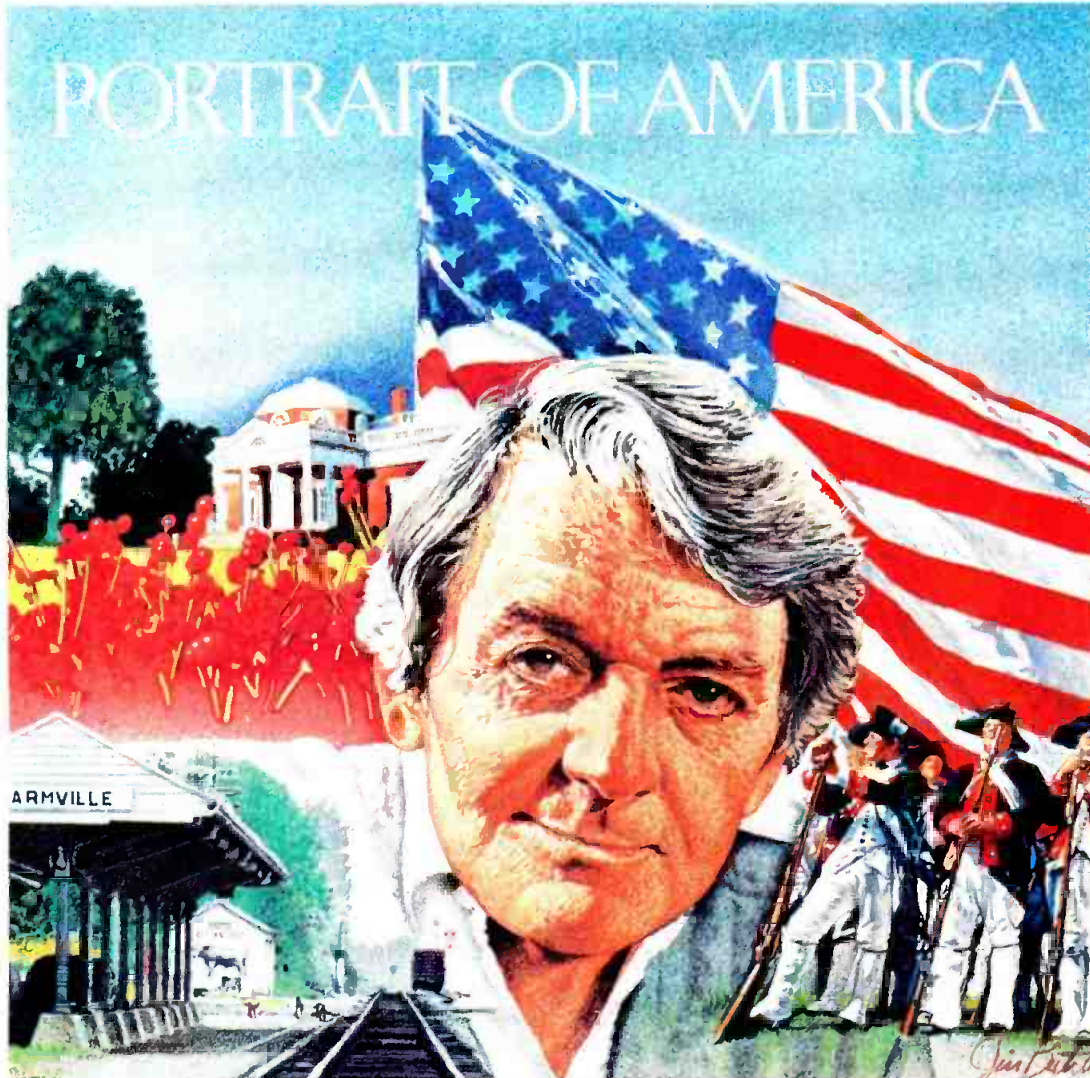


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 19



A PROGRAM FOR OUR TIME...60 HOURS
TURNER PROGRAM SERVICES

Copyright 1984. Turner Program Services, Inc.

36112
AUL-SAS
ROOM 122
BLOG 1405
MAXWELL
T2364 MJK NOV/84
AL 36112

54th Year 1984

AMIP in Miami
Overseas programmers show
TV wares in U.S.

THE GREAT 28

Made for Television! Made for S

Movies on television will never be the same! Not on the networks! Not in syndication!

It's no secret that the networks are buying more made for TV movies than ever before. And it's no secret that made for TV movies are regularly outperforming theatricals in head-to-head competition on the networks. The "Big 3" have known for a long time that carefully selected and effectively promoted "made fors" produce superior ratings!

Now here's the BIG NEWS! Made for TV movies are working equally well in syndication, duplicating their performance on the networks and competing successfully with theatrical titles in market after market.

And now, with the 28 movie greats of Telepictures 3, the same success that the networks have enjoyed with made for TV movies can now be yours!

Why TV Movies Work for the Networks!

- **THE RIGHT STORIES—THE RIGHT STARS!**

Made for TV movies are custom-tailored for the people who regularly watch television. They feature the stars and storylines TV viewers want to see, and are produced to deliver maximum impact on TV's intimate, smaller screen.

- **THE IDEAL DEMOGRAPHICS!**

Made for TV movies are created to appeal to the predominately 25-54 year old television audience, not the 12-24 year old market that buys 76% of all theatrical tickets.

- **NO OVER-EXPOSURE!**

Made for TV movies are fresh. They're not worn out and over-exposed from too many plays in theaters, on cable, pay TV, home video and on the networks.

- **HIGHLY PROMOTABLE!**

Made for TV Movies are made to be promoted, and are selected based on their potential to capture viewer interest in a 10, 20 or 30 second TV promo.

- **FORMATED FOR TELEVISION!**

Made for TV movies are scripted and paced to build audience size from beginning to end, and take advantage of commercial breaks by heightening viewer interest.

Indication!

Telepictures

Why Telepictures 3 Will Work for You in Syndication!

- **RESEARCHED FOR SYNDICATION SUCCESS!**

Network success does not necessarily mean syndication success. Each of the 28 films in Telepictures 3 has been selected for those values that research has proven necessary for syndication success: star value, promotability, timeless themes and repeatability.

- **AVAILABLE AFTER ONLY TWO NETWORK RUNS!**

Telepictures 3 enters syndication after only two runs on network TV. No over-exposure in the theaters, on pay TV, cable and multiple reruns on network TV. Only 2 plays on the networks! And many of them are available RIGHT NOW!

- **MAJOR TITLES—MAJOR STARS!**

Telepictures 3 includes headline-grabbing titles like "Ellis Island" starring Richard Burton and Faye Dunaway; "The Dollmaker" with Jane Fonda; "World War III" with Rock Hudson, David Soul and Cathy Lee Crosby; Brooke Shields in "Wet Gold;" "Coming Out Of The Ice" with Willie Nelson and John Savage; "The Coward of The County" with Kenny Rogers and many more!

- **TELEPICTURES' AWARD-WINNING SUPERSYSTEM!™**

SuperSystem™ is a one-of-a-kind promotional kit that marries research and promotion to make Telepictures 3 the most promotable movie package ever. For those of you who bought Telepictures 2, you know what we mean! Each title comes with its own set of fully-produced on air promos, research and promotional advisories and lots more.

The Great 28 Of Telepictures 3.

The made for TV movie package made for syndication success!



Telepictures
PERENNIAL

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

1984 Telepictures Corporation

THE FUTURE COMES ALIVE IN SEPTEMBER '85



Broadcasting Nov 19

Strong closing for TV advertising in fourth quarter Advancing on AMIP '84 □ Coverage from ANA State, Commerce Departments make peace

STRONG FINISH □ Fourth-quarter television advertising market looks healthy, observers say, with local time sales and automobile industry leading surge. **PAGE 35.**

RAISING MONEY □ NCTA board votes to increase dues 20% to cover costs associated with lobbying effort for cable bill. **PAGE 37.**

IN LINE □ Missouri senator, John Danforth, may be next chairman of Commerce Committee. **PAGE 37.**

BEHIND THE SCENES □ ABC postpones 20/20 segment dealing with child abuse; Los Angeles general manager of network's O&O refutes reports that said he wouldn't air show. **PAGE 39.**

SPACE SALVAGE □ Space shuttle deploys four communications satellites and retrieves two from errant orbits. **PAGE 40.**

SUNNY SHORES □ Some 1,000 expected for AMIP '84, convention of foreign programmers offering their product on American shores. **PAGE 46.** A listing of exhibitors begins on **PAGE 48.**

PROGRAMING EXPANSION □ Group W Productions announces plans for three new first-run television series. **PAGE 58.**

WINNERS ARE □ International Film & Television Festival of New York hands out its awards. **PAGE 58.**

COPYRIGHT FIGHT □ Broadcasters, cable operators

and sports interests set to battle again over copyright fee distribution. **PAGE 62.**

CLIPPERS CLIPPED □ Appeals court finds firm that clips television news segments to have violated copyright law. **PAGE 63.**

HIGH NOD □ Supreme Court upholds appeals court ruling allowing RKO to relocate WOR-TV to Secaucus, N.J. **PAGE 64.**

DISCRIMINATION SUIT □ Jury awards 51-year-old Illinois disk jockey nearly \$200,000 in age discrimination suit. **PAGE 65.**

ANA '84 □ Association of National Advertisers convention hears from Goldwater; sessions focus on television costs, what foreign advertisers can learn from U.S. **PAGE 66-69.**

HEALTHY PICTURE □ Cable advertising expected to hit \$500 million this year, with better results predicted for next. **PAGE 69.**

SHUT EYE □ Chief Justice Burger says no cameras will be allowed in Supreme Court during his tenure. **PAGE 71.**

FISCAL HEALTH □ VS&A reports rank communications industries according to financial performance of last five years. **PAGE 72.**

HIGH MARKS □ CBS's Bill Moyers has chosen the television as his classroom and accurate reporting as his subject. **PAGE 95.**

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**ELECTION NIGHT.
NOVEMBER 6, 1984.
NUMBER ONE.*
AGAIN.**

CBS NEWS



*More American homes watched CBS NEWS Election Coverage than any other. Source: Audience Estimates Based on A.C. Nielsen, NTL Average Audience Preliminary Household Ratings 11/06/84 7-11PM Coverage. Subject to qualifications available upon request.

©CBS Inc. 1984

Closed Circuit

For a while

Rumor making rounds in Washington that FCC Commissioner Henry Rivera will move along shortly is unfounded. Rivera, Democrat, last week said he had no plans to leave FCC in "short term," which he defined as one year. He declined to speculate on whether he would fill out his whole term, which expires June 30, 1987.

Keeping hands off

Justice Department's office of juvenile justice and delinquency prevention, which is sponsoring series of workshops for industry and consumer groups on drug and alcohol abuse among young people, made clear last week that department is not taking position on alcohol advertising. Workshops are part of ongoing project to tackle problems of drug and alcohol abuse with help of brewers, broadcasters and consumer groups. During workshop last week, where broadcasters gave presentation on what industry is doing about problem, subject of alcohol advertising was brought up. Department spokesman made it clear subject is not agenda item for workshops.

Open mind

Representative John Dingell (D-Mich.), who in past has appeared unsympathetic to proposals for establishment of separate international satellite systems that would compete with Intelsat, indicated last week his position on issue should not be taken for granted. In letter to Joel L. Alper, president of Comsat World Systems Division, Dingell said Comsat's opposition to changes in existing international telecommunications structure fosters "perception that Comsat is resisting any change in the status quo solely to preserve existing institutional arrangements and to protect vested economic interests." Dingell said "more constructive approach" would be to examine whether "benefits of increased competition could be realized" while preserving benefits to U.S. and other countries of "strong global satellite system."

Dingell, who as chairman of House Energy and Commerce Committee will have key role in any action Congress takes on issue, said it would be contrary to national interest for FCC to allow other countries to offer trans-Atlantic satellite service on nonIntelsat facilities while U.S. policy-makers are considering

whether to authorize separate systems. But he also said, "I do not intend to allow foreign countries to obtain a head start over U.S. companies in a significant new market." Dingell's letter was in response to one Alper had written to reassure him that new French satellite system, Telecom I, is not intended to compete with Intelsat.

Student of inflation

Association of National Advertisers has retained consultant Al Stauderman to expand and further document data contained in ANA's study of television commercial production costs and trends. Robert Klugman, advertising executive at Adolph Coors Co., is heading ANA project, which has completed preliminary survey of factors contributing to rising cost of commercial production.

Speed-up

FCC Chairman Mark Fowler, apparently hoping to end what has become regular practice of commissioners pulling items from meeting agendas, has asked colleagues to approve new agenda policy. Under current policy, commissioners are all supposed to have one shot at pulling item from agendas, which are supposed to be published seven days before commission meeting. Under proposed change, no commissioner would be able to pull item once it appears on agenda if item were available for commissioner's inspection 13 days before meeting. Also under proposed policy, items being voted "on circulation"—that is, outside formal meetings—must be moved through individual commissioner's office within 72 hours. Source said commissioners had agreed to give policy 90-day test.

Go for 'Small Wonders'

New Program Group, consortium of five group broadcasters, is rapidly moving ahead with new first-run syndicated projects. Group, which is composed of Metromedia, Taft, Storer, Gannett and Hearst, met at Storer's Miami headquarters last week and approved production of new weekly, first-run, half-hour comedy, *Small Wonders*. Group also met with senior executives from Paramount Television Group and Columbia Pictures Television Group to discuss new first-run ideas.

Dick Block, executive vice president, Metromedia Television, said he hopes NPG will have four to five new comedy

pilots commissioned by early next year along with scripts for additional 10. NPG has established programing subcommittee made up of Block, Lucy Salhany, vice president, TV and cable programing, Taft Broadcasting, and Micky Hooten, general manager of television, Hearst Broadcasting. They will meet with studios and independent producers in Los Angeles on Dec. 10 and 11 to review proposals for new programing ideas. Block said NPG is planning to emphasize comedies and "third generation" talk/information programing (e.g. *Donahue*).

Job for Rockefeller?

Search committee for National Association of Public Television Stations president is divided: Some members want candidate from within noncommercial system; others want outsider. Latest name to surface as possible candidate is former Corporation for Public Broadcasting chairman and current CPB board member, Sharon Percy Rockefeller. She told BROADCASTING she "might" consider top post at NAPTS if it were offered. NAPTS executive committee (which is also search committee) is scheduled to meet Dec. 12 and is expected to discuss search process.

Help wanted

National Association of Broadcasters is in process of selecting firm to critique its public affairs activities. Firm would analyze how NAB communicates with its members, FCC and Congress, through its publications and press releases. Also under evaluation would be press coverage of association.

State of sports

J. Walter Thompson has compiled report saying trends in television network sports programing are "not encouraging" from advertiser standpoint. Cited are escalating rights costs and network audience erosion. Yet at same time, report adds, advertisers are buying sports commercial time in record volume. In 1983, sports program category overtook daytime as second largest generator of revenue for networks, according to statistics compiled by Broadcast Advertiser Reports Inc., with combined total of almost \$1.4 billion—second only to prime time, which accounted for about \$2.7 billion. With Olympics this year, network sports programs are expected to generate revenues of almost \$2 billion, up 40%.



There's only one real king of comedy.

The incomparable Johnny Carson
in the most hilarious, timeless moments
from "The Tonight Show." It's pure comedy...
from an American comedy institution!

130 fast-paced half-hours.



A St. Cloud Corporation Production distributed by



There's always something

District Cablevision Inc., the designated cable franchisee of the city of Washington, isn't home yet. Although it has worked out a franchise agreement that seems to be acceptable to the city council ("In Brief," Nov. 5), it still has some regulatory and legal problems that could prevent it from signing up its first subscribers in early 1986 as it now hopes to do.

One problem stems from its agreement with the Chesapeake & Potomac Telephone Co., by which the telephone company will build the DCI's "broadband transport facilities" (the trunk and feeder lines) for \$55.6 million and maintain them for at least the first five years of the 15-year franchise. Although C&P will own the facilities, DCI will have exclusive use of them.

C&P, a regulated common carrier, has petitioned the FCC to approve the arrangement, but the two losing bidders in the Washington franchising process, still hoping to wrest the franchise away from DCI, have asked the FCC to reject the deal.

In its comments to the FCC, Inner City Broadcasting challenged the FCC's jurisdiction in the matter, noting that the C&P-DCI arrangement is for a construction and maintenance job, not for the provision of communications services. "If the commission accepts or grants C&P's . . . application, it will lead inevitably to a dramatic expansion of the commission's involvement in heretofore unregulated, competitive markets," Inner City said.

In case the FCC chooses to ignore the jurisdictional question, Inner City also argued that there are several reasons to deny the petition. It said the arrangement is in violation of the consent decree that led to the breakup of AT&T early this year. The venture "does not constitute an exchange telecommunications service, an exchange access service, or a natural monopoly service actually regulated by tariff—the only activities in which C&P is allowed to engage under the [consent decree]," it said. And the proposal, it added, "is structured in a manner that gives C&P both the strong incentive and the clear ability to cross-subsidize its new efforts to diversify into noncommunications markets."

Descrambler shipment

Home Box Office said last week that it will ship descrambling units (M/A-Com's VideoCipher 2 system) to its HBO and Cinemax affiliates in the second half of December, and that the two pay services will be scrambled by March. Each affiliate is to receive one descrambler for each HBO and Cinemax receive antenna it has installed and each is being asked to verify the correct number of descrambler units to be shipped and proper mailing addresses. Ed Horowitz, senior vice president, technology and operations, HBO, estimates that some 10,000 units will have been shipped by the time

deliveries are completed at the end of December.

HBO is spending \$10 million to encrypt its

pay signals and provide affiliates with descramblers free of charge, in the effort to prevent backyard satellite dish users and

Newsweek

Cable's Lost Promise

Are subscribers to alternative channels tuning out?

All three commercials are cut from that folksy, feel-good mold that Madison Avenue has so lovingly embraced. One presents an elderly couple strolling past a white picket fence; another shows a pigtailed moppet bounding from a school bus into her mother's arms; in the third, an endearingly earnest college professor arrives home to be greeted by a 'jammy-clad tyke clutching a teddy bear. But as quickly becomes evident, this heart-tugging ad campaign is no de-

viewer resistance to the wire's allure has prompted industry soothsayers to drastically scale back once euphoric projections. Last May a leading research firm revised its estimates and predicted half as many new basic-cable subscribers for this year (2.7 million, not the expected 5.1 million). The contraction in growth has most seriously affected pay-cable operators—those who offer specialized channels—those who offer spe-

THE SURPRISING SUCCESS STORIES IN CABLE TELEVISION PAGE 81

BusinessWeek

THE SURPRISING SUCCESS STORIES IN CABLE TELEVISION

Bad news makes good headlines. So the problems that led to losses at Warner Amex Cable Communications Inc. and Storer Communications Inc. have been chronicled in gloomy detail during the past two years, while scant attention has been paid to the success stories of the cable industry. "The cable business is a lot healthier than most headlines indicate," says John Suhler of Veronis, Suhler & Associates, the New York City-based firm that

expects cash flow to rise 20%, partly because operators are earning more per subscriber and are increasing the number of subscribers. "A reasonably built system generates average revenues of \$20 per subscriber, and a 40% cash flow margin. That compares favorably with the performance of an average TV station," says Joseph Fuchs of Kidder, Peabody & Co., New York City.

If cable operators are doing better, it is because they are going back to "plain vanilla" cable—systems with 20 to 54 channels. Many companies are attempting to renegotiate urban franchise agreements made with city governments. TCI's recent purchase of the Pittsburgh franchise from Warner Amex is a case in point. To keep on track, revised Warner's ex-

Point-counterpoint. Two influential general-circulation magazines have looked at all the facts and come up with two startlingly different conclusions on the health of the cable television industry. *Newsweek*, in an Oct. 15 story under the headline, "Cable's Lost Promise," found cable to be a deeply troubled industry. And it dismissed the Council for Cable Information's upcoming \$6-million image-boosting advertising campaign as a rescue effort that "may well be too little, if not too late. Cable, that rapturously touted magical connection to the 'age of alternative television' (by the way of the 'video revolution') is undergoing a severe early-life crisis. And while that doesn't necessarily forebode a premature burnout, no amount of slick sell appears likely to miraculously clear up—or even temporarily fine tune—a picture suddenly gone so askew." In making his case, *Newsweek* writer Harry F. Waters cited the slowdown in basic cable and pay cable growth, the failure of several cable programming ventures, cable operators' problems in the big cities and cable programming that is more "an echo than a choice."

But in the Nov. 12 issue of *Business Week*, the story was "The Surprising Success Stories in Cable Television." Quoting financial analysts, communications consultants and top cable executives, the McGraw-Hill publication found the news in cable to be far from bleak. "Many cable companies are having banner years and their profits are on target," it said. The health of the business is not always immediately apparent, it said, since many cable companies are deep into limited partnerships and depreciation and are best evaluated on the basis of cash flow, not earnings. The magazine noted the industry back-to-basics approach to programming as well as to operations and credited it with the industry's current general well-being.

Not surprisingly, Ed Dooley, vice president, public affairs, for the National Cable Television Association, thought the *Business Week* story more closely reflected reality. "*Newsweek* missed the boat," he said. "I think it was embarrassing for them to have that story in their publication. . . . They went to the typewriter with a perspective and they built the story around that perspective."

those with unauthorized decoders from picking up HBO and Cinemax transmissions. HBO has set up a hotline number for cable operators who want more information about the scrambling system or how to install it: (212) 512-5666. Meanwhile, a business plan for servicing backyard dish users is "now being reviewed" by top Home Box Office management, a spokesperson said. HBO has talked with a number of program service providers on the Galaxy satellite system, including Turner Broadcasting System, about providing backyard users with a package of services. But the spokesperson declined to say whether such a package was included in the plan now under review.

New campaign

United Cable Television Corp., the Denver-based MSO, has launched a multimedia advertising campaign in 24 of the markets where it operates systems. The theme of the campaign is "The more you live, the more United gives," a variation on the theme used in an earlier campaign by the company: "The less you watch TV, the more you need United."

The campaign focuses on three segments of the nonsubscriber universe—the family concerned about the lack of "wholesome" children's programming; the busy and discerning young professional with a thirst for cultural and other "highbrow" fare, and those who want more news and informational programming than over-the-air TV offers. The campaign combines radio, television, print and direct mail vehicles, targeted to each group. It was developed by Manhat-

tan Group Associates of New York.

Penetrating numbers

Arbitron, in its October 1984 cable penetration estimate, says that 42% of the nation's TV households (or 35.7 million homes) are now equipped to receive cable. That's up 1% from its previous estimate, as of last July. A.C. Nielsen's latest estimate, also for July, pegged cable penetration at 42.9%, which reflected 9.6% growth in the cable universe over a period of one year.

On with teletext

After a four-month field trial, Group W Cable has launched the commercial marketing of its cable teletext system in Buena Park, Calif. (BROADCASTING, April 30, et seq.). The service, known as Request Teletext, is being offered to subscribers for \$7.50 per month.

Whether Group W Cable uses Request in



other systems will depend in large part on how well the service is received in Buena Park, where the cable system passes 20,000 homes. "The development of cable teletext comes at an important time for us," said Kasey Metzger, vice president of strategic planning and development at Group W Cable, "as we work to develop new sources of differentiated pay product." The MSO is also exploring pay-per-view opportunities. Metzger said the company was "quite satisfied" with the results of the field trial. "The technical quality of the service has been good, and preliminary customer response has been excellent." Currently, the service offers 1,500 pages of news, sports, weather, TV and entertainment listings, games, soap opera updates and other information. Although the company hasn't said where the service would be rolled out, it's likely that Group W would start with the remaining systems in its southern California cluster, which passes more than 700,000 homes. Buena Park is located within that cluster. The consumer advertising and marketing campaign, which includes direct mail, print and television and cable, is being mapped out by Manhattan Group Associates, a New York-based advertising agency.

ESPN milestone

According to the latest Nielsen figures, ESPN now has a subscriber universe of 34 million, making it the first cable network to reach 40% of the U.S. television household universe. The network, which surpassed superstation WTBS(TV) Atlanta as the largest cable service in October of 1983, is now carried by 8,855 cable affiliates.

Delta makes your deliveries DASH.



Delta DASH* delivers the same day to over 90 cities across the U.S. and abroad, covering 10,000 communities. Why get that small package delivered tomorrow when you can DASH it today? DASH (Delta Air Lines Special Handling) delivers packages up to 70 lbs. . . to over 10,000 communities. So give us a ring at the Delta Marketing Office in the

city nearest you. Or call DASH at (800) 638-7333 for pick up or delivery.

For top priority shipments over 70 lbs., use Delta Air Express. It guarantees your shipment gets on the flight specified. For full details, call your nearest Delta Marketing Office.

DELTA AIR CARGO. READY ALL-AROUND.

YOUNG WOMEN

NEW YORK WOR 7-8 P.M.*

Dallas Delivers More WOMEN 18-49 Than:

- Family Feud • CBS News • NBC News
- ABC News • INN News

...And Its Hart To Hart Lead-In.

DALLAS WFAA 3-4 P.M.*

**Dallas Delivers More WOMEN 18-49 Than
All Other Stations Combined:**

- Alice • Barney Miller • Barnaby Jones • Kojak

...And Its General Hospital Lead-In.

DETROIT WXON 7-8 P.M.**

Dallas Delivers More WOMEN 18-49 Than:

- Entertainment Tonight

MEMPHIS WHBQ 3:30-4:30 P.M.*

Dallas Delivers More WOMEN 18-49 Than:

- Hart To Hart • People's Court

LOVE DALLAS

LOS ANGELES KHJ 7-8 P.M.*

Dallas Delivers More WOMEN 18-49 Than:

- Wheel of Fortune • People's Court
- Family Feud • 2 On The Town • CBS News
- NBC News • ABC News

...And Its Hart To Hart Lead-In.

BOSTON WQTV 7-8 P.M.**

Dallas Delivers More WOMEN 18-49 Than:

- Diff'rent Strokes • WKRP In Cincinnati

HOUSTON KTXH 7-8 P.M.* (Prime Time)

Dallas Delivers More WOMEN 18-49 Than:

- After Mash • Police Story • Solid Gold
- Rituals • Lifestyles/Rich and Famous

NASHVILLE WKRN 4-5 P.M.*

Dallas Delivers More WOMEN 18-49 Than:

- Name That Tune • Dukes Of Hazzard • BJ/Lobo

And Dallas Loves Them

LORIMAR

Business Briefly

RADIO ONLY

Herman Sporting Goods □ Flights will begin in late November and early December for one week in nine markets with commercials scheduled generally from Wednesday through Saturday in all time periods. Target: adults, 18-49. Agency: RDR/Timebuying Services, New York.

Osterman Jewelers □ Two-week flight will start at end of November in 19 markets in South and Midwest. Commercials will appear in daytime slots on weekdays and weekends. Target: adults, 18-34. Agency: Kenyon & Eckhardt, New York.

Zayre Discount Department Stores □ One-week flight starting in early December will be carried in about 25 markets, including Atlanta, Chicago, Milwaukee and Miami. Commercials will be placed in all dayparts. Target: women, 25-49. Agency: Ingalls Associates, Boston.

Singleton Packing □ Frozen shrimp will

be highlighted in flighted four-week effort starting in early December in Los Angeles, San Diego and Cleveland. Commercials will run in all dayparts. Target: women, 25-54. Agency: Louis Benito Advertising, Tampa, Fla.

TV ONLY

Car Quest □ Auto supplies will be advertised in two-week flight kicking off in early December in upwards of 20 markets. Commercials will be carried on news and sports programs. Target: men, 18-49. Agency: Pitluk Group, San Antonio, Tex.

Pulsar Time Inc. □ Men's and women's watches will be advertised in four-week flight starting in late November in more than 30 markets. Commercials will be placed in daytime and fringe positions. Target: adults, 18-49. Agency: Sawdon & Bess Advertising, New York.

Colibri Lighters □ In pre-Christmas push, campaign for Colibri Lighters will be active in more than 25 markets for four weeks, starting in late November.

Spots will run in fringe and news positions. Target: adults, 25-49. Agency: Rosenfeld, Sirowitz & Lawson, New York.

RADIO AND TV

Domino's Pizza □ Two- and four-week campaigns for pizza delivery chain begins this month in three radio markets—Albany-Schenectady-Troy, N.Y.; Erie, Pa., and Portland, Me.—and five TV markets—Baltimore, Pittsburgh, Philadelphia and Richmond and Norfolk-Newport News, both Virginia. Commercials will run in all dayparts. Target: adults, 18-49. Agency: Davidoff & Partners, Fairfield, Conn.

Seagram Wine Co. □ Company is introducing Seagram's wine cooler with flight in New York, starting on Dec. 1, and spreading throughout nation, backed by radio and TV advertising in roll-out to be completed by mid-1985. Commercials will be carried on radio in drive times and on television in prime time. Target: adults, 21-49. Agency: Kenyon & Eckhardt, New York.

Illinois State Lottery □ Six television markets and more than 50 radio markets will be used in flights of up to six weeks in Illinois, starting in mid-December. Commercials on television and radio will be carried in all dayparts. Target: adults, 18 and older. Agency: Bozell & Jacobs, Chicago.

Rep4Report

WKPT(AM)-WTFM(FM) Kingsport, Tenn.; WOIZ(AM)-WKQB(FM) St. George, S.C.: To Republic Radio from Selcom.

KMGX(FM) Hanford, Calif.: To Republic Radio from CBS-FM Spot Sales.

KBAT(FM) Midland, Tex.: To Republic Radio from Savalli/Schutz.

KHWY(AM) Folsom, Calif., and WZZU(FM) Raleigh, N.C.: To Torbet Radio (no previous rep).

Cable signing. Atlanta-based T.V. Watch, agency selling local ad availabilities for six Southeastern cable systems serving 150,000 subscribers, has appointed Nationwide Cable Rep as exclusive representative to sell local avails on regional and national basis. T.V. Watch is affiliate of United Media Enterprises, Scripps-Howard Co.

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

STOCKING STUFFERS—Weeks of December 10 and December 17—AP celebrates Christmas and Hanukkah with twenty-five, sixty-second scripts, each with a special holiday theme. Scripts move in advance December 1.

FLASHBACK '84—Weeks of December 17 and December 24—Relive 1984's biggest news events in our fifty-part series, Flashback '84. Twenty-five scripts move in advance December 8. Twenty-five more run December 15.

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

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

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

For more information call, (202) 955-7200

AP Associated Press Broadcast Services.

First time on television!

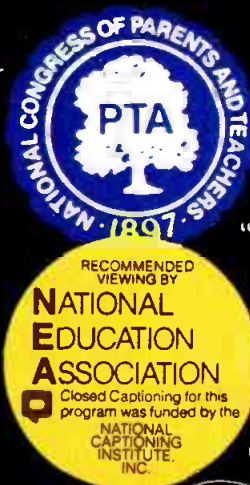


Teacher's Pets.

The N.E.A. and the P.T.A. give an "A+" to Charles Dickens Classics!

The National Education Association and the National Congress of Parents and Teachers have given their endorsement to the Charles Dickens Classics.

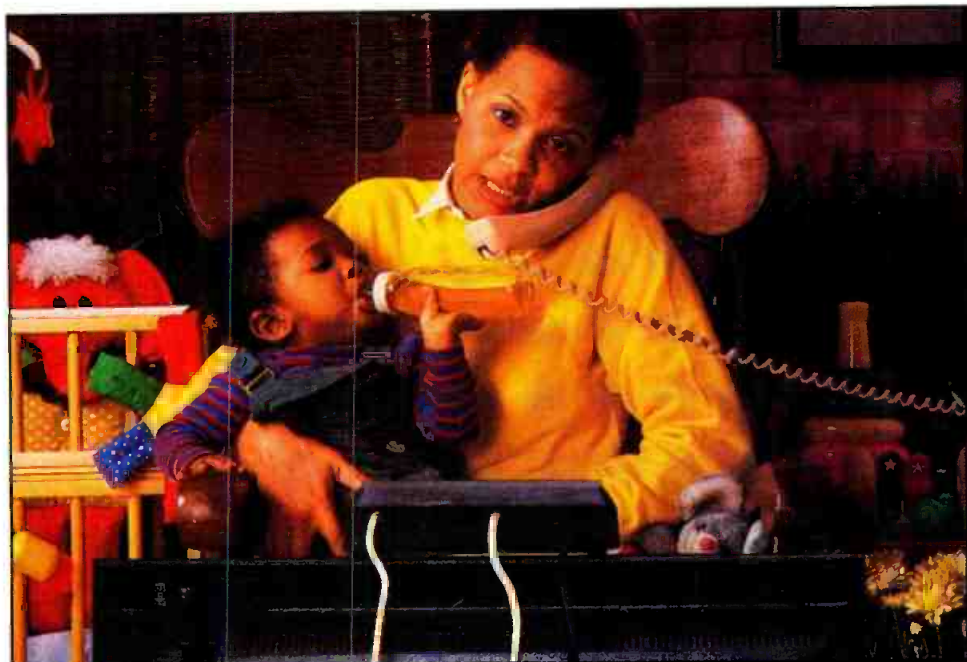
Along with television stations in 117 markets, including 45 of the top 50, who know how much their family audience is looking forward to these exciting, animated 90-minute specials!



This Christmas, give your viewers "A Christmas Carol." Then, whenever you need something special, give them "A Tale of Two Cities," "Oliver Twist," "Great Expectations," "The Old Curiosity Shop," "David Copperfield," "Nicholas Nickleby" and "The Pickwick Papers." Charles Dickens Classics. They're one sure way to take the "Bah, humbug!" out of your schedule!

Charles Dickens Classics







Now Lifetime lets people talk back to their TV sets.

**Starting in January, Lifetime introduces
2-way talk television to America.**

This January, Lifetime premieres a \$20 million investment in exciting, informational programming with an explosive difference—audience involvement by telephone.

TV that makes contact with your customers

Two-way talk television is a proven and powerful way of creating viewer involvement.

"Good Sex!", with Dr. Ruth Westheimer, is a live call-in show that has been keeping America spellbound—drawing a phenomenal phone response from all fifty states.

We're integrating this call-in concept into other areas of Lifetime's informational programming, making it even more interesting and entertaining.

Expanded lineup of celebrated hosts

The Lifetime lineup already includes such leading personalities as Regis Philbin, Ruth Westheimer, Richard Simmons and Joan Lunden.

And we're adding additional well-known personalities whose live shows will bring viewers to their TV sets and telephones.

TV that's talked to, and talked about

Every day, viewers will dial in on their passions: money, leisure, lifestyles, opinions and, of course, sex.

Lifetime will attract and hold an audience of interested, involved subscribers with a highly entertaining and provocative mix of call-ins, contests, viewer polls and information access.

Lifetime is creating television that's worth talking about.



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 two-hour, 90-minute, hour-long and half-hour dramas, mysteries and action-adventures, many in syndication for the first time, as well as a superb selection of mini-series and features.

All are magnificently-produced, highly-promotable programs!

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

† **Five Star Mystery**

Delvecchio
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
Mickey Spillane's Mike Hammer
Boris Karloff Presents Thriller
Dead End Kids Movies

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

† **First time in syndication.**

For more details,
call (212) 605-2790



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AdVantage

Tastes good to JWT. J. Walter Thompson U.S.A., New York, has been chosen as advertising agency for Miller High Life account, which bills estimated \$55 million. Approximately 85% of billing is allocated to broadcast. Loser is Backer & Spielvogel, New York, which will continue as agency of record for media purchased on behalf of all brands and remains as agency for client's Miller Lite, Lowenbrau, Meister Brau, Milwaukee's Best and new product assignments. Finalists in competition were Leo Burnett Co., N W Ayer and Jordan, Case & McGrath.

Torbet's progress report. During third quarter of 1984, requests for adult audiences were more than twice those for male and female demographics, according to analysis by Torbet Radio. Requests for adults amounted to 45.2% of total, as against 21.7% for males and 23.1% for females. Torbet said most sought-after age continues to be 25-54 with 36.2%, leading 18-49, 15.2%; 18-34, 10.3%; 25-49, 10.2%, and 18 plus, 4.8%. One-week flights led all such requests with 28.8%, followed by two weeks, 19.3%, and four weeks, 16.1%.

Radio extension. Companies dealing in communication services, especially telephone and computer firms, are among top spenders in both network and national spot radio this year, according to sampling of sales executives. Kevin Cox, vice president, sales, NBC Radio, said that business for NBC Radio Network jumped about 800% in 1984 while CBS Radio National Spot Sales vice president and general manager, Ed Kiernan, called product category "the company's biggest growth area." What has been "very strong" in national spot, according to Erica Farber, vice president, radio marketing division, Interep, is business from personal computer manufacturers such as IBM.

From the FDA. Food and Drug Administration has denounced as "seriously misleading" pro-aspirin television public service announcements by independent Committee on Care of Children. FDA, which has issued its own spots, said ads fail to disclose that aspirin increases risk of getting potentially fatal Reye's Syndrome when it is given to children with chicken pox or flu. Last week, committee rebuked FDA PSAs, charging they were "misleading and dangerous."

Challenge to TV. National Advertising Division (NAD) of Council of Better Business Bureaus resolved during October nine challenges to national advertising, including two on television. TV challenges were dropped after advertisers, CBS Toys/Ideal's Robo Force action robot figures and Nabisco Brands (Planters corn chips), agreed to discontinue their commercials.

Local accent. Council for Cable Information has unveiled its Launch Kit, designed to help cable operators customize marketing material for local use in connection with CCI's \$6-million national network campaign scheduled to begin next February. CCI President Kathryn Creech noted that national campaign will provide cable systems with across-the-board national visibility while, with help of Launch Kit, local campaigns can be devised to meet specific needs of individual cable operators. Kit contains variety of advertising, promotion, press, community, direct mail and related materials. Complete kit may be ordered for \$295 for delivery in December.



Long alliance. To commemorate 35th anniversary of WWSN-TV Columbus, Ohio, Harry B. Smart (l), chairman and chief executive officer of Blair Television, presented renowned Steuben American Eagle to Gene D'Angelo president of television stations. Blair Television has represented station since it went on air in 1949.

Encore's growing list...
ABC O&O, RKO Television,
Gaylord Broadcasting,
Capital Cities
Communications,
Tribune Broadcasting,
Malrite, Koplar,
Metromedia Television,
Storer Broadcasting,
Hubbard Broadcasting,
Post-Newsweek,
Knight-Ridder
Broadcasting and
Pappas Broadcasting,
along with affiliates
and independents
across the country have
already made major
purchases from
Encore Programs!

Stations include:

WOR-TV New York
 KHJ-TV Los Angeles
 WPWR-TV Chicago
 KGO-TV San Francisco
 WCVB-TV Boston
 WTKK Washington, D.C.
 WOIO-TV Cleveland
 KDFI-TV Dallas
 KTVT Dallas
 KTXH-TV Houston
 KHTV Houston
 KTRK-TV Houston
 WBFS-TV Miami
 WAGA-TV Atlanta
 WGNX-TV Atlanta
 WCCO-TV Minneapolis
 WFTS-TV Tampa
 WTOG-TV Tampa
 XETV San Diego
 WFSB-TV Hartford
 WXIX-TV Cincinnati
 WHNS-TV Greenville
 WVTM-TV Birmingham
 WXXA-TV Albany, N.Y.
 WJRT-TV Flint
 KOKI-TV Tulsa
 KSAS-TV Wichita, Ks.
 KMPH-TV Fresno
 WAWS-TV Jacksonville
 WFLX-TV West Palm Beach
 KRBK-TV Sacramento



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"OUR NEWS IMAGE HAS NEVER BEEN BETTER."

-David Choate, News Director WSVN-TV, Miami

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

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

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

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

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

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



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

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

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

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

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



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

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

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

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

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

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

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

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

"Betacam, however, seems to have been designed especially for this environment. It's an extremely well-built, exceptionally rugged system, particularly for its weight. And the net result is that in the year we've had them, downtime has been virtually nil.

"Equally important, because Betacam is totally compatible with 3/4" systems, you can



move into this technology at your own pace. Which is another part of adapting to the real world, the world of equipment budgets."

These are just a few examples of the reports we're getting from stations that have made the move to Betacam. To hear more, or, better yet, to get a look at the system behind them, just give us a call. In the New York/New Jersey area (201) 833-5350;

in the Northeast/Mid-Atlantic (201) 833-5375;
in the Midwest (312) 773-6045; in the Southeast
(404) 451-7671; in the Southwest (214) 659-3600;
in the West (213) 841-8711.

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Monday Memo

A television network-affiliate relationship commentary from Corydon Dunham, NBC, Washington

Improving network-affiliate partnerships

I will begin with a very straightforward proposition. That if we are to preserve and continue improving the American free broadcast system, all of us—network and affiliate—must redouble our efforts to manage constructively the single most important ingredient to our success over the years: the network-affiliate “partnership.”

After more than 30 years of push and pull, this word “partnership” has been stretched beyond all recognition. There is lip service but, too often, little understanding.

To some, the cry “partnership” may simply mean the webs want something. To others, the “partnership” argument is code for the stations wanting something. The truth is that the old alliance between network and affiliate, instituted by another generation of broadcast pioneers who created the world’s most successful national telecommunications system, is undergoing a profound change and is threatened as never before.

Whatever we choose to call it—partnership, alliance, bond or even trust—the relationship between network and affiliate is vital to all of us. We must recognize that our relationship has changed and continues to change along with the entire broadcast industry. And we must manage this change to our mutual benefit if we are to face the unprecedented competition and outside threats to our core business of providing the public with the enviable benefits of our free, commercial and extraordinary American broadcasting system.

We are all familiar with the sources of change in the telecommunications world. Exploding technology, cable, pay cable and a dilution and fragmentation of audience and advertising sources are causing broadcasters to work harder than ever before simply to remain competitive. Audience demands will compel development of these new sources, but who will provide them and how will the risk be distributed?

Will the new media continue to dilute the audience and advertising revenues to the detriment of existing, more traditional media? And how will traditional broadcasters use the new technologies to enhance and strengthen existing program services while positioning themselves in the expanding world of telecommunications?

The unpredictability of audience preferences and attention spans will grow as viewing choices expand. Program loyalty among viewers and listeners may be eroded.

How government deals with regulation of the newer media and deregulation of the more traditional broadcasters is crucial. Will broadcasting successfully overcome the



Corydon B. Dunham was named executive vice president and general counsel, NBC, in November 1976. Dunham is responsible for NBC's Washington office, the broadcast standards department, the NBC law department and the NBC compliance and practices department. Dunham had been vice president and general counsel, NBC, for five years before being named to his present post. He joined NBC in 1965 as assistant general attorney and was named vice president and general attorney in 1968. Before joining NBC, he was with the New York law firm of Cahill, Gordon & Reindel.

competitive unfairness of the current regulatory scheme that allows other media to develop free from the government burdens that inhibit over-the-air broadcasting? The answer to this question is still very uncertain, and remains a key factor in our ability to compete, plan and move forward with any degree of certainty.

As the new competition sends us hunting for more sources of advertising, government actions may jeopardize key advertising sources. Political debates over carriage by cable, questions about copyright and program use, government imposition of “special interest group” programming—all loom in the next Congress.

It is time to take the long view.

Individual station operators and group owners alike now produce superb news and public affairs programming of their own. The local stations also serve as the keystone to the national advertising system that supports our “free” over-the-air service, providing a relationship with the local community a network could never develop alone. Yet, affiliates’ fundamental interests lie within the context of a more mature network-affiliate relationship.

Affiliates cannot expect the Hollywood community to match the billions of dollars networks invest in original programming each year. Nor can local station operators reasonably subject themselves to an inordinate

amount of programing risk in a rapidly changing technological and regulatory environment.

Networks, not syndicators or the Hollywood community, assume the overall enormous costs and risks in entertainment as well as in news and sports programing. NBC alone has at risk almost \$2 billion in total programing commitments. The 1984 political coverage cost NBC more than \$40 million directly and in forgone revenues. The risk that the World Series will run for enough games to turn a profit or that other programs will draw the requisite audience can be borne only by the network.

The relationship can change. It already has. But both network and affiliate must realize that there is a tremendous need for a strong, ongoing national and local network system that only a unified, common front can achieve.

The networks are in a unique position to help affiliates meet current and changing needs. For instance, as the demand for programing grows with accelerating costs, the network must be able to supply the programs stations cannot afford to produce. Together, networks and affiliates must stimulate new sources of programing so dependency on a limited number of Hollywood outlets can be moderated. The result will be more competitive pricing and diverse programing.

Networks are able to help affiliates increase their access to news material. Networks can also help provide new technologies, such as Ku-band satellite service, video improvements and TV stereo, and harness these changes to benefit our common audiences.

In the political arena, networks and affiliates will have their differences, but there is a broad spectrum of issues upon which our shared interest is compelling—must-carry, the freedom to advertise, access for news people and the freedom to make programing decisions without government interference.

We’ve got a lot going for us.

An American mosaic of programing unique to each community is a result of local stations reflecting community concerns tied together with a network providing a national sense of community and awareness.

We have too much going for us now, and too much at stake, to overlook what we offer each other and what both network and affiliate have contributed to the relationship these many years.

In this time of adjustment in our industry, uncertainty is guaranteed. We must live with it, together.

Our new relationship must be based upon a clear-eyed vision of all that is possible if we stand together and all that will be lost if we do not.

Call it a bond. Call it alliance. Call it a trust.

Let’s call it a partnership—and mean it. ☐

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The TV Special for January!
The Weekly TV Series for Fall!

Music That Recalls Magic Moments in Your Life.
Performed by the Original Artists and the Music
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with The Hits—from the 40s, 50s, 60s and 70s Right
Up To The Present—That Bring Back Laughter and
Tears. Plus Salutes to Those Memorable Years.
Lavishly Produced in the Bob Banner Tradition.

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TONI TENNILLE



Special
Guest Star

**JOHNNY
MATHIS**



Special Guest Star
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Special Guest Star
ANDY GIBB



Musical Theme by Barry Manilow

Based on Al Ham's Radio Format That has Swept the Country

Produced by

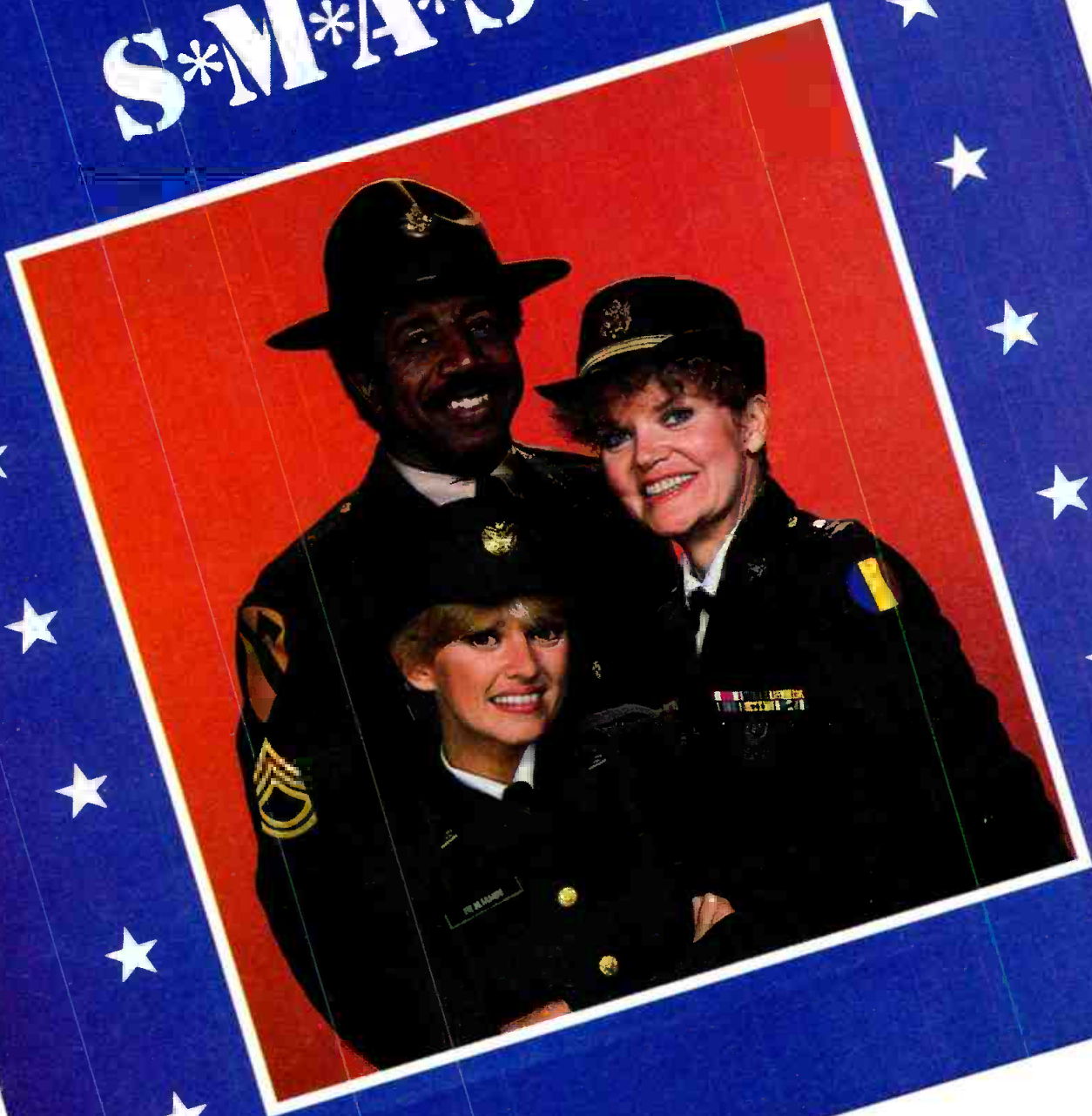


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WTVJ Miami
WGNX-TV Atlanta
WTOG-TV St. Petersburg
KPLR-TV St. Louis
KWGN-TV Denver
KTXL Sacramento
KPDX Portland
KPHO-TV Phoenix
XETV San Diego
KSHB-TV Kansas City
WVTV Milwaukee
WVUE New Orleans
WLOS-TV Asheville
WZZM-TV Grand Rapids
WYAH-TV Portsmouth
WGGT Greensboro
WRGB Schenectady
WAWS-TV Jacksonville
KTHI-TV Fargo
KVOS-TV Bellingham



PRIVATE BENJAMIN

Warner Bros. Television Distribution
A Warner Communications Company



This week

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

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

Nov. 19—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Bob Giraldi, Bob Giraldi Productions. Copacabana, New York.

Nov. 20—Seventh annual Frank E. Gannett lecture, sponsored by *Washington Journalism Center*, to be delivered by David Broder, associate editor, *Washington Post*. Capital Hilton, Washington.

Nov. 20—*American Women in Radio and Television, Washington chapter*, meeting, "Counting the Numbers: A Special Panel on Ratings." Panelists: Joseph Philpott, Arbitron; Patricia Dignam, Nielsen; David Poltrack, VP-research, CBS Inc., and John Carmody, *Washington Post*. U.S. Chamber of Commerce, Washington.

Also in November

Nov. 27—*International Radio and Television Society* newsmaker luncheon. Speakers: Peter Jennings, ABC; Bill Kurtis, CBS, and Tom Brokaw, NBC. Waldorf Astoria, New York.

■ Indicates new or revised listing

toria, New York.

Nov. 27—*Illinois Broadcasters Association* college seminar. Illinois State University, Normal, Ill.

Nov. 28—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Thomas Burchill, president and CEO, Lifetime. Copacabana, New York.

Nov. 28—*New York Women in Communications* meeting. Speaker: Lesley Stahl, CBS News, on "The 1984 Presidential Campaign and its Aftermath." Summit hotel, New York.

■ **Nov. 28**—*Society of Cable Television Engineers, Chattahoochee chapter*, meeting. Topic: preventive maintenance. Holiday Inn South, Atlanta.

■ **Nov. 29**—*Philadelphia Cable Club* meeting. Speaker: Kay Koplovitz, USA Network. Adams Mark hotel, Bala Cynwyd, Pa.

Nov. 29—*Massachusetts Institute of Technology* communications forum, "Media Diplomacy." Marlar Lounge, Cambridge.

■ **Nov. 29**—*Women in Cable, Chicago chapter*, presentation of WIC awards, annual video competition recognizing local video producers for outstanding productions. Faces, Chicago. Information: (312) 850-4823.

Nov. 30—*Columbia University, Research Program in Telecommunications and Information Policy*, conference, "Tracing New Orbits: Competition and Cooperation in Satellite Development." Columbia University, New York.

Nov. 30—Presentation of First Amendment Defender Award by *Catholic University of America, Columbus School of Law, Institute for Communications Law Studies*, to Elie Abel, director of Stanford University's communications department, and former NBC News correspondent. Caldwell Hall auditorium, Catholic University, Washington.

December

Dec. 1—Deadline for proposals for seminar workshops of *Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual convention, to be held June 6-9 in Chicago. Information: (717) 397-5727.

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

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

Dec. 4—*American Advertising Federation's* eighth annual Advertising Law and Public Affairs Conference. Speakers include Floyd Abrams, partner, Cahill, Gordon and Reindel; Robert Pitofsky, dean, Georgetown University Law Center, and attorney William Rogel. Capitol Hyatt Regency, Washington.

Dec. 4—*Academy of Television Arts and Sciences* forum luncheon with Ted Turner, chairman and president, Turner Broadcasting System. Century Plaza, Los Angeles. Information: (818) 506-7880.

Dec. 5—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: talent/writers/performers. National Association of Broadcasters, Washington.

■ **Dec. 5**—*Advertising Club of Greater Boston* meeting, "Targeting the Media—The Media as the Target." Speaker: Walter Mattson, *New York Times*. Back Bay Hilton, Boston.

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

Dec. 5-7—*Radio-Television News Directors Association*, Marriott City Center, Denver.

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 6-9, 1985—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago. Future conventions: June 11-15, 1986, Loews Anatole, Dallas; June 10-14, 1987, Peachtree Plaza, Atlanta, and June 8-12, 1988, Bonaventure, Los Angeles.

June 6-12, 1985—*Montreux 1985*, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

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

Aug. 4-7, 1985—*Cable Television Administration and Marketing Society* 11th annual conference. Fairmont hotel, San Francisco.

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.

Sept. 11-14, 1985—Second annual Radio Convention and Programming Conference, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

Nov. 11-13, 1985—*Television Bureau of Advertising* 31st annual meeting. Hyatt Regency, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Major Meetings

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, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

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, Loews 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 15-18, 1985—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. St. Francis hotel, San Francisco.

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

May 19-23, 1985—*National Public Radio* annual

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. Future conventions: Sept. 11-14, 1985, Nashville, Opryland, and Sept. 10-13, 1986, Dallas, Anatole.

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—*Bureau Advertising Bureau's* Managing Sales Conference. Amlac 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 14-17, 1985—First *NATPE International* production conference. New Orleans Hilton, New Orleans. Information: (212) 949-9890.

March 26-27, 1985—*Cabletelevision Advertising*

ation 39th international conference and exposition. San Antonio Convention Center, San Antonio, Tex.

Dec. 6—*New York County Lawyers' Association* public forum, "Cable TV Companies as Telephone Companies?" 14 Vesey Street, New York.

Dec. 6—*Ohio Association of Broadcasters* sales workshop. Columbus Marriott Inn North, Columbus, Ohio.

Dec. 6-7—"TV and Ethics: Who Is Responsible?" national conference, sponsored by *Boston/New England Chapter, National Academy of Television Arts & Sciences, and Emerson College*. Speakers include Norman Lear, TV producer, and Jack Valenti, president, Motion Picture Association of America. Participants include Ralph Baruch, Viacom International; Len Matthews, American Association of Advertising Agencies; David Henderson, Outlet Broadcasting; Herman Land, Association of Independent Television Stations, and Pluria Marshall, National Black Media Coalition. Sheraton Boston, Boston. Information: (301) 593-8650.

Dec. 7—Deadline for entries in 25th annual International Broadcasting Awards, sponsored by *Hollywood Radio and Television Society*, honoring "world's best radio and television advertising." Information: HRTS, 5315 Laurel Canyon Boulevard, suite 202, North Hollywood, Calif., 91607-2772; (818) 769-4313.

Dec. 8—*Foundation for American Communications* conference for journalists, "Economics and the News," co-sponsored by *Arizona Republic/Phoenix Gazette*. Phoenix Hilton, Phoenix.

Dec. 8—*National Federation of Local Cable Programmers* fall regional conference for far West. Santa Ana College, Santa Ana, Calif.

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

Dec. 11—*Southern California Women in Cable* meeting. Speaker: Robert Alter, president, Cable Advertising Bureau. Marina Marriott hotel, Marina del Rey, Calif.

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

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

Dec. 14—*Broadcast Pioneers, Washington area chapter*, fifth annual awards banquet. Kenwood Country Club, Bethesda, Md.

Dec. 18—*Golden Jubilee Commission on Telecommunications* first conference, "The Impact of Government Regulation on the Introduction of New Telecommunications Technologies." Mayflower hotel, Washington. Information: (202) 955-4687.

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

January 1985

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

Jan. 6-8—*California Broadcasters Association* winter convention. Guests include former President Gerald Ford, fairness doctrine debate featuring former FCC Chairman Charles Ferris and Senator Bob Packwood (R-Ore.) and movie critics "Siskel & Ebert." Sheraton Plaza hotel, Palm Springs, Calif. Information: (916) 444-2237.

Jan. 9—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: community relations. National Association of Broadcasters, Washington.

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

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

Jan. 13-16—Seventh annual PTC '85, *Pacific Telecommunications Council*. Theme: "Telecommunications for Pacific Development: Toward a Digital World." Information: PTC, 1110 University Avenue, suite 308, Honolulu, 96826.

Jan. 14-16—*Community Broadcasters of America* first LPTV convention. Moscone Center, San Francisco.

Jan. 14-18—*National Association of Broadcasters*

winter board meeting. Sheraton Plaza, Palm Springs, Calif.

Jan. 15—Deadline for entries in Commendation Awards, sponsored by *American Women in Radio*

and Television. Information: AWRT, 1321 Connecticut Avenue, N.W., Washington, 20036.

Jan. 15—Deadline for entries in 27th American Film Festival, sponsored by *Educational Film Library As-*

Stay Tuned

A professional's guide to the intermedia week (Nov. 19-25)

Network television □ **ABC:** *The Ewok Adventure* (adventure), Sunday 8-10 p.m.; *The World's Funniest Commercial Goofs #2*, Sunday 10-11 p.m. **CBS:** *For Love or Money* (romantic comedy), Tuesday 9-11 p.m.; *The Baron and the Kid* (drama), Wednesday 9-11 p.m.; *CBS All-American Thanksgiving Day Parade*, Thursday 9 a.m.-noon. **NBC:** *Macy's Thanksgiving Day Parade*, Thursday 9 a.m.-noon; *National Off-the-Wall People's Poll* (survey special), Saturday 9-10 p.m.; *Las Vegas Strip Wars* (drama), Sunday 8-10 p.m.; *Johnny Carson Presents the Tonight Show Comedians*, Sunday 10-11 p.m. **PBS** (check local times): *Blade on the Feather* (suspense), Wednesday 9-10:30 p.m.; *River Town* (documentary), Wednesday 10:30-11 p.m.

Cable □ **Arts & Entertainment:** *Prokofiev Concerto #1 and Shostakovich Symphony #1*, Thursday 8-9 p.m. **Eternal World Television Network:** *Where's Dad?* (documentary), Thursday 8:30-9:30 p.m.

Play It Again (rebroadcasts): **CBS:** *A Charlie Brown Thanksgiving* (animated special), Tuesday 8-8:30 p.m. **Wtbs Atlanta:** "Guess Who's Coming to Dinner?" (comedy/drama), Sunday 10:35 a.m.-12:50 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York): *A Tribute to Thames Television*, 60 hours of programming, now through Jan. 31, 1985. *Charlie Brown—A Boy For All Seasons: 20 Years on Television*, retrospective featuring all 26 Peanuts animated specials, as well as newer Saturday morning material, Peanuts commercials and videotaped interviews with creator Charles Shultz, producer Lee Mendelson and animator Bill Melendez, Friday through Jan. 31, 1985. For information and air times call (212) 752-7684.

* indicates premiere episode

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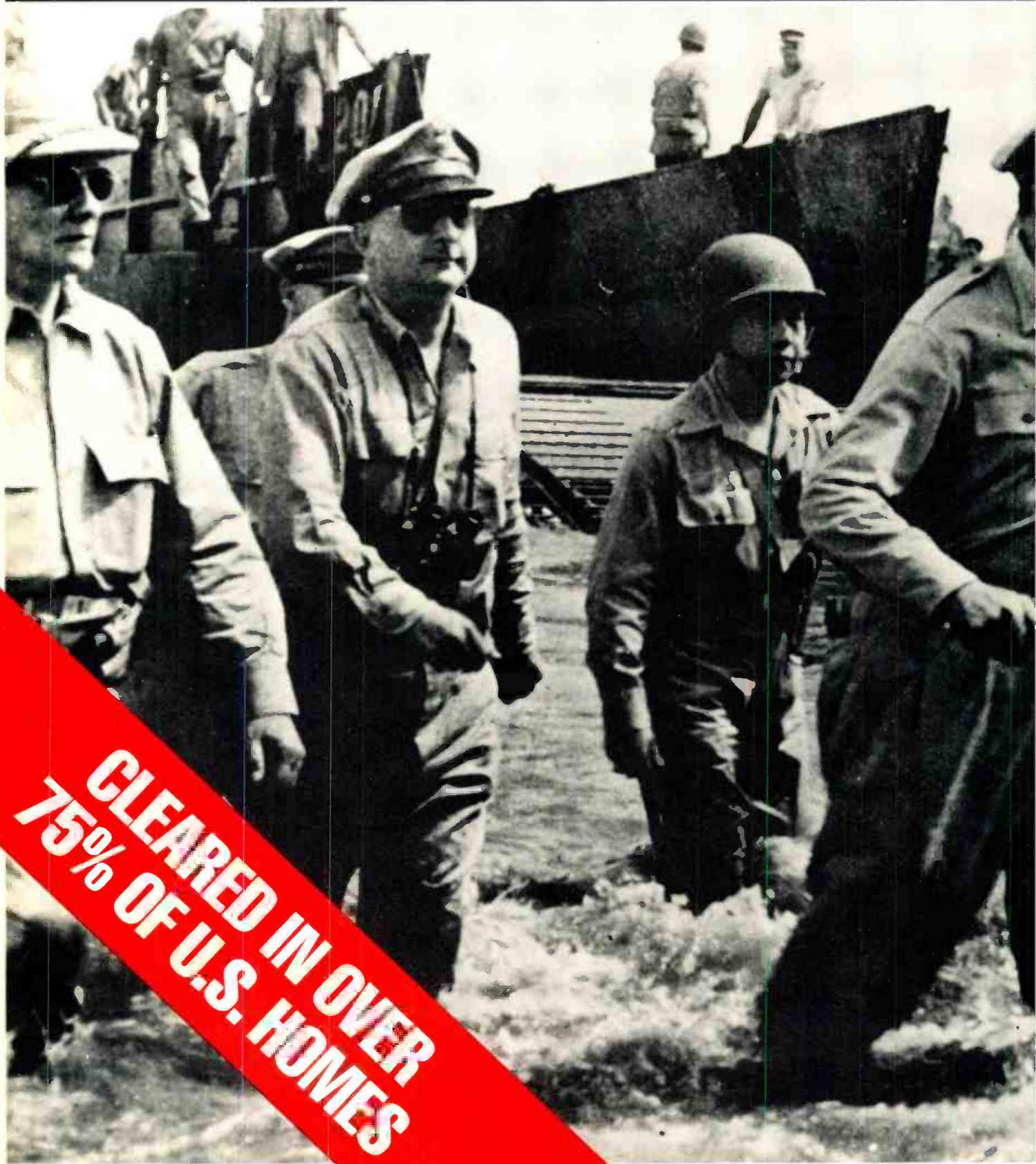
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association. Information: (212) 227-5599.

Jan. 15—Deadline for entries in Champion-Tuck Awards for "outstanding reporting aimed at increasing public awareness of complex economic issues," sponsored by *Champion International Corp.* and administered by *Amos Tuck School of Business Administration at Dartmouth College*. Information: Champion-Tuck Awards, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H., 03755; (603) 643-5596.

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

Jan. 16—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Al Masini, president, TeleRep. Chasen's, Los Angeles.

Jan. 22-24—40th annual Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. University of Georgia's Center for Continuing Education, Athens.

Jan. 22-26—First *Pacific International Media Market*, showcase of Asian/Pacific film and television product, as opportunity for buyers and sellers. Regent hotel, Melbourne, Australia. Information: 25 Palmerston Crescent, South Melbourne, Victoria, Australia, 3205; telephone: (03) 690-7366.

Jan. 23—*Academy of Television Arts and Sciences* forum luncheon with Thornton Bradshaw, chairman and chief executive officer, RCA Inc. Century Plaza, Los Angeles. Information: (818) 506-7880.

Jan. 25—Awards presentation of U.S. Television and Radio Commercials Festivals, presented by *U.S. Festivals Association*. Marriott hotel, Chicago. Information: (312) 834-7773.

Jan. 25-27—*Foundation for American Communications* journalism conference, "The U.S. and Latin America." San Diego.

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

Jan. 28-Feb. 1—*MIDEM*, international marketplace for music industry. Palais des Festivals, Cannes, France. Information: (33)(1) 505-1403.

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

February 1985

Feb. 1-2—*Alpha Epsilon Rho, National Broadcasting Society*, South regional conference. University of Montevallo, Montevallo, Ala. Information: (409) 294-1342.

Feb. 3-5—*Louisiana Association of Broadcasters* annual convention. Holiday Inn Central (Holidome), Lafayette, La.

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

Feb. 6-11—*International Radio and Television Society* annual faculty/industry seminar and college conference, "Programming: The Ever-Changing Constant." Rye Town Hilton. Rye, N.Y.

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

Feb. 11-12—*Western Educational Society for Telecommunications* 14th annual conference, focusing on public broadcasting, educational institutions, interactive video and industrial production, foundations and commercial production agencies. Holiday Inn Civic Center, San Francisco.

Feb. 12—*Illinois Broadcasters Association* sales caravan. Southern Illinois University, Carbondale, Ill.

Feb. 13—*Illinois Broadcasters Association* sales

caravan. Sangamon State University, Springfield, Ill.

Feb. 13—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: lobbying. National Association of Broadcasters, Washington.

Feb. 14—*Illinois Broadcasters Association* sales caravan. Bradley University, Peoria, Ill.

Feb. 14-17—*Howard University's* 14th annual communications conference, "Communications and Development." Howard University campus, Washington.

Feb. 15—*Illinois Broadcasters Association* sales caravan. Brandywine Inn, Dixon, Ill.

Feb. 15—Deadline for entries in Clarion Awards, sponsored by *Women in Communications*. Information: WICI, P.O. Box 9561, Austin, Tex., 78766.

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

Feb. 18—Deadline for entries in Athens International Film Festival, sponsored by *Athens Center for Film and Video*. Athena Cinemas, Athens, Ohio.

Feb. 21—16th National Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Tarrant County Convention Center, Fort Worth. Information: (817) 737-4011.

Feb. 21-22—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Century Plaza, Los Angeles.

Feb. 22-24—*Oklahoma Association of Broadcasters* annual winter meeting. Sheraton Kensington, Tulsa, Okla.

Feb. 27—*American Women in Radio and Television, Washington chapter*, bi-annual salute to new members of Congress. Russell Senate Office Building, Caucus Room, Washington.

March 1985

March 5-6—*Ohio Association of Broadcasters* congressional dinner. Hyatt Regency, Capitol Hill, Washington.

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

March 8—*International Radio and Television Society* 45th anniversary/Gold Medal banquet. Waldorf Astoria, New York.

March 13—*American Women in Radio and Television* 10th annual Commendation Awards luncheon. Waldorf-Astoria, New York.

March 14-17—First *NATPE International Production Conference*. New Orleans Hilton. Information: (212) 949-9890.

March 15-17—*Intercollegiate Broadcasting System* national convention. Washington Hilton, Washington.

March 20—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: station management/ownership. National Association of Broadcasters, Washington.

March 21—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

March 22—*Academy of Television Arts and Sciences* forum luncheon with Merrill Panitt, editorial director, *TV Guide*. Century Plaza, Los Angeles. Information: (818) 506-7880.

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

March 27-28—*Illinois Broadcasters Association* spring meeting and awards banquet. Convention Center, Springfield, Ill.

March 27-31—*Alpha Epsilon Rho, National Broadcasting Society*, 43d annual convention. Opryland hotel, Nashville.

April 1985

April 3—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: public relations. National Association of Broadcasters, Washington.

April 10—Presentation of *Women in Communications's* Matrix Awards. Waldorf-Astoria, New York.

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Errata

John E. Lawler Jr., senior VP and financial director, Gray & Co., Washington, joins The Kamber Group there as executive VP and chief financial officer, not Victor Kamber (president, Kamber Group), as incorrectly reported in "Fates & Fortunes," Nov. 12.

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Broadcasting Nov 19

Vol. 107 No. 21

TOP OF THE WEEK

Television wrapping up year with good fourth

Advertising at all levels is turning in double-digit increases for the second quarter in a row. Upfront and local are reporting the best performances, while scatter is a little weaker than expected. Cost-per-thousand increases are expected to be about 10%. A rejuvenated auto industry has been a big help.

While most television sales executives are uncertain what 1985 may bring, 1984 is closing out, as did the third quarter, with percentage gains in mostly double digits. But the increases were not as high as originally expected. The scatter market has been showing weakness, but the networks took in so much money upfront that all three said they will meet sales projections. The cost-per-thousand increases appear to be in the neighborhood of 10%.

Upfront may have also robbed money from the national spot market, but station representatives are lowering their estimates by only a few percentage points and expect the fourth quarter to end up in the mid-teens, with variations. Sales managers at the local level will experience different numbers but most of those contacted predicted healthy double-digit gains over last year's fourth quarter.

Many television network and agency executives agree that the current scatter market is weak, but network executives say there is so little inventory left that they are protected against additional price cutting.

It is more lack of demand, than an excess of supply, according to Allen Banks, executive vice president and media director at Dancer Fitzgerald Sample: "There were many advertisers who got hurt last year in the scatter market. Dayparts they thought they could count on they couldn't get, and so they were determined not to get hurt this year. A lot of scatter money that would have been held flexible instead went into upfront."

Jake Keever, vice president in charge of

sales for the ABC Television Network, said: "Now, what the agencies are saying is very true; the marketplace right now is a weak marketplace. But when you are sold out or practically sold out you have no problem. . . . We have no problem except sports, where we have been selling out, but at lower prices. The rest of it is in good shape. We have a little way to go in news and daytime, and news has upside potential. Taking sports out, the scatter averages for prime time, news, daytime and children's will all be above upfront averages."

Keever said the upfront market for the three networks this year was \$2.4 billion, compared to \$1.8 billion the previous year. He added that ABC sold close to 80% of its inventory upfront, and that it had also hit the scatter market early in the fourth quarter, when, he said, the market was stronger.

George Schweitzer, vice president, communications, CBS/Broadcast Group, said that CBS-TV has met its sales budget: "It is well sold, on target and we have no problems." One CBS executive said that sports, news and daytime were sold well in advance of the fourth quarter and that the network is now already sold in all but one daypart.

Somewhat skeptical was Bill Croasdale, senior vice president of radio and television at BBDO: "To some degree there are certain specific properties that are tight, but if you have the money, it's amazing what becomes available."

Whereas scatter cost-per-thousand prices are usually higher than the upfront prices, Croasdale said "very nice deals" can be cut at "almost upfront pricing." John Otter, sen-

ior vice president and director of network programming at SSC&B, said the scatter market this quarter has been "around what the upfront market was in terms of cost-per-thousand, about 10% over last year on average." One agency executive said deals were being made below upfront prices in some cases.

The general consensus among agency executives, however, was that there were no "fire sales" or panicking among the networks.

Otter's guess that cost-per-thousand increases were about 10% seemed to be confirmed, at least at NBC, by Robert Blackmore, vice president, sales, NBC television network. Blackmore said an across-the-schedule, double-digit increase would be a "close call," although NBC, like the other two networks, was meeting sales projections.

"Generally speaking, prime was pretty good over here because we sold quite a bit up-front," said Blackmore. "I think that although there was some softness in prime time it is closing out in a normal manner now. News was very strong. There is nothing left in *Today*, *Tonight*; nothing left in fringe, daytime. Generally speaking, all those areas were extremely strong. This was somewhat offset by some weakness in sports."

Did the ratings success of NBC put unused make-goods inventory on the market at lower prices? Blackmore responded: "At the same time that you might have put aside another 50 to a 100 units to pay back, but now don't need because of the numbers of

certain shows, the very shows that are getting the numbers are the ones that the advertisers want. They are going to want to be part of *Cosby*, *Family Ties* and *Cheers*.

This was the first quarter that might have felt some impact from the recent CBS consumer audience profile (CAP) presentations to agencies and advertisers. CAP encourages media buyers to expand their demographic requirements and use a weighted demographic that gives fractional value to age groups outside of 18-49 depending on their purchases of the particular product or service (BROADCASTING, May 21). The campaign also suggests that nonage criteria, such as income and education, also be used to define the target audience.

While CBS got good marks for presentation, the impression of some agency executives was that CAP gave no initial help to the network in its negotiations. "We already have a system like that in effect," said Croasdale, "In fact we pointed out to CBS that our system works even a little better than theirs in terms of connecting buying with specific program demographics." The BBDO senior vice president said the bottom line continues to be: "What's the best deal I can cut?"

Another top-10 agency executive, who asked not to be identified, said: "Marginal audience does get into the media plan and allocation but not into the negotiations. Why should we pay for secondary users?" CBS's Schweitzer said it was too early to judge the CAP campaign's impact.

Another network fourth-quarter story is how much ABC has begun to make good on guarantees to advertisers following its ratings decline—a prime time drop of 2.2 rating points in the first seven weeks of the season—and how that would affect the scatter market. Paul Isaacson, executive vice president and director of broadcast programming and purchasing, Young & Rubicam, said ABC has started to make good for some of his clients. Keever said the network's sales projections would be met even though its reserve inventory is being used for make-

goods. Tempering any severe make-good problem in the fourth quarter were several factors, he said: demographic ratings for many shows had not declined, some sales are made without guarantees and "the reserve inventory we set aside is sufficient at this point, and I expect it will be for the quarter."

There were a few cautious words about the current spot market, which, it was said, has also been affected by the rush of advertising money into upfront. Gordon Hastings, senior vice president, Katz Television, said original projections for the rep firm were for gains of 13% to 15%, and while some softness has been noted, a 13% quarter was still attainable. That was the increase registered in October by comparable stations on the Katz list over last year. Hastings also attributed the restrained market to the absorption of ad budgets by the Olympics, barter syndication and an advertising expenditure cut-back by corporations at year-end to give a better look to their 1984 earnings reports. A recent study by Harrington, Righter & Parsons has indicated a 25% to 30% increase in fourth-quarter barter activity, for a total of \$160 million, not including sports.

Asked about regional differences, Hastings noted "a pocket of real softness in the Midwest; it starts in Illinois, goes down the Ohio valley and into Kentucky and Tennessee."

Also slightly lowering spot projections for the quarter was Bill Breda, senior vice president and director of affiliate and independent sales, Blair Television: "It is not over. The managers I talk with are feeling some additional activity that will build the balance of November and into December. Maybe some people thought it would be 17% or 18%, but I still say it is going to be a good double-digit figure." Breda said some of that "additional activity" was coming from consumer product lines that were buying because of the Christmas season.

One of the reasons for lowered expectations, Breda said, was less political advertis-

ing than anticipated, at both national and state levels: "They spent money, both Mondale and Reagan, but I don't think that they spent to the level that we thought they would."

If there was any carryover from the ABC ratings decline into the sales of the ABC owned-and-operated stations, Phil Sweeney, general sales manager of ABC television spot sales, said he hadn't noticed. Some of that division's "long-term marketing efforts had come to fruition in the fourth quarter," said Sweeney, enabling stations to meet their original revenue goals, although the fourth quarter was not as strong as "most people in the industry had hoped for." While Sweeney said within the five-station operation there is a variety of growth, the average spot sales increase in the group will be in the mid-teens. Local sales, he said would be, "up close to double digit."

Local Sales Driven By Cars

There seemed to be two unifying themes in the stories told by local sales managers: automobile advertising and double-digit increases.

One man who is glad that the automobile industry has increased its use of television lately was Bob Brock, local sales manager at the CBS affiliate in Dallas, KDFW-TV, who predicted a local sales increase near 20%: "Fourth quarter was a little slow taking off," he said, "but when all is said and done, we anticipate selling 99% in all dayparts. Automotive is right through the roof; it's the heaviest it's been in four years." Also making a move in the fourth quarter were financial services, fast foods and department stores. "I am trying to think of something that will be noticeably absent and I really can't."

Cox Broadcasting's independent in St. Louis, KDNL-TV, is benefiting from Detroit's resurgence because of that industry's importance to the local economy, according to Joe Cooper, local sales manager. While local sales were strong in the second and third quarters and began well in the fourth, life has been a little quieter since the election. Cooper noted that there were a number of hard-fought elections in the St. Louis area including ballot propositions, all of which "played a factor in reducing the collective inventory," prior to Nov. 7. Despite the current weakness, he predicted a local sales increase of above 10%.

Dick Morby, local sales manager at KYW-TV Philadelphia, said his station has benefited from its affiliation with NBC and that network's rating improvement, which he said was noticeable beginning last year. In addition, certain businesses increased their spending, contributing to a fourth-quarter local sales gain in the "upper teens." Some banks hadn't been advertising for a year-and-a-half because of mergers and subsequent re-evaluations of their campaigns, he said, but are now, "back in a major way." Morby added that Bell Atlantic has recently started advertising after its reorganization, and that some Atlantic City casinos were now buying time. Automotive advertising was also up. □

Cable's new wave crests in St. Louis

Once was, the emphasis in cable was on pay. Now, the emphasis, increasingly, is shifting to basic. Perhaps as a result, some 80 executives of major cable networks (ad supported) and of leading MSO's held a summit meeting in St. Louis on Nov. 8 to see how they could better coordinate their efforts to increase viewing to those networks—and hence enhance the advertising sales thereof. A related goal: to increase subscriber satisfaction by building awareness of the variety of cable programming available. Joint sponsors of the summit: the Cabletelevision Advertising Bureau and the Cable Television Administration and Marketing Society.

The officials—representing every advertiser-supported cable television network and operating and marketing executives of 24 MSO's and independents—have formed three committees to recommend ways to promote the appeal and availability of quality advertiser-supported cable programming. The Audience Promotion Committee will be a joint CAB/CTAM group. It will explore ways to promote viewing and to increase consumer usage of advertiser-supported basic cable services on both a network and operator level. The Local Advertising Promotion Committee will develop recommendations on how to improve promotion for basic cable availabilities to local cable system advertisers. Its members will be drawn from the CAB Local Sales Advisory Board.

A third committee will be set up to examine the feasibility of creating an Affiliate Advisory Board (or boards) to focus on long-term issues that affect both networks and operators, and to address areas of mutual interest.

NCTA to raise '84 dues by 20%

Board takes action to take care of costs of cable dereg lobbying; it also passes \$6.7 million 1985 budget, authorizes establishment of ACE Academy and Cable Pioneers Museum and thanks Ralph Baruch

To improve the bottom line on the National Cable Television Association's balance sheet, the board of the trade association voted last week to raise around \$1 million by assessing its members an additional 20% of their 1984 annual dues.

According to NCTA Chairman Ed Allen, the assessment is needed to "clean up the net worth situation." As a result of unanticipated lobbying expenses and a shortfall in convention income in 1984, he said, the association will show a negative net worth for the year. And banks are hesitant about lending money to organizations whose liabilities are greater than their assets, he said.

Because revenue from dues and the convention comes intermittently throughout the year, he said, NCTA must often borrow money for short periods of time to meet its day-to-day operational expenses.

NCTA dug a financial hole for itself this year by spending heavily on lobbying for cable deregulation legislation on Capitol Hill. In the final weeks leading up to passage of the bill by Congress on Oct. 11, NCTA hired several high-powered (and high-priced) Washington lobbying firms to appeal to members of the Senate, where the bill was temporarily hung up.

The hole was deepened by the failure of NCTA's annual convention to generate as much income as anticipated. The convention suffered from a drop in attendance, and, more important in terms of revenues, exhibitors. Allen would not say what the difference between anticipated and actual income was, but hinted that it was around 30%.

A "blue ribbon" committee headed by John Goddard, president of Viacom Cablevision and treasurer of the association, had considered a plan to revamp the dues structure to permanently increase dues revenues, Allen said, but rejected it ("Cablecastings," Nov. 12). "Our members are getting other ongoing increases that they can't control—programming fees for example," Allen said. The committee simply decided not to burden them with another, he said. Since dues are tied to the revenues of cable operators, he said, the dues will increase with the industry and should be sufficient to cover NCTA's future needs.

The board, meeting in LaQuinta, Calif., also approved the fiscal 1985 budget, projecting expenses (except for depreciation) and revenue of around \$6.7 million. According to Allen, NCTA expects to spend \$6.5 million, but take in just \$6.23 million in the current fiscal year.

In other actions:

■ The NCTA board voted to establish the ACE Academy, which, starting next year,

would oversee the selection of winners of the ACE programing awards and produce the annual awards ceremonies.

According to Char Beales, vice president, programming and marketing, the establishment of the academy is intended to broaden participation in ACE activities. Membership in the academy will be open to anyone "engaged in the production of cable programming," she said.

The academy will collect dues from its members, but will be subsidized, at least for the time being, by the NCTA, Beales said. The NCTA chairman will appoint the academy's governing "board of advisers," she added.

■ The board authorized the NCTA to create a database on ongoing cable-theft litigation.

According to Ed Dooley, NCTA's vice president, public affairs, the "clearinghouse" is intended to aid state and regional cable associations and cable operators in their efforts to crack down on piracy.

■ It passed a resolution expressing thanks to Ralph Baruch, chairman of Viacom International, for his service to the association as chairman of the public policy committee from 1977 to 1984.

■ It "endorsed" the establishment of the Cable Pioneers Museum and Archives at The Pennsylvania State University. The chairman of the NCTA will serve ex-officio as a member of the museum's broad of directors. "There is some cost involved" in NCTA's association with the museum, Dooley said, "but it isn't very much." □

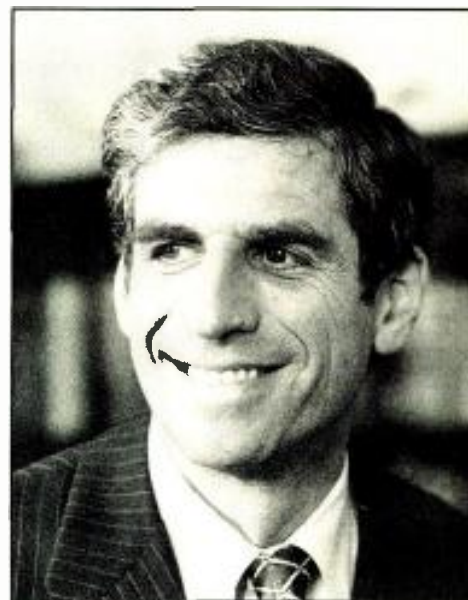
The big 'What If?' on Commerce

If Dole becomes majority leader, and Packwood goes to Finance, the new Commerce Committee head would be John Danforth, a 48-year-old Republican senator from Missouri—and he's not yet an open book on telecommunications industry issues

He's a lawyer, an ordained Episcopal minister and a U.S. senator, and he may become one of the more influential shapers of communications policy in the next Congress. Missouri Republican John Claggett Danforth is next in line to chair the Senate Commerce Committee, a position that could open after next week's leadership race in the Senate (BROADCASTING, Nov. 12). The contest for the position of majority leader in the Senate could result in incumbent Commerce Chairman Bob Packwood (R-Ore.) leaving that post to succeed Senator Robert Dole (R-Kan.) as chairman of the Finance Committee. Dole is one of five candidates seeking the majority leader's seat.

What would Commerce with Danforth at its helm mean for the communications industry? Some of Washington's key industry lobbyists don't expect any major policy changes to emerge. There remains, however, some speculation that Danforth, a former attorney general with an interest in consumer issues, might take a different tack in some areas than his predecessor. But, as most observers acknowledge, Danforth's views on deregulation have not strayed far from Packwood's. It also remains unclear where he stands on such matters as children's television programming and alcohol advertising, two issues expected to be prominent on the congressional agenda next year. (Danforth was visiting the People's Republic of China last week and was unavailable for comment on his prospects.)

In general, the 48-year-old senator has concentrated more on trade and transportation safety legislation than on broadcasting or cable issues. He chairs the Subcommittee on Surface Transportation and the Subcommittee on International Trade. While Danforth has devoted more time to those issues, he is no stranger to some of the concerns facing telecommunications. He was a princi-



Danforth

pal sponsor of a trade bill, passed by Congress last month, that included the so-called mirror provision intended to help American broadcasters in their border difficulties with Canada. The legislation denies a tax break to American advertisers who buy time on Canadian stations for advertising aimed primarily at American audiences (BROADCASTING, Oct. 15)—the same tax penalty that has applied to Canadian advertisers who use American stations. And the senator has co-sponsored broadcasting deregulation legislation during the past two Congresses and supported the cable deregulation bill, S.66. He also sided with the networks on the question of whether the FCC's financial interest and network syndication rules should be eliminated. Danforth, along with Packwood, voted against an amendment attached to a fiscal 1984 supplemental funding bill that placed a six-month moratorium on the FCC's spending any funds to repeal the rules.

Danforth's views on the fairness doctrine, however, are markedly different from Packwood's. A staunch opponent of any broadcast content regulation, Packwood failed to persuade Danforth and others that the doctrine and the equal time law have outlived

their usefulness. "It seems to me the issue is not scarcity," said Danforth during debate on legislation that would have removed the regulation from radio, where it was argued no scarcity of stations existed. "It's an issue of power." Furthermore, he said, "it's very important that a diversity of opinions be communicated." His stand on the fairness doctrine has been applauded by such consumer activists as Action for Children's Television President Peggy Charren. "It's a hopeful sign," she said. "It indicates a willingness to listen and negotiate the public interest."

Danforth's concern about the power of the media may well stem from his own experience with a television network. During the debate on the fairness doctrine, he recalled an incident during his bid for re-election in 1982. On election night, NBC's Roger Mudd reported that Danforth was running a close race, but said that earlier in the summer, when his polls were good, the senator felt comfortable enough to take his family on a European vacation. Danforth, however, had not taken such a vacation. NBC retracted the statement the next night.

Danforth, who is one of the wealthiest members of the Senate (his family founded the Ralston Purina company), has earned a reputation on Capitol Hill as hard-working, thoughtful and well respected. Furthermore, he is held in high esteem by the Missouri broadcasting community. Says Robert Hyland, regional vice president, CBS Radio's KMOX(AM) St. Louis: "He's certainly aware of our problems and is generally sympathetic to our views."

While Danforth is considered "a friend of the industry," he is regarded by some as a "consumerist" who some day may part company with broadcasters. But that's not been the case so far, says Ted Griffin, executive vice president of the Missouri Association of Broadcasters. "We've never had a problem with him. He's well liked, a real straight shooter. You may not agree with him but you know where he's coming from."

During the proceeding on children's advertising in the late 1970's, Danforth revealed an interest in protecting the consumer. Although he did not play a major role in the fight, he supported limitations on the FTC's authority to regulate children's advertising but was not in favor of a complete ban. He particularly felt the FTC should only have the authority to ban children's advertising if a product is deemed to be a health or safety hazard.

Some observers feel the senator's ties with Ralston Purina (all of his holdings are in a blind trust) may have contributed to his more reserved role in that debate. Others disagree. They say Danforth is his "own man" and does have some concerns about the impact of advertising on children. Ralston Purina manufactures several cereals, including Cookie-Crisp, Donkey Kong Jr., Cracker Jack and Gremlins. According to the Television Bureau of Advertising's compilation of the top TV advertisers in 1983, Ralston Purina was ranked 18th, spending \$130,302,200 in spot and network advertising.

One issue likely to attract congressional

interest next year is alcohol advertising. A strong advocate of tough drunk-driving laws, Danforth was one of two principal sponsors of legislation pressuring states to raise the drinking age to 21. It's unknown whether his support of that legislation would reflect how he feels about attempts to ban beer and wine advertising. And says one Missouri broadcaster, "We don't expect Danforth to be an adversary on that issue." Furthermore, the St. Louis native's attitude

on the subject may be colored by another factor. One of the nation's leading brewers, Anheuser-Busch, is based in St. Louis.

Danforth was elected to the Senate in 1976, received a BA from Princeton in 1958 and earned divinity and law degrees from Yale in 1963. For several years he practiced law in New York and St. Louis. In 1968 he was elected attorney general of Missouri and in 1970 he ran unsuccessfully for the Senate. □



McConnell

Tall man for the saddle at CBS Washington

Justice Department's chief lobbyist will bring first-person familiarity with Capitol's political establishment to key communications industry slot

CBS Inc. has dug into the ranks of the government's own top lobbyists to fill its position of corporate vice president in Washington. Robert A. McConnell, 40, who as assistant attorney general in charge of the Office of Legislative Affairs (OLA) serves as the department's liaison with Congress and takes a personal hand in legislation of interest to the administration, moves into his new position in the communications world on Dec. 1.

McConnell has served in the Justice Department post since June 1981 and is well known on Capitol Hill. He was the administration's point man in the Herculean, if ultimately failed, effort to secure passage of the controversial Simpson-Mazzoli immigration bill in the last session of Congress. And, in connection with OLA's responsibility for shepherding through Senate confirmation hearings administration nominees to the federal judiciary and U.S. attorney, he helped Sandra Day O'Connor through her hearings after President Reagan nominated her to the Supreme Court, and White House Counselor Edwin Meese III through his, after Reagan nominated him as attorney general. Neither candidate encountered a problem in the hearings, although the initial Meese nomination was aborted by disclosures regarding his personal finances—disclosures a special counsel later found did not involve wrong-

doing.

Those actions—plus his 6-foot-8 height—are only his most visible aspects. McConnell, who heads a staff of 30, including nine lawyers, is accustomed to starting work at 5:30 a.m.—after a run through the streets of Washington—to get an early jump on responsibilities that include supervising the review of some 2,000 bills a year; the Office of Management and Budget and the congressional committees involved want the OLA's reaction to most bills moving through Congress. His office also prepares legislation in behalf of the administration. And on Nov. 5, he satisfied a long-held ambition when he represented the government in arguing a case before the Supreme Court—a case involving the statutory interpretation of Indian law, in which he became expert as a lawyer in Arizona.

Thomas H. Wyman, chairman and chief executive officer of CBS, said of McConnell's appointment to the CBS office in Washington: "We are pleased that CBS could attract a person of Mr. McConnell's stature. His background and reputation fits with the sense of importance and quality that CBS attaches to its federal and legislative relations. Mr. McConnell's distinguished record in his legislative role for the Justice Department should strengthen CBS's presence in Washington."

For McConnell, the political world has long held a fascination. And while he says he no longer has dreams of running for political office, he likes the political atmosphere. "It's a terminal illness" that he says

he contracted early, in high school in Long Beach, Calif. While a student at Arizona State University College of Law, he served as a summer intern in the Washington office of then Senator Paul Fannin (R-Ariz.), in 1968. On graduation, in 1970, as a member of the law school's charter class, he became legislative assistant to then Representative John J. Rhodes (R-Ariz.). After three years, he returned to Arizona to enter law practice. But he kept his hand in politics as an officer and director of Program Development Corp., an Arizona consulting firm specializing in campaign management, fund raising and government relations. It has offices in Washington.

When Reagan appointed him to the Justice Department post, McConnell was a member of the firm of Steiger, Helm, Kyle & McConnell, which he had established, in Tempe. It was the third firm with which he was associated after leaving Washington. The first was Sparks, Siler & McConnell, in Scottsdale. In 1975, he opened his own firm in Phoenix. And in 1978, he established the one in Tempe.

McConnell was recruited for his CBS post by William Lilley III, vice president, corporate affairs, after a four-month search for a successor to Donald D. Wear, who is now vice president, policy, CBS/Broadcast Group. McConnell's lack of background in broadcasting or communications matters generally was not regarded as a deterrent. CBS, Lilley said, has "a large cadre" of communications experts within the company. He said the person CBS had in mind was someone familiar with the political scene in Washington—someone on "a first-name" basis with those in national politics—and someone "with an elegance that fits the image of this company." McConnell seemed to demonstrate those qualities last week when, during an interview with BROADCASTING in his office, a telephone call came in from Justice O'Connor. McConnell told his secretary to tell the Justice he would have to call her back.

Lilley, to whom McConnell will report, declined to say who put the two together. He would say only that McConnell was recommended to him by "extremely prominent and senior officials in Washington." To McConnell, the first call from Lilley came, he agreed, "from out of the blue."

McConnell does not seem troubled by his lack of familiarity with the issues with which he will soon be involved. "I know the types of matters involved only from a distance," he says. But he feels broadcasting is an "interesting industry." And then some. "Broadcasting," he said, "is going to change tremendously in the next 10 years. It's exciting." He's looking forward to being part of that action.

CBS's gain could well be the industry's as well. He will occupy the company's seat on the National Association of Broadcasters TV board and serve in the network rotation on that organization's executive committee, and just by his presence in Washington will be in a position to make his expertise and influence felt. CBS expects Bob McConnell to stand tall in more ways than one. □

'20/20' postpones segment on child abuse

Network says more evidence has surfaced in case; KABC-TV GM refutes reports he wouldn't air show

Controversy surrounded ABC's television magazine, *20/20*, and its KABC-TV Los Angeles last week regarding a *20/20* segment on child abuse at a Los Angeles area private nursery school tentatively scheduled for broadcast last Thursday (Nov. 15). The segment, which includes interviews with three former students at the school, has been tentatively rescheduled for mid-December.

The *20/20* segment is about the events at the McMartin Pre-School, a private nursery school in Manhattan Beach, Calif. Earlier this year teachers at the school were arrested and charged with 208 instances of sexual abuse at the school. At the time, ABC-owned KABC-TV issued an open letter to local television station general managers through local newspaper advertisements not to broadcast any videotape produced by a psychologist used in recording children's accounts of sexual abuse at the school.

The advertisement was followed by a personal letter to all general managers of Los Angeles television stations from Tom Van Amburg, vice president and general manager of KABC-TV, asking stations to respect the rights of the children and saying that airing the videotapes could harm the children in future years.

Shortly after the story broke, *20/20* began work on a piece that included interviews with parents of the alleged victims, recounting what their children told them. The *20/20* story was titled "The Best Kept Secret" and was broadcast June 14 with Tom Jarrell reporting. A *20/20* crew then began to work on a second segment—interviews with three of

the alleged victims.

According to Av Westin, executive producer of *20/20*, the second segment tries to answer the question why the alleged sexual abuse at the school continued for a period of at least 15 years without being discovered. After consulting a variety of experts, Westin said, it was concluded that the children must have been subjected to some form of brainwashing by fear.

In the course of doing the follow-up story, Westin said, *20/20* was invited by some parents to talk with their children who were allegedly sexually abused. Westin said that the children *20/20* interviewed are not involved in the district attorney's case against those charged, were not at the school at the time of the arrests and are not scheduled to be called as witnesses at the trial. ABC's ground rules for the segment required a parent's consent to allow children to talk, the parents to be present during the interview and that parents be given the right to cut off the interview at any time, Westin said.

Furthermore, Westin said, *20/20* took extreme care to insure that the identities of the interviewed children would be protected through distortion of their voices and the video picture.

Controversy flourished after newspaper reports said Van Amburg had subsequently "broadened" his statement made the previous spring—regarding the videotapes made during the debriefing of the alleged victims—to include any broadcast of interviews made with the abused children, including interviews with ABC News. The reports also said that Van Amburg would preempt the *20/20* segment if the story included interviews with sexually abused children.

Van Amburg would not respond personal-



Opposing views. It was broadcasters versus the cable operators last week at a Federal Communications Bar Association luncheon in Washington. Representing the broadcasting industry was Jeff Baumann (l), National Association of Broadcasters senior vice president and general counsel, and speaking on the opposing side was Brenda Fox (r), executive vice president and general counsel for the National Cable Television Association.

They devoted much of their individual presentations to new and old subjects that have pitted the industries against each other. But the outstanding issue was the question of whether broadcasters' multichannel television sound services (MTS), primarily stereo sound, should be a must-carry for cable systems. The matter is currently pending before the FCC.

"The goal is not to burden the cable industry," Baumann said. "The focus must be on the middle ground proposal," he added. "Stereo sound is an attractive complement to broadcasters' programming, but MTS does not need regulatory protection," maintained Fox.

ly, but through a station spokesman said he never made a second statement that broadened his statement to include any interviews, regardless of the source, and never said he would definitely black out the 20/20 segment. Instead, the spokesman said, Van Amburg has expressed concern about the 20/20 interview and will review the segment before he makes a final decision.

However, KABC-TV news director, Terry Crofoot, was quoted in local newspapers as saying it would not be "appropriate" to broadcast in interviews with the children, but would not comment any further on whether the station would air the show or not.

"We understand the sensitivity of Tom Van Amburg in Los Angeles," said Westin, "he's in a community where this could be a vola-

tile issue, but we believe once he sees the piece he'll recognize it is responsible and not sensational." Westin said the segment has been reviewed by Roone Arledge, president of ABC News and Sports; David Burke, vice president, ABC News, and Mark Mandala, president of the ABC-owned television stations division.

Westin added that the 20/20 segment scheduled to air last Thursday night was postponed because of "new information" received in late October that required the story to be updated. Westin said Nov. 15 had been only a target date and that even the new December date is subject to change. "We have reason to believe further information is coming from McMartin parents and we could delay [the broadcast] again," he said. □

Rescuing wayward birds

Discovery astronauts bring two satellites back into shuttle's cargo bay as well as successfully launching two new ones

If the loss of two satellites last February was a low point in the relatively brief history of communications satellites, their recovery by the NASA's space shuttle Discovery and the launch of four new birds by the shuttle and Arianespace's Ariane 3 rocket last week were a high point.

After liftoff from Kennedy Space Center, Fla., on Nov. 8, one day behind schedule, Discovery deployed two communications satellites: Telesat Canada's Anik D-II and Hughes Leasat I, which will be leased to the U.S. Department of Defense.

The orbiter then chased down the two satellites, Indonesia's Palapa 2B and Western Union's Westar VI, that had been deployed by the space shuttle Challenger last February but had fallen into useless low orbits after their solid-fuel PAM rockets failed to lift

them to the geostationary altitude.

Once Discovery caught up with the satellites, astronauts Joseph Allen and Dale Gardner, maneuvering outside the spacecraft with their backpack jets, managed to wrestle the satellites into the cargo bay and secure them there. Discovery and the two satellites successfully returned to the Kennedy Space Center last Friday morning (Nov. 16).

Arianespace boosted Spacenet II and MARECS B2 into orbit aboard a single Ariane 3 rocket from a pad in Kourou, French Guiana, on Friday, Nov. 9. Spacenet II, owned by GTE Spacenet Corp., is a hybrid satellite, containing 18 C-band and six Ku-band transponders. MARECS B2 is owned by the European Space Agency, but it will be leased to Inmarsat for its maritime satellite communications system.

Aside from the one-day delay, the Discovery mission went pretty much according to schedule. On the second day of the flight, it deployed Anik D-II, spinning the nine-foot-tall cylindrical spacecraft out of the shuttle's

cargo bay at about 50 revolutions per minute.

Shortly thereafter, the satellite's PAM was ignited. The rocket carried the satellite from the orbiter altitude of about 190 miles into an elliptical transfer orbit with an apogee at the geostationary altitude of 22,300 miles. An on-board solid-fuel rocket later circularized the orbit at 22,300 miles.

The next day Discovery deployed Leasat I, but in a entirely different manner. The satellite was ejected from the cargo bay, as NASA puts it, "in a frisbee motion." According to NASA, "a series of maneuvers, performed over a period of several days, will be required to place Leasat into its synchronous orbit over the equator."

By Monday morning (Nov. 12), Discovery had caught up with the first of the wayward satellites, Palapa B-2. Under the scrutiny of television cameras, astronauts Allen and Gardner left the orbiter and, with less help than expected from the orbiter's grapple arm, were able to capture the satellite. It took some improvisation and more work than expected.

After Allen flew to the satellite, he latched on to it and maneuvered it back to the orbiter with the jets in his backpack. The astronauts were supposed to attach a frame that would have allowed the grapple arm to grab the top of the satellite so the astronauts could affix a second frame, "the berthing adapter," to the bottom. The berthing adaptor was needed to secure the satellite to the cargo bay floor.

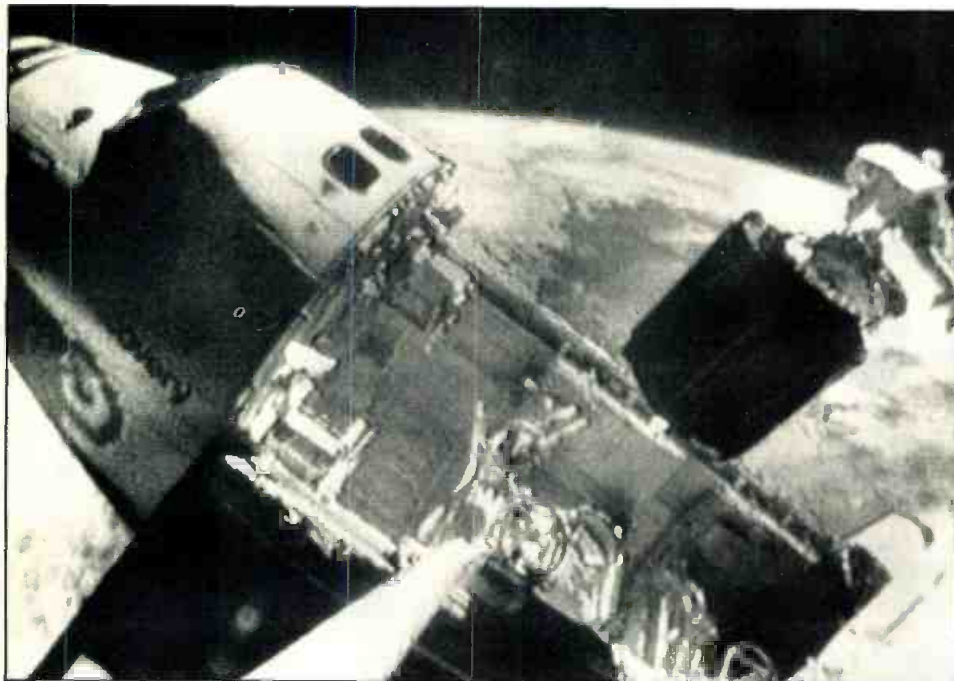
But all did not go according to plan. Gardner couldn't get the first frame to fit. One of the feed horns on the top of the satellite was a fraction of an inch too high. As a result, Allen, his feet tucked into the body of orbiter, had to hold the weightless satellite upright above his head for more than 90 minutes while Allen tried to attach the berthing adaptor. He finally succeeded.

After chasing down Westar VI two days later, the two astronauts repeated the procedure with a few refinements. While Allen held the satellite, he was able to stand more comfortably on a platform on the end of the grapple arm.

The recovery of the satellite was as much a technical success for NASA and the astronauts as it was an economic one for the insurance underwriters, which, having paid claims of \$180 million, own the satellites. The underwriters paid more than \$10 million to NASA and Hughes engineers for the salvaging job. But once refurbished, the satellites may be worth as much as \$35 million each.

Arianespace is NASA's only real competitor in the satellite launching business and, according to Arianespace's Jacqueline Schenkel, its launch of Spacenet II and MARECS 2B was "the best so far." The Ariane 3 launch vehicle functioned so precisely, she said, that enough on-board satellite-keeping fuel was saved to keep the satellites in operation for an additional year and a half. The launch was the second for the Ariane 3 rocket, she said.

Spacenet II, which attained geostationary orbit last Tuesday afternoon after the firing of its apogee kick motor, was the second of



Joe Allen guides Westar VI into the shuttle's cargo bay

three satellites Arianespace has agreed to put into orbit for GTE Spacenet. It launched Spacenet I last May and it will launch Spacenet III next year.

Most regular users of communications satellites feel there is a glut of satellite transponders. Nonetheless, GTE Spacenet spokesman Bill Brobst maintains that GTE Spacenet has had been able to find customers for the bulk of its capacity. "Virtually all of Spacenet I's is committed and most of the capacity of Spacenet II will be used by GTE Sprint," GTE's long-distance telephone company, he said. □

Westmoreland testifies at libel trial

General said his superiors knew of discrepancies in troop figures; CNN appeals to Supreme Court in televised coverage side of case

General William C. Westmoreland took the stand last week in the New York court where he is suing CBS for \$120 million for alleged libels he charges the network committed in the 1982 documentary, *The Uncounted Enemy: A Vietnam Deception*. Westmoreland attorney Dan Burt used much of the three-and-a-half hours that his client was on the stand last week to create a portrait of the retired general as a celebrated and honored hero/warrior who shares the lofty stature of such past military legends as Generals John J. Pershing, Dwight D. Eisenhower and Douglas MacArthur. His testimony continues this week.

Like Pershing and MacArthur before him, Burt said, Westmoreland was the ranking cadet at West Point in his senior year—first captain and regimental commander. Westmoreland testified that he fought in World War II, much of the time in Europe.

In Vietnam, Westmoreland testified that he reported to two "bosses" during the time he served as commander, U.S. Military Assistance Command: Vietnam (COMUSMACV). His military boss was Admiral Ulysses S. Grant Sharp, commander in chief of the U.S. forces in the Pacific, while his civilian boss was the U.S. ambassador to South Vietnam, who was Ellsworth Bunker, during the 1967-68 period addressed in the CBS documentary.

Contrary to the allegation made in the CBS documentary that Westmoreland sought to suppress higher estimates of enemy troop strength arrived at by his intelligence staff in May 1967, Westmoreland testified that both of his bosses were briefed on those higher estimates shortly after he became aware of them. In fact, he testified that Admiral Sharp was present at the first full briefing Westmoreland himself received on the higher estimates, about 10 days after he first learned of them. The general also said that a briefing was given to the Mission Council in Saigon, a body of senior American officials headed by his civilian boss, Ambassador Bunker.

The higher estimates arrived at by his staff

applied to the so-called Viet Cong infrastructure—political cadres, guerrillas, self-defense forces (SD) and secret self-defense forces (SSD). The official order of battle estimates placed those units' combined strength at about 150,000 in May 1967, while studies completed by Westmoreland's intelligence staff at that time suggested that their real strength was close to twice that number. Westmoreland testified that his initial reaction to his staff's conclusion, as presented to him in a one-page draft cable, was that except for the guerrillas, "we're not fighting these people; they're basically civilians," and should thus be listed in a separate category outside the official count of enemy military troops. And at the briefing where Sharp was present, Westmoreland said, he told his intelligence staff to revise the structure of the enemy troop count so that fighters were listed in one category, the political cadre in another and the SD and SSD forces in a third category. Westmoreland said the staff was "responsive" to that directive. In the documentary, CBS correspondent Mike Wallace stated that Westmoreland had "suppressed his intelligence chief's report," and subsequently ordered intelligence officers to keep official troop strength estimates at no more than 300,000.

In a related development, CNN said last week that it would ask the U.S. Supreme Court to review the denial by the Second Circuit Court of Appeals in New York of its request to provide live coverage of the trial, which is expected to last until January or February. The network has until Feb. 2 to file a petition for review of the lower court's decision, handed down on Nov. 2. CNN holds no hope of being able to cover any part of the CBS-Westmoreland trial and will base its petition to the high court on a principle that arises frequently in cases dealing with coverage of events by the media, known as the "capable of repetition yet evading review standard," said Stuart Pierson, a Washington attorney who has been assisting CNN in the case.

To gain Supreme Court review, Pierson said, CNN will have to persuade at least four of the nine justices that the issues involved are "so important to the protection and application of the law that if it repeats again [a similar instance that is, where television coverage is barred from an important court trial] it will create a significant problem." Harvard legal scholar Laurence Tribe, who helped prepare CNN's brief to the appeals court, will also assist in the preparation of the brief to the Supreme Court. □

State and Commerce call a truce

Two agencies develop clarification of their roles in international telecommunications policy-making

After a year of continuing guerrilla warfare that an agreement signed in October 1983 was supposed to end (BROADCASTING, Oct. 31, 1983), the State and Commerce Departments have reached a new understanding aimed at resolving differences over their respective responsibilities in international telecommunications policy-making. Its principal feature is to give Commerce a co-equal role with State in chairing a senior interagency group on international telecommunications matters. But perhaps because of the failure of the earlier agreement to bring peace, the new one is acknowledged as tentative. Secretary of State George Shultz and Secretary of Commerce Malcolm Baldrige, in an exchange of letters, say the new agreement will be reviewed after a "six-month trial."

But if the trial nature of the agreement suggests a lack of commitment, there was a stronger indication last week that the departments are making a determined effort to resolve differences that have been a source of embarrassment to them and, in the case of government policy on authorizing international satellite systems that would serve as alternatives to the International Telecommunications Satellite Organization, have blocked action by President Reagan. The two departments are understood to have submitted to the White House earlier this month a joint recommendation on that issue. And a White House official said a final resolution—presumably, a declaration of policy by the White House—"may not be too far in the

offing." Some sources said they expected the declaration some time before the next meeting of the Intelsat board of governors, scheduled to begin Dec. 11.

The new understanding was worked out over a period of several months between Under Secretary of State for Security Assistance, Science and Technology, William Schneider, and David Markey, head of Commerce's National Telecommunications and Information Administration.

The agreement reached last year was designed to clarify ambiguities in the executive order issued by President Carter in 1978 that created NTIA. But the agreement, which was signed by Shultz and Baldrige, only papered over the differences between the departments. It said that Commerce is "responsible for the development and presentation of telecommunication and information policy for the executive branch and federal government spectrum planning," which pleased Commerce. And it said State is "responsible for incorporating this area with other aspects of U.S. foreign policy, consultations and negotiations with other governments, and maintenance of U.S. relations with intergovernmental organizations." That pleased State.

But the seeds of continuing controversy were sown in a letter Shultz wrote to Baldrige expressing State's acceptance of the agreement. Shultz cited the "critical character of effective interagency activities," and in that connection said that State looks to the SIG—composed of executive branch agencies with responsibilities in international telecommunications—and State's Coordinator for International Communication and Information Policy "as the principal entities responsible for that cooperation." One cause

of the continuing friction between State and Commerce has been Commerce's determination not to accept the primacy of SIG or the coordinator's office in matters in which Commerce feels it has responsibilities.

Hence the importance seen in the agreement to elevate Commerce to the position of co-chairman of the SIG, which until now had been chaired exclusively by State. The under Secretary of State for security assistance, science and technology and the head of NTIA will alternate as chairman of the SIG meetings, which are held quarterly. The U.S. Information Agency serves as vice chairman, and State's coordinator as executive secretary. The establishment of Commerce as co-chairman, one State Department official said, "demonstrates a good faith effort on our part to demonstrate we're not trying to usurp Commerce's responsibilities in this area." And a Commerce Department official said that, in the past, Commerce had dismissed the SIG as of no importance while State said it is very important. "So this is a responsible compromise." Furthermore, he said, "Now that we are in the same boat, it's not in our [Commerce's] interest to say the executive order creating NTIA is ambiguous." And Ambassador Diana Lady Dougan, who as State's coordinator for international communication and information policy has drawn much of Commerce's wrath, said she considered the new agreement a "positive development. It's very important to take maximum advantage of expertise from anywhere it is available in government." But she may have revealed a lack of confidence in the durability of the new understanding when she made a point of noting it is for "a six-month trial."

Word that State and Commerce had agreed on a joint recommendation to the President on the policy the U.S. should follow regarding the authorization of U.S. alternatives to Intelsat indicates that Schneider and Markey had finally achieved the resolution of their differences on the issue that an impatient White House aide had demanded of them "in 24 hours," back on May 23. The differences between a SIG report submitted by State and a separate report filed by Commerce in March were not great (BROADCASTING, April 2). Still, the President reportedly was unwilling to choose between the views of the two Cabinet departments. As a result, government processing of seven applications for providing international communications satellite service—some of them pending for more than a year—remains stalled.

Essentially, the two reports recommend that the U.S. authorize such systems, provided they are barred from providing public telephone service, on which Intelsat earns most (if a declining percentage) of its revenues. But they differed over a procedural matter—the form a "presidential determination of national interest" on the subject would take. At bottom, it appeared to involve the question of how international telecommunications policy is to be made, and where. The decision to elevate Commerce to the position of co-chairman of the SIG, even if only on a trial basis, may have helped ease

a resolution of that problem.

But there was a dispute of more substance. Commerce said that if the U.S. is to open the door to competition for Intelsat, it should support changes in the Intelsat agreements that would give the global system the latitude in pricing authority Intelsat officials have said it would need to meet competition. The Intelsat agreements require averaging of charges. State, concerned about the effect on Third World countries of a U.S. position in favor of revising a pricing system they favor, opposed Commerce's position—but not in principle. State argued that there is sufficient flexibility in the Intelsat agreements to allow Intelsat to make the necessary adjustments in pricing—and that position is said to be the one incorporated in the joint recommendation to the White House.

The new understanding between State and Commerce does more than make the two departments co-chairmen of the SIG. It also delineates those departments' responsibilities in international telecommunications policy matters. For instance, it says State is responsible for the coordination and support on foreign relations and foreign policy issues, as well as for relations with foreign ministries and intergovernmental organizations. It is also said to be responsible for final preparation of U.S. delegations to intergovernmental meetings, as well as their appointment and the instructions given them. For its part, Commerce is charged with responsibility for substantive preparation for international radio conferences on behalf of the executive branch, including the technical and telecommunications policy aspects of instructions given the delegations, and the presentation of coordinated executive branch views on telecommunications issues to the FCC. It is also said to be responsible for presenting those views on facility planning and on applications of emerging telecommunication technologies.

The listing of assignments indicates it is not possible to compartmentalize them. Indeed, the document says that "responsibilities do overlap." And Baldrige, in his letter to Shultz, indicates he sees problems ahead in at least one area: "It may be necessary to give further attention to the issue of international radio conference preparation." The document also notes that the freedom of action of State or Commerce or any other agency is not restricted by participation in the SIG. It says that while the SIG coordinates the consideration of policy, it cannot bind any agency to "a particular point of view or course of conduct," and adds: "Each department retains the powers and responsibilities conferred by law or executive order."

Besides State and Commerce, the SIG includes the Agency for International Development, the Central Intelligence Agency, Department of Defense, Justice Department, National Aeronautic and Space Administration, National Security Agency, National Security Council, Office of Management and Budget, Office of Policy Development, Office of Science and Technology Policy, U.S. Trade Representative, and, "as appropriate," the FCC and the Board for International Broadcasting. □

Nabu goes down

U.S. subsidiary of Canadian-based cable service that provides satellite-delivered computer software is folded six months after launch

The Nabu Network Corp. closed its U.S. subsidiary (Nabu-U.S.) in Alexandria, Va., last Thursday (Nov. 15), putting the subsidiary's 20 employees out of work without severance pay and abandoning creditors and hundreds of subscribers, according to sources close to Nabu-U.S.

The news comes as something of a surprise. Thomas Wheeler, president of Nabu-U.S., issued a press release Nov. 5 saying that he and other U.S. investors who wanted to operate Nabu-U.S. as an independent company "prepared an agreement in principle" to acquire Nabu-U.S. from the Ottawa-based Nabu Network, which has been plagued by money troubles.

The agreement, the release also said, had been "accepted in principle" by the Nabu Network's board and principal shareholder, Campeau Corp., on Oct. 31.

Wheeler could not be reached for comment last week and officials of the Nabu Network would not return BROADCASTING's phone calls.

The Nabu Network, in its two existing operations in Ottawa and Alexandria, was delivering a wide array of computer software to homes in the same way pay networks deliver movies to them—over satellite and cable systems for a monthly subscription fee.

Wheeler, who is the former president of the National Cable Television Association, and the other investors began talking about buying the U.S. subsidiary after Campeau advised the Nabu Network that it was ending in mid-November the "shareholders' advances" that were keeping the company afloat.

At the time, Nabu was spending money at a rapid rate—\$2 million (Canadian) a month—and bringing in little revenue. It lost \$5 million (Canadian) in the second quarter of this year.

To raise money for the takeover, Wheeler and the other U.S. investors—former NCTA Chairman Douglas Dittrock, president of Tribune Cable, and John Saeman, chief executive officer, Daniels & Associates, and former NCTA President Bob Schmidt, president of Communications Technology Management—approached cable operators across the country.

According to one operator who received the Nabu proposal, Nabu was attempting to raise \$6 million in units of \$500,000. That would have allowed it to stay in business, he said, until it raised an additional \$20 million in some sort of public offering.

By Nabu's own yardstick, it was doing well in the marketplace. In August, it reported that it had signed up 3% of the Alexandria cable system's 19,000 homes. "It's a good business at 3%," said Barbara Ruger, vice president of consumer marketing and sales, at the time, "and it's an excellent business at 5%." In the Nov. 5 press release, Nabu said it had achieved the 5% penetration. □

An occupational hazard

What promises to be a landmark case in the field of libel law began unfolding in the Federal District Court in New York recently. General William C. Westmoreland, who commanded U.S. forces in Vietnam from 1964 to 1968, is suing CBS for \$120 million (which he will donate to charity if he wins), charging he was libeled by the CBS documentary, "The Uncounted Enemy: A Vietnam Deception," shown on January 23, 1982. Other defendants, in addition to CBS, are Mike Wallace, the interviewer on the show; George Crile, the producer; and Samuel A. Adams, a former Central Intelligence Agency analyst who served as a consultant.

We don't know whether CBS and the individuals involved did indeed libel General Westmoreland, nor do we intend to comment on the details of the case. Rather, our concern is with a seemingly ancillary issue we feel actually transcends in importance the case itself—the right of an individual like General Westmoreland to have his day in court, and to be able to present his case fairly without undue legal obstacles to his success.

General Westmoreland had a distinguished 36-year military career. He was an infantry officer in World War II; in Korea he led paratroops, and at 42 was the youngest major general in the Army. He was superintendent of West Point at 46, and wound up his career, after his Vietnam command, as Army Chief of Staff. His service to this country won him the Distinguished Service Medal, Bronze Star, Legion of Merit, and Air Medal. It also won him, during his career, the status of a "public official." What it did not win him was great wealth. Army officers seldom get rich.

So General Westmoreland, feeling that the reputation he had established during 36 years of public service had been left in tatters by the telecast, turned to the courts for redress. In doing so, he faced two major hurdles:

- The U.S. Supreme Court has ruled that public officials and public figures (generals, mayors, congressmen, prominent businessmen and actors have been held to fit these categories) must prove, in libel cases, that the statements made about them were false. They must also prove that the parties defaming them did so knowing the statements were false or made "with reckless disregard" of whether they were false or not. This is a much greater burden of proof than the ordinary citizen has, who is only required to prove negligent falsity.

- The General's second obstacle was the nature of his opponent—a major corporation with deep pockets (presumably including libel insurance) well able to afford teams of lawyers and other counsel. Legal expenses in the case have so far totaled almost \$4 million.

Representing General Westmoreland is the Capital Legal Foundation, a public-interest law firm supported largely by grants from foundations and individuals. We don't know if their resources are adequate to provide General Westmoreland with the kind of representation to which he—and any other citizen—is entitled. We understand that private citizens, Vietnam veterans' organizations (with which General Westmoreland is not associated), and foundations have contributed to the Capital Legal Foundation's efforts on his behalf. If you wish to join this effort, send a check to the foundation at 700 E Street, S.E., Washington, D.C. 20003.

But what about other public officials, some of whom serve in relatively humble posts? Their positions may make them ready targets for libel, but the heavy burden of proof they face makes them second-class citizens.

How to make justice more readily attainable? In the best of all possible worlds, the U.S. Supreme Court would redefine the standards it applies to public officials and public figures. Other industrialized nations, such as the United Kingdom, don't apply such heavy burdens of proof in libel cases. But in the practical world, why not simply recognize that public officials face an occupational hazard—libel? And why not deal with it just as we deal with so many other hazards of the workplace?

Employers now provide medical insurance, dental insurance, workmen's compensation insurance, and disability insurance. We believe all public officials—generals, admirals, firemen, police officers, rubbish collectors—should be covered by insurance to allow them to sue for libel. Perhaps the employers should pay the premium (we at Mobil have taken out such insurance on behalf of key employees). Or perhaps the system should be government-financed, since the government, through its judicial arm, has stripped public officials of some of their civil rights.

No one should have the rights of citizenship diminished because he plays an active role in the system. That should be the lasting lesson of the Westmoreland case.

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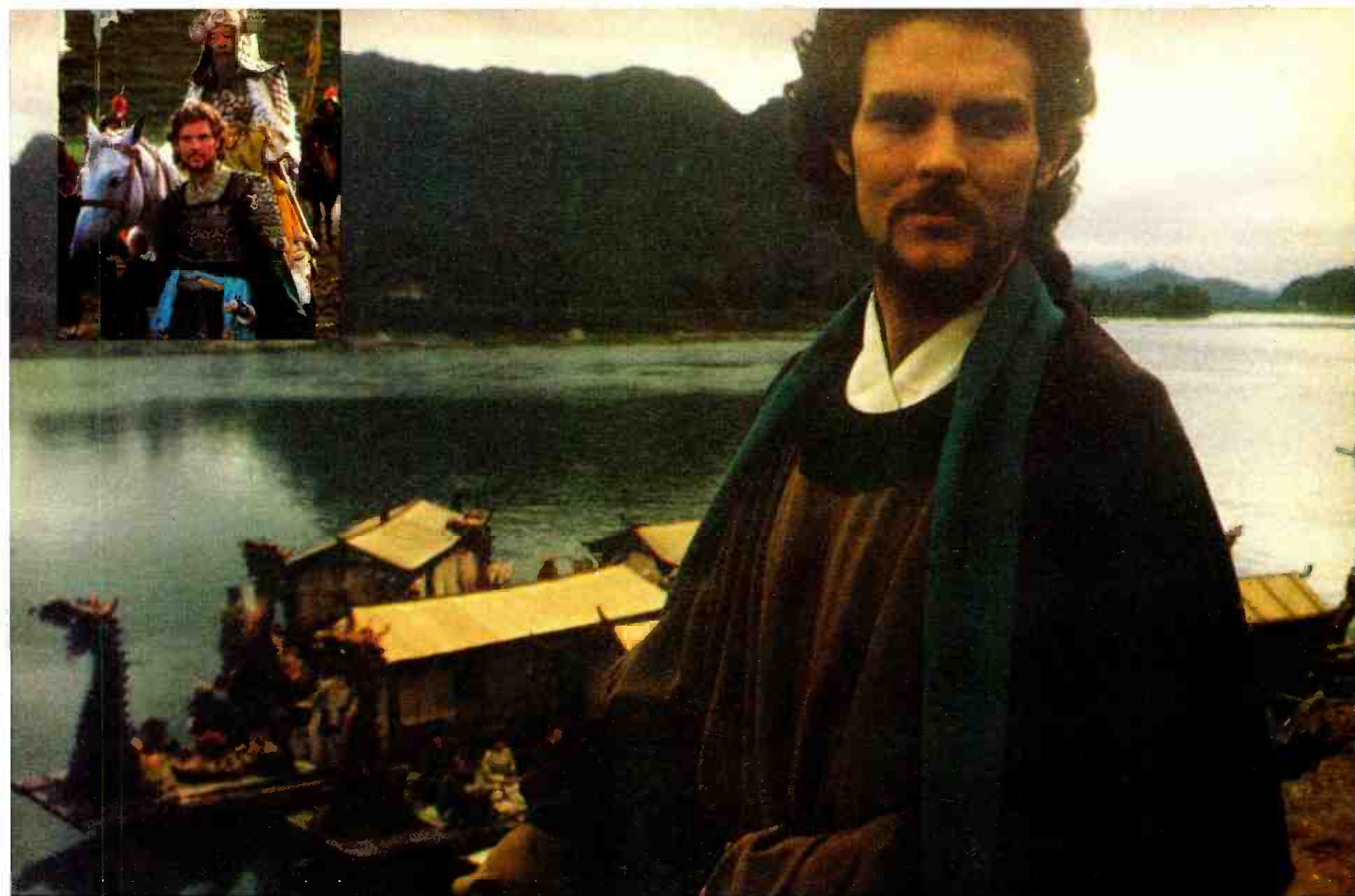
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Down to business at AMIP '84



The Fontainebleau

Organizers see drop in attendance and exhibitors as sign that only serious buyers and sellers are going to Miami convention this year

Legions of foreign television programmers will land on the shores of Miami Beach this week for a return assault on the American programming marketplace. The occasion is the second annual American Market for International Programs (AMIP '84), which was to begin Saturday (Nov. 17) at Miami Beach's Fontainebleau Hilton. Attendance was expected to be under that of last year's convention, when 1,141 people from the U.S. and abroad gathered at the Fontainebleau.

AMIP is one of the international markets organized by Bernard Chevry's Paris-based Midem Organization, which holds four other international markets annually in Europe, covering everything from television programming to pay TV to home video and character licensing. The four-day AMIP will be devoid of panel sessions and workshops so that buyers and sellers can travel the market floor and focus on business.

The pre-AMIP enthusiasm may not be as unbounded as last year, but expectations appear to be a good deal more realistic. Several buyers representing major U.S. distributors and station groups were planning to skip the show this year, as were programmers from several station reps, but AMIP organizers feel that this year's crowd will be serious program buyers.

"We went down last year to acquire tidbits

that escaped us at the European MIP," explained Louis S. Israel, vice president of television sales at New York-based WW Entertainment, "but most of the product was too pricey." This year, Israel said, "everybody has more experience," and he predicts prices will be more reasonable. Said Richard Lorber, a principal of Fox/Lorber Associates, New York: "I couldn't quantify the value of it in terms of firm deals we made last year, but we did make contacts that led to lucrative deals."

Among the sellers of foreign programming, there is a hope akin to that of young actors and actresses who go to Hollywood in cross-fingered anticipation of making it big. "We're trying to break barriers like a lot of people," said Rozanne Charbonneau of France Media International, a company that represents programs from the three French television networks—TF 1, Antenne 2 and FR 3. Until now, Charbonneau said, there hasn't been much of a U.S. market for foreign programming except for some cable networks, PBS or public television stations.

The problem, at least in one buyer's eyes, is that much of the foreign product is "music-dance-ballet kind of shows. How many times can you see that?"

As of last week, there were 831 registered for AMIP '84 and according to promoter Harvey Seslowsky, president of National Video Clearinghouse, Syosset, N.Y., that was about the same number registered in the week preceding last year's market. He admitted that he expected attendance to be "off a little," perhaps totaling 1,050. Altogether,

he said, 85 exhibitors are expected to show, 16% below last year's total of 101.

"The reason is simple," Seslowsky went on, "there are not as many curiosity seekers—logically, it's a good sign." Another factor affecting attendance, he added, was the strength of the dollar against foreign currencies, making it more difficult for foreign distributors to pay travel expenses. He noted that the average exhibitor this year is sending three representatives, as compared to last year when it sent four.

Indeed, AMIP is not an inexpensive proposition for a foreign exhibitor (the market's ground rules forbid domestic U.S. distributors from exhibiting unless they represent a line of foreign product). Seslowsky said that it costs an average \$10,000 for a distributor to make the trip and set up a booth, including \$5,230 for a typical exhibit booth and another \$700 to rent a videotape player and monitor. A few countries, like the U.K., offer partial subsidies for exhibitors.

Goldcrest Films will again be the largest exhibitor at AMIP this year, occupying six units of the 32,800-square-foot exhibition floor. Exhibitors attending for the first time include Television Interamericana and Muchachos (Mexico), Pahlaj Bajaj & Co. (India), Nippon Animation (Japan), S4-C (Scotland), Visual Productions (Canada), Creative Film GmbH (Germany) and Harmony Gold (USA).

AMIP '84 is also providing the services of three attorneys who will distribute free legal advice regarding contracts and international agreements. There will also be an AMIP co-

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A listing of exhibitors for AMIP '84 begins below. An asterisk denotes a program new to the market this year. □

On Exhibit

All Media Enterprises 300-02
Box 478, South Yara, Victoria, Australia 3141

The Amazing Exhibitionists 626
Unit 2, Chiltonian Ind. Est.
203 Manor Ln., Lee, London SE12 OTX

Designer and builder of exhibition stands. **Staff:** Lawrence Miller, Ed Barsky.

A.M.E. Inc. 622
2921 W. Olive Ave., Burbank, Calif. 91505

Antenne 2 506-08
21 rue Jean Goussou 75008 Paris

Australian Film Commission
730-32, 629-31
8 West St., North Sydney NSW, Australia 2001

BICID
179 Avenue Victor Hugo, 75116 Paris

Broadcast 202
32/34 GT Marlborough St., London, W1

British weekly trade magazine. **Staff:** Patricia Williams, Basil Comely, Phillip Blundell.

Broadcast Information Bureau 216
100 Lafayette Dr., Syosset, N.Y. 11791

BROADCASTING 208
1735 DeSales St., NW, Washington 20036

Button Design 915
61 Shelton St., London WC2

Sales support services for TV industry. **Staff:** Robert Bingham, Steel Swift.

Cascom 811
707 18th Ave., South, Nashville 37203

Animation programing, sound effects package. **Staff:** Wayne Smith, Simon Pollock, Sara Brinker.

CBC Enterprises 529-31, 630-32
237 Park Ave., New York 10017

Staff: Paul Cadieux, Martha Burke-Hennessy, Cyd Longo, Mia Koeck.

Central Independent TV 418-22
35-36 Portman Sq., London W1A 2H2

Channel 4 428-30
60 Charlotte St., London W1P 2AX

The Bullshitters, The Bright Side (6), A Profile of Arthur Mason, The House, The Price (6), Daley Thompson's Bodyshop (6). **Staff:** Larry Coyne.

Connection International 819-23
33 Queens Rd., Suite 15, Melbourne

Victoria 3004 Australia

Crawford Productions 625-27
259 Middleborough Rd., Box Hill,
Victoria, Australia 3128

Creative Film 600-700A
Box 1523, Moerscher St. 5
7505 Ettlingen, West Germany

Children's Island. **Staff:** Nathaniel Gutman, Elisabeth Wolters.

De Montignie Media Prods.
25 Palmerston Crescent, S. Melbourne 3205

Diamantina*, Shark Hunter*, Ronnie's Rio*, Summer City, J. O'K—The Wild One*. **Staff:** Philippe de Montignie, Suzanne Wagner.

E&C Productions 613-15
4421 Lankershim Blvd., N. Hollywood, Calif. 91602

English and Spanish dubbing for dual language for home video, commercial TV and Latin American markets, creation and conversion of soundtracks to stereo. **Staff:** Carlos Ponton, Edith Ponton.

Enterco 932-38
10802 N. 23d Ave., Phoenix 85029

Eureka Productions 307-09
8 rue de la Bienfaisance, 75008 Paris
L'Etat Sauvage, Rock 'n' Roll Wolf. **Staff:** Joel Nuffer, Francois Voituren.

Europa Films 617-19, 718-20
99 rue de Courcelles, 75017 Paris

Euro-Cine 513-15
33, Champs Elysees, 75008 Paris

Feature films. **Staff:** Daniel LeSoeur, Marius LeSoeur.

Filmbond Services 624
Unit 2, Heston Ind., Aerodrome Way,
Cranford Ln., Hounslow Middlesex TW5 9QN

Filmfair Communications 907
Jacobs Well Mews, London W1H 5PD

Film Option Intl. 605-07, 706-08
4060 W. rue Sainte Catherine, Suite 315,
Montreal H3Z 2Z3

Film Polski 918-20
Mazowiecka Str. 6/8, 00-048 Warsaw

The Scream, Sexmission, Great Sharp, Mr. Blot's Academy, Adventure of Rexy (50), The Magic Pencil (39), Adventures of Bolek and Lolek (100), Adventures of a Blue Knight (13), Adventures of a Mouse (13). **Staff:** Michal Bukowski, Stanislaw Izydorczyk, Zofia Kreutzinger.

Five Star International
211 E. Grand Ave., Chicago 60611

Pavlova... A Woman for All Time, Blood of the Dragon, That's Animation, Training for the Gold, From the New World, The Ding-A-Ling Brothers, The Nutcracker Ballet, Alice in the Looking Glass. **Staff:** Robert

Estes, Gary Estes, Larry Rosenberg, Pearl Olmstad, L.K. Spooner.

France Media International 502-04
78 Avenue Raymond Poincare, Paris 75116

Charles Dickens 'A Christmas Carol', Gaspar de la Meije, Ladies by the Sea, The Good Old Age, The Isabelle Adjani Show, Julia Migenes-Johnson, Haroun Tazieff Tells His Earth, Men and Women Throughout the World, Tales of the Blue Monkey, Tales and Legends of the World, Transsexuals My Body Myself, The Earth's Saga, Lascaux. **Staff:** Francois Sauva Gnargues, Catherine Ancian.

Globo International 521-25
909 Third Ave., New York 10022

Goldcrest Films and Television 501-03, 602-05
51 Holland St., Kensington W8 7JB England

Robin Hood (26), The Living Body (26), Dark Enemy, Assignment Adventure, Runners, Red Monarch, First Love, The Bubbles (52), The World—A Television History (26), Concealed Enemies. **Staff:** Mike Wooller, Stephen Walsh, Rosemary Krupa.

Harmony Gold 700, 800-01
8831 Sunset Blvd., Suite 300, Los Angeles 90069

Heraldo del Cine 210
Av. Corrientes 1814 Piso 2, 1045 Buenos Aires

I.E. International/Rian Corp. 701-03
Via Bellerio 30, 20161 Milan

Staff: Riccardo Cepparo, Gabriella Cepparo, Roberto Sessa.

International TV Enterprises 421
420 Lexington Ave., New York 10017

Glory Boys, Sorrel & Son, Where There's Life, The American Dream, Movietone, Windscale: The Nuclear Laundry. **Staff:** Victor Simpkins, Tim Buxton, Sharon Satlin, Marc McCarthy, Brian Keyser.

Israel TV/ c/o Jerusalem Communications
11 W. 25th St., New York 10010
34 Yitzhak Sadeh St., Tel Aviv 67212

Untitled*, Opus 1*, Jewish Jazz*, Ivan Schwebel—A Jerusalem Artist, Children of the Wilderness, concerts, science and technology, and children and entertainment programing.

Kastel Communications
4 Shamgar St., Jerusalem, Israel

The Prophets (72), Hello Jerusalem, 20 new television shows. **Staff:** Ilana Sharon, Zvi Gill.

Laolu Ogguniyi Prod. 914-16
PMB 5531 PPO Ibadan, Nigeria

Latin American Independent Network
Lorenal B, Piso 5 of 52, Chuao, Caracas, Venezuela



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UNITED VIDEO



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Staff: Julio Neri, Mercedes Neri, Alfonso Henriquez, Robert Marquez.

**Library of Special Effects/
Darino Films** 407
222 Park Ave., South, New York 10003

Link House Publications 910-12
Robert Rogers House, New Orchard,
Poole Dorset, London BH15 1LU

Orm and Cheep* (13), The Middle King-
dom*, The Glacier Express. **Staff:** Claire
Derry, Doug Shuard, David Hamilton.

London Television Service 901-03
Hercules House, Hercules Rd., London SE1
7DV

M.C. Stuart and Associates 618-20
459 Collins St., Melbourne, Victoria, 3000

Modern Programs 810-12
Suite 601, Akasaka 7-6-47, Tokyo, Japan 107

Muchachas of Mexico 410
33 E. 60th St., New York 10022

NHK International 612
Daini Kyodo Bldg., 7-13 Udagawa-cho
Shibuya-ku, Japan

Nippon Animation 621-23
10-11, Ginza, F-Chome, Chou-ku, Tokyo

Nippon Television Network 610
14 Niban-cho, Chiyoda-ku, Tokyo 102

Nomad Films International
713,15,814,16
71 73 Palmerston Cres., South Melbourne
Victoria 3205, Australia

Triumph of the Nomads, Journey to Hai-
nan, Jerusalem—of Heaven and Earth.
Staff: Douglas Stanley, Michael Hartogs,
John McAlister.

ON-TV Prods. 527, 628
8, Rodmarton St., London W1

Modern Romance Tokyo...Live!, The
Henry Cotton Celebrity Golf Lesson, Bad
Manners in Concert, Roland Rat Super-
start.

Pahlaj Bajaj & Co. 909-11
63, Nariman, Bhavan 227, Nariman Point,
Bombay 400 021

Indian programing focusing on Indian
culture, traditional arts, folk arts, music
and dance, history, tourism and feature
films. **Staff:** Pahlaj Bajaj, Sunil Khanwal-
kar, Makarand Brahmae.

PAC Italy 412
279 Viale Regina Margherita, Rome 00198

**Tom Parker Program
Buying Service** 408
18653 Ventura Blvd., Tarzana, Calif. 91356

PBL 722,24
Unit 1, 98 Old Pittwater Rd.,
Brookvale 2100 Australia

Kings (13), Skin Deep, High Country, An
Indecent Obsession, International World
Series Cricket. **Staff:** David Field, Russell

Watkins.

Plus Media 517-19
UB Las Vinas Blocque, A Portal 1-3D, Maja-
dahonda, Madrid

Sea Devils, Summertime Killer, Open
Season, Fredy the Croupier. **Staff:** Ar-
naldo Veicer, Maria Luisa Eyzaguirre.

PSR Video 902, 04
36 Ashby Rd., Kegworth, Derbyshire, Eng-
land DE7 2DH

Randy Mamola*, Balloonatics*, four-cam-
era mobile production unit. **Staff:** David
Mirfin, Ian Fletcher, Elaine King.

Radiotelevision Espanola 609-11
Somosaguas, Madrid 24, Spain

Staff: Javier de Paul de la Serna,
Eduardo Tironi.

Rever Intercartoon 304-06
Corso Matteotti 1, Milan, Italy 20121

Calimero (56), Draghetto Grisu (52), Ty
Uan (52), Inspector Nasy (52), Sherlock
Holmes (52), Adam. **Staff:** Angela Pagot,
Marco Pagot.

Sacis 413-15, 514-16
139 Via Tomacelli, 00186 Rome

Quo Vadis?, Mussolini and I, Heart, The
Octopus, The Late Mattia Pascal. **Staff:**
Giuseppe Proietti, Andrea Piazzesi, Rich-
ard Iotti.

Scottish Television 424-26
Cowcaddens, Glasgow G2 3PR, England

Gemma, Girls and Gershwin, Dave Bru-
beck in Concert with the Scottish Nation-
al Orchestra, Taggart, Off Peak, Scot-
land's Story. **Staff:** Michael Trotter, Sheila
Wilkes.

Screen International 218
Kingscreen House 6-7, Great Chappel St.,
London W1

S4C 400-02
Sophia Close, Cardiff CF 19X4 UK

South African Broadcasting 500, 600A
Box 8606, Johannesburg 2000

The Outcast*, Solo Ascent*, The Master's
Plan, 1922*. **Staff:** Louis Pienaar, Bettie
de Groote.

Special Broadcasting Services 726-28
5 Elizabeth St., Box 21 GPO, Sydney 2001

City West (7), Writer's Playhouse (6), The
Maestro's Company* (13), The Marshall
Islands, Shanghai—Gateway to the
World, Changing Australia (5), Outback
Australians, Out of the Darkness, Austr-
alian Tableland (8), sports package,
coaching tapes, international features.
Staff: Ron Fowell, Ken Sievers.

Tel-Com Enterprises 717-19
23241 Ventura Blvd., Suite 209, Woodland
Hills, Calif. 91364

Acquires television properties for Latin
American distribution. **Staff:** Mel Giniger,
Gabriel Manjarrez, Rosamaria Gonzalez,



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Tele-Hachette 518-22
25 rue Jean-Goussin, Paris

Television Interamericana 721-25, 826
4545 Ponce de Leon Blvd., Coral Gables,
Fla. 33146

Action, adventures and Western feature films; children's programs; news, sports and documentaries; soap operas; comedies and dramas; religious and educational programs; mini-series; and arts, science and music specials. **Staff:** Juan Palli, Jose Palli, Ramon Iturrioz, Gaspar Contreras, Jose Garcia Huerta, Lane Blackwell.

TF-1 510-12
17 rue De L'Arrivee, 75015 Paris

Toei Co. 919-21
2-17, 3-Chome, Ginza, Chou-Ku, Tokyo 104

Voltron trilogy, The Wingman, The Machine Man, The Lazerion, The Bioman, Space Cop Sheider. **Staff:** Yoshinori Watanabe, Osamu Fukunaka, Yukio Homma, Hiroshi Yamauchi.

Tokyo Movie Shinsha Co. 709-11
5-39-1 Kamitakada, Nakano-ku, Tokyo 164

Transtel 702-04
Raderberggurtel 50,5000 Cologne 51, West Germany

TV Ontario 509-11
Box 200, Station Q, Toronto M4T 2T1

The Polka Dot Door (88), Today's Special (93), Read All About It (40), Calling All Safety Scouts (6), We Live Next Door (10), A Window on the World, Visions: Artists and the Creative Process, Vista (8), The Africa File, Countries and People (19), The Moral Question, The Planet of Man (12), Best Kept Secrets (6), Living and Learning, Half a Handy Hour (26), Sport Fishing (13), Pins and Needles (39), Bits and Bytes (12), People and Pets (14). **Staff:** Inta Janovskis, Betty McLean, Josie Podesta.

TV World 220
27 Wildred Sr., Alain Charles House, London SW1E 6PR

UGC Dept. of Films 507, 608
24 Avenue Charles de Gaulle
92522 Neuilly sur Seine, Cedex, France

Unibelfilm 927-29, 822-24
rue Royale 266 BTE 6, 1030 Brussels

United Studios of Israel 818-820
Hakessem St., 46-496, Herzliya, Israel

Via le Monde 706-08
326 St-Paul Ouest, Montreal H2Y 2A3

Legendes du Monde, documentaries.
Staff: Daniel Bertolino, Michelle Raymond, Catherine Viau.

Vidicom 710-12
1115 Sherbrooke St. West, Suite 1403, Montreal H3A 1H3

Visual Prods. '80 802-04
101 Niagara St., Toronto M3V 1C3

Brent Walker Film 401-05
9 Chesterfield St., London W1

Mountbatten—The Last Viceroy* (6), The Return of the Soldier, Boyce Goes West, The Light—The Life of David Ben Gurion, A Night on the Town, Orpheus in the Underworld, Treasure Island. **Staff:** George Helyer, Tony Murphy.

WDR International 601-03
Appellhofplatz 1, d-5000 Koln 1 Germany

Heimat, Bluebeard, A Runaway Horse, The Silent Poison, The Web, Hallo Betti, A Double Game, The Ballinish Bowl, La Gazza Ladra, Misa Espiritual, Rockpalast, Janosch's dream-hours, Flying Ferdinand, The Train Mice, Magical Cities: Potosi, Cartagena, The Germans, God and the World, Histoires Courtes, Romanesque Churches in Cologne, The Wolf Boss, The East-wall of the Watzmann, The Hunzas of the Himalaya, Djebel Chemtou. **Staff:** Wolfgang Weber, Ursula Wilhelm.

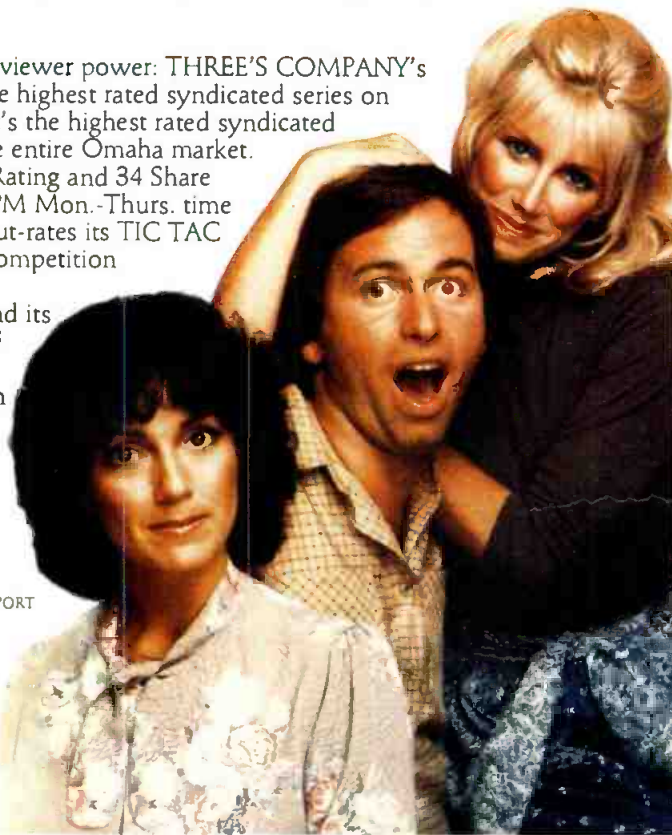
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10490 Santa Monica Blvd., Los Angeles 90025

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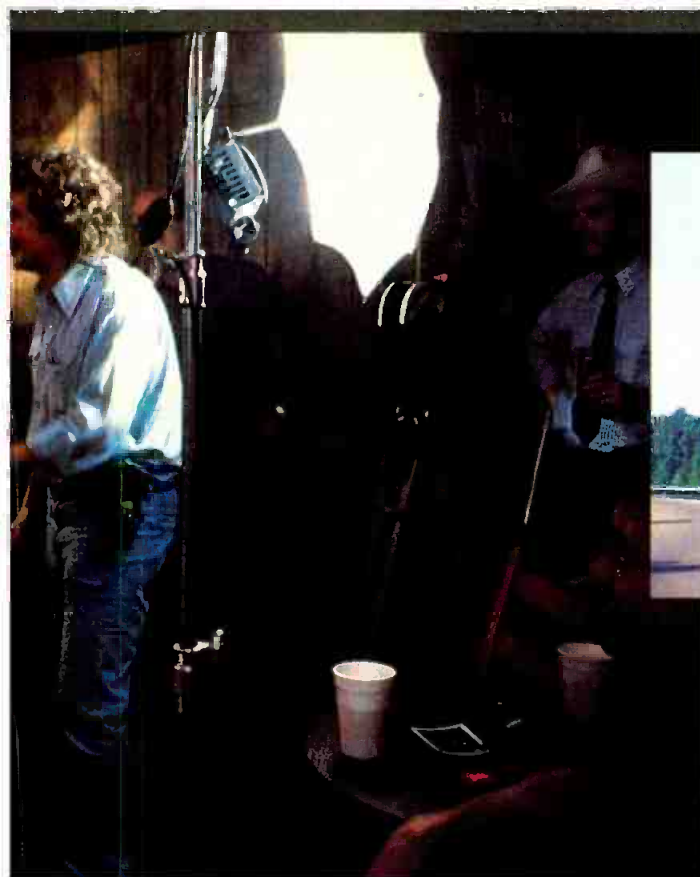


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Group W expands its programing portfolio

Three new series, 'Music of Your Life,' Willard's World' and 'She-Ra' to be added to company's current list of five

Group W Productions plans to introduce three new first-run television series which, combined with the company's five current programs, will yield its largest production slate ever. "Our goal over the past five years has been to be a true, full-service production company," President Edwin T. Vane told BROADCASTING, "which means that wherever there is an outlet that requires a television program, we will be in contention to fill that need. In 1985, I believe we will indeed fulfill that goal."

The three new entries, which will be on sale during next January's conventions of NATPE International and the Association of Independent Television Stations, are *Music of Your Life* (a previously announced co-venture with Bob Banner & Associates), *Willard's World* and *She-Ra: Princess of Power*.

Music of Your Life will be distributed this winter as a one-hour special, with plans to continue the show as a one-hour weekly series next fall. Both are hosted by singer Toni Tennille. According to Vane, the program "celebrates the great moments in people's lives associated with songs, such as marriage proposals and the births of babies." The series is aimed at the 30-to-60-year-old audience, mostly during 5 p.m. to 8 p.m. weekend time slots. Both the special and the proposed series will be pure barter, with local/national breakdowns to be announced.

The half-hour weekday series, *Willard's World*, will star Willard Scott, weatherman for NBC-TV's *Today Show*. Vane describes it as "a free-form format that will give Willard a chance to display his very singular and enthusiastic personality." Scott will interact with a live studio audience and devote each program to a specific theme, such as dieting. Early fringe time periods are targeted, Vane said. NBC's owned-and-operated stations have the right of first refusal and first viewing of *Willard's World*, with the pilot slated for taping at the end of November. The series is being sold for a license fee plus one 30-second national barter spot.

She-Ra: Princess of Power is from Filma-tion, Group W's wholly owned animation subsidiary, in association with Mattel Toys. The title character is the twin sister of He-

Man, star of Filma-tion's continuing Mattel-backed children's series. "We hope to duplicate *He-Man's* success," said Vane. "Virtually every station with *He-Man* wants *She-Ra* because of the possibilities of scheduling them as a back-to-back hour." He said stations serving about 50% of the country have already cleared *She-Ra*. The half-hour is being sold, like *He-Man*, on a pure barter basis, with four minutes retained by local stations and two minutes going to national advertisers.

As for Group W's current first-run offerings, Vane stressed that the Los Angeles-based company's weekday strips, *Hour Magazine* and *PM Magazine*, are both "very solid for the 1985-86 season and we think for many years beyond that."

Although *Every Second Counts*, a game show launched last September in association with Charles Colarusso Productions, enjoys only "a modest lineup" covering 35% of the country, Vane said Group W is staying with it through the 1984-85 season. "It really seems to have caught on in markets where it's airing," he said.

He-Man: Masters of the Universe is currently available to about 93% of television households via 166 stations, said Vane, while *Fat Albert and the Cosby Kids*, which entered syndication last September, reaches

about 72% of U.S. television homes. Finally, Group W's *Newsfeed* daily news cooperative service is airing on about 70 stations covering about 75% of the country.

"I feel the syndication market is stronger than it ever has been and that it will remain that way in the foreseeable future, primarily because of the proliferation of independent stations," Vane said, adding that he sees the market improving as some network affiliates cut back their local news programs. "Expansion of local news appears to have peaked, and as those half-hours open up, they present new opportunities for syndicators."

Vane said the cable industry has moved away from its previous interest in theatrical productions. "We did six or seven of them for Showtime and Home Box Office over the past several years," he noted. "We are still in the business of selling to cable, but the number of things we can sell to them now is much less than it used to be."

As for network programing, Vane disclosed Group W has a development deal with NBC-TV for a game show tentatively titled *You Got It*. The firm has script commitments from all three networks for a total of nine motion pictures for television. Group W currently has exclusive network production arrangements with independent producers Marvin Minoff and Bill D'Angelo. □

International film, TV award winners named

The 27th annual International Film & Television Festival of New York began with an awards banquet on Nov. 2, continued with screenings, tours and workshops, and ended with a second awards banquet on Nov. 9. More than 1,400 people attended the first banquet, where TV programs and promotion spots, music video and film, tape, slide and audio-visual productions were honored. At the second banquet, television and cinema commercials were honored. The three main categories of competition—advertising, TV programs and film, tape, slide and audio-visual productions—received a total of 4,866 entries, 449 more than in 1983.

The panel of judges for major awards in the television program categories comprised 13 leading programing and production executives from broadcast and cable TV. Grand awards, recognizing the best of the television Gold Medal-winning entries, were given for best entertainment special (*Something About Amelia*); best news program (*Vietnam: A Television History*); best entertainment program (*Natural World: Secret Weapons*); best public service program (*Tell Them I'm A Mermaid*), and best promotional announcements ("1984 We've Got the Touch Campaign"). Ted Turner, chairman of Turner Broadcasting, received the Festival's Lifetime Achievement award, given irregularly, "in recognition of his contributions to changing the makeup of the nation's telecommunications industries."

Following is a complete list of television awards:

Grand awards

Something About Amelia (The Leonard Goldberg Co., Los Angeles) □ Best entertainment special.

Vietnam: A Television History (WGBH Educational Foundation,

Boston) □ Best news program.

Natural World: Secret Weapons (The British Broadcasting Corp., London) □ Best entertainment program.

Tell Them I'm A Mermaid (KTTV/Metromedia, Embassy Television, and the Mark Taper Forum, Los Angeles) □ Best public service program.

1984 We've Got the Touch Campaign (CBS Entertainment, Los Angeles, and Ogilvy & Mather, New York) □ Best promotional announcements.

Gold Medals

The Proud, Smiling Wanderer (Television Broadcasts Ltd., Kowloon, Hong Kong) □ Action/adventure.

Hardcastle & McCormick (Stephen J. Cannell Productions, Los Angeles) □ Action/adventure series.

The Snowman (Snowman Enterprises Ltd., London) □ Syndicated children's programing.

Work (Family Communications Inc., Pittsburgh) □ (tie) Network children's programing.

When We First Met (Home Box Office, New York) □ (tie) Network children's programing.

Faerie Tale Theatre (Showtime, New York) □ Children's series.

Buffalo Bill (Telepictures Corp., Sherman Oaks, Calif.) □ Comedy series.

Murder: No Apparent Motive (Home Box Office, New York) □ (tie) Network documentary.

Sir William in Search of Xanadu (Scottish Television P.L.C., Glasgow) □ (tie) Network documentary.

Nova (WGBH Educational Foundation, Boston) □ Documentary series.

Squaring the Circle (Metromedia Producers Corp., Los Angeles, and TVS, London) □ Syndicated drama.

The Barretts of Wimpole Street (Arts & Entertainment Network, New York) □ Network drama.

Cagney & Lacey (Orion Television, with Brocato & Kelman Inc., New York) □ Dramatic series.

Natural World: Secret Weapons (British Broadcasting Corp., London) □ Natural/wildlife/outdoors.

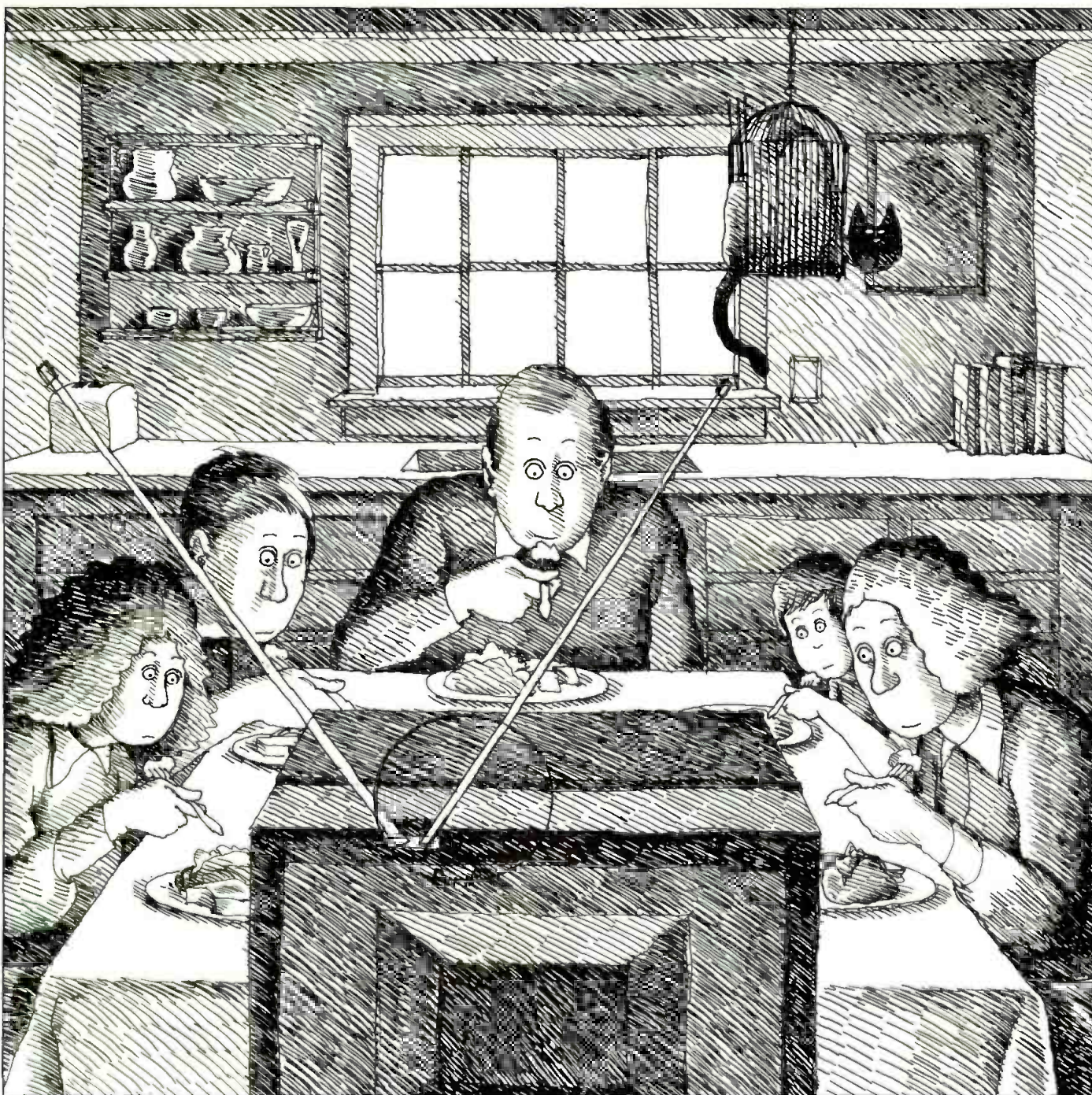
Born To Run (Marty Stouffer Productions, Aspen, Colo.) □ Natural/wildlife/outdoors series.

The Pennant Chase (Major League Baseball Productions, New York) □ Sports.

Culture Club In Japan (Tyne Tees Television, Newcastle-upon-Tyne, England) □ Talk/interview.

People Are Talking (KPX-TV San Francisco) □ Local talk/interview series.

Bobby Bare & Friends (The Nashville Network, Nashville) □



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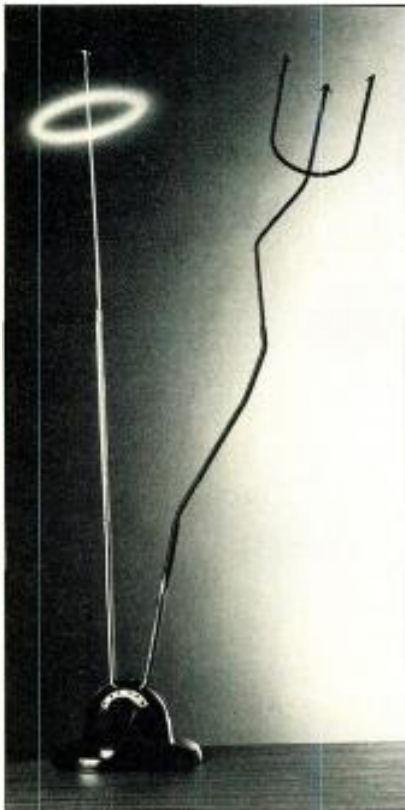
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Evening Magazine (KPIX-TV San Francisco) □ Local magazine show.

Missing Children (Group W Productions, Hollywood) □ Syndicated magazine show.

Welcome Home, Jellybean (Cynthia A. Cherback Productions, North Hollywood) □ Children's special.

Richard Belzer: Caught In the Act (Home Box Office, New York) □ Comedy special.

Whatever Happened to Childhood? (KCOP-TV Los Angeles and Churchill Films, Los Angeles) □ (tie) Local documentary special.

Getting Even: Victims Fight Back (Dave Bell Associates Inc., Hollywood) □ Network documentary special.

Yeshua (International Lutheran Laymen's League, St. Louis) □ (tie) Series of network documentaries.

National Geographic Specials (WQED-TV Pittsburgh/National Geographic Society) □ (tie) Series of network documentaries.

The Jesse Owens Story (Paramount TV Domestic Distribution, Los Angeles) □ Syndicated drama special.

Sakharov (Home Box Office, New York) □ (tie) Network drama special.

Something About Amelia (Leonard Goldberg Company, Los Angeles) □ (tie) Network drama special.

George Washington (General Motors, Detroit) □ Dramatic series.

Sweet Dreams: The Video Album (RCA Video Productions Inc., New York) □ Music special.

Black Still (Television New Zealand) □ Local nature/wildlife/outdoors.

Django (Gerhard Schmidt Filmproduktion, Köln, West Germany) □ Network nature/wildlife/outdoors.

Olympic Gold: Local Heroes (KIRO-TV Seattle) □ Local sports special.

A Tale of Two Seasons (Turner Broadcasting System, Atlanta) □ (tie) Network sports special.

Ode to Joy—1984 Summer Olympics (ABC, New York) □ (tie) Network sports special.

A Voice on the Side of Life (TSW-Television South West, Devon, England) □ Talk/interview special.

The Secret World of the Very Young (Sunbow Productions, New York) □ Magazine special.

Eye on L.A. Goes Around the World in Eight Days (KABC-TV Los Angeles) □ Magazine series.

The Libyan Embassy Shooting in London (UPITN Corporation, London) □ Syndicated hard news coverage.

Villa Regina: A New Form of Art (Ruder Finn & Rotman, New York) □ Network hard news coverage.

Elevator Rip-Off (WBBM-TV Chicago) □ Local investigative reporting.

Secret Tests (The Canadian Broadcasting Corp., Toronto) □ Network investigative reporting.

Armenians: Blood Feud (KCBS-TV Los Angeles) □ Series of investigative reports.

Miss America: The Crown in Crisis (KYW-TV Philadelphia) □ News special.

Freeman Reports—The Mideast Series (Turner Broadcasting System, Atlanta) □ Series of news specials.

A Life of Crime (KUTV-TV Salt Lake City) □ Local news documentary.

Ash Wednesday (National Nine Network, Richmond, Australia) □ Network news documentary.

Children of the Tenderloin (KRON-TV San Francisco) □ Series of news documentaries.

Vietnam: A Television History (WGBH Educational Foundation, Boston) □ Public affairs series.

ABC News 20/20: Paul Newman & Joanne Woodward (ABC, New York) □ News magazine.

Entertainment Tonight and Entertainment This Week (Para-



Sandi Freeman on CNN

mount TV Domestic Distribution, Los Angeles.

Live It Up! (CTV Television Network Ltd., Toronto) □ Network magazine series.

Tell Them I'm A Mermaid (KTTV/Metromedia, Embassy TV, Los Angeles) □ Local community service program.

Here and Now Anti-Smoking (Radio Television Hong Kong, Kowloon, Hong Kong) □ Network community service program.

Uptown Local (Group W Cable Manhattan, New York) □ Series of community service programs.

Old Traditions, New Directions: The Death of a Cardinal (WNBC-TV, New York) □ Local religious program.

Don't Ask Me, Ask God (Christian Broadcasting Network, Virginia Beach, Va., and The International Communications Network, New York) □ Syndicated religious program.

The Last Cathedral (HTV Limited, Cardiff, England) □ Network religious program.

Talking About Touching (KIRO-TV Seattle) □ Educational (children's).

Hand & Eye: All That Glistens (The Canadian Broadcasting Corp., Toronto) □ Educational (adult).

The Oil Kingdoms (Pacific Productions, Washington) □ Educational (adult) series.

Video From Russia (KABC-TV Los Angeles) □ Local cultural program.

Baryshnikov—Dancer & Dance (London Weekend Television, London) □ Network cultural program.

Different But Equal and Caravans of Gold (Arts International Ltd., London) □ Cultural series.

When Women Kill (Home Box Office) □ (tie) Program promo.

Hey Lucy (KPHO-TV Phoenix) □ (tie) Program promo.

We're With You—The ABC Fall Promotional Campaign (ABC, New York) □ Series of program promos.

Bridges (WBAL-TV Baltimore) □ (tie) News promo.

The World (WNEW-TV New York) □ (tie) News promo.

WBZ-TV Boston Impressions (Aydelott Associates Inc., Marblehead, Mass.) □ Series of news promos.

The Immigrant (Rainbow Program Services, Woodbury, New York) □ (tie) Station promo.

The Great Cable Comparison: John Moschitta (Home Box Office Inc., New York) □ (tie) Station promo.

Ernest (WOFL-TV Orlando, Fla.) □ (tie) Series of station promos.

1984 We've Got the Touch Campaign (CBS Entertainment, Los Angeles) □ (tie) Series of station promos.

Superstation WTBS ID (Turner Broadcasting System, Atlanta, and Digital Productions, Los Angeles) □ Station ID's.

Lifetime ID's (Filigree Films Inc., New York) □ Station ID's (series).



CBS's Cagney and Lacey

CBS wins week; takes over first place season-to-date

The President's coattails weren't long enough to pull any of the networks' ratings to an overwhelming victory for the week ended Nov. 11, at least according to prime time's equivalent of exit polling: the A.C. Nielsen Co.

The three major broadcast networks had their lowest combined rating/share in the seven-week, 1984-85 prime time season, dipping to a combined 46.7 rating and 73 share.

But election night coverage had at least one beneficial side effect. ABC, which had been in third place for five out of the preceding six weeks, came in second, thanks largely to the pre-emption of NBC's powerhouse regular Tuesday night lineup of *A Team*, *Riptide* and *Remington Steele*—which caused NBC to tumble into third on Tuesday and fall out of first place for the first time since Sept. 11.

For the week, CBS came in first with an average 17.7/28, compared to ABC's average of 14.9/24 and NBC's average of 14.1/22. CBS won Monday, Tuesday, Thursday, Friday and Sunday. NBC won Saturday for the first time this season and ABC won Wednesday.

The combined network rating/share of 46.7/73 was down markedly from the combined average of 52.2/79.6 for the comparable week a year ago, while HUT levels were also off 3%—from an average 65.3 in 1983 to an average 63.3 this season.

CBS had seven of the top 10 shows, including, for the fourth time in seven weeks, top-ranked *Dallas*. ABC's *Dynasty* ranked second and NBC's *Cosby Show* was seventh. The first part of CBS's mini-series, *Ellis Island*, was fourth.

CBS also leads in both the Arbitron and Nielsen sweep periods. Both ABC and NBC can claim second place, depending on the service. In Arbitron (Oct. 31-Nov. 11), CBS averaged a 16.9/27, compared to a 15.4/24 for ABC and a 14.3/23 for NBC. In Nielsen (Nov. 1-Nov. 11), CBS averaged a 17.5/28, compared to a 14.9/24 for NBC and a 14.3/23 for ABC. ABC's Arbitron numbers are higher because the averages include the ratings from Wednesday, Oct. 31—a powerful night for ABC with *Fall Guy*, *Dynasty* and *Hotel*. The Nielsen averages begin a day later.

Highlights of the week, night by night:

■ CBS won Monday, although NBC held the 8-10 p.m. block with an average 29 share based on a repeat of the theatrical "Airplane." CBS shot ahead at 10 p.m. as *Cagney & Lacey* achieved its highest share of the season against football on ABC and back-to-back paid political broadcasts on NBC. A special episode of CBS's *E/R*, at 8:30 p.m., moved from Tuesday at 8:30, pulled an average 13.5/20 coming out of a paid Reagan political broadcast. It was *E/R*'s best performance in eight broadcasts. ABC's *Monday Night Football* scored a 16.6/28, its highest rating this season.

■ While President Reagan was winning re-election, CBS won Tuesday's election night coverage. CBS averaged a 12.1/18 between 7 and

11 p.m., compared to an 11.5/17 for ABC and an 11.3/17 for NBC. The combined rating/share of the three networks on election night (34.9/52) delivered slightly more than half of the total television audience.

■ ABC rode to victory Wednesday, winning every half-hour with its regular line-up of *Fall Guy*, *Dynasty* and *Hotel*. Both *Dynasty* and *Hotel* were ranked among the top 10 shows of the week while *Fall Guy* ranked 15th. NBC came in second, even winning the 9-11 p.m. period with a special one-hour episode of *Facts of Life* and *St. Elsewhere* against a TV movie on CBS starring the *A Team*'s Mr. T, titled "The Toughest Man In The World."

■ CBS won Thursday with its regular lineup of *Magnum, P.I.*, *Simon & Simon* and *Knots Landing*, winning every half-hour except the 8-8:30 slot, which was captured by NBC's *The Cosby Show*. CBS's *Magnum*, *Simon & Simon* and *Cosby* were all among the top 10 ranked shows of the week. *Knots Landing* pulled up in 11th place. ABC's *Thursday Night Movie*, at 8-10 p.m., a made-for-TV movie titled "The Imposter," garnered an average 14.2/22—the best performance yet this season of any title in that time period.

■ Friday was another CBS victory, thanks to its regular lineup of *Dukes of Hazzard*, *Dallas* and *Falcon Crest*, although ABC won the 8-9 period with its comedy block of *Benson* and *Webster*. The third episode of NBC's *V* pulled a 13.8/23 and ranked 37th out of 86 shows for the week, falling behind *Dukes* by three-tenths of a rating point. And although NBC's *Hunter* and *Miami Vice* managed to stay a couple of share points ahead of ABC's *Hawaiian Heat* and *Matt Houston* airing opposite it, the lead was not enough to overcome that achieved by ABC's 8-9 p.m. comedy block, which put ABC in second place for the night.

■ NBC's only nightly win of the week—Saturday—came on a strong performance by its 8-9 p.m. comedy block of *Diff'rent Strokes* and *Gimme a Break*. But except for election night, it was the closest race of the week among the three networks. NBC won with a 14.6 rating, compared to CBS's 12.9 and ABC's 12.6. NBC averaged a 14/25 for a repeat of the theatrical "Bustin' Loose," at 9-11 p.m., while ABC overtook CBS at 9-10 p.m. by three share points with *Love Boat* besting *Mike Hammer*. CBS came back, however, at 10 p.m. when an additional one-hour *Mike Hammer Special* pulled ahead of *Finder of Lost Loves* by four share points.

■ CBS glided to first place Sunday on the strong lead-in that *60 Minutes* provided to the first part of the three-part mini-series, *Ellis Island*. Both *60 Minutes* and *Ellis Island* ranked among the top 10 shows of the week. A repeat of the theatrical "Stir Crazy," on ABC at 8-10 p.m., pulled an 18.9/27. The first episode of *Ellis Island* drew a 23.4/35.

The multiplicity of the networks' election night programs below stem from Nielsen's dividing the evening into six segments.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.2/42	27.	Gimme a Break	NBC	15.6/26	53.	Airwolf	CBS	12.5/21
2.	Dynasty	ABC	25.7/39	28.	Webster	ABC	15.6/25	54.	Decision '84	NBC	12.5/19
3.	60 Minutes	CBS	25.1/37	29.	Benson	ABC	15.4/26	55.	Ripley's Believe It Or Not	ABC	12.5/19
4.	Ellis Island, part 1	CBS	23.4/35	30.	Love Boat	ABC	14.7/25	56.	Decision '84	NBC	12.5/18
5.	Cagney & Lacey	CBS	22.4/38	31.	Facts of Life	NBC	14.2/22	57.	'84 Vote	ABC	12.4/20
6.	Simon & Simon	CBS	21.7/33	32.	The Imposter	ABC	14.2/22	58.	Decision '84	NBC	12.4/18
7.	Bill Cosby Show	NBC	21.2/32	33.	Dukes of Hazzard	CBS	14.1/23	59.	'84 Vote	ABC	12.2/18
8.	Falcon Crest	CBS	21.1/36	34.	Campaign '84	CBS	14.1/21	60.	E/R	CBS	12.1/19
9.	Magnum, P.I.	CBS	19.8/30	35.	Bustin' Loose	NBC	14.0/25	61.	Decision '84	NBC	12.0/18
10.	Hotel	ABC	19.7/34	36.	V	NBC	13.8/23	62.	'84 Vote	ABC	11.9/17
11.	Knots Landing	CBS	19.4/31	37.	Campaign '84	CBS	13.5/21	63.	Finder of Lost Loves	ABC	11.6/21
12.	Airplane	NBC	19.2/29	38.	E/R	CBS	13.5/20	64.	Miami Vice	NBC	11.5/20
13.	Stir Crazy	ABC	18.9/27	39.	Campaign '84	CBS	13.5/19	65.	T.J. Hooker	ABC	11.5/20
14.	Family Ties	NBC	18.6/28	40.	I Married a Centerfold	NBC	13.4/21	66.	Decision '84	NBC	11.3/18
15.	Fall Guy	ABC	18.4/29	41.	Mike Hammer	CBS	13.3/25	67.	Matt Houston	ABC	11.1/19
16.	Newhart	CBS	18.4/28	42.	'84 Vote	ABC	13.1/19	68.	Hunter	NBC	11.0/18
17.	Hill Street Blues	NBC	17.0/27	43.	Mike Hammer	CBS	13.0/22	69.	Punky Brewster	NBC	10.4/15
18.	Kate & Allie	CBS	16.9/25	44.	St. Elsewhere	NBC	12.9/22	70.	Hawaiian Heat	ABC	10.0/16
19.	Cheers	NBC	16.7/25	45.	Charles in Charge	CBS	12.9/20	71.	Silver Spoons	NBC	8.6/13
20.	Football, Atlanta vs. Wash.	ABC	16.6/28	46.	Campaign '84	CBS	12.8/20	72.	Democratic Campaign	ABC	6.0/9
21.	Highway to Heaven	NBC	16.1/25	47.	Campaign '84	CBS	12.8/19	73.	LaRouche Paid Political	NBC	5.5/10
22.	Knight Rider	NBC	16.1/23	48.	'84 Vote	ABC	12.7/19	74.	Democratic Campaign	ABC	5.1/8
23.	20/20	ABC	16.0/28	49.	Campaign '84	CBS	12.7/18	75.	LaRouche for President	ABC	4.7/7
24.	Lives Embarrassing Moments	ABC	15.9/26	50.	Decision '84	NBC	12.7/18				
25.	Night Court	NBC	15.9/24	51.	Toughest Man/World	CBS	12.6/20				
26.	Diff'rent Strokes	NBC	15.7/27	52.	'84 Vote	ABC	12.6/19				

*indicates premiere episode

Parties prepare for copyright battleground

Broadcasters, cable operators and program suppliers map out strategy for use in copyright proceeding that will determine future CRT payment structures

Broadcasters, cable operators and program suppliers are plotting strategy for some important battles before the Copyright Royalty Tribunal next year to determine how much cable operators will have to pay for their compulsory copyright license in the following years and how the money will be divided among copyright holders. At stake are hundreds of millions of dollars.

"I think you can assume that nearly everything in this is controversial," said Michael Berg, senior associate general counsel, National Association of Broadcasters. "The copyright owners [broadcasters and program suppliers] can be expected to favor higher copyright rates, while the cable operators can be expected to favor lower ones."

"Everybody is trying to figure out what posture they are going to take in the proceedings," said Fritz Attaway of the Motion Picture Association of America, which represents the program suppliers that get most of the copyright fees. "Nobody has made up their mind what they are going to do."

National Cable Television Association President Jim Mooney said the association expects to make "a very major effort" in the CRT proceedings. "We will leave no stone unturned in arguing our case."

Under provisions of the Copyright Act of 1976, cable operators must make semiannual copyright payments based on their gross basic-service revenue for the compulsory license—the privilege of retransmitting the signals of distant broadcast stations with all their copyrighted programming. The distant signals are imported, in most cases, by microwave links or satellites.

The copyright fees are collected and disbursed by the copyright office of the Library of Congress, but the size of the fees and who gets what share is determined by the CRT, a federal agency established by the Copyright Act.

The fees are no small matter to those who pay them or those who receive them. The totals have grown each year with the cable industry's revenues—from \$12.9 million in 1979 to \$69.2 million in 1983. And the figure stood at \$40.2 million for the first six months of 1984. "It's a large chunk of change," said NCTA attorney Robert Roper. "No question about it."

Cable operators and copyright holders will probably clash in two separate CRT pro-

Fowler to pour. FCC Chairman Mark Fowler, his fellow commissioners, FCC bureau chiefs and wwdc-FM Washington disk jockey, "GreaseMan," will be guest bartenders from 5:30 to 8:30 p.m. tonight (Nov. 19) at RJ's Tavern in Washington. It's for a cause. All tips and 25 cents per drink will go to the Combined Federal Campaign, the federal worker charity drive comparable to the United Way campaign. For those wanting to donate more than the price of a drink, Daniel Brenner, legal assistant to Fowler and a comedian on his own time, will auction off FCC memorabilia, lunches with mystery guests and "other goodies" starting at 7 p.m. Scheduled to be present from the FCC are Commissioners James Quello, Mimi Dawson, Henry Rivera and Dennis Patrick. Also expected to be in attendance are Jim McKinney, FCC Mass Media Bureau chief; Bert Halprin, Common Carrier Bureau chief; Bob Foosaner, Private Radio Bureau chief, and Jack Smith, general counsel.

ceedings—one to adjust the fees for inflation and another to review dramatic increases in fees for some signals as imposed by the CRT in 1982. And, in a third proceeding, the copyright holders will fight among themselves for larger shares of the fees collected in 1983.

The inflation-adjustment proceeding, which the CRT is obligated by statute to conduct next year and every fifth year thereafter, could be routine. A formula for adjusting the fees for inflation was worked out in 1980 and it may still prove satisfactory to all the parties. "If all parties agree to the 1980 formula," said one representative of the copyright holders, "it could be a pro forma proceeding."

But it also could be a protracted proceeding. Representatives of cable operators, who were playing their cards close to their vests last week, may try to rejigger the formula or dispute some of the numbers that go into it to minimize the increase. Any such attempts would be met by stiff opposition, the copyright holders say.

The other proceeding that will put cable operators and copyright holders at odds is the review of the 1982 increases, which were triggered by the FCC's decision to drop its rules limiting the number of distant signals a cable system could carry and requiring systems to black out programs on distant signals for which local broadcasters had exclusive local rights.

Prior to the 1982 increases, cable operators with semiannual basic revenues greater than \$214,000 paid .799% of those revenues for the first distant signal they carried and a smaller percentage for each additional signal. After a lengthy proceeding in the summer of 1982, the CRT increased the rates to offset losses it felt the copyright holder would sustain as a result of the elimination of the FCC rules.

Under the new rates, which went into effect on March 15, 1983, cable operators had to pay a slightly higher percentage for all distant signals they carried—the across-the-board increase became known as the syndicated exclusivity surcharge—as well as 3.75% for any signals added after the distant-signal rules had been dropped.

The CRT doesn't have to review the 1982 increases unless it is asked. Representatives of the copyright holders contacted last week

seemed willing to let the 1982 increases stand as is. However, they were gearing up for a proceeding, feeling fairly certain that the NCTA would ask for a review and fight to lower the surcharge and the 3.75% rate.

Even if NCTA decides against initiating the proceeding, said one attorney, Turner Broadcasting System may. TBS, he pointed out, would like to lower the 3.75% to make it cheaper for cable systems to add TBS's superstation, WTBS(TV) Atlanta, the nation's most widely distributed distant signal.

Mooney seemed to find reports that the copyright holders may not initiate the proceeding somewhat surprising, but he would not say what NCTA would do. "I'm not going to telegraph everything I'm doing to the opposition."

The distribution proceeding, which will determine how the fees collected in 1983 will be divided among broadcasters, program suppliers, sports interests and others, has the potential of being more contentious than earlier proceedings because of the extra fees stemming from the 1982 increases.

For instance, program syndicators are likely to demand the lion's share of the syndicated exclusivity surcharge, arguing that the surcharge was imposed to compensate the syndicators for their inability to provide exclusive program licenses to broadcasters.

The sports interests, on the other hand, may want the bigger share of the revenues stemming from the 3.75% rate on the ground that cable systems paying the rate are doing so to carry superstations that are loaded with sports, namely WTBS(TV) Atlanta, WOR-TV New York and WGN-TV Chicago.

According to Robert Garrett, a Washington attorney who represents the sports interests, an effort has been made by the claimants to settle their differences outside of a formal CRT proceeding. But the effort has apparently not been successful.

In recommending to the CRT procedures and a schedule for the upcoming distribution proceeding, four groups (sports claimants, the MPAA, music claimants and the Public Broadcasting Service), said "several of the claimant groups have discussed the possible settlement of some or all of the issues that would be confronted in this proceeding. Although settlement efforts are continuing, we do not believe it would be appropriate to suggest that proceedings be delayed to allow

for further discussions."

John Stewart, an attorney who represents commercial broadcasters for the NAB, is certain a proceeding is needed. He makes no bones about his client's wanting a bigger piece of the pie. "We are going to ask for substantially more than the 4.5% which we have been getting." (As things now stand, the program suppliers [about 70%] and sports interests [about 15%] receive most of the fees.)

In its comments to the CRT, however, the NAB urged the CRT to postpone the proceeding until the U.S. Court of Appeals in Washington rules on an appeal about the distribution of the copyright fees from 1979 and 1980. "The decision... is likely to affect substantially the existence, nature, scope and resolution of any controversy regarding the 1983 fund," the NAB said. "This is particularly true because the court will rule for the first time on the propriety of the tribunal's 1980's 'changed circumstances' approach.... If the tribunal initiates the 1983 proceeding and continues to adhere to the 'changed circumstances' approach before obtaining the guidance of the court, it faces the real possibility of a burdensome and time-consuming remand."

The NAB had its own ideas about how to "reduce the length and burdensomeness" of the distribution proceedings and it discussed them at length. It said it received the procedural recommendations of the MPAA, PBS and the sports and music claimants just a day before they were filed at the CRT. It requested that "a reasonable opportunity for reply comments be afforded by the tribunal so that it will have the benefit of the thinking of all parties on the proposals before it." □

Appeals court finds video clipping firm violates copyright

Decision says TV News Clips must stop offering tapes of stories from television station newscasts

A new form of small business that is a by-product of the emergence of television news could be on its way out of business if a decision by the U.S. Court of Appeals for the 11th Circuit withstands appeal. The business involves videotaping news segments and then offering the tapes, for a price, to persons or organizations pictured or mentioned in them. The 11th circuit's decision holds that those activities infringe the copyright of the stations originating the reports, and are subject to court orders barring them.

At issue was a suit brought by WXIA-TV Atlanta against TV News Clips, which videotapes the news programs of WXIA-TV, as well as the two other network affiliates in Atlanta, WAGA-TV and WSB-TV, and Cable News Network, then offers the clips to interested parties for \$65 for an initial purchase and \$25 for subsequent purchases (BROADCASTING, March 7, 1983). The owner of the enterprise, Carol Duncan, is a pioneer in the field. She entered it in 1976, in San Antonio, Tex., and is a past president of the Interna-

tional Association of Broadcast Monitors, an organization of between 25 and 30 members in the U.S. and abroad.

The case is important not only to members of the association who see the survival of their businesses at stake. CBS, which participated in the case as a friend of the court on behalf of the station, markets much of its news product, including its *Evening News*, and *60 Minutes* programs, and is concerned about protecting its copyright in them.

The unanimous decision of a three-judge panel of the 11th Circuit affirms the decision of a U.S. district court in Atlanta which held that TV News Clips' activities infringed WXIA-TV's copyright. But the appeals court held that the lower court had erred in not issuing an order enjoining TV News Clips from continuing its activities. The case was returned to the district court with instructions to issue such an order. However, TV News Clips is not giving up. Its attorneys last week asked the court to rehear the case, and suggested that all 12 members of the circuit participate. And if that move fails, said L. Ray Patterson, of the Emory University School of Law, chief counsel for TV News Clips, the Supreme Court would be asked to review the case.

Washington Watch

Get out. Resolution issued by National Association of Broadcasters executive committee has called on UNESCO to "abandon its support and planned participation" in Mexico City conference next March on "working conditions and security of journalists." Conference is being viewed as attempt by some organizations to push for licensing and regulation of journalists, drive NAB opposes. Resolution says that attempts to protect journalists or improve working conditions are "transparent attempts to impede the free flow of information through governmental constraints on press freedom." □

Cellular lives. FCC has announced that it has granted cellular radio applications in each of top-90 markets. □

Lawyering. Art of being lawyer consists, in large part, of simplifying complicated and reducing to essentials what is cluttered by detail and trivia, according to Daniel Brenner, legal assistant to FCC Chairman Mark Fowler. "It is ironic that the tools of the lawyer, from our lexicon of Latinisms to concepts of jurisdiction and pre-emption, often only add to the confusion," Brenner said in speech before CBS law department fall conference in Princeton, N.J. "But things can be made more rational, whether they be the terms of a talent contract, the policies governing the equal-time laws, or the rules for filing a petition for review at the FCC.... A zealous lawyer can also be an articulate, clear-sounding one. That should be the goal of the lawyer serving his client." □

Turned down. FCC has rejected as unlawful special access tariffs by local telephone companies for local facilities used to complete interstate and international private line services—including television and audio transmission—that had been scheduled to go into effect Nov. 13. FCC ordered telcos to file new proposed tariffs by Dec. 3, with those tentatively scheduled to go into effect on Jan. 17. □

Rights package. In preparation for increased holiday shopping-by-mail, Federal Trade Commission officials are appearing on television and radio programs to inform consumers of their mail-order rights. Among the FTC warnings: mail order rules do not cover telephone orders billed to credit card (although it does apply to phone orders where payment is sent by mail). □

Conditioned renewals. In response to petitions to deny by National Black Media Coalition and others, FCC has subjected to equal employment opportunity reporting conditions renewals of KIPR-AM-FM Diboll; KSEL-AM-FM Lubbock; KTSM-AM-FM El Paso, and KFDX-TV Wichita Falls, all Texas. FCC also granted short-term renewals, with EEO reporting conditions, to KFYO(AM) Lubbock, KRLB-AM-FM Lubbock and KTON-AM-FM Belton, also all Texas.

TV News Clips had argued its use of WXIA-TV's material fell within the "fair use" exception to the copyright law that is designed to serve as a "rule of reason." It permits some limited and useful form of copying and distribution as exceptions to copyright protection. The district court rejected the fair use defense, and so did the appeals court, though for different reasons. Indeed, it said the district court erred in its analysis, in relying on language in the "preamble" to the fair use section of the 1976 copyright statute—it refers to "such" purposes as criticism, comment, news reporting, teaching, scholarship or research—and not on four factors the law says "shall" be considered. The district court said a use must be inherently productive or creative before it can be a fair use, but the appeals court rejected what it described as the "per se rule."

In its analysis of the four factors, the appeals court said the "commercial nature" of the use to which TV News Clips puts the WXIA-TV material it videotapes "militates quite strongly against a finding of fair use." So does the fact TV News Clips' use "is neither productive nor creative in any way." And although WXIA-TV does not at

present sell copies of its news programs, the court said, the station "could... if it so desired." As a result, the court said, TV News Clips "competes with WXIA-TV in a potential market and thereby injures the television station." As for the third factor to be considered—the "amount and substantiality" of the material copied—the court noted that the specific item at issue in the case is a report in full on a junior college, "which stands alone as a coherent narrative." The only one of the four factors the court said could "arguably" work in TV News Clips' favor involves an analysis of the copyrighted work, for news is important to the public. But the court said that "the courts should also take care not to discourage authors from addressing important topics for fear of losing their copyright protections."

All of which led the court to conclude that TV News Clips "has not made fair use of the protected work."

TV News Clips had thrown up some additional defenses. It cited WXIA-TV's status as a government licensee, with a "duty to provide public access to its newscasts." But the court said that duty does not alter the evaluation of the fair use argument. It said the station fulfills its obligation by producing a news program and permitting anyone interested to view it after the broadcast.

The court also rejected the use of the First Amendment as a defense. TV News Clips had said that its taping and preservation of WXIA-TV's news programs prevents the station from violating the First Amendment in two respects, both growing out of the fact that the station erases videotapes of news

broadcasts every seven days. TV News Clips said the station thereby destroys possible evidence in a defamation suit against itself and denies the public access to broadcast material. The court said the concern regarding possible suppression of evidence "is entirely imaginary in this case." As for the second concern, the court said that the public already has access to the material and that TV News Clips does not offer any access that the station could not provide. The station sells tapes to those requesting them for \$100 a copy.

TV News Clips had also argued that the periodic erasure of the videotapes of the news broadcasts deprives the public of the benefits of the station's creative efforts and, therefore, does not further the ends of the copyright clause of the Constitution. As a result, TV News Clips said, the station's copyright should not be enforced. But the court disagreed. It noted that, besides retaining the broadcast tapes for seven days, it preserves indefinitely videotapes of all stories except those originating live within the studio. "The public benefits from this creative work," the court said.

In refusing to issue the injunctive relief WXIA-TV had sought, the district court said the post-broadcast market for videotapes of news broadcast segments is relatively unimportant to the station. But the appeals court said that "has no bearing on the choice between present injunctive relief and future damage relief unless some independent consideration weighs against the use of an injunction..." And what the district court called the "modest" furtherance of First

Amendment rights accomplished by TV News Clips did not, in the appeals court's view, provide any such independent reason to deny an injunction. Neither, added the court, did the fact the station erased "a small portion of its broadcast."

Thus, as the case stands, in the view of TV News Clips' attorney, Patterson, it poses important questions regarding the legal authority of broadcasters that, he feels, should be reviewed. One question he says the court should consider on rehearing is whether the copyright statute gives television stations the power to prevent the right of access "to previously aired news broadcasts without violating the First Amendment." Another is whether the panel exceeded its jurisdiction in giving "perpetual copyright protection for ephemeral works in the form of a permanent injunction." □

Supreme Court OK's WOR-TV renewal

It upholds appeals court decision that approved FCC's grant of five-year license in New Jersey

The Supreme Court last week wrote what appeared to be the final line in a 12-year effort by a New York group to lift the license of WOR-TV from RKO General Inc. The high court let stand a decision of the U.S. Court of Appeals in Washington affirming the FCC's renewal of RKO's license for the former New York station, which is now operating under a five-year license in Secaucus, N.J.

Multi-State Communications Inc., which had originally filed its application for the New York channel 9 station in 1972, had appealed the FCC decision granting RKO the five-year license and reallocating the frequency to Secaucus. The FCC action was in accord with an act of Congress that was the answer Senator Bill Bradley (D-N.J.) devised to deliver to New Jersey its first VHF station.

The commission in 1980 had denied renewal of RKO's licenses for WOR-TV, KHJ-TV Los Angeles and WNAC-TV (now WNEV-TV) Boston as a result of findings of wrongdoing on the part of RKO officials. But those findings—including lack of candor, reciprocal trade practices and financial misrepresentations—emerged in a hearing on the renewal of the Boston license, and the U.S. Court of Appeals, while affirming the commission in the Boston case, overturned it in the other two proceedings.

While the commission was reviewing its decision in the WOR-TV case, Congress acted on the Bradley measure. It called for the grant of a five-year license for any VHF station willing to move to a state without a VHF outlet "notwithstanding any other provision of the law." The commission on April 20, 1983, approved WOR-TV's move to Secaucus, and the appeals court affirmed it on March 7 (BROADCASTING, March 12).

The court rejected Multi-State's arguments that the commission had misconstrued the language of the statute—that it did not

Also commenting. In reply comments on the FCC's notice of inquiry on the fairness doctrine, a variety of public interest groups let it be known that they supported retention of the doctrine. Among those filing, many of them jointly, were the Black Citizens for a Fair Media; Citizens Communications Center; League of United Latin American Citizens; National Association for the Advancement of Colored People; National Association for Better Broadcasting; United States Catholic Conference; Media Access Project; Telecommunications Research and Action Center; several members of Howard University's School of Law communications law seminar; the Center for Science in the Public Interest; the AFL-CIO; the United States Public Interest Research Group; American Legal Foundation; the Department for Professional Employees, AFL-CIO; DC Acorn; Disability Rights Center; Americans for Democratic Action; Three Mile Island Public Interest Research Center; American Association of Retired Persons; North Shore Alert; Sunflower Alliance; Perry Legal Defense Fund; Union of Concerned Scientists; Actors Equity Association; Alaska Public Interest Research Group; American Association of University Women; American Jewish Committee; American Society of Journalists and Authors; California Public Interest Research Group; Citizen Action; Citizen Labor Energy Coalition; Citizens Against Nuclear Disposal; Citizens Against Nuclear War; Citizens Energy Project; Coalition for a New Foreign and Military Policy; Common Cause; Communications Workers of America; Conservation Council of North Carolina; Consumer Energy Council; Consumer Federation of America; Dacotah Chapter of the Sierra Club; Educational Film Library Association; Environmental Action; Environmental Action Foundation; Environmental Policy Institute; Family Planning Association of Pennsylvania Inc.; Illinois Safe Energy Alliance; International Ladies Garment Workers Union; International Union, UAW; Jackson Citizens Against Nuclear Disposal; Jobs In Energy; Mississippi Environmental Management Organization; Mississippians Against Disposal; Missouri Public Interest Research Group; Montana Public Interest Research Group; National Black Media Coalition; National Council of Teachers of English; National Women's Health Network; New York Public Interest Research Group; Nuclear Waste Vote Coalition; Nuclear Weapons Freeze Campaign; Ohio Public Interest Campaign; Oregon Student Public Interest Research Group; Pension Rights Center; Planned Parenthood Federation of America Inc.; Professionals' Coalition for Nuclear Arms Control; Project on Equal Education Rights; Protect the Environment of Noxubee County; Public Citizen; Public Citizen Critical Mass Energy Project; Public Interest Research Group in Michigan; Rhode Island Public Interest Research Group; Solar Lobby; Speech Communication Association; Toledo Coalition for Safe Energy; Trial Lawyers for Public Justice; Washington Public Interest Research Group; Wcsb Radio; Women's American ORT; United Food, and Commercial Workers.

really encompass New Jersey—and that the orders had violated Multi-State's constitutional right of due process.

The Supreme Court's action denying Multi-State's petition for review was greeted with relief by Pat Servodidio, president of the RKO Television Division. "We are very happy with the ruling," he said. "WOR-TV will continue to broadcast in New Jersey with quality programming and a strong commitment to community service." □

Disk jockey awarded \$194,000 in age discrimination suit

District court finds Leo Rengers was fired by Illinois FM because he was too old for new format

The case has not attracted the attention of Christine Craft's sex-discrimination suit, but in the years ahead aging disk jockeys at radio stations looking for a young audience may have Leo Rengers to thank for the fact they are still working.

Four years ago, when he was 51 and had been working at WCLR(FM) Skokie, Ill., for nine-and-a-half years, Rengers was fired. Rengers sued, claiming he had been terminated because of his age. And now, following a week-long trial, a U.S. district court jury agreed and has awarded him \$194,000. The award amounted to his back pay doubled, as provided for by the law banning age discrimination.

Craft had sued for \$1.2 million after she was removed as co-anchor of KMBC-TV Kansas City, Mo., which Metromedia Inc. owned when she worked there, in 1981. Craft claimed she had been the victim of sex discrimination, contending the station considered her "too old, too unattractive and not deferential to men." The case is still in the courts, but it has heightened the sensitivity of station news directors and general managers all over the country to the sex discrimination issue.

If the decision in the Rengers case is upheld, lawyers for Rengers and WCLR agree, it could well give station executives something else to think about when they consider changing formats. Peter Meyers, Rengers's attorney, said the law would prohibit a station from firing a disk jockey because of age in that situation. "We have laws in this country, and everyone must abide by them," he said. And Gordon Coffman, counsel for the station, said: "If this decision stands, I'd see it as having a significant impact on the exercise of management's business judgment to change the sound and image of a radio station."

Rengers was hired shortly after WCLR was purchased by Bonneville International Corp. in 1970. In 1975, the format was changed from beautiful music to MOR/adult contemporary and Rengers was transferred to all-night duty. But in 1980, his lawyer, Peter Meyers, said, the station "was delivering a young audience, and fired Leo." Coffman argued that age was not a factor—incompetence was. He said Rengers had allowed

"dead air" on his program, had misread the news and had been tardy frequently. "Those matters don't change by format," Coffman said.

The case is not over yet. Meyers last week asked the presiding judge, Richard Decker,

to order the station to reinstate Rengers in his job. Coffman, for his part, was scheduled to file a motion today (Nov. 19) seeking a judgment for the station, the jury's verdict notwithstanding, or, in the alternative, a new trial. □

FM grants from the FCC

Arkansas. In initial decision, FCC Administrative Law Judge Joseph Chachkin has granted application of Floyd W. White and Bettie F. White for new FM in Ashdown, Ark., denying competing application of LRC Broadcasting Co. Judge said Whites won out with better integration and coverage proposals, but conditioned grant on Whites' divesting themselves of interests in Ashdown Cablevision Inc., local cable company. Floyd White is currently cable company's president. Husband-and-wife team has no other media interests. □

Michigan. In initial decision, FCC Administrative Law Judge Joseph Gonzalez has granted application of Up North Broadcasting Co. for new FM in Atlanta, Mich., denying competing application of Northland Communications. Gonzalez said Up North's integration proposal did trick. Jerome L. Winder, president and 57.1% owner of Up North, owns 10% of WHSB(FM) Alpena, Mich., and is morning host and staff announcer for WKNR(AM) and WKFR-FM Battle Creek, Mich. According to decision, Winder said he would sell his interest in WHSB if he won grant for new station. Richard Vogelheim, 3.6% owner of Up North, owns sole motion picture theater in Rogers City, Mich., which is about 30 miles from Atlanta. None of Up North's other principals have media interests. □

Virginia. Reversing decision of administrative law judge, FCC Review Board has granted application of Ruarch Associates for new FM in Woodstock, Va., denying competing application of All Kountry Music Broadcasters for Edinburg, Va. ALJ Walter Miller had granted application of All Kountry, contending it deserved dispositive preference under Section 307(b) of Communications Act, which directs FCC to make fair distribution of stations among communities. Board, however, said Edinburg's Section 307(b) preference hadn't been adequately supported by showing of needs. On comparative basis, board said Ruarch's integration proposal enjoyed "clear quantitative edge over All Kountry's." Ruarch is owned by husband-and-wife team of Arthur and Virginia Stamler. Stamlers own ADS Audio Visual Productions Inc., Falls Church, Va., audio-visual consulting production company. Stamlers have no other media interests. □

Texas. In initial decision, FCC Administrative Law Judge John Frysiak has granted application of Harker Heights Communications for new FM in Harker Heights, Tex., denying competing applications of Chase Communications Co. and Killeen Communications Inc. Application of Harker Heights won out by specifying Harker Heights, which had no local radio station. Other two applicants specified Killeen, Tex., which already had three local radio stations, according to judge. Harker Heights is limited partnership. Its 63.5% general partner is Euna E. Hardaway, teacher at Pershing Park elementary school in Killeen. None of Harker Heights' partners have other media interests. □

Nevada. In initial decision, FCC Administrative Law Judge Edward Luton has granted application of William H. Hernstadt for new FM in Winchester, Nev., denying competing applications of Voce Intersectorio Verdad America Inc., JaDonn Communications Inc. and Lorraine Walker Arms. Hernstadt won out for specifying Winchester, which has no other radio stations, while other applicants specified Las Vegas, which already had 14, according to judge. Hernstadt is Nevada state senator whose term expires in November. He also is owner of Hernstadt Broadcasting Corp., licensee of WKAT(AM) Miami Beach, Fla., "which he has proposed in a timely manner to divest," judge said. □

Tennessee. In initial decision, FCC Administrative Law Judge Joseph Gonzalez has granted application of Perry S. Smith for new FM station at Selmer, Tenn., denying competing application of WDTM Inc. WDTM is licensee of Selmer's only radio station, WDTM(AM). Judge granted Smith substantial diversity preference; WDTM got demerit for proposing to duplicate some programming. Smith, partner in Radio Management, broadcast consulting firm formed last April, has no other media interests. □

Massachusetts. In initial decision, FCC Administrative Law Judge Joseph Stirmer has granted application of Heather H. Stengel for new FM in Chatham, Mass., denying competing applications of Cannon Communications Corp., Cape Radio Inc., Spinnaker Communications, HBZ Communications, Dark Communications Inc., Joseph A. Ryan and Chatham Broadcasting Co. Judge said Stengel won out, but just barely, on combination of diversity and integration grounds. Stengel, white female, is Denver attorney. She has no broadcasting experience, has taken no classes on subject and filed application while still law student.

ANA '84: Washington update, cost concerns

Goldwater, economist, businessman, journalist assess affects of reelection

U.S. Senator Barry Goldwater (R-Ariz.) told members of the Association of National Advertisers meeting in Scottsdale, Ariz., last Monday (Nov. 12) he "probably" will continue his chairmanship of its Communications Subcommittee. Goldwater told his Camelback Inn audience (512 attended the show) he expects to fulfill a lifelong dream and become chairman of the Armed Services Committee, which he is in line for as a result of changes in the Senate's composition following the election. However, Goldwater did not offer any speculation on what issues he expects the Communications Subcommittee to deal with during the coming year.

During a question-and-answer session following general remarks on the political situation at home and abroad, Goldwater expressed disappointment at the President's recent veto of funding authorizations for the Corporation for Public Broadcasting.

"I have a sneaking hunch that somebody in Washington doesn't want the public broadcasting system to survive," he said, hinting that President Reagan himself may be fundamentally opposed to continuing federal support of the noncommercial service. But he warned that if public broadcasting is to survive without federal funds it will have to turn to commercial advertising. If that happens, Goldwater contended, it "marks the end of the only decent source of broadcasting in this country."

As for commercial television, the senator half-joked that "television advertising at times absolutely smells," frequently interrupting programs "for products and services you don't need or want."

Discussing the economy in general, Goldwater said he feels the country "is going to do well" in the near term and "business is



Goldwater

going to prosper." He said he doubts that new taxes will be introduced, while allowing "there has to be some new money floating into our system from some new place." The political veteran said he favors relaxing restrictions on foreign investment in the U.S. as a means of attracting new capital, particularly laws against foreign land ownership. Goldwater said "new money" generated by entrepreneurs, notably in high technology industries, coupled with a bullish trend in the economy overall, should help bring budget deficits under control.

"I really don't think the American people are vociferously aware of the problem of the deficit," he cautioned. "In my mind it is the most serious problem we face." He said Congress needs to demonstrate "far more courage" in cutting the federal budget. "I don't think we can ever balance the budget, [but] I think we can come very close to it." Young people, Goldwater added, are showing a renewed sense of patriotism and should

be encouraged—in part through advertising—to take a chance for success under the U.S. economic system. "Reaganomics," Goldwater insisted, "is simply the free enterprise system being put to work again."

Following Goldwater on the podium was University of Chicago economist George J. Stigler. "Most economists now look at advertising as an extraordinarily efficient means of distributing information," said Stigler. "The purveying of information is the essential oil that keeps the economy going." Information, he argued, should be viewed as a commodity. Stigler cautioned that some kinds of information—particularly political news—may take on exaggerated importance in the public mind because more far-reaching economic changes are slower and less "newsworthy" on a day-to-day basis. The role of women in the labor force, and introduction of computer technology, he said, are two examples of the latter.

Looking to the immediate political future, Stigler suggested that special interests, rather than the business community as a whole, will have a significant voice in government decision making.

Howard H. Kehrl, vice chairman of General Motors Corp., told the ANA audience that American industry is entering a "brave new world of global competition." As a result, he predicted more structural agreements in the years ahead between GM and other major U.S. corporations and their overseas competitors. As an example, Kehrl noted GM's decision to jointly operate an auto assembly plant with Toyota in northern California. A main goal of the agreement, he said, is close observations of the Japanese human and technical productions systems first-hand using American workers. A "mutuality of interests" has led us to co-ventures, he said.

GM's "long-term answer to the competi-



Stigler



Kehrl



Cave

tive challenge from small car competitors abroad" is the Saturn automobile, which Kehrl said will be introduced at a date yet to be announced.

"Technology has become the center of competition," said the GM executive, noting that his company has invested \$33 billion in new products, plants and tools during the past five years. By next year, the Detroit-based auto maker will have factories that are almost fully automated.

In a passing reference to television, Kehrl criticized producers of prime time programming for their "ruthless" portrayals of U.S. businessmen, arguing that a company "would not last six months" if its executives behaved like those seen on *Dallas* and *Dynasty*. Business has broader and more humanitarian interests today, he said, including a desire for a clean environment and stable labor force.

The final panel speaker, *Time* magazine editor Ray Cave, reflected on the possible significance of Ronald Reagan's successful re-election bid, terming it "a landslide without teeth." He predicted the President will have about one year to do what he wants, after which his lame duck status and the political pressures of the 1986 elections will

begin to have a negative impact.

Given the enormous impact of television in national campaigns, "symbolism and inspirationalism may be the most important attribute of all for a President operating in a televised world," Cave observed. Reagan, he continued, "has done a splendid job" of projecting an image of leadership to television viewers.

Reagan is "determined" to go down in history as a "peace president," Cave said. He may succeed, since timing appears right for progress toward diminutions of the current nuclear threat.

Confusion about arms control issues, however, is reflected in news coverage of the administration, Cave noted. Too often, he said, differences of opinion in the administration result in the news media being "manipulated." He was referring to the recent leakage from Reagan administration hardliners that a Soviet freighter was believed to be carrying MIG aircraft to Nicaragua. The report turned out to be exaggerated, but not before a major outcry was heard over the possible implications of such an action.

"This is a routine example of manipulation of the press in order to establish a state of mind," Cave concluded. □

per hour are usually allowed and series are often cost effective. Lamattina sees the trend moving toward more 15-second spots. In fact, the shorter spots may become an industry standard soon, unless there is discussion of an alternative.

The only network representative on the panel, NBC Group Executive Vice President Raymond Timothy, conceded the networks are not interested in pricing themselves out of the advertising business and cited measures NBC has taken to reduce network costs. The network continues to try to increase overall viewing to reduce pressure on the cost-per-thousand (C-P-M) index, he said, singling out NBC's *The Cosby Show* as an example of a hit series that has increased overall viewing for the time period. To make network advertising a "convenient buy," Timothy said, NBC offers C-P-M guarantees and product protection, among other services. It is experimenting with split-30 commercials. In programming, the network is doing "as much in-house production as possible," ordering more treatments and fewer pilots for new series and scheduling more made-for-television motion pictures instead of theatrical films.

"We are concerned about costs," Timothy allowed. "We are also concerned about profit margins."

Joel Chaseman, president of Post-Newsweek Television Stations, strongly recommended spot advertising on individual stations to increase efficiency while reducing television advertising costs. He conceded that development of spot campaigns is complex, but can often be more effective in getting a message to a specific demographic or geographic group. "We believe network affiliation is crucial in this mix," Chaseman continued, explaining that viewers are attracted to the big-budget, "network look" of affiliated stations and the stability of series programming.

Henry Siegel, chairman of Lexington Broadcast Services, claimed "quality definitely is not a problem any longer" with syndicated fare. "We no longer have to be ashamed of our former shortcomings." First-run syndication, he argued, in some cases provides reach comparable, sometimes more than comparable, to network programming.

Siegel also presented research suggesting syndicated product may be "significantly more effective than network product" in reaching certain viewers, particularly wom-

Rising price of TV ad time on advertisers minds

Reducing programing costs and shorter commercials seen as ways to curb inflation

"We like those boxcar numbers, as long as they are people who buy our products," declared William M. Claggett, vice president and director of advertising and marketing services for Ralston Purina Co., during a session on the high cost of television advertising at last week's ANA meeting. Speaking during a Tuesday session, "Coping With the Escalation of Network Television Costs," Claggett said his company was disturbed by in-house research suggesting light viewers of television are responsible for about 40% of Ralston Purina's sales. The current trend, he noted, is toward heavy viewers watching even more television and light viewers watching even less.

Claggett argued that the previous year's share performance of a given prime time network program is the biggest determinant of advertising pricing for that series, rather than production costs or license fees. Pro-

graming costs, he agreed, are the biggest variable in the cost of television time overall, estimating that 70% of what advertisers pay the network goes toward programing expenses. If network executives are serious about controlling such costs, Claggett feels, they can explore options such as reducing the amount spent on attracting major stars, increasing repeats, reducing location shooting, cutting pilot budgets, increasing advertising inventory and emphasizing greater use of 15-second commercials.

Lawrence Lamattina, executive vice president, media and network planning, for SSC&B:Lintas Worldwide, a New York-based advertising agency, also called for an increase in advertising opportunities, suggesting an overall increase in inventory, growth in ads per hour and greater use of shorter commercials. He also called on networks to provide "more relevant entertainment" programs to lure viewers from competitors. However, he also said agencies are interested in supporting syndicated programming because more commercial minutes



Claggett



Chaseman, Timothy and Lamattina

en, 18-to-49. Based on a prime time purchase of \$1 million in advertising time, Siegel said that demographic group could be reached at a cost to advertisers some 27% less than what it would cost to reach the same number of viewers via network.

The final panelist, analyst Dennis Leibowitz of New York-based Donaldson, Lufkin & Jenrette, predicted network advertising rates would moderate in the short-term, due to continuing audience erosion and lower inflation rates. The audience defection will continue, he said, resulting in advertisers diverting funds to competitors and other, less costly dayparts.

The networks have the power to make significant reductions in their programming costs, and will do so, Leibowitz believes, by using fewer big name stars and less exotic location shooting. He cited motion pictures for television as an instance in which networks can save money (through relatively low production budgets) while boosting ratings (above the more costly theatrical releases).

NBC's Timothy, however, cautioned that a reduction in "profligate spending"—which he admitted may have been a problem in the past—may not necessarily translate into lower C-P-M's.

"We buy programs. We sell audience impressions," Timothy said. "We're trying to attract the widest possible audience. We're interested in boxcar numbers." He singled out *Live From Studio 8-H*, *Buffalo Bill* and *Fame* as examples of programs unable to find an audience large enough to justify keeping them on the air. Such efforts, although they may be well executed and reach upscale viewers, become part of the network's development costs that must be passed on to advertisers.

Lamattina wondered aloud if the advertising community might not be giving the networks a double message: a request to provide both specific and broad audiences. "We're interested in seeing the networks bring back or defending those huge audiences," he declared. "We have effective ways of reaching the specialized audiences."

Lamattina also said more research should be done on the possible impact of expansion of commercial minutes during prime time. "It may not be as big a problem [with viewers] as we think," he ventured, noting expanded inventories on independent stations and during other dayparts.

"We're looking at clutter in a vacuum," agreed Leibowitz, registering surprise at the apparent willingness of advertisers and agencies to consider increasing inventory and making greater use of shorter commercials.

Those increases may come at a cost to the networks of reduced on-air promotions, if several members of the ANA audience have their way, however. Two unidentified speakers expressed concern with what they perceive as growing audience discomfort with prime time promotions for network fare. One suggested it would be more effective for the networks to reduce promotion inventory in favor of nonnetwork promotion, such as print or outdoor advertising of programming. On-air promotion, it was hinted, might be reaching mostly heavy viewers of television.

Siegel, however, said syndication is an alternative for advertisers, and it should remain viable long-term. The syndication business is now generating over \$500 million a year in advertising revenues, up from \$50 million less than 10 years ago. That total should reach \$1 billion by 1990, Siegel projected, representing 7% of total television advertising revenues, compared to between 5% and 6% today. As that occurs, syndication's C-P-M's will also go up. "We position ourselves against the networks," Siegel explained.

"We're opposed to increased commercial time," concluded Claggett, adding that "we think it can be done on a selective basis... but not much." He sees greater flexibility with commercial lengths, which the Ralston Purina executive believes "ought to be dictated by their creative messages." □



Boise

Goldstein

Changing of the board. Spencer C. Boise, vice president, corporate affairs, Mattel Inc., was elected chairman of the board of the Association of National Advertisers last Monday (Nov. 12) during the ANA's annual convention held at the Camelback Inn in Scottsdale, Ariz. Boise succeeds Robert V. Goldstein, vice president, advertising, Procter & Gamble Co. Herbert M. Baum, vice president, marketing, Campbell Soup Co., was elected vice chairman, succeeding Boise.

Richard K. Jewett, vice president, advertising and public relations, Pitney Bowes, was elected treasurer of the ANA, succeeding Baum.

Ten ANA members were elected to the board of directors during the meeting: Kim McIver Armstrong, director of long distance and international advertising, AT&T Communications; Joseph J. Doherty, vice president of marketing communications, Owens-Corning Fiberglas Corp.; David L. Goodman, vice president-public affairs and marketing services, Clorox Co.; Douglas T. McClure, advertising director, marketing staff, Ford Motor Co.; Miles A. Nelson, director of marketing communications and international marketing services, 3M Co.; John J. Powers, vice president and director of marketing communications, marketing division, Eastman Kodak Co.; Sanford E. Reisenbach, executive vice president of worldwide advertising and publicity, Motion Picture Division, Warner Bros. Inc.; Charles L. Shemely, senior vice president of broker products and nonbiscuit development, Keebler Co., and Delroy O. Thomas, vice president of new products and marketing services, Land 'O Lakes Inc.

Ad Council update at ANA; advertising from a world view

On Wednesday, ANA members heard an update on activities of the Advertising Council from the group's director, F. Kent Mitchel, vice president, marketing staffs, General Foods Corp. Mitchel, who pointed out that the Ad Council receives over \$800 million worth of free advertising a year from participating agencies and media, said the New York-based organization has re-examined its priorities and will concentrate in the future primarily on a small number of "results-oriented" public service campaigns. The Ad Council, he said, is taking on about 30 campaigns a year, including a major news effort to disseminate results of the administration's Grace Commission recommendations for increased government efficiency. In addition, the group has produced a 90-minute "how to" videotape for use by public service organizations interested in mounting public service advertising campaigns drawing on the council's 41 years of experience. Mitchel also pointed out that 1.5 million television messages from the Ad Council were broadcast in 1983, in addition to the production of 600,000 posters and cards and 60,000 print ads.

The final ANA session, entitled "Creativity Around the World: What We Can Learn from Them and What Can They Still Learn from Us," was introduced by moderator John O'Toole, chairman of Foote, Cone & Belding, with the observation that "while advertising has become more international, it is still frustrating to find chauvinism, territorial imperative, insecurity and other impediments" among nations and cultures. O'Toole, who also serves as chairman of the American Association of Advertising Agencies, argued that some advertising strategies will probably never cross national borders because of idiosyncracies among different nations.

O'Toole's view was endorsed by McCann-Erickson USA President John Bergin, who contended that the U.S. still turns out the best advertising that touches the human heart. He showed examples of television commercials portraying family love and caring that he said would be laughed at in Europe. He also praised U.S. advertisers for their adept use of technology in television ads, observing that "the rest of the world may be too much into technique." The U.S. could try more effective use of humor in its television spots, Bergin believes, and reduce its sometimes over-reliance on technology.

"Our universal advertising and marketing world seems more and more to be created equal," Bergin declared. "America is competing with creative peers, and that should be a joy to marketers." He contended that the universal elements of effective advertising—humor, ingenuity, creative spark and professionalism—are part of a shared body of advertising industry knowledge that supersedes language and cultural barriers.

However, Bergin singled out the campaign against alcohol advertising on U.S. television as a misguided effort that should not be duplicated overseas. "Can't we ever learn?" he asked rhetorically. "Laws stop drunk driving, not censorship." He labeled

those behind the current effort "the new prohibitionists."

Roy Warman, joint managing director and chief executive officer of the London-based advertising agency, Saatchi & Saatchi Compton Ltd., noted that there is considerable difference among European countries in terms of advertising styles. Terry Bannister,

who shares Warman's titles at the agency, added despite such regional differences "creativity must pay the bills," leading to remarkable similarities in many campaigns. The pair underscored this conclusion with several videotape examples of British and continental European television commercials. □

Healthy growth for cable advertising

Industry should hit \$500 million in revenues in 1984 with even better results predicted for next year

Although still small change by broadcasting standards, cable advertising revenues continue to grow as ad-supported cable program services expand their subscriber universes and attract better ratings, and as multiple system operators develop their own sales forces and join together in interconnects to serve entire (or almost entire) television markets.

By most accounts, 1984 will be the year that total cable advertising revenues (local, regional and network) break the half-billion-dollar mark, although not by as much as some were predicting earlier. The Cable-television Advertising Bureau endorses the estimates compiled by industry analyst Paul Kagan, who says that total sales will amount to about \$515 million this year, up about 45% from the estimated \$360 million in cable ad sales for 1983. Earlier estimates pegged total cable revenues for this year at \$576 million, but industry sales executives agree that figure is overly optimistic.

Of the estimated \$515 million, national cable networks will account for about \$435 million, up about 39% from the close to \$315 million those networks recorded in 1983. Local sales are expected to climb to \$80 million, up about 60% from the \$50 million or so generated last year.

In 1985, Kagan now projects total cable sales of \$725 million, about a 41% increase, with networks accounting for almost \$600 million of that (up 38%) and local revenues totaling nearly \$125 million (up 60%).

According to CAB President Robert Alter, local cable advertising revenues are becoming more important as many cable operators reduce or maintain at current levels the retail prices of pay service offerings, while focusing more on the marketing of basic services. "Every major MSO has made a commitment" to local advertising sales, he said. By the end of the year, CAB calculates, systems accounting for 50% of cable's basic subscriber base will have some kind of local ad sales effort, up from about 40% last January and 10% three years ago.

And as more systems start to sell locally, more interconnects are being established and more cable representatives are getting into the business. According to the latest edition of the CAB Rep/Interconnect Directory, there are now almost 40 hard interconnects (microwave or cable) and close to 50 cable reps in business.

As cable viewing continues to grow, said Alter, so will cable advertising revenues. He said that cable-originated program services

and superstations are the fastest growing segments (in audience) in television programming for the first nine months of 1984. In all TV homes for that period, cable-originated services claimed a 7 share of audience according to a CAB analysis of A.C. Nielsen data. That's a gain of 43.7%, while affiliate viewing in the same universe was down 1.3% to a 68 share and viewing to independent stations was down 1.9% to a 16 share. Superstations collected a 6 share for a gain of 25.9%. In all cable households, cable-originated services posted a 13 share for the period, up 31.6%; superstations, a 9 share, up 13.4%; affiliates, a 57 share, up 1.4%, and independents, a 13 share, down 6.1%. In pay households, cable-originated services had a 14 share, up almost 30%; superstations, an 8 share, up about 11%; affiliates, a 53 share, up almost 2% and independents, a 13 share, down 11%.

Alter said that in proportion to cable's audience gains, advertisers are underutilizing cable. "If cable were getting revenues in proportion to its share of audience, they would total closer to \$1 billion," he said. But, he added, "we're making progress."

■ Turner Broadcasting System's WTBS(TV) Atlanta is still far and away the cable industry's biggest success story from an ad revenue standpoint. Last year it generated about \$135 million in revenue and if the station does as well as some predict, it may earn \$170 million or more this year. Turner's CNN had sales of about \$25 million last year and some have predicted that it could double those sales or better in this election year.

■ ESPN will double its revenues this year over last, according to Jack Bonanni, the network's vice president for advertising sales. That would put ESPN's revenues for 1984 at about \$80 million and Bonanni thinks he and his staff can add another 20%-25% to that in 1985. He described the sales effort this year as nothing short of "fabulous," noting that the biggest increases came from the automobile category, which just about doubled its investment, followed by financial services and insurance categories, and the automotive aftermarket. The network, said Bonanni, is positioned as the best at delivering the male audience, not unexpected for a sports network, and at a much lower cost per thousand than the over-the-air networks can offer—in the range of \$5 to \$7 compared to \$10 or \$14.

■ Although its base is smaller, MTV will also double its revenues this year, if it can sustain the pace of the first six months when it generated about \$26 million in sales, about what it did in all of 1983. MTV Networks Inc., has told the Securities and Exchange Commission (Warner Amex Satellite Com-

munications Inc., operating MTV, Nickelodeon and beginning in January 1985, VH-1, went public last summer) that MTV should generate at least \$50 million this year in advertising revenues, and almost another \$2 million in operator carriage fees. By contrast, Nickelodeon, which only started selling advertising late in the fall of 1983, is expected to have advertising sales this year totaling \$3.3 million, with the bulk of its revenues earned from carriage fees of \$19.4 million, up 16%. Robert Roganti, vice president, advertising sales, MTV Networks Inc., said the company was "satisfied" with its sales performance for 1984. "We're on our plan [for this year] and very, very encouraged about the prospects for 1985," he said. This year the company will also make money, with earnings expected to fall between \$15 million and \$20 million for both services combined.

■ CBN Cable is in its 1984-85 fiscal year which ends March 31, 1985. By that time it will have about doubled advertising revenue—to between \$35 million and \$40 million—over fiscal 1983-84, said Doug Greenlaw, vice president, advertising sales for CBN. Greenlaw said advertisers are now beginning to "look seriously to cable to help replace network erosion." In line with that trend, he said his sales people urge clients to take 15% of their television budgets and spend 10% of it in cable (5% on CBN and 5% on WTBS) and 5% in the syndication market. "When they do that," he said, "their frequency and reach increase and their [costs per thousand] drop."

■ Lifetime has sold more than \$20 million in advertising since February, when it launched as Lifetime (a merger of Daytime and Cable Health Network), according to network President Thomas Burchill. "We are 20% ahead of projection," he said, with between 70% and 80% of revenues coming from consumer-oriented advertising and the remaining revenue coming from the service's Sunday medical programming designed for pharmaceutical advertising. Burchill said he expects the cable network marketplace for advertising to expand by 35% next year with Lifetime doing "a little bit better than that" based on improved ratings following a revamping of its prime time lineup and increased availabilities.

■ The USA Network will show advertising increases of perhaps 30% for the year, said the network's vice president for sales, John Silvestry. That would put USA's ad revenues at about \$48 million. He's expecting another 25%-30% gain next year also. Silvestry said one somewhat "disappointing" category this year was packaged goods, where many companies did not allocate increases in their cable buys. He noted that the automotive, beer and movie categories were "strong supporters" of cable and USA.

■ The Weather Channel increased its advertising sales this year by several hundred percent, bringing it close to the \$10-million mark. The network's vice president of sales, Mike Eckert, said the channel might make a profit in the fourth quarter and, if not then, the following quarter. As for revenues in 1985, Eckert said, "we could double them. That would be a big job but not impossible." □



The week's worth of news and comment about radio

Coming to bat

At the CBS Radio Network regional affiliates meeting earlier this month ("Top of the Week," Nov. 5), stations were informed that the network's five-year, \$31-million-to-\$32-million deal with Major League Baseball ("Riding Gain," Dec. 19, 1983) contains a game-of-the-week package, marking the first time in nearly 30 years that network radio will carry professional baseball games during the regular season. The new CBS agreement goes into effect next year.

Dick Brescia, senior vice president, CBS Radio Networks, told BROADCASTING that the network decided to wait until the "height of interest" in this year's baseball season before unveiling the game-of-the-week provision to stations. (A series of five regional affiliates meetings were conducted throughout October during Major League Baseball's divisional playoffs and the World Series.) Besides airing the All-Star game, league championship games and the World Series through 1989, the new arrangement calls for two games (one day and one night) to be aired nationally on Saturdays during the regular season. CBS Radio's 1985 coverage will extend over 20 weeks beginning May 25. The network may also carry some crucial weekday contests toward the end of the season.

Brescia noted that the games will be blacked out in the teams' home markets and that regional network coverage will be protected. He also said CBS will likely employ several broadcast announcer teams for the games, although no one has been named yet. Decisions on which games are carried will be made close to air date, added Suzanne Sack, director of marketing and promotion for the CBS Radio Network.

The new agreement extends CBS Radio's previous four-year deal which also contained broadcast rights to the All-Star game, league championships and the World Series.

ABC delivers

ABC broadened its news and sports programming last Monday (Nov. 12) for affiliated stations of the company's six "full-service" radio networks. "Due to our new studios [BROADCASTING, Nov. 5] and large satellite capacity, we are now able to deliver the expanded news and sports service that our affiliates have always wanted," said Bob Benson, vice president, senior executive, ABC Radio Networks.

■ The Rock Radio network introduced one-minute, hourly newscasts, *Newsbrief*, for afternoon drive time (fed to stations from 3:45 p.m. to 8:45 p.m. NYT), and a 60-sec-

AM and cable. AM radio listening is higher among persons, 12 and older, in households without cable television than those with it (32 average quarter-hours of listening per total week vs. 26), according to a soon-to-be-released radio listenership study for ad agencies conducted by Statistical Research Inc. (SRI), Westfield, N.J.

The report, titled "Some Facts About Radio Audiences For The Media Planner," also notes that for the total day and individual dayparts, there is virtually no difference in radio listening between persons in cable and noncable homes. However, more radio listening occurs at home in noncable households, the study shows.

Among its other findings is that heavy listeners (persons reporting radio listening in 121 or more quarter-hours per week) to local radio stations as well as network radio tend to be younger than light listeners and live in upper-income households with three or more persons. Also, heavier radio listeners report they do not watch television in dayparts prior to 7:30 p.m. For network radio listeners, the same result holds true only in the morning, with little difference in reported television viewing of light and heavy network listeners after 10 a.m.

SRI's new study is based on data from the RADAR (the company's audience measurement service for radio) fall 1983 reports.

ond, weekday program covering news from the entertainment world (fed at 4:47 p.m. NYT) titled *Backstage with the ABC Rock Network*. Rock affiliates also have a new two-minute newscast at 11:45 a.m. NYT.

■ The information network added 60-second headline news summaries for station use on the half-hour, which are transmitted from 7:27 a.m. to 12:27 a.m. NYT weekdays and to 5:27 a.m. weekends, in addition to its regularly scheduled, five-minute newscasts each hour around the clock.

■ Contemporary and FM network affiliates are also being offered one-minute headline summaries each day. The Contemporary network feed, *News in Brief*, is sent from 6:52 a.m. to 11:52 p.m. NYT while the FM network broadcast, *The FM NewsMinute*, is fed from 6:48 a.m. to 8:48 p.m. NYT. Also, the FM network has streamlined its regular hourly 12:45 a.m.-to-8:45 p.m. NYT newscasts from two-and-a-half minutes to two minutes. The Contemporary network airs newscasts 24 hours a day.

■ The Entertainment and Direction networks each added two-minute sports reports on Saturday and Sunday mornings. Also, newscasts on ABC-Entertainment shifted from the bottom to the top of the hour. Both networks air four-minute newscasts 24 hours a day.

ABC also increased its actuality service known as *Newscalls*. The feeds to affiliates have gone from 13 to 18 each weekday; from seven to nine on Saturday, and from four to seven on Sunday. And there are now two young adult *Newscalls* sent Monday through Friday to Contemporary, FM and Rock Radio stations, instead of one. All actualities are fed over ABC Radio's station service satellite channel.

"We are aware that radio stations in all formats now have a growing appetite for news and informational programming target-

ed to their listeners," noted Tina Press, director of network programming for ABC Radio Networks. Each of ABC's six networks has its own set of news anchors and correspondents.

NRBA intervention

The National Radio Broadcasters Association has filed a motion with the Court of Appeals to block a petition for review of the FCC's 12-12-12 broadcast ownership decision. The petition for review was filed Oct. 9 in the Court of Appeals for the D.C. Circuit by the Black Citizens for a Fair Media; League of Latin American Citizens; the National Association for the Advancement of Colored People; the National Association for Better Broadcasting; the National Conference of Black Lawyers Communications Task Force, and the Telecommunications Research and Action Center. "The NRBA is an interested party, since, if the FCC's decision is enjoined, set aside, suspended or modified in any way as a result of the court's decision in this proceeding, the NRBA's membership would be directly affected," the NRBA said.

Playback

NBC's young adult network, The Source, is offering affiliates a three-hour Thanksgiving weekend (Nov. 22-25) music and interview special featuring Canadian rock artists. The program, *Canada Rocks Thanksgiving*, is hosted by a Canadian band, Triumph. Music on the show will range from the Guess Who's 1970 hit, "American Woman," to selections from new acts such as Corey Hart. Other performers on the special include Rush, Neil Young, Men Without Hats and Bryan Adams. The program was produced exclusively for The Source by Denny So-

mach Productions.

□

Narwood Productions, New York, is producing a two-hour Nat King Cole special as a part of the company's weekly, 60-minute big band/MOR syndicated radio series, *The Music Makers*. The Cole tribute is slated to air during the weeks of Dec. 3 and 10. Scheduled guests include arrangers/conductors Nelson Riddle and Ralph Carmichael, songwriter Irving Gordon, composer Jule Styne and singer/composer Mel Tormé. *The Music Makers*, which is hosted by Skitch Henderson, will feature special tributes to performers Rosemary Clooney and Gene

Krupa in upcoming weeks. The program is heard on 210 stations.

Hot

Encino, Calif.-based Barnett-Robbins Enterprises, which markets long-form radio shows produced by Draper & Hampton, also of Encino, plans to distribute either live satellite-delivered or recorded, advertiser-supported "theme specials" varying from three to six hours. The programs, which are primarily designed for contemporary hit radio and adult contemporary stations, will be marketed under what the company is calling the Big Event Radio Network. The first

show scheduled to be distributed is *Hot #1's of '84* over New Year's Eve weekend.

PSA contest

The ABC Rock Radio Network Advisory Board is asking network affiliates to develop local public service campaigns against drunk driving. According to ABC, the advisory board will judge the campaigns and award \$1,000 to the station with the most effective presentation. The network campaign, called The R.O.C.K. Project ("Reckless Operators Can Kill"), runs until Feb. 28, 1985.

Journalism

No cameras in Burger's court

Chief justice tells reporter TV is primarily entertainment medium; he will never allow it in Supreme Court

Chief Justice Warren E. Burger, who has long been known for his personal hostility to cameras in the courtroom, last week came out of the closet in giving vent to that feeling. He said he does not want "show business in the courtroom," and said television cameras would not cover Supreme Court proceedings as long as he was chief justice. He called television cameras "the most destructive thing in the world."

Burger has never expressed publicly what was felt to be his antipathy to the thought of television coverage of the Supreme Court. His views were sufficiently known, however, that his statements, made in response to a reporter's questions in Tampa, Fla., where he had gone to address a prison industries meeting, did not come as a surprise.

"There will be no cameras in the Supreme Court of the United States while I sit there," he said. And Burger, who is 77, said he has no plans to retire.

Burger said television's function is primarily entertainment, adding, "Show business and judicial business just won't mix."

Whatever his feelings in the matter, they did not prevent him from writing the opinion, in the *Chandler v. Florida* case in 1981, that upheld the constitutionality of the rules of the Florida courts permitting television coverage of trials (BROADCASTING, Feb. 2, 1981). Attorneys for two Miami Beach policemen who had been convicted in a televised trial of burglarizing a restaurant said that their clients' constitutional right to a fair trial had been violated.

Burger's opinion cited the revolution in technology that had occurred since the 1930's, when courts adopted rules banning broadcast and photographic coverage of trials, and the equipment was clumsy and intrusive. Burger wrote that broadcast coverage did not automatically violate a defendant's constitutional rights and that states were "free to experiment." At present 41 states permit on an experimental or per-

manent basis broadcast coverage of some or all of their courts.

But Burger last week rejected the argument—frequently made by those advocating radio and television coverage of the courts—that it would educate the public as to how the Supreme Court operates. He cited a seven-day trial that he said was covered by a two-minute, 55-second broadcast report devoted to the prosecutor's opening statement. "That wouldn't educate anybody," Burger said. "In fact, it would give a distorted view of the judicial system."

If those views did not emerge in the opinion he wrote in *Chandler*, they did seem to have been reflected in the vote of the Judicial Conference of the United States, in September, when it accepted a recommendation of a special committee that the conference reject a petition by 28 media groups urging the conference to repeal its rules banning radio and television coverage of the federal courts (BROADCASTING, Sept. 24). The chief justice heads the conference, but there is no record as to how—or even whether—he voted on the report.

To the attorney who carried the brunt of

the effort to persuade the judicial conference to change its rules, the chief justice's remarks seemed extreme, even for opponents of cameras in the courtroom. Timothy Dyk, of the Washington firm of Wilmer, Cutler & Pickering, who represented CBS in the matter, said, "Most people who are concerned about cameras in the courts are concerned about the psychological impact on participants in trials—witnesses and jurors and defendants. Almost no one is seriously concerned about impact on appellate judges and lawyers. They are used to being reported on in the press." Furthermore, he said, "the strongest case for cameras in the courts can be made in connection with the Supreme Court, because of its limited seating capacity and the inability of large numbers of lawyers and members of the public to hear cases in which they are interested."

As for Burger's complaint that a brief broadcast report of a court trial could give a distorted view, Dyk said newspapers, too, can be accused of distortion. And he recalled the chief justice's observation, in an opinion in 1973 affirming CBS's right to reject issue advertising, that, "For better or for worse, editing is what editors are for." "Now," Dyk added, "he's saying judges should be editors." □

In 1984: White House enters computer age

Media relations unit turns to electronic information system—called White House News Service—to spread administration's word

Merrie Spaeth had not been on the job very long as director of the White House Office of Media Relations—maybe a couple of days, back in March—before she knew that the system used to serve the office's constituents needed tightening up. It was taking as much as three days for press releases, presidential speeches, personnel appointments, transcripts and the like that were destined for the print and broadcast press west of the Potomac, and the specialized press east and west of that river, just to get into the mail. Not only that, the odds against mailings reaching those for whom they were intended were

long indeed. Spaeth, a former journalist whose previous job in government was as director of public affairs at the Federal Trade Commission, might have felt she was riding a horse while everyone else in the communications business was flying jets.

No more. The Office of Media Relations has entered the computer age. It still uses the U.S. mail to distribute material, but since Sept. 17 it has been equipped to collect and transmit the same material, and more, electronically. The information can reach those who want it in a matter of minutes. Moreover, from Spaeth's point of view, material of interest to her constituents can be assumed to be reaching them—assuming they have the necessary equipment and are plugged into what is called The White House News Service. After all, material is trans-



White House news channel. Merrie Spaeth, director of the White House Office of Media Relations (standing), and Terry Abdoo, staff assistant, demonstrate the computerized system the office has installed for providing the press and broadcasters with practically instantaneous transmission of information from the White House. What is called the White House News Service is available through ITT Dialcom's on-line news services.

mitted only in response to a request.

The White House news is now part of the data base of the ITT Dialcom News's services. Anyone with a computer or a communications word processor and a modem can tap into it by dialing a personal ID and the telephone number. (The user pays a one-time subscriber fee of \$50 and then pays for the service at the rate of about \$20 an hour.) Among the items that will show up on the screen is White House News—it is Number 52. It is followed by a listing of information coming out of the press office, the Office of Management and Budget, the Vice President's office and the First Lady's office. The subjects available are billboarded in head-

lines.

Among other things, Spaeth hopes the system will deal with complaints from two principal sources—members of the local press around the country who feel they are shut out by the national press when the President visits their regions of the country and members of ethnic, trade and other specialized publications who complain of not being alerted to events at the White House of interest to them.

But it may, in time, generate complaints of its own. Although the material the White House News Service makes available is, basically, that which is mailed out daily, that is not the sum of it. For instance, economic

indicators, along with the relevant facts to explain them, that may be prepared for one of the daily press briefings given by White House Deputy Press Secretary Larry Speakes may be part of the menu. So will transcripts of special briefings given the press by experts in connection with major events—an economic summit, for instance. The efficiency with which the White House material is being made available may cause some to wonder whether manipulation of the press is one of the aims.

Spaeth turns aside such suggestions. "We're not trying to affect editorial decisions," she says. "But we want to make the material truly complete and accurate. My job is to provide it, theirs [the journalists on the other end of the line] to choose whether to take it."

The system, which is a joint operation of Spaeth's office and the systems division of the White House Office of Administration, is not unusual in the White House, let alone the government generally. In fact, Spaeth says the system now in place is modeled on the one at the Department of Agriculture. It has yet to receive much attention; the biggest hype it has gotten, it seems, is a low-key message accompanying mailings that notes the information being provided "is now available electronically through the ITT Dialcom news services." It also says that comments and suggestions regarding the system should be directed to the Office of Media Relations, at 202/456-6623. But Spaeth plans to focus more media attention on it in the weeks ahead.

Spaeth says it is too soon to forecast the eventual popularity of the system. But she notes that Agriculture's system, which began operating two years ago, "has been doubling its hits [the number of times a system has been used] and users every six months." That is the kind of growth she expects the White House system to experience. □

Business

VS&A ranks financial health of media

Broadcasting in the middle of the pack in operating income/revenue category behind cable and pay TV

Compared to other communications-oriented industries, broadcasting ranks in the middle as measured by many financial performance indicators, according to a report by the New York-based investment banking firm of Veronis, Suhler & Associates (VS&A).

Relying on information filed by publicly held companies, the report establishes its rankings according to revenue growth, operating income/revenue and cash flow/revenue margins, and operating income return on assets for broadcasting operations. It follows a similar VS&A report issued last year and was developed from data going back five

years.

An average operating income/revenue margin of 17.4% placed the broadcasting group fourth, following newspaper publishing, cable and pay TV, and business and

information services.

The totals also show broadcasting placed fourth in revenue growth with 12.8%, the same as in 1982, but slightly above the 12.3% five-year compounded average. Op-

Broadcasting Industry Compilations

		Revenue		Pre-Tax Operating Income		Cash flow		Pro-forma Assets	
1979-83	Compounded annual growth	12.3%	(5)	7.7%	(6)	8.7%	(6)	15.4%	(5)
1983	Growth	12.8%	(4)	14.4%	(7)	14.6%	(7)	17.1%	(3)
1983	Operating under margins			17.4%	(4)	19.8%	(4)		
1983	Return on assets			23.1%	(5)	26.2%	(5)		

Number in parentheses indicates rank in group of 10 communications industries

Total \$ _____

Stock Index

	Closing Wed Nov 14	Closing Wed Nov 7	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)		Closing Wed Nov 14	Closing Wed Nov 7	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)		
BROADCASTING							PROGRAMING								
N ABC	60	64	5/8	- 4	5/8	7.16	10	1,750	O American Nat. Ent.	1 1/2	1 7/16	1/16	4.31	8	4
N Capital Cities	155 3/8	160 1/2	- 5	1/8	- 3.19	16	1,994	O Barris Indus	7 3/4	7 1/8	5/8	8.77	155	44	
N CBS	76	79 3/4	- 3	3/4	- 4.70	10	2,258	N Coca-Cola	63 1/2	65 1/4	- 1 3/4	- 2.68	14	8,409	
O Clear Channel	13 3/4	14	-	1/4	- 1.79	16	39	N Disney	57 3/4	57	3/4	1.32	19	1,941	
N Cox	49	51 7/8	- 2	7/8	- 5.54	17	1,383	N Dow Jones & Co.	40 1/4	39 1/4	1	2.55	20	2,582	
A Gross Telecast	28 3/8	27 3/4	5/8	2.25	7	23		O Four Star	3	3			3	2	
O Gulf Broadcasting	10 3/4	9 7/8	7/8	8.86	45	471		O Fries Entertain.	5 1/2	5 1/2			5	19	
O LIN	21 3/8	21 7/8	-	1/2	- 2.29	19	449	N Gulf + Western	28 1/2	28 7/8	-	3/8	- 1.30	8	1,994
O Mailrite Commun.	11 1/2	11 3/4	-	1/4	- 2.13	14	96	O Robert Halmi	1 3/16	1 1/8	1/16	5.60	24	20	
O Orion Broadcast	1/32	1/32				2		A Lorimar	32 1/2	35	- 2 1/2	- 7.14	16	230	
O Price Commun.	10 5/8	10 5/8				34		N MCA	41 3/4	42 7/8	- 1 1/8	- 2.62	18	2,024	
O Scripps-Howard	26 1/2	26 1/2				16	274	N MGM/UA	12 1/4	11 7/8	3/8	3.16	14	608	
N Storer	40 3/8	41	-	5/8	- 1.52	662		N Mizlou	3	3 5/8	- 5/8	- 17.24	13		
O SunGroup Inc.	7 1/4	7 1/4				5		N Orton	10 3/4	11 1/2	- 3/4	- 6.52	24	101	
N Taft	62 5/8	64 1/2	- 1	7/8	- 2.91	13	567	O Reeves Commun.	5 1/2	5 5/8	- 1/8	- 2.22	20	68	
O United Television	15 1/2	16 1/2	- 1	-	- 6.06	25	170	O Sat. Music Net.	4 1/2	4 1/2			31		
								O Telepictures	15 3/8	16 1/8	-	3/4	- 4.65	14	118
								O Video Corp.	19	18 1/2	1/2	2.70	12	32	
								N Warner	20 1/4	20 7/8	-	5/8	- 2.99		1,228
								A Wrather	17 5/8	16 1/2	1 1/8	6.82		120	
BROADCASTING WITH OTHER MAJOR INTERESTS							CABLE								
A Adams Russell	24 1/8	24 7/8	-	3/4	- 3.02	20	147	A Acton Corp.	5 1/8	5 1/4	-	1/8	- 2.38		30
A Affiliated Pubs	44	44 1/4	-	1/4	- 0.56	14	358	O AM Cable TV	2 3/8	2 5/8	-	1/4	- 9.52		9
N American Family	23 7/8	24	-	1/8	- 0.52	12	427	N American Express	35 3/4	36 7/8	- 1	1/8	- 3.05	18	7,668
O Assoc. Commun.	15 1/2	13 3/4	1	3/4	12.73		74	N Anixter Brothers	15	15 1/2	-	1/2	- 3.23	20	273
N A.H. Belo	43	42	1		2.38	13	497	O Burnup & Sims	7 1/2	7 5/8	-	1/8	- 1.64		67
N John Blair	23	23 1/8	-	1/8	- 0.54	12	184	O Cardiff Commun.	13 3/2	1/2	-	3/32	- 19.40	40	2
N Chris-Craft	32 1/2	32 5/8	-	1/8	- 0.38	23	207	O Comcast	18 7/8	19	-	1/8	- 0.66	15	155
N Cowles	44 5/8	44 5/8				36	177	N Gen. Instrument	22	23	- 1	-	4.35	23	712
N Gannett Co.	44	45 3/4	- 1	3/4	- 3.83	17	3,525	N Heritage Commun.	17 3/8	17		3/8	2.21	33	132
N GenCorp	33 1/4	34 1/2	- 1	1/4	- 3.62	9	714	T Maclean Hunter X	22 1/2	22		1/2	2.27	31	829
O General Commun.	67	67				15	33	A Pico Products	5 7/8	6 7/8	- 1	-	14.55	27	21
N Insilco Corp.	18 5/8	18 3/4	-	1/8	- 0.67	10	316	O Rogers Cable	4 3/8	4 3/4	-	3/8	- 7.89		98
N Jefferson-Pilot	38 3/4	38 1/8	5/8	1.64	11	1,240	O TCA Cable TV	13 1/2	13 1/2				26	90	
O Josephson Intl.	8 1/4	8 3/4	-	1/2	- 5.71	63	40	O Tele-Commun.	20 1/2	21 1/4	-	3/4	- 3.53	66	857
N Knight-Ridder	27 1/8	29 3/8	- 2	1/4	- 7.66	14	1,756	N Time Inc.	41 3/4	43	- 1	1/4	- 2.91	14	2,533
N Lee Enterprises	26 1/2	25 5/8	7/8	3.41	15	353	N United Cable TV	27 7/8	27 1/4	5/8	2.29	127	307		
N Liberty	23 1/2	24 5/8	- 1	1/8	- 4.57	11	236	N Viacom	32 1/4	31 3/4	1/2	1.57	13	436	
N McGraw-Hill	40 5/8	41 1/2	-	7/8	- 2.11	15	2,039								
A Media General	60 5/8	60	5/8	1.04	11	423									
N Meredith	54	53 1/4	3/4	1.41	13	509									
O Multimedia	35	35				15	584								
A New York Times	35 1/4	35 7/8	-	5/8	- 1.74	16	1,393								
O Park Commun.	27 1/4	28 1/2	- 1	1/4	- 4.39	20	251								
N Rollins	15 1/2	14 5/8	7/8	5.98	23	226									
N Schering-Plough	38 7/8	39 1/4	-	3/8	- 0.96	11	1,966								
T Selkirk	19 1/4	19 3/8	-	1/8	- 0.65	42	156								
O Stauffer Commun.	52	52				13	52								
A Tech Operations	49 1/2	45 5/8	3 7/8	8.49	17	45									
N Times Mirror	38 1/2	40 5/8	- 2	1/8	- 5.23	12	2,645								
N Tribune	32 3/4	33	-	1/4	- 0.76	15	1,323								
O Turner Bcstg.	15 3/4	16 1/2	-	3/4	- 4.55	262	321								
A Washington Post	83 1/2	84 3/4	- 1	1/4	- 1.47	15	1,168								
SERVICE							ELECTRONICS MANUFACTURING								
O BBDO Inc.	43 3/4	44	-	1/4	- 0.57	13	276	N Arvin Industries	27	25 3/4	1 1/4	4.85	8	205	
O Compact Video	3 5/8	4	-	3/8	- 9.38		14	O C-Cor Electronics	7	7 3/4	-	3/4	- 9.68	78	22
N Comsat	23 1/4	23 7/8	-	5/8	- 2.62	9	420	O Cable TV Indus.	3 1/8	3 1/4	-	1/8	- 3.85	21	9
O Doyle Dane B.	16 1/2	17 1/2	- 1	-	- 5.71	15	88	A Cetec	8	8 3/8	-	3/8	- 4.48	10	18
N Foote Cone & B.	50 1/8	49 3/4	3/8	0.75	11	167	O Chyron	9 7/8	10	-	1/8	- 1.25	19	91	
O Grey Advertising	134	132	2		1.52	9	80	A Cohu	8 1/2	8 1/4	1/4	3.03	10	15	
N Interpublic Group	35 1/2	35 1/2				12	384	N Conrac	14	13 3/4	1/4	1.82	14	87	
N JWT Group	39 1/2	39 1/8	3/8	0.96	12	236	N Eastman Kodak	74 1/4	73 1/8	1 1/8	1.54	17	12,294		
A Movielab	5	5 1/8	-	1/8	- 2.44		8	O Elec Mfg & Comm.	8 1/2	8 1/2			24		
O Ogilvy & Mather	35	35 1/4	-	1/4	- 0.71	15	320	N General Electric	56 7/8	58 1/2	- 1 5/8	- 2.78	12	25,747	
O Sat. Syn. Syst.	7 3/4	8	-	1/4	- 3.13	11	44	O Geotek-Telemet	7/8	7/8			10	3	
O Telemation	6	5 3/4	1/4	4.35	6	7		N Harris Corp.	26 7/8	26 3/8	1/2	1.90	13	1,073	
O TPC Commun.	5/8	5/8				1		N M/A Com. Inc.	18	18 1/4	-	1/4	- 1.37	22	779
A Unitel Video	7 3/4	7 7/8	-	1/8	- 1.59	14	17	O Microdyne	6 1/8	6 1/8			17	28	
N Western Union	14 1/8	15 3/4	- 1	5/8	- 10.32		340	N 3M	81 5/8	84 1/2	- 2 7/8	- 3.40	14	9,555	
								N Motorola	34 1/4	34 7/8	-	5/8	- 1.79	12	4,054
								N N.A. Philips	37	37 1/2	-	1/2	- 1.33	9	1,062
								N Oak Industries	3 1/4	3 5/8	-	3/8	- 10.34		53
								A Orrox Corp.	3 1/8	3 1/4	-	1/8	- 3.85		7
								N RCA	36 1/4	38 3/8	- 2 1/8	- 5.54	11	2,970	
								N Rockwell Intl.	29 3/8	30 3/8	- 1	-	3.29	10	4,369
								N Sci-Atlanta	9 1/8	8 3/4	3/8	4.29	18	212	
								N Signal Co.s	31 7/8	31 7/8			13	3,476	
								N Sony Corp.	15 3/8	15 3/4	-	3/8	- 2.38	15	3,550
								N Tektronix	57 1/4	61 1/4	- 4	-	6.53	9	1,101
								A Texscan	5 7/8	6 3/8	-	1/2	- 7.84	8	39
								N Varian Assoc.	35	37 1/4	- 2 1/4	-	6.04	14	755
								N Westinghouse	25 3/4	27 1/2	- 1 3/4	-	6.36	9	4,508
								N Zenith	23 1/8	23 1/4	-	1/8	- 0.54	9	511
								Standard & Poor's 400	186.52	189.99	-	3.47	-		1.83

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.

BottomLine

Gulf heats up. Gulf Broadcasting was once again subject of sale rumors last week after large block of company's stock changed hands. Buyer was American Continental, ninth largest home builder, based in Phoenix. Tom Lucas, corporate counsel for company, said it has no intention of increasing Gulf holdings beyond current 24.9% and that it does not anticipate filing change of ownership forms with FCC. American Continental began Gulf purchases with Oct. 8 acquisition of 19% held by largest shareholder, American Financial Corp. Lucas said Gulf shares were good investment which would help diversify asset base of subsidiary Lincoln Savings & Loan, purchased by American Continental in February. Bonnie Cook, vice president of Nashville, Tenn.-based securities firm, J.C. Bradford & Co., noted that questions about possible sale or takeover of Gulf Broadcasting (BROADCASTING, Sept. 24) by outside party still remain.

□

Difficult courtship. Bid to buy Des Moines Register & Tribune Co., by Dow Jones Inc. and four other investors, including Register & Tribune's president and executive vice president (BROADCASTING, Nov. 12), elicited negative reaction from company chairman, David Kruidenier, who said, "I very much regret that this offer was made and particularly regret the manner in which it was made." Placed on leave were Michael Gartner, president, and Gary Gerglaach, executive vice president. Action was taken, Kruidenier said in statement, to "avoid any potential conflicts of interest." Earlier deadline set by proposed buying group of Nov. 20 has been extended to Dec. 15 at request of Register & Tribune's board which reportedly plans to meet Dec. 10. Investment banking firm, First Boston Corp., is evaluating bid for board of newspaper publisher and group owner.

□

Also in Des Moines. Meredith Corp. is preparing for liberalization of FCC television station ownership limits by increasing authorized shares in company. Shareholders at annual meeting last Monday, Nov. 12, voted to increase authorized common shares from 20 million to 35 million (there are currently 9.7 million outstanding) and authorized preferred shares from one million to five million (none outstanding). Robert A. Burnett, president and chief executive officer of Des Moines, Iowa-based publisher and group owner (one AM, one FM and seven TV's) said company is hoping to acquire TV stations in markets 20-50.

□

California divorce. Orrox Corp. and ADDA Corp. have broken off merger negotiations that began with agreement in principle reached last September. Orrox is Santa Clara, Calif.-based manufacturer of videotape editing equipment; ADDA, based in Los Gatos, Calif., manufactures digital processing equipment for television applications.

□

Subsidiary's subsidiary. Broadcast Advertiser Reports Inc. announced purchase of Radio TV Reports, New York-based supplier of broadcast commercial photoboards to advertisers and agencies. BAR, itself acquired by SFN Companies Inc. in July 1983, disclosed no purchase price.

□

Show goes on. Wrather Corp. board will soon be deciding on successor to Jack Wrather, company's chairman and chief executive officer, who died last week (see "Fates and Fortunes," page 94). One candidate is Wrather's 32-year-old son, Chris, who is currently chief operating officer and executive vice president. Monte Livingston, executive vice president and general counsel, said board is likely to meet either this week or next. Wrather family is reportedly expected to maintain its 38% ownership in Beverly Hills, Calif.-

New low price. JWT Group stock will undergo three-for-two split to shareholders of record on Nov. 19. Chairman, Don Johnston, said split, approved Nov. 5 by company's board, would bring price within reach of broader range of individual investors, thus improving marketability on New York and London exchanges.

□

New high price. Satellite Network Delivery Corp. announced it had raised \$2.5 million through private stock offering underwritten by Cralin & Co. SND, headed by Anthony A. Barnett, chairman and chief executive officer, intends to initiate business information network using TV vertical blanking interval in early 1986. Company, which received initial funding from Tribune Co., sold offering in units of \$100,000. It said agreements have been signed with station operators giving it 62% coverage of country.

□

Credit worthiness. Debt offering of \$1.3 billion by Metromedia (BROADCASTING, Oct. 29) has received ratings of B+ and B- (on scale of AAA+ to D) from Standard & Poor's. Single-B-plus rating goes to two issues of senior debt that would raise \$850 million; B- to two unsecured debentures that would raise \$450 million. Other major credit rating service, Moody's, announced it would review debt ratings of Gulf + Western Industries, because of that company's \$700-million tender offer for stock of Prentice-Hall Inc. G + W's senior debt is currently rated at Baa2 (on scale of Aaa1 to C3).

erating income growth of 14.4% for broadcasting operations was the best year of any in the five-year period and double that for 1982. From 1979 to 1983 operating income grew at a 7.7% compounded annual rate, sixth best on a list that also included advertising, recorded music, book publishing, business magazine publishing, consumer magazine publishing and entertainment programming and distribution.

The cable and pay television segment ranked second in operating income/revenue margins, behind business information services, and last year its revenue increased by a greater percentage than any of the other industries. It also, however, ranked ninth in operating income return on assets, where broadcasting ranked fifth at 23.1%. Statistics for the other groups were not made available to BROADCASTING.

John Suhler, a principal in VS&A, and former president of CBS/Publishing Group, said return on assets is a meaningful measurement for broadcasting companies: "I think that on an average, the percentage of the purchase price allocated to assets, both tangible (such as plant) and intangible (such as F.C.C. license), is in the 60%-to-70% range. Generally the return on asset measure, particularly the cash-flow (operating income before depreciation, amortization and interest expense) return on asset measure, shows what the financial strength of the company is. It means they have relatively less deployed and they are producing relatively more cash flow." Suhler pointed out that a company with new, undepreciated and unamortized properties (therefore carried at

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Fifth Estate Quarterly Reports

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS **
AM Cable TV	Second	\$7,804	38	(\$1,199)	NM	(\$.33)
Chyron	First	\$5,337	37	\$922	15	\$0.10
Clear Channel	Third	\$3,028	17	\$612	44	\$0.21
Comcast	Third	\$26,322	26	\$3,084	26	\$0.24
Foote Cone Belding	Third	\$68,185	17	\$4,742	62	\$1.30
Lee Enterprises	Fourth	\$48,106	11	\$10,653	24	\$0.78
	Year	\$189,826	10	\$26,749	17	\$1.95
M/A-COM	Fourth	\$214,840	23	\$12,810	44	\$0.30
	Year	\$768,449	21	\$38,200	29	\$0.90
MGM/UA Ent.	Fourth	\$138,377	-36	\$2,139	-80	\$0.04
	Year	\$706,902	-2	\$34,697	-17	\$0.69
Playboy	First	\$46,439	7	\$3,590	NM	\$0.37
TPC Comm.	Third	\$836	3	(\$516)	NM	(\$0.13)
Tech/Ops	Fourth	\$7,063	13	\$1,195	70	\$1.41
	Year	\$28,105	11	(\$3,045)	-18	\$3.57
United Artists	Fourth	\$128,078	14	\$7,997	-12	\$0.79
	Year	\$407,970	21	\$15,750	-11	\$1.52
United Television	Third	\$18,403	31	(\$5,103)	NM	\$0.46
Unitel Video	Fourth	\$3,797	70	\$500	16	\$0.23
	Year	\$11,196	30	\$1,277	-5	\$0.58

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

Foote Cone & Belding notes that revenue from U.S. operation was up 20% in third quarter. ■ **MGM/UA** said fourth-quarter figures were hurt by reduced income from movie and television operations. Strong performance of 85%-owned MGM/UA Home Entertainment Group Inc. (home video and pay television operations), helped. ■ **Playboy Enterprises** reported net loss of \$1.4 million in first quarter of last fiscal year. Net income for just-ended first quarter included \$955,000 tax-loss carry forward. ■ Full-year 1983 results for Boston-based **Tech/Ops** included \$1.7-million gain from sale of WKLV-AM-FM Providence, R.I. ■ **United Artists** figures for 1984 include then wholly-owned cable subsidiary, United Artists Cablesystems Corp., on a fully consolidated basis. Numbers for 1983, when company was partner in Rogers UA Cablesystems Inc., are reported on equity basis, which only counted 49% of after-tax earnings. ■ **United Television** said KVVH(TV) San Francisco posted operating profit in third quarter, after "small" profit in second quarter. Three VHF stations showed revenue increase of 22% and operating income gain of 18%. Companies net loss came from equity in Warner Communications. Company's operating income, without \$6,582,000-loss from Warner (there is three-month lag in reporting equity results), was \$4,116,000 up 40%.

higher book value) in its portfolio would show a lower return.

Among the 53 companies are group owners, syndicators and the three television network broadcast groups. The last three companies account for almost two-thirds of the publicly reported broadcasting revenue. Suhler said the generally flat performance of the broadcast group—operating income/revenue margin and cash flow/revenue margins—masked the fact that most group operators were improving while ABC and CBS were declining. (NBC was improving from poor previous showings.) Suhler said: "I think that one must also assume that within the networks' broadcast groups are improving owned and operating divisions. That leaves the networks themselves and I think that they would argue that the issue is totally answered in programming costs."

Asked to compare broadcasting to the other communications industries, Suhler said, "What characterizes broadcasting, I think, is that the medium is characterized by almost always having higher growth than average. That has to do with the pricing mechanisms more than volume; a combination of scarcity and appetite. I've sold against television all my life and there is just an enormous unfulfilled appetite by broad sectors of the advertising communities for broadcasting. Some of the other markets that we cover, such as consumer magazines, business magazines or entertainment programming and distribution, can go up and down with the wide swings of the economy." The VS&A founder added there is nothing his firm sees that is likely to alter those industry characteristics.

Citadel Communications

(Philip J. Lombardo, President)

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WUTV, Channel 29

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from

Whitehaven Entertainment Corporation

(Herman Pease, President)

for

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11/19/84

NABET, NBC come to agreement

After 20 months of negotiations, NBC and the National Association of Broadcast Employees and Technicians have reached agreement on a new four-year contract, retroactive to March 31, 1983, when the previous pact expired.

The settlement, reached on Nov. 9, was delayed by marathon talks on the knotty question of jurisdiction over new technological devices. The union acknowledged it had put up a sturdy defense to protect its members, but, as one NABET official said: "Our position always has been that we won't throw roadblocks in the way of automation. But at the same time we have insisted that the company had to convince us that a concession was needed in order to remain competitive. As it is, under certain conditions, nonunion employees can be used to perform certain work and, under others, there will be NABET members."

Gene McGuire, vice president in charge of labor and personnel for NBC, said "the important thing was the ability to use this new technology on a nonexclusive basis. Multipurpose computers can be used for technological as well as office-clerical uses. Computers can be used in a technical mold by engineers in some circumstances and nontechnical (people) in others."

When the contract expired on March 31, 1983, NBC technicians earned, at the maxi-

mum, \$625 per week. In the first year of the new pact, the weekly salary rose to \$675 and will climb to \$725 next March; to \$775 in March 31, 1986, and to \$825 in March 1987. The agreement covers about 2,700

workers employed as engineers, technicians, cameramen, videotape editors and news writers and producers at NBC facilities in New York, Chicago, Washington, Los Angeles, San Francisco and Cleveland. □

mhz with 1 kw and antenna 2,960 above average terrain. *Broker: Blackburn & Co.*
For other proposed and approved sales see "For the Record," page 80.

Changing Hands

PROPOSED

WRAN(AM) Dover, N.J., and WJJB(FM) Hyde Park, and WALL(AM)-WKGL(FM) Middletown, both New York □ Sold by Sillerman Morrow Broadcasting Group to Bell Broadcasting Co. for \$10.3 million cash. **Seller** is Middletown, N.Y.-based station group of four AM's, and four FM's owned by Robert F.X. Sillerman and Bruce Morrow. **Buyer** is newly formed company owned by Richard C. Bell, executive vice president and CEO of Sillerman Morrow. WRAN is on 1510 khz with 10 kw day and 500 w night. WJJB is on 97.7 mhz with 3 kw and antenna 299 feet above average terrain. WALL is on 1340 khz with 1 kw day and 250 w night. WKGL is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

KFYE-FM Fresno, Calif. □ Sold by Affiliated Publications Inc. to Sunbelt Communications Ltd. for \$6.7 million cash. **Seller** is publicly traded, Boston-based publisher of *The Boston Globe* and owner of five AM's and five FM's headed by William O. Taylor, chairman. **Buyer** is Colorado Springs-based station group of two AM's and four FM's. It is principally owned by C.T. Robinson, William C. Moyes and Michael B. Hesser. KFYE is on 93.7 mhz with 68 kw 1,912 ft.

WGUL-AM-FM New Port Richey, Fla. □ Sold by Richey Airwaves to Carl Marocci, and his wife, Betty Lou for \$1,725,000, comprising \$575,000 cash, \$240,000 assumption of note and \$910,000 note. **Seller** is owned by Ralph B. Johnson (65%) and William Sanders (35%). They have no other broadcast interests. **Buyers** have also sold WKTM-FM Charleston, S.C. WGUL is daytimer on 1500 khz with 250 w. WGUL-FM is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Chapman Associates.*

KPLS(AM) Santa Rosa, Calif. □ Sold by Radio 1150 Inc. to John Pay, Tim Myers, and Bill Daisa for \$1.4 million, comprising \$300,000 cash and remainder note. **Seller** is principally owned by F. Robert Fenton. It also owns KMYC(AM)-KRFD(FM) Marysville, KCEY(AM)-KMIX(FM) Turlock, both California, and KHSN(AM) Coos Bay, Ore. **Buyer**, Pay (60%), is Atherton, Calif., real estate investor. Myers (20%) is vice president with Radio Advertising Bureau. Daisa (20%) is sales manager at KOIT-AM-FM San Francisco. KPLS is daytimer on 1150 khz with 5 kw. *Broker: William A. Ezline.*

WCRV(AM) Washington, N.J. □ Sold by Alpha Broadcasting Corp. to Star Broadcasting Inc. for \$650,000, comprising \$400,000 cash and remainder note. **Seller** is owned by George Vajda, who has no other broadcast interests. **Buyer** is owned by Sandra M. Shenfeld, broadcast consultant with applications for 10 low power television stations, and applicant for new FM in Atlantic City, N.J. *Broker: Wilkins and Associates.*

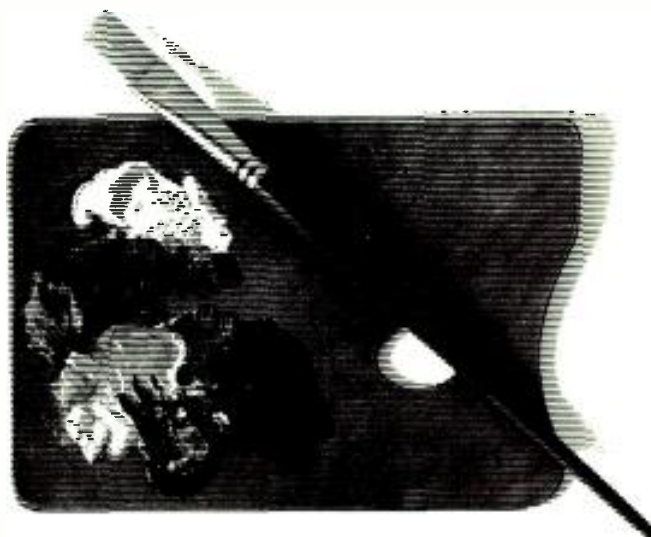
KIOQ-FM Bishop, Calif. □ Sold by Listeners' Network to Great Country Broadcasters Inc. for

\$425,000. **Seller** is owned by Eric Johnson and Brent W. Lambert. It also owns WSTJ(AM) Saint Johnsbury and WIKE(AM) Newport, both Vermont, and KEVA(AM)-KOTB(FM) Evanston, Wyo. **Buyer** is owned by John W. Young (56%), John Dailey (24%) and Cary Deane Funk (20%). It also owns KIBS(AM) Bishop. KIOQ is on 100.7

CABLE

System serving Blue Earth, Minn. □ Sold by B.E. Cablevision Inc. to Telecommunications Inc. for approximately \$1.5 million. **Seller** is Greenwich, Conn.-based cable MSO with 13 systems in Minnesota and Wisconsin. It is owned by Jeffrey A. Marcus. **Buyer** is publicly traded, Denver-based cable MSO with systems serving 2.2 million subscribers. System passes 1,850 homes with 1,525 subscribers and 22 miles of plant. *Broker: Communications Equity Associates.*

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TELECASTINGS

Promised to programing. The Corporation for Public Broadcasting board of directors voted at its meeting Nov. 9 to designate the previously unallocated \$950,000 in fiscal year 1985 supplemental radio funds to national program production. The precise allocation of the money will be determined by CPB management and will be based on proposals and advice from the public radio system, independent producers and minority representatives, CPB said. (Of the FY 1984 supplemental, 100% was distributed to the radio stations through community service grants, resulting in an increase of about \$5,000 per station.)

The noncommercial radio community was split on the issue. Some stations wanted the funds to go directly to the stations, while other members of the community, including National Public Radio President Douglas J. Bennet, recommended that 80% of the funds go to the stations and 20% go to NPR.

Following the board's action, Bennet said NPR was "pleased" with the board's decision, which he said was "consistent with the majority position" of NPR's members, adding that NPR intended "to compete vigorously for the funds."

Tom Thomas (former president of the National Federation of Community Broadcasters), who represented noncommercial stations advocating direct distribution of the funds, said those stations were "disappointed" with CPB's decision. However, he added there was "a great deal of satisfaction" because the board had "really for the first time, taken up a debate on alternative approaches to funding national programing and public radio." He said the board's discussion about "the possibility of moving toward more of a marketplace model for funding of programing and the notion of providing for... other national programing entities besides NPR were both very welcome developments, and, frankly, long overdue."

Saturday lineup

CBS-TV has announced new broadcast times for seven of its Saturday morning programs. The new lineup is: *The Get Along Gang* at 7:30 a.m.; *Jim Henson's Muppet Babies* at 8; *Dungeons & Dragons* at 8:30; *Pole Position* at 9; *Saturday Supercade* at 9:30; and *Pryor's Place* at 10:30 (all NYT). In addition, the *In The News* public affairs segments will be seen in new time periods at 7:26, 7:56 and 8:56 a.m. (all NYT).

Making deals

Independent writer/producer Thad Mumford has been signed by Warner Brothers Television to develop, write and produce half-hour comedy and long-form comedy/drama projects exclusively for the Burbank, Calif.-based studio. Mumford had previously been partnered with writer/producer Dan Wilcox at MTM Enterprises for the prime time series, *The Duck Factory* and *Bay City Blues*.

Public notice

A majority of public television subscribers participating in a recent *Dial* magazine survey identified PBS's nightly *The MacNeil/Lehrer NewsHour* as "the best forum for learning about the [U.S. presidential] candidates." The survey was supervised by Boston-based Kochevar Research Associates and based on questionnaires returned from the magazine's August issue. The *Dial* is distributed to viewers who contribute a minimum of \$35 each to a local PBS station.

A total of 59% of the sample said *The MacNeil/Lehrer NewsHour* was the best source of information about candidates, ahead of debates, interviews and talk shows. Commercial network news programs were ranked highest by 29%. More than one-third (35%) said they relied on *The MacNeil/Lehrer NewsHour* "as a regular source of campaign information"—more than any other broadcast programs. More than half felt public television's campaign coverage was "more informative" than commercial television's.

On a Carrousel

Carrousel Productions Inc. has been formed as a television distribution and production company with temporary headquarters in Greenwich, Conn., at 116 Mason Street, 06830, pending relocation to New York. Telephone is (203) 622-6637. Norbert Auerbach, a former president and chief executive officer of United Artists who has also served at top posts at Columbia Pictures, Warner Bros. and Seven Arts Productions, has been named president of Carrousel.

Initial activity will be distribution of three

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half-hour animated specials based on the "mirthworm" characters, created and produced by Perennial Pictures and titled *The Mirthworms on Parade*, *A Mirthworm Surprise* and *The Great Mirthworm*. A fourth special, *A Merry Mirthworm Christmas*, is scheduled to be telecast in December on Showtime/The Movie Channel.

Named to executive positions with Carrousel are Shelby Larson, executive vice president; Allen Jackson, director of sales, pay TV and home video, and Susan Martin-gano, director of syndication sales.

Making deals

Buddy Bregman and his Bregman Productions have signed into an exclusive arrangement with Universal Television to develop and produce television series, specials, long-form programming and made-for-television motion pictures. Bregman, who was production executive for the canceled ABC-TV series, *Oh Madeline*, has had a nonexclusive production agreement with Universal for the past two years developing four network pilots.

□

Bexel Corp. President Dave Trudeau and independent producer/director Drew Cummings have formed Trudeau/Cummings Productions to produce series for network television and first-run syndication. The Hollywood-based company has already produced 13 half-hour episodes of a new weekly, half-hour, first-run series, *The Making Of...*, to be syndicated by The Television Distribution Co. Trudeau/Cummings is also producing a half-hour strip talk/variety/magazine pilot, *Debbie's Place*, starring Debbie Reynolds, and co-producing (with Four Star Entertainment) *Heroes*, a weekly, half-hour series starring baseball player Steve Garvey.

Innovative funding

The Ciba-Geigy Corp., an underwriter of the Public Broadcasting Service's *The Brain* series, has granted WNET(TV) New York (which produced the program) \$200,000 for the establishment and support of a permanent science programming development unit. The development unit will be headed by Richard Hutton, developer, science editor and producer of *The Brain*. It "will enable WNET to explore and generate a number of television programs simultaneously, and respond to scientific developments as they occur—rather than as funded on a project-by-project basis," the station said.

Venture productions

Maryland Public Television has formed an "international productions group," a new department dedicated to studying potential national and international venture production opportunities. Anne Truax Darlington, the creator of *Wall Street Week*, which MPT produces, will head the new department. Said Darlington, "MPT plans to be a vital, contributing member of the total telecommunications world," which includes "commercial, cable, cassette and international partnerships." The international productions group is located in Owings Mills, Md., near Baltimore.



Timely donation. WJZ-TV Baltimore (owned by Westinghouse Broadcasting & Cable Inc.) has donated two time-base correctors, valued at about \$20,000, to Montana State University's noncommercial KUSM(TV) Bozeman, Mont., which went on the air Oct. 1. According to Bill Merrick, KUSM's operations coordinator, Lawrence P. Fraiberg, president of Westinghouse's TV station group, who had lectured on MSU's campus last spring, "was interested in the effort to develop an educational station in the [Bozeman] area. Merrick said he called Fraiberg in September to get help locating some used time-base correctors. "He said he'd see what he could do," Merrick said, "and the next thing I knew the two were on the way." The used correctors will allow KUSM to videotape additional Public Broadcasting Service programming for replay later. Pictured above: Michelle McConaha, staff producer and instructor at MSU, with one machine.

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For the Record

As compiled by BROADCASTING, Nov. 7 through Nov. 14, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial

Ownership Changes

Applications

- WRSB(AM) Sylvester, Ga. (1540 khz; 1 kw-D)—Seeks assignment of license from William Crews and his wife, Freda, to 5-Star Media Inc. for \$130,000, comprising \$15,000 cash and remainder note. Station is not on air. Sellers own WCVC(AM) Tallahassee, Fla. Buyer is principally owned by Walter G. Isenberg, Lee Anthony Archdeacon and 11 others. It has no other broadcast interests. Filed Nov. 6.
- KDEC(AM) Decorah, Iowa (1240 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Scenic Broadcasting Co. to Clayton County Broadcasters for \$375,000, comprising

\$35,000 cash and remainder note. Seller is principally owned by Verne Koenig and Kenneth Bjerke. It has other broadcast interests. Buyer is owned by Lloyd O. Berg, and his wife, Bonniejo. It owns KADR(AM) Elkader and KCTN(FM) Gamavillo, both Iowa. Filed Oct. 31.

- WMTA(AM) Central City, Ky. (1380 khz; 500 w-D)—Seeks assignment of license from Central City-Greenville Broadcasting Co. to Thomas Broadcast Engineering for \$50,000 cash. Seller is owned by A.F. Stone, who has no other broadcast interests. Buyer is owned by Edward L. Thomas, who has no other broadcast interests. Filed Nov. 1.

■ KYKY-FM St. Louis (98.1 mhz; 100 kw; HAAT: 540 ft.)—Seeks assignment of license from KYKY Inc. to EZ Communications Inc. for \$4 million cash. Seller is subsidiary of Surrey Communications, owned by J.W. Nichols, and his son, J. Kent Nichols. It also owns KATT-AM-FM Oklahoma City, Okla., and recently sold KAIR(AM)-KJOY(FM) Tucson ("Changing Hands," Oct. 1), subject to FCC approval. Buyer is Fairfax, Va.-based station group of six FM's principally owned by Arthur Kellar (43.1%), James Draper, and his wife, Shirley (14.4%), and 14 others. Filed Nov. 8.

■ WRAN(AM) Dover, N.J.; WJJB(FM) Hyde Park, and WALL(AM)-WKGL(FM) Middletown, both New York (WRAN: 1510 khz; 10 kw-D; 500 w-N; WJJB: 97.7 mhz; 3 kw; HAAT: 299 ft.; WALL: 1340 khz; 1 kw-D; 250 w-N; WKGL: 92.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Sillerman Morrow Broadcasting Group to Bell Broadcasting Co. for \$10,300,000 cash. Seller is Middletown, N.Y.-based station group of four AM's, four FM's owned by Robert F.X. Sillerman and Bruce Morrow. Buyer is newly formed company owned by Richard C. Bell, executive vice president and CEO of Sillerman Morrow. Filed Nov. 9.

■ WCRV(AM) Washington, N.J. (1580 khz; 1 k-D)—Seeks assignment of license from Alpha Broadcasting Corp.

to Star Broadcasting Inc. for \$650,000, comprising \$400,000 cash and remainder note. Seller is owned by George Vajda who has no other broadcast interests. Buyer is owned by Sandra M. Shenfeld, who has app.'s for 10 LPTV's and one FM in Atlantic City. Filed Nov. 7.

■ KLBH-AM-FM LaGrande, Ore. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 98.3 mhz; 1.3 kw; HAAT: minus 420 ft.)—Seeks assignment of license from KLBH Inc. to Grande Radio Inc. for \$550,000, comprising \$50,000 cash and remainder note. Seller is principally owned by Kenneth Lillard, president. It has no other broadcast interests. Buyer is owned by Bryan J. Christle and his father, William. They are tire distributors in Brainerd, Minn., with no other broadcast interests. Filed Nov. 2.

■ KMED(AM) Medford, Ore. (1440 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Sound Radio Enterprises Inc. to Crater Broadcasting Inc. for \$180,000, comprising \$20,000 cash and remainder note. Seller is principally owned by Cheri Hawke, who has other broadcast interests. Buyer is owned by Sherry Hill and her husband, Duane. It also owns KRWQ(FM) Gold Hill, Ore. Filed Nov. 1.

■ KNFB-FM Nowata, Okla. (94.3 mhz; 3 kw; HAAT: 114 ft.)—Seeks assignment of license from Special Services Radio Inc. to Phoenix Communications Inc. for \$20,000, comprising \$3,200, and remainder note. Seller is owned by Morris L. Reed, who has no other broadcast interests. Buyer is owned by Richard C. Parrish; his brother, Thomas W. Parrish, and William S. Bivin. Richard Parrish owns KMUS(AM) Muskogee, Okla. Thomas Parrish owns KZEA(FM) [CP] Healdton, Okla. Bivin owns KOKB(AM) Blackwell, and KLOR(FM) Ponca City, Okla. Filed Nov. 7.

■ WJMX(AM)-WSTN(FM) Florence, S.C. (970 khz; 5 kw-D; 1 kw-N; FM: 106.3 mhz; 3 kw; HAAT: 289 ft.)—Seeks assignment of license from Atlantic Broadcasting Co. to Atlantic Broadcasting Co. Inc. for \$725,000 cash. Seller is owned by Paul H. Benson, trustee for estate of Eugene E. Stone. It has other broadcast interests. Buyer is principally owned by Fred C. Arent and family. Arent is soft drink bottler in Florence with no other broadcast interests. Filed Oct. 31.

■ KYCS(AM) Boerne, Tex. (1500 khz; 250 w-D)—Seeks assignment of license from Ballard Broadcasting Co. to Seed Broadcasting Co. for \$175,000, comprising \$12,500 cash and remainder note. Seller is principally owned by Drew Ballard, who has no other broadcast interests. Buyer is owned by Alan A. Hemberger; his wife, Jane, and his son, John. Hemberger is anchor at KMOL(TV) San Antonio, Tex. Filed Oct. 31.

■ WXGI(AM) Richmond, Va. (950 khz; 5 kw-D)—Seeks assignment of license from Radio Virginia Inc. to American Home Broadcasting Corp. for \$250,000, comprising \$12,500 cash and remainder note. Seller is principally owned by Douglas Robertson. It has no other broadcast interests. Buyer is owned by Lloyd Gochenour. It also owns WRIS(AM) Roanoke and WJLM(FM) Salem, both Virginia. Filed Nov. 1.

Part I in a series of IV



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New Stations

Actions

AM's

■ Bellefonte, Ark.—Granted app. of Johnson, Bowman, Caselman Enterprises Inc. for 1440 khz; 1 kw-D. Address: 111 North Shiloh, Springdale, Ark. 72764. Principal is equally owned by Dewey Johnson, Roy Bowman and Randall Caselman. Johnson owns KQKK(AM)-KCLZ(FM) Springdale, Ark. Bowman and Caselman, with their wives, own KHOG(AM) Fayetteville, Ark. Action Oct. 29.

■ Burbank, Calif.—Granted app. of Royce International Broadcasting Co. for 1500 khz; 10 kw-D; 1 kw-N. Address: 3738 Robertson Ave., Sacramento, Calif. 95821. Principal is owned by Edward Royce Stolz, who also owns KWOD(FM) Sacramento. Action Oct. 23.

■ Falcon, Colo.—Returned app. of Louis Allen Foreman for 820 khz; 2.5 kw-D. Address: 411 Lakewood Circle, Colorado Springs 80910. Action Nov. 1.

■ Tice, Fla.—Dismissed app. of San Carlos Broadcasting

Co. for 650 khz; 5 kw-D. Address: 7728 Bass Road RR20, Fort Myers, Fla. 33908. Action Nov. 5.

■ Westland, Mich.—Granted app. of Sima Birach for 690 khz; 5 kw-D. Address: 11427 Joseph Campau, Detroit 48212. Principal has no other broadcast interests. Action Oct. 30.

■ Ridgeland, Miss.—Granted app. of Holt-Robinson of Mississippi Inc. for 660 khz; 50 kw-D. 1 kw-N. Address: P.O. Box 2078, Hattiesburg, Miss. 39401. Principal is owned by Charles W. Holt (70%); his wife, Connie (10%), and Charles W. Robinson (20%). Holt Broadcasting Service is Hattiesburg, Miss.-based station group of three AM's, two FM's and one TV. Action Oct. 30.

■ West Point, Neb.—Granted app. of Kelly Communications Inc. for 840 khz; 2.5 kw-D. Address: 2702 Bragstad, Sioux Falls, S.D. 57103. Principal is owned by Sharon J. Kelly, who has no other broadcast interests. Action Nov. 5.

■ Deep Gap, N.C.—Dismissed app. of Pennington Broadcasting of North Carolina for 1410 khz; 1 kw-D. Address: 5519 Rockingham Rd. East, Greensboro, N.C. 27407. Action Nov. 5.

■ Frayser, Tenn.—Returned app. of Nor-Dot Broadcasting Inc. for 890 khz; .25 kw-D. Address: 5050 Poplar Ave., #917, Memphis, Tenn. 38157. Action Nov. 1.

■ Superior, Wis.—Returned app. of Found Du Lac Indian Reservation for 650 khz; 10 kw-D. Address: 105 University Ave., Cloquet, Minn. 55720. Action Nov. 1.

FM's

■ *Birmingham, Ala.—Returned app. of SMI Ministries Foundation for 89.5 mhz; 10 kw; HAAT: 922 ft. Address: 281 Old Tyler Rd., 35226. Action Oct. 31.

■ Tusayan, Ariz.—Granted app. of Tusayan Broadcasting Co. for 92.1 mhz; 1 kw; HAAT: 470 ft. Address: 14626 North 37th Ave., Phoenix 85023. Principal is owned by Wayne A. Cook, who has no other broadcast interests. Action Nov. 1.

■ *Wailuku, Hawaii.—Granted app. of Hawaii Public Radio Inc. for 88.7 mhz; 1 kw; HAAT: 5,534 ft. Address: 1335 Lower Campus Dr., Honolulu. Principal is nonprofit corporation chartered by state of Hawaii and headed by John Henry Felix, president. It also owns KHPR(FM) Honolulu. Action Oct. 25.

■ *Fort Wayne, Ind.—Returned app. of Family Stations Inc. for 91.5 mhz; 20 kw; HAAT: 400.5 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Action Oct. 30.

■ *Jeffersonton, Ky.—Returned app. of Family Station Inc. for 91.1 mhz; 50 kw; HAAT: 500 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Action Oct. 30.

■ Pentwater, Mich.—Returned app. of James J. McCluskey for 103.1 mhz; 3 kw; HAAT: 100 m. Address: 220 1/2 South Michigan Ave., Big Rapids, Mich. 49307. Action Oct. 30.

■ *Port Huron, Mich.—Granted app. of Ross Bible Church for 88.3 mhz; 2 kw; HAAT: 227 ft. Address: 2865 Maywood Dr., 48060. Principal is nonprofit educational institution headed by Craig Maxwell. It has no other broadcast interests. Action Nov. 1.

■ *Webster, N.Y.—Returned app. of Mars Hill Broadcasting Co. for 89.3 mhz; 1 kw; HAAT: 103 ft. Address: 4044 Maykes Rd., Syracuse, N.Y. 13215. Action Oct. 30.

■ *Wichita Falls, Tex.—Returned app. of Christian Service Home Inc. for 91.9 mhz; 100 w; HAAT: 1,660 ft. Address: P.O. Box 3175, Wichita Falls, Tex. Action Oct. 30.

TV

■ Vicksburg, Miss.—Granted app. of Vicksburg Broadcasting Group for ch. 35; ERP vis. 5000 kw; aur. 500 kw; HAAT: 722 ft. ant. height above ground: 523.4 ft. Address: 219 Main Street, Minden, La. 71055. Principal is equally owned by J. Robert Kimmerly; his wife, Sue; Harmon Drew, and his wife, Jean. Action July 23.

In Contest

The review board made the following decisions:

■ Sparks, Nev. (Pepper Schultz and Comstock Broadcasters Inc.) FM Proceeding.—Rescheduled oral argument for Dec. 12 at 10 a.m., instead of Nov. 30.

ALJ Joseph Chachkin made the following decisions:

■ Calumet, Mich. (Hometown Television Inc.) TV Proceeding.—Granted motion for summary decision by Hometown and resolved air hazard issue in its favor and granted Hometown's app. for new TV in Calumet. (By summary decision, Nov. 5).

■ Doylestown, Pa. (Central Bucks Broadcasting Co.) AM Proceeding.—Granted motion for summary decision by Housatonic Valley Broadcasting Co. and resolved air hazard issue in its favor. (By MO&O, Nov. 7).

■ Amarillo, Tex. (Family Media Inc., and Amarillo Junior College District) FM Proceeding.—Granted motion for summary decision by Family and resolved main studio issue in its favor. (By MO&O, Nov. 7.)

■ Lubbock, Tex. (Jerrico Broadcasting Inc.) FM Proceeding.—Granted motion by Barton Broadcasting Co. and dismissed applications of Jerrico Broadcasting and Lela M. Officer with prejudice. (By MO&O Nov. 2.)

ALJ John M. Frysiake made the following decision:

■ Jamestown, N.Y. (Retherford Publications Inc. and Jamestown TV Associates) TV Proceeding. FM Proceeding.—Granted motion by Jamestown and dismissed Retherford's app. with prejudice. granted Jamestown's app. for new TV in Jamestown and terminated proceeding. (By MO&O).

■ Rotterdam, N.Y. (Women's Coalition for Better Broadcasting) FM Proceeding.—By separate orders, granted motion for summary decision by MRLJ Enterprises, and resolved air hazard issue in its favor; granted joint request for settlement agreement, dismissed app.'s of Women's Coalition and John and Terri Flanders with prejudice and granted MRLJ's app. for new FM in Rotterdam. (By MO&O).

Facilities Changes

Applications

AM's

Tendered

■ WDEB (1500 khz) Jamestown, Tenn.—Seeks CP to change freq. to 829 khz and change city of lic. to Allardt, Tenn. App. Nov. 6.

Accepted

■ New (890 khz) College Park, Ga.—Seeks CP to change TL. App. Nov. 6.

■ WTAY (1570 khz) Robinson, Ill.—Seeks CP to make changes in ant. sys. App. Nov. 6.

Summary of broadcasting as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	535	26	561
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
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.

■ WDGS (1290 khz) New Albany, Ind.—Seeks MP to make changes in ant. sys. App. Nov. 6.

■ KBRL (1560 khz) Imperial, Neb.—Seeks MP to change TL and make changes in ant. sys. App. Nov. 9.

■ WCNS (1480 khz) Latrobe, Pa.—Seeks MP to reduce power to 500 w and make changes in ant. sys. App. Nov. 7.

■ KXA (770 khz) Seattle—Seeks CP to change TL and make changes in ant. sys. App. Nov. 6.

Canceled

■ WTLS (1300 khz) Tallassee, Ala.—CP to change TL and make changes in ant. sys. Canceled Nov. 9.

■ WKHJ (1440 khz) Holly Hill, S.C.—CP to add night service with 1 kw. Canceled Nov. 9.

FM's

Tendered

■ *WQAQ (98.1 mhz) Hamden, Conn.—Seeks CP to change freq. 88.3 mhz and change ERP to 100 w. App. Nov. 6.

■ KVNE (89.5 mhz) Tyler, Tex.—Seeks CP to change HAAT to 898.72 ft. and make changes in ant. sys. App. Nov. 6.

Accepted

■ KZIA-FM (101.7 mhz) Rio Rancho, N.M.—Seeks CP to change ERP to 0.978 kw. App. Nov. 7.

■ KPUP (107.5 mhz) Redmond, Ore.—Seeks CP to change TL. App. Nov. 7.

■ KSAQ (96.1 mhz) San Antonio, Tex.—Seeks CP to change TL and change HAAT to 1,290 ft. App. Nov. 7.

■ WCNV (107.9 mhz) Amherst, Va.—Seeks CP to change TL. App. Nov. 7.

TV's

Accepted

■ *WMED-TV (ch. 13) Calais, Me.—Seeks CP to change SL. App. Nov. 7.

■ *WMEB-TV (ch. 12) Orono, Me.—Seeks CP to change SL. App. Nov. 7.

■ *WMEM-TV (ch. 10) Presque Isle, Me.—Seeks CP to change SL. App. Nov. 7.

Actions

AM's

■ KLNI (1380 khz) Pearl City, Hawaii.—Granted app. to operate transmitter by remote control. Action Oct. 26.

■ WJTX (1580 khz) Urbana, Ill.—Returned app. to change freq. to 870 khz; change hours of operation to day only, and make changes in ant. sys. Action Nov. 2.

■ WDFB (1170 khz) Junction City, Ky.—Granted app. to make changes in ant. sys. Action Nov. 2.

■ WXYT (1270 khz) Detroit.—Granted app. to change SL to 15600 West Twelve Mile Road, Southfield, Mich. Action Nov. 1.

■ WLRC (850 khz) Walnut, Miss.—Returned app. to increase power to 1 kw and make changes in ant. sys. Action Nov. 1.

■ WDNV (1600 khz) Dansville, N.Y.—Dismissed app. to increase day power to 1 kw. Action Nov. 1.

■ WDEX (1430 khz) Monroe, N.C.—Granted app. to make changes in ant. sys. Action Nov. 2.

■ KJCH (1410 khz) Cleveland, Tex.—Granted app. to make changes in ant. sys. Action Nov. 2.

■ KAAR (1480 khz) Vancouver, Wash.—Granted app. to change TL and make changes in ant. sys. Action Nov. 1.

■ KTHE (1240 khz) Thermopolis, Wyo.—Granted app. to change hours of operation to unlimited. Action Nov. 2.

FM's

■ KLZI (99.9 mhz) Phoenix.—Granted app. to install new transmission sys. Action Oct. 31.

■ WKQA (104.9 mhz) Pekin, Ill.—Granted app. to install new transmission sys. Action Oct. 31.

■ WZZQ (107.5 mhz) Terre Haute, Ind.—Granted app. to operate formerly authorized facilities as aux. Action Oct. 31.

■ WMQT-FM (107.5 mhz) Hancock, Mich.—Granted app. to change TL; change HAAT to 526.44 ft.; change freq. to

107.5 mhz. Action Nov. 5.

■ **KDHL-FM** (95.9 mhz) Fairbault, Minn.—Granted app. to change ERP to 2.16 kw and change HAAT to 191 ft. Action Nov. 5.

■ **KJJO** (102.1 mhz) St. Louis Park, Minn.—Accepted for filing app. to change HAAT to 1,070 ft. Action Oct. 25.

■ **KCAC** (107.3 mhz) Lexington, Mo.—Granted app. to install new transmission sys. Action Oct. 31.

■ **WOKQ** (97.5 mhz) Dover, N.H.—Granted app. to use formerly authorized facilities as aux. Action Oct. 31.

■ **WROQ-FM** (95.1 mhz) Charlotte, N.C.—Granted app. to change TL and change HAAT to 996 ft. Action Nov. 5.

■ ***WNAA** (90.1 mhz) Greensboro, N.C.—Granted app. to change TL. Action Nov. 5.

■ **WCILV** (95.5 mhz) Cleveland—Granted app. to change ERP to 40 kw; change HAAT to 580 ft.; change TL, and make changes in ant. sys. Action Nov. 5.

■ ***KWGS** (89.5 mhz) Tulsa, Okla.—Granted app. to change ERP to 50 kw and change HAAT to 1,066.656 ft. Action Nov. 1.

■ **WFID** (95.7 mhz) Rio Piedras, P.R.—Granted app. to change TL; change ERP to 32 kw; change HAAT to 1,994 ft., and make changes in ant. sys. Action Oct. 31.

■ **WIGL-FM** (106.7 mhz) Orangeburg, S.C.—Granted app. to change TL; change HAAT to 1,924 ft., and make changes in ant. sys. Action Nov. 1.

■ ***WPLN** (90.3 mhz) Nashville—Granted app. to use formerly authorized facilities as aux. Action Oct. 31.

■ ***WRVU** (91.1 mhz) Nashville—Granted app. to change TL; change ERP to 14.62 kw, and change HAAT to 457 ft. Action Oct. 31.

■ **KCPX-FM** (98.7 mhz) Salt Lake City—Granted app. to operate formerly authorized facilities as aux. Action Oct. 31.

■ **KICN** (98.9 mhz) Spokane, Wash.—Returned app. to change TL; change ERP to 94.2 kw; change HAAT to 1,614 ft., and make changes in ant. sys. Action Nov. 1.

TV's

■ **WBFS-TV** (ch. 33) Miami—Granted app. to change ERP

to vis. 5,000 kw, aur. 500 kw; change HAAT to 924 ft., and change TL. Action Oct. 31.

■ **KLTJ** (ch. 49) Irving, Tex.—Granted app. to change ERP to vis. 2,985.4 kw, aur. 298.54 kw and change TL. Action Oct. 31.

Call Letters

Applications

Call	Sought by
New FM	
KGAP	Southwestern Broadcasting Co., Gurdon, Ark.
New TV	
WCVX	Cape Video Network Inc., Vineyard Haven, Mass.
Existing AM's	
WGRT	WATI Universal Broadcasting of Indianapolis Inc., Indianapolis
KGNG	KGHM Dwight Carver, Brookfield, Mo.
KORQ	KWKC Adams-Shelton Communications, Abilene, Tex.
Existing FM's	
WATI	WGRT Universal Broadcasting of Indiana, Danville, Ind.
KKDQ	KEHG-FM North Country Radio Inc., Foston, Minn.
KZBK	KQMO Dwight Carver, Brookfield, Mo.
KORQ-FM	KORQ Adams-Shelton Communications, Abilene, Tex.

Existing TV

KTBW-TV KQFS Family Broadcasting Co., Tacoma, Wash.

Grants

Call	Assigned to
New AM's	
KSSU	Bold Production Inc., St. Johns, Ariz.
WTIW	Big Time Radio Inc., Hialeah, Fla.
WNZK	Sima Birach, Westland, Mich.
KKWC	F-K-M Enterprises, Watford City, N.D.
New FM's	
WDAL	June G. Fuss, Chatham, Ala.
*KAYM	Arizona Media Educational Network, Yuma, Ariz.
*KHAP	American Media Education Foundation, Chico, Calif.
*KCRN	American Media Educational Network, Santa Rosa, Calif.
*KERP	TRC Educational Broadcasting Foundation, Pueblo, Colo.
KEGS	Gregory Ray Steckline, Emporia, Kan.
*KCVO-FM	Lake Area Educational Broadcasting Foundation, Camdenton, Miss.
*KJAB-FM	Mexico Educational Broadcasting Foundation, Mexico, Mo.
*WBFR	Family Stations Inc., Buffalo, N.Y.
WDFM	Wolfe Communications Inc., Defiance, Ohio
*KAGN	Waco Educational Broadcasting Foundation, Abilene, Tex.
*KJOB	Caprock Educational Broadcasting Foundation, Borger, Tex.
*WYQC	Bible Center Broadcasting Corp., Charleston, W. Va.
New TV's	
WOTS	L.E.O. Broadcasting Inc., Seaford, Del.
WMCC	Mississinewa Communications Corp., Marion, Ind.
WDKM-TV	Vicksburg Broadcasting Group, Vicksburg, Miss.
KCCZ	Michael Glenn Golden, Cedar City, Utah
Existing AM's	
WSKR	WATM Keymarket Gulf Coast Inc., Atmore, Ala.
KNTS	KDJQ KDJQ Broadcasting Co., Mesa, Ariz.
WSPZ	WDGL Water of Life Christian Center, Douglasville, Ga.
KSPG	KOYY KIKZ Inc., El Dorado, Kan.
WJWF	WMBC Radio Columbus Inc., Columbus, Miss.
WTDY	WISM WISM Inc., Madison, Wis.
Existing FM's	
WIZD	WSKR Keymarket Gulf Coast Inc., Atmore, Ala.
KROR	KKSS Corinthians XIII Broadcasting Co., Yucca Valley, Calif.
*WJCH	WOUG Family Stations Inc., Joliet, Ill.
KSPF-FM	KSPG KIKZ Inc., El Dorado, Kan.
WMCQ-FM	WCBR-FM WCBR Radio Inc., Richmond, Ky.
WMBC	WJWF Radio Columbus Inc., Columbus, Miss.
KSRN-FM	KSRN Raesco Inc., Reno
KDUV	KINE-FM Whitlock Communications Inc., Kingsville, Tex.

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RADIO

HELP WANTED MANAGEMENT

Major inspirational station, Southwest, seeking aggressive manager. Background in spot sales a must. Previous management experience not required, but preferred. Major Sunbelt opportunity. Send full resume and written particulars to Box A-9. All replies held in strictest confidence.

Growing broadcast group offers excellent opportunity for sales-oriented manager and strong local sales manager, medium-sized Southwest markets. Resume to Box A-10.

Experienced GM. Rock 103, Clear Lake-Mason City, IA. Will consider experienced SM. Salary plus bonus. Contact Mad Hatter, 319-752-5402.

General manager. Person with strong sales record. New class A FM station, small Missouri market. Expanding 3-station group. Start now. Great opportunity for aggressive, results-oriented person. Resume to 60 West 4th Street, St. Paul, MN 55102.

Fast growing group needs general managers for markets 50,000 - 200,000. High salary, profit share, equity opportunity, other benefits. Proven ability to increase sales, good people skills essential. Ideal opportunity for career-minded person. Rush resume to Box A-48, EOE, M/F.

General manager. NE small mkt. Seeking strong sales manager. Run solid community AM. Great entry level mgmt. position. Growing group. \$17,500 + large bonus potential. Write Box A-60.

Expanding Midwest group operator seeking applications for general manager position, markets up to 75,000. Management or sales mgmt. experience required. Reply: President, Central Broadcasting Corp., Box 1646, Richmond, IN 47374.

HELP WANTED SALES

Upper Midwest. Heavy hitter needed for class C FM/5kw AM. Active list. Live, work in beautiful vacation area. Resume, references first letter. WIMI/WJMS, Box 250, Ironwood, MI 49938. EOE.

General sales manager. FM station, growing, upstate New York metro area. Sales manager leaving for better things. Need someone to take over/manage sales department. Agency and local account list. Let's talk. Must have proven track record. Nice community. Come grow with us. Resume to Box A-74.

Florida coast. 350,000 metro. 3 yrs. fulltime radio sales. Class C FM. Consistently top ratings. Begin at no drop in current income. Personal interview at station expense. EOE. Resume (in strict confidence) to Box Z-137.

Lansing, Michigan - Christian station needs sales manager. Radio sales experience a must. Salary, commission & expenses. Great opportunity for right person. Fred Jacob, 615-521-6220. EOE.

Southwestern Ohio group owned station has two established five-figure lists available. We're a professional sales operation; clean, pleasant community. Ideal for small market winner ready to move up ladder. Commission vs. negotiable draw; benefits. Experienced radio salespeople only. Send resume/billing track record to Box A-82.

HELP WANTED ANNOUNCERS

Personality/announcer to either join morning team or to do middays. MOR format. Experience a necessity. Tape/resume to George Roberts, P.O. Box 6000, Eau Claire, WI 54701. EOE.

Sunbelt. Florida Gulf Coast. CHR-all hits format needs to fill positions of team-oriented program director and all air shifts. Resume, tape, checkable references, salary history in first letter please to Box 459, Columbia, MO 65201.

Adult communicator. Diversified entry level position. Must have excellent technical skills. EOE. Beautiful resort area. 914-794-0242.

Lima, Ohio area adult contemporary FM needs experienced, mature morning DJ. Tape & resume to John Bulmer, WAXC, PO Box 146, Wapakoneta, OH 45895. WAXC, an equal opportunity employer.

Growing radio corp. seeks talented announcers for good inspirational formats. Ken White, 804-622-4600.

WASH-FM, Washington, DC, has position available immediately for air personality preferably with CHR experience in competitive market. Women/minorities encouraged. Tape/resume to Bill Tanner, PD, 5151 Wisconsin Avenue, NW, Washington, DC 20016. No calls, please.

Small rural market, Kansas. Permanent position. Experienced announcer mornings or mid-days plus commercial production. Salary based on individual ability/experience. Send thorough tape, resume, references to KVSF, PO Box 7, Beloit, KS 67420.

Talk pro needed. Top 10 mkt. news/talk station seeks experienced, saleable, opinionated talk host who can be heavy & light. Don't send your resume first unless you have airchecks (which we'll request later) & ratings success to backup your talk experience. EOE/MF. Resumes only to Box A-97.

HELP WANTED TECHNICAL

Maintenance engineer. 2 years' experience required. State of the art facility. Digital knowledge desirable. Resumes to Kevin Mostyn, Dir. of Engineering, KSFO/KYA Radio, 300 Broadway, San Francisco, CA 94133. EOE, M/F/H/V.

Central California AM/FM seeks chief engineer. Good background in AM directional, FM stereo, SCA & microwave. Ground floor opportunity; growing company. Resume, references, salary history to Box A-45. M/F, EOE.

Chief engineer. Quality-minded AM station seeks CE. Keep our station sounding great. We want the best in audio and RF quality; offer good working conditions in great Colorado community. \$25,000. EOE. Reply in confidence to Box A-58.

WRQC (FM)/WJMO, Cleveland Heights, OH, have opening for qualified chief engineer. Interested parties send resumes to Richard Mertz, Director of Engineering, United Broadcasting Co., 4733 Bethesda Ave., Bethesda, MD 20814. EOE/MF.

HELP WANTED NEWS

News director. New York State medium market AM/FM. Six person fulltime department. Owners and management as serious about news as you are. Excellent potential to grow with group. Send resume/tape in complete confidence. EOE M/F. Write News, Box C, Farmingdale, NY 11753.

New Jersey/New York suburban AM/FM seeks good writing/good sounding reporter/anchor. Minimum 1 year experience. Tape/resume/writing samples to News Director, WNNJ/WIXL, Box 40, Newton, NJ 07860. EOE.

WBGO, New York area's jazz station, seeks news and public affairs reporter/producer. Successful candidate will have minimum three years' radio news and production experience, excellent communication skills. Resume and audition cassette to Wylie Rollins, Program Director, WBGO-FM, 54 Park Place, Newark, NJ 07102.

AM/FM Midwestern combo. market of 150,000, seeks experienced news/sports director. Full compensation package. Tape, resume, references: Lance Armer, 11 W. 22, Hutchinson, KS 67554.

Strong upstate NY station seeks serious journalist. Experience helpful. News/jock combo slot also available. Resume to Box A-88.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Program/operations manager. Successful, community-oriented adult contemporary AM stereo, beautiful college town. Must have experience in administration/programming. Includes air shift and production. Work hard and demanding, but excellent opportunity for growth in growing group of stations. Salary \$15,000-\$25,000. Bill Walters, WEKY, Box 747, Richmond, KY 40475.

New Jersey/New York suburban AC/gold AM seeks program director. Lead/train/evaluate air staff, promote station. Tape/resume to General Manager, WNNJ, PO Box 40, Newton, NJ 07860. EOE.

Sports PBP/programming - WPOK/WJEZ seeks professional, minimum five years experience. Resume/tape to WPOK, 315 N. Mill, Pontiac, IL 61764.

SITUATIONS WANTED MANAGEMENT

Young general manager. Successful record in small market full service radio. Now employed in television. Christian, family; prefer Midwest-Mideast. Box A-79.

Bottom line oriented GM, strong in sales/promotion, seeks return to Midwest or Northeast small or medium market. Excellent track record/references. Box A-90.

General manager. Dedicated professional, 21 years successful broadcaster. Aggressively consistent in producing sales/profits. Take charge individual with strong organizational skills. Experience includes managing all markets. Producer with excellent credentials. Box A-96.

SITUATIONS WANTED ANNOUNCERS

Eight year pro seeking work in or near Triangle area of North Carolina. Jay, 919-286-4962.

Solid, experienced announcer/sports director seeks move to bigger mkt., possibly small college or junior college sports. Can be available immediately following current high school football season, & in the know by your basketball season. 612-455-7385.

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime. 201-777-0749.

Employed, small market, Illinois. Looking, available now. Single. Good production. news. Days, 319-355-4212, Randy, 309-995-3989.

British DJ, "the swingin' Scot", seeking gig in major US market. Edinburgh-London experience. George Scott, Queensway House, 149 Sussex Gardens, Hyde Park, London, W.2, England.

Great production/references. Mature PD/announcer seeking stable, adult operation. 1st phone. Andy Budnick, 904-744-5750.

Female DJ. Good production, news. Entry level. Broadcasting graduate. Want Midwest. 319-355-4212 days, 319-322-9564, Diane.

SITUATIONS WANTED SALES

Small markets! Experienced salesman/announcer available now! Air shift plus sales and production my forte. Dick Moff, 1106 Denver Ave., Dalhart, TX 79022. 806-249-6362.

SITUATIONS WANTED NEWS

Experienced newsman. Established anchor, successful writer. Now participating in New York City radio. Prefer Minneapolis/St. Paul market. Angelo, 718-338-8328, after 3PM EST.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Take charge operations manager interested in moving up to your team. Responsibilities have included all departments. Positive staff motivator. College, first phone, currently employed. Reply Box Z-165.

Automation doctor seeks patient in western states. Any format. AM or FM. Six years current position. Box A-54.

Research director/meteorologist currently doing live weather shows during drive times and in-house research rest of day at Baltimore area station. Seeking new challenge. Jay. 301-484-8615.

Music producer. Studio producer seeking challenging position with established music production company. Over 6 yrs. experience with jingles, TV soundtracks, music groups, more. Demo & resume available upon request. Box A-92

TELEVISION

HELP WANTED MANAGEMENT

Position available for dynamic individual with strong sales and management experience to be CEO of multistation TV company. Send resume to Box A-30.

GM for new UHF station, large market. Experience required. Write Box A-1

Director of communications. Community-licensed PTV and radio station serving eastern New York/Western New England. New position reports to president/general manager, administers communications program. Oversees staff responsible for publicity, promotion, advertising, graphics. Degree in English, journalism, advertising, related field required; relevant graduate study preferred. Skill in speech preparation/delivery, experience in positions involving frequent public and media contact essential. Resume with cover letter. Manager of Human Resources, WMHT-TV/FM, P.O. Box 17, Schenectady, NY 12301. Equal opportunity employer.

Manager. Instructional Media Production Services, University of Alaska Instructional Telecommunication Services. Fulltime, permanent, Anchorage. UAITS serves the University of Alaska statewide system. Instructional Media Production Services serves University of Alaska campuses, and LearnAlaska Network. The manager, with the senior producer, consults with university personnel to analyze their media needs, identify effective production strategies, implements client decisions. This position proposes production policy, develops/implements procedures, plans and prioritizes flow of work. Manager supervises staff of seven; plans/administers annual operating and capital budgets, is responsible for orienting clientele and staff in all aspects of instructional media planning, design, production. Qualifications: ability to manage technical professional service program; work as team member; knowledge of basic elements of instructional media production and educational telecommunication. Awareness of cross cultural dynamics desired. Apply to SW Human Resource Development, University of Alaska, Room 1, Bunnell Building, Fairbanks, AK 99701. 907-474-7894. Submit resume, names, addresses, telephone numbers of former employers, and 4 professional references. University of Alaska is an AA/EOE and educational institution.

General manager. Our network affiliated VHF needs strong manager. Build fire under sales, hypo promotion, pull together lots of loose ends, make our station #1. We're located in small market, with lots of competition from other TV, CATV, radio, and newspaper. If you can produce results, our board of directors will back you with everything to make this one of the finest small operations in the country. Salary \$40,000, plus an incentive package based on performance. Reply in confidence. EOE. Box A-59

Traffic manager - Excellent opportunity for ambitious person with good managerial skills to serve as traffic mgr., top CBS affiliate. CRT experience a must. Columbia system training preferred. EOE. Resume to WTVR-TV, 3301 West Broad St., Richmond VA 23230.

General sales mgr. hands-on manager. Medium mkt., SW. If you demonstrate success in this mkt., will have opportunity to move up within mkt. as general mgr. or move to top 50 mkt. Excellent salary/benefits with multi-operator. Resume to P.O. Box 27206, Houston, TX 77027.

HELP WANTED SALES

Account executive. Strong ABC affiliate, major Southeast market, seeks experienced professional. Previous broadcast sales experience required, with strong track record in agency, in development of new direct business, and in television vendor support programs. Must have management potential, be well-versed in research/rating information. Minimum 3 years' television sales experience required. Send resume to Box A-12. EOE

Team player. Move up from the minors. If you're the player in small or medium market with highest batting average or most yardage gained against tough competition, you may be ready for major group, top 50 affiliate. Southeastern background preferred. Send stats to Box A-76. EOE.

HELP WANTED TECHNICAL

Engineer/technician. Midwest CBS affiliate seeking experienced engineer/technician to maintain studio, transmitter, ENG equipment. If interested, send resume, salary requirements to Chief Engineer, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE/M-F.

Producer/director for fast-paced, highly technical, top-rated newscast. Involves live remotes nightly. Four years experience directing news and supervisory skills required. Send resume/salary requirements to Box Z-171. EOE/MF

Need Immediately—transmitter supervisor, Three-station Wyoming Network. Must be strong in RF and microwave systems. Experience with Townsend, RCA, Macom a plus. Salary negotiable. Reply in confidence to Chief Engineer, KCWY-TV, Box 170, Casper, WY 82602.

Maintenance engineer. Extensive experience on Sony 1" & 3/4", TK-86, TK-47, VGV switchers, CMX, RCA quad experience desirable. Contact George Wilson, E. J. Stewart, Inc., 525 Mildred Avenue, Primos, PA 19018, 215-626-6500. M/F. EOE.

Video maintenance engineers. Growing New York City PBS station about to install new master control seeks experienced maintenance engineers. Minimum 3 to 5 years experience maintaining/repairing studio and ENG cameras, GV switchers, master control equipment, 1" and 2" VTRs, with strong experience on 3/4" VCRs. Knowledge of digital and analog equipment a must. If you are highly motivated individual and self-starter, send resume to Stuart Lefkowitz, WNYC, 1 Centre Street, New York, NY 10007. EOE.

Engineer. Hands-on chief engineer. Mid-Atlantic UHF affiliate. Studio/transmitter maintenance experience required. Salary \$27-33,000, commensurate with ability. Fringe benefits. Replies confidential. Equal opportunity employer. Please reply Box A-56.

Master control switcher. CBS affiliate, Fairbanks, Alaska. One year's experience, plus references. We're a small market, but great place to live. Call Kit Cleworth, 907-452-5121, 11-6 PM, PST. KTVF, P.O. Box 950, Fairbanks, AK 99701. EOE.

Broadcast radio/TV technician III. Broadcast radio/TV technician III opening, University of Iowa. Requires FCC general class licensure, combination of related training and experience totaling seven years, with at least three years experience in radio or television station. Duties include maintenance of broadcast and non-broadcast radio and TV equipment, functional supervision of other technicians. Contact Personnel Services, 329 Iowa Avenue, Iowa City, IA 52242, 319-353-3050. Affirmative action/equal opportunity employer. Salary \$21,857.

Electronic systems technician. FCC general license, four years experience, technical responsibility for operation's maintenance of television, radio station systems, components. Electronics course of study or two year degree. Broadband, satellite, ITFS knowledge, studio production experience. Bloomsburg University, Bloomsburg, PA 17815. Dr. Fradkin, 717-389-1748. Closing December 18. BU, an AA/EOE.

TV engineer - immediate opening. Experienced engineer with good operations background, capable of maintaining equipment, studio, transmitter. Send resume/salary requirements to Ray Miller, WGBY-TV, 44 Hampden St., Springfield, MA 01103. EOE.

Maintenance engineer. Progressive Florida VHF seeks experienced engineer. Resume: Chief Eng., WJHG, Box 2349, Panama City, FL 32402.

Sunbelt ETV network, Arkansas, seeking experienced director of engineering. Administer staff of 28, operating 5 stations interconnected by microwave and maintaining operations-production center. Candidates should have five years' engineering supervisory experience in TV broadcasting, including goal setting/planning, personnel management, budget preparation/monitoring, equipment specification, evaluation. BS/EE degree required; MS/EE preferred. Salary: DOE. Qualified candidates should send letter of application, resume, three professional references, salary history by December 1 to Personnel Director, AETN, Box 1250, Conway, AR 72032. AETN, an AA/EOE.

HELP WANTED NEWS

Weathercaster. We're situated in delightful mid-sized market, Northeast, with superior quality of life and we're accepting applications for weather person. We want enthusiasm, brightness, imagination, ability to communicate, and knowledge of weather. Incidentally, we're in a fascinating weather area, we're a network affiliate, and we're the leading station in town. Add to that our ideal work environment with great people/good benefits. Applicants should have on-air experience. Resume, tape, required salary range to Box 65720, Washington, DC 20035. Equal opportunity employer.

Northeast TV now accepting applications for following positions in growing news dept. Anchor/reporter/writer; reporter/writer; weekend anchor/sports reporter. These positions require two years' experience in broadcast news. If you are highly motivated, desire to work on winning team, send resume/salary requirements to Box A-66. EOE/M-F.

Reporter — Aggressive, enterprising reporter. Top beat assignment. Eastern North Carolina's news leader. Resume, tape, salary requirements, references to Jay Moore, WCTI-TV, PO Box 2325, New Bern, NC 28560.

Pacific Northwest NBC affiliate seeks anchor/producer. 11 p.m. weeknight broadcasts. Qualified individual may also co-anchor our 5:30 p.m. news. Applicants should possess strong anchor, producing, reporting skills. No beginners, please. Tape/resume to Ed Evans, KNDO-TV, P.O. Box 10028, Yakima, WA 98909. EOE.

Assistant news director. Excellent editorial skills, maturity of judgement, ability to motivate/train staff. VHF, good Texas market. EOE. Resume to Box A-49.

Reporter qualified to handle general news assignments + weekend sports and/or weather reports. South Texas VHF. EOE. Resume to Box A-50.

Assignment editor. Top-rated CBS affiliate, medium Florida market, looking for person with strong news judgements, high organizational skills, production values. Two years experience a must. Also, ability to work well with young, highly motivated staff of aggressive professionals. This is high pressure job, highly competitive market, requiring utmost news savvy. Salary and references in first letter. Resume to Box A-52. EOE.

Looking for the best in news talent and management? Contact Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

Sunbelt medium market needs assistant sports director. Report three days a week, anchor weekends. Two years television experience a must. Tape, resume, writing samples, salary requirements: Terry Care, News Director, KTNV-TV, 3355 S. Valley View, Las Vegas, NV 89102.

We're expanding our investigative reporting unit. We need exceptional individual. Produce our stories from idea to top-quality post production. Network or large-market experience a plus. Based in San Francisco, extensive travel. Rush resume first: Target Television, 16 California Street, Suite 400, San Francisco, CA 94111.

Tape editor. We need your ideas/imagination. Operate our 800 system, then supervise network-quality post production to help our producers make investigative reports sparkle. Resume first: Target Television, 16 California Street, Suite 400, San Francisco, CA 94111.

ENG crew. Break out of grind of daily news to shoot our investigative reports. If you don't have gear, we'll help you get it and lease it from you, plus pay your salary/benefits. Extensive travel, San Francisco base. Resume first: Target Television, 16 California Street, Suite 400, San Francisco, CA 94111.

Weathercaster. Midwest affiliate station. Fully equipped with electronic weather graphics. Resume to Box A-34. EOE.

Middle market looking for solid assignments manager. Aggressive, people oriented person who can develop sources. Position can lead to higher management. Experience level not as important as desire and ability. Box A-80.

Are there any budding, high energy, slightly off the wall sports anchors out there? Looking for the next Warner Wolf type. Resume to Box A-81.

News director/anchor. Position available for aggressive, authoritative, experienced person who wishes to grow in television news quickly. Responsible for rapidly growing organization, small Northeast market. Must be person who can compete, with interest and ability to groom young staff. Anchor experience a must, as well as good writing skills, interest in community involvement, strong management skills. Resume/salary requirements to Box A-86.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Personality feature reporter. Good Company seeks that special woman or man with personality and unique touch to report feature stories and do live remotes. If you have it, send letter, tape, resume to Good Company, Attn: Ellen Rakieta, KSTP-TV, 3415 University Avenue, Minneapolis, MN 55414. Equal opportunity employer, M/F.

Traffic. Join staff of south Florida's newest TV station. Excellent Bias facilities. Currently seeking all traffic positions. Contact Department T., P.O. Box 4633, Miami, FL 33014.

Lighting designer. KUHT/Houston, PBS affiliate, seeks organized self-starter for lighting designer/director position. 3 years prior TV experience preferred with background in lighting for performing arts, theater and film desirable. Strong electrical background necessary. Resume/tape/portfolio to Stephen Pyndus, KUHT, 4513 Cullen Blvd., Houston, TX 77004. EOE.

Production manager - must be strong manager/creative person 4 yrs.' minimum management experience. Must be able to lead & train. Hard workers w/ hands-on experience only should apply. Resume to W. Randy Odil, Gen. Mgr., WLSL-TV, P.O. Box 2161, Roanoke, VA 24009.

Videotape editor. DC production house. Must be fast, accurate, client-oriented. Call John Marcus, 301-652-7800.

Promotion managers, assistants, writer/producers Six large markets. Send resume/reel: VP Promotion, Gannett Broadcasting Group, 1611 W. Peachtree St., Atlanta, GA 30309.

Award winning audio production house seeks engineers for new studios. Must be capable of producing award winning sound tracks for slide/video shows, radio, film. Must relate well to clients, have working knowledge of music and SFX libraries. Resume/tape to Soundhound, Inc., 45 W 45th St. #405, NYC 10036. No phone calls, please.

Producers with news, local magazine, or commercial production experience for Boston area UHF all-video-music channel. Tape/resume to Program Director, Channel 66, Box 405, Fayville, MA 01745. No phone calls please. EOE.

Sunbelt program manager. Exciting opportunity for income-generating person with mid-market experience, excellent people skills, creativity, real management ability. Resume/salary requirements to Personnel Manager, WPEC-TV12, Fairfield Drive, West Palm Beach, FL 33407. EOE, M/F.

Producer/director/videographer - Top 60 CBS affiliate seeks creative person. Shoot, edit & direct station promotions/commercials. Minimum 2 years experience. Resume/tape: Jack Rowley, Production Manager, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. EOE, M/F. No phone calls.

SITUATIONS WANTED MANAGEMENT

Hands-on, tight-fisted, problem-solver. 20 years experience, age 38. Up through ranks - engineering, production, news, programming, sales, management. Seek challenge. GM or station manager considered. Outline your needs first letter. Box A-67.

Local sales pro working in top 10 market. 9 years' sales experience w/NY rep. experience. Seek national or local sales manager's position, top 50 market. Box A-87.

SITUATIONS WANTED NEWS

High energy top 50 market reporter/anchor. 5 years experience. 717-291-4539, Joe.

Meteorologist, with awards, AMS seal of approval, science reporting, computer experience, available now. Stuart, 314-962-8419.

Meteorologist. Personality plus quality on-air presentation. Authoritative, friendly communicator. Doppler radar, Colorgraphics, severe weather lover. Community involvement a must. Southern markets, please. Box A-72.

Sports reporter with play by play color experience (TV and radio), some anchor. 412-922-6553.

Very charismatic LA cable TV personality available to be your station's Hollywood correspondent for celebrity interviews, covering major events. Bill Hooley, P.O. Box 46123, Hollywood, CA 90046, 213-666-9099.

Attention small/medium market news directors: Proven, experienced, presently employed top 20 market writer/assignment editor seeks growth opportunity towards news producing. Incredible references from top news people. Available immediately. I'm the hard working, dedicated professional you need. Let's talk. Box A-84.

Anchor/reporter, large market radio station, seeks assignment desk and/or reporter position. Great ability to dig deep into a story & develop it. Membership with American Meteorological Society as well. Will call you after you write Box A-85.

Managing editor, medium market, ready to move up as news director or assistant news director. Box A-89.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Art director/broadcast designer. Multiple international award winner, 10 years experience, 7 in top 5 market. Active member B.D.A. Excellent print and animation. Experienced in video paint, identity development, image maintenance. Prefer Pacific Northwest. Box Z-129.

Currently employed producer/director seeks opportunity to relocate to larger mkt. Extensive newscast/EFP experience. Box A-6.

Newscast director. Currently directing weekday early & late in medium market, seeking larger market. 7 years experience with news. Box A-91.

Music producer. Studio producer seeking challenging position with established music production company. Over 6 yrs.' experience with jingles, TV soundtracks, music groups, more. Demo & resume available upon request. Box A-93.

ALLIED FIELDS

HELP WANTED SALES

Experienced sales person wanted. Sell production libraries, station ID's, commercial concepts to radio and TV retailers. Extensive travel required. Excellent benefits and base - Fortune 500 company. Send introductory letter/resume to Dick Denham, General Manager, I/D Library Division, Media General Broadcast Services, Inc., 2714 Union Extended, Memphis, TN 38112. EOE.

HELP WANTED INSTRUCTION

Graduate fellowships. Experienced radio professionals wanted to serve as Flanagan Fellows while studying for M.A. in mass communication. Monthly stipend. Start Fall, 1985. Responsible position with WRUF-AM/FM commercial stations while obtaining advanced education. A 3.0 undergraduate grade point average is required. Should take Graduate Record Examination in December. Contact Mr. Bob Leach, Director, WRUF-AM/FM, College of Journalism and Communications, University of Florida, Gainesville, FL 32611. AA/EOE.

Broadcast news. Tenure track position. Ph.D., experience in television news, potential as successful teacher/researcher. Rank/salary dependent upon qualifications. Deadline for applications: December 3, 1984. Send letter of application and curriculum vita to Dr. Larry Lorenz, Chairman, Department of Communications, Loyola University, New Orleans, LA 70118. Loyola University, an affirmative action/equal opportunity employer.

Radio-television. Two faculty positions for Fall, 1985, rank of assistant and/or associate professor. Teach full range of both production/non-production radio/TV courses. Qualifications: Ph.D. required. Record of publication and/or teaching experience desirable. Salary negotiable. Send letter of interest, resume, 3 references to Dr. Joel Persky, Chairman, Department of Radio-TV-Film, Texas Christian University, P.O. Box 30793, Fort Worth, TX 76129. Deadline for applications: December 10, 1984. TCU is an AA/EOE.

Colorado State University seeks applicants for three tenure track positions, assistant or associate professor level, depending on qualifications. Duties begin August 20, 1985. Position 84-1: assistant or associate professor. Graduate capability in behavioral communication research based on a social science orientation to communication theory, as well as demonstrated ability to teach at undergraduate level in two of the following areas: public relations; law; news-editorial; broadcast journalism; introduction to mass communication. Ph.D. required. Publications required in mass communication research or closely related area. Position 84-2: assistant or associate professor. Primary teaching responsibilities in public relations, as well as demonstrated ability to teach in two of the following areas: law; news-editorial; broadcast journalism; introduction to mass communication. Ph.D. preferred, Master's degree required. Publications desirable. Position 84-3: assistant or associate professor. Primary teaching responsibilities in news-editorial, as well as demonstrated ability to teach in two of the following areas: broadcast journalism; law; introduction to mass communication. Ph.D. preferred, Master's required. Publications desirable. Salary minimums for all three positions: assistant professor, \$24,000; associate professor, \$26,000. All positions require appropriate professional experience. Apply by January 3, 1985, to Fred Shook, Search Committee, Department of Technical Journalism, Colorado State University, Fort Collins, CO 80523. CSU, an AA/EOE. EO office: 314 Student Services.

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 5kw UHF Transmitter. Must be reliable. Our channel is 53. 513-593-8775; Box 356, Bellefontaine, OH 43311.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

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.

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.

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 1KW AM. Both on-air. Call M. Cooper/Transcom Corp., 215—379-6585.

Quality television equipment. More than 150 top brands from studio lighting to antenna. Call Troy Brown, Walter Price, Bill Martin, Bob Martins, or Cary Fitch for professional help at competitive prices. System planning & turnkey installation available. Television Systems, Austin, TX. 800-531-5143; Texas, 800-252-8286.

40' mobile unit - Grass 1600 - YAM PM-2000, with or without. Cameras-VTR-Quantel-Chyron-Tractor. Base price \$495,000. 213—467-6272.

You pay too much if you are not getting your new, double shielded, sweep tested, precision video cable (8281 or 21-1060-7) from us! Amp, Amphenol, Kings connectors also available. Call Television Systems, Austin, TX. 800—531-5143; Texas, 800—252-8286.

2" videotape in shipping cases. Approximately sixty 2" reels of tape. Good condition. For sale, 60 minute reels. Best reasonable offer accepted. Box A-5.

Bogner BU16A-H channel 15 antenna. \$20,000. For more information, call Charles Chatelain, 318—237-1500.

Own a portable satellite uplink. Fully redundant, advanced electronics, standby power, test equipment, 2 degree spacing antenna, 30 day delivery. Before you spend more, call American Uplinks: outside Colorado 800—525-9999; inside Colorado 303—567-4628.

Remote truck with Quad, generators, racks, monitors, camera, GV, sync, & distribution. Needs switcher, C.G., extra monitors. Must sell. \$38,000. 818—507-1974.

Film Island: Eastman 285 16mm Spindler slide; GE 240 camera, good shape, \$10,950. GPL 35mm Telecaster film projector, \$9,500. RCA FP-35 Telecine projector, like new, \$15,750. Datatone editors \$250; accept trades, film cameras/editing gear. International Cinema, 6750 NE 4th Court, Miami, FL 33138. 305—756-0699.

UHF transmitter, Townsend TZ-110NE, channel 31, complete. Bob Venditti, KRBK-TV, 916—929-0300.

RCA pylon UHF antenna, channel 31, TFU-36J omni, 0.5 degree. Bob Venditti, KRBK-TV, 916—929-0300.

1000 ft tower Stainless G-7, with 1100 ft, 6-1/8 in, 75 ohm RCA universal transmission line, standing. Sacramento-Stockton, CA. Bob Venditti, KRBK-TV, 916-929-0300.

53 AM-FM trans., in stock. All spares, all books, all powers, all prices, all working, all our inventory. Crystals for your freq. R. E. Witkovski, owner, Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214—630-3600.

Transmitter-RCA TT50AH, spares, make offer. Barry Taylor, 305—325-2343.

Cameras-Norelco PC-70, preamps, lenses, make offer. Barry Taylor, 305—325-2343.

IGM Model 750 automation system which includes 1 DEC PDP/8M 16K computer, 1 Infoton CRT terminal, 1 ASR 33 teletype terminal w/paper reader/punch, 1 print only teletype terminal, 1 DEC TU56 dual tape drive, 7 random access carousels, 3 random access 48 tray Instacarts, 1 Revox A-77 reel to reel, 1 voice tracking channel, 2 time announce channels (AM-PM), 1 temperature announce channel, 1 network channel, 6 equipment racks, 2 record centers for tone insertion, set of spare audio and control boards. Contact Darryl Jacobs, Chief Engineer, WBMX-AM-FM, 312—626-1030.

MISCELLANEOUS

Business plans - A five year financial plan for your new TV station will help pinch your financing. Quality Media, 404—324-1271.

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

RADIO

Help Wanted Sales

GENERAL SALES MANAGER

This is probably the most lucrative sales manager position offered anywhere. Interested & qualified applicants please send letter and resume to:

Box Z-131

Help Wanted Technical

CHIEF ENGINEER

Greater Media's Long Island radio stations, WGSM AM/WCTO FM, seek first-rate experienced chief engineer. An excellent starting salary + comprehensive benefit package, a full-time assistant, and the opportunity to join one of America's finest and fastest-growing radio groups are available to individual selected for this position. Please submit job and salary history including list of references, in confidence, to:

Milford K. Smith
Director of Radio Technology
Greater Media, Inc.
197 Highway #18
East Brunswick, NJ 08816



A GREATER MEDIA STATION
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Help Wanted Programing, Production, Others

PROMOTIONAL DIRECTOR

Genuine opportunity to work with 1 of the brightest promotional minds in all radio. Experienced persons send letter/resume to Box Z-132.

MATURE

Experienced, warm, friendly morning drive personality wanted. Leading adult Midwest AM. Send T & R to Roger Larson, KFOR, Lincoln, NE 68510. EOE.

Situations Wanted News

WASHINGTON, DC

Talk show and morning host wonders whose ratings he'll raise next. Casualty of WRC sale and change of format will relocate to major market news or news/talk station. Call 301—340-2397; write Mike Cuthbert, 307 Currier Dr., Rockville, MD 20850.

Situations Wanted News Continued

RADIO/TV BASKETBALL PBP

10 year pro based in L.A. Contact immed. if your BB situation is unsettled or needs a change. All replies confidential. Write Box A-53.

TELEVISION

Help Wanted News

PRODUCER/REPORTER

Tired of daily news grind? Sick of v/o sound bites and cramming 5 minutes into 1:10? MONTAGE, WTVJ's award-winning newsmagazine, may be your next move. Need aggressive producer/reporter who will generate his/her own mini-docs & can write. Winning attitude a must. EOE. Resume to J. Brian Gadinsky, c/o MONTAGE, 316 N. Miami Ave., Miami, FL 33128.

Help Wanted Programing, Production, Others



A.M. San Francisco SR. PRODUCER

ABC-owned station seeks creative, highly motivated and organized **Senior Producer** to head staff of A.M. San Francisco. Must have at least 2 years of similar experience with knowledge of in-studio and field production techniques in a top 20 market. Other requirements include; ability to work well with and manage staff, talent and guests; strong writing skills; national contacts and most importantly, the ability to work under pressure. Send resume an salary history to:

Robert F. Edens

ABC-Personnel
900 Front St.

San Francisco, CA 94111-1450

Equal Opportunity Employer M/F/H/V

Photographer/Editor Field Producer

with experience shooting/editing 3/4" plus the ability to field produce stories as needed. Previous magazine type production required.

Resume' and tape to:

Resume to Program Director, KUTV, P.O. Box 30901, Salt Lake City, Utah 84130. NO PHONE CALLS. EEO



Videotape Editor

KNBC is currently seeking an experienced 1" Videotape Editor with a proven track record in the industry to accept this exciting new opportunity.

As a 1" Editor for **KNBC**, you will be working on a variety of projects, including entertainment programs, promotions, news, and specials. To be considered for this high level position, you must have at least 3-5 years proficiency on the following equipment: CMX 340X, Grass Valley 300 Switcher, two channel Digital Video Effects machine, Sony BVH 2000, and the Chyron IV.

If you are the kind of industry proven individual who can turn challenges into accomplishments, we'd like to hear from you. Please submit your resume to:

NBC Employment Dept. VT
3000 W. Alameda Ave.
Burbank, CA 91523
Equal Opportunity Employer

ENGINEERING SUPERVISOR

East Coast top 10 network affiliate seeks experienced engineering supervisor with full production engineering background. Top pay & benefits.

Please send resume, in confidence, to Box A-83. Equal opportunity employer. Minorities and females encouraged to apply.

VIDEOGRAPHER/EDITOR

Top 10 market seeking creative, experienced editor/cameraperson for progressive PM Magazine show. Send resume to Box A-94. EOE.

**For Fast Action
Use
BROADCASTING'S
Classified Advertising**

CHIEF ENGINEER

Growing TV group in Southeast

Terrific opportunity to join this growing VHF station, top 60 market, for chief engineer who possesses 5 years supervisory experience, preferably in non-union environment, in the Southern region. Ideal candidate will be competitive, bottom-line oriented individual with good interpersonal skills. We offer competitive salary and excellent benefits package. Please send your resume, in complete confidence, to:

BOX A-98

Situations Wanted Programing, Production, Others

CMX OPERATOR

College graduate seeks entry level position with television station, corporation, or video production company using CMX 340X or CMX 3400. Contact Charles Mills, 312 N. First Street, Vandalia, IL 62471; 618-283-0996. Demo available to reputable inquiries.

ALLIED FIELDS

Help Wanted Management

BROADCAST PRODUCT MANAGER

Soundcraft Electronics, England's leading manufacturer of audio consoles, has unique opportunity available at its West Coast headquarters in its newly established broadcast products division. Position requires self-motivated individual to establish nationwide distribution network for Soundcraft's newest "On Air" radio console series. Successful candidate will have working knowledge of radio broadcast systems, & proven sales record in the broadcast industry. Soundcraft offers competitive salary/benefits programs, with modern working environment in southern California. For prompt consideration, forward resume/salary requirements to SOUND CRAFT ELECTRONICS, BROADCAST DIVISION, 1517 20th St., Santa Monica, CA 90404. 213-453-4591; Telex: 664923.

Soundcraft

RADIO PERSONNEL NEEDED

NATIONAL, recognized as the leader in radio personnel placement, is currently receiving job orders for announcers, newscasters, programers, & production personnel, female & male, from radio stations in all size markets coast to coast. As a registrant, **NATIONAL** will make a complete presentation in your behalf if your professional profile matches the job description. More & more radio stations are joining the many hundreds that use our service. Are you ready for a move? Let **NATIONAL** help! For complete details & registration form, send \$1 postage and handling to:

**NATIONAL BROADCAST
TALENT COORDINATORS
DEPT. B, PO BOX 20551
BIRMINGHAM, AL 35216
ACT NOW! 205-822-9144**

WE PLACE TV and Video Engineers COAST TO COAST

[All Levels, But Not Operators]
ALL FEES PAID BY EMPLOYERS

Phone/Resume

KEY SYSTEMS

Westminster Road
Wilkes-Barre, PA 18702

Phone Alan Kornish at
(717) 655-1458

10,000 RADIO - TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJ's, salespeople, news, production, 1 wk. computer list, \$6. Special bonus: 6 consecutive wks. only \$14.95 — you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108**. Money back guarantee!

Miscellaneous

SALES REP SIX FIGURE 1ST YEAR POTENTIAL

If you understand broadcast media, have been selling & servicing auto dealers and are strong closer, this is your opportunity with 14-year-old company to set your own income level. High commissions for selling tested, proven, award-winning advertising programs to auto dealers that produce phenomenal traffic & sales. Exclusive or add to your present line. Live/work in your own region. Send letter and complete resume to:

**Mr. Lee Reicheld
REICHEL CORPORATION
24901 Northwestern Hwy. #207
Southfield, MI 48075
313-358-4050**

Radio Programing



Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

 **PROGRAM DISTRIBUTORS • 401 South Main
Jonesboro, Arkansas 72401 • 501/972-5884**

Wanted To Buy Stations

LOOKING TO BUY

Established company wants to expand its broadcast position by acquiring existing AM, FM, or TV stations or construction permits. Stations need not be in cash flow or major markets. All correspondence treated with total confidence. Brokers protected. Please send pertinent information to David Elton, Vice President, The Flatley Company, 150 Wood Road, Braintree, MA 02184, 617-848-2000.

TOP 25 MARKET - AM

Fulltimer or daytimer for cash. Strict confidence. Brokers, principals. Write Box A-28.

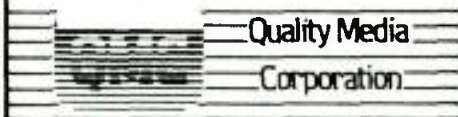
WE WANT TO BUY

If you own a class C or an AM/FM, let's talk. We're a strong group looking for properties. \$1 to \$5 million. Must be in Southeast. Confidence guaranteed. Box A-51.

For Sale Stations

AM					
TX	SM		DAY		\$170K
AL	SM		DAY		\$185K
FM					
AL	SM	A			\$190K
IL	METRO	A			
SE	MAJOR	C			\$4.5 MIL
TV					
IO	MED	UHF		CP	
OR	SM	UHF		CP	
KS	SM	UHF		CP	
FL	SM	UHF		CP	
WI	MED	UHF		CP	
LPTV					
CO	MED	UHF		CP	
IL	MED	UHF		CP	
SC	MED	UHF		CP	
FL	MED	UHF		CP	

Bill Kitchen / Dan Dunnigan
(404)324-1271



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.

For Sale Stations Continued



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

Location	Size	Type	Price	Terms	Contact	Phone
CO	Med	AM/FM	\$1200K	\$240K	Elliot Evers	(415) 387-0397
New Eng	Med	AM/FM	\$1100K	Terms	Ron Hickman	(401) 423-1271
FL	Sub	AM	\$750K	Cash	Bill Cate	(904) 893-6471
OH	Sub	FM	\$750K	Terms	Burt Sherwood	(312) 272-4970
CA	Sm	FM	\$650K	\$200K	Jim Mergen	(818) 366-2554
TX	Med	FM	\$550K	\$150K	Bill Whitley	(214) 680-2807
NY	Sm	AM	\$435K	\$150K	Ron Hickman	(401) 423-1271
WI	Sm	FM	\$400K	Cash	Peter Stromquist	(319) 359-4768
TX	Sm	AM	\$300K	\$100K	Bill Whitley	(214) 680-2807
AZ	Sm	AM/FM	\$300K	\$80K	Greg Merrill	(801) 753-8090

For information on these and our other available stations, or to sell, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.



R.A. Marshall & Co.

Media Investment Analysts & Brokers

Bob Marshall, President

Class A FM with companion AM in fast-growing Carolina market. \$650,000, with \$200,000 down, liberal terms on balance. All real estate included.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1038

BP WEST

Radio/TV Brokers specializing in Western Properties.

Seattle: (206) 283-2656

William L. Simpson

San Francisco: (415) 441-3377

Chester Coleman

San Diego: (619) 728-8018

Charles R. Kinney

BROADCAST PROPERTIES WEST, Inc.

221 First Avenue West/ Seattle, WA 98119

STATION WITH EXCELLENT DIAL

position. PSA and PSSA. in mid size Virginia city. Includes real estate. Very small cash downpayment, assume manageable notes. low operating costs. Perfect for couple wanting first station. 80-90 FM available in nearby community. For details, call 404-291-7155 during business hours, leave name & telephone number for call-back. Sacrifice price.

- Daytimer. Chattanooga area. \$12,000 down
 - 4 UHF TV's + 6 UHF TV CP's.
 - 100,000 watts covers 488,000 people with prime signal. MS \$2.1 million, terms.
 - AM/FM near Knoxville. \$390,000. terms.
- BUSINESS BROKER ASSOCIATES**
615-756-7635-24 HRS.

Dan Hayslett

A Associates, Inc.



10509 Berry Knoll Dr., Dallas 75230

FANTASTIC

Major Colorado market 1 kw AM with PSA & PSS. Low, low overhead. First station, loaded with equipment for Ma & Pa. Great terms, great living. \$175K. 303-542-1481.

901/767-7980

MILTON Q. FORD & ASSOCIATES

MEDIA BROKERS—APPRAISERS

"Specializing In Sunbelt Broadcast Properties"

5050 Poplar - Suite 1135 - Memphis, TN 38157

THE HOLT CORPORATION

EXCELLENT OHIO PROPERTIES

AM - AM/FM
LESS THAN 2 X GROSS
WITH REAL ESTATE

Westgate Mall □ Bethlehem, Pa. 18017
215-865-3775

For Sale Stations Continued

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

READY

to buy either your first station or add to your group? Then AIM at considering one of the many New England properties we're offering for sale, and FIRE off a letter to us, asking for specifics.

8 DRISCOLL DR ST. ALBANS, VT. 05478
802-524-5963
OR GEORGE WILDEY 207 947 6083

DAYTIMER-10KW

Raleigh-Durham, NC, area. Fantastic growth due to three major universities, research triangle park. Staffed, with unlimited potential. Owner retiring. Priced to sell quickly. \$475,000. Reply Box A-95.

SOUTHERN MEDIUM MARKET

Excellent owner/operator opportunity. AM/FM. Price: 7X cash flow. \$1,400,000; \$400,000 down. Cash flow can handle debt service. Box A-99.

RALPH E. MEADOR

Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

SHENANDOAH VALLEY

Virginia. Class A FM, great area, great station for owner-operator. Bank financing in place. Call on this one; a great opportunity! PRW and Associates, P.O. Box 3127, South Padre Island, TX 78579, 512-544-5409.

SUPER COMBO FOR SALE

Top rated 5 kw AM with recently acquired class C FM. Loaded with potential. Rocky Mountain metro. Asking \$2.1 million. Discount for cash. Box A-18.

THIS STATION

is in most significant growth market in the United States. Class C FM with revenue approaching one million per year. In place financing for about half of the purchase price. Write/call PRW and Associates, P.O. Box 3127, South Padre Island, TX 78579, 512-544-5409.

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.

For Fast Action Use BROADCASTING'S Classified Advertising

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number).

c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media



Petrik

Jack Petrik, director of programming, WTBS(TV) Atlanta, named executive VP and general manager.

Bob Lee, general manager, WTVM-TV Columbus, Ga., joins WDEF-TV Chattanooga as VP and general manager.

Gary Drake, sales manager, KWAT(AM)—

KIXX(FM) Watertown, S.D., joins KCCR(AM)—KNEY(FM) Pierre, S.D., as general manager.

Douglas Brown Jr., VP and general manager, KGBB-FM (now KMGW(FM)) Anoka, Minn., joins WLTE(FM) Minneapolis as general manager.

Jim Krebsbach, from KFDX-AM-FM Nampa, Idaho, joins KQDJ-AM-FM Jamestown, N.D., as general manager.

Don Neil, local sales manager, KBMT-TV Beaumont, Tex., joins WTWC(TV) Tallahassee, Fla., as general manager.

Bob Abernethy, general manager, WCAO(AM)—WXYV(FM) Baltimore, joins WBOS(FM) Brookline, Mass., as general manager.

Dave Cavileer, general sales manager, KNAT-TV Albuquerque, N.M., named general manager.

Terry Dean, VP and general manager, WMLX(AM)—WUBE(FM) Cincinnati, resigns. **Todd Leiser**, general sales manager, named acting general manager.

James Lewis, VP and station manager, non-commercial KLRU-TV Austin, Tex., joins non-commercial WGBY-TV Springfield, Mass., as general manager.

Scott Walters, news director, WMLW(FM) Watertown, Wis., named operations manager of WMLW and co-owned WTTN(AM) there.

S. Greg Dick, program director and national sales manager, WTOO-FM Bellefontaine, Ohio, named operations manager.

Douglas Streff, VP, sales, Western division, ABC-TV, Los Angeles, named VP, manager, business development, ABC-TV.

Donald E. Ledwig, retired deputy commander, contracts, Naval Electronics Systems Command, Washington, joins Corporation for Public Broadcasting there as treasurer and VP, finance and administration. His wife, Gail, is staff assistant to White House's Michael Deaver, deputy chief of staff and assistant to President.

Frank Gaff, senior director, management information services planning controls, Nabisco Brands Inc., New York, joins ABC

Management Information Systems there as VP, management and technical controls.

Marketing

Daisy Exposito, creative director, Bravo Group, Young & Rubicam's Hispanic marketing unit in New York, named VP, Y&R USA.

Robert Desena, VP, director of media and marketing, Wunderman, Ricotta & Kline, New York, joins Dancer Fitzgerald Sample there as senior VP, management supervisor.



Reed

J. Walter Reed, media director, Foote, Cone & Belding, New York, named senior VP, media director, and head of media department.

Appointments, Ogilvy & Mather, Chicago: **Stan Latacha**, VP, associate media director, to VP, account supervisor; **Lisa Palumbo**, assistant planner, to media planner; **Angela Miller**, spot coordinator, to senior spot coordinator, and **Debra Deml** and **Lynette King**, spot coordinators, to senior spot coordinators.

Named VP's, BBDO: **Keith Bremmer**, controller, New York; **Glenn Campbell**, public relations manager, Detroit; **Frank Holzmarn**, tax director, New York; **Denise Robinson**, account supervisor, Detroit; **Cheryl Simer**, research manager, Minneapolis, and **John Smart**, Eastern regional account supervisor, New York.

Larry Barnett, head of television production, Labatt Brewing Co., Toronto, joins NBC International Sales Service Ltd. there as VP and head of newly opened office.

Rita Katz, associate research director, Kenyon & Eckhardt, New York, named VP.

Bert Kohn, VP, director of marketing and research services, Campbell-Mithun Advertising, Minneapolis, joins D'Arcy MacManus Masius, St. Louis, as senior VP, director of marketing and research services. **Irene DeGonia** and **Nancy Elswick**, associate media directors, DMM, St. Louis, named VP's.

Dick Goldstein, president, Katz Independent Television, New York, and **Pete Goulazian**,



Goldstein



Goulazian



Olson



Ozer

president, Katz Television Continental, New York, named senior VP's of parent, Katz Television. **Tom Olson**, VP, general sales manager, Continental division, succeeds Goulazian. **Marty Ozer**, VP, Embassy Media, Embassy Telecommunications, New York, succeeds Goldstein. **Skip Vose**, manager, Katz Television Continental, San Francisco, named divisional VP. **John Wall**, manager, silver sales team, Katz Television Continental, Chicago, named divisional VP.

Michael Robinson, partner, Tatham-Laird & Kudner, Chicago, named senior partner.

James Bell, **Robert Giacomino** and **John Jacobs**, VP's, associate media directors, Grey

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Advertising, New York, named group media directors.

Larry Stillman, from D'Arcy MacManus Masius, St. Louis, joins Tatham-Laird & Kudner, Chicago, as group creative director.

Stephen Appel, VP, New York sales, Nationwide Cable Rep, named executive VP, national sales.

Farrell Meisel, director of programming, Media General Broadcast Group, Tampa, Fla., joins Seltel, New York, as VP, director of programming.

Debra Jacobson, from Bozell & Jacobs, Minneapolis, joins Carmichael-Lynch there as planning supervisor. **Susan Lemmond**, from Bozell & Jacobs, Minneapolis, joins Carmichael-Lynch as media planner.

James Wasilko, manager, daytime sales, central division, ABC-TV, Chicago, named VP, director, daytime sales.

Richard Sloofman, from Corinthian Communications, New York, joins MMT Sales there as account executive.

Lynda Parets, from Dailey & Associates, New York, joins Torbet Radio, Los Angeles, as account executive.

Ben Counts, associate creative director, Vince Cullers Advertising, Chicago, joins D'Arcy MacManus Masius, St. Louis, as senior writer.

Cheryl Rothenberg, sales associate, Katz Television Continental, New York, named member of sales staff.

Richard Kurc, marketing manager, International House of Pancakes, New York, joins Geer, DuBois there as account executive.

Debra Tobitz, media negotiator, McCaffrey & McCall, New York, joins Baggott, Pierce & Johnson, Sacramento, Calif., as media director.

Wiley Jones, marketing manager, cable group, Cablevision Systems Corp., Woodbury, N.Y., named director of sales.

Kevin Simkowski, from WIND(AM) Chicago, joins McGavren Guild Radio there as account executive.

Philip Culkun, from U.S. General Accounting Office, joins Katz Radio, Los Angeles, as account executive.

Kandice Cinnamon, from Torbet Radio, Los Angeles, joins Christal Radio there as account executive.

William Paul Sickles, from Compton Advertising, New York, joins Katz Radio there as account executive.

James Seifert, from KAZY(FM) Denver, joins Katz Television there as account executive.

Joe San George, account executive, MMT Sales, New York, joins Petry Television there in same capacity.

Rick Guest, from KMGC(FM) Dallas, joins WFIL(AM)-WUSL(FM) Philadelphia as general sales manager.

Joan Homa, retail sales manager, WGMS-AM-FM Washington, named sales manager.

Ned Flynn, account executive, WCOZ(AM)-WZOU(FM) Boston, named retail sales manager, WZOU.



Good sports. NBC sportscaster Dick Enberg was recipient of first annual National Sportscaster of the Year award from American Sportscasters Association. Award goes to sportscaster who "best demonstrates professional excellence on a national level." Shown at awards ceremony (l-r): baseball commissioner Peter Ueberroth; Enberg, and Louis Schwartz, executive director of ASA and president, Finger Lakes Broadcasting, Geneva, N.Y., licensee of WGVA(AM) Geneva.

Carol Maier, from WJKS-TV Jacksonville, Fla., joins WJXT(TV) there as research analyst.

Dean Kapneck, from Seltel, New York, joins WBFS-TV Miami as national sales manager.

Jim Taylor, regional sales manager, KWG(AM) Stockton, Calif.-KYBB(FM) Tracy, Calif., named national sales manager. **Ben Wilkinson**, account executive, KWG-KYBB, named local sales manager, KYBB.

Robert F. McConnell, local account executive, WRTV(TV) Indianapolis, named national sales manager.

Marilyn Hansen, national sales manager, KHJ-TV Los Angeles, joins WDLZ(TV) Miami in same capacity.

Alan Rosenfeld, from TeleRep, New York, joins KRBK-TV Sacramento, Calif., as national sales manager.

Belinda Pardon, from San Mateo (Calif.) Housing Authority, joins KYUU(FM) San Francisco as sales coordinator.

Judi Fuelhart, account executive, WHWH(AM)-WPST(FM) Princeton, N.J., named senior account executive.

Kati Nickerson, from WEAN(AM) Providence, R.I., and **Steve Weyrick**, from KING(AM) Seattle, join KJET(AM)-KZOK(FM) Seattle as account executives.

Nancy Balding, from KCNR-AM-FM Portland, Ore., joins KGW(AM) there as account executive.

Programming

Jeanne Ritter, from Paramount Pictures, Los Angeles, joins Telefilm Canada, Montreal, as senior distribution and marketing officer.

Sarah Frank, director of theater programming, The Entertainment Channel (now part of Arts & Entertainment Network), New York, joins British Broadcasting Corp. there as director of United States co-production. According to BBC, she is first American and first woman

to hold such high-level post in its organization.

Daniel Black, from Columbia Pictures Industries, Los Angeles, joins Paramount Pictures Corp. there as VP, business and legal affairs.

Tony Brown, VP, general sales manager, Blair Entertainment, New York, named senior VP, general sales manager.

Jeff Dalla Betta, VP, finance, Embassy Television, Los Angeles, named senior VP, chief financial officer, Embassy Home Entertainment there.

Ellen Levine, VP, development, Ten-Four Productions, Los Angeles, joins Columbia Pictures Television there as director, dramatic development. **Jay Green**, corporate controller, and **Kenneth Williams**, treasurer, Columbia Pictures, New York, named VP's.

Gloria Briggs, administrator, ABC Youth Radio Networks, New York, named manager, affiliate relations, ABC Rock Radio Network.

Dean Waite, from Cable Television Administration and Marketing Society, Atlanta, joins The Disney Channel there as VP, Eastern region.

Michael Tenzer, attorney, Hecht, Diamond & Greenfield, Pacific Palisades, Calif., joins Dick Clark's production companies there as director of business affairs.

Paul Farwell, commercial production assistant, Greater Boston Cable Corp., Boston, named commercial production supervisor.

Victoria Lynn Quoss, from Scott, Foresman Publishers, joins Evergreen Programs, Chicago, division of Worldvision Enterprises, as central division account executive.

Denise Oliver, program director, ABC Radio Networks, New York, joins NBC's WYNY-(FM) there in same capacity. Appointment is effective Dec. 10.

Thomas Land, program director, KQAM(AM) Wichita, Kan., joins WTIx(AM) New Orleans as program director.

Dave Cook, from WVCG(AM) Coral Gables,

Fla.. joins WLIX(AM) Islip, N.Y., as program director.

Ric Hansen, from KJRB(AM) Spokane, Wash., joins KNBQ(FM) Tacoma, Wash., as program director and air personality.

Bruce Testory, evening air personality, WLAK(AM) Chicago, joins Studioline, Reston, Va., cable audio producer, as program director, specials and variety.

Bob Grant, talk show host, WMCA(AM) New York joins WABC(AM) there. Grant began with his new station last Thursday (Nov. 15). WMCA's overnight (midnight to 3 a.m.) talk host **Barry Farber** will also assume the 4 p.m.-7 p.m. slot vacated by Grant.

Jack O'Brian, host of *Critics Circle* on WOR(AM) New York for 20 years, retires.

Ken Kaminski, executive producer-production manager, WJXT(TV) Jacksonville, Fla., named executive producer-local programing and special projects.

Steve Woodruff, freelance producer, Seattle, joins KCPQ(TV) there as production coordinator.

Bill Knight, from WGKX(FM) Memphis, joins WMC(AM) there as air personality.

News and Public Affairs

Paul Varian, from UPI, Washington, joins Cable News Network, Atlanta, as senior editor. **Gail Evans**, editorial producer, *Take Two*, Cable News Network, Atlanta, named director, booking and research. **Pam Olson** and **Mary Tillotson**, reporters, CNN, Washington, named Capitol Hill correspondents.

Appointments, UPI: **Steven Christensen**, broadcast editor, San Francisco, to Pacific division editor; **Joseph Ledford**, Washington correspondent, Southern division, Atlanta, to Southern division editor, Atlanta; **Charles Goldsmith**, manager, Pittsburgh bureau, to Northeast division editor, and **Dean Wheeler**, regional executive, Pittsburgh, to sales manager, Eastern division.

Will Lester, night supervisor, Associated Press, Columbia, S.C., named news editor. **Linda Franklin Sargent**, enterprise editor, AP, Little Rock, Ark., named news editor.



Marrou

Chris Marrou, anchor-reporter, KENS-TV San Antonio, Tex., named managing editor.

Jerry Grossman, producer, 6 p.m. news, WDVM-TV Washington, named executive producer, *Eyewitness News*. **Paul Malkie**, producer, CBS News, Washington bureau, succeeds Grossman.

Arcadia Letkamann, media coordinator, Chicago Urban League, Chicago, joins WFYR(FM) there as director of public affairs.

Jose Correa, from Norton Simon Inc., New York, joins Associated Press there as director of newly created management information systems division.

William Whitaker, from WBTB(TV) Charlotte,

N.C., joins CBS News, New York, as reporter.

Peter Dobrovitz, reporter, WOKR-TV Rochester, N.Y., joins WHEC-TV there as contributing editor.

Appointments, KOLR-TV Springfield, Mo.: **Rich Erbach**, news producer, KSNF(TV) Joplin, Mo., to weeknight news producer; **Julie Yellen**, from KWVL-TV Waterloo, Iowa, to news photographer, and **Sara Stratman**, from KOMU-TV Columbia, Mo., to weekend general assignment reporter.

Dave Eckert, weekend anchor, KPLR(TV) St. Louis, joins KTVB(TV) Boise, Idaho, as executive producer, weeknight anchor.

Linda Bethune, 6 and 10 p.m. anchor, KBCI-TV Boise, Idaho, to reporter, KUTV(TV) Salt Lake City.

Deanne Riddle, from WLTF(FM) (formerly WZZP) Cleveland, joins WBKC(AM) Chardon, Ohio, as anchor.

Dory Culver, from KTAR(AM) Phoenix, joins KCBS(AM) San Francisco as reporter-editor.

Jerry Johnson, assistant sports director, KOTV(TV) Tulsa, Okla., joins WTSP-TV Tampa-St. Petersburg, Fla., as noon sports anchor and reporter.

Peter Elikann, from Cablevision of Connecticut, Hartford, Conn., joins WRC-TV Washington as reporter.

Technology

David Minnery, VP, international operations,

Varian Associates, Palo Alto, Calif., name president of International Group.

Appointments, audio-video systems division, Ampex Corp., Redwood City, Calif.: **Tom Nielsen**, national sales manager, to head of newly opened Northwest regional office, San Francisco; **Robert Natwick**, Northeast regional manager, Allendale, N.J., succeeds Nielsen; **Frank Rush**, manager, mid-Atlantic region, Bethesda, Md., succeeds Natwick; **Rollin Stanford**, senior sales engineer, mid-Atlantic region, succeeds Rush.

Don Flora, assistant VP, marketing, Comsat General, Washington, named VP, sales.

Joe Bottazzi, from International Production Center, New York, joins VCA Teletronics there as maintenance engineer.

Stuart Gibson, director of engineering, Dowden Communications, Atlanta-based cable communications firm, named VP, engineering.

Robert McKee, VP, Datatex Corp., Houston-based subsidiary of Augat Inc., Attleboro, Mass., named Western regional manager, interconnections systems group, for Augat.

John Cook, assistant supervisor, mobile production, Video West, Salt Lake City-based video production company, named manager, mobile production.

Gary Nicholls, senior editor, Producers Color Service, Southfield, Mich., joins General Television Network, Detroit-based production and post-production facility, as senior editor.

Juan Rodriguez, from FM division, Mass

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Media Bureau, FCC, Washington, joins Mutual Broadcasting, Arlington, Va., as systems engineer.

Stephen Lovely, from Scientific-Atlanta, Atlanta, joins Microdyne Corp., Ocala, Fla., as systems engineer.

Promotion and PR

Andy Coscia, consultant, joins Worldvision Enterprises, New York, as VP, advertising, promotion and sales development.

Neil Goerisch, marketing consultant, joins D'Arcy MacManus Masius, St. Louis, as VP, manager. St. Louis division of Intergroup Marketing and Promotions.

Henry Hubbard, deputy Washington bureau chief, *Newsweek*, joins Gray & Co. Public Communications International as VP.

Barbara Mortimer, from ABC-TV, New York, joins Paramount Television Domestic Distribution there as manager, station relations and promotional services.

Ray Durazo, senior VP, E. Bruce Harrison Co., Washington, joins Ketchum Communications there as VP, public affairs.

Mary F. Fisher, vice president and accounting supervisor, Bresee, Smith & Associates, joins Group W. Productions as director of promotional media, remaining based in Los Angeles.

Thomas Griscom, press secretary to former Senate majority leader Howard Baker (R-Tenn.), joins Gannett Co., Washington, as director of public affairs.

Allied Fields

Spencer Boise, VP, corporate affairs, Mattel, Hawthorne, Calif., elected chairman. Association of National Advertisers, New York. **Herbert Baum**, VP, marketing, Campbell Soup Co., elected vice chairman. ANA.

Otto Silha, retired chairman, Cowles Media Co., joins Gannett Co., Washington, as consultant. Silha is based in Minneapolis.

Walter Cronkite, special correspondent, CBS News, named to national advisory committee of Gannett Center for Media Studies, Columbia University, New York.

E. Gabriel Perle, corporate VP, law, Time Inc., New York, joins Proskauer Rose Goetz & Mendelsohn, law firm there, as communications attorney.

Jim Schneider, Southwest divisional manager, field department, A.C. Nielsen, Chicago, named VP, Marketing Research Group USA.

James Donius, from Information Resources Inc., New York, joins Advertising Research Foundation there as senior VP, director of research.

Lloyd Hand, senior VP and assistant to chairman, TRW, leaves to become senior partner at Washington communications law firm, which becomes Verner, Liipfert, Bernhard, McPherson & Hand. **Michael Botein**, professor of law and director of communications media center,

Award winners. Radio and television journalists were among honorees at third annual World Hunger Media Awards, given by singer Kenny Rogers and his wife, Marianne, to "encourage, honor and reward those members of the media who have made particularly significant contributions in bringing public attention to the critical issues of world hunger." Winners were: Best Radio Television—Peter Laufer, Rusty Lutz and Bill Sinrich, NBC Radio News, "Hunger in America," \$10,000; Best Television coverage—Chris Jeans, "Bread, Butter and Politics," *Frontline*, \$10,000; Honorable Mention (television)—Barbara Montini and Bill Scollon, KETV(TV) Omaha, "Hunger in the Breadbasket," \$2,000; Honorable Mention (television)—Judith Moses and Hugh Downs, "The Next Best Thing to a Miracle," 20/20, ABC-TV, \$2,000.

New York Law School, has become counsel to Verner, Liipfert, Bernhard, McPherson & Hand.

Michael Samolis, assistant director, Communications Research Center, Florida State University, Tallahassee, Fla., joins FMR Associates, Tucson-based radio research firm, as research associate. **Bruce Fohr** is president of firm.

Vicki Holmes, sales coordinator, Providence, R.I., cable system advertising interconnect operation, Colony Communications, named automated systems coordinator for Colony Cable Ad Sales Consultants, division offering consulting services to cable operators interested in starting advertising sales programs.

Elected to board of directors, Television Bureau of Advertising, New York: **Harold Crump**, H&C Communications, Houston; **Ward Huey Jr.**, Belo Broadcasting, Dallas; **James Linen IV**, Media General, Richmond, and **James Sefert**, Cosmos Broadcasting, Greenville, S.C.

Elected officers, North Carolina Association of Broadcasters, Raleigh, N.C.: **George Diab**, WWAY-TV Wilmington, president; **Don Curtis**, Durham Life Broadcasting, Raleigh, president-elect; **Dave Lingafelt**, WNNC(AM) Newton, vice president, radio; **John Edgerton**, WBT(TV) Charlotte, vice president, TV, and **Jack Starnes**, WZZU(FM) Burlington, N.C., secretary-treasurer.

Ronald Mulder, director of media research, Market Opinion Research, Detroit, named head of media division.

Sandra Rogers, from Tocom Inc., Irving, Tex., joins Cableguard, Plano, Tex.-based cable security firm, as corporate marketing manager.

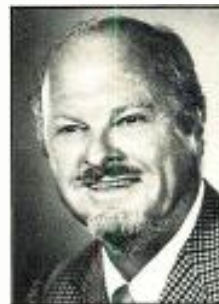
Stanley McKenzie, president and general manager, KWED-AM-FM Sequin, Tex., named Pioneer Broadcaster of the Year by Texas Association of Broadcasters. Award goes to Texas broadcaster who has been in industry at least 25 years and who has "added stature to the profession through his work in the industry."

Elected officers, Texas Association of Broadcasters, Austin, Tex.: **Don Chaney**, KTBB(AM)-KNUE(FM) Tyler, president; **J. Dudley Waller**, KEBE(AM)-KOOI(FM) Jacksonville, vice president and president-elect, and **John Barger**, Clear Channel Communications (WOAI(AM)-KAJA(FM) San Antonio), secretary-treasurer.

Elected officers, Association of Cinema & Video Laboratories, Bethesda, Md.: **Blaine Baker**, Motion Picture Laboratories, Memphis, president; **Burton Stone**, Deluxe Laboratories, Hollywood, first vice president; **Edward Watton**, Forde Motion Pictures Lab, Seattle, second vice president; **James Merkle**,

Allied Film and Video, Detroit, treasurer, and **Anthony Bruno**, M.G.M. Laboratories, Culver City, Calif., secretary.

Deaths



Wrather

Jack Wrather, 66, head of Wrather Corp., whose diverse holdings have included interests in Teleprompter, Muzak, Independent Television Corp., radio and television stations and rights to *Lassie*, *Lone Ranger* and *Sgt. Preston of the Yukon* television shows, died of cancer Nov. 12 at St. John's

hospital, Santa Monica, Calif. Early backer of President Reagan (in latter's successful bid for governor of California), Wrather was member of transition committee after Reagan's election as President in 1980. In 1940, at age of 22, Wrather became president of family oil company due to his father's illness. After service in Marines during World War II, he returned to presidency of Wrather Petroleum Corp. Dallas. He diversified in 1946, forming Jack Wrather Pictures and Wrather Television Productions. In 1952, Wrather purchased KOTV(TV) Tulsa, Okla., to which he would subsequently add KFMB-AM-TV San Diego and KERO-TV Bakersfield, Calif. In 1959, he merged his television holdings into Transcontinent Television Corp., which owned WGR-AM-FM-TV Buffalo, N.Y., WROC-TV Rochester, N.Y., and 50% of WSWA-AM-FM-TV Harrisonburg, Va. He was major stockholder and member of executive committee of company, which sold off its television properties in 1964. In 1954, Wrather acquired television and radio series, *The Lone Ranger*, and in 1956, added *Lassie* and *Sgt. Preston*. As Jack Wrather production, *Lassie* ran on CBS for 20 years. In 1957, Wrather purchased WNEW(AM) New York (later sold to Metromedia) and Muzak Corp. In 1958, with Associated Television Ltd., London, Wrather founded Independent Television Corp. Wrather Corp. went public in 1961. Wrather was also among founders of noncommercial KCET(TV) Los Angeles, and, in 1970, was appointed to term on board of directors of Corporation for Public Broadcasting. He is survived by his wife, former actress Bonita Granville Wrather, son and two daughters.

Keith J. Nighbert, 62, former general manager, New Hampshire Public Television, Durham, N.H., died Oct. 21 at his home in Kennebunk, Me. Survivors include son and daughter.

A class act

Bill Moyers leans back in his chair and plants both feet on the edge of his cluttered desk. There are a couple of spare chairs in his small office, lined floor to ceiling with books. To a visitor, it could be a college professor's office, disorganized, cozy—a philosopher's den. Emmy Awards rest on the windowsill, sharing the space with other awards and citations.

Moyers is wearing corduroy slacks and a tweed sport coat, not the conservative suit familiar to viewers of his broadcasts. He smokes. The office door is shut, muffling the clatter of people and machines at the CBS News Broadcast Center in New York. Moyers pulls his feet off the edge of the desk and crosses one leg over another. He is asked to talk about himself, about his job—subjects he'd rather skip, waste of time. Moyers wants to talk about democracy, the Constitution, political philosophy and, ever the reporter, to ask questions.

Born in Oklahoma, Moyers grew up in Marshall, Tex., "out on the border where Oklahoma, Arkansas, Louisiana and Texas come together," and traces of the accent of the country linger today.

Moyers says his career has been shaped largely by chance. In 1950, at the age of 15, he got a job with the *Marshall (Tex.) News Messenger* as a reporter assigned "to keep up with area boys who were drafted in the Korean war." At 16, he covered the local courts, school board and "routine beats" and at 17—still attending high school full time—he became sports editor. "I loved it," he says.

By his sophomore year in college (North Texas State University in Denton, Tex.), Moyers had decided he wanted to be a "political journalist." He wrote a letter "out of the blue" to Lyndon Johnson, then Democratic senator from Texas and Senate majority leader. Moyers still does not know how that letter found its way through the maze of assistants to end up on the senator's desk. Perhaps it was because Johnson knew the publisher of the *Marshall News Messenger*. "Johnson said later it was just the kind of letter he would have written," Moyers recalls. In the summer of 1954, Moyers went to Washington to intern in Senator Johnson's office.

At the end of the summer, Johnson suggested Moyers transfer to the University of Texas in Austin, where he could get a job at KTBC-TV, the Austin television station owned by Johnson's wife, Lady Bird, and family. "It paid enough for me to get married." Again, full-time job and full-time student.

And then—not so much by chance this time—Moyers detoured. After earning his degree in journalism (with honors) in 1956, he won a fellowship to the University of Edinburgh in Scotland to study moral philosophy. Upon his return, Moyers changed direction, attending Southwestern Theological Seminary in Fort Worth and taking a bache-



BILLY DON MOYERS—CBS News correspondent and senior news analyst, *CBS Evening News With Dan Rather*, New York; b. June 5, 1934, Hugo, Okla.; BJ, University of Texas, Austin, Tex., 1956; University of Edinburgh, Scotland, 1956; BD, Southwestern Theological Seminary, Fort Worth, 1959; special assistant to Vice President Lyndon Johnson, 1960; deputy director, Peace Corps, 1961-63; special assistant, then press secretary, President Johnson, 1963-67; publisher, *Newsday*, 1967-70; PBS, 1971-1976; anchor and chief correspondent, CBS Reports, 1976-78; editor-in-chief, *Bill Moyers' Journal*, PBS, 1979-81; present position since Nov. 1981; m. Judith Davidson, Dec. 18, 1954; children: Cope, 25; Suzanne, 22; John, 20.

lor of divinity degree in 1959. "I wanted to teach," explains Moyers, "and in our church [Baptist] you have to be a minister to teach."

But Lyndon Johnson, by then Vice President, called instead, and Moyers and family moved to Washington where he served as a special assistant to Johnson. President Kennedy appointed Moyers deputy director of the Peace Corps and, after Kennedy's assassination, President Johnson brought him back as a special assistant, making him press secretary in 1963. It wasn't until 1967, when he left to become publisher of *Newsday*, that Moyers returned to the journalism fold. When the newspaper was sold to the Times Mirror Co. in 1970, Moyers resigned. He took some time off and wrote a series of articles on traveling in America, which became the book "Listening to America."

Moyers was vacationing in northern New Mexico in 1971 when he got a phone call asking him if he wanted to host a new half-hour broadcast on PBS called simply *This Week*. "I said: 'Yes, I'll do it,' on the phone, and I got back and one of my children asked: 'What are they going to pay you?' I realized I hadn't asked and didn't care. They were offering me a chance to try this new medium. I had experience with it as press secretary to Johnson. I had to deal with this new creature called the television reporter—from the other side of the desk in front of the

camera. And it intrigued me."

The first year was tough. Six weeks into the series, a New York critic wrote that Moyers looked like a "teacher's pet," sitting behind the desk with his horn-rimmed glasses. The title of the series was changed to *Bill Moyers Journal* in the second season "which made it more personal and capricious." And Moyers traded the horn rims ("another piece of technology that got between me and the viewer") for a less obtrusive pair.

Moyers first joined CBS News, which had been courting him since his days as publisher of *Newsday*, in 1976, as anchor and chief correspondent for its CBS Reports documentary unit. But, close friends recall, Moyers was "frustrated" that he was not able to reach his loyal constituency because he lacked a regular weekly forum. So he returned to PBS in 1979 to serve his "life of the mind" audience. But in 1981 CBS knocked at Moyers's door again, this time sweetening the pot with the opportunity to do a series on now-defunct CBS Cable. Moyers returned to the network.

Moyers is known as a ponderer who would rather work on a lengthy documentary than a spot news story. "I prefer the role of teacher and illuminator and there's not time available to do that on a regular basis," Moyers says. But he adds: "I understand the dynamic behind commercial broadcasting—the need to reach the largest possible audience, which means you have to go to a lower common denominator."

Moyers says he is not criticizing the management of broadcast journalism. Controversy, he notes, is one of those items weighing down a journalist's baggage. "There are businessmen," he says, "who have, quite frankly, a different agenda from journalism. Both are legitimate and protected by our Constitution, but very often journalism gets in the path of good business, and conflict is inevitable." Two-and-a-half years ago, for example, Moyers's special report, *People Like Us*, which chronicled effects of the Reagan administration's budget cuts on the working poor, was as unpopular among some CBS affiliates as it was among those whom the report criticized. "While most of the affiliates who wrote me after [the program] were supportive," says Moyers, "some of the letters that came suggested that newer broadcasters had forgotten what the CBS tradition is in journalism, which is to try to speak the truth to every situation no matter who is hurt by the truth at that particular moment."

Moyers may prefer the role of teacher, but he has no desire to return to the classroom. It is possible, he notes, to practice his craft on television's larger scale. Moyers remembers the letter from a law professor who wrote him shortly after he did a one-hour special on impeachment during the Watergate crisis in 1974. "Mr. Moyers," the professor wrote, "you have the best classroom in America. Don't ever give it up."

Approximately **100 employees of HBO were let go** by close of business Friday (Nov. 16), according to company sources, some 5% of HBO's total 1,800-member work force. Rumors of staff cuts had been circulating outside of company for some time, with estimates that 200 to 500 employees would have to be relieved due to cost control pressures. Dismissals were described as "across-the-board," affecting programing, affiliate relations and administration. Sources said they did not expect further significant cuts—"general feeling is the worst is over"—but analysts questioned that assessment. High-ranking executives reportedly let go include David Meister and Michael J. Lambert, both senior vice presidents of HBO Enterprises.

ABC said it expects to realize "almost" \$370 million in advertising revenues from news sales in 1985 out of total \$900 million projected in news advertising marketplace for three networks. Figures came to light in briefing ABC News researchers and sales executives held with reporters in New York last week. Of those revenues, executives said, 28%—or \$103.6 million—is expected to be generated from *World News Tonight* with Peter Jennings. Total dollar volume in fourth quarter news sales and unit prices, executives said, are up 16% over comparable period year before, with rate card showing 30-second spot priced at \$56,000. According to ABC news sales director Lawrence Fried, "80% of money spent on news is targeted at adults 25-54," as opposed to 10 years ago when "most advertisers who bought news were looking for an older demographic." Fried said *World News Tonight* generated "about" \$100 million in advertising revenues in 1984, with 1985 sales projected at "over" \$100 million. "We think we're a little ahead of CBS on this," he estimated. News programing accounts for 22% of ABC's total program schedule. ABC News sales executives said

Ready for action. The president of NBC News suggested last week that a task force be organized to examine the controversy over election projections by the networks. Larry Grossman said he felt there is "no real problem," but said that since many people perceive it as a problem, there should be dialogue. He said numerous studies have shown that projection of election results has not affected the final outcome. Grossman, who offered the suggestion in remarks to the National Academy of Television Arts and Sciences on Wednesday (Nov. 14), said later he had not developed ideas for such a task force. But he thought it should include political scientists, journalists—"We [NBC] would be happy to participate"—and members of Congress. And with the next presidential election four years off, he said "it would be useful to look at this [question] in a more measured way."



Grossman

Grossman also suggested another task force—one to explore ways to upgrade the quality of the news and public affairs awards competition (Emmys) sponsored by NATAS—an often-voiced concern of network news executives.

Grossman said such a task force could consist of representatives of industry groups, including NATAS, who would decide how the judges are selected, how programs are chosen and how the awards program could be satisfactorily financed. He indicated the present structure is deficient.

He said the major networks are not represented in the news competition although individual programs and producers are involved. He said he has talked to colleagues at ABC and CBS and they endorse his position. Several NATAS officials in the audience advised Grossman they are prepared to meet with him and other industry officials to discuss the matter.

although *World News Tonight* is second in household ratings, it leads in several key demographic categories in averages over September and October of this year. In September/October year-to-year comparisons, for example, ABC overtook CBS among women 18-49 and 18-64, but lagged in women 18-plus and 25-54. ABC also overtook CBS among men 18-49 and 25-54, but stayed behind in men 18-plus and 18-64.

Although **CBS handily won prime time national ratings race during election coverage** with 12.2/18, compared to 11.5/18 for ABC and 11.4/17 for NBC, **ABC said last week that it won ratings when looked at from total duration and common coverage standpoints.** From common coverage standpoint—7 p.m. to 11 p.m. and 11:30 p.m. to 1:14 a.m. (when ABC went off air)—ABC said it placed first with 10.1/18, followed by CBS with 9.9/17 and NBC, with 9.8/17. On total duration basis, ABC said it won again with 10/18 (from 7 p.m. to 1:14 a.m.), followed by CBS with 9.2/17 (from 7 p.m. to 1:53 a.m.) and NBC with 8.7/16 (from 7 p.m. to 1:53 a.m.). CBS spokesperson was quick to counter, however, that ABC had built-in advantage with station clearance at 11:30 of 97% normally tuned in to *Nightline*, while station clearance at CBS dropped as low as 64% in post 11 p.m. period, when it offers reruns of old series after local news window.

Salt Lake City-based **National Translator Association has canceled its annual convention**, scheduled for Dec. 2-4 at Caesars Palace in Las Vegas. Despite extensive direct marketing campaign, organization was able to attract only **28 pre-registrations and four exhibitors.** Cancellation is second in as many years for group, which represents about 150 translator and low-power television station operators. Also last week, **NTA President Michael Couzens announced his resignation**, effective Dec. 31, citing inability to provide "meaningful services" with group's small budget, lack of staff and lack of apparent FCC interest in promoting low-power television service. Couzens predicts many LPTV permits already granted may lie fallow due to lack of sufficient capital among recipients.

One of nation's first urban low-power television stations, K61CA Phoenix, Ariz., voluntarily signed off air last Monday (Nov. 12), citing financial problems. Station, operating on UHF channel 61 signed on in early 1982 and billed itself as "See the Music" station primarily programing music videos. According to former general manager, Booker Wade, K61CA's majority shareholder, Atlanta-based attorney Bernadine Layne, ordered station shut down after tentative agreement to sell outlet to company controlled by Wade fell through about six weeks ago. Wade resigned his post at Phoenix station at that time. Station remains on market for reported asking price of about \$800,000. Wade said station had accumulated substantial debt and its backers were unable to continue deficit-financing project, which employed about 20 persons. K61CA had served until Oct. 1 as flagship for seven-hour-per-day music video service produced by Wade Communications for distribution to cable and low-power outlets via Satellite Program Network. Wade told BROADCASTING that service is now originating from Rem studios of KDPTV55, new low-power station his company will sign on in near future.

Reports have surfaced that **CBS may be on verge of buying into existing cable program service**, specifically, group of regional sports networks owned jointly by **Washington Post Co. and Cablevision Systems.** CBS has also talked about buying into Cablevision's two national services, **Bravo and American Movie Classics.** Source at CBS said network "has talked to a lot of" cable networks about taking piece of their action. "We're interested in trying to find a niche in cable," he said, "and we feel we ought to do a little more than what we're doing now," which is owning and operating Black Hawk cable system in Dallas-Fort Worth area. CBS has been out of cable programing business for two years since it pulled plug on CBS Cable cultural service, after losing millions.

FCC could go long way toward helping case for long-term broadcast

cast deregulation by enforcing rules that remain on its books, according to **FCC Commissioner Henry Rivera**. In speech to Arizona Broadcasters Association, Rivera questioned whether House Telecommunications Subcommittee would have pushed programing quotas if legislators had believed that FCC could be trusted to protect public interest without detailed legislative instruction. He also suggested that Court of Appeals in Washington's respect for FCC might be diminishing and speculated that lack of confidence in agency may have been factor in appellate court's refusal to accept commission argument that direct broadcast satellite service could be exempted from statutory broadcast obligations. "If they [judges] don't have confidence that an agency is committed to doing its assigned job, they may not be inclined to give that agency the benefit of the doubt in a close case," Rivera said. Maintenance of credible enforcement profile could assure lawmakers, judges and public that FCC can be trusted. "This, in turn, creates a more responsive environment for consideration of FCC and industry deregulation proposals," Rivera said.

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Tentative settlement has been reached between Los Angeles-based Times Mirror Co. and Connecticut Department of Public Utility Control in four-year battle over **newspaper-cable TV crossownership**. Under terms of agreement, **Times Mirror must divest Hartford system** by Sept. 4, 1987; but will retain Meriden, Conn., cable system and Hartford *Courant* newspaper. *Courant* will not exercise editorial control or share advertising rates with Meriden system. Times Mirror bought cable systems in Hartford and Meriden (18 miles away) in 1978, and Hartford *Courant* in 1979. DPUC, acting on petition by State Division of Consumer Counsel in March 1980, ruled that crossownership was not in public interest and ordered breakup of system. Decision was reversed by superior court in January 1983, but reversed again by state supreme court in April 1984, and sent back to lower court. Agreement must be approved in public hearing by state regulators and superior court judge, but Times Mirror spokesman said they expect no problems. Hartford system had 58,000 subscribers in October survey.

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Second circuit **court of appeals** in New York last week **stayed mandate that had effectively overturned lower court decision against music licensing practices of ASCAP and BMI for violation of antitrust laws**. Jack Zwaska, administrative director for All-Industry TV Music Licensing Committee, said appeals court agreed to stay its decision pending disposition of all-industry committee's petition to Supreme Court: "What broadcasters have to hear is that they are not in jeopardy and they remain licensed." Zwaska added that BMI has agreed to continue 1980 rate through November 1984 and to continue discussion about further interim rate. ASCAP received request from committee on Friday afternoon which automatically grants stations de facto licenses. Interim rate will be set in yet to be determined date by Judge Conner of court for southern district of New York.

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Senator Barry Goldwater (R-Ariz.) plans to introduce **legislation** next year that will **protect home earth station owners and dish industry** from "restrictive state and local regulation and onerous license fees." Goldwater's plans were revealed last week by J. Terry Emerson, counsel to senator, who spoke at satellite dish industry trade show in Dallas, sponsored by Society for Private and Commercial Earth Stations. Goldwater is concerned about "rash of arbitrary local zoning restrictions and onerous license fees." Moreover, Emerson noted, senator is sending letters to both Corporation for Public Broadcasting and Public Broadcasting Service asking for formal statement from both organizations to "recognize right of home earth station viewers to receive public programing." Goldwater is alarmed over statement made by PBS President Bruce Christensen who said public broadcasting signal is not intended for public use by dish owners. "So long as CPB is on the public role, it had better serve all the public and not discriminate against home earth station viewers, who pay part of the taxes CPB is using," Emerson said.

State Department is adding dimension to its preparation for its **meetings with other countries on communications and information matters**. State last week, in announcing **U.S. delegation would meet with Japanese officials in Tokyo** on Nov. 26-30, disclosed agenda and invited comments on agenda items. Ambassador Diana Lady Dougan, State's coordinator for international communication and information policy, who will head U.S. delegation, said she would encourage interested parties "to make their views known to the State Department in order to enable the delegation to more effectively incorporate the interest and concerns of the telecommunications community." Agenda includes items involving International Telecommunications Satellite Organization—impact on global system of regional and domestic satellite systems and "the inordinate delays in the **Intelsat** coordination process"—and review of technological developments in communications and information fields and adjustments in regulatory process they have necessitated. Another item involves technical preparations for **1985 Space WARC**. Among those who will join Dougan on delegation are FCC Commissioner Henry Rivera; James L. Ball, chief of FCC's International Facilities Division, and Richard A. Baird, program manager for strategic planning in National Telecommunications and Information Administration. Japanese with whom U.S. group will meet include officials of Japanese Ministry of Communications and Ministry of Foreign Affairs.

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Conference on Space WARC to be held in Geneva next summer ended in Washington last week with indication that **consensus will develop in search of middle ground position**. Day-and-a-half conference, attended by some 70 policy makers from U.S. and abroad, was sponsored by The Washington Program of Annenberg Schools. At its conclusion briefers told reporters there had been general agreement on need for compromise on question of basic policy to be followed in developing plan for space services. Kalman Schaefer, Annenberg Fellow and consultant on international and domestic telecommunications policy, said participants early in conference, ruled out either of two extremes—establishing rigid plan that would allocate orbital slots regardless of need or maintaining status quo, under which slots are allocated on as-needed basis. Third World prefer former and developed countries, latter. Schaefer said participants seemed to agree that, for Space WARC to succeed, there must be compromise where, as one participant put it, "everybody loses equally." And Stephen Doyle, of Aerojet Techsystems Company, said participants indicated message they would take back with them to their governments is that there is "need to work toward common ground." Doyle, who served as conference rapporteur, is chairman of FCC's national advisory committee on Space WARC.

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Using lotteries, FCC last week **granted low-power television applications** of Community Service Television for ch. 60 in St. Louis; Mountain TV Network, ch. 49, Richland, Wash., and ch. 41, Worthington, Minn.; Summa Communications, ch. 25, Destin, Fla., and ch. 5, Oil City, Pa.; Low Power Technology, ch. 42, Columbia, Mo.; James Connell, ch. 47, Bellingham, Wash.; Catholic Views Broadcasts, ch. 52, Memphis, Tenn.; Delta Television, ch. 69, Little Rock, Ark.; Vision Unlimited, ch. 62, Columbus, Ohio; Broadcast Data, ch. 25, Coos Bay, Ore., and ch. 56, Cape May, N.J.; The Television Ten, ch. 57, Fort Myers, Fla.; Blacks Desiring Media, ch. 28, Fond du Lac, Wis., ch. 45, Fort Leonard Wood, Mo., and ch. 52, Altamont, Ore.; Carroll Enterprises, ch. 3, Oscoda-Su Sable, Mich.; Raymond Wesnofske, ch. 39, Bridgehampton, N.Y.; Rosalinda Gonzalez, ch. 27, Jonesboro, Ark.; He's The One Broadcasting, ch. 17, Caribou, Me.; Ponyland Broadcasting, ch. 19, Jefferson City, Mo.; University of Utah, ch. 34, Manti, Utah; Linda Clevenger, ch. 51, Wabash, Ind.; Kanza, ch. 39, Chilli-cothe, Mo.; The Little TV Station, ch. 33, Twin Falls, Idaho; Quanta Communications, ch. 43, Pocatello, Idaho; University of Michigan, ch. 46, Port Huron, Mich.; North American Television, ch. 44, Cheyenne, Wyo.; Colby-Bates-Bowdoin, ch. 14, Skowhegan, Me.; First Choice Video, ch. 5, Huntville, Tex.; Eddie Robinson, ch. 24, Williamsport, Pa., and Bob Jacobucci, ch. 51, Victoria, Tex.

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Editorials

At last

The turf war between the State and Commerce Departments over international telecommunications policy-making in the Reagan administration has ended in a truce of a duration yet to be determined. For the moment at least, it looks as if Diana Lady Dougan, the State Department's coordinator for international communication and information policy, and David Markey, director of Commerce's National Telecommunications and Information Administration, can stand each other long enough to come to agreements that have been put off by the scramble for position. About time.

All sorts of communications interests have been affected by this disorder in the bureaucracy. Not the least are the seven applications for the introduction of competition to Intelsat, the international satellite communications consortium, that have been gathering dust at the FCC while word of an administration position was awaited. Whatever the ultimate decision, it should no longer be delayed.

If State and Commerce want to get the second Reagan term off to a responsible start, they will sign a permanent armistice.

The more things change

If so astute a broadcast executive as NBC's Cory Dunham attaches such urgency to the network-affiliate partnership (whose enhancement he argues with fervor in this issue's "Monday Memo") one has to pay attention. Both sides of that relationship have a heavy stake in its continued viability, and if the balance of benefit shifts from one to the other at different times, and on different issues, wisdom counsels that networks and their affiliates stand together against the outside world.

We differ with Dunham only on how he reaches our common conclusion. He speaks of "unprecedented competition and outside threats" as well as "exploding technology" and diminishing audience as reasons for the present players to stay together. An alternative reading of the new media marketplace is that no other technology has yet come along to challenge in significant measure the incredible partnership that TV networks and their affiliates have fashioned—and, indeed, that none may.

For whatever reason, Dunham's counsel remains worth heeding, whether one thinks the tiger is at the gates or not.

Tough fight

It is a valiant, if not exceptionally promising, struggle that CNN has been waging to provide television coverage of the trial of General William C. Westmoreland's libel suit against CBS. Rebuffed so far by the federal district court, where the trial is going on, and by the U.S. Court of Appeals, CNN announced last week that it would carry its case to the U.S. Supreme Court. Good luck.

The principal obstacle in CNN's way is a rule of the U.S. Judicial Conference, which governs the conduct of federal courts. The rule excludes cameras and microphones from federal courtrooms. The rule is not admired by progressive judges. Indeed the trial judge urged CNN to seek a waiver of it from higher authority when he reluctantly concluded that he must abide by the rule as it stands. CNN has sought relief from the board of judges of the Southern District, from the Judicial Conference and from the Court of Appeals, to no avail. Its prospects at the Supreme Court would be brighter if another chief justice were on the bench.

In Florida last week to make an address, Chief Justice Warren

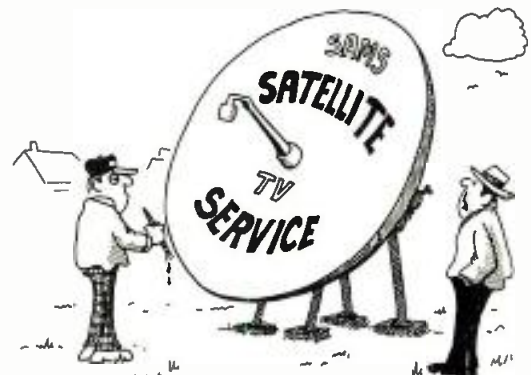
Burger went on record with his unremitting prejudice against television coverage in the courts (see page 71). "Show business and judicial business just won't mix," Burger told reporters. That same enlightened attitude toward contemporary journalism was reflected in the Judicial Conference's decision of last September to retain its exclusionary rule, which 28 major organizations in the Fourth and Fifth Estates had beseeched it to repeal. No outsiders know how or whether the chairman of the Judicial Conference, who is Warren Burger, voted last September, but his remarks of last week indicate he did not dissent.

Whether Burger had a hand in it or not, the report adopted by the Judicial Conference in rejecting the petition for repeal is its own best argument against the decision that was taken. It ignored the reasoned pleadings of the petitioners and the experiences of courts in 41 states that have admitted cameras and microphones. It recited all the myths that have been discredited in practice to reach the conclusion that broadcasting would be a disruptive intrusion in the federal courts.

Legal niceties are beyond the comprehension of this page, but if there were a way for CNN to subject the Judicial Conference's work to the scrutiny of Warren Burger's fellow justices, well, who knows? The better lawyers on the court would surely cringe in the presence of a document unworthy of a first-year student in a country law school. CNN is to be cheered on.

Roadblock. As reported elsewhere in this issue, changes in the composition of the U.S. Senate may mean changes in the leadership of the committee where most communications legislation originates. It is hard to detect a net gain in any change that removes Bob Packwood from the chairmanship of the Commerce Committee, as is possible. On the other hand, the general disposition of the Senate toward both broadcasting and cable legislation has been agreeable and shows no sign of changing for the worse.

Not so in the U.S. House of Representatives where John Dingell remains in charge of Commerce and Tim Wirth in charge of the Telecommunications Subcommittee. Dingell, who needs Wirth's support on matters outside the communications business, is reluctant to disagree or interfere when the subcommittee is at work. Wirth's attitudes were neatly summarized in the plank on rigid regulation of communications that he contributed to the Democratic platform. It could be a long two years until the next congressional election.

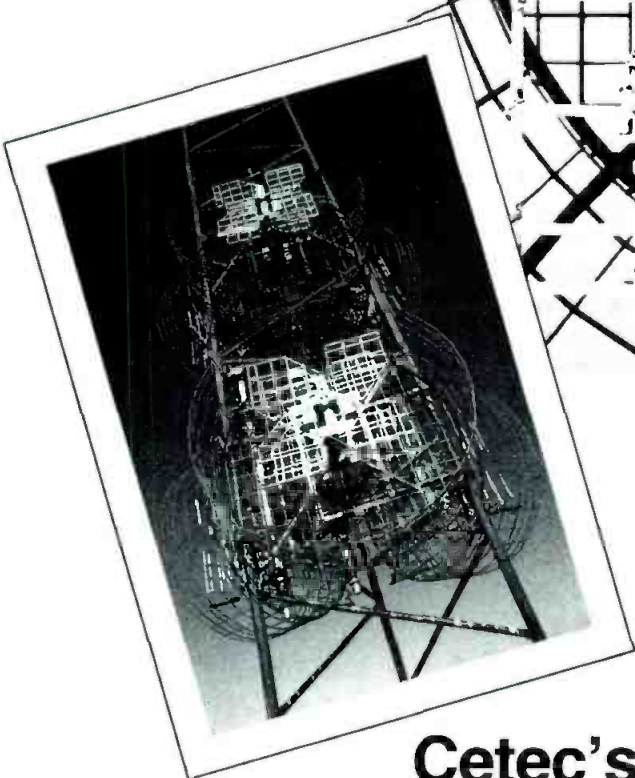
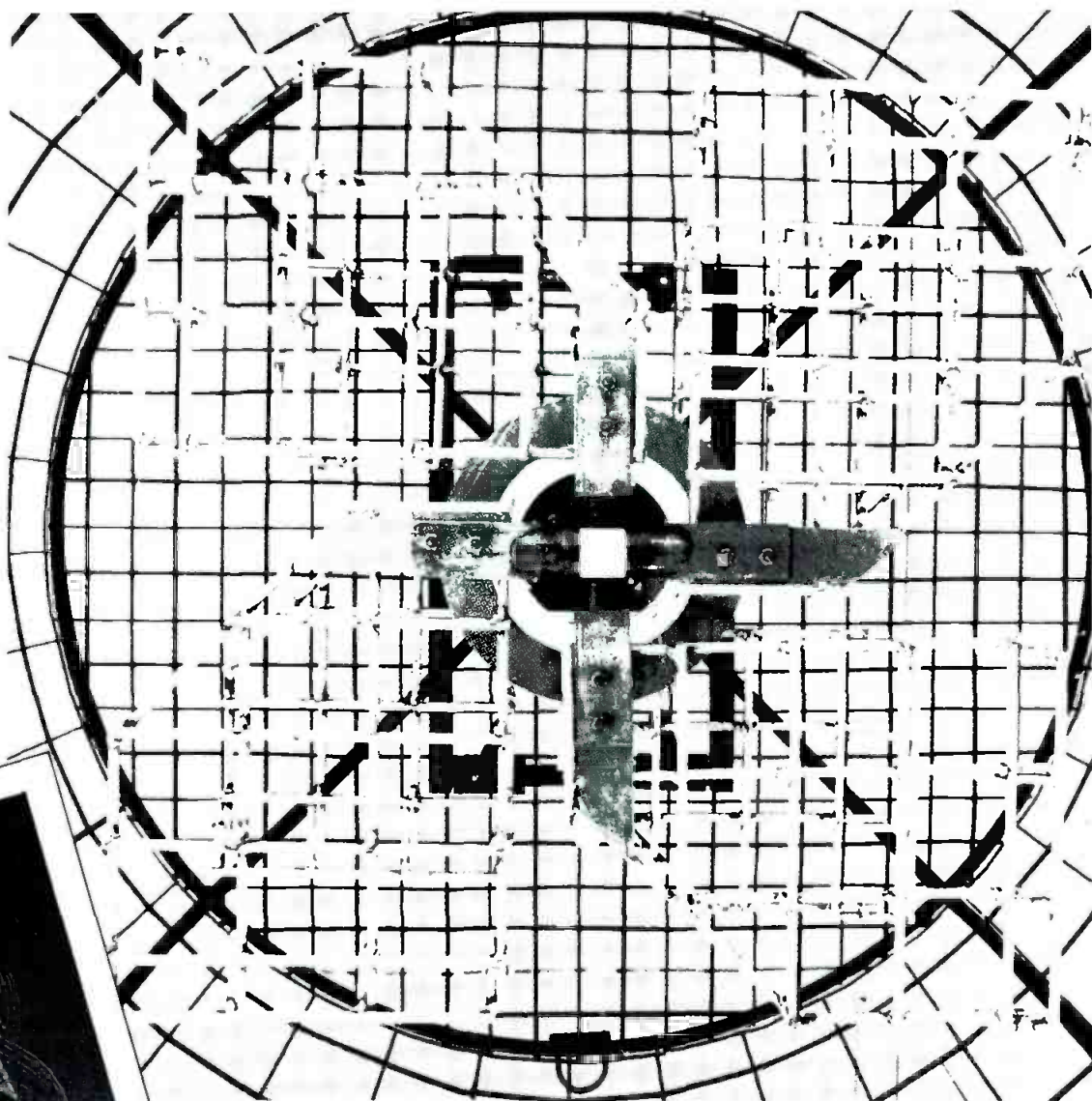


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