-TV Portsmouth, Va., as station manager.

Hank Ingham, production manager and public services director, KIEM-TV Eureka, Calif., named assistant station manager.

J.D. North, from WAEV(FM) Savannah, Ga., joins WYYD(FM) Raleigh, N.C., as operations manager.

Pete Preston McElveen, weather anchor, WJCL(TV) Savannah, Ga., named director of operations, succeeding Larry Walker (see "News," below).

David Leonard, director of corporate development, United Cable, Denver, named assistant VP, financial planning.

Felicia Trader, from own business, Diva's Cafe, New Market Theater, Portland, Ore., joins KGW(AM)-KINK(FM)-KGW-TV there as business manager.

Philip Harding, director, special projects research, CBS/Broadcast Group, New York, named VP, office of social and policy research.

Marketing

Allen Rosenshine, chairman and chief executive officer, BBDO Inc., based in New York, and executive VP and member of board of parent, BBDO International, will become



Rosenshine



Crawford

president and CEO of BBDO International on April 1, 1985, succeeding **Bruce Crawford**, who becomes chairman April 1. Crawford will retire in December 1985.

Amy Steiner, VP, deputy director of research and strategic planning, Kenyon & Eckhardt, New York, named senior VP, director of marketing research.

Diane Jones, management supervisor, Benton & Bowles, New York, named senior VP.

Named VP's, Blair Television: **Stephen Brooks**, manager, Miami sales office; **Ellen Glantz**, manager, independent red team, New York, and **Kristin Long**, manager, CBS green team, New York.

Joel Baumwoll, vice chairman, director of strategic planning, NH&S/USA, New York, resigns to form own advertising-marketing counseling firm.

Sam Gulisano, VP, executive art director, Foote, Cone & Belding, New York, named senior VP, creative director.

Named VP's, Needham Harper Worldwide, Chicago: **Julie Guerrero**, associate director, local broadcast, and **Barbara Rosga**, director of administration, department of media resources, Chicago division.

Edward Wollock, VP, sales manager, central division, ABC-TV, Chicago, named VP, central division sales.

Eugene O'Sullivan, director of client services, Young & Rubicam, New York, named executive VP.

Athene Deveaux, VP, associate broadcast director, Ed Libov Associates, New York, joins Media General Broadcast Services, Memphis, as VP, director of television operations.

Michael McKenna, associate creative director, Quinn & Johnson/BBDO, Boston, named

VP, associate creative director.

Steven Greenberger, media research director, William Esty Co., New York, named VP.

Marty Friedman, creative supervisor, J. Walter Thompson, New York, named VP.

John Barry, assistant network buyer, BBDO, New York, to network buyer.

Kathy McPherson and **Joanne Franck**, associate media directors, Tatham-Laird & Kudner, Chicago, named group media directors.

Robert Masla, account executive, Masla Radio, New York, named director of marketing, New York suburban group. Masla is son of company founder, Jack Masla.

George Kotalik, senior art director, D'Arcy MacManus Masius, St. Louis, joins Tatham-Laird & Kudner, Chicago, as art director. **Chris Strange**, writer, T-L&K, Chicago, named associate creative director.

Tom Hansen, from Valentine-Radford, Kansas City, Mo., joins Barkley & Evergreen, Shawnee Mission, Kan., as associate creative director.

Margaret Durborow, from own marketing, consulting and communications firm, Durborow & Associates, joins Communicom Cable Television, Los Angeles, as director of sales and marketing.

Cheryl Fiumara, marketing consultant, Launch Technologies, Scarsdale, N.Y., joins Arts & Entertainment Network, New York, as manager, marketing services.

James Welborn, associate creative director, Doremus & Co., Boston, joins D'Arcy MacManus Masius, St. Louis, as senior writer.

Stephen Coss, from Weber, Cohn & Riley, Chicago, joins DMM/Chicago as copywriter.

Appointments, Katz Independent Television: **Mark Mohn**, from CBS Radio, New York, and **Penny Haft**, from NBC-TV, New York, to account executives there, and **Edwanda Richardson**, from Abbott Advertising, Lexington, Ky., to account executive, Chicago.

Donald Garvey, from Republic Sales, New York, and **Cindy Friedman**, stock broker and broadcast consultant, join Blair Radio, New York, as account executives.

John Tierney, account executive, Blair Television, New York, named assistant sales manager, independent blue sales team.

David Jacobson, from Blair Television, Los Angeles, joins Avery-Knodel Television there as account executive.

Perri Wright, freelance writer, joins Kalish & Rice, Philadelphia, as copywriter.

John Gudelanis, VP, associate director of network operations, Bozell & Jacobs, New York, joins Mutual Broadcasting, Arlington, Va., as account executive.

Mark Bernstein, from Weiss & Powell, New

York, joins Blair Radio there as account executive.

Mary Medd, from Katz American Television, New York, joins Blair Television, New York, as account executive, NBC blue team.

Appointed account executives, Independent Television Sales: In New York—**Joe Canty**, from Katz Independent Television, New York; **Terri Johnson**, from Seltel, New York; **Debby Reynolds**, from Katz Independent Television, New York, and **Steve Herlocker**, from Wells Rich Greene, New York. In Chicago—**Jim Broderick**, from Katz American, Chicago; **Ed Kenzig**, from J. Walter Thompson, Chicago; **Mary Beckman**, from Arbitron, Chicago, and **Mitchell Polevoi**, national sales coordinator, WLRE-TV Green Bay, Wis. **Dino Haynes**, from Max Cohen Agency, Houston, to Los Angeles office. **Mike Kennedy**, from Avery-Knodel, San Francisco, to San Francisco office.

Monika Alexenko, office manager, Avery-Knodel Television, Los Angeles, named account executive.

Alan de Florio, from HRP, Los Angeles, joins Blair Television there as account executive.

John Lynch, from Major Market Radio, New York, joins Republic Radio there as account executive.

Peggy Cullen and **Valerie Kegley**, media assistants, Tatham-Laird & Kudner, Chicago, named broadcast buyers.

Kenn Brown, member of sales department, KGW(AM) Portland, Ore., named general sales manager.

Tom Long, general manager, KHUG(AM) Medford, Ore., joins KDRV(TV) there as local sales manager.

Wayne Cox, account executive, KKYK(FM) Little Rock, Ark., named local sales manager.

Donald Berman, national sales manager, WISH-TV Indianapolis, joins WDSU-TV New Orleans as national sales manager.

Sharon DeLuca, account executive, WOFL(TV) Orlando, Fla., named national sales manager.

Brent Hensley, from KOCO-TV Oklahoma City, joins KSLA-TV Shreveport, La., as national sales manager.

Joe Crothers, account executive, WGRC(AM) Spring Valley, N.Y., named senior account executive.

Don Rast, media consultant, Mediatron, San Francisco, joins KGO(AM) there as account executive.

Named account executives, KTTY-TV San Diego: **Arthur Williams**, from KFMB-TV San Diego; **Kim Walker**, from Chapman Warwick Advertising, San Diego; **Lori Moeller**, assistant to dean, National University, San Diego, and **Jo deRamery**, from Mission Valley Center, San Diego.

Frank Jacobs, from KLRT-TV Little Rock, Ark., joins WPTY(TV) Memphis as account executive.

Ellen Green, account executive, WTRP(AM) La Grange, Ga., joins WFOX(FM) Gainesville, Ga., as account executive.

George Araneo, from KDVR(TV) Denver, joins

KUSA(TV) there as account executive.

Michael Kay, from Houston Sports Association, joins KHTV-TV Houston as account executive.

Named account executives, WSTG(TV) Providence, R.I.: **Jonathan Barcelo**, from WPEP(AM) Taunton, Mass; **Corinne Bucci**, from WKLV-AM-FM Providence, R.I.; **Noreen Grace**, from WPRI-TV Providence, R.I., and **Janice Skelly**, from WPRO-FM Providence, R.I.

Glenn Davis, from WLRS(FM) Louisville, Ky., joins WAMZ(FM) there as account executive.

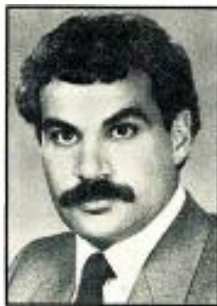
Bonnie Sprauer, from WAVG(AM) Louisville, Ky., joins WHAS(AM) there as account executive.

Jeffrey Matthews, recent graduate, Saint Francis College, Loretto, Pa., joins WTAJ-TV Altoona, Pa., as account executive.

Greg Saddler, account executive, WTAO(FM) Murphysboro, Ill., joins WKLS-AM-FM Atlanta in same capacity.

Programing

Donald Sabatini, associate director, CBS Radio Network, New York, named manager, programs, CBS Radio Network.



Sabatini



Houghton

Thomas Houghton, editorial producer, *Seven Days*, ABC News pilot magazine program, joins NBC Television Stations Division, Los Angeles, as director, programs.

Roseanne Leto, from Scholastic Productions, New York, joins CBS Entertainment, New York, as director, program development.

Jerry Frank, independent producer-director, joins LBS Communications as VP, West Coast programming.

Mark Ittner, controller, Taft Entertainment, Los Angeles, named VP and controller.

Robert Sheehan, VP, business affairs, Warner Amex Cable, New York, joins Paramount Television Group, Los Angeles, as director of financial planning. **Patrick Stambaugh**, director of Latin American sales administration, Paramount Television, Los Angeles, named sales manager, European television sales, Paramount Television International Distribution, London.

Bill Sanders, director of comedy and drama series development, Warner Brothers Television, Los Angeles, joins Home Box Office there as VP, original series programming, West Coast.

Sylvia Delia, director of programming, Wometco Home Theater, New York, joins WW Entertainment there as sales manager, home

video/pay television.

Patricia Trosclair, national sales manager, Varicom Inc., San Francisco, joins Showtime/The Movie Channel there as regional sales manager, Western region.

Ruth Robinson, music editor, *The Hollywood Reporter*, joins MTV Networks Inc., Los Angeles, as senior producer, West Coast.

Robert Calhoun, producer, *Guiding Light*, CBS Entertainment, New York, named executive producer, *As the World Turns*, CBS Entertainment.

Katie McEnroe, Central region director, Rainbow Programming Services, Chicago, named regional VP.

Lisa Thomas, from SFM Media Corp., joins LBS Communications (formerly Lexington Broadcast Services), New York, as station sales coordinator.

Caroline Vanderlip, from Thorn EMI Video, joins King World Productions, New York, as VP, business affairs.

Appointments, *Entertainment Tonight*, Los Angeles-based syndicated television series: **Robb Weller**, former co-host, *Two on the Town*, WCBS-TV New York, to co-host, succeeding **Ron Hendren**, who left program Sept. 7; **Leeza Gibbons**, former co-host with Weller at WCBS-TV, to co-host of *Entertainment This Week*, succeeding **Dixie Whitley**, who becomes correspondent for program; **Ron de Moraes**, director, *Thicke of the Night*, syndicated television series no longer in production, to director; **Rick Sherwood**, television critic, Los Angeles *Daily News*, to associate news producer, and **Clay Smith**, director of music research, to music segment producer.

Greg Batusic, account executive, RKO Radio Networks, Chicago, joins Satellite Music Network's new office there as Western sales manager.

Mark Lebowitz, director of special projects, corporate division, Paramount, New York, named controller, Paramount Television Group, Los Angeles.

Jay Neely, news and public service director, WJYA-AM-FM Marietta, Ga., named program director. **Dennis Wayne**, from WRMM(FM) Atlanta, joins WJYA-AM-FM as midday program host.

Robert Martin, recent graduate, Miami (Ohio) University, joins KQMA(FM) Phillipsburg, Kan., as sports director and sales consultant.

William Pierce, retired principal anchor, non-commercial WGBH-TV Boston, continues as voice of Boston Symphony and Boston Pops broadcasts for WRCB Productions there.

Brian Charette, program director, WLCC(FM) Luray, Va., joins WQPO(FM) Harrisonburg, Va., in same capacity.

Caryl Ratner, from WPLJ(FM) New York, joins WOR(AM) there as senior producer, *The Sherry Henry Program*.

Sam Church, program director, WEZS(FM) Richmond, Va., joins KKL(TV) Phoenix in same capacity.

Beverly Price, producer, *Eye on Chicago*, WLS-TV Chicago, named producer of special events programming. **Pam Whitfield**, producer, ABC-TV, Los Angeles, joins WLS-TV as producer, *Eye on Chicago*. **Carol Watson**, from

WGN-TV Chicago, joins WLS-TV as writer-producer.

Dave Dieterich, from WMOD(TV) Melbourne, Fla., joins NTV Network, Kearney, Neb., as sports director. **Kevin Barnes**, from WOI-TV Ames, Iowa, joins NTV as sports reporter-weekend anchor.

Jeff Rigggenbach, writer, *Los Angeles Times*, named host of *Talkabout the Economy*; on CNN Radio, Atlanta.

Greg Simmons, sports anchor, KSAT-TV San Antonio, Tex., named sports director, 5 and 10 p.m. weekday newscasts.

Greg Mills, from KOLD-TV Tucson, Ariz., joins KWGN-TV Denver as weekend sports anchor.

Dean Hodgson, from KTBC-TV Austin, Tex., joins KHOU-TV Houston as weekend sports anchor.

Joseph Becker, from WLNE-TV Providence, R.I., joins KGW-TV Portland, Ore., as sports reporter and anchor.

Derek Dunn, from KSLA-TV Shreveport, La., joins WINK-TV Fort Myers, Fla., as sports photographer.

News and Public Affairs

Mario Gomez, reporter and director of public affairs, KRBE-AM-FM Houston, joins KZRQ-FM there as news director.

Appointments, Associated Press: **Andrew Lippman**, Louisville, Ky., bureau chief, to same capacity, Indianapolis; **Peter Mattiace**, Pittsburgh correspondent, to Minneapolis bureau chief, and **Eric Newhouse**, St. Louis correspondent, to Charleston, W.Va., bureau chief.

Bill Tell Zortman, news director, KVII-TV Amarillo, Tex., joins WDAM-TV Laurel, Miss., as VP, news operations.

Appointments, WKRN-TV Nashville: **Mike Caverder**, 6 p.m. producer, WMAQ-TV Chicago, to executive producer; **Tom Jacobs**, senior producer, KTTV(TV) Los Angeles, to 5 p.m. producer; **Deborah St. George**, freelance reporter, CNN, San Diego, to reporter; **Michelle McNiell**, photographer, WTVF(TV) Nashville, to photographer, and **Dick Wolff**, freelance producer, to early morning news producer.

Rosemary Reed, from WCPX-TV Orlando, Fla., joins WTOL-TV Toledo, Ohio, as producer, 11 p.m. news.

Larry Walker, director of operations, WJCL(TV) Savannah, Ga., named news director.

Ron Bilek, news director, WCMH-TV Columbus, Ohio, joins WKYC-TV Cleveland in same capacity.

Mark Hoffman, producer, 10 p.m. news, WLS-TV Chicago, named executive producer.

Ronnie Wike, chief camera operator, WKFT(TV) Fayetteville, N.C., named assignment editor. **Mary Dalton**, professor, University of North Carolina, Greensboro, N.C., joins WKFT as reporter.

Diane May, weekend anchor-reporter, WATE-TV Knoxville, Tenn., named health and science editor.

Vince Sherry, reporter and assistant news director, WFMZ-TV Allentown, Pa., joins WTaj-

TV Altoona, Pa., as reporter.

Jane White, weekend news anchor, WCBM(AM) Baltimore, named morning news anchor.

Appointments, news department, WTVR-TV Richmond, Va.: **Charles Fishburne**, anchor-producer, WGHP-TV High Point, N.C., to weeknight anchor; **Cheryl Miller**, from morning news anchor-public affairs director, WGMC-TV Binghamton, N.Y., to reporter; **Brian Ellis**, reporter, WJBF-TV Augusta, Ga., to reporter, weekend anchor; **Eric Allan**, from WXEX-TV Richmond, Va., to reporter; **John Carlin**, weather anchor and assistant news director, WDTV(TV) Weston, W. Va., to reporter, and **Lori Pinson**, reporter, weekend anchor, WTOG-TV Savannah, Ga., to weeknight weather anchor.

Chris Brecher, from KCBS(AM) San Francisco, joins KING(AM) Seattle as morning co-anchor.

Alex DeMetrick, from KNTV(TV) San Jose, Calif., joins WJZ-TV Baltimore as reporter.

Stanley Siegal, news interviewer, KNBC(TV) Los Angeles, resigns.

Alisa White, weekday weather anchor, KRCR-TV Redding, Calif., joins KOVR(TV) Sacramento, Calif., as weekend weather anchor.

Con Psarras, reporter, *Salt Lake Tribune*, Salt Lake City, joins KSL-TV there as investigative reporter.

Sal Quijada, from KTSP-TV Phoenix, joins KVOA-TV Tucson as reporter.

Rod Lea, from KCBS-TV San Francisco, joins KTTV(TV) Los Angeles as news writer.

Mark Griffin, member of programing department, Dynamic Cablevision of Florida, Coral Gables, Fla., named reporter, *Local Cable News*.

Don Paul, meteorologist, WJBK-TV Detroit, joins WIVB-TV Buffalo, N.Y., as chief meteorologist.

Technology

John Pientka, assistant VP, marketing, Comsat Technology Products, Washington, named VP, mobile satellite systems, Comsat Tele-systems there. **B.L. (Pete) Brooks**, VP, product support and maritime systems, Comsat Telesystems, named VP, systems support and field integration group.

Richard Larson, VP, planning and business development, GTE Communications Systems, Reston, Va., named VP, corporate planning, GTE Telenet Communications, Vienna, Va.

Low Friant, director of operations, Disney Channel Tape Origination Center, Wold Communications, Los Angeles, named director of operations for Wold Communications. **Charlotte Morelli**, from defunct Spotlight pay television service, Los Angeles, succeeds Friant.

J. Eugene Harrison, from Southcom division, Loral Corp., Escondido, Calif., manufacturer of radio equipment, joins Continental Electronics, Dallas-based manufacturer of radio transmitters, as president and chief executive officer.

Bill McCutcheon, from WRLK-TV Columbia, S.C., and **Patt Witt**, from Music Vision, na-

Broadcasting

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tionally syndicated music video series, join Motion Picture Laboratories, Memphis, as video editors.

Barry Lee Bindell, account representative, Technics division, Panasonic, Secaucus, N.J., joins magnetic tape division, Agfa-Gevaert, Teterboro, N.J., as technical sales representative, Pacific region.

Gordon Lee Robertson, manager of technical operations, Satellite Communications Network, Edison, N.J., named general manager.

David Maxson, director of engineering, Charles River Broadcasting Co., licensee of WCRB(FM) Waltham, Mass., named VP.

Dennis Morton, from Post Group, Los Angeles, joins Tele-Image/Dallas as chief engineer.

Promotion and PR

Claire Lee, publicity administrator, Columbia Pictures Television, Los Angeles, named manager of publicity and talent relations.

Kim Reed, national publicity manager, Lorimar, Los Angeles, named national director of TV publicity.

David Williams, from SSC&B, New York, joins BBDO there as senior VP, director of public relations.

Kate Kelleher, VP, marketing, Ferrari Inc., New York, joins MCA TV there as director, operations, creative services.

Ted Talanian, scenic design director, WCVB-TV Boston, assumes additional duties as scenic design director, Eastern and central television stations for parent, Metromedia Television.

Lynn Nathanson, director of public relations, WCRB(FM) Waltham, Mass., assumes additional duties as senior VP and assistant to president for parent, Charles River Broadcasting Co.

Becky Dan, from WKYT-TV Lexington, Ky., joins WAVY-TV Portsmouth, Va., as assistant creative services director.

Julie Becker, administrative assistant and advertising copywriter, KQED(TV) San Francisco, named information and advertising coordinator.

Nancy Bernstein, on-air producer, KHOU-TV Houston, named promotion assistant and media coordinator.

Appointments, WCVB-TV Boston: **Diane Schulman**, producer-copywriter, to news promotion manager; **Anna Yuen**, copywriter and producer, creative services, to senior promotion producer; and **Tom Connor**, free-lance producer, to producer-copywriter.

Cindy Tischer, promotion manager, Greecetowne Mall, Rochester, N.Y., joins WNYR(AM)-WEZO(FM) there as promotion director.

Allied Fields

Bradley Roberts, retired vice chairman, Needham, Harper & Steers, and president, NH&S/West, Los Angeles, and visiting professor, University of Nevada, Reno, joins American Association of Advertising Agencies as executive VP and director, Washington



zine longer than any other staff member. His almost-50 years in the industry proved an invaluable source of broadcasting history and insight for the reporters and editors who worked with him. Nowhere was that knowledge more evident than in this magazine's "First 50 Years of Broadcasting" series—published in 1981 on the magazine's 50th anniversary and later made into a book—which throughout bears his mark as editor and guiding spirit. While stationed with the Army Air Force in Orlando, Fla., during World War II, Fitzgerald had numerous media assignments, including broadcast production and on-air work, public relations and newspaper and magazine publishing. He was an avid sports fan, a member of St. John the Evangelist parish in Silver Spring and active in the Knights of Columbus. He is survived by his wife, Alice; sons Frederick M. Jr. and John Stephen; daughters Joan and Patricia, and grandchildren Gary, Mark, Justin and John William.

Frederick M. Fitzgerald, 66, editorial consultant since 1983, and former reporter, associate editor and senior editor, BROADCASTING Magazine, Washington, died of a heart attack Sept. 24 at Holy Cross hospital, Silver Spring, Md. He was suffering from cancer. Born in Pittsburgh, Fitzgerald lived most of his life in the Washington area, attending Gonzaga and St. Paul's high schools there. He joined BROADCASTING in 1935 at the age of 17 and remained with the magazine, except for military service in 1942-1945, until the time of his death. His most recent contributions to BROADCASTING included portions of a story on the history of call letters which appeared in the Aug. 6 issue. Next to Sol Taishoff, the late founder and editor of BROADCASTING, Fitzgerald was with the maga-

zine longer than any other staff member.

office, succeeding **Charles Adams**, retired. **Patrick Nieburg**, head of Radio in the American Sector, United States Information Agency radio station in Berlin that broadcasts into East Germany, named director of regional language broadcasting, Voice of America, Washington.

J. Ben Whitley, from Home Box Office, New York, joins Charles Greene Associates, Atlanta-based brokerage firm specializing in cable television properties, as VP.

Raymond Holbrook, general manager, WTKC(AM) Lexington, Ky., joins Radio Advertising Bureau, New York, as regional director, Northeast region. **Fred Standridge**, sales manager, Blair/RAR, Dallas, joins RAB as regional director, Southwest region.

Richard Wald, senior VP, ABC News, named to two-year term on board of directors of Associated Press, New York, succeeding **Reuven Frank**, retired president, NBC News.

Michael Mallace, corporate research director, Buck Owens Stations, joins Jeff Pollack Communications radio consulting firm as director of research/programming, relocating from Phoenix to Pacific Palisades, Calif.

Wyatt Thompson, VP and general manager, EZ Communications' WEZR(FM) Manassas, Va., named president of Broadcast Travel Incentive, Fairfax, Va.-based subsidiary of EZ Communications.

Richard Labunski, assistant professor of journalism, Penn State University, University Park, Pa., joins school of communications, University of Washington, Seattle, as assistant professor.

Albert Riggs, owner, Promedco, Pittsburgh, joins Television Bureau of Advertising, Chicago, as national sales executive, Midwest.

David Nicoll, associate, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, Washington, joins National Cable Television Association there as member of legal staff.

John Facenda, former anchor, WCAU-TV Philadelphia, will receive Governors award

from Philadelphia chapter of National Academy of Television Arts and Sciences.

Peter Pantisari, director of program services and director of educational program services, Southern Educational Communications Association, Columbia, S.C., named general manager.

Loreen Arbus, VP, Viacom, Los Angeles, named Headliner of Year by Women in Communications for her "notable leadership in the entertainment industry."

James Gilmore Jr., chairman, president and chief executive officer, Jim Gilmore Enterprises, parent of Gilmore Broadcasting Corp., will receive Distinguished Citizen award from Boy Scouts of America.

Eric Schimmel, Washington manager, Electra division, Masco Corp., joins Electronic Industries Association there as staff VP, information and telecommunications technologies group.

Deaths

Thad Holt, 86, former president of Voice of Alabama Broadcasting, licensee of WAPI(AM)-WAFM(FM)-WAFM-TV Birmingham, Ala., died of heart ailment Monday, Sept. 24, at home of his son in Washington. He helped put Alabama's educational television network, among first in nation, on air in 1954. After leaving Voice of Alabama in 1953, he was broadcast consultant to clients including CBS and Ampex and Voice of America. He is survived by his wife, Sarah Oliver, and two sons.

Bernard Wulkotte, 61, host of talk show on WAVI(AM) Dayton, Ohio, died of heart attack Aug. 20 at Grandview hospital, Dayton. He began his broadcasting career in 1948 at WPF(AM) Middletown, Ohio. He joined WAVI (then WWSO(AM) Springfield, Ohio) in 1954. He is survived by daughter.

Michael Landers, 40, reporter, CBS News, died of cancer Sept. 15 at Grosse Pointe, Mich., hospital. He is survived by his wife, Sharon, and two daughters.

Full speed ahead for Clear Channel

Lowry Mays observed last fall that because broadcasting is a "highly fractionalized industry," some very large companies might be put together if the rule of sevens were lifted. Gulf + Western, Mays notes, was started in Texas years ago by "acquiring individual owner-operated auto parts stores." Clear Channel Communications, the company he heads, also started in Texas, and while Mays would probably laugh at the suggestion that he was making a comparison between G + W and his company, it is not hard to see in Clear Channel's president and chief executive officer a potential empire builder.

Certainly Mays understands how to raise money and talk the idiom of Wall Street, having been an investment banker there for 10 years. How he got there and, after that, into broadcasting is a story that begins at Texas A&M, where Mays studied petroleum engineering.

After graduation he went to work for the oil industry, specializing in reservoir engineering (the evaluation of oil and gas reserves), but only a year into his career he was called to active duty as an Air Force officer, a commitment that had begun with the ROTC in college. His assignment, to the Republic of China (Taiwan), occurred during the military conflict between the two Chinas over the islands of Quemoy and Matsu. "They needed a pipeline built to link all their air bases in Taiwan and I was the pipeline engineer."

Mays's military service caused him to reassess his career plans. Reservoir engineering's specialized, changing nature would have necessitated his going back for a master's degree to "get back to speed." He chose instead to attend Harvard Business School where he studied finance. Bob Marbut, now president and chief executive officer of Harte-Hanks Communications, was in his class, and the men crossed paths later in San Antonio, Tex., where Harte-Hanks and Clear Channel are based. In fact, they had important announcements to make the same week in March—Harte-Hanks that it was going private, Clear Channel that it was going public.

After Harvard, Mays joined Russ & Co., a regional brokerage firm with an office in New York. As senior vice president, corporate finance, he was responsible for "raising money for young growing companies," a skill that came in handy when he decided to take Clear Channel public.

His entry into broadcasting came by such accident that Mays says he is sometimes embarrassed to tell the story: "It was through my investment banking contacts that I acquired this class C FM in San Antonio in 1972. I guaranteed a note for a friend who



LESTER LOWRY MAYS—president and chief executive officer, Clear Channel Communications Inc.; b. Dallas, July 24, 1935; U.S. Air Force 1958-60, 1st Lieutenant; MBA, Harvard University, 1962; senior vice president, corporate finance, Russ & Co., 1962-72; present position since 1972; Chairman elect, CBS Radio Affiliates Board; m. Peggy Pitman, July 31, 1959; children—Kathryn, 25; Linda, 23; Mark, 21; Randall, 20.

wanted to buy the radio station. He couldn't perform, so I had to buy it myself. Then, I found that I could attract better management if I owned a group. I agreed to buy some additional stations and then one thing led to another and I ended up with seven radio stations."

That number is to be expanded to 12 stations and an Oklahoma radio network today (Oct. 1) with the scheduled closing on Clear Channel's \$26-million purchase of Broad Street Communications. All the Clear Channel stations except Broad Street's WELI(AM) New Haven, Conn., are in the Southwest, but the geographical concentration does not mean that Mays will watch over the shoulder of each general manager. "The regime," he says, "is that we run our stations on a very decentralized basis. The market is the important thing for us. Once we are in a market we feel that we can run any type of format and be good," and in fact, the 12 stations comprise nine different formats.

One of the 131 employees of Clear Channel—the name comes from its WOAI(AM) San Antonio, a clear channel station—is Mays's daughter, Kathryn, a marketing graduate of Southern Methodist University who is the promotion director at the San Antonio stations. There are three other children in the

family, two sons in college and a daughter with a degree in oceanography.

Mays likes underwater "camera hunting" and exploring. Recently he took his family to the Red Sea. "One of the great things about going out in a boat," he says, "is that my kids are trapped there and they have to talk with their father." Mays does not spearfish on the theory that marine life needs protection. That proscription does not apply out of the water, a contradiction, he admits, but not bothersome enough to prevent him from hunting, some of which he does with CBS Radio president, Bob Hosking.

His friendship with Hosking derives from the CBS Radio Affiliates Board, of which Mays will soon be chairman after having been vice chairman for two years. He sees his responsibilities as including "helping to increase the audience of the affiliate stations. The more audience delivered, the more money there is to pay for programing." Another responsibility of CBS affiliates, Mays says, is contributing to the network's news and features.

Part of his work on the affiliates board has involved government affairs, and Mays confesses to an interest in politics, although he balks at the suggestion that he would himself ever run for office. On friendly terms with the politically important, including Motion Picture Association of America president, Jack Valenti, and the Texas lieutenant governor, William P. Hobby Jr., himself a principal of group owner H&C Communications Inc., Mays notes that his political contacts have come in handy recently: "The state was proposing a massive revamping of the public education system this past summer, and as part of the financing was proposing to eliminate advertising expenditures' exemption from the sales tax. Well, I took the position that advertising is part of the cost of goods sold and that taxing advertising would in fact be a 'value added' tax. I was able to get in a room with the lieutenant governor and the governor and tell them that and fortunately that provision of the bill was killed at the last minute."

One of Mays's other friends is Texas businessman Billy J. (Red) McCombs, who is the other, though "nonoperating," major owner of Clear Channel, with 35% of the stock (Mays has roughly an equal amount). McCombs's majority ownership of the Denver Nuggets basketball team is the reason Clear Channel is applying for 22 MMDS permits—seven in Colorado and the rest in Oklahoma and Texas. Besides the 22 MMDS applications, Clear Channel is in a partnership applying for the nonwired cellular telephone permit in San Antonio and has seven low-power television applications pending at the FCC. It recently won a permit for Bryan-College Station, Tex.

"Our mission" says Mays, "is to be in communications and not just radio." ■

FCC's 12-12-12 multiple ownership rule, formerly capped at 7-7-7, was "never designed to foster minority ownership, and frankly, I don't think it can." So said **FCC Chairman Mark Fowler** in remarks before **Congressional Black Caucus's** Communications Braintrust last week. According to Fowler, "stumbling block" to more minority ownership is lack of money, and that block is present whether cap is seven or 12. In defense of FCC's record, Fowler contended, among other things, that of 133 low-power television lotteries, 89 were won by minority applicants. He also said that under his chairmanship, FCC has hired more minorities than any previous commission, "particularly at the professional level." On another topic, Fowler said **commission will consider what to do about KTLF(M) Dodge City, Kan.**, which broadcast programming attacking blacks and Jews, "very, very shortly." Fowler explained that reason it has taken so long for commission to address case was it was felt that portions of bureau's analysis of situation required review. Said Representative Cardiss Collins (D-Ill.), who was chairing braintrust: "All you had to do is listen to it [the station's programming]." Fowler added that FCC planned to address item proposing lotteries for multichannel multipoint distribution service on Oct. 17.

Central Intelligence Agency last week **demanding that ABC retract story** in which **man claimed CIA tried to recruit him to kill Honolulu businessman** who claims his now-bankrupt company had fronted for agency in making weapons sales to foreign countries. CIA, which rarely offers public denial of stories regarding it, called report "an example of irresponsible journalism." It said ABC knows that agency, along with rest of government, "is prohibited by law from engaging in or contemplating assassination." It demanded retraction of story that appeared on ABC's **World News Tonight** on Sept. 19 and 20. ABC spokesperson Joanna Bistany said, "We stand by our broadcast." Story dealt with Ronald Rewald, of Honolulu, who is jailed on charges of swindling 400 investors out of \$22 million. Rewald told ABC he thought CIA was trying to kill him. And another person interviewed on program, Scott Barnes, who was described by ABC News as having extensive intelligence background, said CIA had asked him to assassinate Rewald. ABC itself did not make accusation. But Barnes, in answer to question

Point, counterpoint. Members of the newly formed **Freedom of Advertising Task Force of the National Radio Broadcasters Association** met in New York last week to plan opposition to the proscription of alcoholic beverage commercials on television and radio proposed by **Project SMART**. Led by Bob Duffy, NRBA Vice President-East, and president of the **Christal Co.** and **Duffy Broadcasting Corp.**, the NRBA task force decided that the focus of its countercampaign "should be in the areas of education and treatment, not prohibition."

SMART (Stop Marketing Alcohol on Radio and Television) is a campaign to collect a million signatures calling for "either an end to alcoholic beverage advertising on radio and television or equal time for health messages." It was launched in Washington last June by Michael Jacobson, the executive director of the **Center for Science in the Public Interest (BROADCASTING, July 2)**.

According to Duffy, "the task force intends to create an awareness of broadcasters' efforts to deal with the problem of alcohol abuse—via . . . public service announcements and intensive community involvement—as well as to encourage and seek new ways to help deal with the abuser of alcohol," adding that the group intends to "deal with the problem rationally and effectively, rather than suffer the frustration that results from emotional attacks on America's freedom of choice of information," he said.

Members of the task force who met in New York include: **Jerry Solomon**, executive vice president of **D'Arcy McManus Masius**; **Donald B. Shea**, president of the **U.S. Brewers Association**; **John Stasiowski**, president of the **National Beer Wholesalers Association**; **Elizabeth Whelan**, executive director of the **American Council on Science and Health**, and **Rory Callahan**, **Media Services of the Wine Institute**.

as to why CIA wanted Rewald eliminated, said, "He obviously knew some things in regard to national security and he was longer an asset." Barnes said he got job as guard at prison where Rewald was being held on fraud charges but later quit assignment. CIA has never acknowledged Rewald or Barnes worked it.

Creators of PBS program, **Inside Story**, have placed advertisement in **New York Times** that they say is unprecedented **appeal for corporate sponsors**. Scheduled to run today (Oct. 1) on op-ed page, ad reads "Triplets in Need of Support," reference to three Emmy award-winning program won this year. "To my knowledge," said Ned Schnurman, senior executive producer, **Inside Story**, "and to those at PBS, it is the first time in the history of public broadcasting that an individual program has taken such a step to secure funding." Ad specifically solicits funding for 1985 season. Schnurman said he has until end of October to let PBS officials know whether program will be funded for run to begin in January 1985. Program, media watchdog series, recently lost **General Electric Corp.** as sponsor.

Chuck Barris Industries plans to **re-enter first-run syndication** in 1985 with production of **The New Newlywed Game**, pronounced definite go last week by Budd Granoff, president of Los Angeles-based company. **The New Newlywed Game** is being sold for cable with one minute of each half-hour show held for national bar sale. Barris will distribute 35 weeks of first-run episodes during first year. "The show will be hosted again by Bob Eubanks and have a glittering, glitzy look with some new elements," according to Granoff. He said 52-week commitments have been received from stations in Los Angeles, San Francisco, Miami, San Antonio, Minneapolis, Salt Lake City and Portland, Ore.

Financial News Network has become eighth cable program service to be **metered by A.C. Nielsen**, Santa Monica, Calif.-based business information network announced last week. First Nielsen report including FNN, based on June and July viewing, will be available "in the next two weeks, and more thorough qualitative and competitive research will be issued shortly," according to FNN release. Network delivers 13 hours of programming each weekday to more than 17 million cable homes and six UHF stations nationwide.

National spot business in August rose 6% over August 1983 \$62,706,400, according to Larchmont, N.Y.-based Radio Experture Reports, which confidentially collects financial information from 16 sales representative firms. **Year-to-date, national spot billings are running 12.1% ahead** of same period last year, \$521,048,300.

House Subcommittee on Telecommunications and Finance and House Administration Task Force on Elections will hold **hearing "Election '84: Early Election Projections,"** on Wednesday (Oct. 4). Witnesses include representatives from commercial TV networks and **Westinghouse Broadcasting Corp.** who will discuss report by electronic media during 1984 primaries and network coverage plans for November elections.

HBO received most nominations for ACE awards, 35, announced last week by **National Cable Television Association**. That was followed by Showtime, 23; Lifetime, 12; Disney Channel, nine; A & Entertainment, eight, and CNN, ESPN and WTBS, seven each. Awards will be presented in Dec. 4 ceremony in Los Angeles.

CBS-TV began transmitting dual-mode closed captioned program last Friday (Sept. 28), offering hearing-impaired viewers captioning of specific programs simultaneously using line 21 system of North American Broadcast Teletext Specification (NABTS), available through CBS Extravision teletext service. Initially, CBS will carry five hours of regularly scheduled prime time program each week with captioning supplied by the **WGBH Caption Center** and the **National Captioning Institute**, including: **The Jeffersons**, **Alice**, **CBS Wednesday Night Movies**, **Knots Landing**, **Dallas** and

lected specials. Network will accept captioned programs and commercials captioned in both modes.

Joseph A. Flaherty (l), CBS/Broadcast Group VP, engineering and development, and **Richard S. O'Brien** (r), retired CBS/Broadcast Group managing director, planning, will be recipients of **Society of Motion Picture and Television Engineers Progress Medal and David Arnoff Gold Medal, respectively**. Awards will be presented at lun-



Flaherty



O'Brien

cheon, Oct. 30, during SMPTE's 126th technical conference. Flaherty will be recognized for his work with ENG, editing systems, cinematography, HDTV and digital television. O'Brien will be honored for his contributions to advancing television production facilities.

2-1 decision, **Court of Appeals** in Washington has **upheld FCC refusal to consider competing application** of City of Angeles Broadcasting Inc. for **RKO General Inc.'s KLU-TV Los Angeles**.

WGAM (AM)-WJUI (FM) Cleveland has been sold by Robinson Broadcasting Inc. to Jacor Broadcasting of Cleveland Inc. for **\$13.5 million**. Jacor is principally owned by Larry J.B. Robinson and Larry Polk who also own **KGLD (AM)-KWK-FM St. Louis**. Buyer is publicly traded, Cincinnati-based station group of five AM's and three FM's. It is headed by Terry S. Jacobs, chairman, president and principal stockholder. **WGAM** is on 1260 khz with 5 kw full time. **WJUI** is on 105.7 mhz with 27 kw and antenna 900 feet above average terrain.

National Radio Broadcasters Association will propose to **Electronic Media Rating Council six-month moratorium on use of "hot" call letters**—call signs that have been dropped by one station and picked up by another in same market. **NRBA** will also propose extending present 45-day holding period of new call signs to six-month period.

reception at **National Association of Black Owned Broadcasters** conference in Washington last week, **FCC Chairman Mark Fowler** took issue with that aspect of **multiple ownership bill** introduced by representative **Mickey Leland (D-Tex.)** and House Telecommunications Subcommittee Chairman **Timothy Wirth (D-Colo.)** that would permit entity to exceed ownership caps if it had interest in minority-controlled station (BROADCASTING, Aug. 13). According to Wirth, Leland, aide to Representative **Mickey Leland (D-Tex.)**, Fowler suggested that 51% minority ownership figure was too high and that 3% to 5% might be more realistic. Leland said he was "wedded" to 51% figure in his bill. Fowler later told BROADCASTING he had said he didn't think any figure should be "locked in" and that case-by-case examination might be better. Fowler said he had not endorsed 3% or 5% figures but had only mentioned those numbers as examples.

San M. Jaramillo, co-founder of **WDBL (TV) Miami**, has filed petition with **FCC to rescind transfer of control of station to Odyssey Partners**, New York-based investment firm, station group and cable operator ("For the Record," Feb. 20) and **block Odyssey's purchase of WPCQ-TV Charlotte, N.C.** ("For the Record," July 30). She alleges attempts at control of **WDBL** prior to **FCC** approval, and improper filing of applications. In sale, she exchanged general partner status

DBS money for VOA. *USIA Director Charles Z. Wick is considering requesting \$5.5 million in fiscal year 1986 for experiments to develop direct broadcast satellite technology that could, in time, be used for Voice of America broadcasting. Wick, in a letter to James M. Beggs, administrator of National Aeronautics and Space Administration, said a decision on requesting funds for "space experiments" would depend on the evaluation of feasibility studies now being done by Martin Marietta and TRW Inc. under contract to NASA (BROADCASTING, Sept. 3). The studies are scheduled for completion next April. Beggs, in a letter to Wick in July, had said that significant cost savings would be possible if design and development work were done in-house. He also said NASA could develop a "less costly proposal" if USIA were willing to provide \$1 million to \$2 million for a shuttle experiment. But Wick turned that idea aside. "Any meaningful experiments may have to be from a satellite above the ionosphere rather than at the relatively low altitude of the shuttle," Wick wrote.*

for limited partnership with condition she remain general manager for period of two years unless dismissed for cause. She has also filed breach of contract suit in Dade county circuit court to retain her general partnership, and punitive damages, alleging she was improperly fired.

CBS's 60 Minutes and **ABC's World News Tonight** have delayed airing reports on **Senator Paul Laxalt (R-Nev.)** that focus on, among other things, alleged ties to mob figures in Nevada because of questions raised concerning veracity of main source for both stories, **Joseph Yablonsky**, former FBI agent based in Nevada. **60 Minutes** had hoped to run its piece Sunday, Sept. 23, and **ABC** was hoping to get scoop with story running previous Friday (Sept. 21). Both networks received letters of caution about relying on **Yablonsky**—from **Laxalt's** lawyers and unnamed deputy attorney general at Justice Dept., which oversees FBI activities. Contrary to some reports last week, both **CBS** and **ABC** said their investigations on **Laxalt** were on going and that stories had not been killed. **60 Minutes** executive producer **Don Hewitt** acknowledged that **Yablonsky** had lied about one matter—said he hadn't talked to any other news organizations about story when he had actually talked to **ABC**—and that reevaluation of **Yablonsky's** contribution as source to story is ongoing. "If we can be persuaded that [one lie] was an aberration," said **Hewitt**, then story could well run essentially as it was crafted originally. But, he stressed, "It's an important story and we want to be sure we're on solid ground." He said effort is under way to get **Laxalt** to submit to taped interview with **Mike Wallace**. **Laxalt** wants live interview, which **Hewitt** says is out of question. "We won't turn over our air," he said of **Laxalt's** demand, adding that since President **Reagan** and host of former past presidents have submitted to taped interviews, that format should be "good enough for him [Laxalt] too."

Bruce Fein, **FCC** general counsel, won't be detailed to Central Intelligence Agency after all (BROADCASTING, Sept. 24). **Gray and Co.**, Washington public relations firm, announced last week that **Fein** will be joining firm as vice president of company's communications and information counseling group today (Oct. 1).

Norman Levy, vice chairman of **20th Century Fox Film Corp.**, last Thursday (Sept. 27) announced his resignation from Los Angeles-based studio and said he would "remain at Fox until early 1985 in order to maintain an orderly transfer of his responsibilities." At that time, studio said, **Levy** will announce plans "which will involve a long-term relationship with Fox in a different capacity." **Levy** joined company in 1980 as president of **20th Century Fox Entertainment**.

Lawrence Gordon, president, **20th Century Fox Motion Picture Group**, Los Angeles, named to additional post of president of newly named entertainment group. He has headed movie production group since resignation of **Joe Wizan** (BROADCASTING, July 23).

Editorials

Temples of the gods

A year and a half ago, 28 of the most important organizations, arguably the 28 most important, in the Fourth and Fifth Estates jointly petitioned the federal court system to admit cameras and microphones. They presented a meticulously crafted case, profusely documented with citations from state courts where the modern tools of journalism have been admitted. They could have saved their breaths.

Two weeks ago the Judicial Conference of the United States, which sets the rules of procedure for the federal courts, rejected the petition. It adopted the recommendation of a special committee whose work would flunk a snap course at a hillbilly diploma mill. The committee paid no attention whatever to the legal arguments raised by the petition and virtually none to the experiences of courts that have admitted cameras and microphones. It relied entirely on a poll of federal judges and trial lawyers who raised all the old fears that have been dissipated by the real-life use of cameras and microphones in the courtrooms of 40 states.

It is clear that federal judges and the lawyers who understandably take their cues from the benches that can govern their careers have an exalted vision of their own callings and a low opinion, verging on distaste, of anybody else who happens into a courtroom. "By tradition and design," the committee droned, "court proceedings have a solemn character commensurate with the importance of the administration of justice... Introduction of cameras into the courtroom risks the transformation of judicial proceedings into media events and jeopardizes the required sense of solemnity, dignity and the search for truth." They might have added that dogs are excluded from federal courts for fear they would lift a leg on a judicial robe.

As for jurors, they are weak reeds in the federal court structure. Jurors, the committee found, on the basis of no evidence, "are likely to give more attention to witnesses whose testimony is being filmed for television" and are "likely to be distracted by electronic media coverage." As for witnesses, those who are "timid, uneducated and unsophisticated... may be inhibited from coming forward and, if called to testify, may be uncomfortable." Others "may tend toward overstatement and overdramatization."

Conspicuously missing from the committee report was a reference to a 1981 decision by the U.S. Supreme Court affirming the right of state courts in Florida to admit cameras and microphones to trials. The decision, in *Chandler v. Florida*, found among other things that modern technology permits television to be unobtrusive and undistracting in the courtroom.

The author of the majority opinion in *Chandler v. Florida* was Warren Burger, chief justice of the United States, who is also chairman of the Judicial Conference. Will the real Warren Burger stand up?

Cable's cliffhanger

It's too early to break out the champagne, but it looks as though there will be a cable bill after all. Neither the opposition within the industry nor the opposition outside has been able to keep this good idea down.

Assuming all goes well in the next four days, Congress will have scrutinized, passed, conferenced, compromised and otherwise massaged into law the first-ever legislative mandate for a medium that has managed to reach almost 50% of the American TV audience following a strictly ad hoc policy pattern. As a result, cable's has been the most jerrymandered media landscape

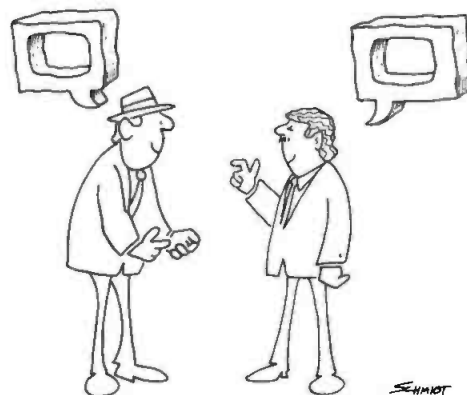
of them all, with no two jurisdictions marching to the same beat. H.R. 4103 will, in the main, put an end to all that. Taken together with the industry's spectacular successes this year in the courts and at the FCC, cable's prospective legislative homer will amount to a grand slam of lobbying performance that might well be emulated by others who till the Washington terrain. Only Jack Valenti has had a better year.

Much if not most of the credit for the eventual passage of a cable bill belongs to James P. Mooney, president and chief executive of the National Cable Television Association—who, considering the division within NCTA's ranks on the subject, may well wish the finger of praise pointed elsewhere. Mooney was an early-on believer that this was the year when cable could have its legislative way. He was the principal architect of the compromise among NCTA, the National League of Cities and the U.S. Conference of Mayors that resulted in the first draft of 4103. At the end he hammered out the final compromises that made 4103 passable not only by the Congress but acceptable to his own skittish board of directors. Before it was all over Mooney had felt the heat from his industry, from the competition and from a brace of powerful congressmen. He emerged singed but still in command of the kitchen.

Credit also may be due those within the cable industry who were most opposed to 4103. The names of Gene Schneider of United Cable, Chuck Dolan of Cablevision and Leonard Tow of Century Communications leap most readily to mind, along with that of Harold Farrow, the cable attorney who raised his objections to 4103 to the level of a cause. Their impassioned nay-saying sharpened the debate and may have lessened the price cable eventually paid as its quid pro quo.

The role of Representative John Dingell (D-Mich.), chairman of the House Commerce Committee, cannot be underestimated; he continued to merit the sobriquet of "Big John." No avowed friend of cable, Dingell nevertheless treated that medium fairly at the same time that he was holding its feet to the fire. His critical statement at the 11th hour was the blast that broke 4103 free from legislative limbo, as his parliamentary patronage this week will be essential to 4103's navigating the last mile.

This will be one story BROADCASTING cheerily retires—if, indeed, that happy result ensues. Cable has other pressing business to get on to, all of which will be expedited by this legislative victory.



Drawn for BROADCASTING by Jack Schmidt



Cultivating a celebration.

Michigan's Kalamazoo County is the nation's largest producer of annual bedding plants. In fact, local growers distribute over 2.5 million flats of flowers yearly. To showcase the bounties of this industry, Kalamazoo recently held its first annual "Flowerfest."

Due to the tremendous investment required to prepare new bedding areas and mounds for the many floral displays in Kalamazoo's downtown park and pedestrian mall, limited money was left to promote the new four-day celebration. So the Flowerfest committee depended on WKZO-TV to spread the word. Afterward, the director wrote saying, "We feel strongly that Flowerfest will bring national recognition to Kalamazoo in the very near future. We are very happy that WKZO-TV is a part of the festival's foundation."

Helping area industry receive positive recognition is all part of the Fetzer tradition of total community involvement.



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Michigan

WKZO-TV
Kalamazoo-
Grand Rapids

KOLN-TV
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Nebraska

KGIN-TV
Grand Island,
Nebraska

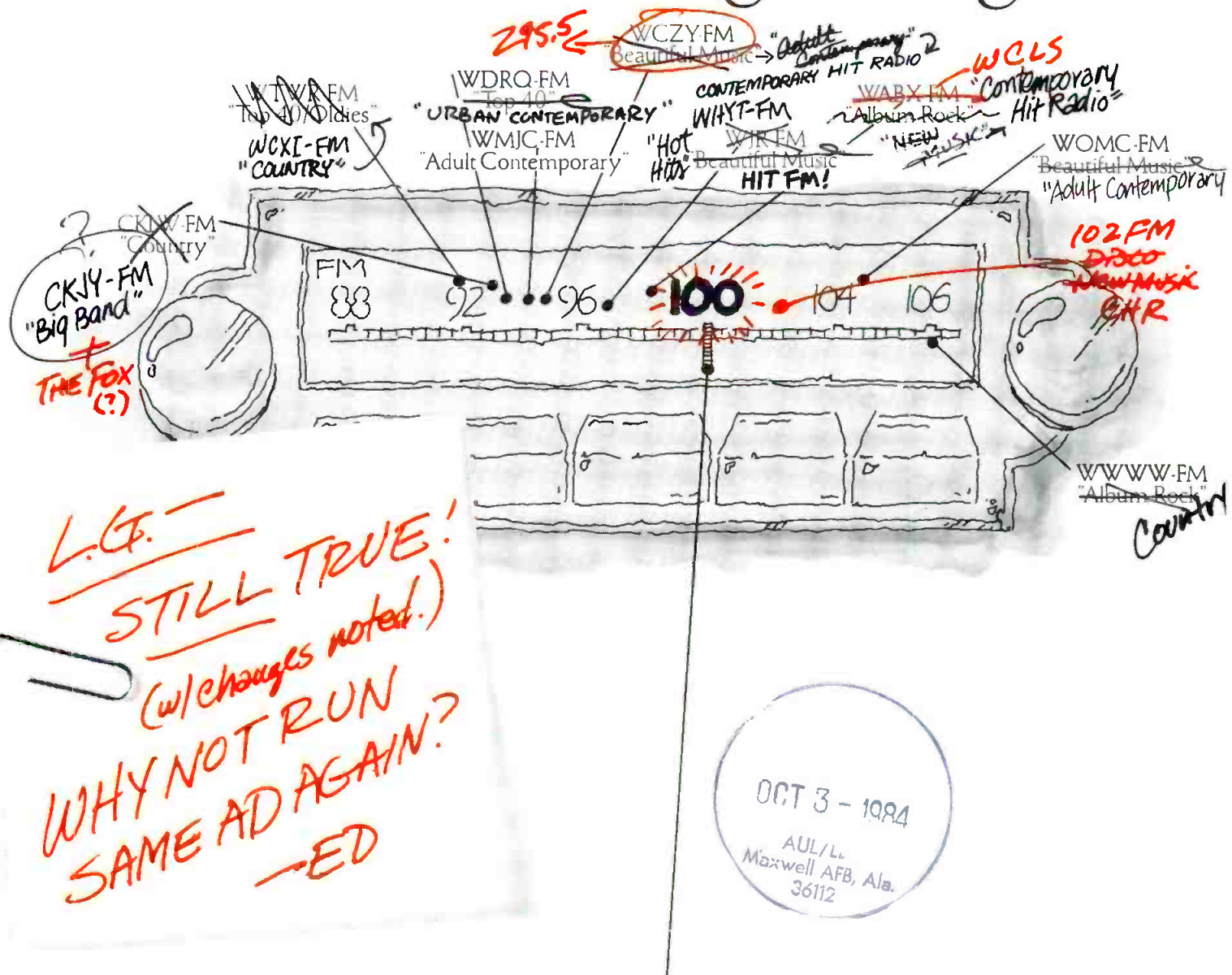
WJFM
Grand Rapids,
Michigan

WKJF
Cadillac,
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WKJF-FM
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