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RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 3



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54th Year 1984

WESTWARD HO
Western Cable in Anaheim
TADA in San Antonio

BACK-TO-BACK

JEOPARDY!



JEOPARDY!

WHEEL OF FORTUNE



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The **#1** syndicated show in the history of television, "Wheel of Fortune,"* combined with America's all-time favorite trivia game, "Jeopardy!," make for a perfect back-to-back combination! In every market where the dynamic duo aired together during the October Book, they rolled right over the competition!

Station	Program	RTG/SHR	Station	Program	RTG/SHR
7PM M-F DETROIT			7:30PM M-F		
#1 WDIV	JEOPARDY!	17/31	#1 WDIV	WHEEL	21/36
2 WXYZ	ABC News	11/19	2 WKBD	3's Co.	11/18
3 WKBD	M*A*S*H	10/18	3 WJBK	P.M. Mag.	10/17
4 WJBK	E.T.	8/14	4 WXYZ	Tune	9/15
5 WXON	Dallas	4/7	5 WXON	Dallas	4/7
4:30PM M-F NASHVILLE			5PM M-F		
#1 WSMV	JEOPARDY!	13/34	#1 WSMV	WHEEL	16/36
2 WKRN	Dallas	8/23	2 WTVF	Sanford	11/24
3 WTVF	Dukes	7/17	3 WKRN	News	6/14
4 WZTV	Scooby	5/13	4 WZTV	Diff' Strokes	5/12
7PM M-F PORTLAND			7:30PM M-F		
#1 KOIN	WHEEL	17/30	#1 KOIN	JEOPARDY!	14/26
2 KPTV	Little House	9/15	2 KPTV	Little House	8/15
3 KATU	Faces/Places	7/12	3 KGW	P.M. Mag.	8/14
4 KGW	E.T.	6/10	4 KATU	Tune	7/12
7PM M-F CLEVELAND			7:30PM M-F		
#1 WEWS	WHEEL	21/38	#1 WEWS	JEOPARDY!	18/31
2 WJKW	E.T.	10/19	2 WUAB	M*A*S*H	10/18
3 WUAB	3's Co.	9/17	3 (T)WJKW	P.M. Mag.	10/17
4 WKYC	Tune	6/10	3 (T)WKYC	Feud	10/17
7PM M-F CINCINNATI			7:30PM M-F		
#1 WCPO	WHEEL	19/37	#1 WCPO	JEOPARDY!	19/38
2 WKRC	E.T.	11/23	2 WKRC	P.M. Mag.	12/24
3 WXIX	M*A*S*H	7/15	3 WXIX	Any Money	6/12
4 WLWT	People's Ct.	4/9	4 WLWT	Rituals	3/6
7PM Sat SAN FRANCISCO			7:30PM Sat		
#1 KRON	WHEEL	10/21	#1 KRON	JEOPARDY!	9/18
2 KPIX	Pacific Curr.	8/16	2 KPIX	Hot Steak	8/17
3 KGO	Front Row Vid.	5/10	3 KTVU	Solid Gold	5/9
4 KTVU	Solid Gold	4/9	4 KGO	Front Row Vid.	4/9
5 KTZO	Switch	2/4	5 KTZO	Switch	2/4

Source: Arbitron, Oct. 1984 Pure Program

*Strip series

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IN TELEVISION**



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the sky's
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Broadcasting **Dec 3**

Convention week for Western Cable and RTNDA The week's rumblings: Discount approach for 12-12-12, broadcast-cable copyright compromise

CHRISTMAS PUSH □ Fowler said to be considering using discount method to count ownership in restructuring of rule of 12's for television. Networks voice displeasure. **PAGE 35.**

COPYRIGHT COMPROMISE? □ Executives of broadcast and cable trade associations have informal discussions on options on must carry and copyright legislation. **PAGE 35.**

BOWING OUT □ Comsat announces intention to leave DBS business. **PAGE 36.**

FREE BIRDS □ President issues directive allowing FCC to process applications for international telecommunications satellite services that would compete with Intelsat. **PAGE 37.**

GOVERNMENT COMPLAINT □ CIA files complaint with FCC over report on ABC News. **PAGE 38.**

TRENDY RESULTS □ November sweeps information supplied by Nielsen show that audience level erosion among the networks is increasing. In the best shape may be NBC, with *Cosby* show leading its ratings and demographic resurgence. **PAGE 39.**

THE LAST WALTZ □ Turner Broadcasting shuts down Cable Music Channel, selling selected assets to MTV Networks Inc. **PAGE 41.**

JOURNALISM 1984 □ "Driven by competition for ratings and ambition for excellence," Fifth Estate journalists on the network and station level are doing more and doing it more professionally to

help satisfy the news consumer's growing appetite. Among the subjects covered in this wide ranging report on the state of the broadcast journalist's art is how local stations are taking on the networks with new tools that expand their coverage areas. It also looks at how the networks are coping with what some see as renewed assaults on journalistic freedoms. **PAGE 47.** The Cable News Network and C-SPAN are gaining viewers as election year coverage highlights news in cable. **PAGE 66.** With satellite technology firmly implanted in radio network news field, stations have more programming choices. **PAGE 74.** A rundown of the top stories in journalism in 1984. **PAGE 79.**

RTNDA 1984 □ Ever larger RTNDA meets in San Antonio. **PAGE 94.** The agenda appears on **PAGE 95.** A list of exhibitors appears on **PAGE 96.**

CABLE REPURCHASE □ CBS buys into cable programming services owned by Cablevision Systems and *Washington Post*. **PAGE 106.**

IN PRAISE OF REAGAN □ FTC chairman Miller recites accomplishments of agency he heads. **PAGE 111.**

WESTWARD BOUND □ Western Cable Show agenda packed with nuts-and-bolts sessions, dealing with copyright and fallout from cable bill. **PAGE 116.** Exhibitor's listing begins on **PAGE 118.**

NEWS VIEW □ Incoming president, Lou Adler, brings a fresh eye and strong voice to RTNDA. **PAGE 147.**

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AND SAN FRANCISCO!**



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The stars are super. The action is fast. The scripts sparkle. It's *Five Star Mystery*!

Night after night, day after day, your audiences will witness a parade of television's top talent in a series that comes at a time when the mystery/detective genre is at its peak of popularity!

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He's tough and he's arrogant—and he gets the job done! Judd Hirsch of *Toxi* fame is Delvecchio, a street-smart, big-city cop who just happens to have a law degree. Hirsch's powerful performance places Delvecchio among the best mystery dramas!

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The time is the 1940's. The place is New York. The subject is murder! Jim Hutton stars as Ellery Queen, the legendary detective.

The uncanny plot twists, Hutton's engaging performance and a huge roster of top guest stars make *Ellery Queen* a first-rate whodunnit!

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Produced by Jack Webb, *O'Hara* is based on actual U.S. Treasury Department files.

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Wayne Rogers, television's original Trapper John in *M*A*S*H*, plays Jake Axminster, a cool, cynical L.A. private eye in the 1930's.

From the creators of *The Rockford Files*, *The A-Team* and *Simon & Simon*, *City of Angels* captures all of the stark color and intensity of the action drama of the 30's.

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Ideal strip programming with across-the-board appeal. 87 suspense-filled hours. New wrap-around titles. For more details, call (212) 605-2790.

**FIRST
TIME IN
SYNDICATION!**



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Closed Circuit

All but done

Item reconsidering post-sunset power authorizations for AM daytimers was being circulated among FCC commissioners last Friday (Nov. 30), and it was expected that compromise reached by Association for Broadcast Engineering Standards and Daytime Broadcasters Association, which received no opposition (BROADCASTING, Aug. 13), would be approved as matter of course. FCC staffer noted that after order is adopted, commission will have to recalculate power levels for individual daytimers. But that shouldn't take long. "We're committed to doing that as soon as possible," source said.

Target: flat tax

Hallway conversations at Western Cable Show this week (see story, page 116) are likely to focus on more than usual industry issues. It's anticipated cable operators will raise strong objections to tax-simplification plan now being advanced by Treasury Secretary Donald T. Regan. Plan would boost taxes of capital-intensive industries such as cable and is considered by industry leaders as highly disadvantageous. Although it is uncertain whether proposal will go anywhere, cable is prepared to fight it.

Through roof

National spot radio business in October registered healthy gains, according to data to be released by Larchmont, N.Y.-based Radio Expenditure Reports which confidentially collects financial information from 16 leading rep companies each month. RER reports spot expenditures up 28.9% over October 1983 to \$72,745,500. (RER adjusted October 1983 figures to compensate for five-week standard billing month last year compared to four weeks in October 1984). Year-to-date, national spot is running 14.2% ahead of comparable period in 1983.

New prospect

Another name on short list of candidates for president of National Association of Public Television Stations is Ronald C. Bornstein, vice president of university relations at University of Wisconsin, Madison. Former vice president for telecommunications at Corporation for Public Broadcasting, Bornstein was acting president and chief executive officer of

National Public Radio during network's financial crisis last year. Search process is not officially on agenda of NAPTS executive committee (which is also search committee), scheduled to meet Dec. 12, although it is expected to be discussed. Any decision by search committee must go to NAPTS board, which meets in Houston, Jan. 24, 25.

Zeroing in

National Association of Broadcasters is thinking of using new computer system to refine its grass-roots lobbying. Computer would plot every broadcast signal that goes into congressional district. NAB would then be able to recruit all broadcasters serving district represented by legislator targeted for persuasion. Program may prove to cost more than it's worth.

Facing it

FCC is now hoping to address must-carry for TV stereo, program-related teletext and other program-related uses of vertical blanking interval at open meeting Dec. 19. Source last week said commission already was receiving "enormous" lobbying from broadcast and cable industries. Indications were that Mass Media Bureau has not yet determined where final item will come out. "We hope to be able to write an item that a majority of the commissioners will find acceptable," said Jim McKinney, Mass Media Bureau chief.

Cable entry, maybe

Reese Schonfeld, who heads new program development subsidiary for Cablevision Systems, Woodbury, N.Y., is understood to be working on new national cable program service concept with talk/information/call-in format. Schonfeld declined to provide details last week, except to say concept is "different" from any current service. Go-no-go decision for project is said to be "close."

Old school tie

FCC's decision several weeks ago to alter list of major television markets for its cable must-carry rules to include Melbourne and Cocoa, Fla., as part of Orlando-Daytona Beach, Fla. (BROADCASTING, Nov. 26), involved prominent political figure from past. Request for change was made by WMOD(TV) Melbourne and WTGL-TV

Cocoa, which had encountered difficulty getting cable systems to carry them under must-carry rules. WMOD made its case on grounds it went on air after FCC established market list in 1972, and who better to make case for WMOD than Lou Frey, ranking Republican on House Communications Subcommittee from 1974 through 1978? Frey is president and part owner of WMOD. He was defeated in bid for Florida governorship in 1978.

Fancier figures

During Arbitron Radio Advisory Council winter meeting in Carlsbad, Calif. (Dec. 4-6), Arbitron will unveil mathematical formula to calculate four-week audience cume figures by use of special slide rule. Ratings company will also present ideas on redesigning and improving current Arbitron quarterly market ratings book including possibly adding ethnic audience measurements, overnight ratings and more market profile data.

Shower of signals

StudioLine Cable Stereo, proposed cable audio service controlled by Western Communications, will make major promotion effort at this week's Western Show in Anaheim, Calif., touting newly developed digital decoder designed to transmit up to 69 stereo audio signals, including nine StudioLine pay channels. Box, priced at about \$100, will feed audio directly through subscriber's amplifier rather than empty portion of FM band. Reston, Va.-based firm plans spring 1985 roll-out of seven noncommercial music channels, ranging from country to classical, plus two "special event" channels.

Pay now, get later

Compensation package paid to former Metromedia stockholders has left some with surprise tax bill on debentures for which payout is still five years down road. For each share bought, holders received cash, debentures (similar to zero-coupon bonds) and options to buy future possible issues. Debentures don't pay interest for five years and 16% after that. But in meantime, holders must pay, beginning with April 1985 tax bill, annual tax based on imputed interest they are earning on debentures but won't receive for five years. Company spokesman indicated that Metromedia will calculate imputed interest earned by debenture holders.

YOUNG WOMEN

SEATTLE

• Starts Spring '85

PORTLAND

• Starts Summer '85

SAN FRANCISCO

• Up 7% Over Prior Year

SACRAMENTO

• Up 47% Over Prior Year

LOS ANGELES

• Up 29% Over Prior Year

DENVER

• Starts Fall '85

DALLAS

• Up 59% Over Prior Year

GTON

MONTANA

NORTH DAKOTA

IDAHO

SOUTH DAKOTA

WYOMING

BRAS

ADA UTAH

ARADO

KAN

ARIZONA

NEW MEXICO

OK

LOVE DALLAS

MILWAUKEE

• Up 1200% Over Prior Year

DETROIT

• Up 19% Over Prior Year

BOSTON

• Up 333% Over Prior Year

CINCINNATI

• Starts January '85

CLEVELAND

• Up 71% Over Prior Year

NEW YORK

• Up 30% Over Prior Year

NASHVILLE

• Up 325% Over Prior Year

ATLANTA

• Starts Fall '85

TAMPA

• Up 100% Over Prior Year

HOUSTON

• Up 175% Over Prior Year

MIAMI

• Up 167% Over Prior Year

LORIMAR

Cablecastings

Viva Las Vegas

The National Cable Television Association, whose annual convention has experienced declining attendance and a shrinking exhibition for the past two years, is working hard to reverse the trend. Its convention committee has come up with some new ideas that it hopes will make the show, set for June 2-5 at the Las Vegas Convention Center, more attractive to cable operators and to exhibitors and, consequently, more profitable for the association.

The NCTA's most successful convention was 1982's, also in Las Vegas. That drew 16,545 people and about 400 exhibitors. But the numbers have dwindled since then. The 1983 convention in Houston attracted 15,627 people and 376 exhibitors, and last June's convention in Las Vegas pulled just 14,805 people and 330 exhibitors.

To persuade cable companies to send more people to the show, said Trygve E. Myhren, chairman and chief executive officer of American Television and Communications Corp., and convention committee chairman, the committee has planned a series of "track sessions," each one intended to provide "expert" instruction in a specific area, ranging from accounting to programing. The idea, he said, is to give someone from every department of a cable company a reason to go to Las Vegas. In the past, he said, "we are not sure we have . . ."

To lure more companies to exhibit at the show, Myhren said, organizers are promising to keep the exhibit floor open 20½ hours and will not schedule sessions or other events during more than half that time. The organizers, he added, are also scheduling all the general sessions in the Convention Center rotunda, which is adjacent to the exhibit floor. Last year, some of the general sessions were held in a ballroom of the Hilton hotel next door to the Convention Center.

The organizers also hope to provide a forum for the discussion of the cable business in the "deregulatory era," Myhren said. The 1984 cable act, which limits the regulatory power of cities over cable, takes effect Dec. 29. By the time the 1985 convention opens its doors, he said, cable operators will have

had some experience dealing with the law as it applies to pricing and packaging cable services, franchise renewals, EEO, leased access, franchise fees, signal piracy and other areas. "Every one of these issues are going to be at the stage where we can really bite our teeth into it," he said.

NCTA organizers will also try to convince companies in industries that do a lot of business with cable companies, but that have not traditionally exhibited at NCTA conventions, to exhibit next year, Myhren said. About 50 such industries have been targeted, including car, computer and office system manufacturers, he said.

At the same time organizers were thinking up ways to attract more people and exhibitors to boost convention revenues, they were figuring out ways of trimming expenses. In the past, the show has had "more glitz and pizzazz than people wanted," Myhren said. "We are going to cut into that sharply."

NCTA relies on income from the convention for a large portion of its annual operating budget. The organizers of the 1985 convention hope that as a result of their efforts NCTA will net as much from the 1985 show as it did from the 1984 show, Myhren said.

'Lifetime' service

Taking exception to a *New York Times* article submitting that the promised world of quality programming and diversity on cable television has yet to arrive, Lifetime president and chief executive officer, Thomas Burchill, said the article failed to realize that "any network is in fact a business and needs to maintain a programming balance." Calling the article "highly biased," Burchill maintained that cable needs to provide quality programming. "But in addition to the quality programming there also needs to be a mass orientation. An orientation which allows us to improve subscriber penetration and retention . . . to serve not just our viewing customers but our affiliate customers as well."

Several months ago Lifetime announced intentions to revamp most of its prime time schedule with programs that would provide that "mass orientation" for the network. (It has been receiving some of the lowest ratings among cable program services.) The old format was skewed too much toward women and included too much information at the expense of entertainment, said company officials. Burchill gave a list of new programs that will be stripped across the prime time schedule beginning Jan. 14. A common theme is that each program will have a call-in segment, reflecting the network's new promotional theme: "Lifetime. TV that has America Talking."

The new schedule begins at 6 p.m. with *Smart Money*, a program about making and spending money produced by Business Times. At 7 p.m. it's *Hot Properties*, featuring entertainment news and life-style trends, produced by Chelsea Communications. At 8, Regis Philbin, who has hosted a popular series on Lifetime for two years (and

before that on the Cable Health Network), will host a variation of that show entitled, *Regis Philbin's Lifestyles*, focusing on the "latest trends in better living," from sports to pop psychology to gourmet cooking. Airing at 9 will be *America Talks Back Starring Stanley Siegel*, a current events talk show. At 10 a returning show will air, *Good Sex! With Dr. Ruth Westheimer*, which has proved to be one of the network's more popular series since its debut last August.

The daytime schedule remains largely the same, and is targeted to the female audience.

Call to arms

Neil Austrian, chairman and chief executive officer of Showtime/The Movie Channel Inc., outlined a plan for the cable industry to combat theft of service, which he said costs cable operators and programers "at least \$500 million a year nationwide." Speaking at a Washington Cable Club luncheon last Wednesday, Austrian named two "essential" components needed to fight theft of service: "a strong law and a powerful anti-theft campaign."

For the former, Austrian stressed that every "state that has launched a successful anti-theft campaign has first worked on getting specific cable theft language written into its general statutes." (There are 28 states that now have such language, Austrian said.)

"The United States Congress last session set the standard for tough legislation by making cable theft a federal crime and by providing civil remedies to aggrieved parties. Sellers of illegal equipment are punishable by a jail sentence of up to one year and a fine of up to \$25,000 for the second offense," he said, adding that "an aggrieved party can sue violators in federal court for up to \$50,000 in statutory damages. . . . Now there is a law with teeth." He said, however, that "because prosecution is more likely un-



Myhren



Austrian

der state law, it's important to get tough state statutes against cable theft." Moreover, a "strong law helps because although cable systems can say correctly that they do not wish to prosecute offenders, they must be able to carry out a threat to do so," he said.

A powerful antitheft campaign is also needed to increase consumers' awareness that cable theft "is both illegal and harmful to honest customers." To do this, and to eventually stem the illegal use of cable by an estimated four million homes, Austrian suggested that cable system operators first educate their public officials, law enforcement agencies, state attorney, franchise commission and the media about the problem; use a "no-questions-asked amnesty campaign" for violators with a follow-up "active audit and upgrade campaign," and prosecute "as many of the clear-cut piracy cases as a system's time and budget permit."

Through these marketing efforts, the industry "can reinforce the perception that is at the foundation of our industry: that pay television is television worth paying for," he said.

Spread sheet

A new alpha-numeric sports information service, called Cable SportsLine, is being offered by United Video in conjunction with its Cable SportsTracker service. It provides point spreads from Las Vegas for all major and professional sports and is produced by sports forecaster Jim Feist. Officials said SportsLine will be offered to SportsTracker customers, and both services will appear on the same channel at the same time. Its development was speeded because "we had many inquiries from cable system operators who were interested in receiving more than scores, schedules and sports news—they wanted forecasts," according to Reuben Gant, former tight end for the Buffalo Bills football team who is national sales director for both United Video sports information services.

USA to Cablevision

The USA network announced that its service will be carried on all systems of Cablevision Systems Inc., representing some 500,000 subscribers, under a four-year agreement. USA called it one of the largest such deals in cable network history. The systems are in Woodbury and Yonkers, both New York; Bergen county and Bayonne, both New Jersey; suburban Chicago; Fairfield county, Conn.; Boston; Brookline, Mass., and Geauga county, Ohio. The New York and New Jersey systems launched USA programming on Nov. 1 as part of their basic "Family Cable" packages. Gil Faccio, USA vice president for affiliate relations, said that among other benefits the deal adds "more than 300,000 subscribers to our base in the New York metropolitan area," bringing USA's national total to more than 27 million.

Brothers and families

The Disney Channel said it will launch a new, one-hour series of original programming featuring Dr. Joyce Brothers early in 1985. Officials said *The Dr. Joyce Brothers Program* "will focus on family life and communication

with upbeat, positive discussions, humor and questions and answers." Brothers will be joined by celebrity guests and also by a guest comedian to provide a lighter touch to the discussions. Celebrity guests set to appear were said to include Dick and Pat Van Patten, Vicki Lawrence, Cathy Rigby, Jerry Mathers, Bruce and Linda Jenner and Lynn Redgrave and her husband, John Clark. There will also be a call-in segment in which viewers may discuss their personal concerns with Dr. Brothers. Fred Tatashore Productions is producing the Brothers show exclusively for The Disney Channel. Ron Weed is associate producer, Terry Kyne is director and Bill Morris is art director.

Shannon to VH-1

Scott Shannon, director of programming and operations and morning personality of WHTZ-FM Newark, N.J., has been named an on-air video jockey for VH-1: Video Hits One, the 24-hour video music service that MTV plans to launch Jan. 1. Shannon will continue as host of WHTZ-FM's *The Z-Morning Zoo*. He is also a consultant to other Malrite Communications radio stations and host of a weekly, three-hour radio show, *The Rockin' America Top 30 Countdown*, which is distributed by Westwood One.

Booster child

MTV: Music Television said its 1984 national sales promotion campaign, called "Basic Booster Bundle," will be followed in 1985 by "Son of Basic Booster Bundle," designed to help affiliates win new basic subscribers and capture "those 18-34-year-old missing

cable persons." Officials said affiliates may participate in the promotion at any time in 1985. Elements include an MTV T-shirt, which may be ordered at cost, to be given to new subscribers; MTV flyers and postcards, also available at cost, and—available at no cost—ad slicks, a radio spot and posters. MTV said systems that participated actively in the 1984 promotion reported a 2% average increase in basic subscriber levels, as well as a 2.4% average increase in pay units.

Texas transponder switch

United Video, satellite carrier for KTVT(TV) Dallas-Fort Worth, will move satellite distribution of the station's programming from Satcom 4, transponder 21, to Comstar D4, transponder 22, on Thursday, Dec. 6. Bob Price, United's senior vice president, cable services, said the move is being made to allow cable systems to retrofit their satellite antennas to receive both Galaxy 1 and Comstar D4. "After polling our KTVT customers," he added, "we determined that the satellite move would help save them money and at the same time enable us to add several new KTVT customers."

More 'Paper' work

The Showtime pay cable service has ordered 12 additional episodes of *Paper Chase* from 20th Century Fox Television. Production has begun on the third year of the made-for-cable series with principal cast members returning, including John Houseman as Professor Kingsfield and James Stephens as Hart.



COMMUNICATIONS EQUITY ASSOCIATES

takes pleasure in announcing the appointment of

James F. Ackerman

as

Vice Chairman

December 1, 1984

851 Lincoln Center
5401 W. Kennedy Blvd.
Tampa, FL 33609 813/877-8844

Business Briefly

TV ONLY

BMW North America □ New automobiles will be featured in four-week flight in top 50 markets starting in January. Commercials will be positioned in all dayparts. Target: men, 25-54. Agency: Ammirati & Puris, New York.

Alpo Petfoods Inc. □ Four-week flight will break in 18 markets in early January in support of Alamo dog food. Commercials will be carried in daytime and fringe slots. Target: women, 25-54.

Agency: Weightman Inc., Philadelphia.

McRae's Department Store □ Flights from one week to 10 days will begin in mid-December in 11 Southern markets. Commercials will run in all dayparts. Target: adults, 21-54. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston.

Pizza Inn Restaurant □ Two-week flight is scheduled to start this week in five Southwestern markets, complementing flights in two other markets that began

earlier last month. Commercials will appear in fringe and prime positions. Target: women, 25-54. Agency: HBM/Creamer, New York.

Georgia-Pacific Corp. □ Various paper products will be spotlighted in first-quarter effort, with four-week flights and one week of hiatus in 40 to 50 markets. Commercials will be placed in all dayparts. Target: women, 18-49. Agency: Altschiller Reitzfeld Solon, New York.

San Giorgio Macaroni □ Flighted campaign of 14 weeks for first quarter begins in early January in about 14 markets in East and Midwest. Commercials will run in daytime, fringe and prime positions. Target: women, 25-54. Agency: HBM/Creamer, New York.

Avails nine-month tallies. An analysis of activity for the four Interop companies for the first nine months of 1984 shows that the 25-54 demographic is still the leader for spot radio availabilities, amounting to 33%, followed by 18-49, 19%, and 25-49, 11%. Interop said 15% of the availabilities requested sources other than Arbitron and 95% are based on metro ratings data.

In the spot network area, 25-54 gained the leadership position for the first nine months with 26% of requests, overtaking 18-34, which had led the first half with 21% but fell to 19% for the period ending Sept. 30. The report is based on business at McGavren Guild, Weiss & Powell, Major Market Radio and Hillier, Newmark, Wechsler & Howard.

Blair Radio reported that the 25-54 demographic continued to dominate in the first three quarters of 1984, accounting for 37% of business opportunities. In second place was 18-49, with 15.6%, followed by 18-34, with 13%. Teen-age opportunities remained flat, representing 4.2% of requests.

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.

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.

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

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

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

For more information call, (202) 955-7200

AP Associated Press Broadcast Services.

Rep Report

Kxxv(TV) Waco, Tex.: To Katz Television Continental (station is scheduled to go on air in first quarter of 1985).

□

WHN(AM) New York: To Major Market Radio from Selcom.

□

WLWQ(AM)-WKOF(FM) Miami; WMGI(AM)-WYKS (FM) Gainesville, Fla.: To Hillier, Newmark, Wechsler & Howard from Selcom.

□

WTPI(FM) Indianapolis: To Major Market Radio (no previous rep).

□

WVRV(FM) Memphis, Tenn.: To Christal Radio from Torbet Radio.

□

WTNT-AM-FM Tallahassee, Fla.: To Christal Radio from Katz Radio.

□

WHO(AM)-KLYF(FM) Des Moines; WOC(AM)-KIHK(FM) Davenport, Iowa; WNOG(AM)-WCVU(FM) Naples, Fla.: To Christal Radio from Blair Radio.

□

KOMV(FM) Vicksburg, Miss.: To Torbet Radio from Masla Radio.

□

KDAB(FM) Ogden, Utah: To Torbet Radio (no previous rep).

□

Buckley moves. Buckley Broadcasting Corp. has moved its corporate offices from New York to 166 West Putnam Ave., Greenwich, Conn., 06830. Phone is: (203) 661-4307.

THE **NETCOM** SATELLITE TELEVISION NETWORK:



Excellent

PERFORMANCE WHEN IT COUNTS!

That's what **NETCOM** is all about. Whether your transmission is going to one location or to 500... across the state line or across the globe... **NETCOM's** skilled professionals will get it there efficiently, flawlessly, and economically.

The leader in worldwide satellite television transmission, **NETCOM** specializes in:

- Ad hoc satellite television networks for live commercial broadcast cable, and subscription TV programming
- Satellite distribution of syndicated programming
- Remote-site transmission of live news and special events via state-of-the-art transportable satellite uplinks
- End-to-end transmission of interactive, closed-circuit teleconferences
- TV/FM stereo concert simulcasts
- Fixed uplinks (coast to coast), transportable uplinks, transportable downlinks, 7 full time transponders
- Large screen video projection rentals

NETCOM

LIVE WORLDWIDE SATELLITE TELEVISION

When you need the best in television transmission, no one does it better!

These are a few of the major events whose broadcasters chose **NETCOM** for excellent performance:

LA SUMMER OLYMPICS: European Broadcasting Union (30 countries), Australia 10 Television, ARD-TV (West Germany)
REPUBLICAN AND DEMOCRATIC NATIONAL CONVENTIONS: European Broadcasting Union, C. B. S.,
SUPERBOWL: C. B. S.

AdVantage

Computers are hot. Computer advertising is setting torrid pace in 1984. In first nine months of year, television advertising by computer manufacturers and sales and service outlets rose by 77% to more than \$105.5 million, according to Television Bureau of Advertising. Citing data compiled by Broadcast Advertisers Reports, TVB said computer-related television advertising in third quarter skyrocketed by 203% to more than \$82.8 million. Heading list of manufacturers for nine-month TV spending was IBM, up 77% to \$38.4 million, followed by Apple Computer, up 393% to \$31 million, and AT&T, \$18 million (no TV spending last year). Among sales and service companies, leading advertisers were Computerland, \$6 million, and IBM Products Center, almost \$1.2 million.

Ad growth for cable. Cable television network advertising revenue in 1984 is expected to grow by 39% to projected \$462 million, according to cable advertising newsletter of Paul Kagan Associates, Carmel, Calif. Newsletter also predicted that industry advertising total in 1985 would rise by 34% to \$621 million. Leading cable network expenditures in 1984 were listed as follows: WTBS(TV) \$158 million, ESPN \$58 million and CNN and MTV, \$52 million each.

Weather co-op. Weather Channel announced that Panasonic and Michelin Tire Corp. have signed on with unusual co-op advertising campaigns. Both are providing their participating local dealers with personalized ad tags for presentation on their local systems immediately following each of their national commercials. Panasonic is sponsoring sports weather and regional weather features; Michelin sponsors Weather Channel's travelers' and winter storm updates.

Coming to bat for Braves. Delta Air Lines and Atlanta Braves baseball team have linked up in deal in which Delta becomes "official airline" of Braves and also one of major broadcast sponsors of Braves' games. Delta will see to air transportation needs of Braves and also take part in promotional and other programs supporting them. "We're proud of the Braves," said R.W. Allen, president and chief operating officer of Atlanta-based air line. "Delta will become a major sponsor of the Braves games being broadcast throughout the nation and even into a number of foreign countries." Braves owner Ted Turner owns superstation WTBS(TV) Atlanta.

RADIO ONLY

Playboy Magazine □ January issue will be promoted in campaign starting this week for 10 days in about 20 markets. Commercials will be placed in evening periods on weekdays and in day periods on weekends. Target: men, 18-34. Agency: Scali, McCabe & Sloves, New York.

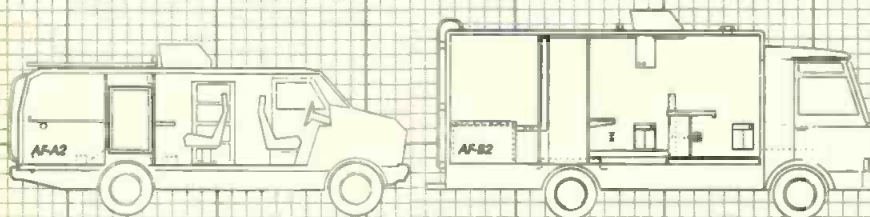
White Hen Pantry □ Convenience stores will stage advertising effort in five markets in Midwest on Dec. 24 and Dec. 25. Commercials will be carried in all dayparts. Target: adults, 18 and



Active billboard. Gannett Outdoor of Kansas City, Mo.; Helzberg Jewelers; Video Masters Inc., and Sony Communications Projects married video technology and billboard advertising this past summer. The companies joined to construct a video billboard. The result was a seven-and-a-half-foot-by-nine-and-a-half-foot screen upon which a commercial is projected using equipment built by Sony. Gannett supplied the billboard site and obtained the advertiser, Helzberg Jewelers. The experiment ran six weeks in July and August and, according to Coney Cowan, vice president and general manager of Gannett Outdoor, Kansas City, it was praised by consumers and by Helzberg. Cowan said her office has received many inquiries from prospective clients from as far away as Canada. She acknowledges there are some roadblocks: the size of display was too small; zoning laws vary from city to city, and some cities do not permit moving parts on a billboard. Cowan told BROADCASTING she had returned recently from Japan where she discussed with Sony the possibility of building a larger billboard. She believes the zoning problem is not insurmountable.

NEW FROM AFA

Two superbly-equipped mini mobile units that every station can afford!



Each of these standard mobile units brings with it the combination of the nation's leading mobile system designer, broadcast-quality equipment and a brilliantly-engineered Wolf Coach vehicle.

The AFA2 is a 19' 2-camera ENG/EFP unit that is equipped with your choice of broadcast-quality color cameras, a Grass Valley 100-N video switcher, two Sony BVU-50 portable 3/4" VCRs and a Yamaha audio console.

The AFA2 is a 23' 2- to 4-camera EFP unit that features your choice of broadcast-quality color cameras, a Grass Valley

1600-1L production switcher, a Yamaha 8 input audio console and two Sony BVU-800 series VCRs.

Both units can be expanded to include 4" VTRs, character generators, editing facilities and more.

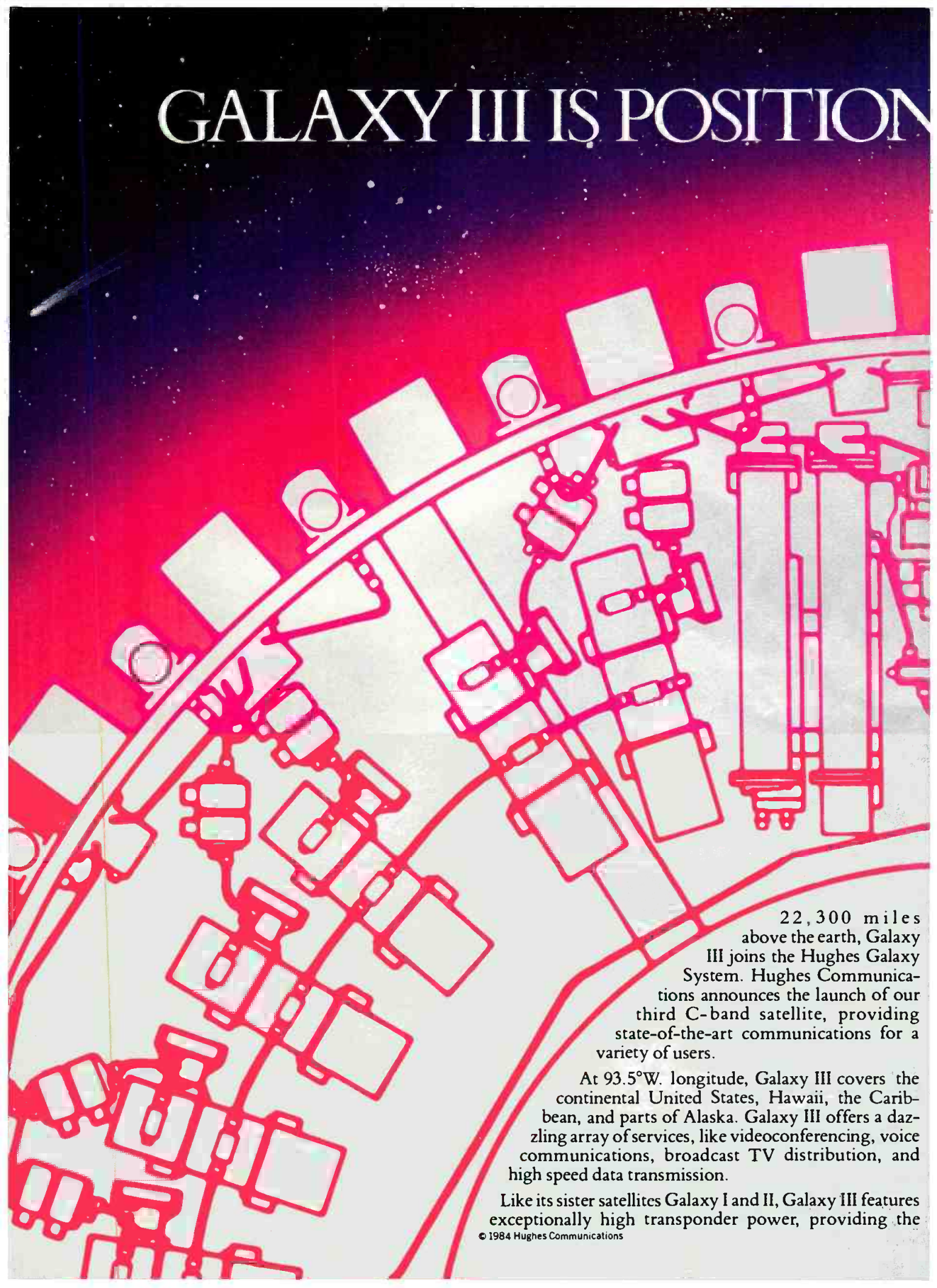
The low cost of these standard mobile video systems will surprise you. The high quality is exactly what leading broadcasters and production and post-production companies have come to expect as a matter of course from AFA. Call us for details: in the East at (201) 767-1000; in the West (213) 466-5066.

AFA

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GALAXY III IS POSITION



22,300 miles above the earth, Galaxy III joins the Hughes Galaxy System. Hughes Communications announces the launch of our third C-band satellite, providing state-of-the-art communications for a variety of users.

At 93.5°W. longitude, Galaxy III covers the continental United States, Hawaii, the Caribbean, and parts of Alaska. Galaxy III offers a dazzling array of services, like videoconferencing, voice communications, broadcast TV distribution, and high speed data transmission.

Like its sister satellites Galaxy I and II, Galaxy III features exceptionally high transponder power, providing the

© 1984 Hughes Communications



KIRO/KSEA: TOWERING OVER SEATTLE

What a combo! KIRO-AM is Seattle's #1 Newsradio station—with peak sports excitement too in its Supersonics, Seahawks and Mariners coverage. KSEA-FM is upscale Seattle's choice for easy listening, adult music. Together, KIRO and KSEA are the top-rated combination in the market. We're proud that this winning combo now joins the CBS Radio Spot Sales list of represented stations—more than ever the stations you want when you want influence in high places.

CBS RADIO SPOT SALES

Representing America's Most Influential Stations.

WEEI Boston; WCBS New York;
WCAU Philadelphia;
WTOP/WTKS Washington, D.C.;
WNWS Miami; WWJ/WJOL Detroit;
WCKY/WWEZ Cincinnati;
WBBM Chicago; KMOX St. Louis;
WCCO Minneapolis-St. Paul;
KPRC Houston; WOAI San Antonio;
KTAR/KKLT Phoenix;
KCBS San Francisco; KNX Los Angeles

CBS Radio Representatives: CBS Radio Spot Sales, CBS Radio National Sales
Offices in: New York, Philadelphia, Atlanta, Detroit, Chicago, St. Louis, Dallas, San Francisco, Los Angeles

older. Agency: Jordan/Tamaraz/Caruso, Chicago.

California Cooler □ Wine product will be spotlighted in flights stretching over 16 weeks in Phoenix and Lexington, Ky., starting in early December. Commercials will be placed in all

dayparts. Target: adults, 18-34. Agency: Chiat/Day, Los Angeles.

RADIO AND TV

Michigan Department of Commerce □ Tourism will be promoted in flighted

campaigns of two to three weeks, starting in December in 24 radio and nine television markets. Commercials on radio and television will be scheduled in all dayparts in markets including Chicago, Indianapolis, Milwaukee and Minneapolis. Target: adults, 18-49. Agency: Ross Roy, Detroit.

Monday Memo

A broadcast station sale commentary from David Schutz, DES Associates, Wyckoff, N.J.

Tracking the rise in station values

The concept of continual appreciation in the market values of radio and television stations is an accepted tenet among broadcasters. A shortage of vacant frequencies in desirable areas, increasing interest in station ownership and the continuing rise in advertising revenues and operating profits are factors often cited as the causes for escalating station prices.

If the "real prices" (inflation-adjusted) of stations are moving steadily upward, then new capital investors will be needed both to finance additional acquisitions by established owners and to assist first-time buyers. These new investors are primarily financial institutions such as commercial banks, insurance companies and venture capital firms. But to gain greater participation by these institutions we must demonstrate that there is indeed an upward trend in station values and we must provide a measurement of the average annual rate of change in values.

There are three essential questions that must be answered:

1. Is it possible to show that the majority of radio stations are in fact appreciating in value?
2. What is the rate of appreciation in station values based upon recent sales?
3. What are the financial returns that might be realized by the typical equity investor in an appreciating station?

The answers to these questions can be found by examining the records of stations that have recently been resold. A detailed review of more than 650 major radio station transactions in 1983 provides 207 cases where it was possible to determine the original price paid by the station's current owner. This is smaller than the total number of transactions because of the elimination of partial ownership sales, situations where the station had been owned for more than 15 years, and cases where the station had been constructed by the seller and was being sold for the first time. The study was restricted to radio because of the relatively few television sales from which to extract a meaningful sample.

Among the 207 radio sales, 143 stations were resold for the same or a higher price than their original acquisition cost. Sixty-



David E. Schutz is an independent broadcast merger and acquisition consultant based in Wyckoff, N.J. Prior to the establishment of his own company, he was an associate at Frazier, Gross & Kadlec in Washington. He has also worked at several radio and television stations during his 17-year career in broadcasting.

four stations were resold at a lower price, representing a capital loss to the owners. Because of the variations in the duration of ownership for different stations, it is not meaningful to consider the gross appreciation or depreciation in values. Rather, it is the effective "average annual rate" of change in value that is significant.

Overall, the 207 transactions showed that on average, station values had increased at a 14% annual compounding rate. This is greater than overall monetary inflation in recent years and clearly demonstrates that "real" station values are in fact increasing.

A 14% annual appreciation in market value is commendable in any industry. Yet this figure still understates the increase in value of successful stations.

A closer examination of the 64 stations that were resold at a loss reveals that most of them were "AM stand-alones" that were purchased in the 1978-to-1981 period. A strong argument can be made that this was an atypical time in the radio industry. Most of the AM stations that lost value were "fully developed" properties in markets where FM broadcasting was just reaching maturity.

Let's assume that the growth of FM produced a one-time adjustment in the value of these AM stations. This gives us a rationale

to exclude the 64 cases where stations suffered a decrease in value. With the exclusion of these transactions the average annual increase in value among the remaining 143 stations was 25%.

We have now answered two of our three original questions and found that there is a sound justification for our belief that radio station values are moving upward. But the crucial question remains: What are the possible returns for the station's owner, who in most cases will be a primary equity investor?

Prudent station buyers obtain higher returns on their equity investments by leveraging them with funds from commercial banks and/or subordinated lenders. In today's environment it is quite common for commercial banks to lend a buyer an amount equal to from five to six times a station's demonstrated cash flow. Assuming that we buy a station for eight times cash flow and do not use any subordinated debt, our equity investment would equal two to three years of cash flow. In effect we have just leveraged our equity investment on a two-to-one basis (debt to equity). Depending upon the loan's interest rate and our income tax status, the 25% annual increase in a station's gross market value could produce an annual return on our equity investment in excess of 40%.

Confirmation of the perception that station values are appreciating is beneficial to present owners and first-time buyers as well. This may be difficult for the prospective new owner to comprehend as he watches the market prices for stations continue to spiral upward and presumably beyond reach. Yet it has been the overall growth in station profits and market values that have caught the attention of commercial banks, insurance companies and venture capital firms and are prompting them to provide financing for station acquisitions. These are capital sources for the prospective station buyer that until recently had overlooked the broadcasting industry.

The financial community's interest in providing both loans and equity capital for station acquisitions will continue to increase as long as the earnings and market values of stations move upward. Since there are few foreseeable threats to either station profitability or increasing station values, these financial institutions will play an increasingly important role in financing station acquisitions both by established broadcasters and by first-time station owners. □

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**A ratings winner as a network series...
Just as strong in off network syndication...**

The sexy, zany waitresses who dished up laughs to deliver an impressive young adult, female audience will be back in 26 all new episodes produced by the award winning team of Paul Junger Witt and Tony Thomas

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IF YOU COULD SEE WHAT I HEAR
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THE HOWLING
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FEATURING TODAY'S HOTTEST STARS!

Harrison Ford • Ann-Margret • Jack Nicholson
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Datebook

This week

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* fo-

■ Indicates new or revised listing

rum luncheon with Ted Turner, chairman and president. Turner Broadcasting System. Century Plaza, Los Angeles. Information: (818) 506-7880.

■ **Dec. 5**—*National Commission on Working Women* presentation of Women at Work Broadcast awards. Madison hotel, Washington. Information: (202) 872-1782.

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* 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. 8**—Minority ownership seminar, "Getting into the business of broadcast ownership," sponsored by *BROADCAP (Broadcast Capital Fund Inc.)*. Century Plaza, Los Angeles.

Also in December

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. 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.

Stay Tuned

A professional's guide to the intermedia week (Dec. 3-9)

Network television □ **ABC**: *The Barbara Walters Special*, Tuesday 9-10 p.m.; *The Cabbage Patch Kids' First Christmas* (animated special), Friday 8-8:30 p.m.; *Off the Rack* (comedy special), Friday 9:30-10 p.m. **NBC**: *Secrets of Surviving* (social problems special), Wednesday 8-9 p.m.; *Dean Martin Celebrity Roast*, Friday 8-9 p.m.; *The Sun Also Rises* (mini-series), Sunday and Dec. 10, 9-11 p.m. **PBS** (check local times): *Glenn Miller: A Moonlight Serenade* (tribute), Tuesday 9-11 p.m.

Cable □ **Arts & Entertainment**: *Reith* (documentary), Tuesday 9 p.m.-midnight; *Sky at Drury Lane: Sounds of Christmas* (music special), Friday 10-11 p.m.; *Women in Jazz: The Vocalists* (music special), Friday 11 p.m.-midnight. **HBO**: *The Nutcracker: A Fantasy on Ice*, Wednesday 7:30-9 p.m.

Play It Again (rebroadcasts) □ **ABC**: "Kramer vs. Kramer," Thursday 8-10 p.m. **CBS**: *A Charlie Brown Christmas* (animated), Wednesday 8-8:30 p.m.; *Dr. Seuss' How the Grinch Stole Christmas* (animated), Wednesday 8:30-9 p.m. **PBS** (check local times): *The Nutcracker* (ballet), Wednesday 9:10-10:40 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York): *A Tribute to Thames Television*, 60 hours of programing, now through Jan. 31, 1985. Also, seminar, "The Documentary," with Kevin Brownlow and David Gill, Wednesday 5:30-7 p.m. and Thursday and Friday 12:30-2 p.m. *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, now through Jan. 31, 1985. For information and air times call (212) 752-7684.

* indicates premiere episode



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- OLDEST PROMOTION IN THE INDUSTRY Over 26 years . . . 1,000 plus stations.
- GETS DOUBLE RATE CARD RATE . . . A complete promotional package providing sponsors the "extras" that command extra dollars.

- TREMENDOUS SPONSOR FOOT TRAFFIC . . . Proves the effectiveness of your station with tangible results.
- CONTINUOUS RENEWALS . . . Sponsors and listeners demand it.
- INCREASE RATINGS . . . A proven leader in all markets.

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"Our Business Is Improving Yours"



**The One
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To Be**

**INTV
Century Plaza
Hotel**

**NATPE
Fairmont Hotel
23rd Floor
In The Tower**

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—*Radio Advertising Bureau's* Managing Sales Conference. Amfac hotel, Dallas.

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

Feb. 3-6, 1985—*National Religious Broadcasters* 42d annual convention. Sheraton Washington, Washington.

Feb. 15-16, 1985—*Society of Motion Picture and Television Engineers* 19th annual television conference. St. Francis hotel, San Francisco.

March 7-9, 1985—16th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Inc.* Opryland hotel, Nashville.

March 14-17, 1985—First *NATPE International* production conference. New Orleans Hilton, New Orleans. Information: (212) 949-9890.

March 26-27, 1985—*Cabletelevision Advertising Bureau's* fourth annual cable advertising conference. Sheraton Center, New York.

April 14-17, 1985—*National Association of*

Major Meetings

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, Loew's Anatole, Dallas.

May 12-15, 1985—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 12-15, 1985—*Broadcast Financial Management Association* 25th annual conference. Chicago. Future conference: April 27-30, 1986, Los Angeles.

May 15-18, 1985—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 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 convention. Marriott City Center, Denver.

June 2-5, 1985—*National Cable Television Asso-*

ciation 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, Loew's 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. 20-22, 1985—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

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 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. 16**—*Ohio Association of Broadcasters* "hiring/firing" workshop. Marriott Inn North, Columbus, Ohio.

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. 25—Awards presentation of U.S. Television and Radio Commercials Festivals, presented by *U.S. Festi-*

vals 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.

Errata

Charts of advertising expenditures by companies on independent stations on page 57 of Nov. 26 issue covered first three quarters of the year, **January through September 1984**, and not January through March as headings indicated.

Story on FCC meeting in Nov. 26 issue (page 37) misreported FCC's intentions concerning future allocations for STLs and ICR's. In any given locale where all available channels in 900 mhz band are fully utilized **commission is prepared to grant broadcasters special license under waiver to use frequency in 2 ghz band** (not 2 ghz of additional spectrum).

Nov. 26 "Cablecastings" item on **Disney Channel** ratings mistakenly reported premiere episode of *Still the Beaver* ran on election night. It **appeared on Wednesday, Nov. 7**.

CBS has not cancelled Dukes of Hazard, as reported in Nov. 26 issue, according to CBS Entertainment Executive Vice President Harvey Shephard. Shephard said CBS has put in an order for four more episodes in addition to 13 already commissioned.

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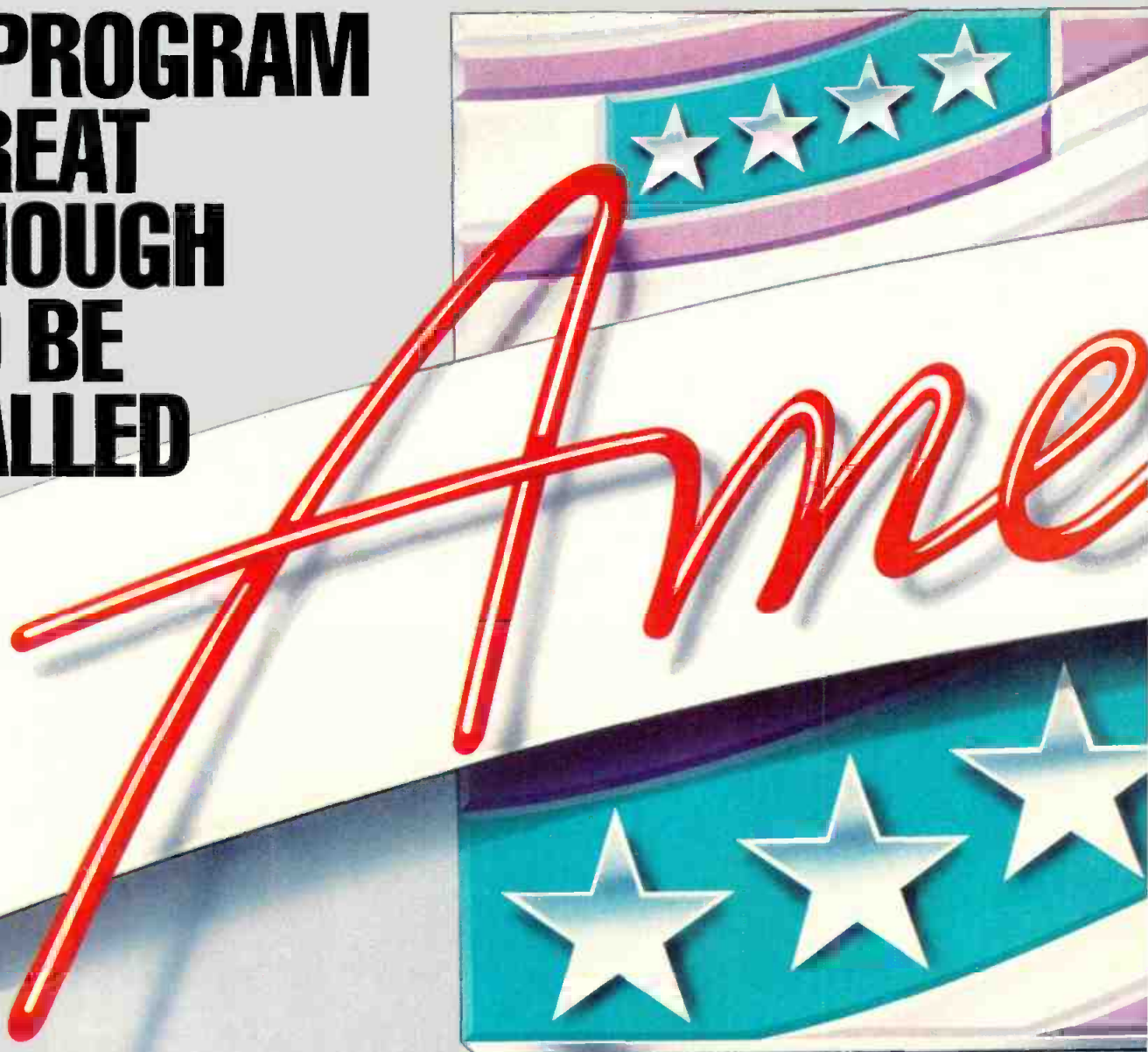
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MCLEAN STEVENSON. Network and syndication star in M*A*S*H and veteran TONIGHT SHOW guest host.



AMERICA'S FAMILY—Sarah Purcell, Stuart Damon, McLean Stevenson—warm, believable and personable. They're diverse and talented. Together they have fun with people and make AMERICA fun for the viewer. Only AMERICA brings top network star quality and familiarity directly to syndication.

AMERICA has another great goal—to combine the strongest afternoon entertainment franchise with what every affiliate needs most: Powerful and consistent news lead-in. The Winner's Edge in news is lead-in.* We know now that the ideal news lead-in is not more news or expanded news, either local or syndicated. What's needed most now is an entertaining News Companion.

And Paramount Television Domestic Distribution, with station partner Post-Newsweek, are the

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*At least one-third of all news viewers do not perceive any difference between newscasts, and are brought to the news program by the lead-in.

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

Jan. 29—Academy of Television Arts and Sciences forum luncheon with Michael Eisner, chairman and chief executive officer, Walt Disney Productions. Century Plaza, Los Angeles. Information: (818) 506-7880.

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

■ **Jan. 31**—Deadline for entries in 17th annual Robert F.

Kennedy Journalism Awards for Outstanding Coverage of the Problems of the Disadvantaged, sponsored by Robert F. Kennedy Memorial. Information: (202) 628-1300.

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.



Who, us?

EDITOR: Your editorial, blaming the delay in a final presidential decision on the question of alternative satellite systems on a "turf war," is just plain wrong. Also inaccurate is your statement that "all sorts of communications interests have been affected by this disorder in the bureaucracy." Like what?

State and Commerce have worked well together on any number of cases, and will continue to do so. Our new agreement reflects an effort to make the public aware that each has responsibilities in international communications, and attempts to put more

structure in the relationship. On matters such as the DBS-RARC, the HF-WARC, the Space WARC, instructions to Intelsat, bilateral meetings with other countries, transborder satellite applications, transborder data flow issues, and many others, we have had a cooperative and productive effort between us.

Perhaps BROADCASTING should try to understand that differences between departments with different responsibilities and different points of view don't always add up to a "turf war," although that makes for good copy, and a lot of good gossip.—David J. Markey, assistant secretary for communications and information, Commerce Department, Washington.

A vote for projections

EDITOR: Can your readers stand one more comment about the networks' ability to forecast election winners?

All this hullabaloo against the networks reminds me of the fight I used to have in this small market with people who'd bring us a local news item and ask us not to use it until Thursday... the day the weekly paper came out.

It took us a while to teach them that we were not going to let them take away our ace in the hole... the thing the other area media couldn't match. And when they argued the point, I simply asked them what the local paper would do if it were a daily, and we were on the air one day each week. Would the paper wait for us? No answer needed.

And so you may be sure that if the nation's papers could match broadcast's immediacy, you wouldn't be reading all the ridiculous hue and cry about our ability to predict and air the answers too soon. Print knows how to use the First Amendment, but they don't know how to share it.

One more thought: Even if I knew who was going to win the top two slots, I'd still go to the polls to vote for U.S. senators and representatives and my state and local candidates. Anyone who blames low vote on the top two slots is offering puny excuses, not reasons.—B.D. Thornton, president-general manager, KMAM(AM)-KMOE-FM Butler, Mo.

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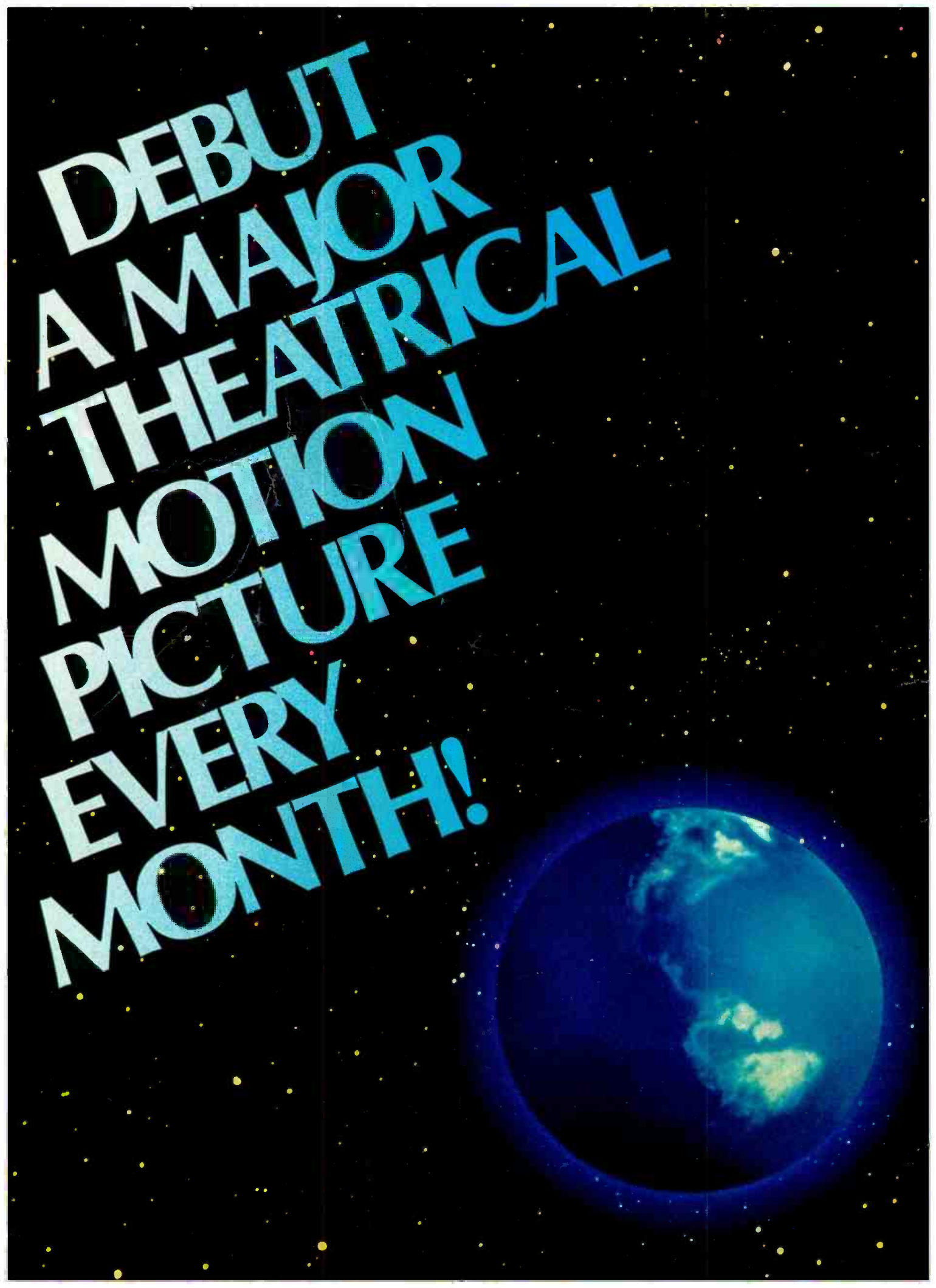
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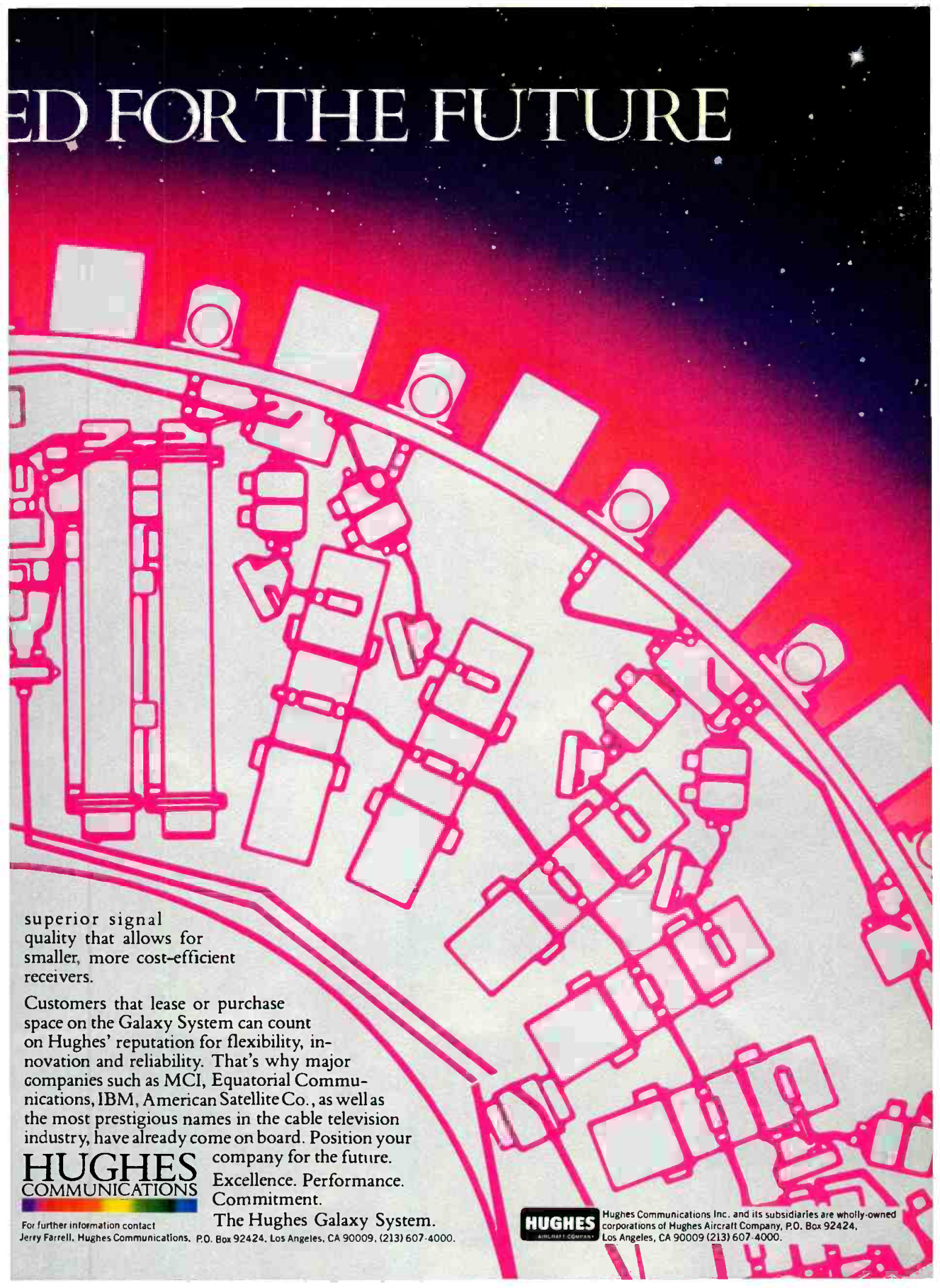
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Broadcasting Dec 3

Vol. 107 No. 23

'Discount' plan roils the waters of 12-12-12

The FCC is now hoping to reconsider the television aspects of its controversial 12-12-12 multiple ownership rule fast—perhaps as soon as its open meeting Dec. 19.

As of last week, group broadcaster Metromedia appeared to have cause for optimism. The networks, however, were in a tizzy about where that item might be heading.

The shocker for the networks: FCC Chairman Mark Fowler reportedly had seized upon the notion of "discounting" the value that would be placed on independent VHF's and independent and affiliated UHF's, a concept originally broached in comments by Metromedia (BROADCASTING, Sept. 17). The networks say such a discount would unfairly limit their ownerships.

One high-level commission source said Fowler last week was pushing the concept of a double cap that would consist of 12 stations or a 27.5% audience reach, with a discount mechanism folded in for good measure. One version of the discount mechanism being discussed last week would call for counting independent VHF's and affiliated UHF's for only 50% of their theoretical reach in a market, and counting independent UHF's for only 25% of their theoretical reach.

Fowler's office declined to comment on the specifics of any proposals. But Thomas Herwitz, legal assistant to Fowler, conceded that the chairman's office was "interested" in the discount concept. "But we're looking at a number of plans," Herwitz said.

The good news for the networks, however, was that, as of last week, a majority of the commissioners did not appear to be sold on the discount concept. One high-level commission source said it was even believed, in certain circles, that Fowler's 27.5% figure was too generous to pass muster on Capitol Hill. The source said that Commissioners James Quello and Mimi Dawson had problems with the discount approach, and that Quello and Dawson "seemed" to think that a combination of Fowler's original numerical cap of 12 with Dawson's originally recommended 25% (for VHF's)/30% (with UHF's included) reach cap was the way to go. Fowler's discount approach, the source said, seemed to serve the interest of one or two independent groups at most and discriminated against the networks. "It [the combination of the original Fowler and Dawson proposals] might be easier to sell," the source said.

In comments in the proceeding, Metromedia had argued for discounts for independent VHF's and independent and affiliated UHF's—a concept the Association of Independent Television Stations later endorsed (BROADCASTING, Oct. 22)—for consideration of actual audience share discrepancies. Metromedia

pointed out that in the top 50 markets, the average network-affiliated VHF had a 23% share; the average affiliated UHF had a 13% share; the average independent VHF had an 11% share, and the average independent UHF had a 6% share. "It would be irrational, and an abuse of discretion, for the commission to adopt an ownership rule which was based solely on theoretical audience reach," Metromedia maintained.

One FCC source said the networks had been registering their opposition to the discount proposal at the commission, contending that it discriminated against the networks and affiliates.

But Jim Hedlund, INTV vice president, government relations, last week said that was "absurd." He said that by failing to include the consideration of actual reach, the commission, with a theoretical reach limit, would be discriminating against the independents in favor of affiliated VHF's. "The networks have it the other way around," Hedlund said.

Some other problems being cited with the discounting mechanism: It's alleged that it would fail to take into its calculations markets in which independents are powerhouses and that it would favor those having the least success in the marketplace. Some sources say that, practically speaking, it also appears to be designed solely to permit a single group broadcaster—Metromedia—an opportunity to get 12 VHF's in the larger markets.

FCC sources, meanwhile, said there is consensus among the commissioners on eliminating the sunset provision. (The original rule would have dropped all television ownership limits in 1990.) It's also said there is a general consensus for a double cap: that is, combining the numerical limit of 12 with a limitation based on a percentage penetration of television households.

Several sources speculated that Fowler, in attempting to draw support for the discount concept, was attempting to put his brand back on the proceeding.

Whether the commission will be prepared to act on Dec. 19—its last scheduled meeting of the year—remains to be seen. Jim McKinney, FCC Mass Media Bureau chief, said the commission was hoping to be able to act then in an effort to get its reconsideration order to Congress, which stayed the effectiveness of the television aspects of the commission's original order (BROADCASTING, Aug. 13), as soon as possible. Other sources said the commissioners also were hoping to address the item in December so they wouldn't be plagued by ex parte problems, and would be able to avoid last-minute, ad hoc lobbying, at the Association of Independent Television Stations and NATPE International conventions in early January.

Accommodation in the wind?

Cable, broadcasters tiptoe toward the tulips of compromise involving must carry and/or copyright action

Representatives of the cable and broadcasting industries met last week to discuss the chances for a compromise on must carry legislation, possibly involving a quid pro quo on copyright.

Details of the discussion between National Cable Television Association President James Mooney, National Association of Broadcasters President Eddie Fritts and John

Summers, NAB executive vice president for government relations, were sketchy. Described as primarily an informal discussion on must carry, Fritts said it was an "exploratory conversation" focused on two options: "Putting together a must carry-only package or a package that might include must carry and involve copyright considerations." Fritts would not disclose specifics. But there has already been some speculation within the Washington communications community that the package would affect some compulsory license fees cable systems now pay for

some distant broadcast signals—the so-called syndicated exclusivity surcharge as well as the 3.75% rate for signals added after the FCC dropped its distant signal rules.

The cable industry, and particularly superstation owners, staunchly opposed those actions by the Copyright Royalty Tribunal. During the last Congress, legislation was introduced in the House (H.R. 5878, H.R. 2902 and H.R. 3419) and Senate (S. 1270) to limit the impact of the CRT decision. H.R. 5878 cleared the Copyright Subcommittee but was never considered by the par-

Another nail in the DBS coffin: Comsat bows out

It appears unlikely that Comsat will ever be in the direct broadcast satellite business, even though it has spent five-and-a-half years and around \$140 million gearing up for it. At a special meeting in New York last week, the Comsat board voted not to move forward with a proposed DBS partnership with Prudential Insurance and Doug Ruhe, a co-owner of UPI, and to drop plans for the merger of Comsat's DBS subsidiary, Satellite Television Corp., with United Satellite Communications Inc., of which Prudential is the principal owner.

Although Comsat still professes an interest in DBS and will retain a "high-level nucleus" of between 10 and 15 STC executives to review Comsat's DBS options, most observers felt that the partnership and merger were Comsat's last best hopes to get in the business and recover its enormous investment in it.

According to Comsat President Irving Goldstein, who briefed reporters in Washington, Comsat decided to pull out of the Prudential-USCI deal because, from the way it was structured, the risk relative to the additional investment needed was simply too great. Comsat did not have "enough confidence that [it] would make a success of that business at a level of risk that was acceptable," he said. Goldstein would not discuss details of the proposed deal. But UPI reported that venture would have cost \$350 million over several years and required initial investments of \$90 million from Comsat, \$40 million from Prudential and \$25 million from Ruhe.

Although Comsat has spent \$139 million on DBS since inception of the idea in the spring of 1979, the hit on the Comsat shareholders is not nearly that big. According to Goldstein, around \$75 million of the money resides in two high-power direct broadcast satellites now under construction by RCA Astro-Electronics. Comsat still owes \$40 million on the two birds, Goldstein said, but it should be able to recover the full \$115 million through the sale or lease of the satellites or through some unspecified application. Tax write-offs will mitigate the remaining losses.

The collapse of the joint venture also probably means the end of USCI, a five-channel DBS service serving the Northeast and Midwest that was launched Nov. 15, 1983. It managed to sign up about 10,000 subscribers before it started running out of money. The deal with Comsat was a last-ditch effort to save the venture. According to a Prudential spokesman, the company, which has poured \$68 million into the venture to this point, "has substantial concerns about its investment in USCI in light of Comsat's decision. . . . We are . . . faced with a real possibility that our investment in this promising technology will not work out." The USCI board intends to meet shortly to decide the companies future, he said.

ent Judiciary Committee.

The concept of trading must carry for a reduction in the fees was characterized by Mooney as asking cable to "play poker with Valenti's money [Jack Valenti, president of the Motion Picture Association of America]." Roughly 70% of the royalties go to program suppliers, with the rest divided among broadcasters and professional sports interests. "I am not going to make a deal with broadcasters by spending Valenti's money. A deal like that would not have a prayer for survival," he added.

But cable's interest in copyright includes more than just the 3.75% rate hike. NCTA is equally concerned about what it calls a "lack of statutory guidelines for the CRT and Copyright Office to follow." H.R. 5878, introduced by Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), would among other things reduce the size of the CRT from five to three commissioners and authorize the tribunal to hire a chief economist and general counsel. It would also establish specific standards to be considered by the CRT in making royalty adjustments introduced since the FCC dropped its distant signal rule, including the extent to which television stations compensate copyright owners for programing sold to superstations, and the impact on subscribers.

"We're talking about the situation and what the possibilities are," Summers said.

Broadcasters, he added, are interested in heading off any major confrontations, "if we can." NAB's top priority, he said, is to achieve codification of must carry.

At this stage, however, NCTA and NAB stressed it was too soon to talk about specifics. "It's far too premature to talk about what broadcasters might give or might take," Fritts said. Furthermore, he said, no decisions would be made on the matter until his board had a chance to decide what position the industry will take. NAB, he noted, also plans to meet with MPAA "to advise them of our interest in moving forward on some form of must carry legislation."

Mooney stressed that the meeting did not mean the two industries had begun negotiating. "It was not even a conversation preliminary to a negotiation. The only firm opinion I expressed was, I didn't think it would help things along for me to read about this meeting in the trade press." And, he emphasized, there would be no negotiations "until I have some direction from my board."

Furthermore, he added, "we have not completely thought this through within our own groups." In general, Mooney didn't think NCTA's position next year on copyright legislation would change much. However, "our position in precise terms has yet to be established."

The first step, said Stephen Effros, president of the Community Antenna Television

Association, is to "open up the process and ask the pertinent question: Where does cable want to go? And how far do we go?" Effros has already begun to query his membership.

A clearer picture of where cable stands is expected to emerge during this week's Western Cable Show in Anaheim, Calif., which has devoted two panel sessions to the topic (see story, page 116). Further discussion of the subject is expected to occur at the Texas Cable Show in San Antonio next month.

Effros said there were several views within the industry on how best to solve its copyright concerns. (1) There are some who want to de-emphasize the importance of distant signals; (2) others say the copyright law would be all right if it were reasonably applied and that the focus should be on the Copyright Royalty Tribunal and the Copyright Office, and (3) still others feel the CRT is out of control and that the Copyright Act must be rewritten.

CATA, Effros explained, will thrash out these issues with NCTA. Its goal, he added, is to achieve a unified position. He expects that will occur in February when the CATA and NCTA boards meet.

Other copyright matters may enter into future discussions. During the last Congress, a number of related issues arose in conjunction with cable copyright and Effros believes it will happen again. The debate over the video "first sale" doctrine and the question of whether home taping should be exempt from copyright liability—dealt with in an omnibus measure that never got off the ground—could resurface again. Effros also expects there may be requests from low-power TV, DBS and perhaps MDS operators for must carry protection. There could be even further complications created by the upcoming proceedings at the CRT next year, Effros said (BROADCASTING, Nov. 19).

□

There are still other variables that could affect the outcome of any copyright negotiations. Even if cable were to reach an agreement with broadcasters on must carry, there are other forces to be reckoned with, primarily Hollywood. The MPAA is not likely to sit quietly by.

"We are prepared to defend ourself, but it's not our intention to start a battle," Valenti told BROADCASTING. The MPAA chief, who will give the luncheon address on Friday at the Western Cable Show, would not predict what might happen on Capitol Hill or reveal the association's legislative strategy. "We do not think it is right or fair for cable to try to keep lowering copyright fees. They're about as low as they can get and still be called a fee right now. We have weapons that we can bring into the battle if we have to but I don't want to fight anybody. I want to go ahead and make good programs and try to get more customers. Let's look to the future without violence."

Then there are the professional sports interests which are expected to go back to Congress and seek more extensive exclusivity of sporting events on a geographical basis.

Another unknown is Congress. Both NAB and NCTA expect to see similar copy-

right legislation emerge from Kastenmeier's subcommittee. But Kastenmeier has made it clear that must carry is not a copyright issue and falls under the jurisdiction of the Telecommunications Subcommittee.

What happens to must carry in that subcommittee is another story. Most observers feel that any broadcasting legislation emerg-

ing from Congress next session will include some form of equal employment opportunity language modeled after the EEO provisions in the new cable law. Furthermore, it is unclear how much congressional support exists for must carry. "Because must carry is based on the policy that broadcasters are doing special things and are entitled to special

treatment, the question must be asked what are they doing that's so special," said David Aylward, general counsel for the House Telecommunications Subcommittee. Moreover, Aylward continued, "they're not going to be able to come up here and say: 'Get rid of all this [broadcast regulation] but give us must carry at the same time.'" □

President extends free-market doctrine to space

FCC may now consider applications of would-be Intelsat competitors in international satellite field

The U.S. has moved a giant step toward authorizing the establishment of international telecommunications satellite systems that would operate outside the International Telecommunication Satellite Organization. President Reagan last week, in a statement expected for months, determined that such separate systems "are required in the national interest." Although separate systems that serve regions of the world are already a fact of life, the President's determination is seen as marking the first step in what may be a major reshaping of the organization the U.S. played a leading role in bringing into being 20 years ago.

The determination—conveyed to the FCC in a letter by the secretaries of Commerce and State—is a signal to that agency to proceed with the consideration of five applications for separate service that have been pending for months, 20 months in the case of the Orion Satellite Corp. But final action is still nowhere in sight. The secretaries said that the commission should conduct a proceeding to permit interested parties to comment—and an aide to FCC Chairman Mark Fowler said such a proceeding will be held. The executive branch plans to detail the foreign and domestic policy considerations that led to the President's determination, in a comment it would file in that proceeding.

Furthermore, the letter, in response to a directive from the President that the U.S. meet its obligations under the Intelsat Agreement, calls on the commission to withhold final authorization of any system until it has coordinated its proposal with Intelsat "under Article XIV(d) to insure technical compatibility and to avoid significant economic harm." The coordination would be done in consultation with the foreign partners with whom the American applicants would provide the international service.

The critical question in the controversy to establish separate systems is whether they would have an adverse economic impact on the global system which now provides two-thirds of all overseas telephone and data communications and virtually all international television service. Many of the 109 member countries have written to the FCC and the State Department expressing concern that the global organization would be harmed. They say loss of revenue to private systems would result in an increase in rates for member nations—and the applications pending before the FCC, they note, are for service over heavily trafficked communica-

tions routes.

The Reagan administration is moving to meet that concern. Commerce Secretary Malcolm Baldrige and Secretary of State George Shultz, in their letter to Fowler, said the proposed systems are to be barred from providing public telephone service—the type of service that generates some 75% of Intelsat revenues. A State Department spokesman last week expressed confidence the U.S. proposals would not harm Intelsat. While stating he did not wish to prejudge the Intelsat consultation process, he said, "The United States would not initiate consultations on any system if it believed it would cause significant economic harm."

And the Reagan administration is going beyond calling for a restriction on service in an effort to assure Intelsat's continued strength in an environment that is becoming competitive. The Commerce Department, in a press release on the President's determination, said Commerce and State have been instructed to address two related issues bearing on Intelsat's ability to compete—pricing and international carriers' access to Intelsat.

Under the agreement establishing Intelsat, the organization averages prices globally as a means of reducing the cost burden on developing countries located on so-called

"thin" traffic routes. Intelsat Director General Richard Colino has maintained that it would be unfair to confront Intelsat with competition without it having the flexibility needed to set prices to meet competition. The Commerce Department had originally proposed that the U.S. endorse changes in the Intelsat agreement to provide that flexibility. The State Department maintained the organization has sufficient authority under the existing agreement to adjust prices. The press release said: "It is not clear whether Intelsat can vary its prices to meet actual or potential competition. Insuring full and fair competition, however, requires that all entities be allowed to compete."

As for the second issue, the press release said Commerce and State are expected to recommend to the FCC that Intelsat be allowed to deal directly with any U.S. carriers regarding "competitive communications services." At present, the Communications Satellite Corp. serves as the exclusive agent for Intelsat. And the commission in March turned down a proposal that carriers other than Comsat be permitted access to Intelsat. A Commerce Department official said the administration would ask the commission "to revisit" the matter.

Thus, U.S. policy, assuming it leads to the



Flying high. Two of the three communications executives who have had the highest hopes that the U.S. government would opt to open the international skies to satellite competition posed last Friday with a map of their primary target area, Western Europe. At left: Thomas McKnight, president of Orion Satellite Corp., who with Christopher J. Vizas II, Orion's executive vice president, first conceived the plan. (Vizas was out of the country last week.) At right: Thomas J. Keller, attorney with the Verner, Lipfert, Bernhard, McPherson & Hand law firm, who has represented the Orion application. Keller was general counsel of the Office of Telecommunications Policy during the mid-70's and brought both McKnight and Vizas into that organization, and continues to play a key role in their association.

establishment of a number of international satellite systems serving major traffic routes across ocean regions (a policy Colino says would set a precedent for other countries), could lead to a transformation of the organization that was created under the leadership of the U.S. to provide a global satellite service. Instead of having a virtual monopoly on international communications satellite service with uniform pricing, Intelsat would be only another (if major) player in the arena. And in that, the U.S. sees a benefit: The State Department spokesman who answered reporters' questions on the President's action said, "Experience... tells us that the availability of alternative systems leads to increased communication of all kinds."

A number of regional systems are operating—Eutelsat, in Europe; Palapa, in Asia and the Pacific, and Arabsat, which serves Arab countries. But Intelsat found, in the coordination process, they would not cause it economic harm. They either serve proximate countries or provide service Intelsat says it could not provide. Intelsat is also on its way to approving the coordination of a number of U.S. domestic systems that will serve neighboring countries. Intelsat officials maintain such systems do not present the problems for it that would be presented by those being proposed in the applications now awaiting FCC approval.

The issue of coordination—which would not be a simple one in any case—has taken on several layers of controversy as a result of a recommendation by the Intelsat secretariat that the board of governors adopt guidelines for implementing the XIV(d) coordination process. The U.S. objected vigorously to the proposal as one that would virtually assure the failure of any effort to coordinate separate systems. Colino has rejected that view; he says the guidelines are designed to speed the process. But representatives of various U.S. agencies last week were preparing instructions for Comsat—the U.S. representative on the Intelsat board—to oppose adoption of the proposed guidelines when the matter comes up at the board of governors meeting on Dec. 11.

But that is not enough for one of the U.S. applicants, the Pan American Satellite Corp. It has asked the commission to appoint government observers to attend the board of governors meeting as advisers to Comsat. PanAmSat contends that Comsat has an "inherent conflict of interest," in that it is not only the government spokesman but a 23% investor-owner of Intelsat. And, said PanAmSat counsel Norman Leventhal, the interests of Comsat shareholders are at odds with the interests of the other U.S. satellite-related firms.

The depth of the U.S.'s feeling on the issue was indicated by the State Department spokesman when he was asked what the U.S. would do about its Intelsat membership if the new criteria were adopted. "If they were, and if their operation adversely affects the interests of the U.S.," he said, "then, of course, the U.S. would have to consider the implications." The same spokesman noted, however, that Article XIV(d) consultation is nonbinding. "Intelsat's recommendations

cannot bar new systems."

Colino was out of the country last week and unavailable for comment. But Comsat issued a statement in which it took comfort from what it saw as the President's "pledge to insure [Intelsat's] continued vitality." It said the key to achieving that policy objective is in finding the means for insuring that the restrictions cited in the Baldrige-Shultz letter—that separate systems be barred from providing public telephone service, be authorized by at least one foreign government and be coordinated with Intelsat—be applied in a manner that effectively limits "the impact on Intelsat's costs and revenues." And to flesh out the new communications policy it said the letter only outlines, Comsat suggested that the commission conduct a rule-making proceeding "where all parties have an opportunity to provide their comments, recommendations and ideas..."

Officials of two of the applicants greeted the President's determination with somewhat more enthusiasm than did Comsat. Orion, which filed its application on March 11, 1983, hailed the President's policy announcement as one that continues U.S. support for Intelsat "while permitting U.S. firms to provide limited alternative systems." Orion President Thomas McKnight said: "It appears to endorse precisely the commercial arrangements that we proposed 20 months ago."

As for the practical matter of government action, Orion expects the commission "to act with dispatch, now that the Reagan administration has announced the outcome of its foreign policy and national interest review." Orion plans to sell transponders to those seeking communications between the U.S. and Europe.

Fred Landman, president of PanAmSat, which intends to link the countries of the western hemisphere with a video and audio service and, in addition, provide a Latin American domestic satellite service, expressed pleasure at the President's announcement. "Now that we have this long-awaited decision," he said, "we hope that the FCC will process and authorize our pending application expeditiously, which will enable PanAmSat to bring state-of-the-art telecommunications to Latin America."

The President's announcement signaled the breakup of a bureaucratic logjam that had blocked government action on separate-systems issue since last winter. State and Commerce, the leading agencies on the issue, were in basic agreement on the policy to recommend to the White House. But disagreement over what were largely procedural matters led to the submission of conflicting recommendations in April. The two departments finally resolved their differences and, early in November, submitted a joint recommendation to the White House. Then it became only a matter of time until the White House machinery could issue the statement in which the President, who cited as his authority the Constitution and the Communications Satellite Act of 1962, determined that separate international satellite systems "are required in the national interest." □

CIA asks FCC to put licenses of ABC O&O's at jeopardy

It seeks 'evidentiary hearing' of charges ABC News carried false report of murder plot

The CIA has left little doubt that it's going for ABC's jugular in the fairness complaint it filed against the network at the FCC ("In Brief," Nov. 26). "When the commission's investigation demonstrates, as it will, that ABC has engaged in the deliberate distortion outlined [in the complaint]," said the CIA, "an appropriate action that the commission can take is to frame ABC's misconduct as an issue to be considered in determining whether its stations have the character qualifications to entitle them to license renewals. This action is necessary because of the seriousness and extent of ABC's betrayal of the public interest."

In the complaint, which was signed by CIA Director William Casey, the agency alleged that action against ABC can be taken under the fairness doctrine and the personal attack rule.

At issue are ABC *World News Tonight* broadcasts of Sept. 19, 20 and 26. In one excerpt cited in the complaint, ABC broadcast a statement by a Scott Barnes, who asserted that a CIA contact had tried to recruit him to kill Ronald Rewald, a Hawaii investment banker who is now under indictment on 100 counts of perjury, fraud and tax evasion. Rewald's firm reportedly was involved in CIA activity; it's unclear to what extent.

In its broadcast, ABC included the CIA's denial of any attempts to kill Rewald.

The complaint also cited an interview in which another man alleged the government had offered him money to drop a lawsuit he had filed against the CIA, and that an unidentified man had asserted that if the fellow was "too much of a pain in the arse," an also unidentified "they" would kill him.

"These were only the two most egregious assertions contained in a virtually totally false and misleading broadcast," the CIA said.

Among other things, the CIA requested that the commission initiate an investigation into ABC's conduct in producing the stories. It also asked the commission to make ABC publicly retract "all false accusations" about the agency, "in particular that the CIA conspired to assassinate United States citizens."

On Nov. 21, *World News Tonight* anchor Peter Jennings said ABC, in attempting to obtain corroboration, had gone back and asked Barnes to provide further evidence, which he was unable to provide, and to take a lie detector test, which he refused. As a result, Jennings said, ABC News had concluded that Barnes's "charges cannot be substantiated and we have no reason to doubt the CIA's denials."

Patti Volz, a CIA spokeswoman, said the

network had informed the agency that it planned to make that statement. The agency filed its complaint at the FCC on the same date the statement was aired. According to Volz, the Barnes statement had been the report's "most shocking." But she said the network refused to revisit any other aspects of the programing to which the agency objected, and the agency felt that the statement did not go far enough. "The entire program was filled with false accusations," she said.

Said ABC News: "The CIA's involvement in the affairs of Ronald Rewald and his investment company is clearly an important news story that ABC News has fairly and responsibly reported. The CIA's complaint to the FCC was made after ABC News had informed the agency that after further investigation it would broadcast a clarification accepting the CIA's denial of one aspect of our reporting. Moreover, ABC News has afforded the CIA every opportunity to respond. We believe the CIA's complaint is totally unjustified, particularly in light of the clarification we broadcast. The CIA's complaint constitutes an unprecedented effort by a government agency to involve the power of government to suppress vigorous reporting about its activities. It raises serious and disturbing First Amendment concerns. At the CIA's instigation, the matter is now before the FCC. If further comment is necessary, it will be made there."

One broadcaster was quick to come to ABC's defense. William O'Shaughnessy, president of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., told BROADCASTING that "this disturbing move by Big Brother against a major and respected news organization ought to provoke more than a little concern among all broadcasters everywhere. I voted for President Reagan and I admire him greatly, but allowing his CIA director to haul ABC News before the FCC sends a chilling signal that will surely please the President's detractors. Hopefully, the President himself can dissuade Mr. Casey from this not-so-

covert and unbecoming activity."

James McKinney, FCC Mass Media Bureau chief, said it would probably take a "few months" for the bureau to study the complaint and recommend disposition. He thought the complaint "unique" in that he was not aware of any other government

agency ever having filed a fairness doctrine complaint at the commission.

In view of that novelty, McKinney said the bureau would ask the the full commission to rule on the complaint if the staff determined that there were grounds for complaint. □

Season to date: HUT's down again

Networks are attracting fewer viewers in prime time; ABC, CBS performance down from last year while NBC gains in wanted demographics

The recent scourge of network television—audience erosion—has returned. After a temporary halt last year, prime time network television ratings and shares and total homes using television have resumed their downward trend. Network analysts blame a variety of factors—everything from rising cable penetration and viewing of independents to the weather—but all take the decline seriously.

During the first nine weeks of the season (Sept. 24-Nov.25), the latest for which complete national ratings are available, the combined network rating averaged a 48.6 and the combined share averaged a 78, down 5% and 3%, respectively, from the averages for the comparable period last season. For the first nine weeks of the 1984-85 season, HUT levels averaged 62.7, down 2% from the first nine weeks of the 1983-84 season. Even given a 1.1 million upgrade in U.S. television homes by Nielsen since last season, the combined ratings still represent a drop of 1.5 million television households.

By comparison, at this time last year combined network ratings, shares and HUT levels were all up significantly over their levels of the previous season.

It was a marked departure from the fall of 1982, when a slump of 3.6 rating and 6 share points from the previous fall had many analysts and observers worried that network television was showing signs of cracking under the pressure of alternative media.

"Last year was an aberration," observed David Poltrack, vice president, research, CBS/Broadcast Group, "principally due to a competitive factor." During the fourth quarter of 1983, Poltrack recalled, the three-network race was marked by a strong lineup of theatricals and made-for-TV movies as well as mini-series. One program that especially affected the fourth-quarter ratings was ABC's *The Day After*, broadcast on Nov. 20, 1983, which achieved a 46/62 and still holds the record as the highest-rated, made-for-TV movie. That alone, analysts explained, was enough to increase HUT levels for the period. In addition, there were such highly rated shows as the two-part theatrical, "The Gambler" (CBS), and the mini-series, *Chiefs* (CBS) and *Kennedy* (NBC).

The latest nine weeks in prime time television have been relatively quiet in terms of special event programing, analysts point out, and that could be affecting HUT levels. Also, the start of the 1984-85 season includ-

ed some of the least-watched programing ever to be offered by a network: election night coverage and its antecedent, paid-political broadcasts. As *The Day After* abnormally inflated network viewing levels a year ago, election coverage had the opposite effect. On election night, Tuesday, Nov. 6, the combined network share totaled 53, down 22 points from the average Tuesday share this season.

The whole of 1984 has been affected, good and bad, by special programing, explained Marvin S. Mord, vice president of research at ABC. "The fourth quarter is not that much different from the first, second and third quarters," he said. The third quarter had "a slight inflation" from the Olympics. The first quarter had "a slight deflation" from coverage of the primary elections and campaigns. Political broadcasts such as those of the first and fourth quarters "pull network shares down," said Mord, "and they also pull HUT's down. I expect the rate of decline we've seen has begun to stabilize." Mord thinks total network shares will eventually level out in the "high 60's" to the 70's.

Prime time demographic information is available only through Nov. 11 at this time, but the latest Nielsen report confirms the trends reported earlier: NBC has overtaken ABC and even CBS in all key demographic categories and continues to widen its margin. According to NBC researchers, among women, 18-49, NBC leads with an average 12.7 rating, 10% above its year-ago level when it was nearly tied with ABC. CBS comes in second with an 11.6 rating among women, 18-49. (The averages are based on regular series programing, said NBC researchers, and exclude the World Series, movies out of their regular time periods and specials.) NBC leads among women, 25-54, with an average 13.6 rating compared to a 12.7 for CBS and an 11.0 for ABC. Both ABC and CBS fell below their levels of last year in both of those groups, while NBC increased 1.5 rating points. NBC has also snatched men, 18-34, away from ABC, leading in the most recent period with an average 9.2 rating compared to when it trailed behind ABC this time last year by over a full rating point. Among men, 18-34, CBS averages a 7.2 rating, sixth-tenths of a rating under its year-ago level. NBC also overtook ABC among men, 18-49, and leads with an average 9.9 rating compared to ABC's average 9.1 rating. Last year at this time ABC was leading among men, 18-49, with an average 10.6 rating to NBC's 9.7. CBS remains in third place in this category with an average 8.2 rating, four-tenths of a rating point below its year-ago average. In



Herblock in the Washington Post

most key demographic categories NBC is first, followed by CBS and then ABC. Last year at this time, NBC led in none of those groups.

"I don't even think you could say it's a handful of shows," said Betsy Frank, a vice president at Dancer Fitzgerald Sample, New York, about NBC's improved demographic performance. "It's more than a handful of shows," she continued, "and it's the shows that are keying in on the kind of audiences that are very vulnerable because of the weakness of ABC—the shows that are appealing to the younger audiences."

Frank noted that some ABC shows that were demographically strong have lost steam over the past year. One of them is *Monday Night Football*, which while ranking 28th in household ratings between Sept. 19 and Oct. 30 last year, was ranked second in terms of men 18-34, averaging a 15.6 rating. In the comparable period this year (Sept. 17-Oct. 28), *Monday Night Football* fell to a 13.1 rating among men 18-34 and ranked fourth in that group. Similarly, *The Fall Guy* slipped from a 13.0 among men 18-34 last year to a 10.3 in that group in the comparable period this year.

While ABC's lower demographic ratings can be traced to lower household ratings in general, analysts note that NBC has locked up teen-agers (12-17) and children (2-11) in its prime time schedule. Between Sept. 24 and Nov. 11, NBC averaged an 11.6 rating among teen-agers (up from 11.1 in the year-earlier period), compared to a 7.2 average for ABC (down from a 9.8) and a 6.9 average for CBS (down from an 8.1). Among children, NBC advanced to a 9.2 rating, but CBS slipped to a 5.7 rating and ABC fell to a 5.5 rating.

CBS's Poltrack made a similar observation. He noted that NBC has all of the top 10 and 15 of the top 20 programs among teen-agers. Among children's programs, Poltrack said, NBC has eight of the top 10, 12 of the top 20, and 15 of the top 30. The top five rated teen-age audience shows are *The Cosby Show*, *Family Ties*, *TV Bloopers and Practical Jokes*, *A Team* and *Gimme a Break*. The top five children's shows are *A Team*, *Knight Rider*, *The Cosby Show*, *V* and *Gimme a Break*. "NBC has really taken ABC's franchise of teen-agers and kids," Poltrack said. "It's the 8 o'clock period that ABC had in 1974-77 with such shows as *Happy Days*, *Mork 'n Mindy*, *Welcome Back, Kotter* and *Charlie's Angels*."

"*The Cosby Show* is pulling through some of those shows that had been marginal last year," explained DFS's Frank, "like *Family Ties*, even *Cheers* and certainly *Night Court*." While the combined network rating on Thursday is down an average of 3% this season, Frank said NBC's ratings that night are up 13%.

NBC research vice president Gerald Jaffe said that *The Cosby Show* has acted as an anchor to boost not only households but demographic flow for the whole night. He said that *Cosby* draws, on average, 51 women, age 18-49, per 100 sets compared to 44 per 100 sets for *Gimme a Break* which was in the Thursday 8 p.m. time period last season. Among men, 18-49, the percentage has risen

from 26 per 100 sets last year to 36 per 100.

Overall, Jaffe pointed out, *Cosby* has increased the time period 12 share points. "I think it behooves the networks to come on with stronger product if we really want to maintain the network audience," Jaffe said.

But Frank warns NBC had some outside help with other parts of its schedule. "Tuesday is continuing to work for them, but it is working even better this year because ABC doesn't have the power that had been theirs on Tuesday. So NBC took an already strong night and built on it. *Remington Steele*, for example, has really come into its own."

Most analysts are skeptical that ABC can make up the ground it lost during the first one-third of the season to substantially alter its ratings position over the coming months. And they are equally critical regarding the quality of ABC's back-up series and pilots in development. But ABC is not the only network singled out for its back-up series and pilot development waiting in the wings. "CBS has a very successful schedule," commented one network advertising buyer at a top 20 agency, "but it is a very mature and graying schedule. There's very little new blood on that schedule and there are huge blocks of programing that don't have that much more life to them." Given a less than

50% failure rate among new series, the buyer said, CBS's four announced back-up series could not be enough to replace perhaps as many hours in new programming that may be needed by the end of the season. "NBC, on the other hand, is in a terrific position because their successes are still fresh. They still have an opportunity to grow."

Some media watchers see a reversal of network roles in prime time with the rub-off benefiting NBC. "NBC's demographic strength of last year is now being translated into better household strength this year," said Arnold Semskey, executive vice president and media director at BBDO International, New York. "They have hit the magical formula that ABC seemed to hit in the 1970's—which is to get strong 8 o'clock shows and get the kind of shows that appeal to the 18-49 and 25-54 audiences." Part of ABC's problem, Semskey said, is "its reliance on Aaron Spelling." He said "it hurts them because they are not getting the first dibs on the good stuff because Spelling gets the best time periods. So producers go elsewhere. It's the same kind of thing NBC had in the early 1970's when 40% of its schedule was from Universal. It's just not a good idea to have that much dominance by one production entity." □

CBS wins Nov. sweeps, NBC improves most

There is something in the November sweeps for everyone—even ABC. But NBC was the only network to come out ahead of where it was last year; both ABC and CBS showed declines, which continues the season-to-date trends reported elsewhere (see story, page 39). Despite its relative setback, CBS emerged the winner in both the Arbitron and Nielsen measurements.

During the Nielsen sweep period (Nov. 1-Nov. 28), CBS averaged a 16.8 rating and 27 share, 5% ahead of NBC's 16/26 and 11% ahead of ABC's 15.2/24. During the Arbitron sweep period (Oct. 31-Nov. 27), the averages were virtually identical except CBS's rating was off one-tenth of a point. ABC's sweeps rating was 14% lower than its November 1983 sweep, while CBS came in 12% under. NBC came in 5% higher during the Nielsen dates and 4% higher during the Arbitron dates.

NBC researchers claim that it was the first time NBC ranked out of third place during a November sweep since 1976. They also said that the last time ABC found itself in third place during a November sweep was 1974.

However, the November rating averages change slightly when rating analysts begin stripping away the special-event programing and begin looking at the regularly scheduled programs and series. According to CBS researchers, CBS averaged a 16.6 rating based on regularly scheduled programs, 1% ahead of NBC's average 16.4 rating and 5% ahead of ABC's average 15.8 rating. Regularly scheduled programs in this case include mini-series like NBC's *Fatal Vision* or ABC's *The Ewok Adventure* because they appeared under movie title umbrellas, but exclude CBS's three part mini-series *Ellis*

Island. But with regular series programs only, said CBS researchers—excluding all movies and *Monday Night Football*—CBS averaged a 17.4 rating, 12% ahead of ABC's average 14.9 rating and 14% ahead of NBC's average 15.3 rating.

Homes using television (HUT) levels during November averaged 62.7, down from a 64.9 in November 1983. The combined network rating fell from a 52 last year to 47.9 this year with a corresponding drop in prime time household levels from 43,580,000 per average minute to 40,670,000 per average minute. The combined network share slipped to a 76.4 from an 80.1 last year.

However, analysts warned that during November 1983 ABC aired *The Day After* which increased overall network viewing levels, and thus any comparisons to last season are made against an extraordinary level. In November, 1982 HUT, levels averaged 63.1 while combined network ratings averaged 51 and combined shares averaged 80.1. Households came to 42,480,000 per average minute.

NBC improvement in the face of an overall lower viewing environment was based in large part on their made-for-TV movies and mini-series as opposed to their regular series programs, analysts said. In contrast, much of CBS's weakness was concentrated during its movie nights. Movies on NBC during the sweep period averaged a 20.8 rating, compared to movies on ABC which averaged a 16.9 and CBS's movies which averaged a 12.4.

And NBC's movies were fueled by *The Burning Bed* as well as the mini-series, *Fatal Vision*, among the highest-rated programs during the sweeps. □

The music dies for Turner

TBS shuts down Cable Music Channel, selling selected assets to competitor MTV; financial loss to Turner may be nil

Ted Turner faced the music last week and shut down what only 36 days ago was billed as the first major challenge to the supremacy of MTV in cable's music video marketplace. As part of the closing of the Cable Music Channel, Turner sold "certain assets" of it to MTV Networks Inc. for \$1 million plus \$500,000 for advertising time on superstation WTBS(TV) Atlanta, Cable News Network and CNN Headline News.

In making the announcement, Turner said in a statement: "We continue to believe that Cable Music Channel is a top quality music video service, but we simply have not had enough support from the cable industry for it to become a viable part of our business. We are very disappointed, but feel that the discontinuance of the service now and the sales arrangement with MTV Networks Inc. are in the best interests of our company."

According to sources, the sale of "certain assets" includes the right to use the Cable Music Channel name and the service's subscriber list. While the former may be of dubious value, the latter is considered not. On Jan. 1, MTV is scheduled to launch a second music video service called VH-1, targeted at the 25-to-54-year-old market. An MTV spokesman said that it already has commitments from cable operators representing three million subscribers. The Cable Music Channel is believed to have about 400,000 subscribers and it was said the deal was struck with an eye to adding them to the VH-1 subscriber base.

The Cable Music Channel in its short life was not without controversy. When Turner first announced the service in August (BROADCASTING, Sept. 2), he said an "aggregate minimum" of 10 million subscribers would be required to launch the service. Company officials subsequently said privately they realistically expected to start with half that many until an internal estimate lowered the count still further to 2.2 million. Then, two weeks after the service was up-and-running, TBS revealed that only 350,000 subscribers had been signed up.

At one time, a TBS executive estimated that the Cable Music Channel would have 25 million subscribers by the end of its third year.

From the beginning, the Cable Music Channel was differentiated from MTV: Music Television. CMC was designed to appeal to the 18-to-34 age group, while MTV was targeting the 12-to-34 age group. In addition, Turner vowed CMC's library of music videos would not contain the same levels of sex and violence contained in MTV's. And CMC would be produced live and with off-camera announcers as opposed to MTV, which is taped with video disk jockeys introducing videos and providing information.

But CMC never got off the ground. According to Bonnie M. Cook, an analyst with



J.C. Bradford & Co., Nashville, it was evident from the outset that CMC would not attract the advertising necessary to make it commercially viable. In a financial report dated Nov. 20, eight days before Turner announced CMC would cease operation, Cook wrote that "since this is not a pay channel but is to be supported solely by advertising, the [lack of] support given it is in our opinion a fatal problem."

Cook noted later that Turner's announcement "didn't startle me. The handwriting was on the wall from the minute they had 400,000 subscribers on start-up. And if they wanted to get anything for it at all, they had

to [sell] it fast. So I'm not surprised—although I thought it may be another week or two." Cook also said that she didn't believe Turner would incur any major write-off expenses associated with CMC's closing and she estimated the total \$1.5-million price tag would probably cover most of the out-of-pocket expenses invested in the launch.

Cable operators were no less surprised upon hearing the news. "We needed another music service like we need a hole in the head," remarked one chief executive of a leading MSO. "What's it going to do for you? It's not going to increase your subscriber base any more," he said. He noted that 12- and 35-channel operators had no capacity left for another service, even though CMC—unlike MTV—was being offered to operators free of charge.

Also, the executive said, music videos can be seen everywhere today—from other cable services to network television to syndicated programs and even around-the-clock on local full-power and low-power television stations. "MTV's going to have an equal problem with VH-1," he said.

Another cable operator ventured that there is a "substantial residue of mistrust about what happened after the SNC [Satellite News Channels] buyout" that may have hampered CMC's marketing drive. The executive was referring to the raising of CNN's carriage fees among cable operators after Turner bought out his only news competition

How they'll line up in the Senate

Come next January, the Senate Commerce Committee will have a new chairman. John C. Danforth (R-Mo.) will assume that post as a result of last week's leadership race in the Senate (BROADCASTING, Nov. 19). The election of Robert Dole (R-Kan.) to majority leader has put into motion a series of changes within that chamber including the move of incumbent Commerce Committee Chairman Bob Packwood (R-Ore.) to chairmanship of the Finance Committee. (Senator Barry Goldwater [R-Ariz.] was next in line to succeed Packwood as head of Commerce, but he opted to become chairman of the Armed Services Committee. It is anticipated he will continue as head of the Communications Subcommittee. There are conflicting reports, however, that Goldwater may choose the chairmanship of another subcommittee he is said to be eyeing.) The committee assignments take effect in January.

Despite the new leadership on Commerce, the direction of that committee is expected to remain virtually unchanged. Danforth, whose views on some telecommunications issues have not been revealed, is not, however, likely to differ from Packwood on most matters. An aide said Packwood, who will remain on Commerce, plans to continue his efforts to achieve passage of broadcasting deregulation legislation and to obtain full First Amendment rights for the electronic media.

In the fight for majority leader, Dole won the seat by a vote of 28 to 25 in the Republican caucus, defeating Senator Ted Stevens (R-Alaska), the other finalist. Stevens, who was assistant majority leader, was not the only challenger. Senators James McClure (R-Idaho), Pete Domenici (R-N.M.) and Richard Lugar (R-Ind.) also ran, but were eliminated in the early going. In a secret ballot, McClure was defeated in the first round, reportedly receiving 8 votes, Domenici lost in the second ballot, getting only 10 votes, and Lugar finished third with 13 votes. Dole and Stevens managed to stay ahead until the third round where they were tied with 20 votes each.

In other Senate leadership races, Alan Simpson (R-Wyo.) was elected assistant leader 31-22 over Slade Gorton (R-Wash.). John Chafee (R-R.I.) defeated Jake Garn (R-Utah) 28-25 for the chairmanship of the Senate Republican Conference, and Thad Cochran (R-Miss.) beat Rudy Boschwitz (R-Minn.) 32-21 to become secretary of the conference. John Heinz (R-Pa.) was elected chairman of the Republican Senatorial Campaign Committee, defeating Malcom Wallop (R-Wyo.) 27-26. Bill Armstrong (R-Colo.) ran unopposed for the chairmanship of the GOP's legislative policy committee.

exactly one year less one day before he launched CMC.

Whatever CMC's faults, however, MTV officials are convinced they will not repeat them. "Is the same thing going to happen to us that happened to [Turner]?" rhetorically asked one MTV executive. "No, we don't think so. We're experienced music programmers and we're willing to make the commitment to quality product, not just a video jukebox. In theory, he was going after a very general audience, something that never worked in radio. MTV and VH-1 have a very defined audience." □

Appeals court supports FCC regulation of SMATV

It says commission was correct in pre-empting state rules

The FCC's decision in May 1983 to pre-empt state and local authority to regulate satellite master antenna television systems has been unanimously upheld by a three-judge panel of the U.S. Court of Appeals in Washington.

The panel held that the commission was within its authority in banning regulation it felt would "chill the development of SMATV service." The commission held that such regulation would conflict with its congressional mandate to foster the development of a national communications service. And the commission's "reliance on market forces to regulate the entry of SMATV into the cable television marketplace," the panel held, "is consistent with its statutory mandate." Indeed, the decision makes a strong argument in favor of marketplace regulation.

The panel acted on an appeal brought by the New York State Commission on Cable Television from the commission decision to extend its *Orth-O-Vision* decision of 1977 to pre-empt state and local regulation of MDS. The commission had acted on the petition of Earth Satellite Communications Inc. which was seeking relief from a New Jersey state court order that prohibited ESCOM from installing an SMATV system in a 250-unit apartment building in East Orange. The court, in turn, had acted in response to a cable television franchisee that had argued ESCOM was violating the New Jersey Cable Television Act by installing its system without first obtaining a license from the New Jersey Board of Public Utilities.

The commission based its authority over SMATV on the federal interest in "the unfettered development of interstate transmission of satellite signals." It said that development would be frustrated if each state imposed its own entry restrictions on systems that were part of the national satellite network. And it chose not to adopt restrictions of its own, on the conviction that open entry policies would create a more diverse and competitive telecommunications environment.

The New York commission made two principal arguments—that pre-emption of state and local regulation of SMATV runs counter to established policy of allowing local jurisdictions control over the franchising of traditional cable systems and that commission policies cannot be advanced by the agency's determination to allow SMATV to enter the telecommunications marketplace unregulated. The panel, in an opinion written by Judge Edward A. Tamm, rejected both. It concluded that the commission's action is, quoting the Supreme Court in another case involving commission authority, a "reasonable accommodation of conflicting policies that are within the agency's domain."

As for the first argument, Tamm noted that it "ignores the critical distinction the commission has made between cable television systems that use public rights-of-way and systems, like SMATV, that operate solely on private property." Under its "dual regulatory framework," Tamm wrote, "the commission has consistently retained exclusive authority over those elements of cable television that do not involve the use of public rights-of-way."

As for the challenge to the commission's

decision not to impose entry regulations on SMATV, Tamm said that the commission does not have unlimited authority to use the marketplace as a regulatory mechanism. It cannot, for instance, "promote competition for competition's sake," since the market cannot always be trusted to operate in ways consistent with the public good, he said. But, Tamm added, quoting from a decision in another case, "the public interest touchstone of the Communications Act, beyond question, permits the FCC to allow the marketplace to substitute for direct commission regulation in appropriate circumstances."

More than that, Tamm maintained that government regulation cannot be invoked simply because marketplace regulation might adversely affect "existing and developed [cable] franchises." He said: "Measuring the public interest standard of the Communications Act with sole reference to the impact commission action would have upon a developed technology insures a regulatory regime frozen into maintaining the status quo. We cannot read into the Communications Act a congressional intent to so prevent innovative technologies from conferring substantial benefits upon the viewing public." □

Westmoreland vs. CBS: Week eight

CBS defense attorney David Boies and General William C. Westmoreland continued their game of thrust and parry last week as Westmoreland chalked up his eighth and ninth days on the witness stand in the libel trial that is now in its ninth week. For every accusatory question raised by Boies, or every ostensibly damning exhibit cited, Westmoreland had a quick reply or explanation, the plausibility of which will ultimately be determined by the jury.

Westmoreland's testimony was limited to three days last week. He complained of back pain (said to be a recurring problem) Monday evening and was excused for two days, giving the jury an unexpected holiday.

But during the first two days that Westmoreland came under cross examination last week, he and Boies clashed repeatedly over what Boies contended were contradictions in the enemy troop strength estimates that Westmoreland delivered to President Lyndon B. Johnson in November of 1967 and the estimates published in the order of battle prepared by the general's intelligence command. The focus of those clashes was a bar chart that was prepared for Westmoreland by his staff to brief the President concerning enemy strength estimates for the years 1965-67. For the third quarter of 1966, that chart pegged enemy strength at 285,000, excluding two categories of self-defense forces and political cadre. Yet, the official order of battle estimates published a year earlier for August 1966 showed a figure of 282,452, but which did include those self-defense units not included in the estimate given the President. And the estimate given Johnson for the third quarter of 1967 was 242,000, a decline of almost 40,000 troops over a year.

Westmoreland refused to recognize any discrepancy between the two estimates, at one point telling Boies, "I understand this chart, which apparently you don't." Boies, attempting to show that the only way Westmoreland could show a decline in enemy strength to President Johnson was by deleting some previously counted troops from the estimate, countered by referring to previous testimony by former national security adviser Walt Rostow. Rostow had testified that the estimate given to Johnson for 1966 included the self-defense forces, while the 1967 estimate he received did not.

Replied Westmoreland: "I don't know how to tell you this, Mr. Boies, but you don't know what you're doing." He went on to explain that Rostow was mistaken in his belief that 1966 estimate given to Johnson included the self-defense forces. "So it is your testimony that Dr. Rostow and I didn't understand the chart?" Boies asked. "Well, certainly you don't," replied Westmoreland, who went on to say that the 1965 and the 1966 estimates supplied Johnson in 1967 had been "retroactively adjusted," with the President's knowledge, because of the new policy established in the last year excluding the self-defense forces from the actual combat strength of enemy troops.

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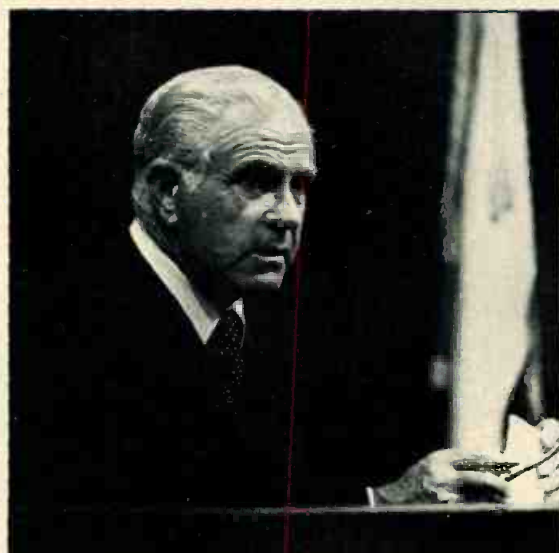
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OCTOBE

PEOPLE'S COURT



While everyone is looking for news about the new shows of the season, it's "The People's Court" that's still making the headlines.

In its 4th season, "Court" continues to retain its crown as the **ENDURANCE CHAMP** of first-run syndication, showing impressive gains in market after market over its lead-in to maintain its #1 position.

For winning results, look to the show that continues to get the ratings decision. "The People's Court," now being renewed for its fifth season.

NEW YORK

WNBC*	MON-FRI 4:30PM	RTG/SH
LEAD-IN	Love Connection	7/19
WNBC	COURT	7/20
WCBS	Rockford Files	6/16
WNEW	He-Man	6/16
WABC	Local	5/14
WPIX	Happy Days	4/12
WOR	Movie	3/8

HOUSTON

KPRC*	MON-FRI 4:00PM	RTG/SH
LEAD-IN	Jeopardy	3/13
KPRC	COURT	6/20
KRIV	Good Times	5/18
KTXH	Scooby Doo	4/15
KTRK	Movie	4/15
KHOU	Trapper John	3/11
KHTV	Fat Albert	1/5

MILWAUKEE

WTMJ*	MON-FRI 4:30PM	RTG/SH
LEAD-IN	Little House	5/19
WTMJ	COURT	9/29
WITI	Jeffersons	7/23
WISN	Local	4/13
WCGV	Voltron	4/13
WVTV	Superfriends	2/8

ST. LOUIS

KSDK*	MON-FRI 4:00PM	RTG/SH
LEAD-IN	Hour Magazine	6/23
KSDK	COURT	9/27
KPLR	Voltron	7/22
KMOX	Quincy	7/21
KTVI	Three's Company	6/17
KDNL	Gomer Pyle	2/6
KNLC	Circle-Square	-/-

es Times

**EXTRA!
SPECIAL
EDITION**

84

I STILL CHAMP!

BOSTON

	MON-FRI 5:00PM	RTG/SH
LEAD-IN	Love Boat	7/20
BZ	COURT	9/22
NEV	Name That Tune	8/19
CVB	Too Close	6/15
LVI	Brady Bunch	4/9
SBK	Quincy	2/5
XNE	Eight Is Enough	1/3
QTV	Movie	1/2

PITTSBURGH

	MON-FRI 5:00PM	RTG/SH
LEAD-IN	Hour Magazine	11/32
DKA	COURT	13/35
TAE	Three's Company	8/22
PXI	Name That Tune	5/14
PGH	Dukes Of Hazzard	3/9
PTT	Batman	2/5

SEATTLE-TACOMA

	MON-FRI 4:00PM	RTG/SH
LEAD-IN	Let's Make A Deal	3/14
KIRO	COURT	6/22
STW	Superfriends	5/19
ING	Donahue	4/15
CPQ	Little House	4/14
KOMO	Hart To Hart	4/13

MEMPHIS

	MON-FRI 4:00PM	RTG/SH
LEAD-IN	Waltons	8/24
WREG	COURT	10/29
WHBQ	Dallas	7/21
WMC	Hart To Hart	5/14
WPTY	Tom & Jerry	4/11
WMKW	Inspector Gadget	2/7

DALLAS-FORT WORTH

	MON-FRI 4:30PM	RTG/SH
LEAD-IN	Jeopardy	5/14
KXAS	COURT	7/20
KDFW	Taxi	7/19
WFAA	PM Magazine	7/18
KTVT	Happy Days	5/13
KTXA	Inspector Gadget	4/10
KXTX	Brady Bunch	2/6
KRLD	Top 40 Videos	1/4
KDFI	Super Heroes	-/1

THE PEOPLE'S COURT

ALL MARKET SUMMARY*

OCT. 1984	(000's) HOMES	(000's) ADULTS 25-54
LEAD-IN	2,366	1,090
COURT	2,817	1,392
	+19%	+28%
	(000's) HOMES	(000's) ADULTS 25-54
OCT. 84-COURT	2,817	1,392
OCT. 83-VARIOUS	2,642	1,347
	+7%	+3%

SOURCE: *NSI **ARB

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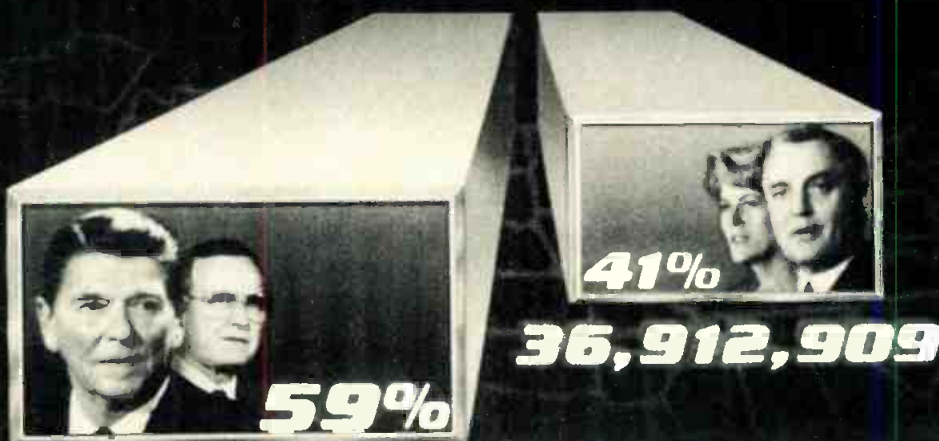
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RESULTS BY DESIGN

NATIONAL VOTE
99% in



53,396,770

36,912,909

DESIGN TEAM

Robert Brandel
John Brainard
Tony Franqueira
Steven Giangrasso
Kevin Hale
Michael Katz
Jeff Maltz
Larry Wasserman

COMPUTER

IMAGING TEAM

David Rabinowitz
Christine Barton

Thomas Alfieri
Diane Piencinski
Andrew Siegel
Maria Cantatore

ELECTION

DATA TEAM

Joel High
William Niemi
Patricia King
Richard Ho
Nieba Jones
Ellen Mendelson
Theresa Chan

MANAGEMENT TEAM

Joe Alicastro
Joel Blumenthal
Joe Branch
Ralph Famiglietta
Shel Hoffman
Richard Passentino
Dave Schmerler
Roy Wetzel
QUANTEL TEAM
Robert Long
Simon Carter



NBC NEWS

STATE OF THE ART

JOURNALISM

Last year, when the American medical students whom U.S. military forces had evacuated from Grenada during the invasion of that island landed at Charleston Air Force Base, a camera crew from WJXT(TV) Jacksonville, Fla., was on hand, for one of the returnees was a woman whose parents live in Jacksonville. The crew interviewed the woman, live, and through a split screen, the station enabled her to talk to her parents as the station's audience viewed the scene.

And Jacksonville, remember, is the 64th market.

The event is not necessarily typical of what stations in smaller markets, or even larger ones, are doing with the technology—satellite links and three-quarter and half-inch tape—available to them as well as to the networks. But neither is it extraordinary. For today, the business of broadcast journalism is not only business but news—lots of it, driven by competition for ratings and ambition for excellence.

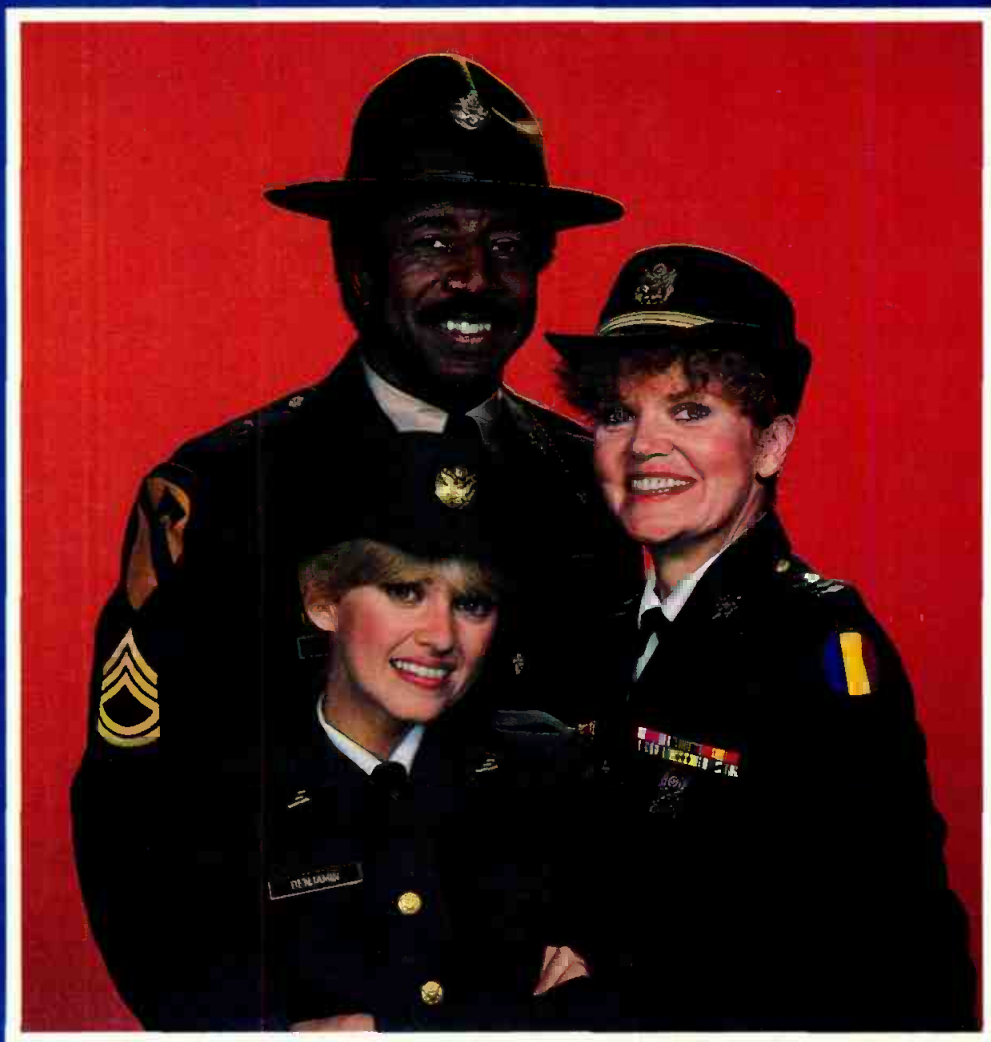
The fever is not confined to stations. The networks seem to have it, too. News executives in New York talk of the competitive pres-

ures they feel to improve the product they offer. Richard Wald, ABC's senior vice president for news, says, "Competition requires that stories be better written, edited, backgrounded and presented. If you don't do it, the competition will, and the public knows it." To Wald, the competition is more than simply good for the public. He feels it has produced "a golden age of television reporting."

Perhaps. But in many cases the reach exceeds the grasp. Some news directors at stations are still concerned about television anchors and reporters who are as interested in polishing their own image as in serving the community in which they work. And there are critics who say journalism schools are producing a pool of correspondents for whom a broadcast newsroom may hold few mysteries but who lack the knowledge of the world around them that a solid grounding in the liberal arts would provide.

Still, the level of professionalism seems to be rising. And as it does, the public's appetite for broadcast news increases—but not endlessly. Some (though not all) stations have found the two-and-a-

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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
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WCTV Tallahassee
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half to three hours of local news to which they expanded in the late afternoon and early evening were a bit much, and have cut back. And surveys indicate a sharpening of criticism of local television news generally. But the quality and vitality of local news operations are more than figments of promotion departments' imaginings. Network news executives take into consideration what NBC News President Larry Grossman says is the "increasing sophistication and quality of the news service" provided by local news operations.

And well they should. For some stories that by any standard are national or even international are being handled with polish on the 5 o'clock news by stations with the wit to know how to make use of the services available to them. For instance, WDIV(TV) Detroit—like WJXT(TV) a Post Newsweek Station—did not wait for the network with which it is affiliated, NBC, to provide, on the *Nightly News*, an in-depth report on the assassination of Indian Prime Minister Indira Gandhi. Using material provided by Cable News Network, Group W's Newsfeed and the NBC syndicated news service, and with co-anchor Mort Crim providing the narration, it stitched together a rounded report for its 5 p.m. broadcast that included analysis and background, as well as reaction from President Reagan and British Prime Minister Margaret Thatcher. What, some may wonder, is left for the networks to do?

Indeed, Richard Sabreen, vice president and general manager of the Newsfeed network and a major booster of local news operations—Newsfeed services some 80 of them with national news—describes 1984 as "the year in which local TV took control of its destiny and was no longer dependent on the networks." To affiliated stations around the country that would feel naked without the Rathers and Brokaws and Jenningses of this world, that might sound a bit overstated. But it's true that stations are breaking out of the mold in which they once were contained to cover stories of interest to local audiences.

Stations in states with favorite sons seeking the Democratic presidential nomination, for instance, sent camera crews to cover the primary campaigns last winter and spring. Hundreds of stations were represented at the Democratic and Republican conventions by crews that sent back live reports by satellite. (That kind of coverage has become routine.) Even El Salvador can be a local story. WDAF-TV Kansas City, Mo., dispatched a crew to cover the U.S. team that was monitoring the presidential election there last spring. For the head of the team was Kansas Senator Nancy Kassebaum (R). The charity work of a group of Seattle church women in El Salvador was sufficient justification for KIRO-TV to send a crew to the Central American country. And when hundreds died in a natural gas explosion in Mexico City two weeks ago, KNBC(TV) Los Angeles—26% of whose viewers are Hispanic—sent a crew to provide live coverage. With a staff of some 200, news director Steve Antoniotti felt he could spare the crew even though another was in Vancouver, B.C., preparing pieces on the Michael Jackson tour that would be shown

when the tour reached Los Angeles. "Local" has taken on a meaning all of its own.

Stations Going Further Afield

As the WDIV(TV) piece on Gandhi indicates, an increasing number of tools are being made available to stations interested in providing news coverage of stories outside their areas. And services to permit such an expansion are proliferating. The 1984 BROADCASTING YEARBOOK's listing of radio and television news services runs about nine columns. Besides Newsfeed, which operates as a cooperative as well as a producer of some of the material offered members, one of the major services is News Information Weekly Service, with clients in 110 markets and 60



Newsfeed's Sabreen

foreign countries. NIWS, a subsidiary of Telepictures Corp., produces about half of the material it distributes; the rest is provided by client stations, which include ABC owned-and-operated outlets.

One of the newest—and most novel—aids available to stations seeking to expand their horizons is Hubbard Broadcasting's Conus Communications Inc., which provides access to and from a Ku-band transponder on Satellite Business Systems' SBS III satellite. The network, which became operational two months ago, permits member stations—they buy equity shares in the corporation—to exchange material by way of the satellite. And those who want the capability of covering an event and feeding it back by satellite to the station can buy a truck-mounted earth station for from \$260,000 to \$350,000, depending on the equipment. Before the end of this month, eight of the 10 stations that have thus far bought into the service will have taken possession of a truck. And not all are in the larger markets. One of the eight is Hubbard's KOB-TV Albuquerque, N.M., the 62d market. A more modest cooperative employing satellite technology is the Local Program Network. With the aid of a portable satellite uplink, it enables members to link up with newsmakers in interviews virtually anywhere. In July, the LPN members tied into an interview with President Reagan in the White House.

And for stations looking for a network news service other than the big four—CNN

is the fourth—there is Independent Network News, a full-blown national network that is owned by the Tribune Co. and WPIX Inc. INN, now in its fifth year, focuses on perspective pieces. INN President John Corpron says studies have shown audiences tuning in to the late prime time show have already heard the hard news of the day and are interested in background and analysis. The network operates four bureaus around the country and plans the addition of three or four next year. And with the signing last month of Morton Dean, long one of CBS News's most highly regarded correspondents, as co-anchor of INN's newscast, Corpron says, INN is looking ahead to "a smashing year" in 1985.

The growing importance of local news operations has been noted by more than the networks. The Mondale campaign, during the primaries, attempted to schedule arrivals in cities in time for coverage on the local early or late evening news. And while campaign managers during the fall found it more difficult to accommodate local news program deadlines as they scheduled events for the networks' convenience, some of those involved in the campaigns were impressed with the local coverage. "Generally, it was very good," says Don Foley, a Mondale campaign deputy press secretary. In fact, he adds, "in some of the larger markets, stations were competitive with the networks. They didn't allow the network people to get in their way. They know how to push and shove."

Because of their growing involvement in the business of broadcast journalism, affiliates occupy a position in relation to the networks that is hard to categorize. Like cable television, independent stations and other sources that are eroding the audience for network news, they are competitors. And they are powerful competitors. In two-thirds of the top 50 markets, according to tracking done by Newsfeed, affiliate news programs attract larger audiences than do the network news shows that follow them. But in the case of NBC, at least, Grossman has found a one-to-one correlation between the relative standing in a number of major markets of an affiliate's news programming and the network's: "Where they're first, we're first; where they're third, we're third." As a result, he says, "it's very much in our interest to help the affiliates. . . . We're spending an increasing amount on our affiliate news service"—which enables the affiliates to offer national and international pieces in their "local" news programs and thus remove some of the gloss from the network news programs.

The Local-Network Connection

However it is categorized, then, local news is a factor for the networks to consider. "We come on the air at 6:30 or 7 p.m. after affiliates put on two hours of their own news, which will include national stories," says Lloyd Siegel, senior producer for NBC's *Nightly News*. "We have to do something unique." Lane Venardos, executive producer of CBS's *Evening News*, puts the problem

A News Director's News Director



In December 1984, Lou Adler becomes President of the Radio Television News Directors Association. Lou Adler's career in broadcast journalism has spanned thirty years. Over those years he has been recognized by his peers with some of the industry's most prestigious awards—OHIO STATE, PEABODY, and the EDWARD R. MORROW, NATIONAL AWARD FOR BEST OVERALL NEWS PROGRAMMING IN THE COUNTRY (1981).

As a tribute to WOR's News Director, RKO General, Inc. is sponsoring a day long seminar in journalism



ethics and news gathering. This

seminar will be one of the highlights of the 1984 RTNDA International Conference in San Antonio. The program will be produced by Media Society Seminars, whose director is Fred Friendly, and which is affiliated with the Columbia School of Journalism. Arthur Miller, prominent Boston lawyer and star of the syndicated television program "Miller's Court," will moderate.

Lee Simonson, Vice President and General Manager of WOR Radio said, "Lou Adler is not only a man of awards, he is a man who runs a first-rate newsroom, day-to-day. We proudly join his colleagues to salute him."

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Source: NSI Oct. 1984

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another way: "People are newscast out by the time 7 p.m. rolls around. That raises the ante. People feel they've seen it all before—unless what we're doing is demonstrably better. We have to do a newscast that's substantive and touches all the bases."

In large part, that involves covering stories all over the world. The tragedy of the famine in Ethiopia and the fighting in Central America and Afghanistan, as well as the Gandhi assassination and the move toward arms reduction talks between the U.S. and the Soviet Union (a story broken by NBC's Marvin Kalb)—all were (expensive) grist for the networks' news mills. As ABC's Wald says, even with existing technology, "You forget [such coverage] is still a miracle." With the continued reduction in the size of equipment—ABC is pushing manufacturers for one-quarter-inch tape—such coverage will increase. "TV will never be as omnipresent as print," says Wald, "but it will be at more events, not just the big ones."

In terms of format, the networks are moving away from the headline-news type of service with which their evening news programs have long been identified. For the past couple of years, CBS, whose *Evening News with Dan Rather* continues to lead the other networks' news programs in the ratings race, has been making a four- or five-minute block of time available on occasion for longer pieces than is normal for a 21½-minute newscast. Often, CBS will go to what its executives like to call its "strong bench" and assign a Bruce Morton or a Terry Drinkwater to a piece on a significant breaking story. Two weeks ago, Rita Braver did a three-part series on the Justice Department's investigation of General Dynamics Corp. And on one of those nights, Ed Rabel did a longish piece on removing Amerasian children from Vietnam. (But that was a kind of bonus made possible by a light news week. Time does not normally permit two such pieces in a single newscast.) Says CBS News President Ed Joyce of the in-depth stories: "The change has been institutionalized, and we're well pleased."

The look and sound of ABC's *World News Tonight* and NBC's *Nightly News* have been altered in recent weeks as the programs' anchors—Peter Jennings and Tom Brokaw, respectively—engaged in interviews with newsmakers and conversations with colleagues. Jennings has interviewed Reagan administration officials—Secretary of the Treasury Donald T. Regan was on the program on Tuesday, to discuss the overhaul of the income tax system he had officially unveiled earlier in the day—and has discussed the economy with ABC News's economics expert Dan Cordtz and medical issues with the network's medical editor, Dr. Timothy Johnson. Jennings even generates the intellectual motor of the network's new commentator, George Will, with questions. "We're involved in evolving a new format," says Bill Lord, executive producer of *World News Tonight*. "You look at what you've been doing, look at the talents of the anchor and realize, 'This guy understands the material, and can do more—that he can conduct interviews to flesh out the bones of the head-

line service.'" Siegel, too, says the interview technique, as conducted by Brokaw, is an effective means of conveying information. The public, he says, will hear more in an interview with, say, Secretary of State George Shultz, whom Brokaw has interviewed on the news program, than if his remarks "were confined to a 30-second sound bite."

But there is more to NBC News these days than the increased emphasis on Brokaw as interlocutor. In September it pioneered what Gordon Manning, vice president, special projects, calls "a new art form of broadcast journalism": The dedication of all or part of all of the network's news and information slots for a week to a single subject deemed worthy of such attention. It was the answer



ABC's Wald

to the question of how time could be found to examine important issues in an industry where broadcast time is dear, and strictly rationed. The first subject was U.S.-Soviet relations, and was examined in pieces on the *Nightly News*, the *Today* show and *NBC at Sunrise*, that originated throughout the week of Sept. 10 in the U.S. and the Soviet Union. NBC's *Meet the Press* was also pressed into service: Secretary of State Shultz was the guest on the show on Sept. 9. (Among other things, the project required Manning to play the role of diplomat; he met once in Washington with Soviet Ambassador Anatoliy F. Dobrynin and made three trips to Moscow to make the necessary arrangements, including those for interviews.) Two weeks ago, during Thanksgiving week, NBC treated the subject of *The New Pilgrims*—the Cubans, Haitians, Cambodians and others who are now arriving in the New World, seeking a better life—in the same manner. Manning believes the network may do four week-long projects a year. One subject under consideration is Vietnam. "April," he notes, "will mark the 10th anniversary of the fall of Saigon."

CBS News, which claims to have taken the lead in changing the structure of evening news program—"CBS has developed its form for the 1980's; now the other two are struggling," says Joyce—is also moving ahead in decentralizing its news organization. It has a news bureau in Boston that is a satellite of its Northeast bureau, which is

located in New York, and bureaus in San Francisco and Denver that are extensions of the one in Los Angeles. Next year, says Joyce, CBS "will open a bureau in Seattle and in the years ahead it hopes to establish bureaus in Minneapolis, New Orleans and other cities." These will be small offices—probably staffed with a correspondent, producer and camera person—but Joyce feels they will give the network "an editorial presence" in various regions, allowing it to "sense the currents of the country."

What's more, Joyce says, in May CBS News will expand the concept of regional news exchanges for affiliates that it established in the Southwest with headquarters in San Antonio, Tex. Some 20 stations in New Mexico, Texas, Oklahoma, Louisiana and Arkansas exchange stories twice a day through a cooperative arrangement run by CBS, which does a nightly feed for them. The exchange benefits not only the stations that subscribe but the CBS News network as well, since the pieces exchanged are fed to New York. Joyce says CBS will establish four other regional exchanges in the next 18 months. "It speaks to the relationship between the network and the affiliate news organizations," Joyce adds.

Assaults On The Networks

Network news executives, like executives in any news organization, have more to think about these days than how to meet competition. What to some in the press looks like a major assault on their freedom to engage in a robust form of journalism is visible on all sides: General William Westmoreland's \$125-million libel suit against CBS. The \$50-million suit Israel's Ariel Sharon is pressing against Time Inc. The fairness doctrine complaint the Central Intelligence Agency—which over the years has been accused of every black deed imaginable with hardly more than a "no comment" in response—has filed with the FCC against ABC, even as ABC's Jennings was preparing to go on the air to acknowledge that the network had been unable to corroborate one of the charges that had upset the agency, that it had ordered the murder of a man who claimed to have operated a business as a CIA front (BROADCASTING, Nov. 26, and see also "Top of the Week"). And the efforts of the American Legal Defense Fund to raise funds for plaintiffs in libel suits.

There is no sign network news executives plan to throttle back. Joyce—who says he feels very confident about the outcome of the Westmoreland trial—said broadcast journalists "must resist with all possible vigor" such pressures. As for CBS News, he says, "they won't blunt our aggressiveness—look at *60 Minutes*."

ABC's Wald takes a philosophical approach. He sees "no immediate danger." He feels the problem is part of the pattern of questioning to which major institutions have been subjected by the public since the 1960's. The media, because of their special situation, may feel they are "getting a raw deal," he says. But they are not immune. "As for the public, as long as we provide

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good service, the public will support us. Are we doing a good enough job? I think we are. But we can always do better."

Content Vs. Appearance

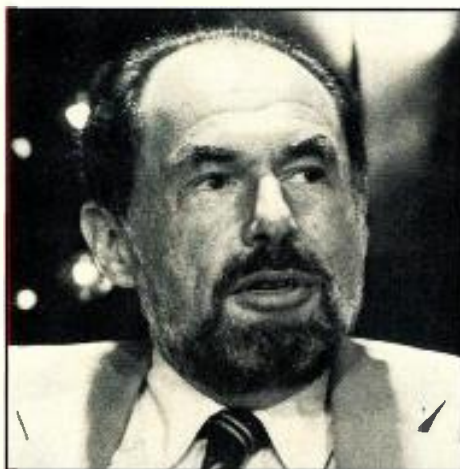
For years news directors have complained that the business was getting a bad rap in the contemptuous dismissal of local anchors as the product of a hair dryer and make-up kit. The characterization is one that Christine Craft case, whatever its merits and facts, seemed, to the public, to justify. But Post Newsweek Stations vice president for news, Jim Snyder, spoke for many of his colleagues in calling it "a canard—a lot of people who are successful in television are not glamour boys." And a news consultant who makes a career watching local news programs around the country, Jacques de Suze, vice president of McHugh & Hoffman, agrees. "I see people not handsome, not young, doing very well." Content. Presentation. Relevance. Those are the trilogy news directors and news consultants say is required for success.

But in being a visual medium, television seems to present a unique problem for news directors. "Young people gravitate to local news, half to serve the industry and half to serve their ego," says Ralph Renick, who is news director of WTVJ(TV) Miami and who is to receive the Paul White award "for contributions to broadcast journalism" at the Radio-Television News Directors Association Conference in San Antonio later this week (see page 94). One result, he said, is that news directors feel a greater responsibility to supervise the work of such reporters as they have in the field. Nor is that the only problem confronting news directors. "Agents," he says, are another. "Stars become a commodity of varying worth, and agents try to milk that for all it's worth." (Renick, it may be noted, is a star in his own right. He has anchored the WTVJ evening news since its inception.) And related to that is what Renick calls the "nomadic" nature of the business. He says a room at his station contains "200 cassettes from people looking to move up." (Someone suggested that Renick might show the room to a "star" whose agent was making what management thought unreasonable demands.)

Frank Magid, of the news consulting firm of Frank N. Magid Associates Inc., points up another problem news departments face in looking for personnel. "The stations are well intentioned, but there is not a sufficient pool of talent from which to draw," he says. "There is a lack of suitably trained, mature people." And for that he blames the journalism schools. "They are not doing a good enough job of preparing people for the profession. They are producing technicians instead of people aware of the world around them. . . . They have little training in the liberal arts." The broader training, he says, is what is needed if the aim is to make broadcast journalism "a profession and not a trade."

But there is another personnel problem, one that may be more serious than that involving would-be correspondents not quite

sure what a city manager in a city manager form of government does, or is. It is the uncertainty of the tenure of the people whose job it is to run the news shop—the news directors. WJLA-TV Washington, for instance, has had three in the past two years. KCBS-TV Los Angeles recently hired its fourth in four years (although that CBS owned-and-operated station seems to promote rather than fire news directors). One news director at a station in one of the top 10 markets is in his third job in three years—and is rumored to be on his way to a fourth. The precariousness of life as a news director was vividly demonstrated last Tuesday (Nov. 27) when KNBC(TV)'s Antoniotti and the station's assistant news director, Larry Perret, were fired by the station's new general man-



NBC's Grossman

ager, John Rohrbeck, a few days after Antoniotti had been interviewed for this article (see "Fates and Fortunes," page 145).

In part, at least, the turnover reflects stations' concern with ratings, with a desire for a quick fix—despite the warnings of those who have been through the mill of turning a news department around and have found that improvement takes time—two years or more.

But the turnover is only the dark side of the high stakes that local news operations represent. The bright side—according to those in the business who follow such things—is that news directors in major markets who perform are being compensated accordingly: They are finally breaking into the six-figure bracket. Of course, they will probably never catch up with the anchors in their markets, whose compensation may be bumping up against the \$1-million mark.

Satisfying The News Hunger

This much can be said for the general manager or owner of a station who lacks the patience to stick with a news director when ratings are poor: He may know, in his heart or from the report left with him by a consultant, that there is, on the part of the public, a hunger for news, at least hard, "relevant" news. Magid says the hunger is "insatiable." And that is not because of a lack of news. According to Magid, it seems that news—at least that which is regarded as valuable—whets the public's appetite for more. News

that is "redundant," he says, will not hold an audience.

That observation appears to mesh with the remarks of McHugh & Hoffman's de Suze. Viewers in many markets have a number of choices as to what news programs to watch, de Suze notes. "To the degree viewers perceive stations' news to be the same, the more difficult the choice," he says. "So they'll make a decision on the basis of utility—'what's useful to me.'" De Suze says stations attempt to make a difference by offering "self-enhancement" information. But he also noted that stations "try to make their shows look better—a lot of it is style."

And often news directors do speak of the need to use graphics to explain "complicated" stories. The networks are leading the way in that regard. Executives in New York say graphics—with their dazzling illustrative quality—can be used even to make economic stories comprehensible.

But there is no secret to the key to a successful local news program—what makes it stand out and makes it a ratings winner over the network news show that follows it. It is the success with which it presses the advantage of its relationship to the community. The Albuquerque market, which includes Santa Fe, is served by eight television stations, and the community is tricultural—Anglo, Hispanic and Indian. John Andrews, news director of KGGM-TV, sees the station's function as focusing on New Mexico and its special interests. The networks, he said, "go wall to wall with coverage. . . but the one thing a local station can do is be local." That approach has produced wildly different results for KGGM-TV. Its noon show has virtually wiped out the competition, capturing a 50 share. But its 4:30, 5:30 and 10 p.m. newscasts rank only third.

Of course, there are some stations in markets so small and with revenues so slight that the virtue of local coverage becomes a necessity. One traveler reports watching the local news show of a station in one of California's out-of-the-way communities that featured a softball game involving local teams. It was obvious that only one camera was employed, and the camera person had problems keeping up with the action—the balls hit to the outfield, the runners on the base paths. To the traveler, accustomed to the slickness of shows in major markets, it seemed a funny piece. But to the station's regular viewers, who were watching sons and neighbors, it might have been the high spot of the evening news.

Although there is no secret as to what it takes to be successful in local news, finding the right formula—or is it chemistry?—is another matter. For despite the apparent vitality of local news throughout the country, audiences, according to McHugh & Hoffman, are increasingly critical of it. John (Jack) Bowen, co-owner of the firm, says surveys indicate that, unlike the 1970's, when viewers accepted with little question what stations offered, viewers today are expressing dissatisfaction with the "quality, relevance, usefulness of news and the degree to which it expands knowledge of what's going on." Bowen has found those views

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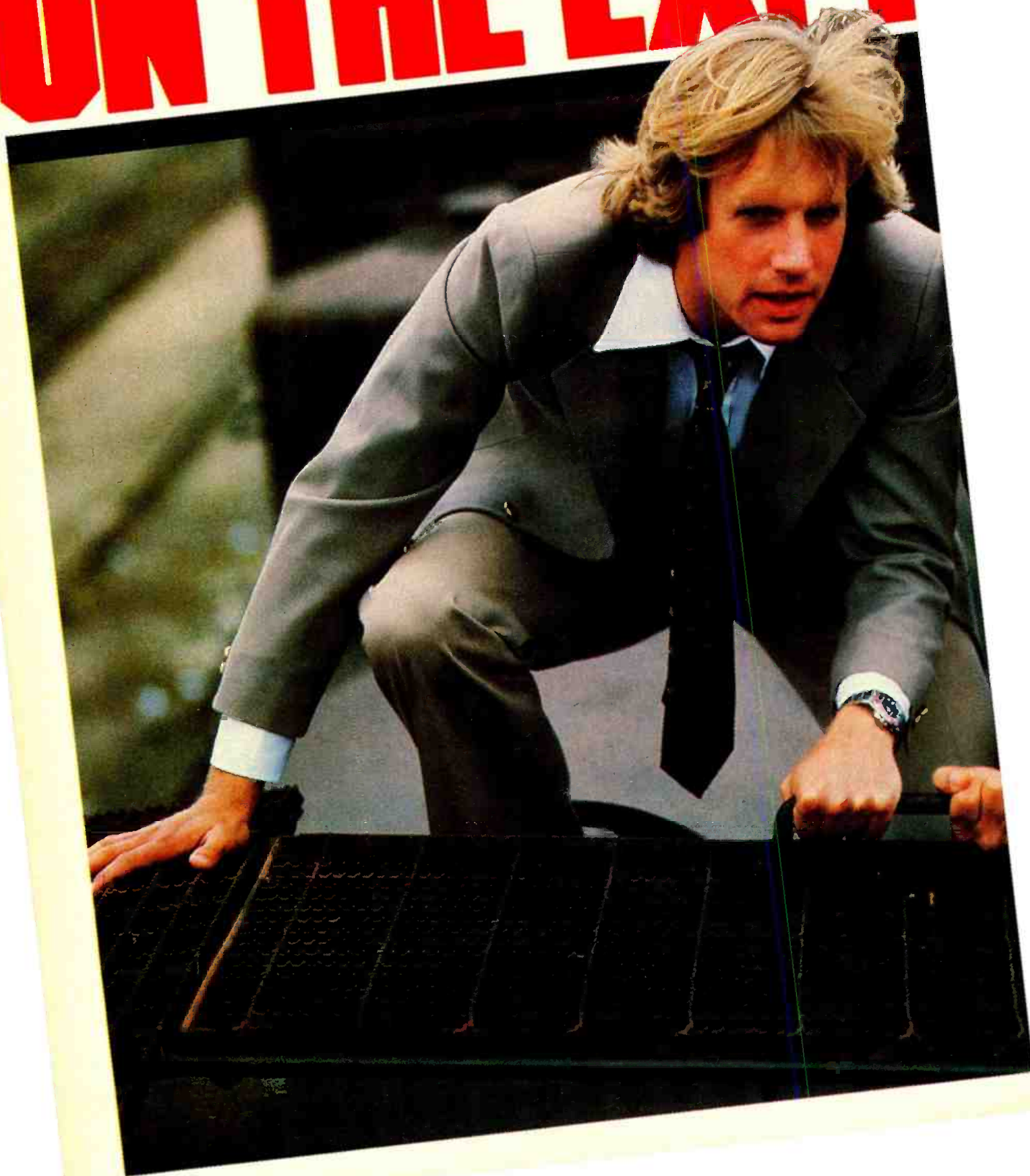
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That is not all of the bad news Bowen has to offer. There is the matter of increasing competition, of course—and not only from other stations (independent and affiliated) and from cable television and its diversions, but from videocassette recorders as well. Bowen says viewers, particularly working wives who do not have the time to watch the 5 o'clock or 6 o'clock news programs at those hours, use VCR's to timeshift the news to a more convenient hour. The practice of altering television schedules to fit the viewer's convenience is, Bowen says, "an important dynamic that will dominate the changes in viewing habits."

Wait, there's more. At a time when sta-



CBS's Joyce

tions should be increasing their investment in local news to meet "rising expectations," Bowen says management is resistant to spending more. He attributes the resistance to the recession that ended two years ago—during which, he says, station revenues did not achieve "the normal projected growth in profits"—and to concern about the future. He does not see an erosion of standards. But Bowen said there was "less innovation" in the production of local news "over the last two years—a slowdown in investment in investigative reporting and in new technology"—and he blames that on tighter budgets.

For all of that, Bowen believes an improvement in the local news product is continuing. But the public, he says, "is still demanding more."

How Much Is Enough?

One development that generates varying degrees of concern among those involved in local news is the reduction in that service by some stations after a steady expansion of it. Magid thinks what he calls a "bit of attrition of viewers" should be a matter of concern. For it raises the question of whether there is indeed the "enormous" appetite for news he and others perceive. To buttress his point that the hunger does exist, he cites the growing interest on the part of affiliates to cut into the networks' early morning news programs with segments of local news. And he attributes retreats from what has been a steady

expansion of local news programming to a failure to provide fresh, meaningful news in the extra time. "Merely filling time is not enough to draw large audiences," he said. "It points up the need for the resourceful use of time."

Certainly the evidence of "a trend" is mixed, at best:

■ **KNBC(TV)** Los Angeles, which had been programming three hours of local news before 7 p.m., when it ran the *NBC Nightly News*, dropped the 6:30-7 half hour and now schedules the network news in that slot. "We were competing with our own viewers, as well as other newscasts," says the station manager, Jack Ingram. "No viewer is going to watch news from 4 to 7:30 p.m." But KABC-TV does not find that a problem. It is continuing to run three-and-a-half hours of local and network news, beginning at 4 p.m., and continues to dominate the ratings for all news programs. Terry Crofoot, the news director, says he has no trouble filling the time. "We do investigative reports, good life-style elements... and we have a lot of specialists."

■ **KIRO-TV** Seattle dropped the first half hour of the 4 p.m. news because of what station officials said was intense competition in a market served by six VHF and two UHF stations—and which is heavily cabled, to boot. "We thought we could increase ratings," said Glen Wright, the station vice president. And the station, in the October book, was in first place in the 4:30 p.m. time period. "So the half-hour is working." John Lippman, the news director, says greater resources are being put into the news gathering and production efforts. And the station is well armed—with a helicopter, a Lear jet and a cabin cruiser for patrolling Puget Sound.

■ **KSNW(TV)** Wichita, Kan., abandoned its half-hour 5 p.m. news two years ago, after trying it for less than a year. But KAKE-TV continues to program that period, as it has since 1980, and the remaining affiliate in the market, KWCH-TV, is now providing the competition. It inaugurated its 5 p.m. show on May 1 and, says John Mileham, vice president for administration, "we're very pleased with the results." All three stations do a half-hour of local news at 6 and 11 p.m.

■ **WABC-TV** New York in March gave up on the 4:30 p.m. slot for a half-hour news program after it had been on for six months. Like the other O&O's in New York, WABC-TV is now carrying two hours of local news before offering the network news at 7. "We decided not to invest the time and money to try to change viewing habits here," says William C. Fyffe, vice president and general manager.

■ **WPXI(TV)** Pittsburgh in June dropped a half-hour news program, beginning at 5:30, after it had been on for something less than two years. A new general manager, John Howell, felt it was draining viewers from the 6 p.m. local news program. But the station does not consider the program change a cut-back. News Director Byron Williams says planning is going ahead to expand the 6-6:30 local news program to a full hour.

Some observers might add KRON-TV San

Francisco to the list of stations cutting back on local news. But its programming in the 4-5 p.m. slot is the kind of magazine-type show, now produced by the programming department, toward which it had been evolving while still a product of the news department. Then, too, there were the networks' unpleasant experiences with attempting to program news in the hours after midnight. NBC's and ABC's efforts failed; they went off last year after relatively short runs. CBS's, in the form of *Newswatch*, survives, but in a scaled-down version.

One other news-program expansion has attracted attention—but not because it has been abandoned. It involves the Public Broadcasting Service's *MacNeil/Lehrer NewsHour*. As the only one-hour network news program in the country, it is watched



PBS's Lehrer and MacNeil

with more than passing interest by news professionals as well as lay viewers. The program went from a half-hour to a full hour in September 1983, has won a couple of Emmys, was a presence at the Democratic and Republican conventions and, through discussions—civilized and informed discussions between David Gergen, a former Reagan aide, and Alan Baron, a Democratic partisan, on a regular basis during the presidential campaign—helped illuminate the issues. It wins the praise of critics—but not all the PBS stations that take it are as enthusiastic; some would be happy to see the program cut back to a half-hour. Lester Crystal, the executive producer, feels recent changes made in the program—news summaries at the top of the hour, focus pieces and the inclusion of minidocumentaries and essays—may make believers out of those calling for a new half-hour show. And he feels that part of the problem is scheduling. Some PBS stations run *NewsHour* against local news, some in prime time. But whatever the problem, the *NewsHour*, Crystal feels, provides an "honest alternative."

Whether all of this adds up to a trend is debatable. But it may indicate that the desire for ever more news has lost some of its fire.

Reaching Around The World

As for the future, the networks, at least, increasingly see their activities entwined with foreign services as they seek to cover, literally, the world. ABC has long had access

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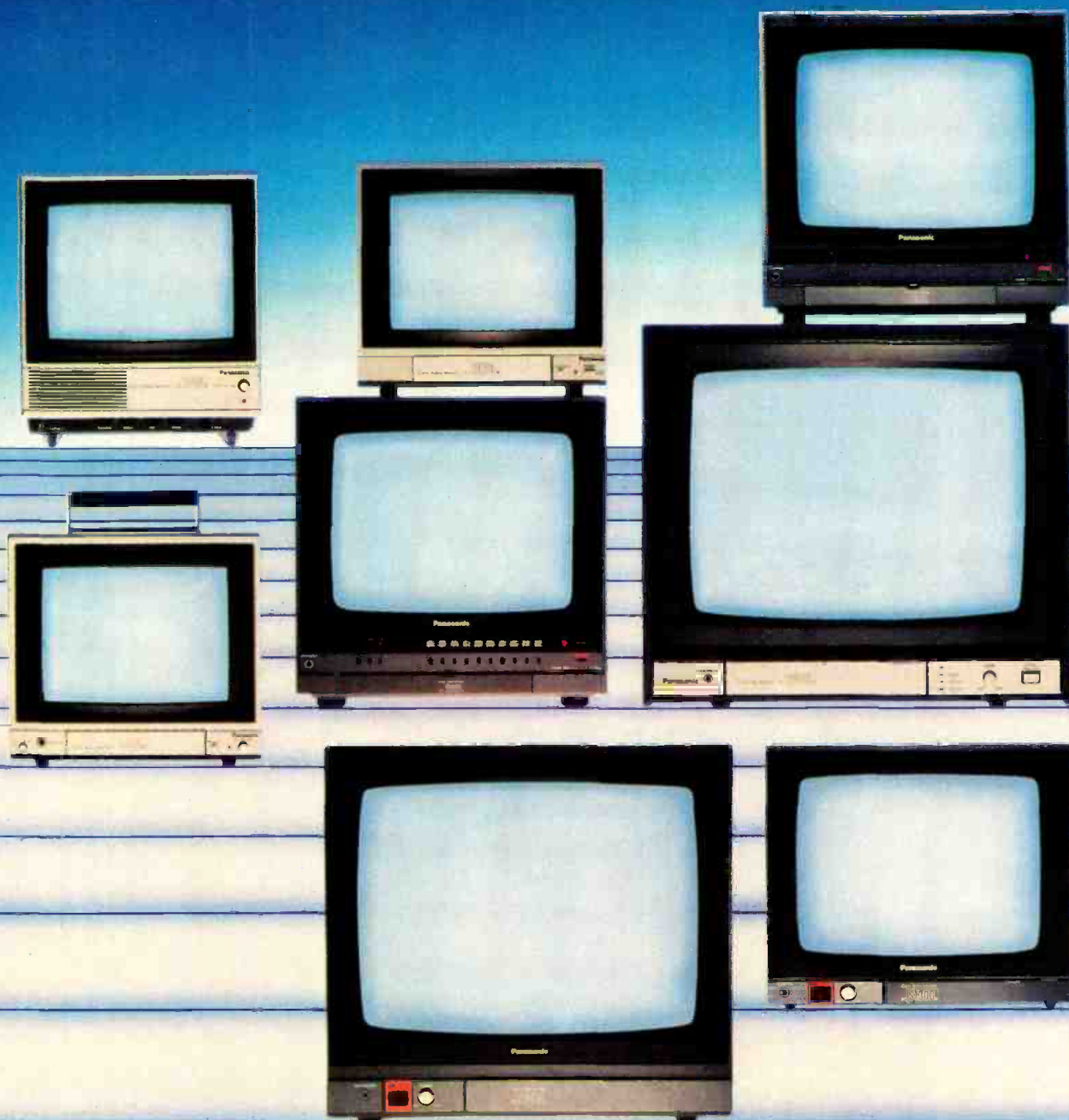
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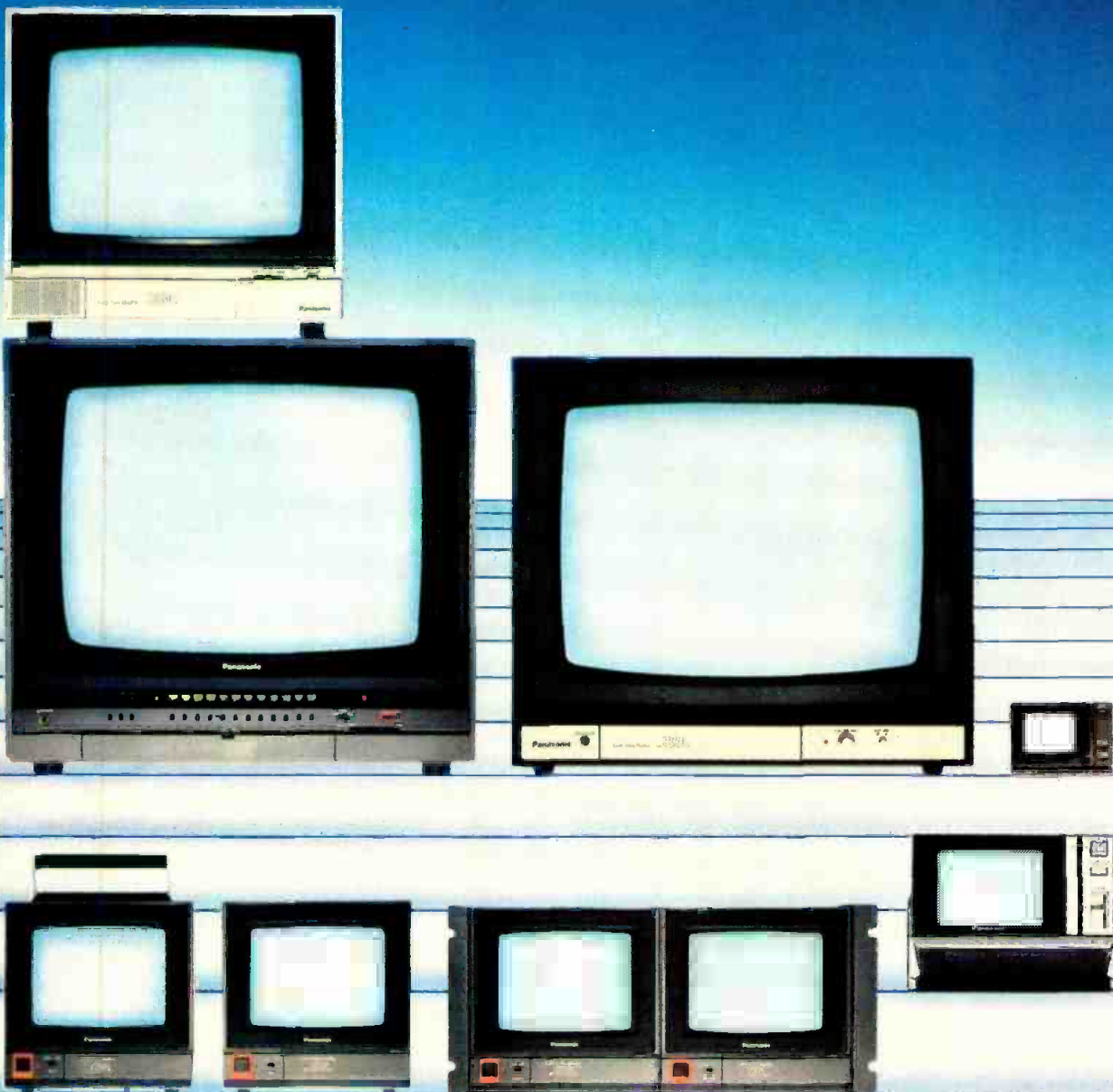
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to a dedicated transponder on an international satellite over the North Atlantic to receive material, live and taped, from Europe. Wald notes that the network has a need to serve not only a morning show and one in the evening—but its late-night *Nightline* program as well. He said ABC is working out an arrangement with an Australian network, Channel 9, to meet ABC's needs for trans-Pacific service. The aim, he says, is to assure itself of satellite time "at affordable rates."

Costs of international coverage are a concern for NBC, as well. Grossman says those costs are increasing "enormously," and adds, "We're looking at ways to improve our coverage—in Africa and Central America and elsewhere—without bankrupting us." NBC is considering cooperative ventures with foreign broadcasters. It already has an arrange-

ment under which it exchanges product with the BBC (the latter took NBC's election night coverage directly from Studio H in New York) and the British Visnews. NBC is also developing an arrangement with Globo TV of Brazil. Initially, NBC will be providing Globo with material. "More and more, the arrangements will be broadcaster to broadcaster," Grossman says. "There may be cooperative ventures, maybe joint news bureaus."

Joyce, in looking ahead, is not thinking of reducing costs as much as he is of marketing CBS News's material in the "global village" he sees developing. "We're looking toward the time in the not-too-distant future when we will be an international news presence, as we are a domestic news presence." He says foreign governments are opening their doors to new broadcasting companies and

cable systems are being planned, adding, "In the decade ahead, McLuhan's global village will have arrived, and we see ourselves as a software contributor for it."

As for producers of local news, their thoughts are probably not as cosmic. When news directors are not wondering if they will encounter the same fate that befell Anton-iotti last week at KNBC-TV, they will be trying to figure the key to providing the news program that has the "relevance" that is supposed to spell success. Perhaps matching the aggressiveness of WJXT-TV in arranging the split-screen meeting between a daughter returned from Grenada and her parents with the zest for community involvement demonstrated by the station in the small market in California that covered a local softball game with a single camera provides a part of the answer. □

News finds its niche on cable

Viewers and broadcast networks take notice as CNN, C-SPAN and local cable systems provide news alternative

For the two national cable networks that provide news and public affairs information around the clock—CNN and C-SPAN—the election campaign was their *raison d'être* in 1984. CNN executive vice president Ed Turner described the network's campaign coverage as perhaps its "finest hour," and C-SPAN devoted considerable resources to on-location reports from sites across the country to get a sense of how people outside Washington stood on issues.

According to CNN's Turner, the network spent about \$15 million this year covering the campaign, producing some 1,700 separate on-the-scene packages. CNN also provided the foreign pool at both national political conventions. Turner said CNN's aim was to provide an "alternative news service" to compete with the three networks and "bring in a quality product." In Turner's view, CNN did that.

Although Turner describes CNN as the "rapidly-aging new kid" on the block, he also says: "We have a lot of growing to do." The network added about 300 staff people this year, expanding most of the existing bureaus and adding one in Miami. A new political unit was also formed, bringing CNN's worldwide staff to about 1,800. Next year, the network intends to open bureaus in Frankfurt, Germany; Paris, and Beijing.

In addition to bureau expansion, Turner anticipates the coming year will bring "fine tuning" for CNN. Energy will be devoted to specialty programming, such as the formation of a science unit, to be headed by Charles Crawford, who has covered space shots for the network. And CNN's roster of financial programs may be expanded. More live coverage is also on the agenda, Turner said.

C-SPAN, the Washington-based public affairs network supported financially by the cable industry, packed up its C-band remote uplink and went on the road in 1984. It covered five primary/caucus locations and the two national political conventions. It also

visited 14 cities between Labor Day and election day in an effort to keep a finger on the pulse of voters around the country as they responded to political events.

Brian Lamb, president of C-SPAN, estimates the network produced 700 hours of election-related on-location programming, including about 150 hours at each national convention and 220 hours during the "grass roots" trip, all for a modest \$650,000.

There is little, if any, money spent promoting C-SPAN, but despite that, Lamb said 1984 "has been a visible year for us. People were talking about the fact that we were in their city."

Noting that it's a "hard sell" to cable operators, Lamb said the service is "beginning to take hold," and will make further progress as operators realize C-SPAN's value. "We're unique, innovative and different," he said, adding that the network has proved that it can "be successful on a low budget."

In 1985, C-SPAN will have a budget of between \$6.5 million and \$7 million, of which perhaps \$1.5 million will be generated from advertising and corporate underwriting. And the network will be on the road again, at least as much as it was this year, covering groups discussing policy, such as the National Governors' Association in Au-

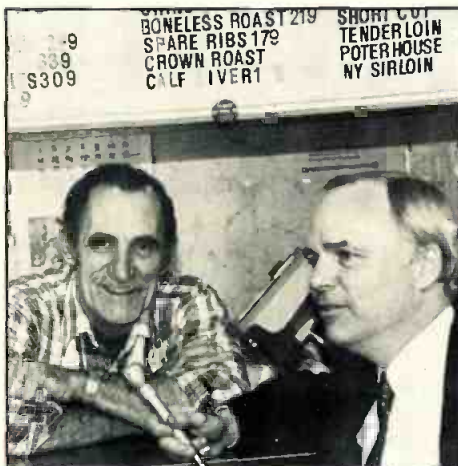
gust in Boise, Idaho. It will also cover the National Conference of Mayors and National League of Cities meetings in 1985, which are of particular interest to the cable industry.

Fine tuning also awaits C-SPAN in 1985. "We have a lot of improving to do," said Lamb, and "a lot of things to tighten up [such as] the on-air look."

Local news is finding a growing niche in cable as well, sometimes in alliance with local newspapers. From a multiple-service-operator standpoint, Colony Communications, based in Providence, R.I., is a leader in the field, with local news departments in operation or planned for all but one of its systems. Other MSO's have established local news operations in one or more of their systems, including Group W Cable, Cablevision Systems and Prime Cable.

Cablevision Systems, the Woodbury, N.Y.-based MSO, launched a news operation at its Long Island system, which has about 500,000 subscribers this year. The new effort there follows a short-lived operation by the local *Newsday* daily newspaper, which had been doing a cable news program but abandoned the project when it decided the costs couldn't be justified. Cablevision hired former CNN President Reese Schonfeld earlier this year to work on a variety of new program concepts. He brought CNN correspondent and anchor Bill Zimmerman to head the local Long Island news department. Currently the department, with about 14 full-time staff people, including three crews, produces five minutes of news every half hour. On election night, the team provided five hours of nonstop local election coverage, with live coverage of both local party headquarters and commentary from political experts. Within the next several weeks, Cablevision will decide whether to expand the operation in 1985 to a half-hour nightly news program, followed by another half-hour (both of which would be anchored by Zimmerman) in which a single local issue would be discussed in depth.

Group W Cable's Danbury, Conn., system is a pioneer in the local cable news business.



C-SPAN's Lamb (r)

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The operation, with one full-time person, news director/anchor/reporter Bob Morano, and several interns, produces, with the help of the production department, a nightly half-hour program carried live at 5:30 p.m. (repeated at 7 p.m.). The program has been on for about 10 years, and focuses on the three communities serviced by the cable system—Danbury, Bethel and Ridgefield. Each program contains seven or eight video pieces, one of which is usually a remote package. When there is a rapidly unfolding story, Morano said, broadcast stations from nearby Hartford or New Haven will borrow video footage captured by his news department.

"It's hard to tell who watches us," said

Morano, noting that most of the comments he receives personally seem to come from older viewers who he says generally "seem more concerned about what's going on in the local community."

Colony Communications has news divisions serving its cable franchises in the Greater Boston-Lowell, Mass., area; the New Bedford-Falls River, Mass., area; Dade County, Fla., and the mid-Hudson Valley area in New York state. Plans also call for launching a news division in the company's southern Los Angeles system in 1985. The current news programs reach almost 185,000 subscribers throughout Colony's systems, said Joe Langhan, the company's



CNN's Ed Turner

director of programming. And surveys indicate the programs are "viewed regularly (about three times a week) by about 60% of all subscribers with access to the programs," he said. Each system offers a nightly half-hour newscast, which in Miami is followed by a 20-minute Spanish-language newscast. As a rule, said Langhan, Colony launches a news department in each system after it reaches the 10,000 subscriber mark—seen as the critical mass needed to justify the cost. The newscasts are advertiser supported, but Langhan said Colony would produce them regardless of their ability to generate advertiser interest. "We see the newscasts as good public relations and community relations vehicles."

One newspaper company involved in the local cable news business is Cox Enterprises Inc., an Atlanta-based chain (which is private and separate from Cox Communications) of 21 daily newspapers. The chain hopes to launch a cable news project in all 21 of its markets. Last week, it launched a joint venture in Atlanta with Prime Cable for a nightly half-hour at 10 p.m., which is immediately repeated. Cox, which owns the Atlanta *Journal and Constitution*, has constructed a "full-scale TV studio" on one of the floors of its newsroom where the cable program is produced. According to Frank Heflin, the papers' director of telecommunications, the concept behind Cox's cable news projects is to "use the resources of the newspaper and select a few stories each day which can be enhanced by video." The program is called The Newspaper Channel (the name that will be used for all of its cable news shows) and produced by a staff of six, with another two sales people who expect to sell an average four minutes of time per program. The program may be different from other local cable efforts because it begins with five minutes of national and international headlines before the local news. Heflin compares the approach to that used by National Public Radio.

On Dec. 10 on the Prime system, Cox will also launch a live, one-hour, call-in show that will precede the news program. A third effort is under way to produce infomercials for advertisers. All revenues are shared with

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Prime, whose function is to provide time.

No one knows exactly how many local cable news operations there are today, but

the guess is around 50. The ACE Awards for the best locally produced cable news program, sponsored by the National Cable Tele-

vision Association, may be an indicator: 39 news operations submitted entries this year. □

Radio news trends: satellite delivery and cellular phones

Multichannel digital feeds giving stations greater flexibility; computers entering newsrooms with increasing frequency; reporters using cellular phones for on-spot news

Satellite technology was the sine qua non of network radio news in 1984.

It was the first full year that ABC, CBS and NBC were fully interconnected with their stations by satellite, and all network executives were extremely bullish on what the new technology offered: flexibility in program choice through simultaneous multichannel transmissions. That aspect was clearly put to the test on election night, when affiliates of ABC, CBS and NBC were offered multichannel digital feeds via Satcom I-R. The feeds ranged from short updates to continuous election coverage by CBS and NBC.

The switch to satellite was only part of the story for ABC Radio this year. On Oct. 29, ABC unveiled a new broadcast center in New York which it is calling "the largest and most sophisticated commercial radio facility in the world" (BROADCASTING, Nov. 5). The new complex, which serves the news and sports departments of the Contemporary, Direction, Entertainment, FM, Information and Rock Radio networks, contains 13 studios, eight of which are being used for news feeds.

"The move to the new facilities has allowed us to fully utilize our satellite capability," said Kathy Lavinder, general manager, news programming, ABC Radio News. (ABC may use up to 20 digital audio satellite channels via Satcom I-R.) "Our election-night coverage broke new ground with multichannel programming [four channels] satellite feeds," she said.

Lavinder also said that in response to affiliate feedback, ABC Radio recently instituted changes in its news program schedule including feeding all network newscasts closer to the top of the hour: offering stations

the option of short news reports (60 seconds) in addition to the regularly scheduled newscasts, and increasing its news actuality service ("Riding Gain," Nov. 19). Lavinder said these changes are in response to what appear to be overall trends in the industry.

Lavinder said FM rock stations have been asking for more news and information. She said ABC's Rock Radio Network, which had just scheduled news in the morning, added 60-second hourly *Newsbrief* reports in the afternoon on Nov. 12, running from 3:45 p.m. to 8:45 p.m. NYT.

Jim Farley, vice president, radio news, NBC News, agreed that young-adult FM music stations are seeking more information. In addition, Farley sees a "heavier reliance" by stations on network news material for their locally produced newscasts.

Farley is also bullish on satellite technology. He said that on election night, stations were given the widest choice of programming. He gave another example of how simultaneous multichannel feeds are making programming more flexible. Farley said that on New Year's Day when the NBC Radio network airs three bowl games (Fiesta, Rose and Orange), instead of news being fed to all stations only at halftime via telephone wire, regularly scheduled newscasts will be transmitted on a separate channel by satellite. NBC Radio has a 13-channel capacity on the satellite.

Also singing the praises of the satellite revolution was Joseph Dembo, vice president, CBS News, radio networks. "A different world has opened up for stations. For the first time they have a choice," he said. "Also, communications with affiliates took a sharp turn for the better with satellites because the voice cue channel makes it possible to alert affiliates instantly about programming," he added.

In addition to satellite technology for networks, 1984 ushered in computerized network news operations. And according to Tony Brunton, director of special events, radio, CBS News, network producers and editors used a standard Newstar terminal in the field for the first time in covering both political conventions. Both CBS and NBC have computerized newsrooms.

Meanwhile, at Mutual Broadcasting, which has been multifeeding programming to stations via Westar IV since 1980, a major research project to determine the level of interest in news among the 18-34-year-olds will soon be under way. Ron Nessen, vice president of news for Mutual, said the project received a nod of approval from the Mutual affiliates advisory board two weeks ago and probably will begin early next year.

Nessen, who sees the trend of more news and information being carried by young adult FM music stations eventually unfolding, told BROADCASTING that improving

Mutual's *Lifestyle* broadcasts, aimed at the 18-34-year-old demographic, is one of his top priorities. (The three-and-a-half-minute *Lifestyle* reports are fed at 55 minutes past the hour.) Nessen also said he will be exploring the possibility of feeding newsfeeds (actualities and other "raw" news material) targeted for FM stations.

Among the technological highlights of the year was the introduction of a new satellite-delivered news wire service for radio stations by Associated Press Broadcast Services last spring at the National Association of Broadcasters Convention in Las Vegas ("Riding Gain," May 7). The new unit, called AP NewsPower 1200, transmits 1,200 words per minute, replacing the old AP Radio wire service of 66 words per minute. Stations are able to choose from a variety of different program categories, including national and world news headlines, state news, state weather forecasts and sports scores. To date, over 400 stations have signed for the service.

On the local side, radio stations are looking at both computer technology and cellular communications as a way to give them a competitive edge.

Group W's WINS(AM) New York, which will celebrate 20 years as an all-news station next April, has increased its live remote coverage by installing cellular telephones in reporters' cars, said Frank Sciortino, executive editor for the station. Sciortino also noted that the station is conducting research on newsroom computers and may add them to the newsroom. The use of computers allows for more "think time" and "productivity" for the staff, he said.

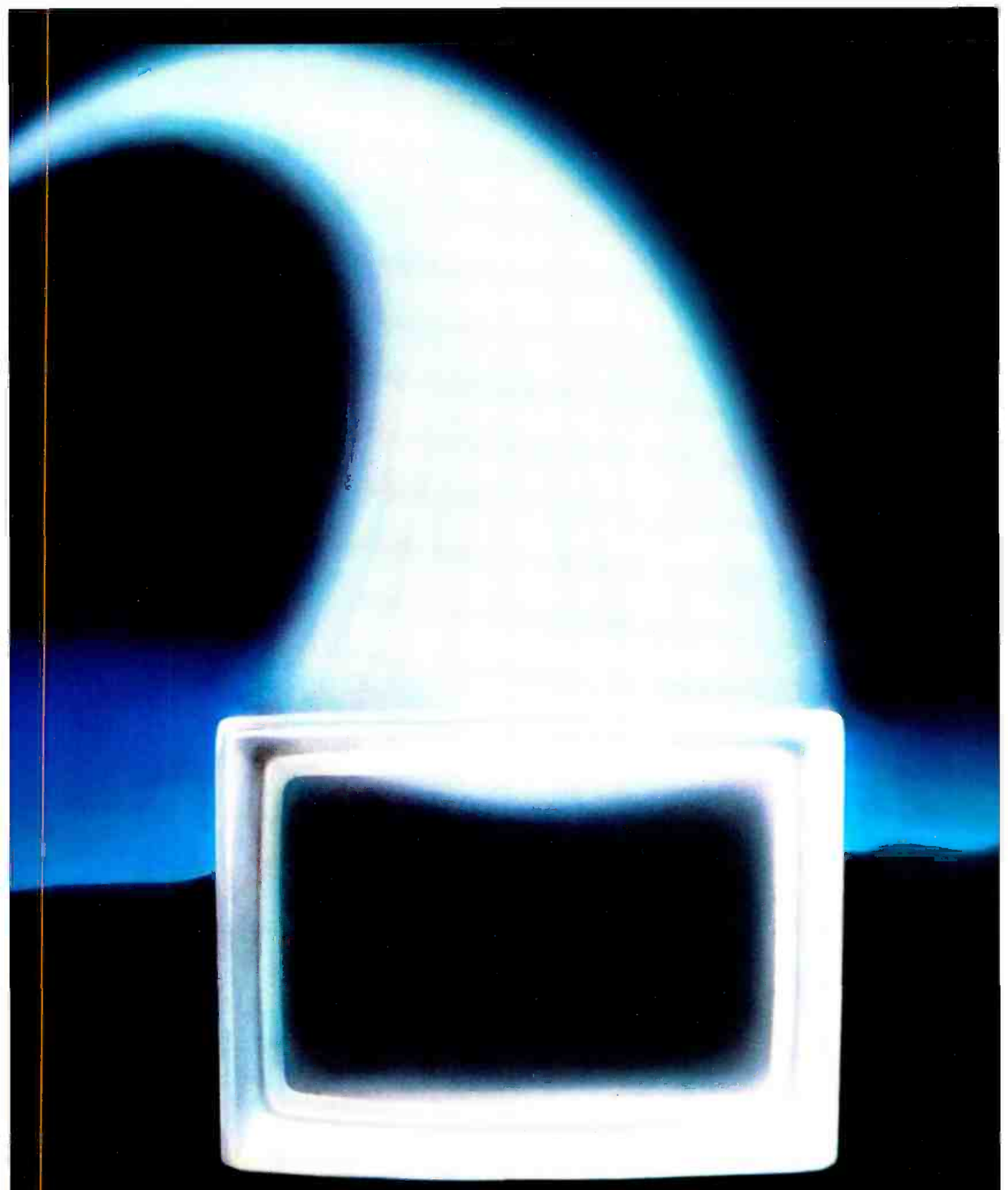
(Local AM stations that have opted to program the highly expensive all-news format have actually increased in number over the past two years. According to the New York-based Radio Information Center, which tracks formats for all commercial radio stations in the U.S., the number of radio outlets programming all-news climbed from 38 in Oc-



ABC's Lavinder

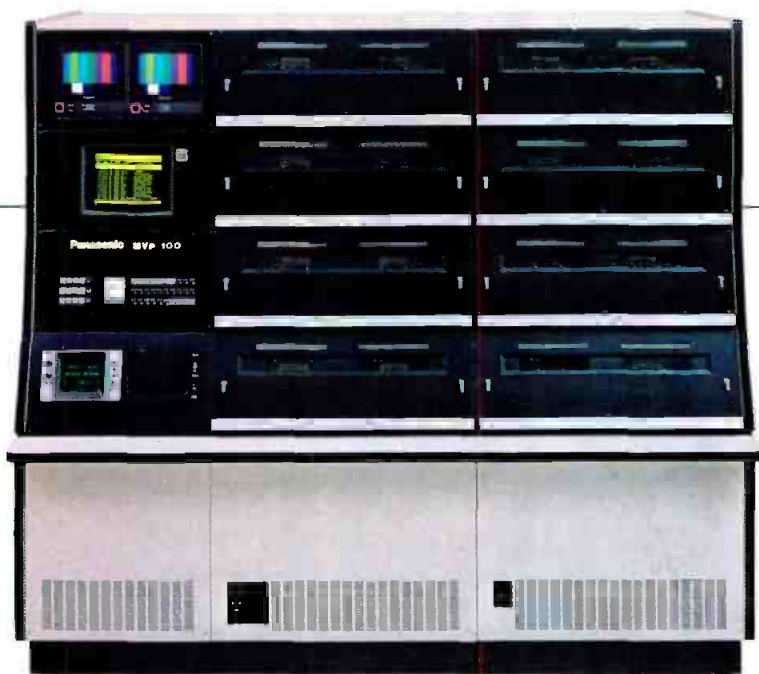


NBC's Farley

A vintage television set is shown from a front-facing perspective. Above the screen, a large, bright, glowing blue arc, resembling a comet or a stylized signal, curves across the upper half of the frame. The background is dark, with a faint horizon line visible behind the TV. The TV itself has a light-colored, possibly white, frame.

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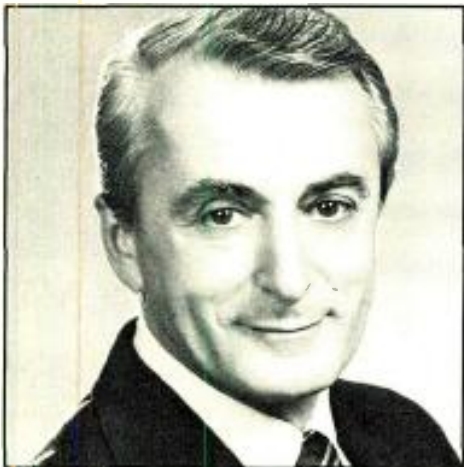
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CBS's Dembo

tober 1982 to 50 last month).

Charlie Seraphin, director of news and programming for news/talk KCBS(AM) San Francisco, the first radio station in the country to completely computerize its newsroom about five years ago, has integrated a news magazine concept into the station's programming. And, said Seraphin, new to the station this year is the mini-documentary. "I think you're going to hear a lot more of these on other stations," he said. In 1984, KCBS(AM) aired six in-depth documentaries, running between 12 and 20 minutes in length. At least 20 are planned for next year.

In local live reporting, Seraphin has followed the example of the networks, but on a micro-scale. KCBS(AM) has established mini-bureaus around the city where correspondents report directly to work. For the

most part, the reporters live in the same community containing the bureau, Seraphin said.

The ABC-owned news/talk KGO(AM) San Francisco plans to increase its local "live" coverage. "The public's perception is that if you're on the scene, you're doing more than the next station," said Bruce Kamen, news director, KGO(AM). He added that KGO(AM) also sends its reporters to cover breaking events worldwide.

Kamen said the station is ready to computerize its operation, but it will do so "slowly," by first using a computer on the assignment desk for storage and archiving. Among the trends Kamen sees is an increase in syndicated traffic and weather reports.

Both KCBS(AM) and KGO(AM) will likely make use of cellular telephones for better two-way communications between correspondents on the scene and the studio once they become available in the market.

Paul McGonigle, news director for adult contemporary/talk KOY(AM) Phoenix, said it has a "tentative long-term plan" to computerize its news operation. McGonigle also said that radio stations today, in the face of fierce competition from television, need to better promote their news coverage as well as do more investigative reporting.

Concerning what effect the FCC's deregulation of radio nearly four years ago has on news reporting today, the general consensus among executives canvassed by BROADCASTING is that the move has not dramatically lessened the amount of news aired.

The issue of future news jobs at local radio stations in the next 10 years was addressed by a Radio-Television News Directors Asso-



Mutual's Nessen

ciation-commissioned study conducted by Frank N. Magid Associates titled "Future Trends in Broadcast Journalism" (BROADCASTING, Sept. 3). The survey showed that jobs in radio news at the local level over the next decade will decline, but should increase at outside program suppliers. Other findings showed that two radio news functions see as assuming greater importance are specialty reporters and news producers. It also found that news directors don't have a high regard for entry-level journalists. "Entry-level people are rated lowest on two of the three most important skills—the ability to communicate well to listeners and writing skills," the study said. The radio segment of the report was based on interviews with station managers, news directors, media executives and professors.

Journalistic ups and downs over the past 12 months

The year has seen mixed feelings from the public over the media's job, a spate of libel suits and an FCC inquiry to change the fairness doctrine

1984 has been a mixed bag for electronic journalism.

It was a year that saw the FCC's chairman chew out TV reporting in a speech at the broadcast industry's major annual convention; it has been a year of megabuck libel suits; it was the same year the FCC's former general counsel called for eliminating the actual malice standard, which offers the media a measure of protection from libel suits by public officials. It also, however, was the year the FCC launched a notice of inquiry aimed at eliminating or reducing the scope of the fairness doctrine.

Along the way, there was plenty of talk about the public being fed up with the press. But the best news there: Most of that talk appeared to be hot air.

Varying Perceptions of The Media

As in the past, some criticism of the electronic media was coming from high places. Supreme Court Chief Justice Warren Burger, when asked about the prospects of permitting cameras to cover his court, had little nice to say. He characterized the TV camera

as "the most destructive thing in the world" and insisted that there would "be no cameras in the Supreme Court of the United States while I sit there" (BROADCASTING, Nov. 19).

Closer to home, FCC Chairman Mark Fowler took the occasion of the National Association of Broadcasters annual convention (BROADCASTING, May 14) to cuff the electronic media around its ears. Topping his list of grievances: "overaggressive" reporting, stakeouts, a network news item that showed President Reagan riding on a horse at his Santa Barbara ranch while the voice-over described the Soviet Union's shooting down of a Korean airliner. He also took a swing at Roger Mudd's widely publicized NBC interview with Democratic presidential hopeful Senator Gary Hart. Said Fowler: "Is it political reporting worthy of Edward R. Murrow to ask a presidential contender, during the first serious public scrutiny of his candidacy, to do a comedy impression of Ted Kennedy during a live, election-night interview?"

(At the time, Eddie Fritts, NAB president, told this magazine that he thought Fowler had probably just delivered his best speech ever. Fritts identified broadcast news as a "weak" area in broadcasting. "Some people in a small number of instances have become a little loose," Fritts said.)

On another front, Creed C. Black, outgo-

ing president of the American Society of Newspaper Editors, used that group's convention to blame TV news in large part for the alleged low esteem in which the news media are being held (BROADCASTING, May 21). He suggested that newspapers, in their own best interests, distance themselves from their electronic brethren. Among other things, he picked up on the allegation of television as "showbiz" and criticized TV news for being "a mixture of news, analysis, opinion and speculation."

On yet another front, the Institute for Applied Economics, a nonprofit organization sponsored by U.S. corporations, criticized TV network coverage of economic news (BROADCASTING, March 19). In a report, the group, in effect, contended that the networks were making President Reagan's supposed economic recovery sound like hard times. Among other things, the report contended that the networks were focusing on the minority of Americans who were poor, unemployed, homeless and hungry, almost to the exclusion of the millions of Americans who were working, who had been returned to work or who were enjoying the fruits of an economic boom.

Other measurements appeared to indicate less of a problem than some appeared to think. The Media Analysis Project at George

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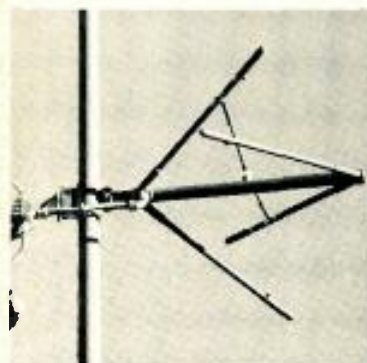


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Washington University, in a continuing study supported by the American Enterprise Institute—a Washington think tank generally described as being conservatively oriented—found an absence of liberal bias in the network news coverage of the general election campaign (BROADCASTING, Oct. 1).

Yet another survey, conducted by Frank Magid Associates for Blair Radio, showed that most people are "satisfied" with coverage of political campaigns (BROADCASTING, Oct. 22).

And a nationwide poll sponsored by ABC News appeared to give TV news operations something to feel good about (BROADCASTING, July 9). ABC's survey found, for starters, that 79% of the public approved of the way the TV networks handled the job of reporting news; 58% believed that TV news does a good job of telling all sides of controversial issues; 65% believed TV news is telling the truth when high government officials deny a network report; 61% thought coverage of Present Reagan had been fair and balanced; a majority felt the press should have not been barred from covering the invasion of Grenada, and 65% said it was good that the First Amendment protects TV news from government interference even if television news sometimes abuses its freedoms.

On the down side however, the ABC survey indicated that 54% of the public thought the networks are too negative and often "focus on tearing things down"; 63% thought that not enough time was spent in explaining issues; 84% believed it was wrong to invade the privacy of ordinary people while covering a news story; 78% said it was not important to know the winners of elections as soon as possible, and 61% said they would favor a law requiring the networks to wait until polls are closed across the country before projecting a winner in a presidential election.

Libel Actions

Also during the year, libel questions took on prominence, with some law suits, such as former General William Westmoreland's \$120-million one against CBS, getting plenty of media play.

Westmoreland's case is being handled by the Capital Legal Foundation, which describes itself as a "free-market" oriented public interest law firm. Another firm, the American Legal Foundation, which bills itself as a "conservatively" oriented group (consists of two lawyers in Washington and claims a 1984 budget of about \$250,000), is trying to put together a "Libel Prosecution Resource Center" to help people who want to sue the media.

Perhaps the most important issue being advanced in the libel arena was what protection the media should be offered from suits by public officials and public figures. In its landmark 1964 decision, *New York Times v. Sullivan*, the Supreme Court ruled that public officials, to collect damages, had to show that a false and defamatory statement was made with knowledge that it was false or with reckless disregard of whether it was false or not. In its defense against the Westmoreland suit, CBS has requested additional

protection for the press; it has argued that news organizations should have an "absolute immunity" from libel actions brought by high public officials concerning commentaries about their conduct in office (BROADCASTING, Oct. 1). Others would like to make it easier for public officials to prevail. Bruce Fein, the Fowler FCC's former general counsel and now a vice president for Gray & Co., for example, is arguing for scrapping the actual malice standard, hoping to permit public officials to collect on a showing that false and libelous statements had been made negligently (BROADCASTING, Nov. 26).

It would appear that those arguing for eliminating the actual malice standard won't have an easy time of it. Just this year, the Supreme Court, in a 6-3 decision (with Chief Justice Burger concurring with the majority and Justices William Rehnquist, Byron White and Sandra Day O'Connor dissenting), saluted the actual malice standard in *Bose v. Consumer Union* (BROADCASTING, May 7), which made it easier for appellate courts to justify reviewing actual malice determinations in federal trial court decisions. Indeed, in the decision written for the majority by Justice John Paul Stevens, the court said appellate judges in those sorts of cases "must exercise independent judgment and determine whether the record established actual malice with convincing clarity."

More good news for the media was announced by the Libel Defense Resource Center, an information clearinghouse organized by leading media groups to monitor developments in libel and privacy litigation. It released a study indicating that things are looking up for those on the business ends of libel suits. One of its principal findings was that the loss rate for the media when cases go to trial before judges or juries has dropped to 54% over the past two years—down from 89% the two years before that. Before juries, the loss rate was 62%, down from 89% during the preceding two years.

The report also provides an analysis of the success of defendants according to type of media. And it indicated that the greatest improvement over the past two years was made by broadcast defendants. They were successful in 73% (eight of 11) of their actions, as compared to only 11% (one of nine) cases in the previous two-year period. Newspapers continued to suffer the greatest number of losses, but magazines were confronted with the highest percentage of million-dollar verdicts. The report says that 75% of magazine losses exceeded \$1 million—but that all six awards affirmed on appeal involved newspaper defendants. In the earlier study, newspapers were found to have accounted only for 50% (seven of 14) of the finally affirmed awards.

No doubt unintentionally, independent presidential candidate Lyndon LaRouche Jr. would appear to have given the media a libel image boost in the public eye. The jury in LaRouche's \$150-million libel suit against NBC rejected all his claims. At the same time, the jury awarded the network \$3,002,000 on an allegation presented in a



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countersuit that LaRouche followers had impersonated NBC personnel in attempting to sabotage a network interview (BROADCASTING, Nov. 5).

In yet another case, the Supreme Court, rejecting the argument that a broadcaster may not be held accountable for transmitting the comments of one public official about another, refused to free WKBS-TV Philadelphia from the necessity of defending itself against a slander suit filed by a state judge (BROADCASTING, May 21).

Election Year Means Projection Disputes

Network news organizations once again drew congressional fire over projections of election results.

This year, Congress approved a nonbinding resolution asking broadcasters and other news organizations to refrain voluntarily from characterizing—that is, reporting trends—or projecting the results of an election before all the polls closed (BROADCASTING, July 2 and Sept. 24). The Reagan administration, through the National Telecommunications and Information Administration, made it known that “voluntary action [on the media’s part], not government coercion” was the preferred answer. But it also said that if those voluntary measures didn’t work, “Congress might then appropriately consider the need for any remedial legislation consistent with constitutional limitations” (BROADCASTING, May 21).

The networks maintained all along that they would continue to report projections based on exit polling. But they also said they wouldn’t broadcast projections until all or a majority of the polls in any particular state had closed (BROADCASTING, Oct. 8).

All three networks said they would declare a winner in the presidential contest when projections indicated a candidate had received the 270 electoral votes needed to win. Not to do so, they maintained, would constitute a suppression of the news. And on election night, with polls in 26 states still open, CBS, at 8 p.m., then ABC, at 8:13, and, finally, NBC, at 8:31, reported that, on the basis of their calculations, President Reagan had attained more than the 270 electoral votes he needed to win.

Among the three broadcast networks, only ABC said it would not report a trend until the polls closed. CBS and NBC reported trends.

In the aftermath, House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) said the coverage had fallen “far short of the restraint” he had hoped for and that Congress had requested in its resolution. And Representative Al Swift (D-Wash.), a member of the subcommittee, head of a House Task Force on Elections, and author of the congressional resolution, said hearings would be held in the new Congress on proposals for legislative remedies. “The glee with which the American TV net-

works thumbed their noses at the American public was disgusting,” he said (BROADCASTING, Nov. 12).

The Fairness Fight

1984 also saw the FCC uphold its first fairness doctrine complaint under the Fowler chairmanship (BROADCASTING, Oct. 29). In upholding the complaint, the commission, led by Fowler—who has long voiced opposition to the doctrine as a violation of broadcasters’ First Amendment rights—ruled against Meredith Corp.’s WTVH(TV) Syracuse, N.Y., and in favor of a group that advocates nuclear disarmament.

Months before that, the FCC launched a notice of inquiry aimed at exploring the pros and cons of the fairness doctrine and at determining what Section 315 of the Communications Act—which includes the equal opportunities law and was once generally thought to make the fairness doctrine a matter of law as well—actually requires the FCC to do. In comments at the commission, most broadcasters said the doctrine should be scrapped and many contended the FCC has the discretion to eliminate the doctrine without congressional approval (BROADCASTING, Sept. 10).

There were signs that the commission’s timing was right. A pair of footnotes in a 5-4 Supreme Court decision striking down a federal law prohibiting public broadcasters who received federal funds from editorializing

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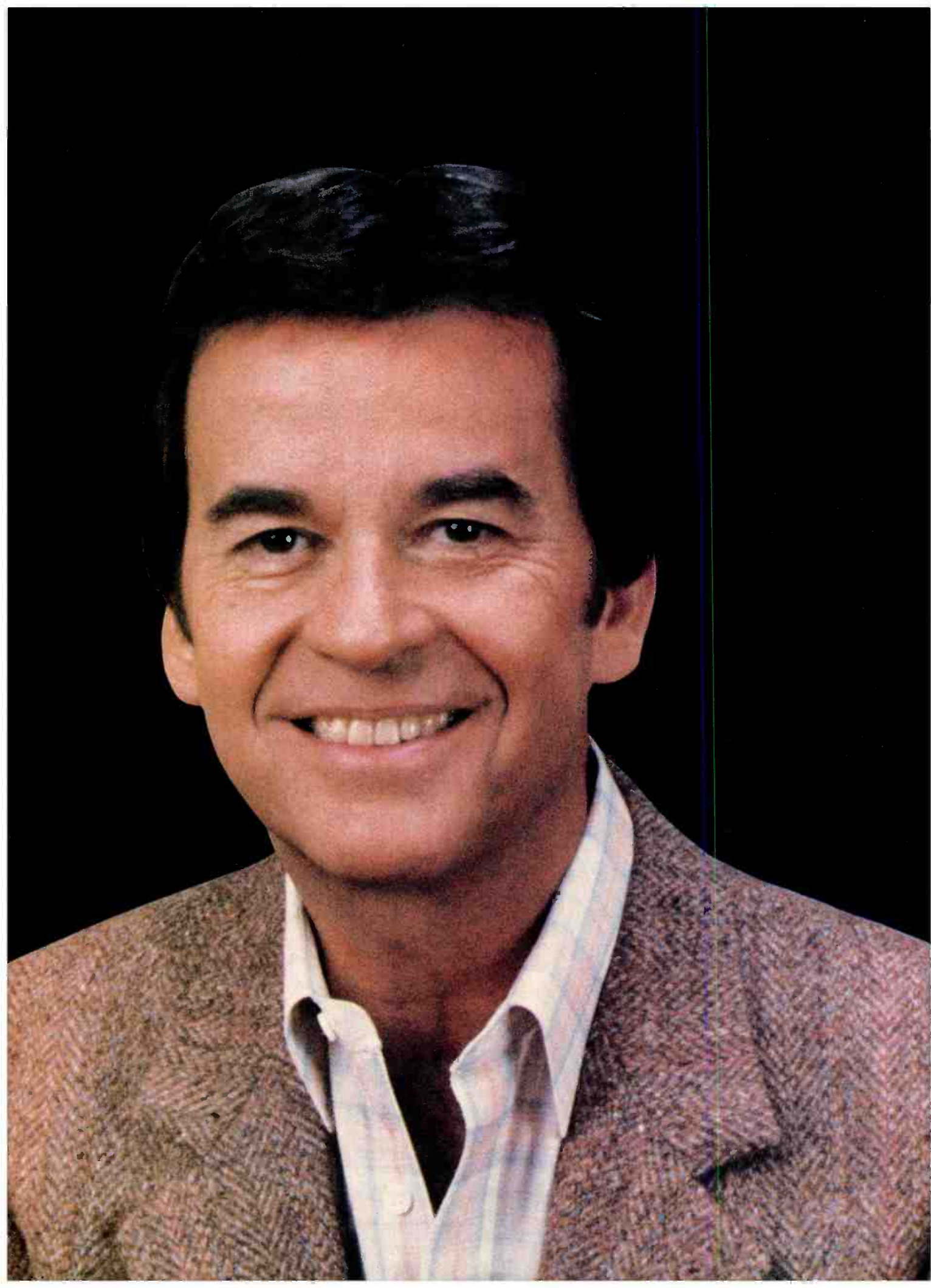
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seemed to indicate the court might be ready to re-evaluate the constitutionality of the doctrine and the underlying rationale for broadcast regulation—scarcity of spectrum (BROADCASTING, July 9).

Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, tried to get the content-deregulation ball rolling on the Hill with his Freedom of Expression Act, which would have eliminated broadcast content regulation altogether. The Reagan administration, through its National Telecommunications and Information Administration, offered its support (BROADCASTING, April 30). But Packwood was thwarted twice by his own committee. After Packwood ran into stiff opposition in committee on his act as originally proposed, he tried again with a measure that would have lifted content regulation only for radio. But that deflated version of the bill also was defeated by the committee (BROADCASTING, June 18).

The drive for full First Amendment parity for broadcasters has strong opponents in the House. Just one example: The Democratic party platform this year included a provision, engineered by House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.), that, among other things, endorsed the fairness doctrine and equal time law. It also called for quotas for children's programming on commercial television.

Wrapping Up 1984

Other blips on electronic journalism's screen in 1984:

- The FCC, in a staff ruling, held that Section 315 of Communications Act, which prohibits broadcasters from censoring appearances of legally qualified candidates, doesn't mean broadcasters have to air obscenities (BROADCASTING, Jan. 30). The issue was raised because Larry Flynt, publisher of *Hustler* and an announced candidate for the Republican presidential nomination, had said he would use clips from X-rated movies in his campaign commercials. (He never did.)

- The Court of Appeals in Washington affirmed the FCC decision permitting broadcasters to sponsor and cover political debates without incurring equal-time obligations (BROADCASTING, March 19).

- The FCC ruled that *Donahue* is a bona fide news interview program exempt from equal opportunities obligations of Communications Act (BROADCASTING, May 28), clearing the way for similar sorts of programs to be granted the same status.

- The Internal Revenue Service revealed that it authorized its investigators to pose as reporters (BROADCASTING, June 4).

- The FCC approved a request by the Turner Broadcasting System to pick up coverage of the so-called "Friendship Games"—the Soviet Union's answer to the Olym-

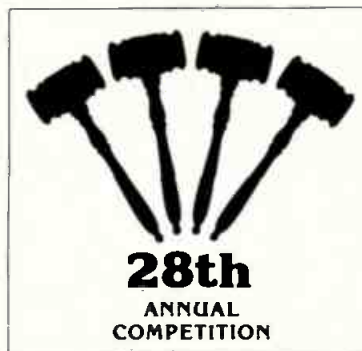
pics—from a Russian satellite (BROADCASTING, Aug. 20).

- The question of propriety of broadcasters airing an 18-minute promotional film on President Reagan, which was produced by his campaign, became a major issue of the coverage of the Republican national convention (BROADCASTING, Aug. 27). The feeling that there was no news in the film led CBS and ABC to reject it. NBC agreed with the news judgment of other networks, but decided that the film had become a matter of such interest to the public that there was an obligation to air it.

- Local broadcast journalists, in pursuit of news, sometimes found themselves a part of the story—playing crucial roles in rescue situations or hostage negotiations (BROADCASTING, Aug. 27). Lebanon, Grenada and Japan were popular global destinations.

- A study sponsored by the Radio-Television News Directors Association indicated that TV broadcasters generally believe use of syndicated and network programming will decline over next 10 years, with TV stations relying increasingly upon locally produced news and other programming (BROADCASTING, Sept. 3).

- The Pentagon began implementing a program providing for journalists to cover future Grenada-like military operations with the creation of a pool of 11 journalists, six of them from network TV, to accompany U.S. military forces (BROADCASTING, Oct. 15). □



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KGMC—Oklahoma City
WKCH—Knoxville
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KCBJ—Columbia, Mo.

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RTNDA getting back to basics in San Antonio

Annual convention has outgrown hotels, meets in convention hall; how-to sessions to be featured

More than 2,200 broadcast journalists are expected to gather for the 39th annual Radio-Television News Directors Association's international conference and exposition in San Antonio, Tex., this week (Dec. 5-7). The agenda for the two-day event includes a line-up of practical workshops as well as sessions devoted to some of the major issues confronting journalists. (Pre-registration was listed at about 1,200 and last year's attendance topped 2,100.)

The conference is being held at the San Antonio Convention Center and starts Tuesday, Dec. 4, although members don't officially get down to business until Wednesday. Attendees can also visit the 120 exhibits on display during the conference.

RTNDA President-elect Lou Adler, WOR(AM) New York, is predicting a record turnout. For the first time, the association is using convention center facilities. "We've simply outgrown most of the hotels we frequented," Adler said. This year, he noted, RTNDA is taking a more "nuts and bolts" approach to its conference. The members, he added, were asking for more sessions that would provide that type of guidance and Thursday's schedule is replete with how-to



sessions. Furthermore, Adler said, Friday's "Media and Society" seminars on such subjects as libel and privacy promise to give members the tools they need to deal with those issues.

At 9:30 on Wednesday, RTNDA President Ed Godfrey, WAVE-TV Louisville, Ky., kicks off the conference, followed by a welcome from San Antonio Mayor Henry Cisneros. CBS News's Douglas Edwards is giving the keynote address and ABC's Sam Donaldson is the luncheon speaker. Paul Davis, WGN-TV Chicago, will receive the association's Dis-

tinguished Service Award prior to the keynote address. Rob Downey, former RTNDA executive secretary, will be recognized for his contributions to the association.

That afternoon, news directors may attend two workshops. At 2 p.m. Chuck Wolf, KIKK-AM-FM Houston, will moderate a panel, "Broadcasting and Marriage: Can They Co-Exist," featuring Dr. Joyce Brothers, Dr. Harry Hoewischer, Merilee Cox, ABC News, and Gary Anderson, WIS-TV Columbia, S.C. At 3:30 there will be a panel session, "Order in the Court: The New Bedford Rape Case," moderated by Ed Fouhy, ABC News Washington bureau chief. Panelists include David Layman, WLNE(TV) New Bedford, Mass.; George Gray, WBSM(AM) New Bedford; Ed Turner, CNN; Judge William G. Young, Superior Court of Massachusetts.

A number of concurrent sessions will be held Thursday at 9 a.m. on such topics as "Radio News Services—Their Role in Small and Medium Markets" and "How to Coach TV Talent." "Talent Agents: The Most Important People in TV News Are Not in News" features Richard Leibner and Carol Cooper of Leibner & Cooper N.S. Bienstock Inc.; Jim Griffin, William Morris Agency, and Alfred Geller, Geller Media Management.

NBC News President Larry Grossman will speak at Thursday's luncheon. The win-



NATIONAL ASSOCIATION OF BLACK JOURNALISTS

On August 16 one thousand journalists met in Atlanta, Ga. to discuss presidential politics, journalism ethics and the future of minorities in America's newsrooms at the annual convention of the National Association of Black Journalists — the nation's largest minority professional journalism organization.

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Come join us at the 1985 NABJ convention July 31-August 4, in Baltimore, Maryland.

Thanks to the following organizations for their financial support of our 1984 convention:

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Knight-Ridder Newspapers, Inc.	Westinghouse Broadcasting and Cable, Inc.
The Courier-Journal And Louisville Times Co.	

We look forward to your continued support in Baltimore in 1985.

For more information on the convention and our Job's Fair, please call or write:

DeWayne Wickham / NABJ Convention Chairperson
 2901 Druid Park Drive / Baltimore, MD. 21215
 (301) 728-8100

The National Association of Black Journalists — One Thousand strong and still growing!

ners of RTNDA's International Radio and Television Awards will be honored then. On Thursday afternoon, a radio forum moderated by Steve Vogel, RTNDA Radio Committee, is scheduled.

On Friday, there will be "media and society" seminars sponsored by RKO General Inc. A morning seminar on libel will be moderated by Arthur Miller of the Harvard Law School. At 2 p.m. such topics as coverage of criminal justice and privacy will be explored. A reception and banquet will be held Friday at 6:30 p.m. for Paul White Award winner Ralph Renick, vice president, Wometco Enterprises, and news director, WTVJ(TV) Miami. □

Exhibit hall is 6 to 8 p.m. on Tuesday; 9 a.m. to 6:30 p.m. on Wednesday; 9 a.m. to 6 p.m. on Thursday, and 8 a.m. to 2 p.m. on Friday. Welcome reception on Tuesday at 6:30 p.m. in the north exhibit hall.

Wednesday, Dec. 5

Business meeting breakfast. 8-9 a.m. River room.

Opening session. 9-10:15 a.m. South banquet hall. Opening remarks by RTNDA President Ed Godfrey. Welcome by Henry Cisneros, mayor of San Antonio. RTNDA Distinguished Service Award presentation to Paul Davis, WGN-TV Chicago. Keynote address: Douglas Edwards, CBS News.

Luncheon. Noon-2 p.m. North banquet hall. Reports and presentation of Rob Downey citation to Skip Haley, WBRZ-TV Baton Rouge. Address: Sam Donaldson, ABC News.

Sessions. 2-3:30 p.m. South banquet hall. *Broadcasting and Marriage—Can They Co-Exist?* Moderator: Chuck Wolf, KIKK(AM) Houston. Panelists: Dr. Joyce Brothers; Dr. Harry Hoewischer; Merrilee Cox, ABC News; Gary Anderson, wis-tv Columbia, S.C.

Order in the Court: The New Bedford Rape Case? 3:30-5 p.m. Moderator: Ed Fouhy, ABC News. Panelists: David Layman, WLNE-TV Providence, R.I.; George Gray, WBSM(AM) New Bedford, Mass.; Ed Turner, CNN; Judge William Young, superior court of Massachusetts.

Thursday, Dec. 6

AEJMC Radio-TV Division breakfast. 7-8:30 a.m. Trinity University.

Four concurrent sessions. 9-10:30 a.m. *Radio News Services—Their Role in Small and Medium Markets.* Moderator: Steve Vogel, WJBC(AM)-WBNQ(FM) Bloomington, Ill. Panelists: Ron Nessen, Mutual Broadcasting; James Hood, AP; Bob Priddy, Missouri Network News Division; Bob Kimmel, Audio Features; Norm Woodruff, KFBK(AM) Sacramento, Calif.

Women, Minorities and Equal Opportunity in Large Radio Markets. Room 25. Moderator: David Lampel, WBS(FM) New York. Panelists: Linda Santana, KSJL(AM) San Antonio, Tex.; Kris Krydell, WFYR(FM) Chicago; James Rowe, WGC(FM) Chicago; Carole Carper, KGFJ(AM)-KUTE(FM) Los Angeles.

How To Coach TV Talent. River room. Moderator: Spence Kinard, KSL-TV Salt Lake City. Panelists: David Goldberg, WVEC-TV Norfolk, Va.; Jim Topping, KTRK-TV Houston; Lynne Wilford Scarborough, Audience Research & Development; Eric Huguélet, Atkinson & Faulder Research and Consulting.

Talent Agents: The Most Important People in TV News Are Not in TV and Not in News. Mission room. Moderator: Jerome Nachman, WNBC-TV New York. Panelists: Richard Leibner and Carol Cooper, Leibner and Cooper N.S. Bienstock; Jim Griffin, William Morris Agency; Alfred Geller, Geller Media Management.

Luncheon. Noon-2 p.m. North banquet hall. Presentation of RTNDA awards. Address by Lawrence Grossman, president, NBC News.

Business meeting and elections. 2-4 p.m. Mission room.

Radio forum. 4 p.m. Mission room. Open discussion with moderator Steve Vogel, RTNDA radio committee.

Friday, Dec. 7

SPJ, SDX breakfast. 7:30-8:30 a.m. Marriott hall.

Media and society seminar. 8:30-11 a.m. South banquet hall. Subject: *Libel*. Sponsored by RKO General. Arthur Miller, Harvard Law School.

Luncheon with exhibitors. Noon. Exhibition hall.

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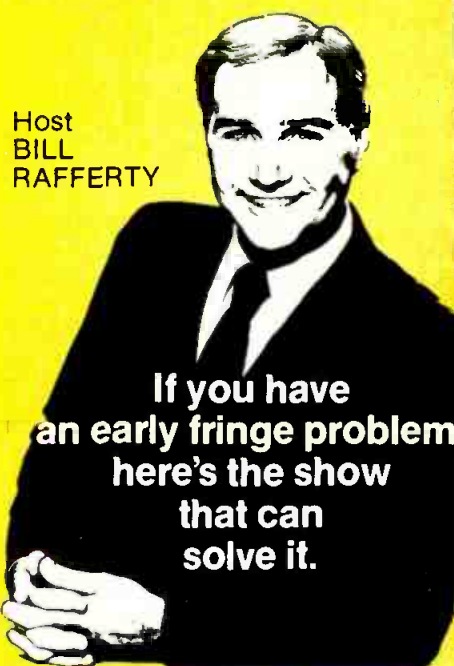
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Source: Arbitron Oct. 1984—Oct. 1983

Meetings. 12:30 p.m. Educators-students-professionals meeting. Room 25. Moderator: Jim Wollert, AEJMC and RTNDA director.

Women and minorities buffet. 1:30 p.m. Room 31. Hosts: Ed Godfrey, Lou Adler, Mary McCarthy, David Lampel.

Media and society seminar. 2-4 p.m. South banquet hall. *Coverage of Criminal Justice and Privacy.*

Reception and banquet. 6:30 p.m. North banquet hall. Paul White award presentation to Ralph Renick, vice president, Wometco Enterprises, and news director of wtvj-tv Miami. Installation of Lou Adler, WOR(AM) New York as RTNDA president.

Exhibitors

The following is a list of the organizations exhibiting products and services at the RTNDA convention in San Antonio. An asterisk denotes a product new to the market this year.

Accu-Weather 339
619 W. College Ave., State College, Pa. 16801

Weather forecasts, data and color graphics; graphics by satellite*, agreement to distribute Accu-Weather through UPI's CustomNews*. **Staff:** Dr. Joel Myers, Evan Myers, Barry Myers, Joe DiVanna, Jeff Bertram, Sara Petit-Skorupan, Maria Myers.

Adda Corp. 259
130 Knowles Dr., Los Gatos, Calif. 95030

Electronic still store/graphics, video image processor unit. **Staff:** Emerson Ray, Jon Teschner.

Alcare Communications 245
1503-05 Walnut St., Philadelphia 19102

Health and medical reports. **Staff:** Frank Beazley, Dena Robbins, Rhonda Schulik, Jane Norman.

Alden Electronics 657
40 Washington St., Westboro, Mass. 01581

Alden series 2000 color weather display systems, C2000R color radar system, C2000 color satellite/graphic system. **Staff:** Armand Bouchard.

American Heart Association 106
7320 Greenville Ave., Dallas 75231

Radio and television news services.

Staff: Rush Fielden, Joe Dowling, Al Salerno, Terese Arena, Cindy Whitcombe.

Army & Air Force News Service 516
Hometown news television service.

Staff: James Lamance, Charlotte London, Charles Hayes, Steve Barbour, Dan Butts, Larry Gilliam, Don Crites, Ron Pruitt, Edmond Brush, Jim Ammons, Tom Taylor.

Asaca/Shibasoku 255
12509 Bearice St., Los Angeles 90066

ASW-100 portable production system, CB53A1 color bar generator with ID, HR color monitors, CM99A 9-inch color monitor. **Staff:** Alan Davis, K. Ezoe, S. Ohxa, Gordon Peters, Jean Peters.

Associated Press 256/58
1825 K St., NW, Suite 615, Washington 20006

AP Newpower 1200 high-speed radio wire service, AP TV, AP Network News, AP Texas Network, AP Laserphoto, AP Radio Wire, mini-satellite dish demonstration. **Staff:** Glenn Serafin, Pat Hazan, Jim Hood, Sue Cunneff, Bill Cook, Mary Clunis, Jim Williams, George Mayo, Jim Limbach, Darryl Staehle, Mike Richardson, Richard Shafer, John Seidel, Roy Steinfert, Ed Tobias.

Audience Research & Development 401
8700 Stemmons, Suite 415, Dallas 75247

Staff: William Taylor, Willis Duff, Edward Bewley, William Brown, Robert Kaplitz, Sandra Connell, Susan Silver, Lynn Wilford Scarborough, Mike Hammonds.

Audio Store 630
AP, UPI, ABC, Mutual and RKO audio services available.

BASYS 439
2685 Marine Way, Mountain View, Calif. 94043

Newsroom computer systems. **Staff:** David Lyon, Dan Maloney, Ed Grudzien, Ted Feurey, Carl Twentier, John Chapman, Joe McGoldrick, Adrian Scott, Roy Terry, Patricia Stevens.

Beston/McInnis-Skinner 649
15315 South 169 Hwy., Olathe, Kan. 66061

Electronic newsroom systems—News-can, Weathergraphics, Data Prompter; character generators—Marquee 2000, Marquee 3000. **Staff:** Mike Casserly, George Elsaesser, Judy Skinner, Marvin McInnis, B.J. Lipari, Bob Barnes, Bill Borchert, Doug Wingard, Paul Straughn, Don MacClymont, Doug MacClymont, Rod Herring, Elvis Malone.

Bonneville Telecommunications 542
19 W. South Temple, Salt Lake City 84101
Satellite common carrier. **Staff:** Bruce Hough, Larene Tondro, Steve Tom.

Robert Bosch Corp. 316
2300 W. 2300 South, Salt Lake City 84115
MCS-2000 master control switches*, BCF 9/10 playback/recorder*, audio/vid-

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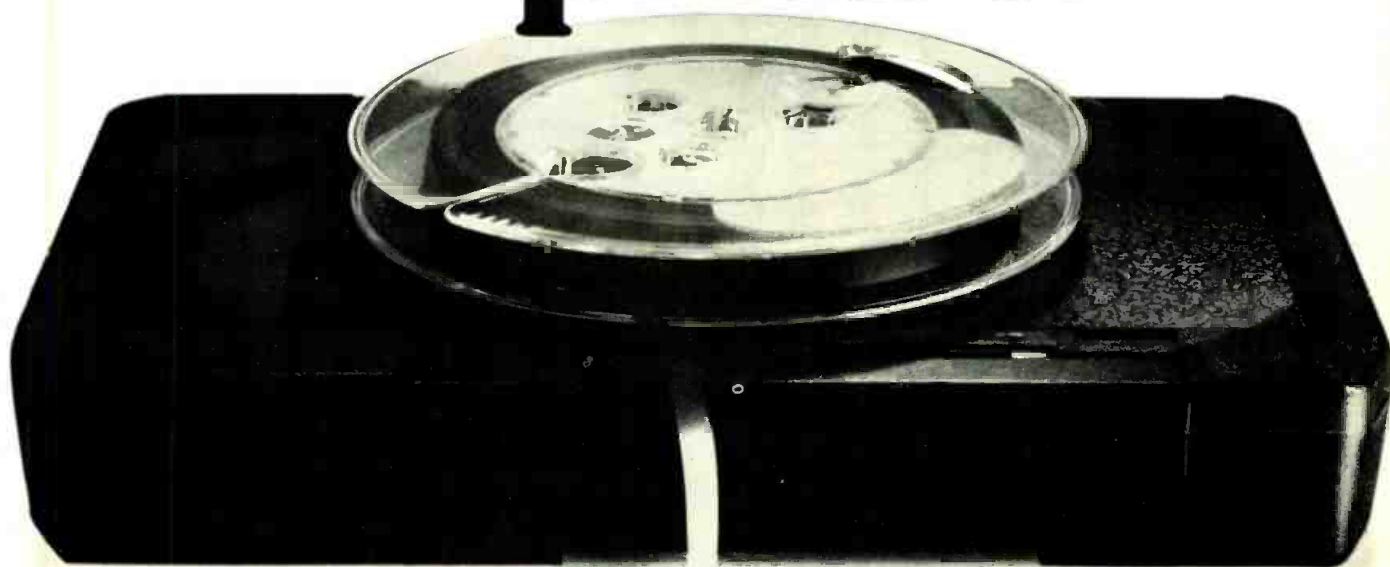
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- Television entries must be submitted on 3/4" videotape cassettes only.
- Radio entries must be submitted on 1/4" audiotape, either 7-1/2 or 3-3/4 ips.
- Entries must be postmarked by Feb. 1, 1985.
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3701 SOUTH PEORIA
TULSA, OKLAHOMA 74105

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eo switches, Quatercam. **Staff:** Carl Gardner, Lothar Huppe, Theo Steffen, A.R. Pignoni, Alan Sheffield, Steve Weaver, Al Jensen, Larry Brown, Dietmar Zieger, Ron Ferguson.

Brightstar Communications 415
630 Fifth Ave., New York 10111

TransAtlantic television programming carrier with full studio production facilities. **Staff:** Bill Page, Maxine Goodless.

Broadcast Microwave Services 249
7322 Convoy Ct., San Diego 92111

Portable ENG transmitters and receivers for live video remotes, helicopter, news car and truck systems. **Staff:** Everett Shilts, Tom Stewart, Jeff Harding, Bill Brewer, Chris Frair.

Broadcast Systems Inc. 311
Automatic video cart machine. **Staff:** Don Forbes, Chuck Balding, Jay Riekenberg

CBN News 642
122 C St., NW, Suite 850, Washington 20001
Washington news reports for local stations. **Staff:** Ben Edwards, Terry Heaton.

Champion Media Awards 267
Amos Tuck School, Dartmouth College, Hanover, N.H.

Awards for economic understanding. **Staff:** Dick Clarke, Jan Bent, Mary

Green, Judy Ellstrom.

Chelsea Communications 645
Videotape news library. **Staff:** Joanna Aidala, Charles Grinker.

Chyron Corp. 539
265 Magnoli, Melville, N.Y. 11747

Character/graphics generation systems. **Staff:** Joseph Schever, David Buckler, Ron Witko, Janice Haigney, Bill Hendler, Bill Reinhart, George Merrianos, Duke Swallow, Roi Agneta.

ColorGraphics Systems 461
5725 Tokay Blvd., Madison, Wis. 53719

Computer resolution graphics systems, newsroom computer systems. **Staff:** Terry Kelly, Dick Daly, Chris Alvord, Pat Sprewell, Mike Nelson, Paul Post, Roy Podolak.

Comptrompter ENR 644

Compu-Prompt 728

Comrex 246
60 Union Ave., Sudbury, Mass. 01776

Frequency extenders used to make standard dial telephone circuits suitable for remote broadcast, TCB-1A broadcast coupler*. **Staff:** John Cheney, Lynn Distler, Peter Burk.

Conus Communications 721
3415 University Ave., Minneapolis 55414

Conus satellite news gathering systems and news service. **Staff:** Stanley S. Hubbard, Stanley E. Hubbard II, Charles Dutcher, Anita Klever, Mark Durenberger, Kevin Tannehill.

CQI-Sportsticker 343
670 White Plains Rd., Scarsdale, N.Y. 10583

Broadcast sports wire and ticker service. **Staff:** Phil Hogan, Mary Hogan, Grace Gaffney, Susan Erzinger, Barry Daniels.

Crosspoint Latch Corp. 253
95 Progress St., Union, N.J. 07083

6116 component switcher. **Staff:** George Cudabac.

Steve Crowley's Tax & Money Reports 555

Financial and monetary news features. **Staff:** Steve Crowley, Glenn Graham, Judi Robinson, Walt Gilbride.

Data Communications 421
3000 Directors Row, Memphis 38131

BIAS newsroom automation system*. **Staff:** David Heckel, Robert Anderson, Doug Rother, Jamie McMahan, Michael Hunter, Dick Dortch, Sarah Turnipseed, Doug Domergue.

Walt Disney World 643

Satellite uplinking and video production service. **Staff:** Ron Madden, Charles Ridgway.

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Dr. "Red" Duke, UT-TV Houston 751

Health information features with Dr. "Red" Duke. **Staff:** Mark Carlton, Patti Carlton, Marla Mayer, James "Red" Duke.

DWJ Associates 650

1730 Rhode Island Ave., Suite 502, Washington 20036

Cornucopia. **Staff:** Lynn Schneider, Betty Mathews.

Eastman Kodak 265

343 State St., Rochester, N.Y. 14650

Staff: Robert Baker, Peggy Paterline, Frank Eberhardt, Ron Rosenstock, Hal Vincent, John Spence.

Environmental Satellite Data 639

5200 Auth Rd., Suitland, Md. 20746

Color connection—weather and graphics production system*, weather data base of color satellite, radar and surface observation graphics. **Staff:** Terry Hambrick, Walter Gilbride, Lorne Kenney, Larry Hambrick.

FEMA 749

Computer Center, Olney, Md.

James Holton, James Cast.

Don Fitzpatrick Associates 242

Personnel search agency. **Staff:** Don Fitzpatrick, Cathy Rose, Gary Kimball, Mary Laine, Henry Mauldin, Dennis McDonald, Jeannie Yoder.

Fujinon 269

672 White Plains Rd., Scarsdale, N.Y. 10583

Lenses and optical systems. **Staff:** Dave Waddell, Jack Dawson, Rob Russin, John Newton, Reno Morabito, Dom Bastello, Patti Jackson, Linda Waddell.

G&G Designs/Comm. 812

121 W. E St., Encinitas, Calif. 92024

News production and design services. **Staff:** Gill Davis, Gil Jimenez, Tim Saunders, Keith Newby, Claudia Mitchell.

G&M Power Products 243

943 N. Orange Dr., Los Angeles 90038

Dual 12v and 14.4v battery packs*, cases for battery packs*. **Staff:** Gideon Ben-Akiva, Gerald Meisel.

GEC-McMichael 239

Sefion Park, Bells Hills, Stoke Pages, Slough, Berkshire, England SL2 4HD

Satellite newsgathering equipment. **Staff:** Steve McGuinness, Eric Schrechter, Dave Garrood, Brian Norcross, Granville Cooper, Tim Duffy.

Gold Nugget 113

Box 13 EE, San Antonio, Tex. 78201

Manufacturer of trademarks and logos in 14 or 18 kt. gold. **Staff:** Bobby Watson, Martina Watson, Tina Watson, Geri Condon, Rita Northcraft, Eloise Rodriguez.

Gralan Distributors 640

Leather business and travel accessories. **Staff:** Anne Stentiford.

Graphic Express 355

3518 Third Ave., San Diego 92103

Design of news environments, news

rooms, news graphic slide service, modular radio cabinetry* products and services. **Staff:** Byron Andrus, George Andrus, Dan Hones, Dennis Murphy.

Harris Video Systems 407**Hubcom Communications 721**

10380 Oak St., NE, Suite 5, St. Petersburg, Fla. 33702

Staff: Alan Jester, H.T. Henley, Paul Barron, John Figley, Cliff Benham.

Ikegami Electronics 305

37 Brook Ave., Maywood, N.J. 07607

ENG cameras and color monitors. **Staff:** Harvey Schkolnick, Harvey Caplan, Glenn Smith, Craig Sloss, Bud Mills, S. Yana, M. Narumi, N. Takahashi, Thomas Calibro, John Lynch.

Independent Petroleum Association of America 804

1101 16th St., NW, Washington 20036

Oil and natural gas producers association with exhibit focusing on how media covers energy business. **Staff:** Peter Welsh, Joe Warren, Bob Beams.

Ivanhoe Communications 257

Box 865, Orlando, Fla. 32802

News inserts. **Staff:** Linda Chadwick, Marjorie Thomas, Bette Don Fleur, Kathleen Perry.

Jefferson-Pilot Data Systems 608

501 Archdale Dr., Charlotte, N.C. 28210

Electronic news processing systems. **Staff:** John Pearce, Louis Pfeiffer, Jim Cundiff, Leslie Wolfe, Jackie Pfeiffer, Vivian Smithwick.

JVC Co. of America 561

41 Stater Dr., Elmwood Park, N.J. 07407

Single and three-tube color cameras, VHS and three-quarter-inch VCR's, color monitors/receivers, editors and accessories. **Staff:** Daniel Roberts, David Walton, Gary Horstkorta, Jim Wood, Logan Enright.

Kavouras 713

6301 34th Ave., South, Minneapolis 55450

Weather services.

LBS Communications 414

777 Third Ave., New York 10017

Talentbank databank. **Staff:** Donna Barrie, John Bobel.

Listec TV 237

39 Cain Dr., Plainview, N.Y. 11803

Model A2100 ScriptWriter electronic prompter featuring ROM programing*, A-2015 series on-camera prompting displays and manual drive tables. **Staff:** Joanne Camarda, Paulette Di Bona, Jack Littler.

Local Program Network 321

90 S. 11th St., Minneapolis 55403

One on One Exclusive, news service designed to give local stations chance to interview major newsmakers. **Staff:** Jim Hayden, Russ Stanton, Caryn Schall, Ken Rees, George Back, David Fox, Richard Ruben, Jackie Judd.

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THAN LEAD-IN

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Source: Arbitron Oct. 1984—Oct. 1983

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Allnet Communication Services, Inc.
100 S. Wacker Dr.
Chicago, IL 60606

Frank N. Magid Associates 638

One Research Center, Marion, Iowa 52302

Bruce Northcott, Steve Ridge, Frank Magid, Dave Smith, Steve Cagle, Caren Collins, Ed Dougherty, Barbara Frye, Kristine Hofacker, Bob Jackson, Craig Marrs, Larry Pond, Tom Sattizahn, Suzanne Sell, Glna Stucki, John Yurko, Joe George, Dick Haynes.

Major League Baseball

Productions 429

1212 Avenue of the Americas, New York 10036

Baseball News Satellite*, This Week in Baseball (29), The Baseball Bunch (18), The Greats of the Game (26), Weekly Bloopers and Great Plays (26). **Staff:** Terry Kassel, Jay Moran, Joe Podesta, Geoff Balinfante, Maureen Rooney.

Mart Electronics 107

1501 N. Main, Box 661, Cleburne, Tex. 76031

Portable transmitters, mobile repeater units, base stations and automated repeater stations. **Staff:** George Marti, Jo Marti, M.E. McClanahan, Marion McClanahan, Charles Wells, Brenda Wells.

MCI/Quantel 718-20

Graphics creation system. **Staff:** Mike Connell, Paul Fletcher, Tony Redhead, Dave Dever, George Grasso, Hugh Boyd, Dave Diels.

Mead Data Central 540

2029 Century Park East, Suite 2850, Los Angeles 90067

Computer-assisted information retrieval services, NEXIS, LEXIS and LEXPAT data bases.

Meadowland Communications 105

Media Computing 244

4401 E. Kings Ave., Phoenix 85032

IBM PC compatible newsroom software* **Staff:** Michael Rich, Kathryn Hulka.

Metro Traffic Control 658

4828 Loop Center Dr., Suite 800, Houston 77081

Live traffic reports for broadcasters. **Staff:** David Saperstein, Michael von Ende, Larry Monk, Hugh Carlson, Peter Kovalesky.

Mighty Minute Programs 268

840 Battery St., San Francisco 94111

Joe Carcione—The Greengrocer. **Staff:** David Meblin, Andrew Meblin.

MZB & Associates 543

4203 Bellway, Dallas 75234

ENG 4 by 4 news vehicle with 42-inch mast, Abekas digital effects/still store and 3M character generators. **Staff:** John Zienksoky, Dick Bock, Herb Hoff, Tom Hooper, Tim Stockhaus, Don Ingalsbe.

Netcom 656

1702 Union St., San Francisco 94123

Worldwide satellite television transmission and distribution network, videocon-

ferencing, closed-circuit programming.

New York Communications 646

101 Bryn Mawr Ave., Suite 300, Bryn Mawr, Pa. 19010

Television commercial creator. **Staff:** Jerry Hagins, Michael Davis.

News Information Weekly Service 501

15303 Ventura Blvd., 11th fl., Sherman Oaks, Calif. 91403

Internationally syndicated television news service, with multiseries reports* and animated graphics package*. **Staff:** David Salzman, Don Ross, Renee Carpenter, Bill Feest, Mike Burke, Jim McGilgen, Jim Moloshok, Brenda Geffner.

Newsfeed 521

888 Seventh Ave., New York 10106

Satellite-delivered news service with sports and weather reports. **Staff:** Richard Sabreen, Terry O'Reilly, Gregg Risch, Owen Simon, Cindy Walker, Larry Frankenbach, Rich Grove, Jack Foley, Ken Selvaggi, Eileen Potrock.

Newslink 655

210 E. 36th St., New York 10016

Satellite services firm. **Staff:** Brad Niemcek, Jim Bradley, Roger Bundy.

Omnibus Computer Graphics 757

Computer-generated graphics center. **Staff:** George Heywood, Joseph Martin, J.C. Pennie, Dan Philips, Jeff Marvin, Bob Rosenberg, Ron Rimer, Dan Jex, Ron Stark, Barbara Levy, Paula Blaschka, Na-deen Kaplan, Cynthia Taylor.

Panasonic 722

One Panasonic Way, Secaucus, N.J. 07094

M-format complete systems. **Staff:** Jerry Anderson, Roy Edenson, Morris Washington, Nick Hudak.

PEP Inc. 805

25 W. 54th St., New York 10017

VTR system and premium ENG batteries.

Pinnacle Prods. 114

State-of-the-art news openings. **Staff:** Robert Glatzer, Mike Abinanti.

Prijatel Prods. 800

2211 S. Dixie Dr., Dayton, Ohio 45409

The Missing Children Network*, Paul Strassels Tax Report. **Staff:** Don Prijatel, Julie Prijatel.

Q-TV 108

33 W. 60th St., New York 10023

Videoprompter cueing equipment, mini Q prompter system. **Staff:** George Andros, Ny Sheft, Don Robinson.

Quanta Corp. 349

2440 S. Progress, Salt Lake City 81149

Newsroom computer systems, IBM PC interface*, expanded software. **Staff:** Ray Unrath, Arnold Taylor, Vicki Pearson, Rob Dalton, Christie Mueller, Edward Scott, Bill Baker, Ken Levine, Rex Davis, Laura Lunceford.

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NAME

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TITLE

STATION/NETWORK

ADDRESS

TELEPHONE

RCA Corp. 660
Front & Cooper Sts., Camden, N.J. 08102
CCD-1 solid state ENG camera. **Staff:** Dennis Woywood, James Gimbel, Bill Culbertson.

Ringling Bros. 111
3201 New Mexico Ave., NW, Washington 20016

Attractions from Irvin Feld and Kenneth Feld Productions. **Staff:** Allen Bloom, Susannah Smith, Julian Read, Kim Turpin, Andrea Wright, Vicki Fuentes, Ben Flusche.

Rip 'N' Read/Earshot 233
88 First St., Suite 302, San Francisco 94105
Rip 'n' Read News Service, Earshot. **Staff:** Joe Belden, Mike Krigel, Anne-Marie Colby, Maggie Dugan.

RP Foundation Fighting Blindness 648
Staff: Fran Counihan, Paulette Pollack, Ellyn Hess, Marcia Snyder.

RTI 654
4700 Chase Ave., Lincolnwood, Ill. 60646
VT series evaluator/cleaner for three-quarter-inch U-matic and half-inch beta and VHS videotape. **Staff:** Gary Schutte.

Scribe Recorders 513
1618 Orrington, Suite 320, Evanston, Ill. 60201
Scribe Newscorder, audio cassette recorder for field newsgathering oper-

ations. **Staff:** Frank D. Beaman, Erik Horvitz, Steve Gordon.

Shook Electronics Enterprises 610
6640 Topper Pkwy., San Antonio, Tex. 78233
Mobile television production systems, two-camera ENG/EFP super van. **Staff:** Ed Shook, J. Hollenbeck Shook, John Shook, Karen Shook, Stuart Shook, Bill Waldroff, Barbara Waldroff, Iva Zimmerman.

Sony Broadcast 601, 07
1600 Queen Anne Rd., Teaneck, N.J. 07666
Betacam camera/recorders, recorders and accessories, Betacart multicassette system. **Staff:** William Connolly, William Powers, Charles Taylor.

Soundtrack Music 724-26
Syndicated music for news programing. **Staff:** Crit Harmon, Rob Caucichio, Mark Cuddy, Stacey Lyons, Jeanne McGrail, Dave Feidstein, Katie Johnson, Mary Gardner.

The Sports Network 656
3848 Sheffield Dr., Huntingdon Valley, Pa. 19006
24-hour sports wire service. **Staff:** Mickey Charles, Bill Rohrer, Linda Rohrer, Rosalind Charles.

Sportsticker (see CQI) 343
Station Program Resources 802
5165 Shady Island Rd., Minneapolis 55364

The Original Fish and Game Forecaster, Weather/Health Trend Index, All Alone Together, A Child Is Missing, A Parent's Greatest Fear, Touch, Take Care of Your Pet, Grand National Flashbacks. **Staff:** Jack Hansen, John Lehman, Dennis Gebhard.

Sun World Satellite News 319
444 N. Capitol St. NW, 601-C, Washington 20001

Satellite news service with Fred Saxon in Hollywood*, Stay Tuned*, Medical Digest* (all news inserts); promotional products including customized holiday jingles, animation and Christmas greeting cards, set design, newsroom apparel, and training. **Staff:** Rick Snyder, Mark Greenspan, C.W. Craig, Jay Noll, Bill Bates, Fred Saxon.

3M Stormscope 636
3M Center Bldg., 225-3s-05, St. Paul 55144
Staff: David Heaton, William Brodegard, J. Gregory Heaton, William Boland, Jerry Smith.

Target Television 240
Investigative reports with Steve Wilson.

Telescript 662
445 Livingston St., Norwood, N.J. 07648
Monitor prompting systems*, computer prompting systems with computer systems. **Staff:** Bob Swanson, Susan Moran, Phil Miller, Jim Stringer.

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—Robert W. Lundeen
Chairman of the Board
The Dow Chemical Company

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(800) 258-4636



*Trademark of The Dow Chemical Company

Telesound/SjoCom 801
1088 Howard St., San Francisco 94103

Syndicated news music packages, news opens, animated backgrounds, news and station promotion campaigns, news personality promotion, custom news opens, animation and music. **Staff:** Debra Robins, Karl Sjodahl, Karla Ulbrich.

Telesource Communication 449
740 E. Highland Ave., Phoenix 85014

Computerized newsroom system. **Staff:** Bob Early, Marilyn Taylor, Ryan Nolan.

Televideo San Diego 261
8360 Clairmont Mesa Blvd., San Diego 92111

Recorder bags for recorders and accessory equipment. **Staff:** David Stepp, Linda Stepp.

Television Distribution Co. 235

Agri-Business Report, The Travel Expert's, This Day in Hollywood. **Staff:** Lawrence O'Daly, Henry Hagerty, Tom Ashley, Elaine Lerner, Clay Cole, Eddie Greves.

Terminal Systems Corp. 811
901 Columbia Cr., Merrimack, N.H. 03054

Newsroom 920, 930 and 940 computer terminals. **Staff:** James McCauley, Michael Foster.

Texaco 456
2000 Westchester Ave., White Plains, N.Y. 10650

Energy and chemical stories consultants. **Staff:** Foster Morgan, Bob Moxie, Dave Albrecht, Paul Weeditz, Charlie Rentz, Gerry Mills, Paul Doucette.

Thomson-CSF 661
37 Brownhouse Rd., Stamford, Conn. 06902

Vidifont V character/graphics system. **Staff:** Stanley Basara, Robert Estony, Thomas Hindle, Matt Howryletz, William Park, James Sprague, Mike Stephanak, Tom Jones.

Tobacco Institute 634
1875 Eye St., NW, Washington 20006

Tobacco industry viewpoint on controversial issues. **Staff:** Walker Merryman, William Aylward, Jada Smith.

Tuesday Productions 813

Music for news departments. **Staff:** Robert Fimes.

Turner Program Services 621
1050 Techwood Dr., Atlanta 30318

CNN television and CNN radio. **Staff:** Henry Gillespie, Robert Schuessler, Robert Pates, Tom Todd, Ken Christensen, Ed Turner.

Ultimate Corp. 407
18607 Topham St., Reseda, Calif. 91335

Newsmatte 2* and Newsmatte—compositing device for news, weather and live interviews. **Staff:** Pat Smith, David Fellingner, Arpag Dadovrian.

United Technologies 518
United Technologies Bldg., Hartford, Conn. 06101

Provider of information for science and technology stories. **Staff:** Richard Whitmyre, William Flower.

UPI 467
1400 I St., NW, Washington 20005

UPI Custom News, UPI Radio Network, commercial programming (Run It by Lewis*, Games People Play*, Rock Calendar*), Nuestras Noticias, Spanish-language newswire*, Weather-Trac*, Epcot poll, UPI/ASK poll, UPI1 computer system for broadcasters. **Staff:** Luis Nogales, Paula Baird, Richard Boggs, Gordon Rice, Jim O'Keefe, Bruce Kanner, Gary Neeleman, Phil Stone, Ed DeLong, Bill Ferguson, Pinky Vidacovich.

VideoStar Connections 341
3390 Peachtree Rd., Atlanta 30326

News satellite transmissions and videoconferencing. **Staff:** Harry Mahon, David Crenshaw, Candy Alger, Marsha Ensing.

Viscom International 417
630 Fifth Ave., New York 10111

Provider of domestic and international electronic production and ENG services, including satellite feeds, productions, library archives, standards conversions and worldwide crews. **Staff:** Edward Helfer, John Tulloh, Brian Quinn, David Wratten, Pam Turner, Nick Hutton, Tom Hudson.

Weatherbank 241
2185 S. 3600 West, Salt Lake City 84119

Meteorological consulting firm with audio forecasts and weather information, WeatherCheck and WeatherBrief systems. **Staff:** Steve Root.

Andrew Welch Associates 407

News broadcast packager. **Staff:** Jacques Dupuy, Dave Janney, Peter Keating, Tim Keehn, Andrew Welch, Lisa Wright, Mike Wright.

Winsted Corp. 345
9801 James Cr., Minneapolis 55341

Modular editing and production consoles, space-saving videotape and film storage systems; newsroom data and computer consoles*. **Staff:** Jerry Hoska, Brenda Sabin, Randy Smith.

Wold Communications 455
10880 Wilshire Blvd., Los Angeles 90024

Point-to-point and point-to-multipoint TV and radio program distribution and network interconnection via the Wold Satellite TV Network; E-Star, international satellite television service between U.S. and Israel. **Staff:** Robert E. Wold, Dorothy Marsh, Tom Bartunek, Steve Napoli, Jim Burke, Maxine Jordan-Campbell.

WSI Corp. 701
41 N. Road, Box B, Bedford, Mass. 01730

Real time weather and sports data and graphics. **Staff:** David Miller, Alan Riley, Roy Reiss, Russ Christie, Ray Costello, Maureen Condon, Ron Strahm, Al Duckworth, Ralph Pass, David Devlin, Grady Young.

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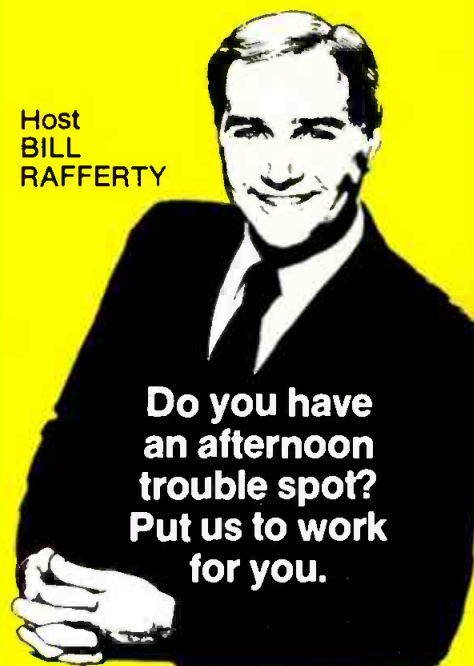
56% MORE
TOTAL WOMEN

50% MORE
18-49 WOMEN
THAN LEAD-IN

17% MORE
TOTAL WOMEN

125% MORE
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THAN YEAR-AGO
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an afternoon
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Put us to work
for you.

**GROUP W
PRODUCTIONS**
WESTINGHOUSE BROADCASTING AND CABLE, INC.

Source: Arbitron Oct. 1984-Oct. 1983

Stock Index

	Closing Wed Nov 28	Closing Tue Nov 20	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	60 1/4	59 5/8	5/8	1.05	10	1,757
N Capital Cities	153	151 1/8	1 7/8	1.24	16	1,963
N CBS	73 3/8	76 3/4	- 3 3/8	- 4.40	9	2,180
N Clear Channel	13 1/2	12 3/4	3/4	5.88	16	39
N Cox	47 7/8	48 1/2	- 5/8	- 1.29	16	1,352
A Gross Telecast	28	28 1/8	- 1/8	- 0.44	7	22
O Gulf Broadcasting	11 3/4	11	3/4	6.82	49	515
O LIN	19 7/8	19 1/8	3/4	3.92	17	418
O Malrite Commun.	11 1/2	11 1/4	1/4	2.22	14	96
O Orion Broadcast	1/32	1/32				2
O Price Commun.	10 1/4	10 3/8	- 1/8	- 1.20		33
O Scripps-Howard	26 5/8	26 5/8			16	275
N Storer	42 7/8	40 1/8	2 3/4	6.85		703
O SunGroup Inc.	7 1/4	7 1/4				5
N Taft	61 1/4	59 5/8	1 5/8	2.73	13	555
O United Television	15 3/4	15 5/8	1/8	0.80	26	173

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	24 1/2	24 3/4	- 1/4	- 1.01	21	149
A Affiliated Pubs	45 1/4	44 3/4	1/2	1.12	14	368
N American Family	24 3/8	23 7/8	1/2	2.09	12	436
O Assoc. Commun.	15 3/8	15	3/8	2.50		73
N A.H. Belo	43 1/4	43	1/4	0.58	13	500
N John Blair	15	17 3/4	- 2 3/4	- 15.49	8	120
N Chris-Craft	32 3/8	31 5/8	3/4	2.37	22	206
N Cowles	45	44 3/4	1/4	0.56	37	179
N Gannett Co.	45 3/8	45 7/8	- 1/2	- 1.09	18	3,635
N GenCorp	33 1/4	31 7/8	1 3/8	4.31	9	714
O General Commun.	67	67			15	33
N Insilco Corp.	18 1/2	18 1/4	1/4	1.37	10	314
N Jefferson-Pilot	38 1/2	38 1/4	1/4	0.65	11	1,232
O Josephson Intl.	8	8 1/4	- 1/4	- 3.03	62	39
N Knight-Ridder	27	27 3/8	- 3/8	- 1.37	13	1,748
N Lee Enterprises	25 3/8	26 1/2	- 1 1/8	- 4.25	14	338
N Liberty	23 3/4	23 1/2	1/4	1.06	11	238
N McGraw-Hill	41	41 1/4	- 1/4	- 0.61	15	2,058
A Media General	63 3/4	60 1/4	3 1/2	5.81	12	445
N Meredith	53	51 7/8	1 1/8	2.17	13	499
O Multimedia	34 3/4	34 3/4			15	580
A New York Times	34 3/4	33 1/4	1 1/2	4.51	16	1,373
O Park Commun.	27 1/4	27 1/4			20	251
N Rollins	15 5/8	15 1/2	1/8	0.81	23	228
N Schering-Plough	38 1/8	37 1/4	7/8	2.35	11	1,928
T Seikkr.	19 3/8	19 1/4	1/8	0.65	42	157
O Stauffer Commun.	52	52			13	52
A Tech Operations	49 1/2	50 3/4	- 1 1/4	- 2.46	17	45
N Times Mirror	38 5/8	38	5/8	1.64	12	2,653
N Tribune	33	31 7/8	1 1/8	3.53	15	1,333
O Turner Bcstg.	18 1/2	16 3/4	1 3/4	10.45	308	377
A Washington Post	79 1/4	81 1/2	- 2 1/4	- 2.76	15	1,109

SERVICE						
O BBDO Inc.	41 1/2	43 1/2	- 2	- 4.60	12	262
O Compact Video	3 5/8	3 1/2	1/8	3.57		14
N Comsat	24 1/4	23 1/4	1	4.30	10	438
O Doyle Dane B.	16 3/4	16 1/4	1/2	3.08	15	89
N Foote Cone & B.	48 3/8	49 3/4	- 1 3/8	- 2.76	10	161
O Grey Advertising	134	134			9	80
N Interpublic Group	33 1/8	34	- 7/8	- 2.57	11	358
N JWT Group	40	37 3/4	2 1/4	5.96	12	239
A MovieLab	4 3/4	5	- 1/4	- 5.00		8
O Ogilvy & Mather	34 3/8	34	3/8	1.10	15	315
O Sat. Syn. Syst.	7 1/4	7	1/4	3.57	11	41
O Telemation	6	6			6	7
O TPC Commun.	5/8	1/2	1/8	25.00		1
A Unitel Video	7 1/4	7 1/8	1/8	1.75	13	16
N Western Union	11 7/8	14 5/8	- 2 3/4	- 18.80		286

	Closing Wed Nov 28	Closing Tue Nov 20	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMMING						
O American Nat. Ent.	1 1/2	1 1/2			8	4
O Barris Indus.	7 3/8	7 3/4	- 3/8	- 4.84	147	42
N Coca-Cola	63	62 1/2	1/2	0.80	14	8,343
N Disney	57 3/4	57 5/8	1/8	0.22	19	1,941
N Dow Jones & Co.	39 1/8	39 3/8	- 1/4	- 0.63	19	2,510
O Four Star	3 1/4	3	1/4	8.33	3	3
O Fries Entertain.	4 1/2	5	- 1/2	- 10.00	4	15
N Gulf + Western	27 3/8	26 7/8	1/2	1.86	8	1,915
O Robert Halmi	1 1/8	1 1/8			23	19
A Lorimar	31 1/4	31	1/4	0.81	16	221
N MCA	40 3/4	40 1/2	1/4	0.62	18	1,975
N MGM/UA	12 3/4	12 3/8	3/8	3.03	15	633
N Mizlou	2 1/4	2 5/8	- 3/8	- 14.29		10
N Orion	11 1/4	10 3/8	7/8	8.43	25	106
O Reeves Commun.	5 3/4	5 1/2	1/4	4.55	21	71
O Sat. Music Net.	4 3/4	4 1/2	1/4	5.56		32
O Telepictures	13 7/8	14 3/4	- 7/8	- 5.93	12	107
O Video Corp.	19	18 1/2	1/2	2.70	12	32
N Warner	21 7/8	20	1 7/8	9.38		1,326
A Wrtner	18 1/8	17 1/4	7/8	5.07		124

CABLE						
A Acton Corp.	4 5/8	4 5/8				27
O AM Cable TV	2 1/2	2	1/2	25.00		9
N American Express	36 7/8	34 1/2	2 3/8	6.88	19	7,909
N Anixter Brothers	14 7/8	14 7/8			20	271
O Burnup & Sims	7 5/8	7 1/4	3/8	5.17		68
O Cardiff Commun.	15/32	7/16	1/32	7.08	47	2
O Comcast	19 1/4	18 5/8	5/8	3.36	15	158
N Gen. Instrument	18	21	- 3	- 14.29	19	583
N Heritage Commun.	18 1/8	17 3/8	3/4	4.32	34	137
T Maclean Hunter X	22 5/8	23 3/4	- 1 1/8	- 4.74	31	834
A Pico Products	4 1/8	5 3/4	- 1 5/8	- 28.26	19	14
O Rogers Cable	413/16	4 1/4	9/16	13.25		108
O TCA Cable TV	13 3/4	13 1/2	1/4	1.85	26	92
O Tele-Commun.	20 1/2	20 1/8	3/8	1.86	66	857
N Time Inc.	42 1/2	41 1/4	1 1/4	3.03	15	2,579
N United Cable TV	28 1/2	27 7/8	5/8	2.24	130	314
N Viacom	31 1/2	31 1/8	3/8	1.20	13	426

ELECTRONICS/MANUFACTURING						
N Arvin Industries	25 3/4	26 3/4	- 1	- 3.74	8	196
O C-Cor Electronics	6 1/4	6 1/2	- 1/4	- 3.85	69	20
O Cable TV Indus.	3 1/8	3	1/8	4.17	21	9
A Cetec	7 1/4	7 1/4			9	16
O Chyron	9	9 3/8	- 3/8	- 4.00	17	83
A Cohu	7 7/8	8	- 1/8	- 1.56	9	14
N Conrac	13 3/4	14 3/8	- 5/8	- 4.35	14	85
N Eastman Kodak	72 7/8	73	- 1/8	- 0.17	16	12,066
O Elec Mls & Comm.	6 3/4	8 1/4	- 1 1/2	- 18.18		19
N General Electric	57 3/8	56 1/4	1 1/8	2.00	12	25,973
O Geotek-Telemet.	13/16	13/16			9	2
N Harris Corp.	29 1/2	28 1/2	1	3.51	15	1,178
N M/A Com. Inc.	17 5/8	17 3/8	1/4	1.44	22	763
O Microdyne	6 1/4	5 3/4	1/2	8.70	18	28
N 3M	82 1/2	79 7/8	2 5/8	3.29	14	9,657
N Motorola	32 3/8	34 1/8	- 1 3/4	- 5.13	11	3,832
N N.A. Phillips	40 3/8	36 1/8	4 1/4	11.76	10	1,159
N Oak Industries	2 5/8	2 7/8	- 1/4	- 8.70		43
A Orrox Corp.	2 1/2	2 3/4	- 1/4	- 9.09		6
N RCA	36 1/2	35 3/8	1 1/8	3.18	12	2,990
N Rockwell Intl.	29 7/8	29 3/8	1/2	1.70	10	4,443
N Sci-Atlanta	9 3/8	9 3/8			19	218
N Signal Co.	33 3/8	30 1/4	3 1/8	10.33	14	3,639
N Sony Corp.	15 1/8	14 3/4	3/8	2.54	15	3,492
N Tektronix	58 3/8	57 1/4	1 1/8	1.97	9	1,123
A Texscan	5 1/2	5 5/8	- 1/8	- 2.22	8	37
N Varian Assoc.	35 5/8	34 3/4	7/8	2.52	14	768
N Westinghouse	26	25 1/2	1/2	1.96	9	4,551
N Zenith	23	21 3/4	1 1/4	5.75	9	508
Standard & Poor's 400	184.67	184.35	.32	.17		

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.



Doctor, I have a bad case of reruns. I'm desperate for fresh, quality programming. Especially action-packed films with top stars to fill a 90-minute time slot! What should I do?

The remedy to your problem is quite simple. Call Harvey Reinstein about his PRIMETIME "90s" film package.

PRIMETIME "90s"

NEVER ON CABLE... NEVER IN SYNDICATION

10 OUTSTANDING FILMS, INCLUDING:

"Goodbye Raggedy Ann"	Mia Farrow—Hal Holbrook
"The Migrants"	Sissy Spacek—Ron Howard
"A Death of Innocence"	Shelley Winters—Arthur Kennedy
"Crime Club"	Lloyd Bridges—Cloris Leachman

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PRIMETIME
ENTERTAINMENT, INC.

An RPTA Company

444 Madison Avenue, New York, NY 10022 (212) 355-7070 Harvey Reinstein, Vice President, Syndication Sales

VISIT US AT NATPE, 840 MARKET STREET

CBS returns to cable programming

It pays \$57 million for interests in four regional sports networks, Bravo, American Movie Classics and Rainbow Programming

Two years after the network ended its \$30-million misadventure in the cable programming business—when it pulled the plug on CBS Cable due to a lack of advertiser support for a cultural service—CBS said last week it was prepared to plunk down almost twice that amount, \$57 million, to buy into four regional sports services owned by Cablevision Systems and the Washington Post Co., and for stakes in Cablevision's Bravo and American Movie Classics program services and Rainbow Programming Services Co., the marketing and distribution company that sells them all.

Although CBS stock dropped three-quarters of a point the day of the announcement (Nov. 26) to \$74.25, perhaps due to the expected impact of the buy on earnings next year (combined with that of CBS's \$362.5-million Ziff-Davis magazine acquisition two weeks ago [BROADCASTING, Nov. 26]), ana-

lysts hailed the network's proposed re-entry into cable programming as a sensible long-term investment. The deal at this stage is an agreement in principle. The parties expect to close by year's end or early in 1985.

If the agreement goes through as proposed, CBS would receive a one-third share of three regional sports channels now owned equally by the Woodbury, N.Y.-based Cablevision and the Post company, whose interests under the new configuration would also be one-third each. The channels, which all charge a subscriber fee and carry advertising, are SportsChannel, New York; PRISM, Philadelphia, and SportsVision, Chicago. The Post company bought 50% of SportsChannel, New York, in February 1983. As partners, Post and Cablevision bought the Philadelphia and Chicago systems later that year. The New York regional service is the largest with 394,000 cable subscribers and 100,000 STV subscribers, followed by PRISM in Philadelphia with 357,000 cable and 13,000 SMATV subscribers. SportsVision, Chicago, currently has 52,000 cable subscribers.

In addition, the agreement gives CBS a one-sixth interest in SportsChannel New England, a Hartford, Conn.-based service. The original owner, New England Prime Cable Inc., controlled by a group of financial institutions headed by Aetna insurance company, retains a 50% interest. That service currently has 71,000 cable subscribers.

Rainbow Programming Services' Bravo, a service offering foreign films and performing arts programming, has existed as a stand-alone pay service for several years. But almost two months ago a new service, American Movie Classics, offering pre-1970 films, was introduced by Rainbow as the second part of a pay package with Bravo. The package is known as the Rainbow Service. The two-channel combination now claims about 200,000 subscribers, and Bravo as a stand-alone service still has 100,000 subscribers, although the stand-alones are expected eventually to be folded into the Rainbow Service. Under the terms of the agreement, CBS is to acquire 50% of both the Rainbow Service and RPSC, the marketing company.

Of the \$57 million that CBS will invest, about \$37.5 million is for the sports channels with the remaining \$19.5 million going toward the stake in the Rainbow companies. The Post company said it initially spent \$45 million for its half-interest in the SportsChannel properties and that with CBS buying in for a third, the net cost of its own one-third interest would be about \$20 million.

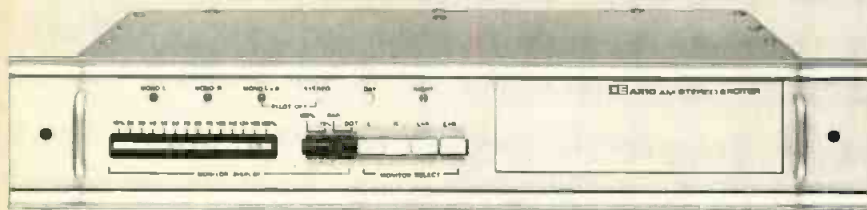
Rainbow will continue to manage all four regional sports ventures as well as the Rainbow Service and their marketing and distribution. As a venture partner, like the Post company, CBS will provide "knowledge and expertise," in the program area, said a company spokesman, while "learning the nuances of management in cable."

The four services have the rights to 14 professional sports teams including the New York Yankees, Mets, Islanders, Cosmos and New Jersey Nets; the Philadelphia Phillies, 76ers and Flyers; the Chicago White Sox, Bulls, Black Hawks and Sting, and the Boston Celtics and Hartford (Conn.) Whalers.

CBS executives have acknowledged since the shutdown of CBS Cable that the company hoped to re-enter the cable programming business. Commenting last week on the deal, CBS/Broadcast Group President Gene Jankowski said: "Our entry into this partnership is a logical extension of our expertise and a way to participate in these successful and growing areas of cable television." He suggested that "the demonstrated appeal of live, local sports has made these regional pay sports channels very attractive, and the Rainbow Service has also established a firm position of its own." Cablevision founder

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Charles Dolan welcomed CBS to the venture as a partner that he said will provide not only added financial strength to the cable services, but added programing strength as well.

Analysts contacted last week suggested that while this latest CBS move, if completed, will have a negative effect on next year's earnings, it makes good long-term strategic sense. They pointed to the added leverage the network could gain in negotiating for the rights to sports programing and to the acquisition of a new distribution network that can help defray rights costs (not unlike ABC's current position as majority owner of ESPN).

"They are getting into one segment [cable programing] with continued good growth prospects," said John Reidy, a vice president and media analyst with Drexel Burnham Lambert Inc. But the short-term costs are not insignificant. Reidy calculated that this deal, along with the network's Ziff-Davis purchase, could cut CBS earnings by perhaps \$1 per share in 1985, about what he looked for CBS to be up that year before the pur-

chases.

Joseph Fuchs, a vice president and media analyst with Kidder Peabody, agreed there would be some "short-term negative absolute impact" on CBS's earnings. But he said that the network's move into cable sports was a "strategically justifiable risk," given the clear synergies between cable and broadcast network sports programing. "It makes sense for them to be involved," the media analyst said.

He estimated that the buy into the cable sports and Rainbow properties alone would have a negative impact on earnings next year of perhaps 25 cents a share. But when that move is considered with the Ziff-Davis buy and the current "relative softness" of the broadcast market and the uncertainty of that market for 1985, Fuchs said CBS may earn only \$8 to \$8.25 per share in 1985, compared to the \$9.30 per share he thought the network capable of earning before the recent announcements. In 1983, CBS earned \$6.31 per share and estimates are the company will earn between \$8.50 and \$8.75 per share in 1984. □

Fifth Estate Quarterly Reports

Company	Quarter	Revenue (000)	% change*	Earnings (000)	% change*	EPS **
Acton Corp.	Third	\$6,748	-9	(\$2,100)	NM	(\$0.36)
Disney	Year	\$1,655,977	27	\$97,844	5	\$2.73
	Fourth	\$463,198	28	(\$64,007)	NM	\$1.89
Gray Comm.	Third	\$10,137	-5	\$664	6	\$1.33
Tele-Comm.	Third	\$113,670	31	\$5,329	1,900	\$0.12
Telepictures	Third	\$24,246	-5	\$3,131	28	\$0.41
Turner Broadcasting	Third	\$77,669	26	\$5,298	-10	\$0.26
Wrather Corp.	Third	\$35,391	17	(\$1,552)	NM	\$0.22

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

□

In third quarter of 1983, **Acton Corp.** had net income of \$685,000. □ **Disney** said fourth-quarter loss was caused by write-downs of motion picture and television properties and change in accounting method for investment tax credits. Before write-downs and accounting change, net income increased 16% for year to \$107,793,000, or \$3.01 per share, but decreased 10% for quarter to \$22,053,000, or 65 cents per share. Operating income increased 32% to \$291,033,000 for fiscal year, and increased 51% for quarter, to \$86,771,000. Increases were attributed to growth of home video, "strong showing," of recently acquired real estate subsidiary, Arvida, and success of movie "Splash." Company said worldwide television revenue, including The Disney Channel, increased 171% to \$16,527,000 in quarter and 105% to \$57,479,000 for year. Home video and nontheatrical revenue increased 61% to \$16,354,000 for quarter and 42% to \$78,212,000 for year. Disney statement said increase in television revenue was attributable to Disney Channel, which sustained operating losses of \$7.5 million for quarter, compared to last year's fourth-quarter loss of \$14.8 million. For year, loss for Disney Channel was \$35.5 million. Company said there are now more than 1.4 million subscribers, in 1,700 systems covering 19.1 million homes. □ In 1983 **Wrather** posted third-quarter net income of \$1,032,000. □ **Tele-Communications Inc.** reported cash flow margin of 43% for third quarter. Company said "increased revenues reflect the acquisition of several cable television systems, as well as growth in subscriber levels in the company's cable television systems." □ **Turner Broadcasting** said WTBS(TV) Atlanta contributed 60% of incremental revenue growth in first nine months, with another 12% provided by program syndication activities and 26% provided by CNN. Company said it had increased average per-sub rate charged to cable operators for CNN in third quarter but that rates "remained substantially below 1982 levels." Reduced net income was attributed to increases in film amortization, interest expense, depreciation costs and sales commission expense. Also cited was higher operating loss for cable production segment, attributed largely to costs related to election year coverage and "expansion of its domestic and foreign news gathering operations."

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Source: Arbitron Oct. 1984



TELECASTINGS



French diner

New York-based Corporation For Entertainment & Learning has joined with the French FR-3 network to produce *Dining in France*, a series of 13 half-hour episodes that will air on PBS in the fall of 1985. The series will be hosted by Pierre Salinger, ABC's Paris bureau chief who has lived in France for 15 years and written about cuisine. *Dining in France* will be produced in both English and French. Telepictures will handle international distribution. Sanford H. Fisher, CEL president, said a book and home videocassette are to be spun off from the series. KOED-TV San Francisco is entry station for the series and will also oversee the marketing of the book and cassette.

Dining in France is one of several projects currently under way at CEL. Fisher said CEL has made a deal with 20th Century Fox Television to distribute CEL's *Animal Express* series, which was on the Entertainment Channel until the latter went dark in early 1983. At that time, 79 of 130 commissioned shows had been produced and 30 aired, but

Fisher said the new deal calls for completion of the remaining 51 episodes. The 79 episodes will be re-edited for commercial breaks. 20th Century Fox will make the series available to stations at the NATPE International conference in January.

CEL researchers and editors are also updating CEL's Videotape News Library, a video reference of major news events since 1893. Fifteen hours (covering 1973 through the 1985 presidential inauguration) will be added to the library, which is leased to stations on 60 one-hour three-quarter-inch tapes. The library is currently leased on an exclusive basis in 22 markets and to networks in Canada (CBC), Italy (RAI) and Japan (NHK).

All-day affair

It hasn't reached the status of a national holiday yet, but New York-based rep Katz Television is planning a "Katzday" at NATPE—an afternoon of briefings for its clients before the programming convention begins. Katzday will go beyond the two-hour

presentation Katz has traditionally done for its clients at NATPE by conducting a six-hour walk-through and review of all the important programming product at NATPE.

Katzday will begin at 3 p.m. on Thursday, Jan. 10, a day before the NATPE market opens on Jan. 11 at the Moscone Center in San Francisco. Katz will meet with its cli-



Gordon Hastings (l), president of Katz Television, holds a model of the new Katz Television programming conference center with von Soosten.

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ents at the Hotel Meridien for an analysis and review of the November sweeps and an overview of product to be offered at NATPE. Afterward, Katz will break up the group into smaller sessions where new shows from selected distributors will be screened.

"We will invite the distributors of those shows to present the programs to you on Thursday afternoon, almost 24 hours before the convention opens and almost 24 hours before your competition is exposed to the programs," wrote John von Soosten, vice president and director of programming of Katz Television and this year's president of NATPE, in a letter to clients. "You'll have a chance to be exposed to the shows, to consider them... to be prepared to move on those shows that interest you as soon as the convention opens."

Katz Television will also be taking out booth space on the exhibit floor. The booth, consisting of four small referral rooms and a larger conference room, will be manned by Katz's 14-member programming department.

First-run for FCB

FCB/Telecom, the national television programming division of Foote Cone and Belding Communications, the New York-based advertising agency, plans to enter first-run broadcast television syndication next year

NBC garners another first place

Boosted by the second part of its mini-series, *Fatal Vision*, NBC came in first for the second time in the nine-week-old prime time season and ABC—lifted by a special Sunday movie titled *The Ewok Adventure*—placed second. CBS came in third.

For the week ended Nov. 25, NBC averaged a 16.5 rating and 27 share in Nielsen's NTI service, compared to a 15.9/26 for ABC and a 15.3/25 for CBS. Despite a weak showing of its total lineups, CBS managed to capture five of the top 10 shows of the week, while NBC had three and ABC two. The combined network rating/share for the week was a 47.7/78 compared to a 50.3/80 for the comparable week a year ago. HUT levels were down 3% from the comparable week last year to a 60.8 from a 63.

The second episode of NBC's *Fatal Vision* averaged a 32.7/49 and was the second-highest rated show of the 1984-85 prime time season, ranking behind NBC's *The Burning Bed* TV movie which averaged a 36.2 rating.

NBC attained its weekly victory by winning only two nights: Monday and Tuesday. CBS won Thursday and Friday while ABC won Wednesday, Saturday and—thanks to *The Ewok Adventure*—Sunday as well. Highlights of the week, night by night:

■ NBC won Monday with a share nearly equal to that of the other two networks combined. *TV Bloopers* got NBC off to a strong start for the evening, averaging a 19.7/30 and tying with CBS's *Murder, She Wrote* for the fifth-ranked show of the week.

■ NBC's regular Tuesday lineup of *A-Team*, *Riptide* and *Remington Steele* delivered its usual victory.

■ ABC won every half-hour Wednesday with its regular lineup of *Fall Guy*, *Dynasty* and *Hotel*. And ABC's *Fall Guy*, as it has five out of seven times, beat NBC's *Highway To Heaven*.

■ Although CBS won Thursday, *Magnum, P.I.* had its worst performance of the past nine weeks, averaging a 16/30 and ranking 25th out of 68 programs. And although it came in second NBC also had a disappointing night; its entire regular lineup of *The Cosby Show*, *Family Ties*, *Cheers*, *Night Court* and *Hill Street Blues* experienced its lowest ratings of the season.

■ CBS won Friday based on the strength of its 9-11 schedule with *Dallas* and *Falcon Crest*. ABC captured the 8-9 period with its back-to-back comedies of *Benson* and *Webster*, and NBC's *V* for the second time in the past four weeks overtook CBS's *Dukes of Hazzard*.

■ ABC's Saturday victory was based on a two-hour *Love Boat* special which averaged a 16.7/30. But it was a tie between ABC and CBS between 8 and 9 as ABC's *T.J. Hooker* and CBS's *Airwolf* both pulled a 12.8/22. However, NBC won the period by two-and-a-half share points with its back-to-back comedies *Diff'rent Strokes* and *Gimme a Break*.

■ ABC snatched a traditional Sunday victory from CBS by scheduling the special *Ewok Adventure*, which outperformed CBS and NBC by nearly 10 share points at 8 pm.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	<i>Fatal Vision</i> , part 2	NBC	32.7/49	36.	<i>Three's a Crowd</i>	ABC	14.9/23
2.	<i>The Ewok Adventure</i>	ABC	24.9/36	37.	<i>V</i>	NBC	14.8/25
3.	<i>Dynasty</i>	ABC	24.3/38	38.	<i>Cheers</i>	NBC	14.4/25
4.	<i>60 Minutes</i>	CBS	23.0/35	39.	<i>Who's the Boss?</i>	ABC	14.4/22
5.	<i>Dallas</i>	CBS	22.6/38	40.	<i>Kate & Allie</i>	CBS	14.2/21
6.	<i>Hotel</i>	ABC	21.2/36	41.	<i>Diff'rent Strokes</i>	NBC	14.1/25
7.	<i>A-Team</i>	NBC	20.2/31	42.	<i>Bugs Bunny Special</i>	CBS	14.1/21
8.	<i>TV Bloopers & Prac. Jokes</i>	NBC	19.7/30	43.	<i>Newhart</i>	CBS	14.0/20
9.	<i>Murder, She Wrote</i>	CBS	19.7/29	44.	<i>Ripley's Believe It or Not</i>	ABC	13.8/21
10.	<i>Simon & Simon</i>	CBS	19.5/34	45.	<i>Night Court</i>	NBC	13.6/24
11.	<i>Falcon Crest</i>	CBS	18.8/34	46.	<i>It's Your Move</i>	NBC	13.5/21
12.	<i>Jeffersons</i>	CBS	17.4/25	47.	<i>Gimme a Break</i>	NBC	13.3/23
13.	<i>Johnny Carson Special</i>	NBC	17.3/29	48.	<i>Cagney & Lacey</i>	CBS	13.2/20
14.	<i>Hardcastle & McCormick</i>	ABC	17.3/29	49.	<i>Charles in Charge</i>	CBS	13.0/22
15.	<i>Riptide</i>	NBC	17.2/27	50.	<i>Matt Houston</i>	ABC	12.9/23
16.	<i>Scarecrow & Mrs. King</i>	CBS	17.0/26	51.	<i>Airwolf</i>	CBS	12.8/22
17.	<i>Punniest Commercial Goofs</i>	ABC	16.8/26	52.	<i>T.J. Hooker</i>	ABC	12.8/22
18.	<i>Bill Cosby Show</i>	NBC	16.7/32	53.	<i>Dukes of Hazzard</i>	CBS	12.7/22
19.	<i>Love Boat</i>	ABC	16.7/30	54.	<i>Mike Hammer</i>	CBS	12.7/22
20.	<i>Alice</i>	CBS	16.6/24	55.	<i>St. Elsewhere</i>	NBC	12.7/22
21.	<i>Fall Guy</i>	ABC	16.5/27	56.	<i>20/20</i>	ABC	12.6/23
22.	<i>Knots Landing</i>	CBS	16.3/30	57.	<i>For Love or Money</i>	CBS	12.4/20
23.	<i>Benson</i>	ABC	16.3/28	58.	<i>Paper Dolls</i>	ABC	12.1/21
24.	<i>Webster</i>	ABC	16.1/27	59.	<i>Punky Brewster</i>	NBC	12.0/18
25.	<i>Magnum, P.I.</i>	CBS	16.0/30	60.	<i>E/R</i>	CBS	11.9/19
26.	<i>Trapper John, M.D.</i>	CBS	15.9/27	61.	<i>Cover-Up</i>	CBS	11.8/22
27.	<i>Remington Steele</i>	NBC	15.8/28	62.	<i>Call to Glory</i>	ABC	11.7/19
28.	<i>Hill Street Blues</i>	NBC	15.7/29	63.	<i>Hawaiian Heat</i>	ABC	10.8/18
29.	<i>Facts of Life</i>	NBC	15.7/24	64.	<i>Baron & the Kid</i>	CBS	10.4/17
30.	<i>Family Ties</i>	NBC	15.3/28	65.	<i>Silver Spoons</i>	NBC	10.2/16
31.	<i>Conan the Barbarian</i>	NBC	15.2/26	66.	<i>Arthur</i>	ABC	10.1/18
32.	<i>The Vegas Strip War</i>	ABC	15.2/22	67.	<i>Nat'l Off the Wall Poll</i>	NBC	10.1/17
33.	<i>Football, Pitt. vs. New Ori.</i>	ABC	15.1/25	68.	<i>Partners in Crime</i>	NBC	8.6/16
34.	<i>Charlie Brown Thanksgiving</i>	CBS	15.0/23				
35.	<i>Highway to Heaven</i>	NBC	14.9/25				

*indicates premiere episode

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Reliving yesteryear. Veterans of television shows past gathered for a reunion luncheon given by Group W's *Hour Magazine*. The actors had been appearing on the program throughout the month of November. Standing, from left: Jackie Cooper, *Hennessey*; Alan Young, *Mister Ed*; Dwayne Hickman, *Dobie Gillis*; Jack Larson, *Superman*; Adam West, *Batman*; Gary Collins, host, *Hour Magazine*; Bonnie Strauss, co-host,

Hour Magazine; Michael Constantine, *Room 222*; Louis Nye, *The Steve Allen Show*; Robert Mandan, *Soap*; Stanley Livingston, *My Three Sons*; Bill Dana, *The Steve Allen Show*, and Barry Livingston, *My Three Sons*. Seated in the front row (l-r): Abby Dalton, *Hennessey*; Connie Hines, *Mister Ed*; Noell Neill, *Superman*; Lassie; Anne Jeffreys, *Topper*, and Burt Ward, *Batman*.



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with the introduction of *Seeing Stars: The Movie Star Show*, a weekly, first-run, half-hour series to be produced in association with Richard Edgar Productions and syndicated by Orbis Communications. The series has been in production since last May and cablecast over the USA Cable Network. The broadcast version of the program will be offered on a barter basis at January's NATPE International and Association of Independent Television Stations meetings for airing beginning in April 1985.

According to FCB/Telecom senior vice president and managing director, Jack McQueen, *Seeing Stars* is expected to be slated primarily during early evening week-end time slots, although some weekday, prime time access scheduling may also occur. Orbis will handle sale of the program's two-and-a-half minutes of national barter time, with Clorox (an FCB client) the first advertiser signed. Another three-and-a-half minutes are being held for local barter sale.

"The show will have exclusive, in-depth interviews with film stars and very extensive descriptions of and clips from current theatrical releases," producer Dick Crew told BROADCASTING last week. "Its most unusual aspect will be actual movie-goer reviews of the current releases... videotaped at suburban movie theaters." Jim Finnerty is host and chief interviewer for the series, and his guests have included Paul McCartney, Ryan O'Neal, Dolly Parton, Goldie Hawn, Sylvester Stallone and Bill Murray. Crew said the scope and budget of the production "will be expanded greatly" when the series moves from cable to broadcast, including location shooting and expanded feature elements.

Law & Regulation

FTC chairman praises 'Reagan revolution'

In speech to Press Club, Miller says Reagan philosophy producing good results at trade commission

Federal Trade Commission Chairman James C. Miller III gave a progress report on the FTC and extolled the overall effects of the "Reagan revolution" last Tuesday in Washington. He said the FTC's "proper role" was not "to tell entrepreneurs how to run their businesses," but rather to "keep markets competitive and free of fraud and deception."

In a speech to the National Press Club, Miller spoke of the agency's "effort to bring more economic logic—and Ronald Reagan philosophy—to the operations of the FTC." It was a departure, he said, from that of the previous administration, "where the FTC's leaders were preoccupied with using the agency to achieve their version of social justice." The chairman added that since 1977, the FTC has lost more than 60% of its anti-trust decisions on appeal to the federal courts. "All of these losses were based on decisions the commission made before there was a Reagan-appointed majority," Miller said.

One of the "first tasks" of his chairmanship, Miller said, was "to change priorities and restore trust" in the commission, and to answer the question: "Are our activities truly in the public interest?" If not, we've got our hunting dogs in the wrong part of the county. It's as simple as that," Miller said.

(Asked by one attending the luncheon if Miller missed former FTC Commissioner Michael Pertschuk, who recently left the commission, Miller quipped, "Who?" He then told the story of "a fellow who lives in a watch tower, and the clock on the tower goes off every hour on the hour, 24 hours a day. And one morning at 5:58, the clock breaks. And at 6 a.m., the fellow sits up in bed and says, 'What was that?' . . . Yes, I miss Mike," he said.)

Miller reviewed 29 recommendations for change at the FTC, which he said were set as goals at the beginning of his tenure in 1981. The chairman reviewed the list: "Done that," he said about a recommendation that "all cases based on 'social theories' be terminated; "done that," he said about a recommendation to develop "a policy protocol declaring only those advertising practices that deceive ordinary consumers and their purchase decisions accordingly." Miller said: "We have accomplished in major measure at least 25 [of the recommendations], . . . have made substantial progress on two others (both awaiting final congressional ac-



Miller

tion), and plan to carry out yet another . . . at the first opportunity." The remaining recommendation is now moot, he said.

Also reviewed were the FTC's priorities for the future. They include:

- Reauthorization of the commission. In a question and answer period following his speech, Miller listed not achieving reauthorization as one of his "failures" as FTC chairman.

- To further clarify "the rules of the game" through "the timely release" of FTC opinions, enforcement protocols and the issuance of other guidelines.

- To be "more aggressive" in enforcing laws against counterfeit goods and services and to "address" alcohol advertising. For the last, Miller said the FTC is examining the Center for Science in the Public Interest's petition to the FTC to ban broadcast advertising for beer and wine or require equivalent counter-advertising (BROADCASTING, Nov. 28, 1983, July 2), and will look at "a variety of ways" to deal with the issue.

- To complete the installation of a new system "which would mean more efficient management of our case load."

- To promote "education and nonlitigation strategies where appropriate." Miller said that in dealings with business, the FTC had become "less adversarial, more professional, in hopes of securing so-called voluntary compliance as a cost-effective alternative to litigation."

Miller said he was "proud to be a part of the Reagan revolution, not only because of its success in reforming regulation, but because of the success of its broader domestic program . . . If you've ever repaired an old wooden chair—like I have—taken it apart and glued it back together—you know you don't sit on it right away. Instead, you bind it up with twine or elastic cords to maintain pressure until the glue has dried. If for no other reason, President Reagan's second term was needed in order to let the glue dry," Miller said. □

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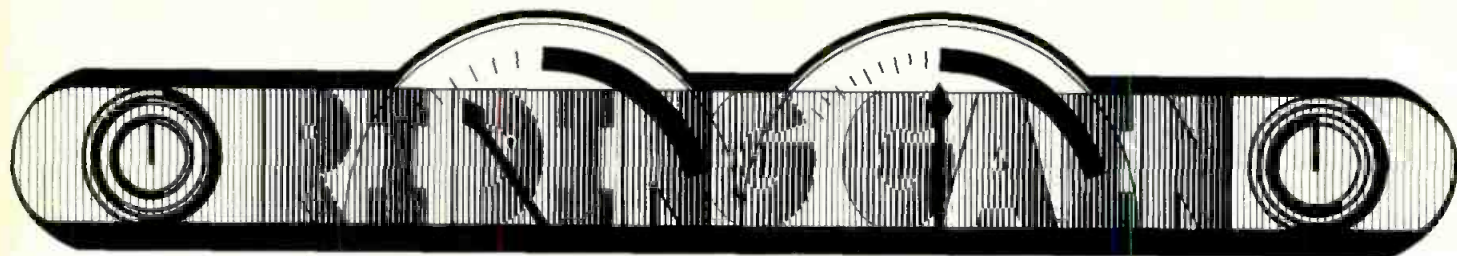
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Source: Arbitron Oct. 1984



On the leading edge

"Arbitron is investigating several technological developments that could lead to advancements in radio measurement techniques," said Jim Ridings, vice president, advertiser/agency radio sales, Arbitron, before a meeting of the Media Research Club of Chicago.

Ridings outlined three possible alternatives that could eliminate the present diary book system. One method is a hand-held calculator with the capacity to store information. Ridings said this "electronic" diary "would be programed to help the respondent avoid confusion over call letters or such simple points as whether a 12:00 entry referred to noon or midnight." The data would be transmitted to Arbitron over telephone lines through the use of a coupling device, he said.

Another idea being discussed at Arbitron, said Ridings, is the use of home computers in radio measurement. "It would be possible to send survey households a floppy disk that contains all the instructions and information, allow them to input individual daily listening for a week and return the disk to Arbitron," he said.

Ridings also cited Arbitron's new joint venture with Burke Market Research called ScanAmerica, designed to improve its radio listening measurement technique. ScanAmerica is a new meter system to be tested in Denver next year, which will measure individual television household viewing and product purchases. Ridings said the ScanAmerica system could also be used to deliver a questionnaire on the television screen that the respondent would answer using an input device. "There are obvious applications here for asking household members

October increase

Network radio business in October jumped 7.5% from the previous month to \$28,826,996, according to the Radio Network Association, which relies on financial information collected confidentially from ABC, CBS, NBC, RKO, Mutual and Sheridan by the accounting firm of Ernst & Whinney. Year-to-date, network billings have totaled \$217,517,307—up 3.4% over the same period a year ago.

about their radio listening habits over the course of a given week," he noted.

Super sell out

The CBS Radio Network is "close" to a sell-out for the Super Bowl on Jan. 20 in Stanford, Calif., according to Steve Youlios, director of sales, CBS Radio Networks.

Youlios told BROADCASTING that CBS Radio, for the first time this year, tried to steer away from selling some advertisers a flighted schedule on a game-by-game basis for the network's carriage of NFL contests. Rather, he said, CBS focused sales efforts on season-long sponsorships for its entire NFL broadcast package comprising 37 games—27 during the regular season, many on Monday nights, and 10 post-season contests including the Super Bowl and Pro Bowl (BROADCASTING, Aug. 6).

During CBS's series of regional affiliates meetings ("Riding Gain," Nov. 19), Youlios said the company's philosophy was to tell

advertisers that they didn't have to be users of network radio to buy CBS Radio sports. "They [advertisers] are buying events and an association with the NFL," he said.

Youlios also noted that in addition to several long-standing advertisers including Anheuser-Busch, General Motors, American Honda, Buick and Delco Electronics, the network attracted several new advertisers and business categories to the 1984-85 season as well. Among the new advertisers for the NFL on CBS Radio are: Alpine Electronics, Lanier (business machines) and Sir Speedy (instant printing).

Planning ahead

Ernie Schultz, Radio-Television News Directors Association executive director, has sent a letter to 12 associations and trade groups asking for a "rundown" of their planned convention and meeting dates. RTNDA is trying to prevent associations from scheduling conventions on the same dates, a situation that occurred when the National Association of Broadcasters and the National Radio Broadcasters Association rescheduled their jointly sponsored Radio Convention and Programing Conference (RCPC) next year from Oct. 6-9 to Sept. 11-14—the exact dates of RTNDA's annual meeting. RCPC will be held at the Anatole hotel in Dallas and RTNDA at the Opryland hotel in Nashville ("Closed Circuit," Nov. 5).

Besides NAB and NRBA, other organizations that received Schultz's letter include the National Broadcast Editorial Association, the Society of Broadcast Engineers, the Broadcast Financial Management Association and the National Broadcast Association for Community Affairs. The letter, which listed RTNDA's convention dates through 1986 and its proposed schedule for 1987 and 1988, also asks the organizations to send their meeting dates to one another.

NPR's winter schedule

Five jazz series, including two new ones (*Sidran on Record*, featuring pianist and composer Ben Sidran reviewing new jazz disks, and *The Jazz Beat from Berklee*, with performances from the Berklee College of Music in Boston), are among the highlights of National Public Radio's winter season, which begins in January. Also scheduled are 13 programs taped on location at the *Sante Fe Chamber Musical Festival*, as well as *A Musical Offering: Authentic Instruments and Interpretations*, a 13-part, two-hour series of performances played on "authentic reproductions" of early instruments. The hour-long series, *McGraw-Hill's Young Artists Showcase*, which has been broadcast in New York for eight years, will be fed nationally.

On the dramatic front, NPR will offer *Don Quixote*, *The Lord of the Rings* and the *Ameri-*



Year three. NBC Radio celebrated the third anniversary of its Talknet with a party in New York. The nighttime talk network, which went on the air in November 1981 with 23 affiliates, now has 215 stations. At the celebration were (l-r) Randy Bongarten, president, NBC Radio; Maurice Tunick, director of programing, Talknet; Steve Soule, vice president and general manager, NBC Radio Network, and Dick Penn, senior vice president, NBC Radio Networks.

IF YOU SEE SOME OBSTACLES BETWEEN YOU AND AM STEREO—

MOTOROLA JUST TOOK DOWN YOUR OBSTACLE COURSE.

The big obstacle was dedicated single system receivers. That one has been totally demolished. C-Quam® AM stereo receivers are available right now from a "Who's Who" of the world's leading set manufacturers and carmakers.

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Instead, there is no additional installation cost for our C-Quam AM stereo system. Motorola, a world leader in electronics, sees to service and tech support. Third party financing can put you on the air for as little as \$1,500 down, \$300 a month. And we can ship in 3 weeks if you're ready to roll. Dick Harasek has all the facts, figures and details. His number is 312-576-2879.

Finally, you ran into a real brick wall—Return on Investment. We took the wrecking ball to that one. Our exclusive telephone "Hotline!" is a live wire that helps you build audience, advertiser excitement and time sales with creative promotions. Just call 312-576-0554 and ask for Steve Kravitz.

So now there's nothing between you and a clear run for the AM stereo gold, because Motorola pulled down all the obstacles... from start to finish.

MOTOROLA AM STEREO. THE WINNING SYSTEM.



cans All series, the last featuring stories by Mark Twain, Harry Truman and Edgar Allen Poe.

Money's worth

The financial industry spent \$36,792,000 in national spot radio advertising during the first half of 1984, up 19.8% over the same period last year, according to the Radio Advertising Bureau, which bases its information on data collected from 16 rep companies by Radio Expenditure Reports Inc. (RER), Larchmont, N.Y. Expenditures placed by banks and savings and loan institutions for the first six months of 1984 were up 25% to \$18.3 million. Insurance companies increased national spot outlays from \$7.79 million during the first half of 1983 to \$10.8 million in the first six months of this year, a jump of 38.9%.

Classical satellite

The newly formed Concert Music Satellite Systems (CMSS), a subsidiary of Concert Music Broadcast Sales, New York (a national rep company for classical-formatted stations), was scheduled to transmit its first program via Westar IV last Saturday (Dec. 1) with the opening broadcast of Texaco's Metropolitan Opera series ("Closed Circuit," Oct. 8).

CMSS is interconnecting the full-time commercial classical affiliates of the Concert Music Network, another subsidiary of Concert Music Broadcast Sales formed in 1978. A total of 18 stations have earth dishes installed at their sites and are part of the

NPR's slice of the federal pie. National Public Radio's board of directors met via telephone conference last Monday (Nov. 26) to make a recommendation for the distribution of fiscal year 1986 federal funds for noncommercial radio. The board decided to recommend to the Corporation for Public Broadcasting that 66% (\$23,686,500) of the \$35.9 million for radio go to noncommercial stations' community service grants and 34% (\$12,201,000) to national programming. This is roughly the same split as that for FY 1985, NPR spokeswoman Deborah A. Weingrad said.

initial hook-up. Several stations are scheduled to be added in early 1985, according to Peter Besheer, CMSS president and co-founder of Concert Music Broadcast Sales. "The satellite system has the capacity to carry live programming originating from virtually any city in the United States," he said. Plans also call for CMSS to include about 200 National Public Radio member stations in the network over the next few months.

To date, CMSS said it has secured commitments from syndicators which total more than 40 hours of programming per week. In addition to the Metropolitan Opera, some of the other broadcasts CMSS will offer its stations via satellite are the Boston Pops and Boston Symphony from WCRB Productions, Boston; the Chicago Symphony, Lyric Opera of Chicago and *Lincoln's Music in America* from WFMT Inc., Chicago, and the Clevel-

and Orchestra and *Adventures in Good Music* from WCLV(FM) Cleveland.

News hour

Mutual Broadcasting is expected to announce the expansion of its new *America in the Morning* news magazine series hosted by correspondent Jim Bohannon (BROADCASTING, Sept. 10) at the Radio-Television News Directors Association annual convention in San Antonio, Tex. The network broadcast, which currently airs from 5:05 a.m. to 5:30 a.m. NYT, will be extended to 6 a.m. NYT. Fashioned after NBC-TV's *Today* show and ABC-TV's *Good Morning, America*, the program features world, national and business news including reports from Mutual correspondents; national weather and sports information, and live interviews with newsmakers. It has cleared more than 150.

Other programming plans for Mutual's news department include the launch of two farm reports, one during early morning and the other at midday. Target date is April 1, 1985.

Two to the list

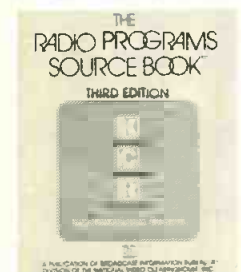
The Satellite Music Network, Dallas, has added Metromedia's WNEW(AM) New York and WASH(FM) Washington to its list of stations, bringing total affiliates to 443. According to SMN Chairman and CEO John Tyler, both stations will carry SMN commercial spots.

Supporting the arts

Classical-formatted WFMT(FM) Chicago raised \$230,000 for the Lyric Opera of Chicago in a one-day, on-air "operation" fund raiser. The money raised exceeded the original goal of \$200,000 and surpassed last year's \$165,000. Merrill Lynch was sponsor and major contributor of the operation, held on Saturday, Nov. 10.

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Like grandfather, like father. John R. Gambling (l), air personality and co-host, *Good Afternoon, New York*, WOR(AM) New York, is joining his father, John A. Gambling (r), as a permanent part of the morning show, *Rambling With Gambling*, beginning in January 1985. John R. represents the third generation of Gamblings on WOR. His grandfather, John B., created the program in 1924, and was replaced by John A. in 1959. John R. will do human interest features and take over the Saturday program exclusively as well as continuing to substitute as host of the morning program when his father is on vacation.

*Last week, we proudly announced
our relationship with KEZW Radio in Denver, CO.
This week...*

WXYT RADIO
The Fritz Broadcasting Station
in Detroit, MI has
selected Blair RAR
as its national
sales representative.

BLAIR  RAR INC.
"We Have The Time."

Western Cable Show: convention for a 'maturing industry'

Agenda includes programs on new telecommunications policy

The final major cable convention of the year begins its three-day run at the Anaheim (Calif.) Convention Center this Wednesday (Dec. 5) as the 16th annual Western Cable Show addresses the theme, "Blueprint For Progress." Sponsors last week revised downward their attendance projections, predicting about 8,500 will be present, down from last year's total of 9,800 and previous estimates that as many as 10,000 might register this year.

The number of exhibitors is expected to be about 220, covering about 137,000 square feet of floor space (relocated to the center's southwest wing), down from the 325,000 square feet occupied in 1983 by 270 exhibitors. About 50 of the exhibitors will be attending for the first time.

"Speakers will be giving their listeners hard facts and how-to, not just philosophy and blue-sky," emphasized Western Show Chairman Richard J. Maul, who is also director of marketing and corporate planning for Western Communications, a Walnut Creek, Calif.-based multisystem operator. "We've tried to emphasize panels that deal with specific issues facing our maturing industry."

Maul told BROADCASTING last week there is recognition that the industry's growth has leveled off. "The approach we wanted to take is: 'Yes, it's still a very good business. There's a good future in it. There will be some more products available, but we're taking a more realistic approach to how we're going to deal with them.' The emphasis is on basics, so that anybody from operations to marketing to engineering will be able to leave the convention with some concrete information on things they want to try."

There will be the usual panel sessions and exhibits, but the Western Show will also offer special programs on the implementation of the nation's new telecommunications policy. "This has been a critical legislative year for our industry," noted Gary A. Hokenson, chairman of the California Cable Television Association (which co-sponsors the event with the Arizona Cable Television Association). "The Western Show is going to be a timely forum on how decisions made in Washington affect the individual cable operator." Hokenson is vice president and general manager of the Southwestern region for Cox Cable Communications.

Among issues addressed during 21 breakout sessions will be must-carry rules, copyright, pay-per-view, packaging, community relations, service theft, videocassette re-

orders, customer retention, co-op advertising and new technologies.

"By and large, people are pretty upbeat," Maul said, expressing confidence that attendance will not be significantly below last year's. The rescheduling of the annual CTAM conference, which has immediately preceded the Western Show during the past several years, should help, he added. "Some people left the show early when CTAM was in front of us. They couldn't afford that much time away from the office."

Registration begins Tuesday afternoon (3-6 p.m.) and resumes Wednesday at 8 a.m. The exhibit hall will be open from 9 a.m. to 6 p.m. Wednesday and Thursday, 9 a.m. to 3 p.m. Friday. Hospitality suites will be open Tuesday through Thursday nights. Scheduled social events include a CCTA-sponsored reception on Thursday evening, recognizing the contributions of the C-SPAN public affairs cable network during the past year. On Friday night, the fifth anniversary of Women In Cable will be noted during the annual Western Show banquet (beginning with cocktails at 6 p.m.), which will feature "Best of the Cable Follies," a satirical revue created by WIC's New York chapter. The agenda for the show appears below. Exhibitors begin on page 118. An asterisk denotes a product new to the market.

The Daily Agenda in Anaheim

All events at Anaheim Convention Center unless otherwise noted.

Wednesday, Dec. 5

Opening general session. 1-2:30 p.m. Anaheim Hilton. California pavilion. Welcome by Spencer Kaitz, president, California Cable Television Association. *Blueprint for Progress: The Dynamics of Change.* Moderator: Jack Clifford, Colony Communications. Panelists: Mel Harris, Paramount Video; Neil Austrian, Showtime/The Movie Channel; Jim Mooney, National Cable Television Association. Reactor: Sandi Freeman, Cable News Network.

Three concurrent sessions. 2:45-4 p.m. *Direct Response: A Hands-on Marketing Approach.* Room 3. Moderator: Margaret Richebourg, Group W Cable. Panelists: Howard Draft, Kobs and Brady Advertising; Marianne Seiler, Viacom Cable.

Are You Consumer-Ready? Taking Advantage of Changing Technologies. Room 2. Moderator: Alex Zwissler, Western TV Cable. Panelists: Ann Kirschner, Group W Broadcasting & Cable; David Large, Gill Cable; Wendell Bailey, NCTA; Ronald Hess, General Electric.

The Challenge of Copyright in 1985: The Cable Perspective. Room 4. Moderator: Steve Effros, Community Antenna Television Association. Panelists: John Malone, Tele-Communications Inc.; Leonard Tow, Century Communications; Richard Gessner, Massillon Cable; Carolyn Chambers, Chambers Cable Communications.

Session. *Cable and the FCC: New Rules, New Relationship.* Rooms 14,

15. Speaker: FCC Mass Media Bureau Chief James McKinney.

Thursday, Dec. 6

Four concurrent sessions. 9-10:15 a.m. *No Department Is an Island: Integrating Ad Sales into Your Total Operation.* Moderator: Robert Alter, Cabletelevision Advertising Bureau. Panelists: Bennett Boyd, Jones Inter-cable; Art Breyfogle, Monterey Peninsula TV Cable; Craig Ehrlich, Falcon Communications; Alan Eisenberg, ATC.

Protecting Your Investment: Preventing Theft of Service. Room 3. Moderator: Chris Forgy, Community Cable TV. Panelists: Geri Duckworth, Monterey Peninsula TV Cable; Warren Kanagy, Strategic Security Services; Steve Rust, Times Mirror of Arizona.

We Did It Our Way: Cable Entrepreneurs Look to the Future. Room 4. Moderator: Burt Harris Sr., Harris Cable. Panelists: Steven Simmons, Simmons Communications; Steven Dodge, American Cablesystems; Craig McCaw, McCaw Communications.

The Challenge of Copyright in 1985: The Congressional Perspective. Rooms 5, 6. Moderator: Ed Merlis, NCTA. Panelists: Representatives Robert Kastenmeier (D-Wis.), Carlos Moorhead (R-Calif.), Howard Berman (D-Calif.), William Dannemeyer (R-Calif.), Daniel Lungren (R-Calif.).

Legislative roundtables. 10:30-11:45 a.m. Anaheim Hilton. Laguna A room. Roundtable discussion with members of the California state legislature. Repeated Friday at 10:30 a.m.

Three concurrent sessions. 10:30-11:45 a.m. *The Buck Stops Where?*

Don't Be Duped.

An open letter to television programming executives:

Local TV stations may be urged to air an anti-plastics film titled "The Burning Issue."

The film portrays vinyl and other plastics as unusually hazardous materials that cause needless loss of life in fires—a charge that fire statistics disprove. Interviews with fire survivors, repeated shots of dead bodies, and a questionable experiment are used to lend "credence" to misleading and sensational accusations.

Moreover, the film devotes no time to other points of view.

Significantly, one of the film's producers is Atcor, Inc., a manufacturer of steel electrical pipe, which competes with plastic.

"The Burning Issue" is not a public service. It is a public disservice. We urge you not to air it.

The Vinyl Institute,
of The Society of the
Plastics Industry, Inc.

For more information, contact The Vinyl Institute
355 Lexington Avenue, New York, N.Y. 10017 (212/503-0600).

The Economics of Local Programing on Cable. Room 3. Moderator: Alan McGlade, Falcon Communications. Panelists: Kathleen Schuler, The Foundation for Community Service Cable Television; Jay April, city of Los Angeles; Thomas Pratt, Cox Cable; Randy Watson, Mile-Hi Cable.

Cable Trends Over the Next Five Years: Impact on the Investment Community. Room 4. Moderator: Rick Michaels, Communications Equity Associates. Panelists: Paul Kagan, Paul Kagan Associates; Stewart Blair, TCI; Paul Bortz, Browne, Bortz and Coddington; Jackie Hurlbutt, First National Bank of Chicago.

The Cable Communications Policy Act of 1984: an Overview. Room 2. Presentors: Brenda Fox and Bert Carp, NCTA.

CCTA and C-SPAN reception. 11:45 a.m.-12:30 p.m. Room 1.

Luncheon. 12:45-2:15 p.m. Marriott hotel's grand ballroom. Speaker: Ed Allen, chairman, NCTA.

Four concurrent sessions. 2:30-4 p.m. *Co-op Media Ventures.* Moderator: Linda Beech, Mary Lou Wright & Co. Panelists: Cindy Weintraub, TCI; Kathryn Creech, Council for Cable Information.

Cable/Telco: Do We Have a Good Connection, or Are Our Three Minutes Up. Room 3. Moderator: Martin McCue, Centel Corp. Panelists: Tom Casey, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo; Bob Patrick, Cox Cable; John Rivenburgh III, Rogers Cablesystems; Christopher Coursen, O'Connor & Hannan. Reactor: Steve Tuttle, *TV Digest*.

Effective Community Relations: A Necessity, Not a Luxury. Rooms 5, 6. Moderator: Al Pross, CCTA. Panelists: Mary Lou Wright, Mary Lou Wright & Co.; Gayle Greer, ATC; William Rosendahl, Group W Cable; David Quarles, Falcon Cablevision.

Focus on a New Law: Rates, Franchise Fees and Commercial Access. Moderator: Michael Morris, CCTA; Paul Zeltner, city of Lakewood, Calif.; Tom Rogers, House Telecommunications Subcommittee; Charles Walsh, Fleischman & Walsh. Reactors: Warren Carter, city of Torrance, Calif.; Danny Radcliff, Viacom Cable.

Session. 4-5:30 p.m. *Focus on a New Law: Franchise Terms and Renewals.* Room 2. Moderator: Gary Hokenson, Cox Cable. Panelists: Nick Miller, Arent, Fox, Kintner, Plotkin and Kahn; Steven Fadem, Warner Amex Cable. Reactors: Kevin Northcraft, city of El Segundo, Calif.; Jim Hirshfield, Summit Communications.

Friday, Dec. 7

Cablepac breakfast. 7:45-9 a.m. Anaheim Hilton, Huntington rooms A, B, C. Speaker: Senator Alan Cranston (D-Calif.).

Three concurrent sessions. 9-10:15 a.m. *Cable and the First Amendment: Facing the Issues.* Room 4. Moderator: Charles Firestone, Mitchell, Silberberg & Knupp; Nick Miller, Preston, Thorgrimson, Ellis and Holman; Harold Farrow, Farrow, Schildhouse, Wilson & Reins; A. Allan Kurtze, Centel Video Services. Reactor: Don West, *BROADCASTING Magazine*.

Home Video and Cable: Competitors or Compatible? Room 2. Moderator: Alan Cole-Ford, Paul Kagan Associates. Panelists: Bill Mechanic, Walt Disney Pictures; Stephen Scheffer, Home Box Office; Trygve Myhren, ATC; Weston Nishimura, Videospace/Independent Video Source.

Packaging: The Debate Continues. Room 3. Moderator: Alex Papagan, Colony Communications. Panelists: Jerry Maglio, Daniels & Associates; Barry Marshall, TCI; Larry Miles, Times Mirror Cable.

Three concurrent sessions. 10:30-11:45 a.m. *Taking Advantage of Your Spectrum Space.* Room 3. Moderator: Kazie Metzger, Group W Cable. Panelists: David Archer, Viacom Communications; Dean Erickson, ATC; Dave Woodrow, Cox Cable.

How to Present a Successful Pay-Per-View Event. Room 2. Moderator: Sid Amira, Eventelevison. Panelists: Scott Kurnit, Warner Amex Cable; Robert McRann, Cox Cable; Robert Hosfeldt; Bob Klingensmith, Paramount Pictures.

The Customer Service Investment—Does It Pay Out? Room 4. Moderator: Stephen B. Ste. Marie, ATC.

Luncheon. 12:45-2:15 p.m. Marriott grand ballroom. Speaker: Jack Valenti, president of the Motion Picture Association of America.

Keynote general session. 2:30-4 p.m. *Basic Programers and Cable Operators: How Much Is Too Much?* Orange county room. Moderator: Bob Johnson, Black Entertainment Television. Panelists: Marc Nathanson, Falcon Communications; David Horowitz, MTV; Charles Dolan, Cablevision; Robert Wussler, Turner Broadcasting. Reactor: Paul Maxwell, *Multi-channel News*.

EXHIBITORS

Acorn Insurance 2025A

300 Union Blvd., Suite 100, Denver 80228
Insurance programs for property, liability, auto and bonds. **Staff:** Elaine Stone, Jay Stone, Rich Carlson, Jerri James.

ACTS Satellite Network 1480

6350 West Freeway, Fort Worth 76150
Family Christian programming. **Staff:** Lloyd Hart, Bill Karnes, Beth McChesney, Paul Brown, Bill Nichols.

Adams Russell (Arvis div.) 570

1370 Main St., Waltham, Mass. 02154

All Pacific Distribution 153

1740-C S. Anaheim Blvd., Anaheim, Calif. 92805

All Tech Industries 155

424 S. Seymour, Mundelein, Ill. 60060

Allied Steel & Tractor Products Inc. 594

5800 Harper Rd., Solon, Ohio 44139

Alpha Technologies 1370

1305 Fraser St., D-6, Bellingham, Wash. 98226

Staff: Bob Bridge, Fred Kaiser, Grace

Borsari, Bob O'Hara, Don May, Les Forwood, Bill Donaldson, Randy Pattison, Johan Dooyeweerd, Steve Miller, Lynda Black, Sherman Wong.

AM Cable TV Industries 1875

Box 505, Quakertown, Pa. 18951

Turnkey construction services, tier guard off-premises addressable pay TV protection system, digital data modems. **Staff:** Tom Saldi, Mac Qurashi, Joe Preschutti, Bill Ross, Jim Emerson, Bill Stone, Tom Burka.

American Marketing System 133, 34

Box 1389, Auburn, Ala. 36831

Apartment boxes, locking systems for pedestals and standby power, custom enclosures for CATV. **Staff:** Curt Cope, Gene Johnson.

Anixter Communications 625

4711 Golf Rd., Skokie, Ill. 60076

CATV equipment including Mark antennas and multibeam feeds, Alpha power supplies, Channell pedestals, Gilbert connectors, Hamlin convertors, M/A COMM Comm/Scope cable, Raychem connectors, Regal passives, Pico traps, Scientific Atlanta electronics, Reliable

Electric utility products enclosures, White Sands jumpers and LRC connectors. **Staff:** Everett Hirsh, Eric Perbohrer, Scott Van Wagner, Ray Larsen, Cheryl Bentley, Russ Eldorf, Gene Robinson.

Antenna Technology 130

895 Central Florida Pkwy., Orlando, Fla. 32824

Arko Equipment 1484, 013

19062 E. San Jose Ave., Industry, Calif. 91748

Personal lift trucks. **Staff:** D.C. Arnell, Kelly Arnell, Kurt Arnell, Dale Berryman, Larry Borson, Wayne Harris.

Armex Cable Corp. 593

2700 E. Nine Mile Rd., Warren, Mich. 48091

Cable connectors* and hardware. **Staff:** William Orley, Leslie Day, Mike Bailey, Paul Plantinga, Joan Moeller, Frank Day.

Arts & Entertainment 300

555 Fifth Ave., New York 10017

Associated Plastics 2085B

2626 Kansas Ave., Riverside, Calif. 92507

Associated Press 1233-34

1825 K St., Suite 615, Washington 20006

AP News Plus, AP News Cable, AP News-

Power 1220. **Staff:** Greg Groce, Mark Thayer, John Strachan, Mark Siebert, Roy Steinfert, John Kenney, Burt Goodman.

AT&T Information Systems 1830
333 S. Beaudry Ave., Los Angeles 90017

Augat Broadband Communications Groups 505
710 Narragansett Park Dr., Pawtucket, R.I. 02861

Broadband Engineering, LRC Electronics and Vitek Electronics. **Staff:** Richard Prybyl, William Miller, Scott Webb, Paul Zauner.

Axion Computer Software 1980
1159 W. 15th St., North Vancouver, B.C. V7P1N7

Belden 765
2000 Hwy. 27 South, Richmond, Ind. 47374
Drop, bundles coax, head end, dual and convertor cables. **Staff:** Phil Pennington, John Lund, W.F. Donahue, Paul Miller, Mark Warren, Bill Caughlin, Liz Kerezsi, Terry Goodwin, Ken Hanson.

Matthew Bender 801
235 E. 45th St., New York 10017

Staff: Tara Hubbard, Michael Cook, Fred Grant, Ben Percival, Roy Bleiweiss.

Bias PC Cable 158-59
3000 Directors Row, Memphis, Tenn. 38131

Black Entertainment Television 1960
1232 31st St., NW, Washington 20007

This Week in Black Entertainment Television, Close Up with Sammy Davis Jr. and Front Page: The Week in Review, plus movies, sports and music videos on 24-hour basic programming service targeted to black audience. **Staff:** Robert Johnson, Edward Maddox, Alexis Piper, Tim Thompson, Paula Caffey.

Blonder-Tongue Laboratories 1230
One Jake Brown Rd., Old Bridge, N.J. 08857

Staff: Marty Siskel, Glenn Stawicki, Chuck Fitzer, Martin Eggerts, Dwight Staehler, Andrew Rybicki, Jerry Nekrasz, Jim Fitzpatrick, George Bahue, Ben Tongue.

Brad Cable Electronics 2025
Box 739, 1023 State St., Schenectady, N.Y. 12301

Staff: Robert Price, Ben Price, Wayne Lupe.

Broadband Engineering 505
1311 Commerce Ln., Jupiter, Fla. 33458

Underground amplifier*, one- and two-way line extender*, power doubler upgrade electronics*, PWMS-2A power pack*, VFA-Plus*, XMDA-Plus and SMDA-Plus*. **Staff:** W. Ellis, C. Wise, P. Isaacson, D. Chavez.

Budco 1390
4910 E. Admiral Pl., Tulsa, Okla. 74115

Business Systems 1920
One Marcus Dr., Greenville, S.C. 29615
Computerized in-house subscriber man-

agement and billing system, with addressable converter interfaces and automated PPV capability. **Staff:** Larry Edwards, Jann Ratts, Jack Sunderman, Jim Forbes, Paul Griffin, Lee Maynard, Don Strobeck.

Bytex Corp. 175, 187
1011 S. Myrtle Ave., Monrovia, Calif. 91016

C-COR Electronics 2030
60 Decibel Rd., State College, Pa. 16801

Cable Communications Media 176-77
203 E. Broad St., Bethlehem, Pa. 18018

Cable Radio Network
10487 Sunland Blvd., Sunland, Calif. 91040

Cable Spinning Equipment 1820
3100 Topeka Ave., Topeka, Kan. 66611

Cable Television Business 1540
6530 S. Yosemite St., Englewood, Colo. 80111

Cable TV Supply 770
Box 80393, Los Angeles 90009

ITW linx installer products, power drills, Jones futurex receiver and Startron Electronics products. **Staff:** George Acker, Mark Engler, Bill Krempasky, Paul Acker, Al Smith, Jim Snow, Mary Rose Shearer, Scott Wells, Tom Moore, Jenny Bell.

CableAge 108
1270 Avenue of the Americas, Suite 502, New York 10020

CableBus Systems 1675
7869 S.W. Nimbus Ave., Beaverton, Ore. 97005

Technology for interactive communications over two-way RF cable plant; monitoring systems and addressable terminal for security device control, CableBus CDT-6/4 cable data terminal*. **Staff:** Pat Robison, George Green, Charles Sleeper, Dave Green.

CableData 750
Box 13040, Sacramento, Calif. 95813

Cablefacts 1140
Box 11908, Lexington, Ky. 40578

Cableview Publications 135-36
111 Eighth Ave., Suite 1500, New York 10011

Cadco 110
2706 National Cr., Garland, Tex. 75041

Modulators*, processors*, pre amps, civil emergency alert system, select cable service, combiners, FM processors. **Staff:** Bill Smith, Carl Fors, Bill Barnhart.

Casat Technology 103
6 Northern Blvd., Unit A5, Amherst, N.H. 03031

Catel/Telecommunications 280
4800 Patrick Henry Dr., Santa Clara, Calif. 95054

Display of fiber optics transmission system, head end products, cable FM audio products, data communications products, amplifiers/converters, switching control and standby equipment. **Staff:** Frank Genochio, Richard Old, Tom Olsen, Dan Lusky, Dennis Donnelly, Jerry

Lindholm, Al Johnson, John Petter, Elizabeth Holthofer.

CATV Services 1560
3270 Seldon Ct., Suite 5, Fremont, Calif. 94539

Wavetek test equipment, TRS 80 model 100 direct access inventory system, underground material, passives, molding duct and guard, pedestals. **Staff:** Richard Richmond, Jeff Uhler, Molly Richmond, Barbara Haynes.

CBN Cable Network 515
CBN Center, Virginia Beach, Va. 23463

Broad variety of family entertainment programming, new product includes Laredo, Laramie and The Lone Ranger. **Staff:** Tim Robertson, Tom Roberg, John Roos, Doug Greenlaw, Tom Hohman, Howard Williams, Mark Solow, Clay Boudreaux, Dan DeSmet, Dan Clark, Craig Sherwood, Ted Norman, Earl Weirich, Sherlock Nelson, Rick Wiles.

Channel Master 1870, 008
Box 1416/Industrial Park Dr., Smithfield, N.C. 27577

52-channel broadband microwave transmission system (Microbeam), 60-channel converters, 24-channel synthesized satellite receiver modulators. **Staff:** Richard Derrenbacher, Steve Dozier, George Jusaites, Randy Karr, Rick Klein.

Channell Commercial Corp. 1873
620 W. Foothill Blvd., Glendora, Calif. 91740

CPH-816 pedestals, UTH-708 and USH-716 air and water tight enclosures, CPH/DCPH 1730LP low profile amplifier housing, coax cablecon, grade level vaults. **Staff:** William Channell, William Channell Jr., Mike Loran, Bob Abrahams, Steve Roby, Bob Baxter, Bob Cook, Norm Bennett, Carl DeSimone, Keith Melville.

Channelmatic 1948
821 Tavern Rd., Alpine, Calif. 92001

Automatic videocassette changer, random access commercial insert system, computer control for random access, single VCR commercial insert system, audio and video distribution equipment in self-contained packages, audio/video/switching and control modules for custom systems. **Staff:** Bill Killion, Vern Bertrand, Dwain Keller, Mike Watson, Dick White, Tim Lange, Frank Steer, Al Taylor, Dave Mayer, Tom Walsh.

Christy Concrete Prods. 157
44100 Christy St., Fremont, Calif. 94538

Cindex/Business News 128
3150 River Rd., Des Plaines, Ill. 60018

Coaxial Analysts 2075
333 Logan St., Denver 80203

Staff: Ross McPherson, Robert Fanch, Terry Hulseberg, Jeff Gutfreund, Don Miller, David Saxton, Ed Cook, Scott Staley, George Taylor, Mike Morris.

CommTek Publishing 595
Box 1048, Hailey, Idaho 83333

Communications Equity

Associates 1470
5401 W. Kennedy Blvd., Suite 851, Tampa, Fla. 33609

Investment banking services, merger and acquisitions, brokerage, financial consulting, debt and equity financing.

Staff: J. Patrick Michaels, Harold Ewen, Donald Russell, Thomas MacCrory, John Long, Brian Sweeney, Pep Shappee.

Communications Technology 194
Box 3208, Englewood, Colo. 80112

Compucon 1340
Box 809006, Dallas 75380

Staff: Philip Lindsley III, Muriel Carter, Becky Shipman, Vince Dainotto.

Computer Addressable Television Systems 575
850 Third Ave., New York 10022

Satellite-delivered, fully encrypted, nightly PPV major movie network. **Staff:** Debra Lieberman, Jeffrey Reiss, Alison Mayron.

Comsearch 990, 91
11503 Sunrise Valley Dr., Reston, Va. 22091

Staff: Kevin McWhinney, Kurt Oliver, Harry Stemple, Jim Fitzgerald, Dan Prives, Chris Christerson, Kathy Lary.

ComSonics 1640
Box 1106, Harrisonburg, Va. 22801

Control Technology 1985
1881 State St., Garland, Tex. 75042

Cosmo Graphics 185
Box 17748, Fort Worth 76102

Country Music Television 1860
30 East 40th St., New York 10016

Country music television programming service.

Creative Management Systems 2040
230 Main St., Box 10, Toms River, N.J. 08754

Credit Protection Association 1070
Box 802068, Dallas 75380

Daniels & Associates 1045
2930 E. Third Ave., Box 6008, Denver 80206

Acquisitions and investment services. **Staff:** Bill Daniels, John Saeman, Tom Marinkovich, Jerry Maglio, Bill Kingery, Jim Tritch, Bruce Godfrey, Bruce Cranston, Phil Hogue, Bob Holman, Hugh McCulloh, Tim David, Jay Busch, Pat O'Brien, John Muraglia, Gary Zimmerman, Ted Taylor, Bruce Dickinson, Brian Deevy.

Del Compu-Cable Systems 188
1736 Quebec Ave., Saskatoon, Sask. S7K1V9

Deloitte Haskins & Sells 101-02
28 State St., Boston 02109

Accounting, auditing, tax and financial consulting services to the CATV industry. **Staff:** Joseph Abely, Margaret Mulley.

Discovery Network 126
8401 Corporate Dr., Room 630, Landover, Md. 20785

Disney Channel 1450
4111 W. Alameda, Burbank, Calif. 91505

Premium pay service of family programming. **Staff:** Jim Jimirro, Peggy Christianson, Oliver de Courson, Mark Handler, Mary Hogan, Judi Klosek, Jeff Knight, Bob Mason, Duncan Murray, Garnet Rich, Bill Russell, Beth Ruthven, Ellen Wander, Neal Weintraub.

Di-Tech 1092, 93
48 Jefryn Blvd., Deer Park, N.Y. 11729

Staff: Tony Boletino.

Discovery Broadcasting 700
12401 W. Olympic Blvd., Los Angeles 90064

Ditch Witch 1615
Box 66, Perry, Okla. 73077

Staff: Jerry Robertson, Brent Bolay, Tim Hight, Jeff Waychoff.

Dow Jones & Co. 975
Box 300, Princeton, N.J. 08540

Dow Jones Cable News. **Staff:** Richard Stickney, John Austin, Doris Runyon, Art Pickens, Frank Nini, Tai Nguyen, Dick Ledesma.

Drop Shop 1985A
Box 284, Roselle, N.J. 07203

Drop materials, cordless drills, apartment boxes, splitters, cable marking devices, house amplifiers and grounding materials. **Staff:** Lewis Lubell, Sam Winstead, Roger Fallihee.

Durnell Engineering 1872
Hwy. 4, South, Emmetsburg, Iowa 50536

DX Communications 100, 25, 50
116 Midland Ave., Port Chester, N.Y. 10573

Eagle Comtronics 1231, 32
4562 Waterhouse Rd., Clay, N.Y. 13041

Super traps, decoding filters, programmable and addressable descramblers, converters and 600 mhz directional taps. **Staff:** Alan Devendorf, Ken Kennedy, Joe Ostuni, Chet Syp, Tom Maisson, John Mammosser, Charles Shaw, David Headley, John Tekach, Kent Lewis, Tom Quirk, Jack Davis, Bob Dupre.

Eastern Microwave 970
112 Northern Concourse, Syracuse, N.Y. 13221

WOR-TV New York and audio services* (WQXR classical, Greek, Italian and other ethnic audio services). **Staff:** Arthur Perkins, Gil Korta, Ann Marie Russell, Sam Morse, Diane Yankulovich, Laurie Prouty, Linda Balestra, Susan Geaney, Robin Smith.

Elbac Cable Services 1830
1751 S. Douglass Rd., Anaheim, Calif. 92806

Elephant Industries 1594
Box 3626, N. Ft. Myers, Fla. 33903

Underground hydraulic boring equipment. **Staff:** Ron Mills, Neil Schosek, William Schosek.

ESPN 500
355 Lexington Ave., New York 10017
Sports programming network.

Eternal Word Television Network 810
5817 Old Leeds Rd., Birmingham, Ala. 35210

Catholic cable programming network. **Staff:** Mother Angelica, Ginny Dominick, Jim Farren, Dick Stephen, Marynell Ford, Debra Windham.

Federal Telecom 182-83
114 Cass St., Woodstock, Ill. 60098

Financial News Network 1155
600 Madison Ave., New York 10022

Ad-supported cable business and financial news network.

First Data Resources 580
7301 Pacific St., C-14, Omaha 68114

Micro computer based billing service. **Staff:** Lee Kuhn, Matt Gates, Roger Bottazzi, Tom Baber, Jay Oxtom, Tim Coury, Robbi Weekly, Bobette Jackson.

Fort Worth Tower 780
1901 S. Loop 820 S., Box 8597, Fort Worth 76112

Towers and equipment buildings. **Staff:** Tommy Moore, Betty Moore, Fred Moore, Cheryl Moore, Carl Moore, Valinda Moore.

Gamco Industries 1875A
19 Walnut Ave., Clark, N.J. 07066

General Cable Co./apparatus div. 1580
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Aerial lifts. **Staff:** Jim McLean, Roger Holmlund, Van Walbridge.

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Staff: Randy Greco, Mann Bush, Bill Her-
rin, Gene Faulkner, Steve Hallock, John
Kaye, Shinn Lee, Chris Cooper, Rich
Schwager.

General Instrument/Jerrold div. 335
2200 Byberry Rd., Halthoro, Pa. 19040

Converter products, cable security sys-
tems, amplifiers, feedforward products,
taps and passives, headend equipment.

Gilbert Engineering 1322
Box 23189, Phoenix 85063

Coaxial connectors including housing to
housing, right angle F connectors*, im-
proved 90 degree connectors* and GSF-
59-AHS series, GSF-6-AHS series sealed
F connectors*. **Staff:** Robert Spann, Rob-
ert Hayward, Rex Porter, Don Arndt, Joe
Dolan, William Down, M.J. Jackson, Larry
Massaglia, William McDade, James Mou-
lin, Nolan Ramsey.

GIII Management Services 565
2050 Bering Dr., San Jose, Calif. 95131

On-line computer services and licenses
for cable, SMATV, MDS and DBS sys-
tems, including order processing, billing,
customer service, credit collections, in-
stallation scheduling, trouble call history,
inventory management, addressability,
PPV and bill production services. **Staff:**
Dick LaPorte, Gil Jacobs, John Jonopu-
los, Douglas Droese, Crosby Allison,
John Kernan, Bob Sheffield, Jim Barnes,
Bill Cavanaugh, Bill Serencsa, Allen Gilli-
land III.

Great Lakes Data Systems 192
2802 International Way, Madison, Wis.
53704

GTE Spacenet 350
1700 Old Meadow Rd., McLean, Va. 22102
C-band and Ku-band satellite, Spacenet
I, plus four satellites to be launched in
mid-1985. **Staff:** Ivan Riley, Michael
Jeye, Gene Tamplin, David Schweppe,
Susan Kalla, Marianne Voight, Susyn
Conway.

Frank B. Hall & Co. 104
One Market Pl., Spear Street Tower,
Suite 2100, San Francisco 94105

Insurance and risk management de-
signed specifically for MSO's. **Staff:** John
Despot, Craig Nelson, Jim Locker, Mike
Oster.

Hamlin USA 275
13610 First Avenue South, Seattle 98168

MLE-64A/MLD-6400A RF addressable
add-on scrambling and descrambling
system*, CR-7000A RF addressable
scrambling and descrambling system*,
MLB-64A battery backup unit for MLE-
64A*, CR-6000 series 66 ch. wireless, re-
mote control converters with SAW resona-
tor tuning circuitry and with A/B switch
and built-in descrambler options*, 42-
channel electromechanical set-top mod-
els, addressable head-end software
demonstration plus addressable scram-
bling and descrambling demonstrations.

Staff: Jim Forgey, Tom Minami, Don Kirk,
Ray Pastie, Bart McKay, John Vander-
beck, Gaylord Hart, Bill Kirk, Dave Nel-
son, Eiko Kondo.

HiRel Products 195
Executive Dr., Liverpool, N.Y. 13088

Home Box Office 1160
1100 Avenue of Americas, New York 10036

HBO and Cinemax programing. **Staff:**
Michael Fuchs, Joe Collins, Peter Frame,
Bill Hooks, Stan Thomas, John Billock,
Larry Carlson, Susan Greene.

Home Theater Network 315
465 Congress St., Portland, Me. 04101

Family-oriented premium programing
service. **Staff:** Kathryn Peterson, John
Schramm, Jan Pearce, Duncan Harvey.

Hughes Aircraft 760
3100 Fujita St., Torrance, Calif. 90505

Line extender*, AM, FM and digital mi-
crowave radios, LNAs, power amplifiers
and FM radio system. **Staff:** A. Sonnens-
chein, L. Stanley, C. Rasmussen, N.
Woods, J. Rushing, J. Couig, A. Heiny, R.
Stanton, E. Pastell, L. Kaufman, C. John-
son, W. Margiotta, A. Gillingham, G. Jett,
E. Sellens.

Hughes Communications 925
Box 92424, Los Angeles 90009

Information Design 161
Box 7130, Mountain View, Calif. 94039

Intercept Corp. 1685
220 Entin Rd., Clifton, N.J. 07014

Kanematsu-Gosho 310
1 World Trade Center, Suite 4811, New York
10048

Sprucer addressable cable system,
baseband, two-way addressable con-
verters, encoders, modulators, FSK/PSK
modems, master line controller, polling
processors, large system software,
bridger gate control. **Staff:** Ken Ogiso,
Ken Akabane, Terry King, Kirk Okamoto.

KMP Computer Systems 580
135 Longview Dr., Los Alamos, N.M. 87544
Cable billing and management system.
Staff: Eldon Pequette, Lisa Evans.

Lance Industries 802
13001 Bradley Ave., Sylmar, Calif. 91342

MDS, video control center, bulk TV and
video accessories, masting five-foot and
10-foot and telescoping, TV and rotor
wire, bulk hardware and guy wire. **Staff:**
Milton Mann, Richard Mann, Joe Barris,
Jerry Updyke, Ken Doolittle.

Leaming Industries 1682
180 McCormick Ave., Costa Mesa, Calif.
92626

Stereo processors for cable programing
services, studio line headend equip-
ments, VH-1 stereo processor*. **Staff:**
Frank McClatchie, Stan Serafin, James
Leaming, Rob Leaming, Keith Rauch,
Ralph Sommerfeldt, Linda Goar.

Learning Channel 1150
1200 New Hampshire Ave., NW, Suite 240,

Washington 20036

Lectro/Capscan 980
420 Athena Dr., Athens, Ga. 30601

Lemco Tool 1890
R.D. #2, Box 330A, Cogan Station, Pa.
17728

Designers and manufacturers of mech-
anical tools, equipment and materials for
construction and maintenance of cable
systems, tools and reel handling*, aerial
and underground construction, splicing
and installation. **Staff:** Glenn Miller, Bob
Brantlinger.

Lifetime 1460
1211 Avenue of the Americas, New York
10036

Staff: Tom Burchill, Jerry Cooper, Don
Andersson, Mary Alice Dwyer-Dobbin,
Barry Kresch, Kevin Lyons, Larry Rebich,
Saralee Hymen, Brenda Gregory, Janet
Saville, Seymour Kaplan, Bill Padalino,
Lynn Woodard, Susan Miles, Heather
Naylor.

Lindsay America 1385
1202 B W. 19th St., Box 15775, Panama City,
Fla. 32405

100 series mini amps and passives, line
distribution equipment, taps, connec-
tors, CATV antennas. **Staff:** Ben Rhodes,
John Thomas, David Atman.

Lode Data Corp. 1590
6450 E. Hampden Ave., Denver 80222

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Staff: John McQuaid, Ken Wood, E.L. Eschliman, Sandy Houser.

M/A-Com Cable Home Group 355, 009

Box 1729, Hickory, N.C. 28603

M/A-Com Linkabit

3033 Science Park Rd., San Diego 92121

M/A-Com MVS 355

63 Third Ave., Burlington, Mass. 01803

23 ghz common carrier link, 2 ghz portable ENG equipment, 13 ghz CP portable.

Staff: Frank Drendel, Frank Logan, Gene Swithenbank, Paul Wilson, Mike Ellis, Larry Nelson, Bruce Loyer, Mark Meddress, Steve Hutchinson, Paula Coxon, David Wood, Duke Brown, Don Siccadd, Maureen McCaffrey, Carl Guastafarro.

Magnavox CATV Systems 1430, 015

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550+ mhz amplifiers, line extenders, taps, converters, converter/descramblers, subscriber passives, connectors and fiber optic supertrunk systems.

Staff: David Jones, Herb Longware, Larry Richards, Sal Yorks, Dom Colangelo, Jeff Cox, Jay Staiger, Ric Rowland, Sandy Livermore, Stu Dance, Rudy Roscher, Craig Young, Ron Townsend, Bob Finnerty, Chuck Anderson, Carl Buesking, Stan Loose, Pete Bingham, Rich Postal.

Magnicom Systems 1835

1177 High Ridge Rd., Stamford, Conn. 06905

Malarkey-Taylor Associates 1170

1301 Pennsylvania Ave., NW, Suite 200, Washington 20004

Telecommunications consultants specializing in due diligence review, fair market appraisals, cable system financing and feasibility analysis, limited partnership syndication, cable engineering and systems design, management/operations audits, system construction monitoring, market analysis and research, franchising strategies, regulatory affairs.

Staff: Martin Malarkey, Archer Taylor, Robert Jones, Gary Hurvitz, Judy Bean, Jim Wilson, Rebecca Sims, Charles Hookey.

Manufacturers Hanover 1592

270 Park Ave., New York 10017

MCI Communications 965

601 S. 12th St., Arlington, Va. 22202

Long-distance telecommunications via cable.

Staff: Don Evans, Steve Ross, Pam Alexander, Paul McQue.

Media American Entertainment 1593

Box 1662, Orem, Utah 84057

Melita Electronic Labs 132

8070 E. Morgan Trail, Suite 220, Scottsdale, Ariz. 85258

Microdyne Corp. 1575

Box 7213, Ocala, Fla. 32672

C or Ku band satellite systems, downconverters, receivers and modulators, three- and seven-meter antennas, transportable uplinks and downlinks.

Staff: Earl Currier, John Gelfer, Brett Swigert.

Microflect Co. 592

3575 25th St., SE, Salem, Ore. 97302

Radio and microwave towers, waveguide and coax supporting systems, microwave passive repeaters, microwave tower installation services.

Staff: Gary Ryder, Bob Callaway.

Microwave Filter Co. 152

6743 Kinne St., East Syracuse, N.Y. 13057

Midwest Corp. 1090, 91

One Sperti Dr., Edgewood, Ky. 41017

Harris three-meter delta gain satellite antennas.

Staff: Dewey Blankenship, Roy Williams, Pete Rightmire, John Loughmiller.

Miralite Corp. 2090, 010

4050 Chandler, Santa Ana, Calif. 92704

MTV Networks 935

75 Rockefeller Pl., New York 10019

Music Television, Nickelodeon, VH-1: Video Hits One.

Staff: David Horowitz, Robert Pittman, David Hilton, John Reardon, Mark Booth, Leslye Schaefer, Ruth Otte, Harriett Seidler, Rodney Allen, Joe Shults.

Muscular Dystrophy Assoc. 179

810 7th Ave., New York 10019

Mycro-Tek 1125

303 N. West St., Wichita, Kan. 67203

Mycro-Vision Max*, Mycro-Vision Supra-System character generators*, SupraEdit off-line editing terminal.

Staff: Mike Burton, John Bonner, Steve Dunwoody, Fred Godwin, Paula Horne, Don Paustian, Steve Briggs, Doug Cash, Tim Hurley.

Nacom Corp. 1874

1900 E. Dublin-Granville Rd., Columbus, Ohio 43229

Nashville Network 325

41 Harbor Plaza Dr., Box 10210, Stamford, Conn. 06904

Staff: Harlen Rosenzweig, Lloyd Werner, Tom Griscom, Tom Hawley, Craig Chambers, Kathy Caravan, Cheryl Daly.

National Farmers Union Prop. 154

7414 Hazelldell Ave., Room 207, Vancouver, Wash. 98665

Nationwide Cable Rep 2085A

A.M. Pena Bldg., 27801 Euclid Ave., Euclid, Ohio 44132

Cable rep.

Nexus Engineering Corp. 190

4181 McConnell Dr., Burnaby, B.C. V5A3J7

Northern CATV Sales 111

202 Twin Oaks Dr., Syracuse, N.Y. 13206

Pay TV traps, EEG parental control lock traps, Videotek monitors.

Staff: Darcie Elmer, Andrew Tresness, Doc D'Alfonso, Alex Slmack.

Nostalgia Channel 2010

6309 N. O'Conner Rd., Suite 225, Irving, Tex. 75039

Oak Communications 1840

16516 Via Esprillo, Rancho Bernardo, Calif. 92127

Addressable pay TV system, converters, converter/decoders, satellite signal encryption systems, associated software and hardware.

Staff: Chuck Radloff, Mike Shaughnessy, Rj Smith, Doug Howe, Dick Strabel, Loris Thacker, Karen Whatley, O.J. Hanas, Paul Devermann, Tom Munn, Tony Wechselberger, Lou Roels.

OEM Enterprises 590

8230 Haskell Ave., Van Nuys, Calif. 91406

Drop materials and amplifiers.

Staff: Danny O'Connell, Michael Holland, Michael Spratlin.

On Cable Magazine 710

25 Van Zant St., Norwalk, Conn. 06655

Cable program listings magazine.

Staff: Paul Waring, Peter Funt, James Ballard, Donna DiChiara, Mary Pike, Cynthia Gerhardt.

Ortech Electronics 1871

297 Talmadge Rd., Edison, N.J. 08817

Panasonic 1935

One Panasonic Way, Secaucus, N.J. 07094

Payview Ltd. 1891, 92

3 Broadcast Dr., GPO Box 300, Hong Kong

Addressable baseband decoders and components.

Staff: George Ho, William Cheung, John Thompson, C. Hunting, Michael Boyd, Ronald Masson.

Phasecom Corp. 1680

6365 Arizona Cr., Los Angeles 90045

Voice modems, PAL modulators, demodulators and processes, stereo compatible processor*, FM supertrunk modulator, demodulator and fixed message generator.

Staff: Bert Rosenblum, Arie Zimmerman, Harry Linden, Gene Stewart, Deba Keasler, Dr. Joe Garodnick.

Pico Products 560, 011

103 Commerce Blvd., Liverpool, N.Y. 13088

Off-premises addressable systems for strand, pole or pedestal mount, encode/decode systems, traps and supertraps, satellite reception and distribution systems.

Staff: Bud Hitchcock, George Knapp, Bill Pearson, Jim Milne, Dave Crawford, Bill Hanscomb, Jim Mead, Jim McDade, Deb Bulken, Gerry Stoesser, Gil Hodges, Peter Petrus.

Pierce Airrow Int. 180

W137 N5500 Williams Pl., Menomonee Falls, Wis. 53051

Pioneer Communications 1175

2200 Dividend Dr., Columbus, Ohio 43220

Inverted carrier block converters, standard set-top tunable converters, IR remote controlled standard converters, one-way addressable and off-premises products*.

Staff: Bob Matsumoto, Jim Wantanabe, Larry Brown, Yoshi Furukawa, Tom Calabro, Larry Shredl, Irv Faye, Shellie Rosser, Ed Kopakowski, Bob Adler, LaWonne Thorn, Vonna Richardson, Kathy Hindman.

Pirelli Optoelectronic Systems 106-07

300 Research Pkwy., Meriden, Conn. 06450

Multichannel fiber optic super trunk*.

Staff: A. Deichmiller, William Jensen, Robert Leroux.**Poleline Corp. 1075**2901 W. Garry Ave., Santa Ana, Calif. 92704
20 Antin Pl., Bronx, N.Y. 10462Prestige* construction hardware, pay TV traps*, prewire apartment house boxes and security enclosures, combination coring and stripping tool, heat shrink tubing, installation materials, security equipment, aerial construction equipment, ladders, tools, test and measuring equipment, cable and accessories, aerial hardware and underground construction equipment. **Staff:** Mike Soloman, Jeffrey Frey.**Portac 1391**

108 Aero Camino, Santa Barbara, Calif. 93117

Time-managed message display/control system. **Staff:** Brian Hooper, Tracey Hooper, Wayne Philips, Richard Weir, Ed Weston.**Premium Channels 1980A**

1265 Sunrise Hwy., Bayshore, N.Y. 11706

Production Products Co. 291

133 W. Seneca St., Manlius, N.Y. 13104

Trunk, distribution and drop cable connectors, MC² cables*, QR cables including the QR 1125*. **Staff:** Dan Mezzalunga, Andrew Szegda, Edward Manley, David Hayes.**Professional Education Network 815**

311 W. Superior, Suite 301, Chicago 60610

Premium programming service for lawyers, CPA/accountants, doctors and other professions requiring continuing education. **Staff:** Robert Levy, Karie Staudt, Barb Dragic, Katy Pavkovic.**PTL Network 1145**

Charlotte, N.C. 28279

PTS Corp. 197

5233 S. Hwy. 37, Bloomington, Ind. 47401

Converter repair service with centers nationwide. **Staff:** Gary Wilson, Jeff Hamilton, John Rollison.**Pyramid Industries 800**

Box 23169, Phoenix 85063

Coaxial connectors and fittings, metal pedestals. **Staff:** Paul Rhodes, Lanny Gilbert, Earl Gilbert, W.E. Pequinot.**RAC/Winegar Cable 1393**

4341 E. LaPalma Ave., Anaheim, Calif. 92807

Underground and aerial cable construction services. **Staff:** Alric Johnson, Leland Rood, Gene Cornwell, W. Pickering, Marvin Winegar, Jim Winegar, Jeffrey Mumma, George Cole, Ray de la Torre, Rick Risse, Diane Peterson, Michele Smith, Sharon Eaton, Pamela Sullivan, Judi Bellville.**Rainbow Programing Services 950**

100 Crossways Park West, Woodbury, N.Y. 11797

Bravo and Playboy Channel.

RCA American Communications 1885, 007

4 Research Way, Princeton, N.J. 08540

RCA American satellite distribution services for cable industry. **Staff:** John Williamson, Harold Rice, Dave Cornell, William Berman, Don Reinert, Gerry Kaplan, Lou Donato, James Tietjen, Bruce Lazarus, Eugene Murphy, Marvin Alexander, Andreas Georgiou, Anne Schmitt.**Regency Cable Products 380**

Box 379, Bernhards Bay, N.Y. 13028

Reliable Electric 375

11333 Addison St., Franklin Park, Ill. 60131

Reuters 1810

1212 Avenue of the Americas, New York 10036

Cable news wire.

Ripley Inc. 290

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RMS Electronics 1075

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625 E. Taylor Ave., Sunnyvale, Calif. 94086

Rohn 109

6718 W. Plank Rd., Box 2000, Peoria, Ill. 61656

Steel-galvanized towers and accessories for microwave off-air, satellite reception, both guyed and self-supporting, equipment shelters/buildings, and tower obstruction lighting equipment. **Staff:** Gene Francis, William Purdy.**RT/Katek Comm. 127**

Box 460, Hershey, Pa. 17033

SAL Cable Communications 1585

5 Hub Dr., Melville, N.Y. 11747

Aerial equipment, drop material, tools and safety equipment, electronics. **Staff:** Dennis Hibdon, Elyse Landsman, Kathy Horst, Alan Scheinman, Jon Schwartz.**Satellite Program Network 1970**

Box 702160, Tulsa, Okla. 74170

Satellite Program Network. **Staff:** Ray Klinge, Dick Smith, Sue McPartland, Mark Dempsey.**Satellite Syndicated Systems 1970**

Box 702160, Tulsa, Okla. 74170

StarShip Stereo*, Keyfax teletext magazine and WTBS(TV) Atlanta. **Staff:** Selman Kremer, Phyllis Vettters, Sharon Ferguson, Terri Johnson, Janie Cull, Graham Moore, Stephen Taylor, Shaun Johnson, John Bringenberg.**Saxe Walsh 105**

42 E. 75th St., New York 10021

Scientific-Atlanta 1420

3845 Pleasantdale Rd., Atlanta 30340

Earth stations, headend electronics, distribution products, feedforward amplifiers, System Manager IV, subscriber products, coaxial cable, data products, studio products, Formatte, time base correctors, frame store synchronizers. **Staff:** Sidney Topol, J. Levergood, Jim Hart, Basil Kehoe, Jerry Copeland, Larry Bradner, Solomon Webb, Dick Bell, Joe Gerkes, Steve Necessary, Pat Rooney, Mike Green, David Eisen, Pat Miller, Steve Harvey.**Showtime/The Movie Channel 1645**

1633 Broadway, New York 10019

Pay programming services.

Signal Vision 1660

22732 B Granite Way, Laguna Hills, Calif. 92653

Passive electronics, hardware, drop and installation material. **Staff:** Neil Phillips, Brian Dickey, Mike Thatcher, Kent Songer, Richard Nensel, Bill Shaw, Al Gengerelli.**SIN/Galavision 1510**

460 W. 42d St., New York 10036

Spanish-language programming. **Staff:** Bill Stiles, Andrew Goldman, Fred Landman, Susan Catapano, John Figueroa, Eddie Dominguez, Carmen Rodriguez, Starrett Berry.**Southwest Cable Corp. 1591**

27152 Twenty Mule Team Rd., Boron, Calif. 93516

Standard Communications 1335

Box 92151, Los Angeles 90009

Studioline Corp. of America 1630

11490 Commerce Park Dr., Reston, Va. 22091

Cable stereo systems and services, music channel programming, decoders. **Staff:** John Humphreys, Jason Taylor, Mike Pandzik, Ann Stookey, Norma Young, Jack Taddeo.**Synchronous Communications 1815**

1701 Fortune Dr., Suite O, San Jose, Calif. 95131

FM video transmitter*, FM video receiver*, TV demodulator*. **Staff:** Vincent Borelli, Julie Crumb, Barbara Holliman, Mario Banuelos, Joyce Hunt, Ray Pierce, Julie Russell, Susan Borelli, Lori Harris, Jay Kerrigan.**3L Industries 196**

1717 N. Highland Ave., Suite 1200, Los Angeles 90028

Tele-Wire 1715

7 Michael Ave., E. Farmingdale, N.Y. 11735

Telecalc 591
4122 128th Ave., SE, Bellevue, Wash. 98006

Telecrafter Corp. 129
Box 30635, Billings, Mont. 59107

Television Digest 390-91
1836 Jefferson Pl., NW, Washington 20036

Texscan MSI/Compuvid 635
3855 S. 500 West, Salt Lake City 84115
Videotape program playback system, four VCR random access commercial inserter. **Staff:** William Morton, Kenneth Lawson, Dennis Gourley, Randy Wegner.

Time Manufacturing 1825
7601 Imperial Dr., Waco, Tex. 76710
Van-mounted aerial lift. **Staff:** Lee Taylor, John Harrison, Elden Breatore, Tony Donnelly, Skip Rigny.

Times Fiber Communications 1620
358 Hall Ave., Wallingford, Conn. 06492
T4 plus trunk and feeder cables, drop cables, special applications drop cables, mini-hub II off-premise, addressable system. **Staff:** Colin O'Brien, Ken Coleman, Ab Potter, Rick Kearns, Lem Tarshis, Bill Fanning, Al Kushner, Bob Canny, John Patterson, Don Keene, Tom Green, George Bell.

Toner Cable Equipment 775
969 Horsham Rd., Horsham, Pa. 19044
Headend equipment, antennas, earth stations, steel security cabinets, passives, distribution gear, in-house comput-

er system. **Staff:** Ray Raymer, Jim Diver, Mike Greninger.

Toshiba America 2050, 60
2900 MacArthur Blvd., Northbrook, Ill. 60062

Off-premise converter system, digital cable audio terminal, home security system, CATV components. **Staff:** M. Oghino, T. Kiriya, T. Takato.

Trinity Broadcasting Network 1930
Box A, Santa Ana, Calif. 92711

24-hour religious programming network. **Staff:** Stan Hollon, Terry Hickey, Roseann Smathers.

Triple Crown Electronics 1372
4560 Fieldgate Dr., Mississauga, Ont. L4W 3V6

Channelizer satellite receiver* for use with low noise blockconverter, TV channel modulator*, 450 mhz amplifiers*. **Staff:** Charles Evans, Adriana Evans, Earl Russell, David Emberson, Werner Krajcek, B. E. Duval, Glen Duval, Charles Duval.

TRW RF Devices 1320
14520 Aviation Blvd., Lawndale, Calif. 90260

Discrete and hybrid amplifiers. **Staff:** J. Calder, D. Faigenblat, G. Leutgenau, D. Brayton, M. Gordillo, J. Powell, F. Sturm, B. Keasler, K. Clancy, B. Mehrman, J. Stratford, M. McCombs, I. Berchenko.

Turner Broadcasting 360
1050 Techwood Dr., NW, Atlanta 30318

WTBS(TV), CNN and CNN Headline News. **Staff:** Ted Turner, Bob Wussler, Terry McGuirk, Nory LeBrun, Marty Lafferty, Susan Grant, Julia Sprunt, Cathy Burrell, Steve Chamberlain, Ray Coleman, Mark Henderson, Scott Sassa, Scott Weiss, Wendy Williams, Judy Hettler.

TV Decisions 1665
200 Park Ave., New York 10166

Cable service containing TV program information and lively features. **Staff:** Joseph Brunner, Mark Burns, John Gabor, Bill Goodwyn, Fran Hession, Jacque Parsons.

TV Guide 1925
4 Radnor Corporate Center, Radnor, Pa. 19088

Staff: Eric Larson, Herb Zucker, Larry Moore, Kathy Clow, Cynthia Raleigh, Debra Disch.

TV Host 1505
3935 Jonestown Rd., Harrisburg, Pa. 17109
Cable program guides.

TV Ontario 160
Box 200, Station Q, Toronto M4T2T1

TVSM 1415
201 Gibraltar Rd., Horsham, Pa. 19044
Program guides. **Staff:** Neil Heller, Allen Turner, Marci Herman, Irv Kalick.

U-Tel Supply 1386
2900 E. La Jolla Rd., Anaheim, Calif. 92806
Conduit, molding, underground construction supplies. **Staff:** Edward Franfort, Paul Wedden.

United Video 960
3801 S. Sheridan, Tulsa, Okla. 74145

WGN-TV Chicago, electronic program guide, WPIX New York, KTVT Dallas, WFMT(FM) Chicago, Zephyr weather transmission service, SportsTacker. **Staff:** Larry Flinn, Roy Bliss, Morgan Lambert Bliss, Bob Price, Virgle Smith, Jeff Treeman, Anne Tarbel, Jerry Gentzen, Leanne Knowles, Jamie Wilmer, Chris Bourne, Susan Dalton, Nancy Babich, Julie Renner, Joan Rickett, Terri Sontag, Andrew Kerr, Mike Peyton, Reuben Gant.

University Graphics 178
300 E. Hampden, Englewood, Colo. 80110

USA Cable Network 1135
1230 Avenue of the Americas, New York 10020

24-hour ad-supported service with women's, sports, children's and music entertainment for youth.

U.S. Air Force 181
6440 N. Central Expwy., Dallas 75206

Vector Enterprises 2092
1550 17th St., Santa Monica, Calif. 90404
Consumer news and shopping guide. **Staff:** Gloria Senior, Stacy Hauge, Bill Burger.

Vibra King 131
Box 247, Mankato, Minn. 56001

Keymarket Gulf Coast, Inc.

has acquired

WATM(AM) & WSKR(FM)

Atmore, Alabama

from

Talton Broadcasting Corp.

for

\$2,900,000

We are pleased to have served as broker in this transaction.

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(312) 346-6460

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30361
400 Colony Square
(404) 892-4655

BEVERLY HILLS, CA
90212
9465 Wilshire Blvd.
(213) 274-8151

12/3/84

Changing Hands

Videomedia 184

211 Weddell Dr., Sunnyvale, Calif. 94089

Vitek Electronics 505

901 South Ave., Horsehead, N.Y. 14845

Descrambler/traps, RF leakage detectors, pay TV security traps. **Staff:** Debbie Sheldon, Jack Radzik.

Wavetek Indiana 1560

Box 190, Beech Grove, Ind. 46107

Staff: Phyllis Thompson, John Shaw, Greg Marx, Tony Barnard, Larry Dolan, Syd Fluck.

Weather Channel 715

2840 Mt. Wilkinson Pkwy., Suite 200, Atlanta 30339

24-hour weather programming service, The Weather STAR device which automatically cues and rewinds local commercials. **Staff:** Sandy McGovern, Carter Maguire, Dawn McCall, Tammy Zinn, Kathleen Thompson, Karen Wenning, John Janas, Nicole Browning, Mike Lerner, Cj Sartor, Lance Dickens, Doug Holladay, Mike Eckert, Frank Garland, Ed Peters.

Wegener Communications 2065

150 Technology Park, Norcross, Ga. 30092

Stereo processors, synthesizers, cable FM equipment, data transmission equipment for satellite microwave and cable, including consumer data modem, broadcast stereo generators for cable systems. **Staff:** Bob Placek, Ned Mountain, Jon Thrasher, Susan Copeland, Roger Doering, Harry Matthews.

Westec Communications 193

4937 E. Evans Rd., Scottsdale, Ariz. 85260

Western CATV Distributors 570

3430 Fujita Ave., Torrance, Calif. 90505

Arvis—automatic advertising insertion system*, other cable products, services, repair facility. **Staff:** Bill Ewing, Allen Lipp, Tom Robinson, Bill Schweizer, Eric Patterson, Phil Glade, Sam Tagliavore, Dave Herman, Pam Martin, Chuck Swella, Chris Ewing.

Westinghouse Cabletronics 1440

6 Gateway Center, Pittsburgh 15222

Staff: Romano Salvatori, Joe Baker.

Winegard Co. 2091

Box 329, Montgomeryville, Pa. 18936

84 series, 400 mhz trunk and distribution equipment, modular passives, subscriber taps. **Staff:** Peter Hasse, Lynne Hood.

World Video Library 305

2747 Airport Freeway, Fort Worth 76111

TM-1 system* with I.R. remote, volume up/down and mute. **Staff:** John Ratliff, Joseph Sigler, Gerry Jordan, Jeffrey Flower, Wayne Burress, Steve Bliek, Shari Barrett, Judy Balderrama, Mike Shelton, J.D. Hartmann, Allen Wright, Cecil Ho, Jesse Upchurch.

Zenith Radio Corp. 1475

1000 N. Milwaukee Ave., Glenview, Ill. 60025

PROPOSED

WJKS-TV Jacksonville, Fla. □ Sold by Media General Inc. to Gateway Communications Inc. for \$25 million. Seller is Richmond, Va.-based publisher, cable MSO and station group of three TV's. It publishes eight newspapers and magazines, and owns cable systems in Fairfax and Fredericksburg, both Virginia. It is headed by Alan S. Donnahoe, vice chairman and CEO. It purchased WJKS-TV in December 1982 for \$18 million. Buyer is Cherry Hill, N.J.-based station group subsidiary of Macromedia Inc., headed by Malcolm Borg, chairman. Gateway owns four TV's and is headed by George Koehler, president. Parent also publishes *Bergen Evening Record* in Bergen, N.J. WJKS-TV is NBC affiliate on channel 17 with 4,570 kw visual, 247 kw aural and antenna 980 feet above average terrain. **Broker:** Howard E. Stark, Media Broker.

WRUN(AM)-WKGW(FM) Utica, N.Y. □ Sold by WRUN Inc. to Oneida Communications Inc. for \$1,420,000, comprising \$1,233,000 cash, \$22,000 note and \$165,000 noncompete agreement. Seller is owned by Robin B. Martin, Susan Cochran and Melissa Phipps. It also owns WFLG(AM)-WXLO(FM) Fitchburg, Mass. Buyer is owned by Samuel M. Altdorfer (40%), and his sons, Samuel, Frank and John (20% each). It also owns WLAN-AM-FM Lancaster, Pa. WRUN is on 1150 khz

with 5 kw day and 1 kw night. WGKW is on 104.3 mhz with 100 kw and antenna 500 feet above average terrain. **Broker:** Robert A. Chaisson Inc. and The Keith W. Horton Co.

WKIQ(AM) Inverness, Fla. □ Sold by WKIQ Inc. to Comco Inc. of Florida for \$475,000, comprising \$316,000 cash, and assumption of \$159,000 note. Seller is owned by Robert D. Stoehr who has no other broadcast interests. Buyer is owned by James C. Robinson, president (8%), and 24 others. It also owns WAMR(AM)-WRAV(FM) Venice, Fla. WKIQ is daytimer on 1560 khz with 5 kw.

KJON(FM) Booneville, Ark. □ Sold by Booneville Broadcasting Co. to Charles Martin and his wife, Denise, for \$300,000, comprising \$225,000 cash and remainder note. Seller is owned by Joni C. Massey and her husband, Charles, who have no other broadcast interests. Buyer is owned by Charles Martin (51%) and his wife, Denise (49%). Martin was formerly operations manager with KARN(AM) Little Rock. KJON is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

KGHI(FM) Mountain Home, Ark. □ Sold by B&M Communications Inc. to Mountain Home Radio Stations Inc. for \$260,789.71 cash. Seller is owned by James L. Reinhart, James D. Lewis and Alfred Pickworth who

November 20, 1984

Universal Broadcasting of Indianapolis, Inc.

has completed the purchase of the assets of

WATI

Indianapolis, Indiana

from

Sarkes Tarzian, Inc.

The acquisition of WATI is Universal's eighth AM Radio Station making this the first transfer in which a company has control of more than seven AM or FM licenses.

Todd Hepburn, Vice President of the undersigned initiated this transaction and represented the seller in the negotiations

**THE
TED HEPBURN
COMPANY** Cincinnati, Ohio

have no other broadcast interests. Buyer is owned by J. Morgan Dowdy (50%), his father, Charles W. Dowdy (25%), and his brother, C. Wayne Dowdy (25%). They also own WROA(AM)-WZFX-FM Gulfport and WKKY-FM Moss Point, both Mississippi;

WMLT(AM)-WQZY-FM Dublin and WMCG(FM) Milan, both Georgia, and KWCD(FM) Harrison, Ark. C. Wayne Dowdy also has interest in WAKK(AM)-WIXO-FM McComb, Miss. Dowdys are also applicants for new FM in Lamesa, Tex. Charles Dowdy's brother,

John A. Dowdy, owns WMGR(AM)-WJAD-FM Bainbridge, Ga. KGHI is on 105.5 mhz with 3 kw and antenna 414 feet above average terrain.

For other proposed and approved sales see "For The Record" below.

For the Record

As compiled by BROADCASTING, Nov. 21 through Nov. 27, 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

■ KJON(FM) Booneville, Ark. (92.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Booneville Broadcast-

ing Co. from Joni C. Massey and her husband, Charles, for \$300,000, comprising \$225,000 cash and remainder note. Sellers have no other broadcast interests. Buyer is owned by Charles Martin (51%) and his wife, Denise (49%). They have no other broadcast interests. Martin was formerly operations manager with KARN(AM) Little Rock, Ark. Filed Nov. 19.

■ KGHI(FM) Mountain Home, Ark. (105.5 mhz; 3 kw; 414 ft.)—Seeks assignment of license from B&M Communications Inc. to Mountain Home Radio Stations Inc. for \$260,789.71 cash. Seller is owned by James L. Reinhart, James D. Lewis and Alfred Pickworth, who have no other broadcast interests. Buyer is owned by J. Morgan Dowdy (50%); his father, Charles W. Dowdy (25%), and his brother, C. Wayne Dowdy (25%). They also own WROA(AM)-WZFX-FM Gulfport and WKKY-FM Moss Point, both Mississippi; WMLT(AM)-WQZY-FM Dublin and WMCG(FM) Milan, both Georgia, and KWCD(FM) Harrison, Ark. It is also app. for new FM in Lamesa, Tex. C. Wayne Dowdy also has interest in WAKK(AM)-WIXO-FM McComb, Miss. Charles Dowdy's brother, John A. Dowdy, owns WMGR(AM)-WJAD-FM Bainbridge, Ga. Principal is also app. for new FM in Lamesa, Tex. Filed Nov. 21.

■ KSIQ(FM) Brawley, Calif. (96.1 mhz; 50 kw; HAAT: 270 ft.)—Seeks assignment of license from Robert Crites,

receiver, to Si 96 FM Inc. for assumption of \$100,000 liabilities, less undisclosed liabilities, and assumption of approx. \$250,000 in note. Seller is court-appointed receiver. Buyer is owned by John B. Stodelle, and his son, Stephen. John Stodelle owns KROP(AM) Brawley, Calif. Filed Nov. 19.

■ WKIQ(AM) Inverness, Fla. (1560 khz; 5 kw-D)—Seeks assignment of license from WKIQ Inc. to Comco Inc. of Florida for \$475,000, comprising \$316,000 cash, assumption of \$159,000 note. Seller is owned by Robert D. Stroehr, who has no other broadcast interests. Buyer is owned by James C. Robinson, president (8%), and 24 others. It also owns WAMR(AM)-WRAV(FM) Venice, Fla. Filed Nov. 19.

■ WESL(AM) East St. Louis, Ill. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from WESL Inc. to Gateway Communications Corp. for \$700,000, comprising \$500,000 cash and remainder note. Seller is owned by Wendell J. Hansen and his wife, Eunice (30.05%); his sister, Evelyn Whitford (24.78%), and 15 others. They have no other broadcast interests. Buyer is subsidiary of Willis Broadcasting, owned by L.E. Willis. It owns five AM's, two FM's and one TV CP. His daughter, Celestine L. Willis, is app. for new TV in Virginia Beach, Va., and his son, Levi E. Willis, is app. for new FM in Folly Beach, S.C. Filed Nov. 19.

■ WLDS(AM)-WEAL(FM) Jacksonville, Ill. (AM: 1180 khz; 1 kw-D; FM: 100.5 mhz; 10 kw; HAAT: 330 ft.)—Seeks assignment of license from Jacksonville Radio and Television Corp. to Joyner Broadcasting of Ill. Inc. for \$1.5 million, comprising \$1 million cash, \$380,000 note and \$120,000 noncompete agreement. Seller is principally owned by William L. Fay, president. It has no other broadcast interests. Buyer is owned by A. Thomas Joyner (60%), David Weil (30%) and Gregg P. Skall (10%). They recently sold KAFE-AM-FM Santa Fe, N.M., and WHAL(AM)-WYQC(FM) Shelbyville, Tenn. Filed Nov. 19.

■ KLBB(AM) St. Paul, Minn. (1440 khz; 1 kw-D; 250 w-N)—Seeks transfer of control of LCC Inc. from Greg McNeely (100% before; none after) to W.E. Barsness and S. Walter Richey for \$1,000 cash. Seller has no other broadcast interests. Buyer is equally owned by principals. It also owns half of WXUS(FM) Lafayette, Ind. Richey and his wife own WCWC(AM)-WYUR-FM Ripon, Wis. Richey also has interest in KOSO(FM) Patterson and KKNU(FM) Fresno, both California, and KQUE(AM) Olympia, Wash. Filed Nov. 20.

■ KLYC(AM) Laurel, Mont. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Sunstar Communications Group to Montana Sports Broadcasting Inc. for \$65,000, comprising \$2,500 cash and remainder note. Seller is owned by Derek A. Preece, Fred Rockwood and Lonnie Smith. It has no other broadcast interests. Buyer is equally owned by Stephen J. Petz and Bill E. Stallard. Stallard owns KATQ-AM-FM Plentywood, Mont. His wife, Cheryl, is app. for new FM in Wamego, Kan. Petz is sales manager and sports director at KNDC(AM) Hettinger, N.D. Filed Nov. 16.

■ WRUN(AM)-WKGW(FM) Utica, N.Y. (AM: 1150 khz; 5 kw-D; 1 kw-N; FM: 104.3 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from WRUN Inc. to Oneida Communications Inc. for \$1,420,000, comprising \$1,233,000 cash, \$22,000 note and \$165,000 noncompete agreement. Seller is owned by Robin B. Martin, Susan Cochran and Melissa Phipps. It also owns WFGL(AM)-WXLO(FM) Fitchburg, Mass. Buyer is owned by Samuel M. Altodoeffer (40%), and his sons, Samuel, Frank and John (20% each). It also owns WLN-AM-FM Lancaster, Pa. Filed Nov. 19.

■ WQAL(FM) Cleveland (104.1 mhz; 7.8 kw; HAAT: 1,060 ft.)—Seeks assignment of license from Gulf Broadcast Group Inc. to WIN Communications Inc. for \$4.8 million cash, plus noncompete agreement of \$564,660 note. Seller is publicly traded St. Petersburg, Fla.-based station group of two AM's, six FM's and six TV's headed by Alan

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Henry, president. Buyer is owned by Walter A. Tiburski (20%), Thomas V. Darden (20%), Anthony S. Oceppek (20%), Steven A. Baushild (20%), Thomas C. LaRose (10%) and his wife, Cheryl (10%). Darden owns 20% of Telecab Broadcasting, operator of cable system in Montgomery county, Ohio. Oceppek has interest in WQLS(AM) Painesville, Ohio. Tiburski is general manager. Filed Oct. 8.

■ **WAVI(AM)-WDAO(FM)** Dayton, Ohio (AM: 1210 kHz; 1 kw-D; FM: 107.7 mhz; 50 kw; HAAT: 420 ft.)—Seeks assignment of license from WAVI Broadcasting Corp. to Stoner Broadcasting System for \$4 million, comprising \$1,250,000 cash, \$2,250,000 note and \$500,000 noncompete agreement. Seller is owned by H.K. (Bud) Crowl, who has no other broadcast interests. Buyer is Des Moines, Iowa-based station group of five AM's and seven FM's owned by Torn Stoner, chairman; Glenn Bell, and Avis Eckel. Filed Nov. 16.

■ **WVAB(AM)** Virginia Beach, Va. (1550 kHz; 5 kw-D)—Seeks transfer of control of Atlantic Broadcast Enterprises Inc. from Edward J. Frech (50% before; none after) to William S. Bach (none before; 50% after) for \$90,000, comprising \$10,000 cash and remainder note. Seller has no other broadcast interests. Buyer has no other broadcast interests. Station is also owned by Stephen Soldering. Filed Nov. 15.

Actions

■ **WHBB(AM)-WTUN(FM)** Selma, Ala. (AM: 1490 kHz; 1 kw-D; 250 w-N; FM: 100.1 mhz; 2.5 kw; HAAT: 320 ft.)—Granted assignment of license from Talton Broadcasting Co. to Holder Communications Corp. for \$1,450,000, comprising \$450,000 cash and remainder note. Seller is owned by Julius E. Talton, who formerly owned WATM(AM)-WSKR(FM) Atmore, Ala. ("In Brief," July 9) and now has no other broadcast interests. Buyer is owned by Harold E. Holder, who owns WLOR(AM)-WTUF(FM) Thomasville, Ga. Action Nov. 3.

■ **KMDX-FM** Parker, Ariz. (99.3 mhz; 3 kw; HAAT: 140 ft.)—Dismissed transfer of control of KDMX-FM 99 Inc. from Gilbert Leivas (51% before; none after) to Maurice W. Coburn (30% before; 81% after) for \$81,000, comprising \$63,000 cash and remainder note. Seller has no other broadcast interests. Buyer has also purchased KSFE-AM Needles, Calif. He also has interest in 21 app.'s for LPTV's. Action Nov. 7.

■ **KOLI(AM)** Coalinga, Calif. (1470 kHz; 500 w-D)—Granted assignment of license from Coalinga Broadcasting Co. to KOLI Broadcasters Inc. for \$100,000, comprising \$20,000 cash and remainder note. Seller is owned by William L. Zawila. He also has interest in app. for new AM in Klamath Falls, Ore. Buyer is owned by Terry L. Tobinsson (90%) and his parents, Woodford L., and Charlotte Tobinsson (10% jointly). Terry Tobinsson was formerly general sales manager and news director at KRQZ-AM-FM Wray, Colo. They have no other broadcast interests. Action Nov. 19.

■ **WCNX(AM)** Middletown, Conn. (1150 kHz; 2.5 kw-D)—Granted assignment of license from Radio Middletown Inc. to Jan Peek Communications Inc. for \$675,000, comprising \$210,000 cash, \$60,000 noncompete agreement and remainder in note. Seller is owned by Berkshire Broadcasting Co. (80%) and Corydon L. Thurston (20%). Berkshire Broadcasting is North Adams, Mass.-based station group of three AM's and one FM. It is principally owned by Donald A. Thurston and estate of William H. Vanderbilt. Corydon Thurston, son of Donald Thurston, is general manager of WCNX. Buyer is owned by William J. Florence Jr. and his wife, Judith (27.3%); Edward J. Creem Jr. (20.5%); Scott R. Baecker (19.3%), and two others. Florence is local attorney. Creem was former general manager and Baecker was sales manager of WLNA(AM) Penn Yan and WHUD(FM) Peekskill, both New York. Action Nov. 13.

■ **WMFM(FM)** Gainesville, Fla. (100.9 mhz; 3 kw; HAAT: 300 ft.)—Granted transfer of control of University City Broadcasting Co. from Willard E. Williams Sr. (76.6% before; none after) and Willard E. Williams Jr. (23.4% before; none after) to New South Communications Inc. for \$1.1 million, comprising \$500,000 cash and remainder note. Sellers have no other broadcast interests. Buyer is owned by F.E. Holladay. It also owns WVMI(AM)-WQID(FM) Biloxi and WALT(AM)-WOKK(FM) Meridian, both Mississippi. Their sons, Clay E. and Robert E. Holladay, also own WQIS(AM)-WNSL(FM) Laurel, Miss. Action Nov. 19.

■ **WZST(AM)** Leesburg, Fla. (1410 kHz; 5 kw-D)—Granted assignment of license from WZST Radio Inc. to Major League Broadcasting Inc. for \$250,000, comprising \$20,000 cash and remainder note. Seller is owned by H. Arthur Reubin, president. He has no other broadcast interests. Buyer is owned by Nick Marnell, general sales manager at KYW(AM) Philadelphia. Action Nov. 15.

■ **WNVY(AM)** Pensacola, Fla. (1230 kHz; 1 kw-D; 250 w-N)—Granted assignment of license from Pensacola Broad-

casting Co. to WNVY Inc. for \$250,000 cash. Seller is owned by Cleve J. Brien. It also owns WLSQ(AM)-WREZ(FM) Montgomery, Ala. Buyer is owned by John P. Walker, Rosemarie Peterson and Steven G. Prickett. Walker is two-way radio salesman in Boynton Beach, Fla. Peterson is real estate broker and school teacher in Lake Worth, Fla. Prickett is announcer for WINZ(AM) Miami. They have no other broadcast interests. Nov. 19.

■ **WNON(FM)** Lebanon, Ind. (100.9 mhz; 3 kw; HAAT: 300 ft.)—Dismissed assignment of license from Broadcast Communications Inc. to Bas Broadcasting Inc. for \$350,000, comprising \$150,000 cash and remainder note. Seller is owned by Emmett E. Del'oy. It also owns WFBM(AM) Noblesville, Ind., and has app.'s for LPTV's in Columbus and Carmel, both Indiana. Buyer is owned by James A. Lorenzen (83.3%) and Stuart Roberts (16.7%). They are Toledo sales executives with no other broadcast interests. Action Nov. 14.

■ **KAIN(AM)** Vidalia, La.—Granted assignment of CP from Fredericka Cain Todd to Peter J. Renaldi for \$14,000 cash. Seller has no other broadcast interests. Buyer is sales manager at WMIS(AM) Natchez, Miss. He has no other broadcast interests. Action Nov. 13.

■ **WFSL-TV** Lansing, Mich. (ch. 47; ERP vis. 1350, aur. 135 kw; HAAT: 1,036 ft.; ant. height above ground: 1,000 ft.)—Granted assignment of license from F&S Comm/News Inc. to WTMJ Inc. for \$8,250,000 cash. Seller is owned by Joel Ferguson, Sol Steadman and Douglas Crist. They have no other broadcast interests. Buyer is owned by The Journal Co., Milwaukee-based station group, MSO and publisher, headed by Michael J. McCormick, president and chairman. It owns WTMJ-AM-TV and WKTI(FM) Milwaukee, KTNV-TV Las Vegas and cable systems serving Stevens Point, Wausau and Wisconsin Rapids, all Wisconsin. It also publishes *The Milwaukee Journal* and *The Milwaukee Sentinel*. Action Nov. 9.

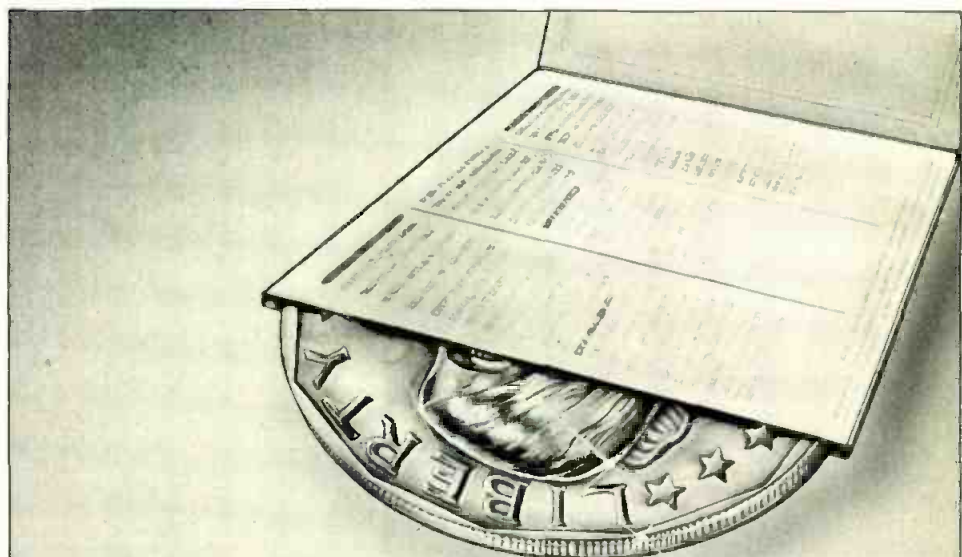
■ **KLKS(FM)** Breezy Point, Minn. (95.3 mhz; 3 kw; HAAT: 300 ft.)—Granted transfer of control of Lakes Broadcasting Group Inc. from George Hagglund (50% before; none after) to Richard A. Andolshek (none before; 50% after) for \$5,000 cash, assumption of \$90,000 debt. Seller has no other broadcast interests. Buyer is Pequot Lakes, Minn., businessman with no other broadcast interests. Station is also owned by Allen Gray, president (50%). Action Nov. 14.

■ **KEHG(AM)** Fosston, Minn. (1480 kHz; 5 kw-D; 2.5 kw-N)—Granted assignment of license from KEHG Radio Inc. to North Country Broadcasting Inc. for \$137,500, comprising assumption of \$50,000 loan and remainder note. Seller is owned by Ed De la Hunt. It also owns KPRM-AM-FM Park Rapids, Minn. It is also selling KHEG-FM (see below). Buyer is owned by Lawrence B. Mike (80%) and Curtis W. Quesnell (20%). Mike is news director at KKAQ(AM) Thief River Falls, Minn., where Quesnell is announcer and salesman. Action Nov. 13.

■ **KEHG-FM** Fosston, Minn. (107.1 mhz; 3 kw; HAAT: 110 ft.)—Granted assignment of license from KEHG Radio Inc. to North Country Radio Inc. for \$137,500, comprising assumption of \$50,000 loan and remainder note. Seller is owned by Ed De la Hunt. It also owns KPRM-AM-FM Park Rapids, Minn. It is also selling KHEG(AM) (see above). Buyer is owned by Dale Roger Olmstead who also owns KKAQ(AM) Thief River Falls, Minn. Action Nov. 13.

■ **WGUF-AM-FM** Gulfport, Miss. (AM: 1130 kHz; 500 w-D; FM: 96.7 mhz; 3 kw; HAAT: 245 ft.)—Granted assignment of license from WGUF Inc. to Caravelle Broadcast Group of Miss. for \$550,000, comprising \$250,000 cash and remainder note. Seller is owned by Horton D. Turnbeugh, who has no other broadcast interests. Buyer is owned by Roger L. MacBride (70%), Howard L. Schrott (10%), Robert E. Beacham (10%) and two others. It also owns WISP(AM)-WQDW(FM) Kinston, N.C. Action Nov. 13.

■ **WBTI(TV)** Cincinnati (ch. 64; ERP vis. 1000 kw; aur. 20 kw; HAAT: 940 ft.; ant. height above ground: 949 ft.)—Granted assignment of license from WBTI Inc. to Channel 64 Joint Venture for \$9.5 million cash. Seller is owned by United Cable TV Corp. (80%) and Buford Television (20%). UCTV Corp. is publicly traded Denver-based cable MSO owning 36 systems serving 628,000 subscribers. It is app. for new TV in San Antonio and Dallas and app. for new FM in Conifer, Colo. Buford TV is station group based in Tyler, Tex. It owns KLTV(TV) Tyler, KTRÉ(TV) Lufkin, both Texas, and has interest in WLBT(TV) Jackson and WLBM(TV) Meridian, both Mississippi, and KTMA(TV) Minneapolis. It also owns cable systems in Lauderdale Lakes, Dania, Davie, Cooper City and Broward county, all Florida. Buford Television is principally owned by Robert P. Gerald and Geoffrey R. Buford. Buyer is owned by Stephen



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J. Kent (20%), general manager of station; Lawrence H. (Bud) Rogers (68.75% of 17.78%), retired president of Taft Broadcasting Co., and Raymond Balsom (31.35% of 17.78%), former general manager of WOFL(TV) Orlando, Fla., which Rogers and others formerly owned. Action Nov. 14.

■ WBBG(AM)-WMJ(FM) Cleveland (AM: 1260 kHz; 5 kw-U; FM: 105.7 mhz; 27 kw; HAAT: 900 ft.)—Granted assignment of license from Robinson Broadcasting Inc. to Jacor Broadcasting of Cleveland Inc. for \$13.5 million, comprising \$10 million cash, and remainder note and transfer of stock. Seller is principally owned by Larry J.B. Robinson. It also owns KGLD(AM)-KWK-FM St. Louis. Buyer is publicly traded Cincinnati-based station group of five AM's and three FM's. It is headed by Terry S. Jacobs, chairman, president and principal stockholder. Action Nov. 13.

■ KHUG-AM-FM Medford, Ore. (AM: 1300 kHz; 5 kw-U)—Granted assignment of license from KHUG Inc. to Rogue River Radio Ltd. Partnership for no less than \$500,000, comprising \$50,000 down payment, and remainder note. FM station is unbuilt CP, in agreement purchase price is determined by gross income of stations for three-year period after closing. Seller is owned by Donald E. Smullen, who also owns KLOO(AM)-KFAT(FM) Corvallis, Ore., KPRB-AM-FM Redmond, Ore., and is app. for new TV in Caldwell, Idaho. He also has interest in KIPO-AM-FM Lihue, Hawaii. Buyer is owned by Barry D. Wood, attorney with Washington communications law firm of Wiley, Johnson & Rein. He has no other broadcast interests. Action Nov. 14.

■ KODK(FM) Kingsville, Tex. (92.1 mhz; 3 kw; HAAT: 210 ft.)—Granted assignment of license from Megahype Broadcasting to KODK Inc. for \$350,000 comprising \$150,000 cash, \$175,000 note and \$25,000 certificate of deposit to be used as guarantee of performance if necessary, if not needed it can be 1/3 withdrawn at yearly intervals. Seller is owned by Marcus D. Jones who owns 50% of WZBR(AM) Amory, Miss., and 33.3% of app. for new FM in Calipatria, Calif. Buyer is owned by Edwin T. Lovelace, who owns KIBL-AM-FM Beeville, Tex. Action Nov. 16.

■ WFGM(FM) Fairmont, W.Va. (97.9 mhz; 32 kw; HAAT: 655 ft.)—Granted assignment of license from JFM Broadcasting Corp. to Dailey Corp. for \$650,000, comprising \$200,000 cash and remainder note. Seller is principally owned by Earl Judy who owns cable system serving Luray,

Va., and recently purchased WSIG(AM) Mt. Jackson, Va. ("For the Record," July 23). Seller is owned by Calvin E. Dailey Jr. He also has interests in WDXY(AM) Sumter, S.C., and app. for new FM in Wedgefield, S.C. Action Nov. 15.

New Stations

Applications

AM

■ Chadron, Neb.—Chadron Communications Inc. seeks 1230 kHz; 1 kw-D; 250 w-N. Address: West Sixth & Hwy 385, 69337. Principal is equally owned by Patrick L. Benton, chairman; Edward N. Davenport; Robert Harvey; Keith C. Spenser; Douglas Strotheide, and his wife, Janice, George Grosh and Gerald Christoffersen. They have no other broadcast interests. Filed Nov. 16.

FM's

■ *Ft. Pierce, Fla.—Foundation for Management of Educational Broadcasting seeks 90.5 mhz; .634 kw; HAAT: 291 ft. Address: 2408-A East Lee Rd., Taylors, S.C. 29687. Principal is charitable trust headed by Steven E. Logan and his wife, Althea. It has no other broadcast interests. Filed Nov. 15.

■ Marathon, Fla.—Doberman Broadcasting seeks 97.7 mhz; 3 kw; HAAT: 191 ft. Address: P.O. Box 381, Syracuse, N.Y. 13021. Principal is owned by Newton Hopkins who indicates other broadcast app.'s, but omitted exhibit from application. Filed Nov. 14.

■ Marathon, Fla.—Donna K. Green seeks 97.7 mhz; 3 kw; HAAT: 193 ft. Address: Route 2, Screven, Ga. 31560. Principal has no other broadcast interests. Filed Nov. 14.

■ *Melbourne, Fla.—Berean Radio Fellowship Inc. seeks 90.3 mhz; 3.5 kw; HAAT: 250 ft. Address: 3422 Henry St., 32501. Principal is nonprofit corp. headed by Paul J. Lewis, president. Lewis also has interest in WHLG(FM) Jensen Beach, Fla. Filed Nov. 15.

■ Palm Bay, Fla.—Palm Bay Public Radio Inc. seeks 90.3 mhz; .655 kw; HAAT: 255 ft. Address: 2601 Emerson Dr., 32907. Principal is nonprofit corporation headed by Daniel

McMurphy, president. It has no other broadcast interests. Filed Nov. 13.

■ Springfield, Fla.—Mathew D. Wiggins seeks 95.9 mhz; 3 kw; HAAT: 299 ft. Address: 102 W. Leak St., Clinton, Miss. 39056. Principal owns WYAI(AM) Ridgeland, Miss., and WZXX(FM) Gluckstadt, Miss. Filed Nov. 13.

■ Springfield, Fla.—Ogden Broadcasting of Florida seeks 95.9 mhz; 3 kw; HAAT: 299 ft. Address: 1500 Queen St., Titusville, Fla. 32780. Principal is subsidiary of Ogden Newspapers Inc., Wheeling, W.Va.-based publisher and station group of four AM's and three FM's owned by Ogden Nutting, president (18%); his brother, William C. Nutting (24%), and 12 others. It owns LPTV's in New Ulm and Fairmont, both Minnesota. It publishes 15 daily newspapers in West Virginia, New York, Florida, Iowa and Minnesota, and has interest in Bristol, Conn., *Bristol Press*. It also has app.'s for new FM's in Springfield, Fla., and Folly Beach, S.C., and 10 app.'s for LPTV's. Filed Nov. 14.

■ Springfield, Fla.—Piedmont Communications Corp. seeks 95.9 mhz; 3 kw; HAAT: 328 ft. Address: 544 Mulberry St., Macon, Ga. 31202. Principal is owned by Ben G. Porter. It owns WDDO(AM)-WPEZ(FM) Macon. Filed Nov. 15.

■ Springfield, Fla.—S&N Broadcasting seeks 95.9 mhz; 3 kw; HAAT: 299 ft. Address: 4208 Coleherne Rd., Baltimore 21001. Principal is owned by Peggy Nicholson (51%) and Gary Shanley (49%). Application indicates other broadcast app.'s, but exhibit was omitted from application. Filed Nov. 14.

■ Springfield, Fla.—Springfield 5-Star Media seeks 95.9 mhz; 3 kw; HAAT: 328 ft. Address: 2279 Levington Ave., Stone Mountain, Ga. 30078. Principal is equally owned by Charles Scottie Andrews, J. Dale Tilley, Andres T. Guzman and Len Anthony Archdeacon. Andrews is program manager at WVEE(FM) Atlanta. Archdeacon has recently purchased WRSG(AM) Sylvestre, Ga., and with Guzman is employed at WPLO(AM) Atlanta. Filed Nov. 14.

■ Honolulu—Cecelia I. Kim seeks 105.1 mhz; 100 kw; HAAT: 1,160 ft. Address: 1015 Wayiki St., 96821. Principal has no other broadcast interests. Filed Nov. 15.

■ Honolulu—Radio Hawaii seeks 105.1 mhz; 100 kw; HAAT: 1,700 ft. Address: 204 Koko Isle Circle, 96825. Principal is equally owned by William Lee Morse and Irene Naomi Okuda. Morse has interest in KORL(AM) Honolulu. Filed Nov. 15.

■ Honolulu—South Shore Ltd. seeks 105.1 mhz; 100 kw; HAAT: 34 ft. Address: 1415 Victoria St., #1005, 96822. Principal is owned by Mark Foo (10%), Robert Walker (1%) and Horizon Broadcasting Co., limited partner (89%). It has no other broadcast interests. Filed Nov. 14.

■ Honolulu—Shilah Broadcasting Inc. seeks 105.1 mhz; 100 kw; HAAT: 1,819 ft. Address: 7023 East 17th St., Denver 80220. Principal is equally owned by Christopher T. Gilbert; his wife, Sharon; Robert L. Penetta, and his wife, Martha Ashton Cathcart. Gilbert is sales manager at KNUS (AM) Denver. Penetta is on board of *KVNF(FM) Paonia, Calif. Filed Nov. 14.

■ Honolulu—Radio Pacific Inc. seeks 105.1 mhz; 100 kw; HAAT: 1,806 ft. Address: 685 E. California Blvd., Pasadena, Calif. 92206. Principal is owned by Jean Yang (100% voting stock, 60% equity), Hugh Paul (25% equity) and Donald Martin (15% equity). Paul is engineering director of *KUSC(FM) Los Angeles, he also owns KHCN(FM) [CP] Paauilo, Hawaii. Paul's daughter, Christine, is app. for new FM in Burns, Ore. Martin is on board of *WGTS(FM) Takoma Park, Md., he has interest in app. for new FM in Reno. Nev. Jean Yang's brother, Paul, is app. for new FM in Bakersfield, Calif. Filed Nov. 14.

■ Honolulu—Radio Representatives Inc. seeks 105.1 mhz; 79.4 kw; HAAT: 664.9 ft. Address: P.O. Box 420, Santa Ynez, Calif. 93460. Principal is owned by G. Dawn Delgatty (33.3%), Sharon A. Patterson, and her husband, James, Myrlin C. Patterson, and her husband, Sherwood (16.6% each). Delgatty is sister to James and Sherwood Patterson. It is app. for new FM in San Diego and owns CP for KGDP(AM) Santa Ynez, Calif. James and Sharon Patterson own 50% of KIRV(AM) Fresno. Filed Nov. 14.

■ Honolulu—Marketing Systems International Inc. seeks 105.1 mhz; 100 kw; HAAT: 1,242 ft. Address: 333 W. Moana Lane, Reno 89509. Principal is equally owned by Roger D. Larson and A. Hollis Norton. It also owns KGU(AM) Honolulu. Filed Nov. 14.

■ Honolulu—Tzeitel Broadcasting Co. seeks 105.1 mhz; 100 kw; HAAT: minus 96 ft. Address: 875 Puuomao St., 96825. Principal is owned by Faredah Shamsudin Ward. It has no other broadcast interests. Filed Nov. 14.

■ Honolulu—Completely Sound Co. seeks 105.1 mhz; 100 kw; HAAT: 1,878 ft. Address: 2499 Kapiolani #3308, 96826. Principal is owned by Ronayne Hope (51%) and Lorna M. Auyoung (49%). Hope is general manager of

Part III in a series of IV



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■ Honolulu—TRG Broadcasting Systems Inc. seeks 105.1 mhz; 100 kw; HAAT: 1,922 ft. Address: Box 422, Centerville, Tex. 75833. Principal is owned by Thomas R. Gilchrist, who also owns 11 cable systems in Texas. It owns CP for new TV in Jacksonville, Tex., and is app. for new TV's in Lubbock, Conroe and Nederland, all Texas, and is app. for new FM's in Galveston and Victoria, both Texas. Filed Nov. 14.

■ Sun Valley, Idaho—James W. Fox seeks 95.3 mhz; .05 kw; HAAT: 2,376.25 ft. Address: P.O. Box 670, Pocatello, Idaho 83201. Principal is general manager of KWIK(AM)-KPKY(FM) Pocatello, Idaho. Filed Nov. 16.

■ Hertford, N.C.—Charles J. Saltzman seeks 104.9 mhz; 3 kw; HAAT: 281 ft. Address: 20355 NE 34th Ct., #2421, North Miami Beach, Fla. 33180. Principal has interest in CP for KWDQ(FM) Woodward, Okla., and is app. for new FM in Bountiful, Utah. Filed Nov. 16.

■ Galveston, Tex.—Galveston Radio Inc. seeks 104.9 mhz; 3 kw; HAAT: 328 ft. Address: 2601 Avenue Q, 77550. Principal is owned by Tom Wiseheart (95%) and Frank Junell (5%). It also owns KILE(AM) Galveston. Filed Nov. 14.

■ Galveston, Tex.—Ellen Louise Gardner seeks 104.9 mhz; 3 kw; HAAT: 300 ft. Address: Star Route B, Box 50 A, Lawton, Okla. 73501. Principal has no other broadcast interests. Filed Nov. 14.

■ Galveston, Tex.—Irvin Davis seeks 104.9 mhz; 3 kw; HAAT: 328 ft. Address: 8229 Maryland Ave., St. Louis 63105. Principal owns KTUF(FM) Kirksville, Miss. Filed Nov. 14.

■ Galveston, Tex.—G&S Broadcasting seeks 104.9 mhz; 3 kw; HAAT: 300 ft. Address: Rte. 1, Box 135, Kilgore, Tex. 75662. Principal is owned by Lillie Mae Gill (51%) and Mary Shanley (49%). Gill has interest in app. for new TV in San Antonio. Filed Nov. 13.

■ Galveston, Tex.—Ogden Broadcasting of Florida seeks 104.9 mhz; 3 kw; HAAT: 328 ft. Address: 1500 Queen St., Titusville, Fla. 32780. Principal is subsidiary of Ogden Newspapers Inc., Wheeling, W.Va.-based publisher and station group of four AM's and three FM's owned by Ogden Nutting, president (18%); his brother, William C. Nutting (24%), and 12 others. It owns LPTV's in New Ulm and Fairmont, both Minnesota. It publishes 15 daily newspapers in West Virginia, New York, Florida, Iowa and Minnesota, and has interest in Bristol, Conn., *Bristol Press*. It also has app.'s for new FM's in Springfield, Fla., and Folly Beach, Fla., and 10 app.'s for LPTV's. Filed Nov. 14.

■ Pittsburg, Tex.—Alan Routt, and his wife, Adabeth, seek 103.1 mhz; 3 kw; HAAT: 300 ft. Address: Route 2, Box 19-1 (S.H.) Malakoff, Tex. 75148. Principal is equally owned by Alan Routt, who is general manager and 10% owner of KCKL(FM) Malakoff, Tex., and wife, Adabeth, who is bookkeeper at KCKL. Filed Nov. 8.

■ Winfield, Tex.—HSH Associates seeks 97.7 mhz; 3 kw; HAAT: 431.5 ft. Address: P.O. Box 122, 75493. Principal is equally owned by C.S. Hays, Galen M. Hays and Chymill Sharon Stewart. It has no other broadcast interests. Filed Nov. 9.

■ Staunton, Va.—Augusta Broadcasting Co. seeks 94.3 mhz; 3 kw; HAAT: 100 m. Address: 315 N. New St., 24401. Principal is owned by Claude C. Taylor, who is also app. for LPTV in Staunton. Filed Nov. 19.

■ Newcastle, Wyo.—Community Christian Radio seeks 257A, 3 kw; HAAT: 110 ft. Address: 1201 Rogers Road, Graham, N.C. 27253. Principal is owned by Fred Wuenschel, and his wife, Rosemary. Filed Nov. 19.

TV

■ Nederland, Tex.—TRG Broadcasting Systems Inc. seeks ch. 21; ERP vis. 2,323 kw; aur. 232 kw; HAAT: 1,249.5 ft. ant. height above ground: 1,244 ft. Address: Box 422, Centerville, Tex. 75833. Principal is owned by Thomas R. Gilchrist, who also owns 11 cable systems in Texas. It owns CP for new TV in Jacksonville, Tex., and is app. for new TV's in Lubbock and Conroe, both Texas, and is app. for new FM's in Galveston and Victoria, both Texas and Honolulu (see above). Filed Nov. 14.

Actions

AM's

■ Walkersville, Md.—Returned app. of Elijah Broadcasting Corp. for 700 khz; 5 kw-D. Address: 8394 Knighton Ct., P.O. Box 418, Union Bridge, Md. 21791. Action Nov. 16.

■ Farragut, Tenn.—Returned app. of Barry Frank Cummings for 670 khz; 500 w-D. Address: Rte. 5, Kingston, Tenn. 37763. Action Nov. 16.

■ Jacksonville, Tex.—Dismissed app. of Cherokee Broadcasting Co. for 840 khz; 1 kw-D. Address: 650 N. Bolton St., 75766. Action Nov. 16.

FM's

■ Brawley, Calif.—Dismissed app. of Brawley Media Co. for 94.5 mhz; 50 kw; HAAT: 376 ft. Address: P.O. Box 160, Gilmer, Tex. 75644. Action Nov. 7.

■ Burney, Calif.—Granted app. of Burney Educational Media Foundation for 90.5 mhz; .412 kw; HAAT: 2,231 ft. Address: Box 1256, 96013. Principal is charitable trust headed by Bud Hennessey, Frank Wilkins, and Eugene Palki. Action Nov. 9.

■ Kosciusko, Miss.—Granted app. of Kosciusko Educational Broadcasting Foundation for 91.7 mhz; .383 kw; HAAT: 171 ft. Address: P.O. Box 742, 39090. Principal is nonprofit corporation headed by William G. Suratt, Arthur L. Suratt, and David White. Action Nov. 9.

■ Kearney, Neb.—Dismissed app. of Union College for 89.7 mhz; 100 kw; HAAT: 996 ft. Address: 3800 South 48th St., Lincoln, Neb. 68506. Principal is nonprofit corporation. It also owns KUCV(FM) Lincoln, Neb. Action Nov. 13.

■ Norfolk, Neb.—Dismissed app. of Union College for 88.9 mhz; 100 kw; HAAT: 403 ft. Address: 3800 South 48th St., Lincoln, Neb. 68506. (See above). Action Nov. 13.

■ North Platte, Neb.—Dismissed app. of Union College for 91.7 mhz; 100 kw; HAAT: 522 ft. Address: 3800 South 48th St., Lincoln, Neb. 68506. (See above). Action Nov. 13.

■ Scottsbluff, Neb.—Dismissed app. of Union College for 90.3 mhz; 100 kw; HAAT: 682 ft. Address: 3800 South 48th St., Lincoln, Neb. 68506. (See above). Action Nov. 13.

■ Saint Mary's, Pa.—Denied app. of Bayco Broadcasting Co. for 97.5 mhz; 17.8 kw; HAAT: 752 ft. Address: 14531 Ridge Road, North Huntingdon, Pa. 15642. Action Nov. 14.

Facilities Changes

Applications

AM's

Tendered

■ WMSO (640 khz) Collierville, Tenn.—Seeks CP to change city of license to Germantown, Tenn. App. Nov. 23.

Accepted

■ WASG (1140 khz) Atmore, Ala.—Seeks MP to make changes in ant. sys. App. Nov. 21.

■ KHYT (1330 khz) South Tucson, Ariz.—Seeks CP to add augmentation to rad. pattern. App. Nov. 20.

■ KIEV (870 khz) Glendale, Calif.—Seeks mod. of lic. to operate transmitter by remote control from main SL. App. Nov. 19.

■ KHSP (910 khz) Hesperia, Calif.—Seeks MP to change TL. App. Nov. 26.

■ KPLA (770 khz) Riverbank, Calif.—Seeks MP to change TL and make changes in ant. sys. App. Nov. 20.

■ KRAK (1140 khz) Sacramento, Calif.—Seeks MP to augment daytime standard rad. pattern. App. Nov. 20.

■ WPOR (1490 khz) Portland, Me.—Seeks CP to change TL. App. Nov. 19.

■ WGCR (1180 khz) Brevard, N.C.—Seeks MP to change TL and make changes in ant. sys. App. Nov. 19.

■ KBRL (1560 khz) Imperial, Neb.—Seeks MP to change power to 5 kw. App. Nov. 19.

■ KRMG (740 khz) Tulsa, Okla.—Seeks CP to make changes in ant. sys. App. Nov. 26.

■ WGFV (1580 khz) Morovis, P.R.—Seeks mod. of lic. to operate trans. by rem. control from main SL. App. Nov. 21.

■ WMC (790 khz) Memphis—Seeks MP to make changes in ant. sys. App. Nov. 26.

■ WTSO (1070 khz) Madison, Wis.—Seeks CP to make changes in monitor point bearings. App. Nov. 21.

FM's

Tendered

■ WBSU (89.9 mhz) Brockport, N.Y.—Seeks CP to change freq. to 89.1 mhz; increase ERP to 7.388 kw; decrease HAAT to 175 ft., and make changes in ant. sys. App. Nov. 19.

Accepted

■ WZYP (104.3 mhz) Athens, Ala.—Seeks CP to change

HAAT to 1,050 ft. App. Nov. 23.

■ WBHM (90.3 mhz) Birmingham, Ala.—Seeks CP to change HAAT to 911 ft. App. Nov. 23.

■ WOOF-FM (99.7 mhz) Dothan, Ala.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 299.94 ft. App. Nov. 19.

■ New (100.9 mhz) Eureka Springs, Ark.—Seeks mod. of CP to change TL; change HAAT to 536.25 ft., and change ERP to 1.08 kw. App. Nov. 23.

■ KNAC (105.5 mhz) Long Beach, Calif.—Seeks CP to change TL; change ERP to 1.15 kw, and change HAAT to 453 ft. App. Nov. 23.

■ KZFR (103.1 mhz) South Lake Tahoe, Calif.—Seeks mod. of CP to ERP to 3.1 kw. App. Nov. 19.

■ WSHE (103.5 mhz) Fort Lauderdale, Fla.—Seeks CP to change TL; change HAAT to 1,006 ft., and make changes in ant. sys. App. Nov. 23.

■ WNGS (92.1 mhz) West Palm Beach, Fla.—Seeks CP to change ERP to 2.25 kw. App. Nov. 23.

■ WKEU-FM (97.7 mhz) Griffin, Ga.—Seeks CP to change TL, and change HAAT to 328 ft. App. Nov. 23.

■ WQXM-FM (107.1 mhz) Gordon, Ga.—Seeks CP to change ERP to 1.07 kw. App. Nov. 23.

■ KHHH (98.5 mhz) Honolulu—Seeks mod. of CP to change TL. App. Nov. 23.

■ KFTS (101.7 mhz) Fort Scott, Kan.—Seeks CP to change HAAT to 328 ft. App. Nov. 23.

■ WCAK (92.7 mhz) Catlettsburg, Ky.—Seeks CP to change SL to 1737 Carter Ave., Ashland, Ky. App. Nov. 23.

■ WCRB (102.5 mhz) Waltham, Mass.—Seeks CP to change ERP to 15 kw and change HAAT to 924 ft. App. Nov. 19.

■ KAGE-FM (95.3 mhz) Winona, Minn.—Seeks CP to change ERP to 1.31 kw. App. Nov. 23.

■ *KLJC (98.5 mhz) Kansas City, Mo.—Seeks CP to change ERP to 100 kw; change HAAT to 372 ft.; change to DA, and make changes in ant. sys. App. Nov. 23.

■ New (102.5 mhz) Missoula, Mont.—Seeks CP to change TL and change HAAT to 720.62 ft. App. Nov. 23.

■ WTOJ (103.1 mhz) Carthage, N.Y.—Seeks CP to change ERP to .535 kw and change HAAT to 620 ft. App. Nov. 23.

■ WDLA-FM (92.1 mhz) Walton, N.Y.—Seeks CP to change ERP to .690 kw. App. Nov. 23.

■ KYXS (96.5 mhz) Bismarck, N.D.—Seeks mod. of CP to change TL; change ERP to 100 kw, and change HAAT to 1,000 ft. App. Nov. 19.

■ KCES (102.3 mhz) Eufaula, Okla.—Seeks CP to change HAAT to 300 ft. App. Nov. 23.

■ KNFB (94.3 mhz) Nowata, Okla.—Seeks CP to change TL; change ERP to 1.7 kw, and change HAAT to 400 ft. App. Nov. 23.

■ KCMX-FM (101.9 mhz) Ashland, Ore.—Seeks mod. of CP to change ERP to 31.62 kw and change HAAT to 1,426 ft. App. Nov. 23.

■ WFSM (99.3 mhz) Harrisburg, Pa.—Seeks mod. of CP to change ERP to 3 kw and change HAAT to 328 ft. App. Nov. 23.

■ WQSC (100.9 mhz) Andrews, S.C.—Seeks mod. of CP to change SL; change TL, change HAAT to 330 ft. App. Nov. 19.

■ WAZX (106.3 mhz) Georgetown, S.C.—Seeks CP to change TL and change HAAT to 328 ft. App. Nov. 23.

■ *WEPR (90.1 mhz) Greenville, S.C.—Seeks CP to move ant. to new tower. App. Nov. 23.

■ WWWZ (93.5 mhz) Summerville, S.C.—Seeks CP to change ERP to 1.5 kw. App. Nov. 23.

■ KBEV-FM (104.3 mhz) Milbank, S.D.—Seeks mod. of CP to change TL; change ERP to 100 kw and change HAAT to 378.5 ft. App. Nov. 23.

■ WRR (101.1 mhz) Dallas—Seeks CP to change TL and change HAAT to 1,510 ft. App. Nov. 23.

■ KKTIX (95.9 mhz) Kilgore, Tex.—Seeks CP to change TL; change ERP to 2.57 kw, and change HAAT to 357.5 ft. App. Nov. 23.

■ KNCT-FM (91.3 mhz) Killeen, Tex.—Seeks CP to increase transmitter ERP. App. Nov. 23.

■ KESI (106.3 mhz) Terrel Hills, Tex.—Seeks mod. of CP to change TL; change ERP to 100 kw; change HAAT to 1,016 ft., and change freq. to 106.7 mhz. App. Nov. 23.

■ KTXK (91.5 mhz) Texarkana, Tex.—Seeks CP to change ERP to 2.8 kw; change HAAT to 335 ft., and change to ch. 218A. App. Nov. 19.

■ KBLQ-FM Logan, Utah—Seeks CP to change TL; change

HAAT to 154 ft.; change ERP to 100 kw, and make changes in aux. sys. App. Nov. 19.

■ WIZN (106.3 mhz) Vergennes, Vt.—Seeks CP to change ERP to 1.05 kw. App. Nov. 23.

TV's

Accepted

■ KSAS (ch. 24) Wichita, Kan.—Seeks MP to change ERP to vis. 3,310 kw, aur. 331 kw; change HAAT to 1,120 ft.; change to DA, and change TL. App. Nov. 26.

■ *KNME-TV Albuquerque, N.M.—Seeks CP to change aux. ant. to ERP to 26.3 kw vis., aur. 5.786 kw and make changes in ant. sys.

■ KCVT (ch. 30) Shawnee, Okla.—Seeks MP to change TL and change HAAT to 753 ft. App. Nov. 20.

■ *WNEH (ch. 38) Greenwood, S.C.—Seeks CP to relocate outside community of license. App. Nov. 20.

■ WTGS (ch. 28) Hardeesville, S.C.—Seeks MP to change ERP to vis. 4,920 kw, aur. 492 kw; change HAAT to 795 ft.; change to DA, and change TL. App. Nov. 26.

Actions

AM's

■ KAUL (1380 khz) North Little Rock, Ark.—Granted app. to increase night power to 5 kw. Action Nov. 16.

■ KERN (1280 khz) Long Beach, Calif.—Returned app. to increase day power to 5 kw; night power to 1 kw, and change to a DA-2. Action Nov. 14.

■ WUSW (1240 khz) Cross City, Fla.—Granted app. to change TL. 13.

■ WGGG (1230 khz) Gainesville, Fla.—Granted app. to change TL and make changes in ant. sys. Action Nov. 13.

■ WHOO (990 khz) Orlando, Fla.—Granted app. to change hours of operation. Action Nov. 16.

■ WMAC (1360 khz) Metter, Ga.—Granted app. to increase power to 1 kw. Action Nov. 14.

■ KVLK (1390 khz) Ridgecrest, La.—Granted app. to change city of lic. to Vidalia, La.; change freq. to 1400 khz; add night service with 250 w; increase day power to 1 kw;

change to non-DA, and make changes in ant. sys. Action Nov. 14.

■ WOGO (680 khz) Hallie, Wis.—Dismissed app. to change SL. Action Nov. 14.

FM's

■ WTUG-FM (92.7 mhz) Tuscaloosa, Ala.—Granted app. to change HAAT to 328 ft. Action Nov. 9.

■ KHBC (105.5 mhz) Wickenburg, Ariz.—Granted app. to change TL. Action Nov. 13.

■ *KABF (88.3 mhz) Little Rock, Ark.—Granted app. to change HAAT to 776 ft. and reduce height of ant. by 12 ft. Action Nov. 9.

■ KCAL-FM (96.7 mhz) Redlands, Calif.—Granted app. to change ERP to 2.03 kw and change HAAT to 354.9 ft. Action Nov. 9.

■ KJAX (99.3 mhz) Stockton, Calif.—Granted app. to change ERP to 2.95 kw. Action Nov. 15.

■ *KUVO (89.3 mhz) Denver—Granted app. to change ERP to 22.4 kw and change HAAT to 912 ft. Action Nov. 14.

■ WLYF (101.5 mhz) Miami—Granted app. to install a new transmission sys. Action Nov. 13.

■ WSGI (103.1 mhz) Naples, Fla.—Granted app. to change freq. to 103.1 mhz. Action Nov. 8.

■ *WMNF (88.5 mhz) Tampa, Fla.—Granted app. to change ERP to 100 kw; change HAAT to 519.25 ft., and make changes in ant. sys. Action Nov. 9.

■ KFSH (97.1 mhz) Hilo, Hawaii—Granted app. to change TL and change HAAT to minus 124 ft. Action Nov. 7.

■ KCIX (105.9 mhz) Garden City, Idaho—Granted app. to change ERP to 48.6 kw and change HAAT to 2,699.44 ft. Action Nov. 9.

■ *WNIU-FM (89.5 mhz) DeKalb, Ill.—Granted app. to change TL; change HAAT to 500 ft., and make changes in ant. sys. Action Nov. 9.

■ WGAN-FM (102.9 mhz) Portland, Me.—Granted app. to install new transmission sys. Action Nov. 13.

■ WXCS (106.9 mhz) Hagerstown, Md.—Granted app. to change ERP to 15.41 kw and change HAAT to 854 ft. Action Nov. 9.

■ WHFB-FM (99.9 mhz) Benton Harbor, Mich.—Granted app. to change HAAT to 478 ft. Action Nov. 9.

■ WNIC-FM (100.3 mhz) Dearborn, Mich.—Granted app. to change TL; change ERP to 31.6 kw, and change HAAT to 600 ft. Action Nov. 6.

■ WIRX (107.1 mhz) St. Joseph, Mich.—Granted app. to change ERP to 2.96 kw. Action Nov. 9.

■ WGD (106.3 mhz) Pascagoula, Miss.—Granted app. to change ERP to 2.65 kw and change HAAT to 344.4 ft. Action Nov. 9.

■ KMTX-FM (105.3 mhz) Helena, Mont.—Granted app. to change ERP to 100 kw; change HAAT to 1,892 ft., and make changes in ant. sys. Action Nov. 9.

■ *WRRH (88.7 mhz) Franklin Lakes, N.J.—Dismissed app. to change ERP to .100 kw; change HAAT to 254 ft., and make changes in ant. sys. Action Nov. 6.

■ KZIA-FM (101.7 mhz) Rio Rancho, N.M.—Dismissed app. to change ERP to 0.978 kw. Action Nov. 20.

■ WGS1 (103.1 mhz) Russell, Pa.—Granted app. to change TL. Action Nov. 6.

■ *WLFJ (89.3 mhz) Greenville, S.C.—Granted app. to change ERP to 41 kw and change HAAT to 1,100 ft. Action Nov. 9.

■ WIGL-FM (106.7 mhz) Orangeburg, S.C.—Granted app. to change TL; change HAAT to 820 ft., and make changes in ant. sys. Action Nov. 1.

■ KKBQ-FM (92.9 mhz) Pasadena, Tex.—Granted app. to operate formerly authorized facilities as aux. Action Nov. 13.

■ KWED-FM (105.3 mhz) Seguin, Tex.—Granted app. to change TL; change ERP to 93.9 kw; change HAAT to 1,115.2 ft., and make changes in ant. sys. Action Nov. 15.

■ KTLT (106.3 mhz) Wichita Falls, Tex.—Granted app. to change TL; change ERP to 1.8 kw, and change HAAT to 423.12 ft. Action Nov. 9.

■ KSOP (104.3 mhz) Salt Lake City—Dismissed app. to change HAAT to 3,767 ft. Action Nov. 20.

■ WTJ (103.1 mhz) Waterbury, Vt.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 307 ft. Action Nov. 9.

■ WANV-FM (99.7 mhz) Staunton, Va.—Dismissed app. to change SL. Action Sept. 12.

■ WKTT (103.1 mhz) Cleveland, Wis.—Dismissed app. to change SL. Action Aug. 21.

■ KENB-FM (96.1 mhz) Worland, Wyo.—Granted app. to change ERP to 50 kw; change HAAT to 382 ft., and change freq. to 96.1 mhz. Action Nov. 6.

TV's

■ WTUK (ch. 26) Florence, Ala.—Granted app. to change ERP to vis. 690 kw, aur. 69 kw; change HAAT to 756 ft., and change TL. Action Nov. 16.

■ WAKA (ch. 8) Selma, Ala.—Granted app. to change HAAT to 1,693 ft. and change ant. Action Nov. 16.

■ *KAKM (ch. 7) Anchorage—Granted app. to change ERP to vis. 78.16 kw, aur. 15.63 kw; change HAAT to 952 ft., and change TL. Action Nov. 16.

■ WBFS-TV (ch. 33) Miami—Granted app. to change SL outside city of lic. Action Nov. 13.

■ KMCT-TV (ch. 39) West Monroe, La.—Granted app. to change ERP to vis. 560. aur. 56. Action Nov. 15.

■ KBJH (ch. 47) Tulsa, Okla.—Granted app. to change ERP to vis. 1,666 kw, aur. 166.6 kw; change HAAT to 1,513 ft., and change ant. Action Nov. 16.

■ WFAT-TV (ch. 19) Johnstown, Pa.—Granted app. to change SL, outside city of lic. Action Nov. 16.

In Contest

The Office of the General Counsel took the following action:

Cape May Courthouse, N.J. (Cannuss Inc. and Bay Broadcasting Co.) FM Proceeding—Granted joint request for settlement agreement, dismissed Bay Broadcasting's app., granted Cannuss's app. for new FM and terminated proceeding. By order.

The review board made the following decision:

Billings, Mont. (Northern Sun Corp.) FM Proceeding—Scheduled oral argument for Dec. 14, on exceptions to initial decision by Chief ALJ Fitzpatrick granting app. to Northern Sun for new FM and denying app.'s of Billings Media Corp.

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and Arnlund Broadcasting. By letter.

ALJ Joseph Chackin made the following decision:

Galveston, Tex. (Marr Broadcasting Co. and San Jacinto Broadcasting Corp.) FM Proceeding—Granted motion by San Jacinto to enlarge issue to extent of adding directional antenna issue against Marr. By MO&O.

ALJ John M. Frysiak made the following decisions:

Maywood-Chicago, Ill. (Midway Broadcasting Co.) AM Proceeding—Granted motion by Publmet Broadcasting Co. and dismissed its app. with prejudice. By order, Nov. 13.

Temple, Tex. (Temple Broadcasting Co.) FM Proceeding—Granted motion by MCB Broadcasting of Texas, Inc. and dismissed its app. with prejudice. By order, Nov. 15.

ALJ Joseph P. Gonzalez made the following decisions:

Bakersfield, Calif. (Rose Development Co.) FM Proceeding—Granted motion for summary decision by Rose and resolved city coverage issue in its favor. By MO&O, Nov. 14.

High Springs, Fla. (High Springs Television Inc., and Christian Channel/Ro-Mar Communications Inc.) TV Proceeding—By separate orders, granted in part motion by High Springs to add issues against Christian Channel including, among other things, misrepresentation, fraud, moral turpitude, tax evasion and/or basic comparative qualifications. Granted motion for summary decision by High Point and resolved mileage separation issue in its favor.

Jacksonville, Tex. (George Edward Gunter and Kirk Broadcasting Co.) FM Proceeding—By separate orders, granted motion for summary decision by George Gunter and resolved financial issue in his favor; granted in part summary decision by Kirk and resolved air hazard issue in its favor, and on Judge's own motion, amended antenna site/misrepresentation issue to include determination if Kirk had assurance of availability of its antenna site and the effect on its basic comparative qualifications. By MO&O, Nov. 8 and 9.

Charlottesville, Va. (Locus Poenitentiae Television Center and Charlottesville, 64 Ltd.) TV Proceeding—Granted motions by Charlottesville 64 and Locus to dismiss app.'s with prejudice and terminated proceeding. By order, Nov. 14.

ALJ Byron E. Harrison the following decision:

Panama City, Fla. (WANM Inc.) FM Proceeding—Granted motion for joint settlement agreement by WANM: BayMedia Inc., Sun Broadcasters, and Panama City Radio Ltd. Granted BayMedia's app. with new stock ownership 50% WANM and 50% BayMedia, dismissed other app.'s with prejudice and terminated proceeding. By MO&O, Nov. 16.

ALJ Walter C. Miller the following decisions:

Maurice, La. (Mercury Broadcasting Co.) FM Proceeding—Granted motion to dismiss by Walton Broadcasting Inc. and dismissed it app. with prejudice and terminated proceeding. By order, Nov. 16.

Cleveland, Tenn. (Silvey-Towe Television) TV Proceeding—By separate orders, granted motion for summary decision by Cleveland Community Television Ltd. and resolved short-spacing issue in its favor. Granted motion to withdraw by Phillip B. George and dismissed his app. with prejudice. By MO&O, Nov. 9 and 14.

Paris, Tex. (The Gene Sudduth Co.) FM Proceeding—Granted motion to dismiss by Lamar County Broadcasting and dismissed Earlyne G. Lund's app. with prejudice. By MO&O, Nov. 16.

ALJ Joseph Stirmer made the following decisions:

Prescott Valley, Ariz. (Gary and Berta Frank) FM Proceeding—By separate orders, granted motion to withdraw by Mary Murphy and dismissed her app. with prejudice. Granted joint request for settlement agreement and granted Prescott's app. with new stock ownership (50% Frank and 50% Prescott), dismissed Franks' app. with prejudice and terminated proceeding. By order, Nov. 9, and by MO&O, Nov. 16.

Nicholasville and Bonnyman, Ky., and Cedar Bluff, Va. (Cumberland Valley Communications) AM Proceeding—By separate orders, granted motion for summary decisions by Cedar Bluff Broadcasting Co., and resolved main studio and air hazard issues in its favor. Granted joint request for settlement agreement by Cedar Bluff, Black Gold Broadcasting (Bonnyman) and Cumberland (Nicholasville). Granted agreement changing frequency for Black Gold and returned it to processing line. Granted app.'s of Cumberland for new AM in Nicholasville, Ky.; Cedar Bluff for new AM in Cedar Bluff, Va., and terminated proceeding. By MO&O Nov. 16.

Belmont, N.C. (Scott Niesler) TV Proceeding—Granted motion for summary decision by Metro Broadcasting Ltd. and resolved air hazard issue in its favor. By MO&O Nov. 19.

ALJ James F. Tierney made the following decision:

Cortland and Warren, Ohio (Courtland Broadcasting Co.

and Geri Taczak Media Inc.) AM Proceeding—Granted joint request for settlement agreement, dismissed Taczak's app. with prejudice, granted Courtland's app. and terminated proceeding. By MO&O Nov. 16.

Call Letters

Applications

Call	Sought by
New TV	
KIIU-TV	John R. Powley, Logan, Utah
Existing AM's	
KSML	KYOR James Mace, Globe, Ariz.
KIBS	KBOV Great Country Broadcasting, Bishop, Calif.
KHSP	KVVO Kenneth B. Orchard, Hesperia, Calif.
WRSB	WXZE 5-Star Media Inc., Sylvester, Ga.
Existing FM's	
KIOQ-FM	KIBS Great Country Broadcasting, Bishop, Calif.
KVVO	KVVO-FM Kenneth B. Orchard, Victorville, Calif.
WVOC	WNKS Aylett B. Coleman, Columbus, Ga.
KMFL-FM	KMMO-FM Missouri Valley Broadcasting, Marshall, Mo.
WWBD-FM	WWLT Viking Broadcasting Corp., Bamberg, S.C.
KAUA	KOBR William W. Fulgham, Freer, Tex.
Existing TV's	
KZAZ	KMSB Mountain States Broadcasting, Nogales, Ariz.
WTMB-TV	WVCX-TV Wisconsin Voice of Christian Youth Inc., Tomah, Wis.

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.

Grants

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KWPN	Kelly Communications Inc., West Point, Neb.
New FM's	
WLJA	Lee Broadcasting Co. Inc., Ellijay, Ga.
WITK	Sunnie G. Silverman, Belfast, Me.
*WUDD	Claremont Educational Workshop Inc., Claremont, N.C.
*KHFF	South Texas Educational Broadcasting Council, Victoria, Tex.
New TV's	
*KITU	Believers Television Outreach, Beaumont, Tex.
WHMS	Harry Anglin, Danville, Va.
Existing AM's	
WWJZ	WUEZ Emet Broadcasting Co. of Florida Inc., Sanford, Fla.
KJOE	KLMB McCright Broadcasting, Shreveport, La.
KEHG	KKCO North Country Broadcasting Inc., Fosston, Minn.
WGUF	WAIZ Caravelle Broadcast Group of Mississippi, Gulfport, Miss.
KLYC	KNFL Sunstar Communications Group, Laurel, Mont.
WBUY	WLXN Davidson County Broadcasting, Lexington, N.C.
WJOI	WNOS James Eugene Hodges, New Bern, N.C.
WPBM	WKLL Community Broadcast Associates, Aiken, S.C.
KSET	KALY Dunn Broadcasting Co., El Paso, Tex.
WPUV	WPSK Radiox Inc., Pulaski, Va.
Existing FM's	
WWJF	WJQY The Tremont Group Limited, Fort Lauderdale, Fla.
*WHRS-FM	*WXEL South Florida Public Telecommunications Inc., West Palm Beach, Fla.
KIDQ	KUUB Sundance Broadcasting Inc., Boise, Idaho
WKSI	WDRW Eldorado Broadcasting Corp., Eldorado, Ill.
KLRF	KFFX Emporia Broadcasting Inc., Emporia, Kan.
KEHG-FM	KKDQ North Country Radio Inc., Fosston, Minn.
WGUF-FM	WQFX Caravelle Broadcast Group of Mississippi, Gulfport, Miss.
WLXN	WBUY Davidson County Broadcasting, Lexington, N.C.
KTEN-FM	KTLS Oklahoma Broadcasting Co., Ada, Okla.
WPBM-FM	WJFX Community Broadcast Associates, Aiken, S.C.
KCCG-FM	KSEM-FM Triple R. Broadcasting Inc., Seminole, Tex.
Existing TV's	
*WHRS-TV	*WXEL-TV South Florida Public Telecommunications Inc., West Palm Beach, Fla.
WKSJ-TV	WVJV-TV Channel 66 Associates Limited Partnership, Marlborough, Mass.
KBJH	KTCT KBJH Inc., Tulsa, Okla.

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Manage our four person sales staff & with anticipated acquisition, you can become station manager within a year. Suburban market. Southwest. For details, call after 6 PM MST, 505-864-7496.

Experienced, mature program director. Top rated country. Good benefits and working conditions. Resume/tape: Bo Bowman, WPAP-FM, Caller Box 2288, Panama City, FL 32402.

Sales oriented general manager. AM and class C FM, Lebanon, Missouri. Prefer someone from Midwest who's very strong in sales and sales training. Previous sales and general management experience necessary. Immediate opening. Contact Dave Shepherd, KWIX, Moberly, MO, 816-263-1230.

Expanding Midwest group operator seeking applications for general manager position, markets up to 75,000. Management or sales management experience required. Reply: President, Central Broadcasting Corp., P.O. Box 1646, Richmond, IN 47374.

Rapidly expanding station group recently acquired two new properties. Have immediate openings for GM's, SM's, PD's, announcers, sales, news personnel. Must have prior experience; able to withstand extensive background check. Stations located in Idaho, New Mexico, Texas and Florida. Send resume and related material to C. Hejl, Broadcast Properties, 1700 Kyle South, Suite 230, College Station, TX 77840.

Operations manager. Single market, Carolinas. \$400 wky. plus commission on sales. Active list. % profits annually. All replies confidential. EOE. Write Box B-42.

HELP WANTED SALES

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.

Account executive: If you're money motivated and hard working, KSTP-AM has the sales opportunity for you! This position offers excellent company benefits, working conditions, opportunity for advancement. If you're energetic, responsible, mature, with at least 2 years' experience, send resume with salary history and long range expectations to KSTP-AM, Attn: Rosemary, 2792 Maplewood Drive, Maplewood, MN 55109. No telephone calls, please. Equal opportunity employer, M/F.

San Diego. General sales manager. Outstanding opportunity for strong experienced producer. Excellent working conditions. Resume: Gene Alfred, KMLO AM100, PO Box 1000, Vista, CA 92083. EOE.

Sales executive. Sell our national syndicated radio features. Experience in national radio or syndication sales required. Straight commission. Send complete resume, references, letter to Box B-5.

Sunbelt sales opportunity! Need aggressive person capable of management. Investment opportunity now! Come grow with us! Details and expectations. Write Box B-20.

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

Sales manager. Growing medium-small market AM/FM station, Pacific Northwest. Must be creative, able to train and work with people, handle detail, have proven sales record. EOE. Send resume/salary requirements to Box B-37.

HELP WANTED ANNOUNCERS

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.

Major station, top 5 market, seeks morning person. Morning experience required. Resumes only to Box A-120. AA/EOE.

If you have real talent, can write, produce, be very creative, plus sign on in the mornings, I need you. What you get is good salary plus beauty of the Grand Tetons, skiing, Yellowstone, and very pleasant working atmosphere. Resume/tape to Don Decker, KSGT Radio, P.O. Box 100, Jackson Hole, WY 83001.

East Texas station. Experienced person, morning shift. News experience helpful. Resume/tape: Galen Gilbert, PO Box 462367, Garland, TX 75046. EOE/MF.

Personality adult—oriented announcer. Small market morning show. Need experience and desire to become PD. Great move for unappreciated afternoon drive announcer. Tape/resume to Box 986, Front Royal, VA 22630. EOE.

Can you talk? Do you enjoy live telephone interaction? Can you be controversial, fun, glib, do it all live? Then this major market station wants you. EOE. Resume to Box B-9.

MOR Christian FM, East Coast major market, seeks experienced, committed DJ. Pleasant, professional style. Opportunity to use talents in ministry context. Resume/salary history to Box B-34.

Announcer with ability to do production. Must have minimum two years' experience. Parttime sales opportunity if interested. Established station, Carolina group. EOE. Resume to Box B-41.

HELP WANTED TECHNICAL

Immediate opening: large diversified media corporation seeks skilled chief engineer for Las Vegas power combo. Beautiful, new, well-equipped facility. Call Jim Austin, 702-386-5748. Equal opportunity employer.

FM broadcast engineer for Juneau, Alaska's public radio station. Candidate must be experienced in maintenance/installation techniques of stereo origination facility, including transmitter, microwave, audio translator, satellite technology. Opportunity to gain maintenance experience with state-of-the-art public television station. Position salaried; excellent benefits package including retirement plan. Supervised by assistant chief engineer. Send resume/references to Chief Engineer, KTOO-FM, 224 4th Street, Juneau, AK 99801. KTOO is an EOE. Position open until filled.

Chief engineer. Daytime AM/class B FM. Must have studio/transmitter experience. Resume to Ernie Winn, WIOB, P.O. Box 8605, Ann Arbor, MI 48107. EOE.

Wilmington's best AM-FM facilities need your experienced care. Let's talk about your needs. Operations Manager, WAAW/WGNI, 919-763-6511. EOE.

Experienced chief engineer. AM-FM combo. Excellent opportunity for career-minded individual. Good pay. Write Box B-4.

Chief engineer. Experienced radio broadcast engineer. Take charge of AM-FM combo, upstate New York. Extensive maintenance experience required. Knowledge of RCA & Gates transmitters necessary. Must have current understanding of FCC rules, possess valid 1st class radiotelephone or general class operators permit. Send resume, references, past salary history. Right pay for right person. Write Box B-24.

Southern Calif. AM/FM combo needs full maintenance chief engineer. Must be familiar with FM audio processing, have ability to motivate and manage yourself. Provide references, resume, salary requirements to Gen. Mgr., KMEN/KGGI, P.O. Box 1290, San Bernardino, CA 92402. Immediate opening. EOE.

Chief engineer. Public radio, Ketchikan, Alaska. Must have 1st class FCC license, at least 3 years' engineering experience in FM broadcasting. Salary \$22,880 to \$30,160, plus benefits, DOE. KRBD-FM, 716 Totem Way, Ketchikan, AK 99901. EOE.

Chief engineer. Full class C FM and accompanying full-time AM. One full-time assistant engineer provided. Best of both worlds: metro pay and joys of small-town living. \$25K up. Nationally recognized as finest small market stations in America. Technical facilities are equal to that with very latest state of the art. Prefer someone from Midwest. Contact (preferably by letter) Jerrell Shepherd, KWIX-KRES, Moberly, MO 65270. 816-263-1600. Hopefully, the job should be for the remainder of your working life.

Florida suncoast AM/FM seeks hands-on chief engineer. Studio/transmitter experience. Established company. Benefits. Ideal community. Resume/salary requirements to Box B-39.

Chief engineer. North Carolina fulltime/DA night. Good community, small market. Resume/salary requirements to Box B-40. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Major Long Island, New York, radio station seeks qualified production/engineer with creative input and ability to work directly with talent and clients on commercials and PSAs. Resume to Program Director, WHLI/WKJY, 384 Clinton St., Hempstead, NY 11550. EOE-M/F.

Associate producer (remote production). Duo-public radio station operation. Performs field mixing/recording (primarily music) and studio post-production. Requires experience, demonstrated skills in field production. \$10,920. Submit resume/non-returnable audition tape (with relevant mixing and announcing examples) to Administrative Office, Louisville Free Public Library, Fourth & York Streets, Louisville, KY 40203, no later than 4:30 PM 12/7/84.

Production manager. AM/FM ABC affiliate knows how valuable you really are. Work directly with VP and sales coordinator. Aggressive high energy sales force needs someone with creativity, common sense, good people skills. Excellent benefits/salary. Resume to Box A-127.

WRLO creating new position in radio. Now accepting applications from experienced broadcasters interested in producing their own shift. 3 1/2 day work week. Includes writing, production, promotions. Send production tape/resume to Steve Walrath, WRLO, P.O. Box 509, Antigo, WI 54409.

HELP WANTED NEWS

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.

News reporter/anchor. WGCH, Greenwich, CT. Large suburban news operation has rare opening. We need authoritative delivery and strong news-gathering skills. Tape, resume, writing samples to Peter Burkard, WGCH, Box 1490, Greenwich, CT 06836-1490. Salary negotiable. EOE. Females/minorities encouraged to apply. No calls, please.

CNN Radio seeking qualified personnel for possible future on and off air positions. Good writing/technical skills musts. T/R/salary history to Bruce Chong, Senior Editor/CNN Radio, 1050 Techwood Dr., Atlanta, GA 30306. No calls.

Northeast AC needs news director. Minimum 3 years' experience. Tape, resume, writing samples to Vince Santarelli, WRNJ, Box 1000, Hackettstown, NJ 07840.

Top news talent. WOAI Radio, San Antonio, TX, seeks well-rounded news professionals. Must anchor, edit, report. Particularly interested in persons without prior news/talk format experience. Tape/resume (Express Mail) to Mark Watkins, WOAI Radio, 6222 NW Interstate Ten, San Antonio, TX 78201. EEO/MF.

Assistant radio news director. University of Florida. Assistant radio news director. Commercial AM-FM station. Supervise day-to-day operation of largest radio newsteam in north central Florida. Position requires good organization and reporting skills & desire to work with/train journalism students. Minimum qualifications: Master's degree in broadcasting or Journalism or similar related study and one year of radio news broadcasting experience; or bachelor's degree in broadcasting or journalism or similar related study and two years of radio news broadcasting experience. Starting salary \$14,023, negotiable, commensurate with qualifications, plus excellent fringe benefits. Send complete resume and tape by December 14, 1984, to Mr Jan Eller, Central Employment Center, 4th Floor Stadium, University of Florida, Gainesville, FL 32611. AAE/OE.

SITUATIONS WANTED MANAGEMENT

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.

Accounting supervisor. Nine years' experience all accounting functions for diverse radio broadcasting & cable systems corporation. Successfully installed IBM computer system for accounting and personnel administration. BA; 3.0 GPA. Young executive committed to Broadcast industry. Jim, 313—540-5652.

GM. 30-years radio, all size markets. 15-years GM and owner. Successful all phases. Need larger market. Many references. Write Box A-115.

General manager. Experienced in successful turnarounds & new station construction, small markets. Christian, early thirties, family. Prefer Midwest-Mideast. Excellent references. Presently employed. Box B-8.

Owner selling. Looking for challenging and potentially profitable situation within broadcast industry. Available January 1. Box B-13.

U.S. and offshore experience, all phases. Adaptable, successful, innovative, profit-oriented. I want challenge. Box B-14.

Making money is not part of the game, it's the whole game. Experienced all phases, ownership, management, sales, etc. Only serious proposals considered. Box B-15.

General manager. Successful. Motivational leader. Handle all phases sales, program, promotion. Presently major suburban mkt. Desire West Coast return. Will be in CA for interviews. Box B-17.

Dallas-Ft. Worth GM - 20 yrs. broadcasting, corporate experience, sales trainer, religious format, proven track record, lead by example. A pro's pro. Box A-65.

Employed station/sales manager seeks change. 8 years "on the street", air shift, production. Agency/national sales. Prefer small/medium market, either coast area. Write Box B-38.

SITUATIONS WANTED SALES

Innovative, record breaking public radio sales director, 1st in U.S. to sell on an hourly ratecard (300% sales increase in 2 yrs.), seeks sales or mgmt. position with commercial radio or TV station. Will relocate. Prefer SE, NE, FL. Box B-16.

Experienced salesman/announcer available now! Prefer smaller market and position requiring versatility. Dick Hoff, 1106 Denver, Dalhart TX 79022. 806—249-6362.

SITUATIONS WANTED ANNOUNCERS

I'm a gamer who loves hard work. College grad looking for first break. Exp. in PBP 4 spts. Good production, enjoy working with community. For tape/resume, call Bill, 313—722-3556. Don't miss this opportunity.

Great personality. Male DJ, news, PBP, production. Ready now! Greg, 319—355-4212; nights, 309—764-8150.

Seeking someone who'll give 150%? Commercial station experience. DJ, production, commercial copy, light board, news. Dependable, pleasant, personable on air. A worthwhile + to your station. Rick Evans, 18 Harvard Ave., Lynbrook, NY 11563, 516—599-1143.

In MN or west WI. Radio announcer/commercial production. 1 1/2 years' experience. Brown Institute graduate. 507—354-4463.

Urban personality seeks refined A/C format. "Thinking person's" announcer. Distinctive phrasing. Clear enunciation. Have voice, will travel. T & R: George, 312—348-3314.

SITUATIONS WANTED TECHNICAL

Professional broadcast engineer. Long technical background & major market experience as chief. Tops in audio. Experienced with high power, directionals, proofs, applications. Long term position only. 1st class license. Texas, NM, Arizona, Colorado. Box B-27.

SITUATIONS WANTED NEWS

Ambitious radio announcer seeks writer/director position. Am working on getting engineer's license, too. BS degree broadcasting. If you desire new, fresh talent behind the scenes, call 217—784-5165.

Play ball with this PBP man. Fireside style, easy listening, objective, accurate. 201—763-5587.

Zest missing in news department? Too many dead news days? Staff without pride or purpose? You need ND who leads by example. Energetic. Goal-oriented. Upper-medium, major markets, any format. 616—957-2794, evenings.

Experienced newsmen. Established anchor, successful writer. Now participating in New York City radio. Prefer Minneapolis/St. Paul market. Angelo, 718—338-8328, after 3PM EST.

News, sports, interview shows? Major mkt. experience. Top references. Desire CA return. Box B-18.

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.

Ambitious, motivated PD will be asset to your station. Small to medium mkt., SE. Great references. 318—442-5083.

Right-hand man. 15 years air/production, promotions, internal operations, programming/administration. Andy Budnick, 904—744-5750.

Attention GMs & PDs. Production director for fraction of cost. Custom IDs, automation tracks, client and station voicing. Now on KLIF, KFOX Seattle. Satisfaction guaranteed. John Mack Flanagan, Great Productions, San Francisco, 415—992-9070.

TELEVISION

HELP WANTED MANAGEMENT

Promotion/public service director. WTVR-TV seeks creative person. Direct station's promotion and public service effort. Experience in TV promotion or advertising production work a must. Resume to James L. DeSchepper, Program-Operations Manager, WTVR-TV, 3301 W. Broad St., Richmond VA 23230. EOE, M/F.

Operations manager. Require strong commercial, program news production background. Two years experience as production, commercial, or operations manager, or equivalent. Resume by December 10 to Personnel Director, WRAU-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

Promotion manager. Responsible for developing/executing campaigns in all media. Two years promotion experience or equivalent. Also need excellent writing skills, familiarity with production techniques in all media. Resume/sample of work by December 10 to Personnel Director, WRAU-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

General sales mgr. Hands-on manager. San Angelo, TX. If you demonstrate success in this mkt., will have opportunity to move up with mkt. as general mgr. or move to top 50 mkt. Excellent salary/benefits; multi-operator. Resume to PO Box 27206, Houston TX 77027.

General manager. Sales oriented, small market - VNF network affiliate, eastern California. Salary 40-ish plus performance compensation. Resume to Raymond Smart, KECY-TV, 778 State Street, PO Box 29, El Centro, CA 92244.

Business manager - TV station, ind UHF. 2 positions available, both medium mkts. New England and upper Midwest. Resume to Box B-2.

Business manager. Major Southwest market. Group-owned, independent station. Minimum 2 years experience as business manager. Resume/salary requirements to Box B-3. EOE.

Director of programming and production. Aggressive, growing PTV station searching for candidate with successful track record in PTV programming and production. Must have ability to establish, justify, execute long range programming goals, perform daily scheduling and administrative duties, guide/supervise producers, traffic and production personnel. Must be knowledgeable of national and regional trends in public broadcasting and determine their impact on local service. Ability to provide leadership to department and integrate with other departments is required. Bachelor's degree and prior supervisory skills required. Starting salary \$24-\$27,000, plus fringe benefits. Resume to Ken Jarvis, WNPB-TV, P.O. Box TV-24, Morgantown, WV 26507. Deadline: December 31, 1984. AAE/OE.

Sunbelt Indy seeks operations manager. Heads-up & hands-on skills to motivate production, film/tape editing, air operators. Experienced in budgeting, personnel management, goal setting/evaluation. Working knowledge of field/studio production, 1", CMX, TVRO, Lexicon desirable. Resumes/references to Box B-35.

HELP WANTED SALES

TV salesperson! Immediate opening. Aggressive NE small market network affiliate looking for experienced professional salesperson. Agency and direct calling. Emphasis on new business development. Excellent commission structure; ample rewards for performance. Resume to Steve Rozov, Local Sales Manager, WNE-TV, P.O. Box 1310, White River Junction, VT 05001.

TV sales manager. Network affiliate, Mid-Atlantic region. Experience in national/regional business and supervision of local sales staff necessary. Good opportunity to grow with growing company. Excellent compensation/benefit package. Please send resume to Box A-100. EOE/MF.

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.

Regional account executive. NBC affiliate, 118th market, Joplin, MO. Must have previous broadcast sales experience, strong background in ARB & NSI rating services and strong agency account service record. Region includes K. C., Tulsa, Little Rock, Wichita. Mid \$40's/benefits. Send resume/refs. to John Caserta, P.O. Box 333, Wichita, KS 67201.

Assertive salesperson. Two years' small market experience. Grow with new Texas CBS affiliate, excellent retail market. Resume/salary history to GSM, KLMG-TV, P.O. Box 5151, Longview, TX 75608. EOE/M-F.

Independent, Sunbelt top 50's market, has immediate opening for aggressive, knowledgeable marketing salesperson, with ability to package/develop new business as well as handle established list. Must have minimum two years' TV sales - independent preferred. Complete resume to Marty Sokoler, Local Sales Manager, KLRT, P.O. Box 2413, Little Rock, AR 72203.

National sales manager: WPTF-TV, 1 of the fastest growing NBC affiliates, beautiful Southeast 38th ADI market, seeking experienced rep or sales management professional. Contact GSM, WPTF-TV, PO Box 1511, Raleigh, NC 27602. EOE/M-F.

Local sales manager. Southeast VHF affiliate wants to hear from experienced sales manager or mature local sales pro that can document & sell his/her belief that he/she can sell creatively, motivate, train, lead our sales team. Mid 30's/benefits. Send resume/cover letter to Box B-1. EOE.

HELP WANTED TECHNICAL

Maintenance engineer. Progressive Florida VHF seeks experienced engineer. Resume: Chief Eng., WJHG, Box 2349, Panama City, FL 32402.

TV maintenance engineer with chief engineering qualifications. Microwave and translator systems experience required. Reply to Weldon Paulsen, DOE, MTN, Box 2557, Billings, MT 59103.

Chief engineer. Full power UHF start-up, to sign on in 1985, needs chief engineer now! In Tennessee, serving 85th market. Write WETO-TV, Box 1074, Greeneville, TN 37744, 615-639-4266.

Maintenance engineer - major Florida post production facility, with latest digital equipment, has opening for talented, self-motivated television engineer. Must have strong maintenance skills, & digital experience. Beautiful facility, friendly atmosphere. Call Bruce Graham, Chief Engineer, 305-920-0800.

Maintenance technician. Midwest ABC affiliate seeking experienced maintenance person. Service ENG and studio equipment. Resume/salary requirements in confidence to Michael Laemers, Vice Pres. of Engineering, WUHO-TV, P.O. Box 1616, Battle Creek, MI 49016. EOE/M-F.

Director engineering technical administration. VHF television station, highly competitive top 20 market. Ideal candidate will possess at least ten years experience in broadcasting, strong administrative/interpersonal skills, extensive knowledge of all technical aspects of television station operations, exceptional ability in long range facilities/capital planning. Equal opportunity employer. Resume to Box A-14.

Hands-on chief engineer. Year-round resort area, Michigan. Resume to Chief Engineer, P.O. Box 30380, Lansing, MI 48909.

WNFT seeking experienced on-air switchers. 3/4" and quad experience preferred. Salary based on experience. Resume to WNFT, P.O. Box 17547, Jacksonville, FL 32216. EOE.

Studio technician II/maintenance. Install and maintain broadcast electronic systems; provide technical support for broadcast remote and studio operations. Candidate should be experienced in maintenance of VTRs of all formats, cameras, switching, terminal equipment, & state of the art digital equipment. Some travel required. New Hampshire Public Television is growing organization located 60 miles north of Boston. Associate's degree in electronics or equivalent: 3 yrs. technical experience, preferably with studio broadcasting equipment. Salary range \$17,597 to \$27,290, commensurate with experience. Send resume directly to New Hampshire Public Television, Attn: Charles Hyde, Box 1100, Durham, NH 03824. UNH, an AA/EOE.

Field supervisor. Transportable Earthstation. Successful satellite transmission company in Northeast seeking field supervisor for engineering and operation of transportable earth-stations. Position requires extensive travel. Ideal candidate will have 1st class (general) radio/telephone license; engineering degree; supervisory experience; good working knowledge in operation/repair and maintenance of earth station systems; good working knowledge of audio/video as used in broadcast communications. Please send resume/letter of interest to Ms. J. Finkle, 502 Sprague St., Dedham, MA 02026. AA/EOE, M/F.

Manager of engineering. Major market network NBC TV affiliate, 43rd ADL, has opening for mgr. of engineering. Succeed present chief engineer who's retiring. We're seeking applicants with minimum 5 years' experience as chief engineer or assistant chief. Qualified applicants must have strong maintenance background; familiarity with state-of-the-art equipment. Must have operational background, proven leadership ability, administrative skills, with ability to communicate effectively with station and corporate management. Human resources is important part of our operation; therefore, position will require outstanding people skills, particularly with regard to day-to-day supervision/training of engineering staff. EOE/M/F. Resume/salary history to Personnel Mgr., WSAZ-TV, Box 2115, Huntington, WV 25721.

Transmitter maintenance crew chief. New Hampshire Public Television seeks individual to be responsible for maintenance management of flagship transmitter; to plan, schedule, supervise, perform routine maintenance and emergency repairs on UHF and 10 microwave transmission equipment systems, generate/submit oral and written reports of maintenance procedures and results. Associate's degree in electronics or equivalent; five years technical experience preferably in working with transmitting equipment, including one year in supervisory capacity. Must be willing to live within 20 miles of channel 11 transmitter site. Salary range \$19,344 to \$29,994, commensurate with experience. Resume by December 10, 1984, directly to NHPTV, Chief Transmitter Engineer, Box 1100, Durham, NH 03824. UNH, an AA/EOE. NHPTV is on the seacoast, 60 mi. north of Boston.

Video engineer. Growing university production house (new \$2.1 million facility under construction). Diagnose, repair, calibrate digital & analog television (production and RF) equipment. Production engineering to include: CCU operation, location troubleshooting. Requirements: knowledge and experience in repair of digital TV equipment, production engineering, FCC general class license or equivalent. Salary \$20,000 to \$24,000, based on qualifications. Send letter of application with resume to Office of Personnel Services, Box 15, Wichita State University, Wichita, KS 67208. Closing date: December 24. WSU, an AA/EOE.

Maintenance technician. Should have formal training in electronics, at least 2 years' experience in television broadcast systems. Knowledge of cameras, 2", 1", 3/4" tape machines helpful. Must be able to work well with other people. Please submit resume to C. Robert Ogren, Jr., Chief Engineer, Freedom WLNE-TV Inc., 430 County St., New Bedford, MA 02741. Equal opportunity employer.

Transmitter maintenance supervisor. Well-equipped UHF network affiliate, Southeast. Requirements: minimum two years' experience with UHF transmitters. FCC first or general class license. Good working knowledge of FCC rules. AAS electronics or equivalent preferred. EOE/MF. Write Box B-12.

Studio maintenance engineer. Component level. Experience required. Connecticut independent. Profit sharing, benefits. Salary commensurate with experience. Box B-21. EOE.

HELP WANTED NEWS

South Florida affiliate needs creative news photographer/editor. 2 years' experience minimum. Top-notch operation; visual emphasis. Tape/resume to WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901.

California Oregon Broadcasting Investments, (which includes radio and television stations in southern Oregon and northern California), accepting applications for news directors. Excellent supervisory experience and skills necessary. Job includes day-to-day "hands-on" duties. Please send resumes only to California Oregon Broadcasting Investments, Inc., P.O. Box 5M, Medford, OR 97501, attn: Pat Smullen.

Small Sunbelt market seeks news director/anchor. Top-rated newscast. Female & minority encouraged. Resume only to Box A-121. EOE.

Sports reporter/producer. Growing production company needs experienced, people-oriented person. Produce segments of new weekly syndicated auto racing program. Lots of travel. Benefits. Not entry level. Tapes/resumes to Bob Pearce, Sunbelt Video, 4205-J Stuart Andrew Blvd., Charlotte, NC 28210.

Sports photographer. Growing production company needs experienced PM Magazine-type photographer. New weekly syndicated racing program. Join the best in the business. Travel and benefits. Tapes/resumes to Bob Pearce, Sunbelt Video, 4205-J Stuart Andrew Blvd., Charlotte, NC 28210.

News-sports anchor. Two jobs. Weekday casts. Need to demonstrate you can be warm/personable on air, can write conversationally. Must be experienced. Send unedited air check, scripts, resume to Dave Basinger, News Director, WCBI-TV, Columbus, MS 39703. EOE.

Co-anchor: KOB-TV, sunny Albuquerque, NM, seeks anchor to complement current male anchor. Applicant must have 2 years TV news background with some anchor experience. No beginners. Anxious to fill position. Absolutely no phone calls. Rush tape/resume to Mark Slimp, KOB-TV, 4 Broadcast Plaza SW, Albuquerque, NM 87103-1351. EOE, M/F.

Investigative reporter needed. Tape/resume to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

Anchor 10 o'clock news. Must have TV anchoring experience. Opportunity for weekend or morning anchor to move up. Will also do field reporting, editing, shooting. Good salary. Resume/tape immediately to Personnel Director, WTOK-TV, P.O. Box 2988, Meridian MS 39302. Equal opportunity employer.

Anchor/reporter: Midwest TV looking for anchor person. Solid reporting skills. Salary \$16,000 - \$19,000. Resume to Box B-7. EOE.

Immediate opening. Anchor, early and late weekday newscasts. Warm, friendly, mature delivery. No beginners. SE market. Aggressive, #1 news operation. Resume to Box B-22. EOE.

Anchor. Sunbelt ABC affiliate. Need experienced anchor with writing, reporting, production skills. Prefer 5-years experience. Credibility/ warmth are musts. EOE. Resume to Box B-25.

Photographer-editor. Shoot/edit news and sports. Must have college-level training in journalism, television news photography, and editing. Writing and reporting skills helpful, not required. Some commercial TV news experience preferred. Send letter/resume to Dick Nelson, News Director, KCRG-TV, Box 816, Cedar Rapids, IA 52406. EOE.

News director. Small Southern VHF. Must be good administrator and leader that works well with staff & community. Successful producers or assistant news directors who are ready to move up encouraged to apply. Resume to Box B-33. EOE.

We're expanding our investigative reporting unit, & need exceptional individual to produce our stories from idea to top-quality post-production. Network or large mkt. experience a plus. Based in San Francisco. Extensive travel. Rush resume first: Target Television, 16 California St., Ste. 400, San Francisco, CA 94111.

Anchor. 6 & 11. Medium mkt., unbeatable quality of life. Must have strong reporting skills, high energy, sincere interest in people, minimum 3 yrs. primary anchor experience. T&R to ND, WBBH-TV, 3719 Central Ave., Ft. Myers, FL 33901.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion managers, assistants, writer/producers. Six large markets. Send resume/reel: VP Promotion, Gannett Broadcasting Group, 1611 W. Peachtree St., Atlanta, GA 30309.

Film colorist: experienced person only. Major mid Atlantic teleproduction facility adding a film to tape room. Resume to Hal Lipman, E. J. Stewart, Inc., 525 Mildred Avenue, Primos, PA 19018. EOE/M-F.

Producer/host - experienced on-air talent (self-starter). Produce/host early morning, live, 1-hour information/news program beginning o/a April 1, 1985. Top 50 market, mid-east, net affiliate. EOE. Resume/salary requirements to Box A-109.

Writer/producer. Medium market, Pacific Northwest, seeks creative sparkplug to join our staff. New production facility. Applicants must have no less than 2 years' commercial production experience; heavy emphasis as EFP director/camera operator. Ability to work well with clients a must. Resume & tape to David Priest, Production Manager, KBCI-TV, 1007 Jefferson Street, Boise. ID 83702. EOE.

Research director. Seeking research director or research analyst ready to move up. Must have good working knowledge of ratings as they relate to sales, marketing statistics, sales billing trends, diary translations. Possibility to move into sales. Group ownership Media General's WJKS-TV (NBC), Jacksonville, FL (rank 63), looking for such a person. Salary commensurate with experience. Write Karen Heniger, GSM, WJKS-TV, 9117 Hogan Road, Jacksonville, FL 32216. EOE.

Seeking production manager. Hands-on ability. Must have 4 years' experience all phases of studio and remote production. Should possess creative flair and strong leadership skills. Send resume to Tom Foos, KOLD-TV, 115 W. Drachman, Tucson, AZ 85705. Equal opportunity employer.

Assistant/associate professor of broadcasting. M.A. in radio/television, mass communication, or related field. Tenure track pending approval of M.A. as terminal degree. Professional TV production experience required. Teach in broadcasting, with emphasis on television production. Salary competitive. Begin August 20, 1985. Send application/credentials by January 21, 1985, to Dr. Jon Hall, Head, Department of Communication and Theatre Arts, University of Northern Iowa, Cedar Falls, IA 50614. AAEOE.

Commercial photographer. Versatile, top-flight videographer desired. Editing, directing, writing, producing experience. Will work closely with agency clients and programming staff on variety of commercial and in-house projects. Experience with advanced production techniques, shooting styles, lighting methods, special effects, computer editing desirable. Must have at least 1 year commercial production experience, work well with people, and able to give that extra effort. New 1/2" Beta broadcast facilities at market's #1 station. Sample reel must accompany first letter. Production Manager, WPTA-TV, PO Box 2121, Fort Wayne, IN 46801.

Designer/illustrator. Metromedia TV/Dallas seeks award-winning, dedicated artist. Must have previous broadcast experience with strong layout, design, illustration skills for print and on-air. News graphics and Chyron IV experience a plus. Send resume/samples to Art Director, KRLD-TV, 8001 Carpenter Fwy., Dallas, TX 75247. No phone calls, please. EOE-M/F.

On-air producer/director. Metromedia TV/Dallas seeks creative individual. Minimum 2 years experience writing, producing, directing on-air promos. News promotion and other production experience beneficial. Send resume/tape: Production Manager, KRLD-TV, 8001 Carpenter Fwy., Dallas, TX 75247. No phone calls, please. EOE-M/F.

Producer/director production coordinator. Channel 49, Connecticut Public Television, Fairfield County. Minimum 3 years professional television broadcasting experience. Prior experience in all phases of production essential. EOE/M/F. Resume to Sharon Blair, Connecticut Public Television, North Benson Road, Fairfield, CT 06430. Deadline: 12/18/84.

Production assistant. Provide technical and creative support for live studio and post-production work. One year of hands-on experience & good references required. Tape/resume to Mary Bracken, Production Manager, KWWL-TV, 500 East Fourth Street, Waterloo, IA 50703. AAEOE.

Producer/director. Responsible for producing/directing sports and development productions for statewide Nebraska ETV Network. Requires Bachelor's degree in broadcast journalism or related field, with three years experience in television production. Equivalency considered. Salary \$21,136 minimum. Deadline: December 19. Apply to: Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501 AAEOE.

Promotion assistant. Need experienced copywriter, editor, producer of news promotion. Broadcast degree and two years experience in television required. Letter/resume/tape to Marilyn Osborn, KTVV-TV, P.O. Box 490, Austin, TX 78767.

Program marketing executives. KCET/28, Los Angeles public TV station, offers exciting opportunities to join our new program marketing team which is responsible for corporate and foundation funding development for productions and programming. Manager - program marketing. Manages program marketing team in southern California. Handles key accounts, develops marketing plans and strategies. Minimum 5 years television advertising sales, marketing or development management experience. Strong local contacts essential. Publicity and promotion background helpful. Manager - national program marketing. Develops national accounts for funding KCET productions to be televised nationally and internationally. Ideal candidate has considerable marketing and fund development experience in television production. Strong corporate public relations, advertising, or marketing background. High level executive contact with Fortune 500 companies and major national foundations. Extensive travel. Excellent compensation plan. Only resumes with salary requirements will be considered. Respond to KCET/28, Nancy Rishagen, 4401 Sunset Blvd., Los Angeles, CA 90027. EOE.

SITUATIONS WANTED NEWS

Managing editor, medium market, ready to move up as news director or assistant news director. Box A-89.

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.

Meteorologist. Experienced in top 50 market, looking for number 1 or 2 position, smaller market size. Outstanding forecasting skills, professional, enthusiastic, dedicated, hardworking. Gary, 513-352-5084.

Female meteorologist. Three years top 30 market experience. Highly skilled in computer graphics. Seeking morning/noon weather position. Write Box A-124.

Producer/reporter/writer. 25. Degree. 4 yrs. TV Gets facts, grammar, format right. Marty, 318-865-8825.

Meteorologist seeks entry-level position. North Carolina State University May graduate. Two years experience WRAL-TV preparing/broadcasting forecasts for radio in five cities and two state news networks. Confident & ambitious about making transition to TV weathercasting. Contact Ed, 201 Groveland Ave., Raleigh, NC 27605, 919-833-6033.

Experienced anchor/reporter. Stable, dedicated, committed. 3 yrs.' experience. Seeking move from small to medium market. Call George Hiotis before 2 PM, 614-455-3519. Midwest only.

Experienced couple. Substance & personality. Seeking reporter or host positions, medium/major market. Have worked several markets. She: TV reporting/anchoring/assigning. Talk host/producer. Management. Newspaper reporting. B.A. English. M.A. broadcast journalism/Syracuse. He: TV reporting/producing/assigning. Bureau supervisor. Radio reporting/anchoring/talk. B.S. broadcast journalism/Syracuse. M.A. economics. Law degree. Salaries negotiable. Will consider package or individual offers. Box B-11.

Meteorologist. Personality plus quality on-air presentation. Authoritative, friendly communicator. Doppler radar, Colorgraphics, severe weather lover. Community involvement a must. Southern markets, please. Box B-23.

News photographer, over one year experience in small market shooting/editing, seeks challenging position, small to medium California market. Dedication, aggressiveness, willingness to get job done are my forte. Resume and tape available. Box B-26.

SITUATIONS WANTED TECHNICAL

19 years broadcast engineering. 10 years as television chief engineer & director of engineering. Start up & upgrade construction, studios & transmitters, union crews, people management, departmental budgeting from scratch. Please reply Box A-101.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

ENG photographer - news - production - editing. 3 1/2 years' experience Washington, DC market. Work also distributed in top ten markets. Promo. and spots. copywriting experience, will relocate. Box A-117.

Experienced, aggressive, BA/broadcasting seeks videographer/production position. ENG, EFP, extensive freelance experience. Trade opportunity for hard work. Bob, 716-684-6088.

Experienced tape editor seeks new opportunity/challenge. Will relocate. Contact Brian Birkland, 1926 Calaveras Circle, Antioch, CA 94509; leave message: 415-754-4987.

Star search '85. Seeking a star performer for your team? Recent college grads seeks entry level position, NY area. Hardworking. Steven Droge, 19 Hiview Rd., Wappingers Falls, NY 12590, 914-297-9295 6-11 PM EST.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Communications director. New Diocesan position. Official liaison with electronic, print media; supervises all public relations. Resume/salary history to Department of Planning, Diocese of Memphis, POB 41679, Memphis, TN 38174-1679.

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.

Television Systems & Services, fast-growing, friendly TV equipment supplier, looking for a few good people. We need Northeast sales manager, Southeast sales manager, & home office sales manager. If you have had 5 or more years in television engineering, good knowledge of current practices, enjoy dealing with people, are established in Northeast or Southeast or want to live in Austin, Texas, give us a call for information or discussions. 800-531-5143; 800-252-8286.

HELP WANTED INSTRUCTION

Mass communications—Generalist for 15-faculty BA/MA program at Jesuit University. Ph.D. or ABD, or M.A. with extensive experience. Specialization in at least two of the following areas: advertising, broadcast journalism, magazine journalism, advanced writing/reporting, quantitative teaching/research. Graduate and undergraduate teaching. Vacancy August, 1985. Send letter/resume to Prof. James F. Scotton, Search Committee Chair, College of Journalism, Marquette University, Milwaukee, WI 53233. Deadline January 15, 1985, or until filled. Equal opportunity/affirmative action employer.

Vacancy: communication arts. Instructor/assistant professor of telecommunications. Successful applicant will teach such courses as television production, broadcast journalism, ENG/EFP. Will also supervise operation of campus community cable TV station, prepare college promotional material. Salary negotiable; additional compensation possible through Summer work. Applicants with Ph.D. preferred; those with Master's degree will be considered. Candidate is expected to have both teaching and broadcasting experience. Interested persons send cover letter, resume, three current letters of recommendation to Dr. Walter E. Scheid, Chairman, Communication Arts Department, Westminster College, New Wilmington, PA 16172. Position will begin Fall term, 1985; closing date for applications: January 31, 1985. Westminster, an AAEOE.

Graduate assistantships in new M.A. program prepares students for telecommunications leadership positions. Twelve-month appointments begin July 1, 1985. Half-time stipend (\$7,000) includes tuition waiver for four terms. Bachelor's degree in radio-TV or related field required. Professional broadcast experience preferred. Teaching assistants are assigned to writing, performance, production courses. Research assistants are assigned to faculty projects. Inquiries to Dr. Frank W. Oglesbee, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901. 618-536-7555. AAEOE.

Associate dean for graduate studies. University of Alabama is expanding graduate offerings in communication. Ph.D. proposal in progress, strong M.A. programs in place. Person will have associate or full professor rank, will coordinate graduate studies in school which offers Master's degrees in broadcast/film, advertising/PR, journalism, and speech communication. New building, research center with variety of computer and other resources, productive faculty, excellent pay and benefits make this an excellent opportunity. Graduate enrollment at 50 should reach 100 in few years. Applicants must have doctorate and strong teaching/research record. Send letter, vita, three letters of recommendation to Dean Ed Mullins, Associate Dean Search Committee, School of Communication, Box 1482, University, AL 35486. The University of Alabama, an equal opportunity/affirmative action employer.

Ithaca College. Television-radio department, school of communications, has opening for assistant/associate professor. Teach courses in two or more of the following areas: qualitative and quantitative research methods, media writing, media management, media economics, history, criticism. This is new position, in growing program. Ph.D. or near in communication and successful teaching required. Will also provide leadership in program development. Screening begins January 15, 1985; however, applications accepted until position is filled. Send application to Dr. Ben Crane, Chairperson, Media Generalist Search Committee, Department of Television-Radio, School of Communications, Ithaca College, Ithaca, NY 14850, 607-274-3242.

Ithaca College. Television-radio department, school of communications, has opening for assistant/associate professor. Teach/develop advertising, public relations, AD/PR research courses. This is new position, in growing program. Ph.D. or near preferred. Master's degree with significant professional experience considered. Successful teaching essential. Rank and salary open, depending on qualifications. Screening begins January 15, 1985; however, applications accepted until position is filled. Send application to Mr. Howard Cogan, Chairperson, AD/PR Search Committee, Department of Television-Radio, School of Communications, Ithaca College, Ithaca, NY 14850, 607-274-3242.

Ithaca College. Television-radio department, school of communications, has opening for assistant/associate professor. Teach electronic journalism. This is new position, in growing program. Rank and salary open, depending on experience/qualifications. Ph.D. or near desired. Master's degree with significant and relevant professional experience considered. Duties will include teaching and development of undergraduate courses in electronic journalism, such as newswriting, production, and management; serve as advisor in news and information to the school's three co-curricular broadcast facilities. Screening begins January 15, 1985; however, applications accepted until position is filled. Send application to Dr. Wenmouth Williams, Jr., Electronic News Search Committee, Department of Television-Radio, School of Communications, Ithaca College, Ithaca, NY 14850, 607-274-3242.

Radio-television-film. University of Maryland. Two positions: (1) Assistant professor or above: teach required course, intro RTVF; other areas. Ph.D., scholarship, teaching, service required. (2) Staff or faculty: teach production, manage, produce video/TV. MA plus experience. EOE. Inquire: Lawrence Lichty, Communication Arts, College Park 20742.

Broadcasting/associate professor or assistant professor. University of Alaska, Anchorage. Tenure track. Teach such courses as TV production and documentary, including ENG and EFP, broadcast newswriting; share responsibility for core courses. Coordinate broadcast sequence in fast growing dept. of journalism and public communications. Requires professional and teaching experience in electronic media. Ph.D. or Master's in related area of mass communication. Potential demonstrated for research/creativity. Salary very competitive; relocation allotment. Begin August 19, 1985. Send application letter, resume, three reference letters by 1-15-85 to Broadcast Search, Personnel Services, Univ. of Alaska-Anchorage, 3211 Providence Dr., Anchorage, AK 99508. Affirmative action/equal opportunity employer.

Director, center for information and communication science. Ball State University invites applications and nominations for position of director, center for information and communication science. Available July 1, 1985. Director reports directly to provost and vice president for academic affairs and directs all aspects of operation of the center for information and communication sciences, including academic programs, research and service activities, production, and faculty development connected to the center. Qualifications: baccalaureate degree from accredited institution; combination of post-baccalaureate education, media experience, knowledge of computer applications & of information and communication science technology; connections with external funding sources; demonstrated abilities to communicate; higher education experience; administrative experience that will enable individual to provide leadership and vision for diverse activities of the center. Applications, current vita, the names, addresses, & telephone numbers of at least three references should be addressed to: Center Director Search, Office of the Provost, AD-106, Ball State University, Muncie, IN 47306, 317-285-1333. Position open until filled; however, review of credentials begins December 15, 1984. Ball State University practices equal opportunity in education and employment.

Faculty position in broadcast news, University of Colorado—Boulder, school of journalism. Responsibilities: primarily teaching broadcast news and conducting mass communication research. Person would also teach in conceptual area of mass communication. Also desirable that person be prepared to teach public relations. Other duties include maintaining good relations with media professionals, serving on university committees, advising, etc. Qualifications: Ph.D. or equivalent in mass communication or related field. Professional media experience. Doctoral candidates with all but dissertation completed will be considered. Terms: appointment as assistant professor beginning August 28, 1985. Salary competitive. Minimum \$25,000. Direct applications no later than January 18, 1985, to Frank Kaplan, Chair, Search Committee, School of Journalism, Campus Box 287, University of Colorado, Boulder, CO 80309. University of Colorado is an equal opportunity/affirmative action employer. Applications from minorities and women are encouraged.

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.

Remote truck: church related organization. Donation/purchase. Catholic Media Ministry, P.O. Box 40200, St. Petersburg, FL 33743, 813-344-1611.

Non-profit, non-denominational religious organization needs donations of video production equipment. Great tax deduction. Call Wayne Robertson, 209-435-8141; write P.O. Box 9752, Fresno, CA 93794.

Used or junked Ampro CT 5500 Tri-Dek for parts. Call Roy Burnette or Jim Childress, 704-586-4858.

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.

UHF transmitters - 2 available, 30KW or 55KW; low price; immediate delivery. Call Quality Media Corporation, 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.

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.

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.

Own a transportable 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.

10 RCA TK-630 color cameras. Complete with tubes, lens, control cables. Many spares available. Eric Address, E. J. Stewart, Inc., 215-626-6500.

Harris FM-20H3 (1977). 20kw FM, on air, portable studio desk w/2 QRK trntbls. & 8 ch. stereo board, ITA 5kw FM transmitter. Call M. Cooper/Transcom Corp., 215-379-6585.

1kw AM RCA BTA-1R, good condition. Call M. Cooper/Transcom Corp., 215-379-6585

Cetec 7000 automation system-complete, all you need to automate your station-system's up and running for your easy checkout. Only \$30K. Save over 50% of original cost. Contact David Lykes or David Brant, 512-423-3910.

CMX Edge editing system with three Sony BVU-2000's, two BVT-1000 TBC's, Panasonic AS-6100 switcher, WV-5203 monitor, audio mixer. E. J. Stewart, Inc., 215-626-6500.

TV-81 camera cable. 20,000 feet. Various lengths. All good. Eric Address, E. J. Stewart, Inc., 215-626-6500.

Videocassettes, half price! Master stock quality U-matic blanks. Chyron evaluated, delabled, erased, fully guaranteed! Albums included. Prices: KCA-60's \$12.49; KCA-30's \$9.49; mini KCS-20's \$7.49; mini MBU-18's \$8.49; KCA-10's \$6.99. 1" and 2" videotape also available. Free, fast delivery to anywhere in U.S. Carpel Video, Inc. Call Collect, 301-845-8888.

25KW FM Sparta (1978) model 625 w/exciter, like new condition. Call M. Cooper/Transcom Corp., 215-379-6585.

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.

3 Thomson MC601 color cameras, Fujinon 14 X 1 lenses, CCU's with multi-core interface rear V.F. zoom & focus controls. Call Walter Edel, 212-689-1040.

Dubner CBG 2 animation system. \$55,000. Adda 750 dual channel milli-pix 750 still store capability \$45,000. Television Graphics, 201-444-2911.

1000 foot solid 10 foot face tower can be extended to 2000 foot. Perfect for panel FM or TV. Jim Tiner, Tiner Associates, 214-739-2828.

Harris MWIA 1000 watt AM transmitter. New March, 1983. Reason for selling: power increase. Barbara Gretsche, KASM Radio, Albany, MN 56307, 612-845-2184.

TR-50, TR-60, A/R-2, TK-27/28 islands, TR-800 1" VTR (only \$19,500), TK-44s, Vital Vix-114-3K, 504B TBC. Waveform/Vector combinations, CMX-340X editor. Media Concepts, 919-977-3600.

1 Grass Valley SWR - 1600-1X with Emem, 4 TK 760's, 1 CMX Edge, 1 Chyron VP-1 with micro. 215-251-0460.

MISCELLANEOUS

Business plans - A five year financial plan for your new TV station will help cinch your financing. Quality Media, 404-324-1271.

Direct response advertiser seeks to expand radio markets for successful "per inquiry" campaign. Contact E/S Enterprises, 19 E. 83rd St., NYC 10028, 212-535-1517.

COMEDY

Free joke packet. Writers: George Bissessar, Mel Loftus, Mollie Sluss, L.P. Whitney. Contact Robert Makinson, GPO Box 3341, Brooklyn, NY 11202, 718-855-5057.

CONSULTANTS

Feedback Unlimited. Videotapes critiqued by former Denver news director. Stations and individuals. 1313 Williams, #901, Denver, CO 80218, 303-320-6816.

**THIS PUBLICATION
IS AVAILABLE
IN MICROFORM
University Microfilms
International**
300 North Zeeb Road,
Dept., P.R., Ann Arbor,
MI 48106

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

RADIO

Help Wanted Management

GENERAL MANAGER

Exciting opportunity for successful manager. State-of-the-art class C, growing San Antonio market. Young, expanding group needs strong, experienced leader. Excellent benefits, incentives. Reply in strict confidence to President, American Media, Inc., P.O. Box 230, Long Island, NY 11772, 516-475-5200. EOE, M/F.

AmericanMediaInc

CHIEF ENGINEER

Exciting opportunity. Build state-of-the-art class C, growing San Antonio market. Young, expanding group needs strong, experienced chief engineer. Excellent benefits, incentives. Reply in strict confidence to President, American Media, Inc., P.O. Box 230, Long Island, NY 11772, 516-475-5200. EOE, M/F.

AmericanMediaInc

ANNOUNCEMENT

Hudson Broadcasting Corporation, KORS AM/FM, Minneapolis/St. Paul's exclusive album rock station, now accepting applications for position of general manager. We invite your response. Kindly send resume/earnings history/references to Hudson Investment Corporation, 1150 17th Street, NW, #1104, Washington, DC 20036. EOE.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

SPECIAL NOTICE: ALTERED DEADLINE SCHEDULE

The following dates will serve as classified advertising deadlines for the issues specified. **REMINDER:** There will be no issue published Monday, Dec. 24, 1984.

- **MONDAY, DEC. 10, 1984**, will be the deadline for the Dec. 17 issue.
- **WEDNESDAY, DEC. 19, 1984**, will be the deadline for the Dec. 31 issue.
- **WEDNESDAY, DEC. 26, 1984**, will be the deadline for the Jan. 7, 1985 issue.
- **MONDAY, JAN. 7, 1985**, will be the deadline for the Jan. 14 issue.

Help Wanted Sales

SALES MANAGER

This is what we offer to the experienced, motivated person we're seeking to head our radio station sales staff:

- High income plus complete benefit package.
- Professional work environment.
- Member of large & growing broadcast group.
- Station revenue \$4 million.
- 9-person sales staff.
- Total computerization of all sales functions.
- Leading audience shares.

What do you offer? Send letter and resume to:

Box A-113

KCAL^{FM} 96.7
THE ROCK SPECTRUM

• P.O. BOX 390, REDLANDS, CA. 92373 •

Southwest Broadcasting looking for sales manager with small or medium market experience, able to motivate/develop local sales department. Also have two openings for experienced account executives. Opportunities abound in nation's 23rd largest market, Riverside/San Bernardino, CA metro. If you're self-motivated with radio sales management or radio sales experience, call Jim James today, 714-825-5020. Equal opportunity employer.

Help Wanted Announcers

WSVA
550

Early morning co-host. Top-rated show in Shenandoah Valley, WSVB, Harrisonburg, VA. Must be mature, knowledgeable, have ability to converse with co-host on three-hour personality information and talk show. Join our staff of 32 professionals. Send tape, resume, salary history to Bob MacNeil, Operations Manager, WSVB, PO Box 752, Harrisonburg, VA 22801. No phone calls, please.

EOE, M/F.

TELEVISION

Help Wanted Management

DESIGN SERVICES MANAGER

*You're a rare breed, but
we know you're out there!*

If you produce electronic graphics (hands on!), are picky about your printed pieces, beat deadlines, design lots of sets, are a proven manager and believe hard work is fun, then join our hot-shot creative team as Design Services Manager at the best station in the country!
Let's see your stuff!

Ann Pace
WJXT-TV4
P.O. Box 5270
Jacksonville, FL 32207

WJXT is a Post-Newsweek station and an equal opportunity employer.

VP/CHIEF OPERATING OFFICER

New film/television production firm looking for officer to assume start-up of facility. Venture/public funding being established. Wish person with industry/operations background, with network, O & O, production, distribution/syndication, and finance familiarity. Unique opportunity for highly-motivated individual. Possible equity participation. Send written particulars to Box B-28.

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 News Continued



Satellite news gathering (SNG) company is seeking experienced TV news professionals. All staff members must have local news experience, knowledge of satellite news gathering, computer-information systems skills, and willingness and flexibility to work in a 24-hr., 7-day-a week, multi-channelled news operation. We are looking for:

- managing editors
- associate producers
- satellite technicians—coordinators.

Send resumes and inquiries:

Anita Klever, VP News
CONUS Communications
3415 University Ave.
Minneapolis, MN 55414
EOE, M/F

Help Wanted Sales

MANAGER-MARKETING ADMINISTRATION

Top 20 network affil., growing, very aggressive, strong #2 station, Rocky Mountain West. Excellent opp'ty for person with strong retail, broadcast background. Position demands creative, demonstrated marketing skills, & strong presentation ability. Position includes coordination of vendor campaigns, mktg. of special station projects, developing non-traditional TV advertisers; supervising creative, research & support personnel. EOE/MF. Complete resume to Box B-10.

Help Wanted Programing, Production, Others

PRODUCER/DIRECTOR

Expanding production department seeking talented ad spot prod/dir. with 3 yrs' experience who enjoys working with clients in one of the most beautiful cities in the world. Resume: Cox Production Services, Personnel Administrator, P.O. Box 3920, Santa Barbara, CA 93130, 805-963-0911.

Help Wanted Programing, Production, Others Continued

People Are Talking

BRIGHT?

PERSONABLE?

EXCEPTIONALLY TALENTED?

Experienced co-host needed for competitive daily talk show in fourth market VHF station. Must be adept at handling in-depth topics, trends, and issues for this one-hour morning program. Sensitivity and personality a must.

If you are extraordinary, send demo tape and resume ASAP to: Cynthia Fenneman, Executive Producer, KYW-TV, Independence Mall East, Philadelphia, PA 19106.

Equal Opportunity Employer M/F

KYW-TV 3

Employment Service

RADIO PERSONNEL NEEDED

NATIONAL, recognized as the leader in radio personnel placement, is currently receiving job orders for announcers, newspeople, programmers, & 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

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!

Help Wanted Technical

CHIEF ENGINEER

Well-established post production facility in Los Angeles seeks hands-on chief engineer. We need experienced professional who would like to play a key role in managing a company with commitment to quality in engineering and customer service.

Position has responsibility for maintenance and videotape operations, including supervision of eight-person staff. Ideal candidate will have extensive experience with sophisticated post-production systems, both in design and hands-on maintenance. Direct experience with Sony VTR's, CDL switchers, and Quantel DVE a plus.

Company offers excellent salary, comprehensive benefits, profit-sharing. Please respond to Peter Kirby, Video Transitions, Inc., 910 No. Citrus Ave., Hollywood, CA 90038, 213-465-3333.

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

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.

Miscellaneous

Docket 80-90!

- Site Survey
- Tower Construction, Management and/or Leasing

Call Tiner Assoc., Inc.
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ALLIED FIELDS

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The newly established center for media and communication studies is a comprehensive, interdisciplinary academic and service program. Four major areas of study are available, including mass media, print-electronic journalism, public relations, and organizational communications. The center encompasses a unique learning environment in which state-of-the-art broadcasting facilities, a cablecasting system, telecourse production, and media distribution are integrated with the communication curriculum. Washburn also operates KTWU-TV, PBS affiliate serving eastern Kansas.

Assistant/associate professor of broadcasting-telecommunications. Tenure track. Ph. D. required. Teaching experience essential. Candidates will assist in designing telecommunication curriculum. Strong theoretical and applied interest in both traditional and developing telecommunication areas will be helpful. \$24,000-28,000.

Assistant professor of broadcasting-telecommunications. Tenure track. Ph. D. required. Applicant will develop production areas & teach media courses. Teaching experience preferred. Training and development experience desired. \$20,000-22,000.

Positions available Fall Semester, 1985. Application deadline January 1, 1985, or until suitable applicants identified. Send complete application including letter, professional resume, academic transcripts, three letters of recommendation to Dr. Frank Chorba, Chairperson, Center for Media and Communication Studies, Washburn University, Topeka, KS 66621. Washburn University is an equal opportunity/affirmative action employer.

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SALES INDUSTRIAL VIDEO PRODUCTS

We are seeking sales individuals with experience in CCTV color cameras and color monitors, and ability to demo these products in industrial and broadcast markets. Responsibilities include development of existing and new markets; therefore, travel required. The positions report to regional managers & are available for our Tampa, Florida & Dallas, Texas, offices. Our compensation package includes salary, commission, company car, complete benefits package. Please send resume in confidence outlining your qualifications and salary history to:

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Professional Products Division
IKEGAMI ELECTRONICS (U.S.A.), INC.
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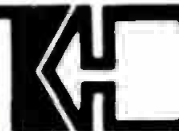
TV				
NE	MJR		UHF	CP
NV	SM		VHF	CP
UT	SM		VHF	CP
WI	MED		UHF	CP
WA	MED		UHF	CP
LPTV				
SC	MED	UHF		CP
FL	SM	UHF		TV
KY	SM	UHF		CP
ME	SM	UHF		CP
FM				
IL	MET	A		
SBELT	MJR	C		
AM				
SBELT	MJR	50KW	\$1.2 MIL	
AL	SM	DAY	\$185K	

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■ Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.

■ East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

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JAN PEEK COMMUNICATIONS, INC.

On your purchase of WCNX, Middletown, CT. Our best wishes for success to Bill and Judith Florence, Ed Creem, Scott Baecker, and other stockholders. We're happy to have represented Don and Corry Thurston in this sale.

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FOR SALE

Full-day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements among the topics. Find out how to buy your next or first station through my personal experience. Mr. Robin B. Marlin, President, Deer River Broadcasting Group, 645 Madison Ave., NY, NY 10022. 212-980-3886.

For Sale Stations Continued



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

Location	Size	Type	Price	Terms	Contact	Phone
GA	Sub	AM/FM	\$1350K	\$350K	Brian Cobb	(202) 822-8913
FL	Med	FM	\$1055K	Terms	Randy Jeffery	(305) 295-2572
OK	Sm	AM/FM	\$750K	\$150K	Bill Whitley	(214) 680-2807
WI	Med	AM	\$500K	Terms	Burt Sherwood	(312) 272-4970
ID	Met	AM	\$500K	\$150K	Greg Merrill	(801) 753-8090
NC	Met	AM	\$400K	\$60K	Mitt Younts	(202) 822-8913
WI	Sm	FM	\$400K	Cash	Peter Stromquist	(319) 359-4768
PA	Med	AM	\$325K	Cash	Ron Hickman	(401) 423-1271
GA	Sm	FM	\$310K	\$75K	Bill Cate	(904) 893-6471
IN	Sm	FM	\$160K	\$55K	Peter Stromquist	(319) 359-4768

For information on these and our other availabilities, or to discuss selling your property, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.



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Class A FM with metropolitan coverage. Strong ratings position with potential. \$1.5 million cash = 8X cash flow.

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Channel 61, Phoenix, AZ, has ceased operations after 20 months of video music programming. Owners seek quick sale of license. Excellent opportunity to acquire major market LPTV station at bargain price. Some equipment may also be available for sale. Address inquiries to Ms. C.W. Buckner, 2600 Martin Luther King Dr., Suite 307, Atlanta, GA 30311. 404-696-8441.

Dan Hayslett

& associates, inc.



Media Brokers
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(214) 691-2076

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- 10 UHF TV CPs + 2 VHF TVs + 4 UHF TVs
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- Daytimer covers KY university city. Real estate. \$350,000, terms.
- Daytimer. Chattanooga area. Real estate. \$12,000 down. Some payments traded out.
- FMs: AL, CA, GA, GU, IL, MI, MS, NM, OH, PR, TN, TX, VA, VI.

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Media Broker
AM-FM-TV-Appraisals
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Lexington, MO 64067
816-259-2544

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Small mkt. 1KW daytimer with PSA. No other AM station or daily newspaper in any direction for 70 miles. Low downpayment, easy terms. Call Chuck Boles, partner/mgr., 915-884-2828.

VIRGIN ISLANDS/ SAN JUAN, PR

AM and FM for sale. Broadcast Media Consultants, U.S.: 704-487-5557; San Juan, 809-725-0240.

PARADISE POWERHOUSE

10,000 watt fulltime non-directional AM. Oahu, Hawaii. Unique sales potential: only AM station serving 150,000+ mkt. from "within." + bonus coverage of Honolulu & other Hawaiian islands. Companion FM application ready to go. Priced to sell immediately: seller deducts \$100,000 for all-cash sale. Toss away the snow shovel; capture the sunny good life. Write Box B-19; call 805-682-2998. An excellent investment & bargain!

MIDWEST MONEY MACHINE

AM/class B FM. Only stations in high income metro of 125,000. (Not suburban). Death of principal makes properties available first time ever. Consistent & continuing growth compounded at 20% annually since 1975. Beautiful new studio/office building at transmitter site. Excellent equipment. Gross \$1.5 million. Actual cash flow most recent year \$662,000. Priced at 6.5 times cash flow. \$4,300,000. Box B-36.

For Sale Stations Continued

MDS FOR SALE

MDS operating in growing Southeastern market for sale. Qualified buyer may contact owner. Write Box B-6.

PARTNER(S) WANTED!

Idaho class IVAM. Only station in county! Broadcast engr. seeks active "person-friday" w/\$20K min. for 40% equity-up! RF designer ideal but optional. Near Spokane, WA. Box B-43.

ROCKY MOUNTAIN AM

Good major market fulltime facility. Positive cash flow. \$1.5 million. Seller financing available. Box B-30.

SUNBELT POWERHOUSE WITH REAL ESTATE

Don't miss this one of a kind opportunity. Ideal for group owner. Powerful, clear channel, non-directional, great dial position AM. Well established in USA's fastest growth market. Primary coverage to approximately 30 counties with income of about \$9 billion. Rich market for agriculture, oil, industry. Farm director member of N.A.F.B. Absentee-owned. Only \$595,000. cash or terms. Write Box B-44.

CLASS C FM/FULLTIME AM WASHINGTON STATE

Rural facilities, fully automated. Ideal mom and pop operation. Make offer. We must divest. Write Box A-111.

NORTHWEST FM/AM

Excellent facilities; growing market. Good billing and cash flow. \$2 million. Terms available. Box B-31.

FOR SALE MID SOUTH UHF

New mid channel UHF; reaches into top 50 market. Great potential with proper management. Box A-130.

METRO FM/AM

100KW FM/fulltime AM. Major Northwest market. Currently profitable with plenty of potential. \$7.5 million. Box B-32.

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This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

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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—any 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

Richard Paye, VP and general manager, KAIR(AM)-KJYK(FM) Tucson, Ariz., named VP and chief operating officer of parent, Surrey Broadcasting Co., Denver. Surrey owns two AM's and three FM's in Arizona, Oklahoma and Missouri.

Larry Safir, sales manager, KCOR(AM) San Antonio, Tex., joins KSDR Inc., which has purchased, subject to FCC approval, KBUC(AM) San Antonio, as president.

Appointments, United Broadcasting Co., Bethesda, Md.: **Bill Parris**, VP, operations, to executive VP; general managers named VP's: **Joe Schweighardt**, WKDM(AM) New York; **Raul Ortal**, KALI(AM) San Gabriel, Calif.; **Ken Shubat**, KSOL(FM) San Mateo, Calif., and **John Columbus**, WYST-AM-FM Baltimore.

Steven Friedheim, VP and director of sales, WNOL-TV New Orleans, joins KEKR-TV Kansas City, Mo., as VP and general manager.

Jerry Schnacke, general sales manager, KMNS(AM)-KSEZ(FM) Sioux City, Iowa, joins WJLK(AM)-WBIZ(FM) Eau Claire, Wis., as general manager.

Paul Krimsier, station manager, KGMC(TV) Oklahoma City, named VP and assistant general manager.

Nelson Cohen, VP, AM operations, Group W Radio, Philadelphia, named assistant general manager of Group W's KYW-TV there.



Woodyard

Meredith (Meddy) Woodyard, VP and general manager, The Source, NBC's young adult network, New York, joins RKO Radio Networks there as VP, director of affiliate services.

Mike Salem, producer-director, KGTU(TV) San Diego, named operations manager.

Gloria Briggs, administrator, ABC Youth Radio Networks, New York, named manager, affiliate relations, ABC Rock Radio Network.

Kevin Cattoor, manager of financial planning, Midwest Communications, Minneapolis, named controller of Midwest's WCCO(AM) there.

Marketing

Richard Colligan, president and chief executive officer, B&B Direct, direct marketing arm of Benton & Bowles, New York, joins Stone & Adler there as chairman and chief executive officer.

John Mead, associate creative director, SSC&B, New York, joins Dancer Fitzgerald

Sample/Southern California, Torrance, Calif., as executive VP, creative director. **Nora Lapham**, VP, associate media director, DFS/New York, named senior VP, media director, DFS/Southern California.

Paul McDonough, senior television producer, Benton & Bowles, New York, named senior VP. **Avi Dan**, account supervisor, B&B, New York, named VP.

Appointments, Foote, Cone & Belding, New York: **David Liemer**, copywriter, to VP; **Robbyn Borok**, media planner, to media supervisor; **Christine McDonough**, assistant media planner, to media planner; **Lydia Liebchen**, assistant account executive, to account executive.

Named VP's, Grey Advertising, New York: **Louis Hernandez**, art director, and **Patricia Levine** and **Joseph Venturini**, creative supervisors.

Laurie Walson, research director, D'Arcy MacManus Masius, St. Louis, named VP.

Chuck Husak, associate creative director, Ketchum Advertising, Washington, named creative director.

Bruce Weinreb, account executive, Ogilvy & Mather, New York, joins BBG&M, Secaucus, N.J., as director of account services.

Gary Gaal, director of production services, noncommercial KTCA-TV Minneapolis-St. Paul, joins Hallmark Advertising, Pittsburgh, as broadcast director.

John Moran, general manager, Storer Communications, Groton and Clinton, both Connecticut, joins The Essex Group, Greenwich, Conn.-based MSO, as director of marketing.

Doug Schores, account supervisor, Weightman Advertising, Philadelphia, named VP, senior account supervisor. **Jim Paradis**, account supervisor, Weightman, named VP.

Andrew Fein, VP, marketing, international sports division, Robert Landau Associates, New York, joins Lifetime there as VP, sales.

Michael Rubin, account executive, sports sales, central division, ABC-TV, Chicago, named VP, sales manager, central division.

Patrick Healy, assistant controller, Scali, McCabe, Sloves, New York, joins Interep Cos. there as VP, controller.

Carol Sokol, media planner, Creamer Dickson Basford, Pittsburgh, named associate media director.

Louise Langer, from Ammirati & Puris, New York, joins Eastman Radio there as account executive. **Tom O'Brien**, account executive, Eastman Radio, Chicago, named office manager, Detroit.

Judy Office, account executive, Sive Associates, Cincinnati, named associate account supervisor.

Debra Roue-Ryan, broadcast supervisor, Bozell & Jacobs, Minneapolis, joins Katz American Television there as account execu-

tive.

Zigmund Stevens, from Dimension Cable, Providence, R.I., joins Colony Interconnects there as account executive.

Margaret Giuffre and **Melissa Kearney**, assistant account executives, Tatham, Laird & Kudner, Chicago, named account executives.

Donna Gibbs, research assistant, Major Market Radio, New York, named marketing research manager.

Patti Smith, co-op marketing director, KMPH(TV) Fresno, Calif., joins Retlaw Broadcasting Co., Monterey, Calif., as director of co-op and vendor marketing services. Retlaw owns KMST(TV) Monterey and KJEO(TV) Fresno.

Kim Bradley, account executive, gold team, Katz Television Continental, Chicago, named manager of olympic team. **Steven Carlson**, account executive, red team, Katz American Television, Chicago, named manager, white team.

Cindy Lichtenstein, from Grey Advertising, New York, joins Gillespie Advertising, Princeton, N.J., as account executive.

Brooks Roscoe, freelance screenwriter, Los Angeles, joins Quinn & Johnson/BBDO, Boston, as copywriter.

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Continental Electronics offers 24-hour professional engineering service and parts for Continental and Collins AM & FM transmitters.

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

Continental Electronics

1 kW thru 50 kW AM & FM transmitters and related equipment
©1983 Continental Electronics Mfg. Co./5332

Julius Harper, from KPRZ(AM)-KHS(FM) Los Angeles, joins CBS Radio Spot Sales there as account executive.

Gerald Stagers, sales research analyst, Katz Television, New York, joins WDM-TV Washington as research specialist.

Christopher Sniffen, marketing director, Cable Air Space, White Plains, N.Y., joins Cable Networks Inc., Union, N.J., as account executive.

T. Dan Loving, general sales manager, KMGC(TV) Oklahoma City, named VP and director of sales.

Greg Winston, national sales manager, KIRO(AM)-KSEA(FM) Seattle, named general sales manager.

Tom Arnost, local sales manager, KTLA(TV) Los Angeles, named general sales manager.

Rick Gold, account executive, KTLA, succeeds Arnost.

Ron Johnson, VP and general sales manager, KTTV(TV) Sioux City, Iowa, joins KWWL(TV) Waterloo, Iowa, in same capacity.

Jack Herr, from Cable 4, York, Pa., cable system of Susquehanna Broadcasting Co., joins WOYK(AM) there as general sales manager.

Kevin Malone, account executive, KRBQ-AM-FM Tampa, Fla., joins WZNE(FM) Clearwater, Fla., as general sales manager. **Todd Cralley**, account executive, WRBQ-AM-FM, joins WZNE(FM) in same capacity.

David Carfolite, national sales manager, WRTV(TV) Indianapolis, joins KERO-TV Bakersfield, Calif., as general-local sales manager.

Joe Woods, from KXXY-AM-FM Oklahoma City, joins WTI(AM) New Orleans as general sales manager.

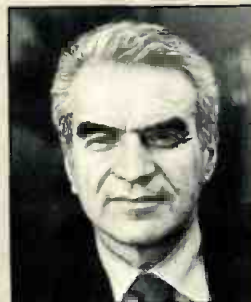
Sarah Kennard, local sales manager, WBCY(AM) Charlotte, N.C., named national sales manager, WBT(AM)-WBCY(FM) there. **Pat Foy**, local sales manager, WBT, named local sales manager for both stations.

Daniel Gorby, sales manager, WDC(FM) Durham, N.C., joins WROQ-AM-FM Charlotte, N.C., as local sales manager.

Charles Jewell, national sales manager, WHO(AM) Des Moines, Iowa, named national sales manager, WHO and co-owned KLYF(FM) there.

Harold Robinson, account executive, KSBW-TV Salinas, Calif., named regional sales manager, San Jose, Calif. **Sue Clark**, account executive, KSBW-TV, named regional sales manager, Salinas-Monterey, Calif.

Dirk Claussen, account executive, WFYR(FM)



Kalb

that was originated by NBC president, Larry Grossman, and designed to take advantage of Kalb's "sophisticated" tastes and extensive travel experience.

Bernard Kalb, 62, culture and arts correspondent for NBC News, Washington, and former State Department correspondent for that network, as well as for CBS and the *New York Times*, has been named to replace John Hughes as spokesman for the State Department. President Reagan announced his intention to nominate Kalb as assistant secretary of state for public affairs. Kalb joined *Times* in 1946, and CBS in 1962, serving as correspondent in Southeast Asia, and as Paris bureau chief. In 1970, he became Washington anchor for CBS Morning News, moving to State Department beat in 1975. He joined NBC and his brother Marvin, who is NBC's chief diplomatic correspondent, in 1980 as State Department correspondent. He was named culture and arts correspondent in October, a beat, according to an NBC spokesman.

Chicago, named local sales manager.

John Stonis, director of client services, Hiber & Hart, joins WPEN(AM)-WMGK(FM) Philadelphia as research director.

Al Canelli, local sales manager, KATV(TV) Little Rock, Ark., named regional sales manager.

Dale Remy, from KKAL(AM) Arroyo Grande, Calif.-KZOZ(FM) San Luis Obispo, Calif., joins KSBY-TV San Luis Obispo as account executive.

Bill Pelham, senior account executive, KTRH(AM) Houston, retires.

John Wettersten, from John Blair & Co., Chicago, joins KHOU-TV Houston as account executive.

Programing

Bonita Granville Wrather was elected last week to succeed her late husband, Jack Wrather (BROADCASTING, Nov. 19), as chairman of board of Wrather Corp. She had been senior VP and board member of company, as well as chairman of board of Wrather Hotels Inc. Simultaneously, Wrather's son, **Christopher Wrather**, was elected president and chief executive officer. He had been acting chief operating officer and executive vice president of Wrather Corp. and president of Wrather Properties Development Inc.

Appointments, MGM/UA Home Video, New York: **Saul Melnick**, VP, sales, U.S. and Canada, to head of marketing department; **Stefanie Shulman**, manager of sales promotion and merchandising, to director of marketing services; **Michael Murphy**, director of international operations, to VP, international marketing, and **Tom Johnston**, director of planning and administration, to VP, planning and administration.

Andrea Baynes, executive VP, production, 20th Century Fox, Los Angeles, has signed exclusive development and production agreement with Columbia Pictures Television there.

Charles Morgan, general counsel, Universal Pictures Distribution, Los Angeles, named senior VP, Universal Studios.

Nancy McGeorge, from Entertainment Partners Inc., New York, joins CBS/Fox Video there as director, contracts administration, le-

gal and business affairs department.

Ernest Goodman, VP, legal department, MCA TV, New York, named to newly created position of VP, director of legal and business affairs.

David Pierce, national sales manager, K-Tel Video, Minneapolis, joins New World Video, Los Angeles, home video distribution division of New World Pictures, as national director of sales.



Alex

administration.

Doug Herzog, music segment producer, *Entertainment Tonight*, Paramount, joins MTV: Music Television, New York, as news director, music news. **Ken Ceizler**, creative director, production, MTV, named executive producer, studio production.

Appointments, Jay Steven & Associates, Hollywood radio format syndicator-consultant: **Thomas Cashin**, from KPSI(AM) Palm Springs, Calif., to director, sales and marketing; **Alan Gordon**, from KWDJ(FM) Riverside, Calif., to program consultant.

John Canington, sales manager, home computer software, Activision, joins Showtime/The Movie Channel, Dallas, as director of national accounts, south central region.



Stevens

souri.

James Zerwekh, from WEEK-TV Peoria, Ill.,

Peter Alex, executive assistant to Alan Courtney, president, Gaylord Program Services and Gaylord Television, Los Angeles, named VP, Gaylord Program Services.

Duncan Murray, director of sales, The Disney Channel, Los Angeles, named VP, sales

John Stevens, national director of programing, Surrey Broadcasting, based at Surrey's KAIR(AM)-KJYK(FM) Tucson, Ariz., named VP, programing services, relocating to Surrey's Denver headquarters. Surrey owns two AM's and three FM's in Arizona, Oklahoma and Mis-

She's a fellow. Broadcast journalist Marlene Sanders, correspondent-producer, CBS News, was one of three recipients of the "Fellows of the Society" award, the highest award given by The Society of Professional Journalists, Sigma Delta Chi. The award goes each year to journalists who have shown "outstanding professionalism in helping the public understand social and political issues of great importance."

joins KMSP-TV Peoria, Ill., as program director.

Randy Meeker, from WJXT(TV) Jacksonville, Fla., joins WJKS-TV there as production manager.

Mike Forrester, air personality, KENI(AM) Anchorage, named production director.

John O'Connor, from WLOS-TV Asheville, N.C., joins WCPX-TV Orlando, Fla., as co-host, *PM Magazine*.

Robert Barter, operations manager, Creative Technology, Akron, Ohio, joins WKBW-TV Buffalo, N.Y., as assistant commercial producer.

Mike Valerio, associate producer, *Chicago Tonight*, noncommercial WTTW-TV Chicago, joins WLS-TV there as associate producer, *Eye on Chicago*.

News and Public Affairs

Cliff Eshbach, reporter, WLYH-TV Lancaster, Pa., named news director.

Scott Parks, managing editor, WIS-TV Columbia S.C., named news director.

Georgeann Herbert, anchor-reporter for WTAR(AM) Norfolk, Va., named news director, WTAR(AM)-WLTY(FM) there.

Richard Friedman, morning news anchor and producer, *Open Mike* talk show, WBKC(AM) Chardon, Ohio, named news director.

Diane Thompson, afternoon anchor, KHJ(AM) Los Angeles, named news director.

Ron Koehler, bureau manager, United Press International in West Michigan, joins WOTV(TV) Grand Rapids, Mich., as assignment manager.

Angela Robbins, from WTVD(TV) Raleigh-Durham, N.C., joins WSOC-TV Charlotte, N.C., as weekend news producer.

Gail Freedman, associate producer, *20/20*, ABC, New York, joins CBS News, New York, as associate producer, *CBS Morning News*. She will produce segments for consumer reporter Betsy Ashton. **Bob Sirott**, entertainment and life-style editor, CBS-owned WBBM-TV Chicago, takes on additional duties as reporter on popular culture, *CBS Morning News*.

Steven Bobb, reporter, WLYH-TV Lancaster, Pa., joins WTAJ-TV Altoona, Pa., as 6 and 11 p.m. producer. **Richard Noonan**, reporter and weekend sports anchor, WTAJ-TV, named weekend anchor.

John Bassford, from KOMU-TV Columbia, Mo., joins WCPX-TV Orlando, Fla., as Volusia, Fla., bureau chief.

Michele Babbitt, anchor-reporter, KCOP-TV Los Angeles, joins KTNV-TV Las Vegas as 11 p.m. co-anchor. **Bob Blaskey**, Las Vegas writer and producer, joins KTNV-TV as community affairs coordinator.

Kathleen Pearce, producer-reporter, Newsfeed, Group W, Washington, joins WJLA-TV there as consumer investigative reporter.

Jan Stager, producer, WNEV-TV Boston, named public affairs director.

Carol Leavitt, operations assistant, KTVX(TV)

Some changes made. Steve Antoniotti, news director; Larry Perret, assistant news director, and Richard Askin, sales director, have resigned from KNBC(TV) Los Angeles. As of last week, replacements had not been named.

There had been speculation that there would be changes in the news department since John Rohrbeck was named to succeed Tom Straszewski as vice president and general manager of the NBC-owned station (BROADCASTING, Aug. 20, 1984). KNBC has made numerous on-air changes since last March and recently became the first of the network-owned stations in the market to trim the time allotted to weekday news programming when it shifted *NBC Nightly News* from 7 p.m. to 6:30 p.m. PST. The station's local news ratings have improved in some dayparts, however, and its November ratings are expected to be similar to or better than those of November 1983. "It's surprising that they would do this at this time," said a source at a rival station. "Their ratings haven't been that bad lately."

Salt Lake City, named director of public affairs and special projects.

Barbara Ciara, reporter, *Daily News*, Portsmouth, Va., and **Bruce Dunbar**, from WSJV(TV) Elkhart, Ind., join WAVY-TV Norfolk, Va., as weekend co-anchors.

Steve Ross, from WCAU-TV Philadelphia, joins WLYH-TV Lancaster, Pa., as 6 and 11 p.m. anchor.

Bob Nagle, sports reporter, WSBT-AM-TV South Bend, Ind., named sports director.

Mitch Henck, from WSVL(AM) Shelbyville, Ind., joins WSBT-AM-TV as sports reporter.

Ed Lewis, from WQDI(AM) Homestead, Fla., joins KQIL(AM)-KQIX-FM Grand Junction, Colo., as sports director.

Ned Smith, from WTXL-TV Tallahassee, Fla., joins WPEC(TV) West Palm Beach, Fla., as sports anchor.

Caroline Seay, reporter, WLKY-TV Louisville, Ky., named medical reporter.

Mike Whitney, assignment editor, KTVX(TV) Salt Lake City, named assignment editor. **David Hoefflerle**, from KCLG(AM) Washington, Utah, joins KTVX as weekend weather anchor.

Mario Gomez, from KOSA-TV Odessa, Tex., joins KHOU-TV Houston as weather anchor.

Technology

David Eggers, general counsel and secretary, Scientific-Atlanta, Atlanta, named VP. **Basil Kehoe**, regional sales manager, Western region, broadband communications group, Scientific-Atlanta, named national sales manager for group.

Richard Canfield, VP, operations, Datamac, Sunnyvale, Calif., joins CMX/Orox, Santa Clara, Calif., as director, operations.

Phil Hart, national sales manager, Sony Video Communications, Park Ridge, N.J., named

WHO SELLS FLORIDA?

WGUL-AM/FM New Port Richey	\$1,725,000*
WMFM-FM Gainesville	\$1,100,000
WROD-AM Daytona Beach	\$925,000
WLFL-AM St. Petersburg	\$850,000*
WFOY/WUVU St. Augustine	\$800,000
WJRQ-FM Williston	\$750,000
WTMC-AM Ocala	\$725,000
WXCW-FM Crystal River	\$563,000**
WIPC-AM Lake Wales	\$480,000
WVCF-AM Ocoee	\$450,000*
WPXE-AM/FM Starke	\$400,000
WWJZ-AM Sanford	\$375,000
WYXY-AM Winter Haven	\$350,000
WAUC-AM Wauchula	\$325,000
WTYS-AM Marianna	\$295,000*
WZST-AM Leesburg	\$250,000
WWFL-AM Clermont	\$235,000
WKMK/WRTM Blountstown	\$205,000
WTHN-AM Haines City	\$125,000

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VP, service administration division, Sony Communications Products Co.

Nick Freeman, director, video and technical operations and production services departments. KIRO-TV Seattle, named VP.

Amy Lyons, from WROC-TV Rochester, N.Y., joins WHEC-TV there as staff artist.

Norman Lindquist, VP, sales and marketing, Associated Audio Visual Corp., Chicago, joins Centel Video Productions, Oak Brook, Ill., as manager of sales and marketing. He will supervise sales of videotape post-production services.

Kelly Holtzclaw, Los Angeles production engineer, joins Jay Stevens & Associates, Hollywood, as chief production engineer.

Bill Ashley, from WAVA(FM) Arlington, Va., and **Bud O'Connor**, from ABC Radio, Washington, join Mutual Broadcasting, Arlington, as members of technical operations staff.

Anita Mazzeralla, administrator, technical operations, MGM/UA Home Video, New York, named manager, technical operations.

Ed Breen, Southeast regional manager, Jerold sales and service division, General Instrument, Hatboro, Pa., named director of marketing programs for division.

Promotion and PR

Donald A. Bridges, director, media relations, Champion International Corp., joins MTV Networks, New York, as vice president, corporate communications, succeeding Margaret Wade.

Pamela Giddon, director of public relations, Group W Satellite Communications, New York, has formed own publicity and promotion firm, Pamela Giddon & Co., based in New York. Among her initial clients are Arts & Entertainment Network and Westinghouse Broadcasting & Cable.

Charles (Chuck) Genrich, communications consultant, Washington, joins Media General Cable of Fairfax, Va., as manager of media and community relations. Genrich hosts 60-minute live public affairs program, *The Fairfax Forum*, for Media General and is regular commentator on public policy issues for WEEI(AM) Fairfax, Va.

Janice Brown, public relations account executive, Quinn & Johnson/BBDO, Boston, named VP, account supervisor, public relations group.

Ardis Rubenstein, assistant director, creative services, MGM/UA Home Video, New York, named director, creative services.

Robert Getz, producer, *Search for Tomorrow*, CBS-TV, New York, joins New Jersey Network, Trenton, N.J., as director of creative services.

M. Catherine English, director of public information, noncommercial WNIN(TV) Evansville, Ind., joins Keller-Crescent there as public relations assistant.

Barney Lennartson, from KUTV(TV) Salt Lake City, joins KOAA-TV Pueblo, Colo., as on-air promotion director.

Bob O'Boyle, from WDIV(TV) Detroit, joins

WLS-TV Chicago as manager of on-air promotion. **LuAnn Wing**, from KPIX(TV) San Francisco, joins WLS-TV as promotion coordinator.

David Campbell, promotion director, WPTF-TV Raleigh, N.C., joins WDAU-TV Scranton, Pa., as promotion manager.

Leslie Caticchio, production assistant, WKYC-TV Cleveland, named on-air writer, promotion department.

Joanne Nosoff, on-air promotion producer, WPMT-TV York, Pa., joins WPHL-TV Philadelphia as audience promotion producer.

Stephen Klema, from Combustion Engineering, Hartford, Conn., joins Connecticut Public Broadcasting there as graphic designer-scenic artist.

Allied Fields

Robert H. Biernacki, VP and general manager, WOR(AM) New York, and **Robert M. Steinberg**, VP, finance and administration, Meredith Broadcasting, New York, join The Mahlman Co., Bronxville, N.Y.-based media brokerage firm, as VP's.

Russ Smith, from *Independent Journal*, Marin county, Calif., joins Broadcast Designers Association, San Francisco, as executive director.

Donald Ledford, senior staff engineer, A.D. Ring & Associates, Washington engineering consultant, has formed own firm, Ledford Telecommunications, in Washington.

Jack Hill, executive VP, Media Studies Division, Simmons Market Research Bureau, New York, joins Cable Television Advertising Bureau there as VP, research.

Mark Smith, VP, development and government affairs, Landmark Communications, Las Vegas, resigns to work with venture capital companies acquiring television stations.

Gary Harrington, operation manager, Cableguard, Dallas-Fort Worth office, named corporate operation manager for Plano, Tex.-based cable security firm.

Alan Rubin, associate professor, School of Speech Communication, Kent (Ohio) State University, named editor of *Journal of Broadcasting* of Broadcast Education Association. Beginning with winter 1985 issue, publication will be renamed *Journal of Broadcasting & Electronic Media*.

Elected officers, New York State Broadcasters Association, Albany: **Richard Novik**, WPUT(AM) Brewster-WRVH(FM) Patterson, president; **Joseph Reilly**, executive director, NYSBA, Albany, executive VP; **James Boaz**, WXXA-TV Albany, vice president; **James Champlin**, Beck Ross-Communications, Rockville Center, secretary, and **Walter Maxwell**, WGHQ(AM)-WBPM(FM) Kingston, treasurer.

Elected officers, Milwaukee Area Radio Stations: **Steve Smith**, WTMJ(AM)-WTKI(FM), president; **Michael Jorgenson**, WOKY(AM)-WMIL(FM) Waukesha, Wis., vice president; **Al Rogers Aslakson**, WFMJ(FM), secretary, and **Richard Holcomb**, WBCS-AM-FM, treasurer.

Elected officers, Philadelphia chapter, Women in Cable: **Elizabeth Stevenson**, account



Agcolade. Wayne Rothgeb (l), WKJG-TV Fort Wayne, Ind., receives the Farm Broadcaster of the Year award from the National Association of Farm Broadcasters. He is receiving the award from Skip Ragland of Ciba-Geigy Corp., which co-sponsored the presentation. A farm broadcaster for 33 years, Rothgeb was cited for his efforts to educate children by coordinating tours of local farms by school children, teachers and parents.

executive, Home Box Office, president; **Debra Disch**, *TV Guide* magazine, administrative vice president; **Lori Sheldon**, Comcast Cable, vice president, programming; **Linda Stuchell**, Harron Communications Corp., secretary, and **Elisabeth Bacon**, *TV Guide* magazine, treasurer.

Christine Mueller, manager, Southeastern advertiser-agency sales, Arbitron Ratings, Atlanta, named national accounts manager, advertiser-agency radio sales, New York.

Appointments, Atlanta Radio Representatives Association: **Alan Caplan**, CBS Radio Spot Sales, president; **Lesley Norman**, CBS FM Spot Sales, vice president; **Susan Weems**, Weiss & Powell, secretary, and **Dan Haight**, Dora-Clayton Agency, treasurer.

Deaths

George S. Vecsey, 75, writer, radio department, Associated Press, New York, for 30 years until his retirement in 1975, died at his New York home Nov. 23 of complications following surgery. He had continued to work part time for AP, and had covered Mets baseball home games for AP as recently as last season. Survivors include his wife, May Spencer, three sons and two daughters.

John Francis (Jack) Carney, 52, air personality on KMOX(AM) St. Louis since 1971, died Nov. 27 of hardening of arteries-related heart attack while completing scuba diving course at suburban St. Louis swimming pool. He began his broadcasting career at WIL-AM-FM St. Louis, and later worked at WABC(AM) New York. In addition to his Monday-Saturday *Jack Carney Show*, he also syndicated *Jack Carney Comedy Hour* through his own production company, Jack Carney Productions, to 250 stations. He is survived by his wife, Jody, son and daughter.

Lord Howard of Henderskelfe, 64, former chairman of British Broadcasting Corp., died of apparent heart attack Nov. 27 at his home in Castle Howard in Yorkshire, England. He was former member of BBC board, and chairman in 1980-83. His home was used as setting for television series *Brideshead Revisited*.

Lou Adler: RTNDA's new driving force

Lou Adler, vice president and news director of WOR(AM) New York, has been a member of the Radio-Television News Directors Association for 13 years. "I used to go to all the international conventions," he admits, "but I was never terribly active." All that has changed.

"I was like a bull in a china shop," Adler says of his debut as president-elect of the RTNDA following last year's convention. Having logged over 30,000 miles since then attending regional meetings, the bearded, 55-year-old TV and radio journalist remains outspoken in his views on the changes he wants to effect as president of RTNDA (he officially assumes the post Dec. 7 at that organization's annual convention in San Antonio, Tex.), changes that he says will make the association more responsive to its membership and more independent.

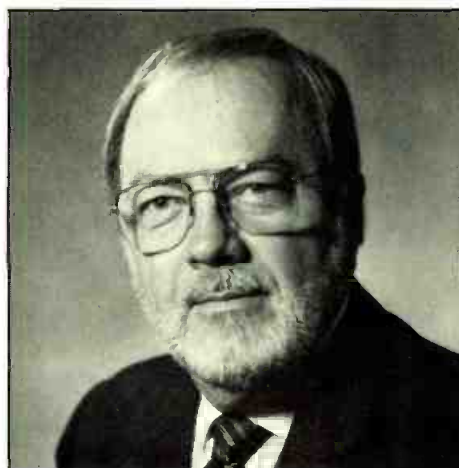
Overall, Adler says there needs to be "more feedback" from the organization to its members. "They [the members] have been screaming: 'Give us nuts and bolts. Give us some information to do our job better,' and we weren't doing that." He also wants to minimize the practice of RTNDA holding regional meetings in association with AP and UPI functions. During the campaign for his present position, Adler labeled that as "piggybacking" and said the association "shouldn't ride on the backs of those whose business it is to sell us something."

In a more reflective mood, Adler now says: "That was a big issue when I first ran in the election. I think the situation has improved considerably. We will continue to do some meetings in association with AP and UPI, but not very many... I irritated some people when I came in and said: 'You've got to cut that out and you've got to do it today.' It doesn't happen that way. I've got some learning to do. I think everybody has come to understand that the ideal is that we stand on our own two feet, and we're a better organization because of it."

Adler arrived at his RTNDA post with strong Fifth Estate credentials. He joined CBS-owned WCB(AM) New York in 1959 as a street reporter and remained there for 22 years. (He moved to WCB-TV New York for one year in 1966, returning to the radio side in 1967, when WCB switched to an all-news format.) "I was very busy there," he says of his tenure at the CBS stations, "and I just didn't have time [for RTNDA activities]."

Adler, one of the original anchors under the all-news format, became the news and program director at WCB in 1971. Adler moved to WOR(AM) in 1981. He continues on-air news duties, anchoring 10 newscasts a day, between 5:30 a.m. and 10 a.m.

"In 1982, RTNDA was looking for some-



LOUIS CHARLES ADLER—Vice President and News Director, WOR(AM) New York; b. April 18, 1929, Jamestown, N.Y.; BS, Education, New York University, Freedom, N.Y., 1952; MA, speech, Purdue University, 1954; served with Counter Intelligence Corps (CIC) in Austria and Germany, 1954-1956; WESB(AM) Bradford, Pa., 1956; WICU-TV Erie, Pa. 1957; WBEN-AM-FM-TV (WBEN-TV is now WIVB-TV), Buffalo, N.Y., 1957-1959; street reporter and anchor, WCB(AM) New York, 1959-1966; correspondent, WCB-TV, 1966-1967; anchor, WCB(AM), 1967-1971; director, news operations and programs, WCB, 1971-1981; present position since 1981; married, one daughter.

one to run for Region 12 director. It's not always easy to find people to run for these offices because people don't have the time or the resources. It takes a lot of time to be active in this organization because it's a volunteer organization, totally." Adler decided to make the time.

He ran and won. Adler served as RTNDA's Region 12 director (New York, New Jersey and Pennsylvania) for about a year. "I liked working for the RTNDA more and more as I got involved," he says, "and, finally, I wanted to be as involved as much as I possibly could. In order to do that I had to run for the presidency of RTNDA." He won that one too.

Among the changes Adler wants for RTNDA is a new procedure for electing officers. At present, the votes are cast by all members in attendance at the international convention. Adler says: "The convention isn't always filled to capacity with regional members," in part, he says, because of the expense of attending. Adler favors balloting by mail. During the heat of the campaign, Adler was quoted as saying the present process "becomes an old-boy network," and that "we end up with a crowning instead of an election" (BROADCASTING, Sept. 19, 1983).

Extending the vote by mail to all RTNDA members is of immediate concern to Adler.

But, he says, "I don't know how that will go. There are some practical problems involved. The constitutional revision will probably be presented to the membership during my presidency."

In addition to his duties at WOR and RTNDA, Adler serves on the board of the New York State AP Broadcasters. He is also chairman of the national advisory board of UPI, and chairman of the UPI's state advisory board.

Adler also has a news consulting business, Eagle Media, in Bronxville, N.Y. "It's relatively inactive now," he says, "but in the past I've consulted for UPI and for Radio New Zealand. I'll be doing more active things in that, but I'll have to let it go this year."

And what does Adler see in the future for broadcast journalism?

"In TV, it's fast approaching the point where TV is doing what radio is doing, to the detriment of radio. I think we're going to see an all-news TV station, no question, like a WCB or WINS(AM) in New York. I think it's too expensive now for a TV station to do it, but ultimately it won't be. Think of it this way: Radio with pictures. It'll come."

"If you look at the possibilities of a fourth network, I think Ted Turner's going to have some competition in the all-news front." Adler points to the Independent Network News as an example, saying INN is "an alternative service that's needed."

One aspect of broadcast journalism much in the news recently has been exit polling. While the subject hasn't been discussed at the RTNDA board level, Adler's opinion is clear. "I think it's unnecessary, and whether it's intrusive or not, the public perception is that it's wrong. I was talking to Fred Friendly about exit polling and he said: 'We're mixing what we have a right to do and what is the right thing to do.' I don't think exit polling is the right thing to do... However, predicting races on very solid information, how can you not do that? If we know that the President is elected even though the polls on the West Coast haven't closed, we have to tell the people. It's nonsense to say that we should withhold it. The problem is created by the fact that we have become so sophisticated. The election system needs changing. You can't change the news business. There should be a uniform poll closing time across the country."

On political reporting in general, Adler says: "I think politics generally bores people. We need to stay away from the long analytical pieces about something people don't really care about." As a suggested remedy Adler offers the following variation on journalism's "five w's": "It's no longer just the who, what, why, when and where, but it's also: 'Who cares?'. The more we remember that, the more successful we're going to be in grabbing the listener's ear."

In4Brief

In major affiliation switch, Paramount Television Domestic Syndication last week announced its first-run syndicated series, **Entertainment Tonight**, will move from independents KTTV(TV) Los Angeles and WFLD-TV Chicago to NBC-owned KNBC(TV) Los Angeles and WMAQ-TV Chicago, effective September 1985. Network stations will clear weekday strip during prime time access, giving Paramount prime time access on network affiliates in each of top 10 markets.

Paramount Television Domestic Syndication announced last week it has sold its new first-run syndicated series, **America**, to eight stations owned by Belo Broadcasting, H&C Corp. and Cowles Communication Inc., plus seven additional network affiliates: KTSP-TV Minneapolis; KIRO-TV Seattle; KSEE(TV) Fresno, Calif.; WOWT(TV) Omaha, Neb.; KRCR-TV Chico, Calif.; KDLT(TV) Sioux Falls, S.D., and KOBI(TV) Medford, Ore. Paramount had previously announced sale of program to four stations owned by Post-Newsweek, partner in its production. According to Robert Jacquemin, Paramount's executive vice president of sales and marketing, all stations have committed to air *America* as afternoon news lead-in. Daily informational program is scheduled for distribution beginning in fall 1985. Belo stations clearing the program are WFAA-TV Dallas; KXTV(TV) Sacramento, Calif.; WVEC-TV Norfolk, Va., and KOTV(TV) Tulsa, Okla. H&C's stations are KPRC-TV Houston and KVOA-TV Tucson, Ariz. Cowles's outlets are WESH-TV Orlando, Fla., and KCCI-TV Des Moines, Iowa.



From the anchor seat. News anchors (l-r) Bill Kurtis (CBS), Peter Jennings (ABC) and Tom Brokaw (NBC) pose with Warner Brothers Television's Ed Bleier (third from left), the new president of the International Radio and Television Society, at last week's IRTS luncheon in New York. The three guests made no formal presentations but answered questions submitted in advance by those in attendance. CBS's Kurtis replied that if any "chill" on the news gathering process has developed at the network as a result of the libel suit filed by General William C. Westmoreland, "it is felt personally." But as an organization, he said, "we are pushing ahead as aggressively as we can." NBC's Brokaw added that "a very hostile environment exists out there" among viewers as to "what we do and how we do it." He said it was incumbent upon journalists to "reach out and explain to our public" what it is that journalists do. Otherwise, he suggested, the news media would "look some day" and find they had lost all public support. "We won't be able to go forward" at that point, he concluded. Commenting on ABC's current difficulties with the CIA (BROADCASTING, Nov. 26), Jennings said the words in the on-air clarification aired two weeks ago concerning the CIA (see "Top of the Week") "stood for themselves." He said "you can call it a clarification or you can call it a retraction." What the network meant to convey by it, he added, was that upon review the version of events offered by the network's main source for the story "didn't hold up to the standards we apply" for stories that get on the air.

At the luncheon, Bleier also announced that the recipient of the next IRTS Gold Medal Award will be IRTS immediate past president, Ralph Baruch.

Comedy-adventure series *Crazy Like a Fox* moves into CBS-TV Sunday 9-10 p.m. (NYT) period effective Dec. 30. It replaces *Th Jeffersons* and *Alice*, which make their final Sunday appearance Dec. 23, then move to Tuesdays at 8-8:30 and 8:30-9 respectively effective Jan. 8. Tuesday 8-9 period is currently carrying special holiday programming; it was formerly occupied by *AfterM*A*S*F* which has been canceled, and *E.R.*, which has been moved to Wednesdays at 8:30-9. *Crazy Like a Fox* stars Jack Warden a bumbling private eye.

Showtime/The Movie Channel Inc. said last week it signed deal with M/A-Com for signal scrambling systems for both Showtime and The Movie Channel. Both networks will use M/A's Videc Cipher system, which HBO committed to earlier this year. HBO said it will have its signals (for HBO and Cinemax) fully scrambled by first quarter of 1985. Showtime and TMC signals should be fully scrambled by third quarter 1985, company spokesman said.

Victor Parra, now executive director of National Time Sharing Council in Washington, will be named executive director of CTAA (Cable Television Administration and Marketing Society) during Western Cable Show in Anaheim, Calif., this week.

KYW-TV Philadelphia is becoming known as killing ground for new directors. Pat McCarthy was fired on Thursday (Nov. 29) after six months on job. He was third news director at Group W station in two years. Randy Covington, who had been assistant news director at Group W's Boston outlet, WBZ-TV, replaced McCarthy on Friday, to become seventh KYW-TV news director since 1975. Turner has done nothing to improve ratings for KYW-TV's local news, which have been poor. Situation there is extreme example of problem of instability known to news directors around country (see page 58).

Sports program consultant Barry Frank said last week that he thinks 1988 Olympic games will be last with primary coverage by over-the-air networks and that in 1992 games may well be offered on pay or pay-per-view basis. Way Frank figures it, with both winter and summer Olympic sites that year slated for European cities broadcast attraction for games will be substantially diminished because time differences prevent live-event telecasts for prime time audience in U.S. Estimates are about 30 million homes will be cable addressable by 1992, and Frank submits that perhaps 10 million of those would be willing to pay \$100 for "season ticket" covering those events carried by pay network. That would be \$ billion in revenues, of which perhaps \$600 million would be earmarked for pay-network rights fee. "Plus you'd have a [broadcast network deal]," said Frank, for supplementary coverage to 70 million homes that won't be cable addressable.

Mexico signed diplomatic note last Friday (Nov. 30), clearing way for all but 10 U.S. Class IV AM stations to quadruple nighttime power on Dec. 15. Jim McKinney, FCC Mass Media Bureau chief, said stations needed no further authorization for power increases. He added, however, that bureau would attempt to notify each station individually. Under agreement, 10 stations will boost power in two stages, doubling it on Dec. 15, and doubling it again by July 1, 1985. Those stations are: KSON(AM) San Diego; KSOX(AM) Raymondville, Tex.; KOLE(AM) Port Arthur, Tex.; KAAP(AM) Santa Paula, Calif.; KTUC(AM), KFLT(AM) and KAIR(AM), all Tucson, Ariz.; KDAP(AM) Douglas, Ariz.; KIBL(AM) Beeville, Tex., and KVOZ(AM) Laredo, Tex.

Senator Ted Stevens (R-Alaska) is considering raising objection to selection of John Danforth (R-Mo.) as new Commerce Committee chairman. Danforth is next in line to succeed Bob Packwood (R-Ore.) as chairman, but Stevens argues he has more seniority on committee and should become its next chief. It seems unlikely Stevens's claim will be recognized. Sources say he lost much of his seniority on committee when he left to sit on another committee back in 1970's. In other Senate news, Alex Netchvolodoff, administrative aide to Danforth, is slated to be named staff director of Commerce as soon as new Congress convenes. He succeeds Jerry Kovach, general counsel under Packwood.



NBC News commentator **John Chancellor** has been named to receive the second annual **Sol Taishoff Award** presented by the National Press Foundation. Citation will recognize his insightful commentary as well as distinguished broadcast journalism career that began with NBC in Chicago during the 1950's and included postings to Moscow, London and Brussels as well as number of years as anchor of Nightly News. (Chancellor also served tour as director of Voice of America during Johnson administration.) Award—named for late founder-editor of *BROADCASTING* magazine—will be presented to Chancellor by former CBS News correspondent and anchor Walter Cronkite at black tie dinner in Washington Feb. 28, 1985, at Sheraton Washington hotel.

Representative Cardiss Collins (D-Ill.) plans to introduce legislation that would re-create **Office of Telecommunications Policy in White House**, similar to one abolished in 1977 after it became too politicized. Office would coordinate activities between State and Commerce departments and would be spokesman for administration telecommunications policy. Director of proposed OTP would be appointed by President and confirmed by Senate. Office would include deputy director and three full-time staff members. If office is kept small, Collins feels administration may respond more favorably to proposal.

FCC's Mass Media Bureau has its way, **commission will use standard comparative hearings**, not lotteries, to determine who gets 30 or so new FM stations resulting from agency's Docket 80-90 proceeding. That will be bureau's recommendation, said Jim McKinney, Mass Media Bureau chief. He said bureau believes lotteries would spur filing of too many "specious" applications. Bureau is planning to present its recommendation—and its final list of allocations for stations—to commission at open meeting Dec. 19.

Hubbard Broadcasting last week entered contract to swap, subject to FCC approval, its **UHF channel 44 in Tampa-St. Petersburg, Fla., and VHF channel 3**, which is licensed to West Coast Public Broadcasting Inc. for noncommercial **WEDU-TV** in that market. Stanley S. Hubbard, president of Hubbard Broadcasting, said swap would make its independent **WTOG-TV** "the number-one technical station in the market in terms of commercial viability." Source said agreement also calls for Hubbard to pay West Coast "close to" \$25 million.

Shakel Communications announced Friday (Nov. 30) it has purchased **WAKA-TV Selma, Ala.**, from Central Alabama Broadcasters Co. for **\$20 to \$25 million**. Seller is principally owned by Charles Shisham, who has no other broadcast interests. Station recently won an eight-year battle with FCC for antenna height increase to 300 ft. Buyer is Charlotte, N.C.-based station group of six AM's, six FM's and seven TV's and cable MSO operating nine cable systems in Virginia and West Virginia, principally owned by Cy N. Shakel. It recently received FCC approval for its purchase of **Q(FM) Colorado Springs** (see "For the Record," page 127). Baha-l must divest **WKAB-TV Montgomery, Ala.**, to comply with FCC monopoly rule. **WAKA** is CBS affiliate on channel 8 with 53.7 kw visual, 10.7 kw aural and antenna 360 feet above average terrain.

Lou Faust, president of Selcom Inc., last week denied reports that Blair Radio may become part of Supernet—nonwired spot sales network (grouping of stations together into one buy for advertisers) comprising Selcom Radio, Torbet Radio, Eastman Radio and Masla Radio. However, both Faust and John Boden, president of Blair Radio, acknowledged that **preliminary discussions between Selcom Inc.** (company which formed Supernet) and Blair did take place on possibility of Blair joining Supernet, but no agreement was reached. Blair, which currently is not engaged in highly competitive nonwired network approach to selling spot radio time, is said to have initiated talks with Selcom. Blair is continuing to examine options in nonwired field.

President Reagan appointed **Mary L. Azcuenaga**, Federal Trade Commission attorney since 1973, as **FTC commissioner** last week. Recess appointment will run until end of first session of new Congress or until Azcuenaga receives regular appointment, FTC said. President's intention to nominate Azcuenaga was reported last summer (*BROADCASTING*, Sept. 10).

Media critique. Elie Abel, the former NBC News correspondent who is now director of Stanford University's Communications Department, says press freedom in the U.S. would be strengthened if the media were less arrogant and more willing to publish corrections when stories are found to have contained error. Abel, who spoke at Catholic University in Washington on Friday, also expressed regret at the U.S.'s apparent determination to leave UNESCO at the end of the year.

Abel, who spoke on the occasion of being awarded the 1984 First Amendment Defender Award by the law school's Institute for Communications Law Studies, noted that the number of libel suits has climbed rapidly despite the Supreme Court's **Sullivan vs. New York Times** decision, in 1964, that, because of its requirement that public figure plaintiffs prove "malice," was believed to have erected barrier against such suits.

Abel sees the rash of suits and the sympathy many juries show for the plaintiffs as stemming from the media being increasingly regarded by the public as rich, insensitive corporations deserving no special consideration. The issue, he feels, "is accountability, a matter of professional ethics, rather than law." He said: "I am left to wonder how many fewer libel cases would reach the courts if media managers were more willing to investigate complaints conscientiously and, when warranted, to publish corrections or retractions."

Abel discussed the UNESCO issue against the background of his efforts as a member of U.S. delegations that fought against efforts of some UNESCO members to curb freedom of the press internationally. The Reagan administration, in announcing its intention to leave the organization at the end of this year, cited its anti-free press attitude as part of its reason. Abel recalled that he and his American colleagues won "remarkably few" of the press freedom battles they fought at UNESCO meetings. Still, he believes those who have been on the other side of the free-press issue are now on the "defensive." Accordingly, he feels leaving UNESCO would be a mistake.

"UNESCO will survive, as it should, and the debate will continue in our absence," he said. "Our walkout, if there is to be one, can only diminish those forces within UNESCO that stand, as we do, for freedom of expression." He said that would harm journalists not only in the U.S. but "in the Third World and the Second who look to us as the champions of their eventual release from arbitrary rule and the dead hand of the state."

The issue of whether countries can affect the organization more by leaving it and thereby making a statement of its displeasure has taken on additional sharpness with the announcement by the United Kingdom that it will follow the U.S. out of UNESCO in a year if it does not reform conditions and practices the British find repugnant. The U.K. is one of the countries U.S. officials had said would carry on the free-press fight within the organization after the Americans pulled out.

Editorials

Maybe it will go away

Two conclusions may be drawn from the information made available so far in the case of CIA versus ABC before the FCC: The CIA is on very shaky ground, and ABC News has done nothing to advance the credibility of broadcast journalism.

The CIA has asked the FCC to violate the First Amendment by a gross extension of the fairness doctrine. It wants the FCC to "order... the retraction," presumably by broadcast, "of all false accusations made against the [CIA]." And, oh, yes, for the single incident involved, the FCC might also want to lift ABC's television station licenses.

The guess here is that if legal principles are observed at the FCC, the CIA will be told it has no case. The dispute between the CIA and the network is over the truth or falsity of a news report, which the commission is not in the business of judging, and not over a "discussion of conflicting views on issues of public importance," where the fairness doctrine is intended to apply. If the broadcasts constituted a personal attack, as the CIA insists, they were clearly in the category of news and therefore exempt from the personal-attack rule. (The CIA offers a tortuous argument that "an investigative report" somehow falls outside the "news" definition.)

Jim McKinney, chief of the FCC's Mass Media Bureau, has said it may take months to arrive at recommendations for FCC action on the CIA complaint. Perhaps in that time tempers will subside, and this case can go into limbo before it leads to interagency embarrassments.

It may not, however, be easily forgotten that ABC News went on the air two nights with wholly unconfirmed charges of CIA threats of assassination and that it buried the CIA denial in a way that was certain to discredit it. In a third broadcast, a week after the first two, ABC's Peter Jennings noted on the air a CIA statement disputing the earlier broadcasts, but he added: "We stand by the story."

It was nearly two months later that Jennings said, also on the evening news, that the original report could not be substantiated, and "we have no reason to doubt the CIA's denials." As Jack Benny used to say, in quite another context, "We're a little late, folks, so goodnight."

On course at last

Cable television finds itself much like the shuttlecock in a badminton game these days. One moment it's getting a bad review, as in *Newsweek* magazine; the next it's getting a good one, as in *Business Week*; then it's bad again, as in the *New York Times*; followed by good again, as in *The Wall Street Journal*. The interested observer is left with a stiff neck.

The fewer than 10,000 cable loyalists who will travel to Anaheim, Calif., this week for the Western Cable Show aren't likely to be confused. They've been at the center of things long enough to know cable's basic strengths as well as to suffer its periodic aberrations. To their credit, they've stayed the course persistently enough to be there when the needle on cable's compass finally settled on a direction that can be followed with confidence—into a future that looks inevitably brighter with each passing day.

A number of elements are responsible for this present state of affairs. Most recent, but not necessarily first, is the Cable Communications Policy Act of 1984, which will revolutionize the way cable does business as well as emancipate it from the worst of

municipal regulation. But even before that came the often painful realization of economic reality that swept cable from top to bottom, shaking out those services that went beyond the limits the medium could presently support and braking to a screeching halt the visionary notion that cable could finance, build and occupy an infinite number of channels.

The happy news in Anaheim this week, and across the cabled continent henceforth, is that a new consensus is growing about what cable is, what it can do and when it can be expected to do it. That good news, we warrant, will spread first throughout the cable industry and then throughout the other electronic media and to the business world. With any luck, it may even get through to the press.

On with it

In a policy delayed for months by disagreements between State and Commerce Departments over the roles they were to play in it, the President has at last opened the sky to competition in international satellite communications. That comes as good news to broadcasters who see in this new marketplace an opportunity for increased spectrum capability at lower costs than now obtain.

Now it is up to the FCC, advised in the matter by State and Commerce, to decide what to do with five applications for service that have been awaiting the word that came from the White House last week. Whatever the FCC does should be done as promptly as possible.

Central to the FCC's consideration is the impact of competition on the International Telecommunications Satellite Organization, Intelsat, which was organized 20 years ago at U.S. initiation. Intelsat is in business as one of this country's most productive international ventures of recent times. The 108 other nations that also participate in Intelsat's ownership are entitled to assurance that Intelsat will not be driven from the sky by America's new turn to competition.

Intelsat's interests will no doubt be represented in the comments that the FCC is expected to solicit, and there is little doubt that they will be reflected in the FCC's actions. Their protection requires no further delay in a proceeding that has been sidetracked long enough by irrelevant jealousies in the bureaucracy.



Drawn for BROADCASTING by Jack Schmidt
 "Well, we're in the LPTV business now. Half of our transmitter is out."