

RADIO TELEVISION CABLE SATELLITE

The Fifth Estate

Broadcasting Jan 21

KOB-TV Announces A New Mexico First: NEWSTAR4-CONUS Mobile Satellite Uplink

Albuquerque's KOB-TV is now able to cover news live anywhere in the continental United States.

NEWSTAR 4, a satellite news gathering (SNG) system, makes it all possible. It's a SNG van with all the necessary equipment to allow its 8 foot transmission dish to send video signals into space. A stationary orbit satellite 22,300 miles above the earth then bounces the signals back to KOB-TV.

"We call it our star wars option," says Mark Slimp, KOB-TV news director. "We already blanket the state with our three full-time news bureaus. Now we're taking the step to national coverage in a big way: live."

By purchasing NEWSTAR 4, KOB-TV has become a member of the CONUS (Continental U.S.) network, providing satellite communications services which enable KOB-TV to transmit and receive live news stories from any other CONUS network station.

KOB-TV joins 10 other TV stations in the CONUS network.

Need...

MEMO

FROM THE GENERAL MANAGER

John,

!#@*!! These guys never give up! They've already got the biggest news operation in New Mexico with those 3 full-time bureaus, more households than we can ever hope for, and NOW they're getting a mobile uplink to cover live news ANYWHERE IN THE COUNTRY!

What's YOUR news department going to do to stop them?

M



A division of Hubbard Broadcasting, Inc.

AL 36112
MAXWELL
501 1405
800 122
AHL-345
12354 MARK NOV/85

36112

54th Year 1985

NAB revs up for 1985

Stakelin "At Large"

NATPE roundup

1984 Record of Success for an Industry Leader

January, 1984

SOLD

TELEVISION CABLE CO.
Serving Giddings, La Grange, Weimar,
Schulenburg and Hallsville, Texas

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

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

January, 1984

**\$12,000,000 Senior Secured Debt
Due 1992**

Harbor View Cable TV, Inc.
and
Ripal Communications, Inc.

The undersigned represented the borrowers in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
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851 Lincoln Center • 5401 W. Kennedy Blvd.
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January, 1984

**FIRST CAROLINA
COMMUNICATIONS, INC.**
has acquired
SOUTH-WESTERN CABLE TV, INC.
Serving over 21,000 basic and 28,000 pay
subscribers in southwestern Illinois.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

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

February, 1984

Sold

Clover Cable TV Inc.

Serving the city of Clover, South Carolina

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

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

February, 1984

Sold

**Oldham County Cable
Television Company, Inc.**

Serving Oldham County and the communities
of LaGrange, Crestwood and Orchard Grass
Hills, Kentucky.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

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

February, 1984

**\$20,000,000
Senior Secured Debt**

Comm Management Inc.

Serving portions of Kansas, Nebraska,
Missouri and Iowa.

The undersigned represented the borrower in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

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

February, 1984

Sold

**Jones Intercable of
North Carolina**

Serving Red Springs, Elizabethtown, Fairmont,
Pembroke, Raeford, and St. Pauls, North Carolina

The undersigned represented the buyer in this transaction. This notice appears as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

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

March, 1984

Sold

**Southern Connecticut
Cablevision**

Serving Bridgeport, Stratford, Woodbridge,
Fairfield, Orange and Milford, Connecticut.

The undersigned acted as an advisor to the
Seller in this transaction. This notice appears
as a matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

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

March, 1984

Montgomery Cablevision, Inc.
an affiliated company of
Adelphia Communications Corp.
has acquired the assets of
Telecable of Montgomery County, Co.

Serving over 5,200 basic and 5,300 pay subscribers in
Amble, Whitmarsh, Wharfedale, Lower Gynedd and
Spenfield Township, Pennsylvania

The undersigned represented the seller in this
transaction. This notice appears as a matter of record
only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

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

March, 1984

A partnership affiliated with
Cabletelevision, Inc.
has acquired the assets of
**Atlantic Coast T.V.
Cable Corp.**

Serving over 22,000 basic and 5,000 pay
subscribers in Atlantic City and Brigantine, N.J.

The undersigned represented the seller in
this transaction. This notice appears as a
matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

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

April, 1984

Sold

Louisiana Cablevision

Serving DeQuincy, Elton, Lake Arthur,
Kinder, Oberlin, Vinton, Welsh and Westlake,
Louisiana

The undersigned represented the seller in
this transaction. This notice appears as a
matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

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

May, 1984

Sold

**Bellatre Antenna Systems, Inc. and
Neffs Cable Service Company, Inc.**

Serving Bellatre, Neffs and Glencoe, Ohio.

The undersigned represented the seller in
this transaction. This notice appears as a
matter of record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

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

May, 1984

Clear Cable Television Corp.
has been acquired by
Clear Cable T.V. Associates
a limited partnership managed by
Adelphia Communications Corp.

Serving over 57,000 basic and 26,000 pay t.v.
subscribers in Toms River and 13 other contiguous
communities in Ocean County, N.J.

The undersigned represented the seller in this
transaction. This notice appears as a matter of
record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

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

May, 1984

Sold

Storer Cable T.V. of Radnor, Inc.
a wholly owned subsidiary of
Storer Communications, Inc.

Serving over 3,300 basic and 5,000 pay t.v.
subscribers in Radnor, Pennsylvania

The undersigned represented the seller in this
transaction. This notice appears as a matter of
record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

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

May, 1984

Sold

Deltona Cablevision

Serving the community of Deltona in Volusia
County, Florida.

The undersigned represented the buyer in this
transaction. This notice appears as a matter of
record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

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

May, 1984

Sold

Marlin Cable TV Co.

Serving Marlin, Texas

The undersigned represented the seller in this
transaction. This notice appears as a matter of
record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

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

May, 1984

**\$45,000,000
Senior Secured Debt**

has been arranged for
Clear T.V. Cable Associates

The undersigned acted as a financial consultant to
the borrower. This notice appears as a matter of
record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

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

June, 1984

Sold

Television Cable Co.

Serving New Strawn and Burlington, Kansas

The undersigned represented the seller in this
transaction. This notice appears as a matter of
record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

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

July, 1984

Sold

Certain assets of
**Warner Amex
Cable Communications, Inc.**

Serving over 2,000 basic subscribers in the
communities of Innokalee, LaBelle, Port LaBelle,
Hendry County and Collier County, Florida.

The undersigned represented the seller in this
transaction. This notice appears as a matter of
record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

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

July, 1984

Sold

Certain assets of
Group W Cable

Serving over 6,300 basic and 7,600 pay t.v. subscribers
in Plantation, Florida.

The undersigned represented the seller in this
transaction. This notice appears as a matter of
record only.



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

July, 1984

Sold

Bayou Cablevision, Inc.

Serving over 4,000 basic subscribers in Mobile County
Alabama

The undersigned represented the seller in this
transaction. This notice appears as a matter of
record only.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

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

July, 1984

Sold

Osceola Cable TV

Serving over 1,300 basic subscribers in Reed City and East, Michigan.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

July, 1984

Sold

\$3,500,000 Subordinated Debt and \$1,000,000 Partnership Capital

has been arranged for Greater Media Cablevision Inc., an affiliated company of Greater Media, Inc.

The proceeds will be used to construct a cable television system passing 22,000 homes in Western Oakland County, Michigan.

The undersigned represented Greater Media Cablevision Inc. in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

August, 1984

Sold

\$3,600,000 Senior Secured Debt

has been arranged for Midwest Cable, Inc.

The undersigned acted as a financial consultant to the borrower. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

August, 1984

Sold

Kentuckiana Cablevision, Inc. Franklin-Simpson Cablevision, Inc. Tennessee Videocable, Inc.

Serving more than 4,000 basic and 4,900 pay t.v. subscribers in Franklin, Livermore, Calhoun, Hardaburg, Covington and Havensville, Kentucky, White House, Tennessee and Rockport, Indiana.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

August, 1984

Sold

Certain Assets of American Cablesystems Corporation of Virginia, Inc. and American Cablesystems Corporation of Tennessee, Inc.

Serving over 5,000 basic and 1,000 pay t.v. subscribers in St. Paul, DeWitt, and Hamilton, Vermont and Mountain City, Tennessee.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

August, 1984

Sold

Midwestern Company, Inc.

Serving 1,800 basic subscribers in Comanche, Texas.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
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ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

September, 1984

Sold

EMCO CATV, Inc. and Granville Cablevision, Inc.

Serving over 7,600 basic and 2,577 pay t.v. subscribers in and around Manchester, Vermont.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

September, 1984

Sold

Television Cable Co.

Serving Do Queen, Arkansas, and Wintry, Okla.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

October, 1984

Sold

Morgan County Cablevision, Inc. has been sold to a Partnership formed by Paradigm Communications, Inc.

Serving over 2,000 basic and 1,000 pay t.v. subscribers in Watrous, Oklahoma and Mountain City, Tennessee.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
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451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

October, 1984

Sold

First Indiana Cablevision Corp.

Serving subscribers in Indianapolis, Indiana.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

November, 1984

Sold

\$3,000,000 Preferred Class A Stock

Gulfstream Cablevision of Pinellas County, Inc.

The proceeds will be used for the acquisition and capital improvements for certain systems serving communities in Pinellas County, Florida.

The undersigned represented Gulfstream Cablevision of Pinellas County, Inc. in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

November, 1984

Sold

Times Mirror Cable T.V. of Riverside County, Inc.

Serving 3,220 basic and 1,180 pay t.v. subscribers in Perris, Murietta, Hot Springs, Sunnymead, Moreno and surrounding unincorporated areas of Riverside County, California.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

November, 1984

Sold

Certain assets of Group W Cable

Serving 4,490 basic and 13,690 pay subscribers in West Port, Brevard and Safety Harbor, Florida.

The undersigned represented the buyer in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

November, 1984

Sold

Highland Beach Cable TV

Serving the city of Highland Beach, Florida.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

November, 1984

Sold

Certain assets of Cablentertainment of West Virginia

Serving 17,427 basic and 5,064 pay subscribers in Ripley, Ravenswood, Madison, Port Pleasant, Mount Hope, Adena and White Sulphur Springs, West Virginia and Princeton, Kentucky.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

November, 1984

Sold

Certain assets of Group W Cable

Serving 27,789 basic and 8,140 pay subscribers in the communities of Escanaba, Iron Mountain, Ironwood, Calumet and Sault Ste. Marie, Michigan.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

November, 1984

Sold

\$3,000,000 Senior Secured Debt

Gulfstream Cablevision of Pinellas County, Inc.

Acquisition of Mike Fort, Richwood and Safety Harbor, Florida, serving 4,490 basic and 13,690 pay subscribers.

The undersigned represented the buyer in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

November, 1984

Sold

B. E. Cablevision, Inc.

Serving 1,525 basic subscribers in Blue Earth and Elmore, Minnesota.

The undersigned represented the buyer in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

December, 1984

Sold

Certain assets of Florida Clearview, Inc.

Serving cable t.v. subscribers in Trenton and Archer, Florida.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

December, 1984

Sold

Times Mirror Cablevision of San Bernardino County, Inc.

Serving 8,500 basic and 3,800 pay subscribers in Victorville and George Air Force Base, California.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

December, 1984

Sold

\$6,000,000 Senior Secured Debt

has been arranged for Terrestrial Systems, Inc.

Serving communities throughout Central California.

The undersigned represented the borrower in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

December, 1984

Sold

Nantahala Cablevision Corp.

Serving Bryson City and Robbinsville, North Carolina.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

December, 1984

Sold

Murfreesboro TV Cable Co.

Serving Murfreesboro, Arkansas.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
ASSOCIATES

451 Larchmont Circle
5401 W. Kennedy Blvd.
Tampa, FL 33609 813-877-8844

December, 1984

Sold

Certain assets of American Communications and Television, Inc.

Serving 4,800 basic and 1,500 pay subscribers in Alachua, High Springs, Branford, Crown City, Chiefland, Micanopy, McIntosh, Reddick and Marion County, Florida.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.


COMMUNICATIONS
EQUITY
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EACH MONTH THE BIGGEST NAMES IN LATIN MUSIC WILL PERFORM FOR YOU!

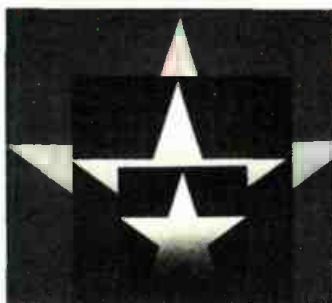


NetSpan, the new Spanish language sales and programming service is bringing U.S. Hispanic audiences twelve outstanding, hour-long musicals never before shown in the U.S.—featuring giant Latin stars at the peak of their popularity...with the kind of appeal that can capture every segment of the television audience.

If you are a Spanish language television station—or a station in a market with a significant Hispanic community—*Espectacular 1985* is the series for you!

Join the NetSpan charter stations, WNJU-TV 47 New York, WBBS-TV 60 Chicago and KSCI 18 Los Angeles/San Diego, and the growing list of Hispanic and Anglo stations across the U.S. who are signing up for this superb series!

ESPECTACULAR 1985



PRESENTED BY

NetSpan

LOCAL APPEAL... NETWORK EFFICIENCY
FOR MORE INFORMATION, CALL WNJU-TV (212) 935-3480

SATELLITE TRANSMISSION BY SATELLITE PROGRAM NETWORK

JANUARY/**JOSE JOSE**

FEBRUARY/**JULIO IGLESIAS**

MARCH/**ROBERTO CARLOS**

APRIL/**GUILLERMO DAVILA**

MAY/**RAPHAEL**

JUNE/**ROCIO JURADO / PIMPINELLA**

JULY/**MIAMI SOUND MACHINE**

AUGUST/**MENUDO**

SEPTEMBER/**ALBERTO CORTEZ**

OCTOBER/**ANGLELA CARRASCO /
BRAULIO & DYANGO**

NOVEMBER/**LISSETTE EN
EL CARIBE HILTON**

DECEMBER/**CAMILO SESTO /
JOSE LUIS MORENO**

Broadcasting Jan 21

Election projection breakthrough NAB board addresses alcohol ad ban issue "At Large" with Bill Stakelin □ NATPE coverage

COME TOGETHER □ Congressmen and the three broadcast networks reach agreement on election projections and characterizations: networks will hold off on reporting results and Congress will push for uniform poll closing law. **PAGE 31.**

SUNNY WEATHER □ Plans to counteract movement to ban beer and wine advertisements on radio and television tops agenda at NAB board meeting; lobbying, Hill deregulation, also hot topics. **PAGE 33.**

PROGRAMING PLEASURE □ Most attendees pleased with NATPE convention. Broadcasters told they will have to get more involved in producing their own programing to counter shortage of off-network product. **PAGE 37.**

ON THE FLOOR □ BROADCASTING's coverage of NATPE begins with a review of major program suppliers and what business they did with their new and not-so-new offerings. **PAGE 42.** Barter question is raised again as panel looks at first-run programing funding. **PAGE 54.** Programing for children examined. **PAGE 56.** Networks brief affiliates on programing plans. **PAGES 61-68.** Other NATPE panels address computers, electronic ratings research, promotion-programing department cooperation and new technologies. **PAGES 71-75.**

RED HOT □ Radio Advertising Bureau President Bill Stakelin talks of his tenure in RAB's top spot, and addresses industry concerns, past, present and future, in this frank "At Large" interview with BROADCASTING editors. **PAGE 76.**

MAKING OFFERS □ Many noncommercial

broadcasters have been approached for their VHF facilities in past year, but there have been few takers for the offers. **PAGE 82.**

FIRE FALLOUT □ Public Broadcasting Service ponders move from nation's capital. **PAGE 84.**

FOOTBALL LINEUP □ CBS signs with Pac 10, Big 10 and ACC college football contracts; CFA resigns with ABC and ESPN. **PAGE 85.**

IN THE ROUGH □ NBC switch to regular Sunday-night programing on Jan. 13 brings thousands of callers expecting to see playoff finish of Bob Hope Golf Classic. **PAGE 86.**

USFL RESIGNATION □ Chet Simmons leaves post as commissioner of USFL. **PAGE 87.**

UP AND ALMOST RUNNING □ Radio Marti air date set for Jan. 28. Service out to replace director Paul Drew, who resigned two weeks ago. **PAGE 89.**

IN THE NEWSROOM □ CBS News buys some \$1-million worth of Colorgraphics' NewStar electronic newsroom systems for its headquarters and bureaus. **PAGE 92.**

GEARING UP □ RAB has sold out its Managing Sales Conference, set to begin this weekend in Dallas. **PAGE 93.**

PERSEVERANCE □ Bernard Howard, chairman and CEO of Hillier, Newmark, Wechsler & Howard, has remained in radio, and has been a witness to, and part of, the changing face of the medium. **PAGE 123.**

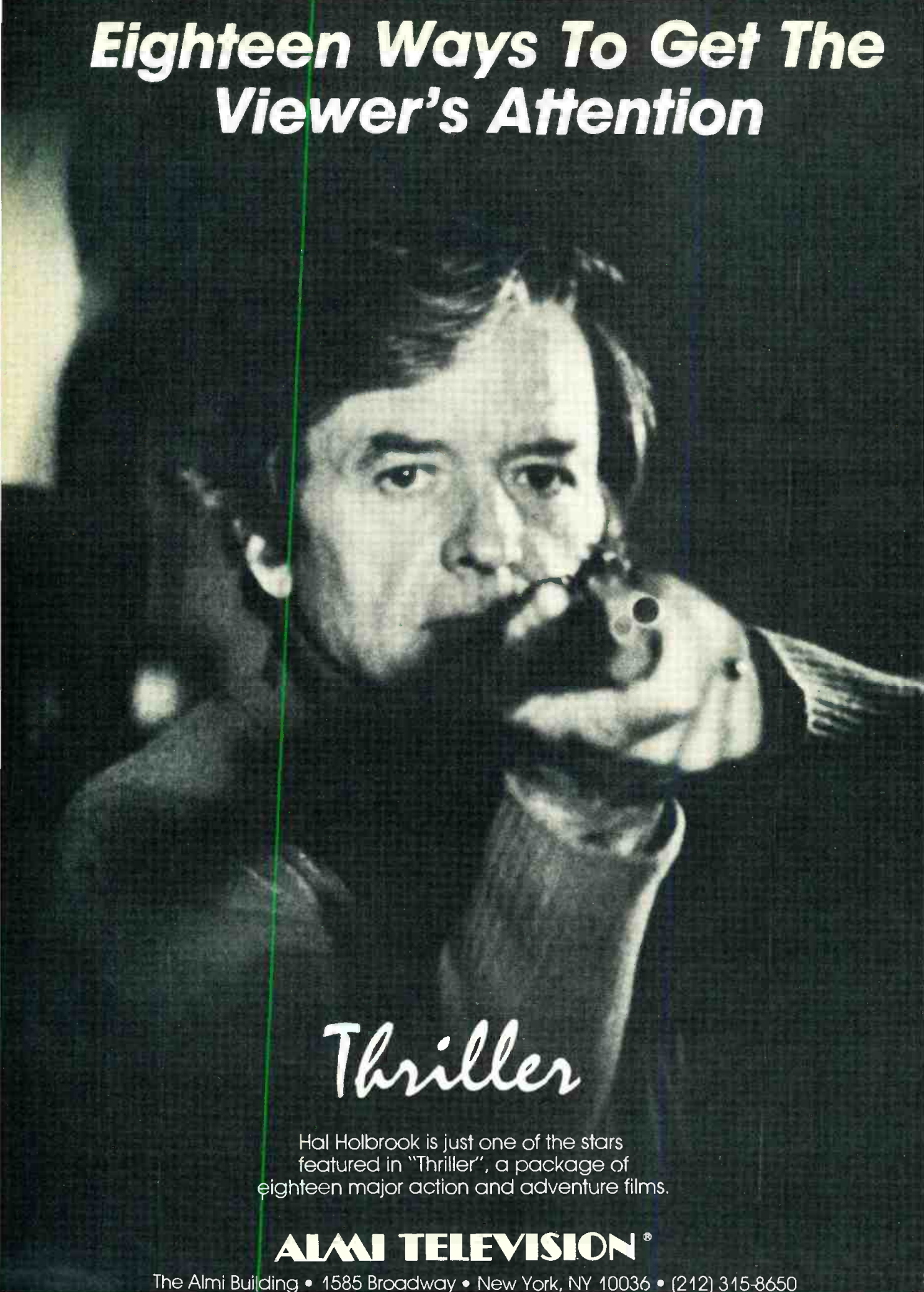
INDEX TO DEPARTMENTS

Advertising & Marketing	93	Closed Circuit	7	For the Record	104	Monday Memo	26
Business	82	Datebook	16	In Brief	124	Programing	85
Business Briefly	14	Editorials	126	Journalism	102	Riding Gain	94
Cablecastings	10	Fates & Fortunes	119	Law & Regulation	89	Stock Index	83
Changing Hands	100	Fifth Estater	123	The Media	98	Technology	92

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INDEX TO ADVERTISERS Almi Television 6, 15 □ American Airlines Priority Parcel Service Third Cover □ American Council of Life Insurance and Health Insurance Association of America 74 □ The American Trucking Associations Foundation, Inc. 18, 75 □ Associated Press Broadcast Services 14, 30 □ Blackburn & Co., Inc. 100 □ Blair Television 17 □ Classified Ads 108-118 □ Columbia Pictures Television 8-9, 12-13 □ Communications Equity Associates Second Cover/3 □ Continental Electronics 69 □ Custom Business Systems, Inc. 71 □ Walt Disney World Satellite Productions 51 □ Eastman Kodak Co., Motion Picture & Audiovisual Markets Div. 49 □ Genral Motors 53 □ The Gilmore Roadcasting Corp. 101 □ Goldman, Sachs & Co. 97 □ Great Plains National 70 □ Hillier, Newmark, Wechsler & Howard 27 □ KOB-TV Front Cover □ KTLA 39 □ Lehman Brothers 99 □ MCA-TV 20-21, 40-41 □ Morgan Stanley & Co., Inc. 11 □ Mutual Radio Network 95 □ National Park Service 22 □ NetSpan 4 □ Otari Corp. 19 □ Petry, Inc. 47 □ Professional Cards 107 □ Services Directory 106 □ Smithsonian 81 □ SONY Broadcast 28-29 □ Jay Stevens & Associates 94 □ D.L. Taffner/Ltd. 73 □ Television Program Source 3, 43 □ Tribune Entertainment Co. 63, 64-65, 66 □ 20th Century Fox Television 44-45 □ The United Stations 57 □ Vital Industries, Inc. 55 □ Warner Bros. Television Distribution 1-25 □ WDVN-TV Fourth Cover □ Youngs, Walker & Co. 119

Eighteen Ways To Get The Viewer's Attention



Thriller

Hal Holbrook is just one of the stars
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On ice

Don't expect FCC to take action on TV stereo must-carry for foreseeable future. Word last week was that although commission majority is still for requiring TV stereo carriage on cable, it won't fight Chairman Mark Fowler's derailment of item (BROADCASTING, Jan. 14). One commission official said attitude was that it makes no sense to pick "constitutional fight" with Fowler, who opposes TV stereo must-carry, when TV stereo is no factor in marketplace. "There would have to be a substantial number of people capable of receiving TV stereo and a substantial number of stations transmitting in TV stereo for it to become an issue at the FCC," official explained. "When it does become an issue, then the majority will be for must-carry."

Prospect

Leading candidate for grass-roots liaison post being opened by National Association of Broadcasters (see page 33) is Tom McCoy, former executive director of National Radio Broadcasters Association, who is expected to discuss possibility with NAB President Eddie Fritts tomorrow (Jan. 22).

FM flood control

Hoping to ease administrative burden, FCC Mass Media Bureau wants to stagger acceptance of applications for 689 new FM allotments resulting from Docket 80-90 proceeding. And bureau, at open commission meeting Jan. 31, will recommend use of lottery to determine which applications to consider first. Under game plan, lottery would be used to select channel number, and only applications for channel number picked would be accepted at given time. If commission also approves bureau's proposal to eliminate traditional cut-off procedures, there would be public notice of channel number selected, and applicants would be given specified time to file. Unless commission is inundated by competing applications, bureau thinks it will be able to accept applications for all 689 allotments within three years.

Bureau still plans to recommend that comparative hearings, not lotteries, be used to grant actual licenses, at least for first round of applicants. If application load is overwhelming in first round, FCC might want to use lotteries in subsequent rounds. But applicants reportedly will

know before they file whether lotteries will be used in their rounds or not. Even if FCC decides lotteries are route to go, it's open question whether it can go that route without first going through rulemaking. There's also question whether legislation authorizes use of lotteries for new FM's.

Tough competition

Ronald Reagan may be regarded generally as best friend free enterprise ever had, but White House plan to make President and other administration officials available, via satellite, for interviews by station anchors and correspondents around country (BROADCASTING, Jan. 14) is viewed by at least one entrepreneur as unfair competition. Tom Tucker, president of Public Affairs Satellite, says plan, as so far developed, gives White House too much editorial control over interviews. New feature of his operation is Newsmakers, which enables anchors of up to 10 of 62 stations subscribing to service, sitting at telephones in their studios, to interview newsmakers who are before PAS camera in Washington. Tucker fears White House will steal some of his thunder. He says it's "getting into commercial enterprise."

But it's not rushing into it. White House aide said that because of changes being made in White House staff, "we are in a holding pattern." Aide, Sue Mathis, acting director of Media Relations Office, also clarified aspect of plan that is still not in final form. Though initial report indicated satellite time would be only cost for stations using facilities to be set up in Executive Office Building for interviews, Mathis last week said costs would include leasing camera and associated equipment that White House would arrange.

Knight-Ridder's next

Knight-Ridder officials have said there is no timetable for introducing company's Viewtron videotex system in other markets, but reliable sources say informal timetable is to begin second operation in Boston next October. Go-ahead needs approval by boards of directors of both K-R and its 50/50 partner in Viewtron/New England, Boston-based Affiliated Publications, both of which will meet in March. One official said that Boston system will be "dramatically different in almost every aspect," from Viewtron's current operation in south Florida, incorporating some lessons learned there

(BROADCASTING, Jan. 14), including option of lower subscription price and offering of text-only version, in addition to full color graphics. Current Viewtron roll-out order in other markets reportedly alternates between joint venture agreement and Knight-Ridder wholly owned system. Order of joint venture operations (partners are Affiliated Publications, Abell Publishing, *Seattle Times*, Newhouse, Capital Cities and Scripps-Howard) is determined by when they signed agreement with Knight-Ridder. Following Boston, if it's next, would likely be Philadelphia, then Baltimore or Seattle, then San Jose, Calif.

Sniffing?

Report widely circulating in station trading circles but unconfirmed by principals is that CBS is negotiating to buy affiliated KTSP-TV Phoenix (ch. 10) from Gulf Broadcasting at price far above \$48 million Gulf paid for it in September 1982. It's first major deal talked up since FCC eased multiple ownership rules. Gulf has asked Goldman, Sachs to explore sale of all of its properties, including two AM's, six FM's and six TV's ("In Brief," Dec. 31, 1984).

Canada copyright

Thorny issue of what Americans say is infringement of their copyrights by Canadians may be on agenda of President Reagan's meeting with Canadian Prime Minister Brian Mulroney in Ottawa on Feb. 17. Canadian cable systems are free under their law to relay, without fee to copyright owners, television programs that originate in Canada or U.S. In response to U.S. pressure, former Trudeau government Parliament had begun review of its 1921 copyright law. American copyright owners would like to see Parliament complete review and change law to provide for their protection, as U.S. law provides for protection of Canadian copyright owners.

Richard Beird, in charge of strategic planning for Reagan's National Telecommunications and Information Administration and head of intellectual property working group of Senior Interagency Group on communications and information, is developing proposal to include copyright issue on Reagan-Mulroney agenda. Proposal is likely to be approved by SIG, but White House may be another matter. Agencies throughout government will be competing for President's attention.

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The part-time network

The Warner Amex cable system in Columbus, Ohio, had a problem: Late-night viewers had little interest in the unappealing alphanumeric programming information that was being aired on the local-origination channel.

But it's come up with a solution. Since Jan. 12, instead of switching to the character generator between 2 a.m. and 8 a.m., it has been switching to the new satellite-delivered music video service, Odyssey.

Odyssey, which made its on-satellite (Satcom IV) debut Jan. 5, is apparently fill-



ing the filler role for many cable systems as well as for some full-power and low-power television stations. According to Tom Shaw, director of programming, the Cocoa, Fla.-based service has struck affiliation agreements with between 75 and 100 cable systems and 19 television stations, but only a few of the affiliates have agreed to carry the network 24 hours a day. Most are using it to plug gaps in their programming schedules, he said.

Odyssey is the latest creation of Ray Kassis, owner of the National Christian Network, which is also distributed via Satcom IV. According to Shaw, Odyssey is programmed to reach an audience inadequately served by MTV Networks' music services, MTV or VH-1. "We are going after the 18-49 age group," he said. "We are playing much of the music that MTV plays, some of what VH-1 plays and some that nobody's playing," he said.

The service is advertiser-supported and free to affiliates—no monthly affiliation or subscriber fees, said Shaw. In addition, the affiliates will be given half of the advertising time (or five minutes an hour) for local sale.

Odyssey has yet to line up any national advertisers, said Shaw. "We have to get the numbers, before we get the advertisers," he said. Most of the affiliates will not come on line until Feb. 1, he said. The sales force is now being expanded, he said, and is beginning to contact advertising agencies.

Its freedom to use Odyssey part time was one of the principal factors that led WCCO Cable, an interconnect that distributes eight channels of programming to cable systems (approximately 130,000 subscribers) in the Minneapolis-St. Paul area, to become an affiliate of the network.

According to Bill Craig, general manager, WCCO Cable, the interconnect was looking to replace the Financial News Network during the daytime on a channel that contained a mix of local and nationally-distributed programming. Although WCCO Cable could have

picked up VH-1 for free, it would have had to carry VH-1 around the clock and pre-empt all the channel's other programming. Consequently, he said, he chose the "flexibility" of Odyssey. (VH-1 is free to all systems and interconnects that, like WCCO Cable, already carry MTV.)

Craig said he also liked the Odyssey format: "It's music video without Billy Idol."

Going it alone

Cablevision Systems, the Long Island-based multiple service operator plagued with financial difficulties in several markets where it has won cable franchises, now has one less headache—Sacramento, Calif., where it was having difficulty in raising \$34 million in capital that would have been its contribution to a joint venture with Scripps-Howard Cable to build a system there.

Scripps-Howard has exercised its option to go forward alone in the construction of the franchise after Cablevision failed to meet a deadline to produce the \$34 million (BROADCASTING, Dec. 31, 1984). The Sacramento franchising authority still has to approve the new arrangement, but it has already indicated to Scripps-Howard that it will do so, according to company president Donald Perris. "No problems are expected" in getting the ownership change approved, he said.

As to the split with Cablevision, Perris would say only, "it was an arrangement we had with them that didn't work out." Perris did not rule out the possibility of taking on other partners for the Sacramento build. But at press time, he said he had "no comment on other partners," or whether the company had plans to look for any. Cablevision, meanwhile, is still trying to figure out how it will finance its builds in the outer boroughs of The Bronx and Brooklyn in New York. The company has also indicated that it needs relief from some of its franchise obligations in Boston to make it financially viable.

Room for one more?

When the United Satellite Network makes its debut June 1, said USN President Jay B. Corn, it should reach some six million homes through its charter cable affiliates.

Top MSO's have expressed "tremendous interest" in carrying the advertiser-supported USN with its "family-oriented" programming, Corn said from his Dallas office last week. Based on that interest, he said, USN is expected to amass a potential audience of six million homes "without batting an eyelash."

Corn said USN will produce 55 hours of programming each week, half of it live. For the rest of its weekly lineup, USN hopes to rely heavily on its cable affiliates. USN will be a "grass-roots network," he said, providing a national outlet for locally produced programming with national appeal.

The USN-produced programming includes game shows, talk shows, a soap opera, a talent show and a dance show, Corn said.

USN will also schedule "paid religion" and some syndicated and barter shows, he said.

According to Corn, USN's "family-oriented" programming will reflect the morality of the 1950's and the early 1960's.

The USN feed will be offered free to cable systems—no affiliate or subscriber fees, he said. What's more, he said, systems that contribute programs to USN will be able to retain and sell some of the spots and, if all goes well, USN hopes to institute a revenue-sharing plan with all of its facilities.

Bartek Business Investments, Hurst, Tex., Corn said, has raised \$4 million through venture capitalists to see the network through its first year of operation. USN has yet to lease a satellite transponder, he said, but is close to making a deal with AT&T for a spot on Comstar D-4.

New on Cinemax

Cinemax plans to launch *Cinemax Comedy Experiment* next month as a showcase in which innovative comedy talent can "work and perform in an unrestricted format." The monthly half-hours will spotlight a different performer each time, starting with Howie Mandell, of NBC's *St. Elsewhere*. Others to be featured later include Martin Mull, Sara Bernhard and David Steinberg.

"*Cinemax Comedy Experiment* is unusual because it goes beyond the traditional form of stand-up," said Bridget Potter, Home Box Office senior vice president, music and variety programming. "The program will offer hot young talents the creative freedom to work and be experimental, providing a place for viewers to see the latest in on-the-edge comedy techniques and material."

New life for Hitch

Five motion-picture suspense classics directed by Alfred Hitchcock will be carried on The Movie Channel beginning in April under an exclusive licensing arrangement between Showtime/The Movie Channel Inc. and Universal Pictures. The films, dating from the late 1940's through the 1950's and withheld from broadcast television for more than 10 years to await their theatrical release in 1983, are "Rear Window," "Vertigo," "The Man Who Knew Too Much," "Rope" and "The Trouble With Harry." Fred Schneider, Showtime/The Movie Channel senior vice president for film acquisition, said the features will be presented as a special festival and in separate showings on *Hollywood Classic of the Week*, a new series scheduled for Saturdays at 7 p.m.

Showtime renewal

Showtime announced that it has renewed *Brothers*, the half-hour comedy series it launched last July, with 50 episodes, the equivalent of a two-year renewal. The series, about what happens in a blue-collar American family when one of the brothers reveals that he is gay, is produced by Gary Nordino Productions in association with

Paramount Video. "We would never consider making a two-year commitment to *Brothers*," said Peter Chernin, Showtime/TMC senior vice president for original programming, "if we did not have total confidence in the creative abilities of Paramount, Gary Nordino, [supervising producers and writers] Greg Antonacci and Stu Silver and the cast. This confidence gives us the opportunity to plot story lines and character development at a reasonable, unhurried pace which consequently protects the quality of the series [and] also enables Showtime subscribers to watch the characters grow and develop, which is really another historical step for a pioneering show."

While *Brothers* was getting its two-year pickup, another Showtime comedy series, *Bizarre*, was preparing to open its fifth season last Thursday (Jan. 17). Showtime officials said the series, which features comedian John Byner as host and which is billed as the longest-running series in pay-TV history, will present 25 new episodes in 1985.

Nashville numbers

The Nashville Network passed the 20-million mark in subscribing households in November, officials of Group W Satellite Communications, which handles marketing and distribution for the service, said last week, citing data compiled by A.C. Nielsen Co. Calling the country-music service "the fastest-growing advertiser-supported television network," they said subscribers totaled 20.4 million, or 24% of all U.S. television homes, and that this represented a house-

hold gain of 4.3% over the prior month. For the first 11 months of 1984, they said, the increase amounted to 52%, or 6,968,000 homes.

TNN's prime time rating in November was 0.9 among its 20.4 million subscribing households, or 10.7% more than in October, Group W officials said. They also said that the network, which programs 18 hours a day, had an average weekly cumulative tune-in of 5.7 million homes in November, up 6.5% from October, and that its highest-rated programs were *CountryClips*, a country music video program that received a 2.8 program rating (counting both original and repeat showings); *Gospel Country*, which did a 2.6; *Tommy Hunter Show*, 2.3, *Nashville Now*, also 2.3.

Comedy and jazz

Two new comedy series will join the Sunday night lineup of the Arts & Entertainment Network on Feb. 3: *Open All Hours*, a look at life down at the corner store, which has been popular in England, will be seen at 8-8:30 p.m. NYT, and *Roger Doesn't Live Here Any More*, about the goings-on involving a man who is getting divorced, will follow at 8:30-9. There are six episodes in each series. The two comedies are among 15 programs scheduled to premiere on A&E in February.

A&E also announced three acquisitions to be seen beginning in mid-1985. They are *Don't Wait Up*, a comedy series starring Nigel Havers of "Chariots of Fire"; specials featuring jazz pianist George Shearing and violinist Stephane Grappelli, and a one-hour

documentary, *Venice Preserved*, about British efforts to restore flood-damaged wonders of the Italian city.

Sneak success

Home Box Office and its Cinemax affiliate received orders for more than 138,000 new subscriptions during their national sneak previews last October, Matt Blank, HBO senior vice president for consumer marketing, said last week. He said HBO received more than over 101,000 subscriptions and Cinemax over 37,000. Blank said 1,200 cable systems, or 22% of all HBO affiliates, took part in the drive, offering HBO and Cinemax programming free to their basic-only subscribers for two days, and that the average response rate per participating system was 2% for HBO and 0.9% for Cinemax—11% more than HBO obtained, and 29% more than Cinemax did, during similar sneak previews last April.

Subscriber boost

The Disney Channel and Viacom Cable announced they had signed a long-term agreement for the family-oriented pay cable service to be carried on all major Viacom systems not already carrying it. The systems being added are in Seattle and Everett, Wash., and Nashville and give Disney access to an additional 310,000 subscribers. Nine Viacom systems in three states already carry the Disney Channel, which currently claims 1.6 million subscribers and 2,000 affiliated systems in all 50 states.

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KRCG-TV

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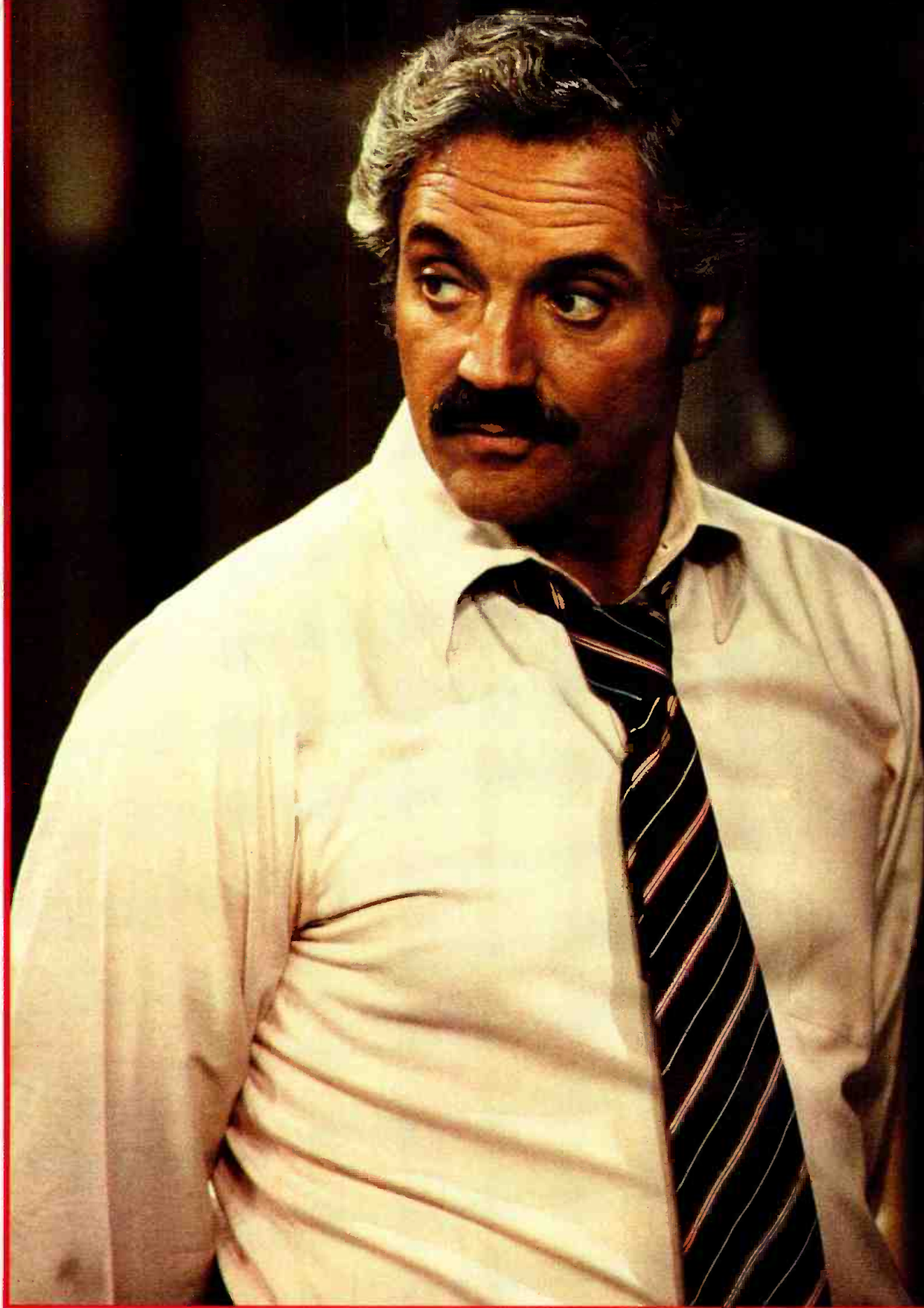
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Business Briefly

RADIO ONLY

Republic Airlines □ Eight-week flight is set to begin this week in about 20 markets, including Detroit, Milwaukee, Oklahoma City and Rochester, N.Y. Commercials will be broadcast in all dayparts. Target: men, 25-54. Agency: Dancer Fitzgerald Sample, New York.

Borden Inc. □ Snack foods will be promoted in eight-week flight starting in early February in four markets, including New York and Boston. Commercials will be placed in all dayparts. Target: women 25-54. Agency: McDonald & Little, Atlanta.

Toyota Dealers □ Trucks will be featured in five-week flight to start this week in 10 to 12 markets, including Washington and Houston. Commercials will be placed in all dayparts. Target: men, 25-34. Agency: Dancer Fitzgerald Sample, New York.

Archway Cookies □ Five-week flight is set to begin in early February in about 15 markets, including New York;

Jacksonville, Fla., and Buffalo and Rochester, both New York. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Archway United Advertising, Battle Creek, Mich.

Dow Chemical □ Agricultural products will be highlighted in 13-week flight to begin in early February in more than 30 markets, including Dallas and Oklahoma City. Commercials will be carried within farm programs. Target: farmers. Agency: Bader-Rutter & Associates, Brookfield, Wis.

ARA Living Centers □ Healthcare centers for elderly will launch campaign in early February that will continue until September in about 25 markets, including major markets in Texas, plus Indianapolis and Pensacola, Fla. Commercials will run in morning and afternoon day periods. Target: adults, 50 and older. Agency: Gulf State Advertising, Houston.

TV ONLY

Pace Foods □ Eight-week flight will



Ryder rides ahead. Two new television commercials for Ryder truck rental sales hit the airwaves this month with attacks against competing rental trucks and vans. The campaigns are part of a \$10-million investment in advertising in 1985, including television, radio and print. Network and spot TV will be used in the campaigns that break in mid-January. The two spots, according to Janet Coffman, account executive for J. Walter Thompson/New York, agency for Ryder, are extension of mood and message of 1984 Ryder commercials, which stressed competition with a dash of humor and emphasis on Ryder's quality theme: "It's Ryder or It's Wrong."

begin in more than 25 markets on Feb. 11. Commercials will be scheduled in daytime, fringe and prime access periods. Target: women, 18-49. Agency: Bozell & Jacobs, Dallas.

Conner Homes Corp. □ Sale of mobile homes will be advertised in two-week flight beginning in early February in about 20 markets. Commercials will be carried in daytime, fringe, prime and sports times. Target: adults, 25-49. Agency: Leslie Advertising, Greenville, S.C.

RADIO AND TV

Coble Dairy □ Milk will be spotlighted in four-week flight to start this week in three television markets and about 10 radio

Rep Report

WLS-AM-FM Chicago: To Hillier, Newmark, Wechsler & Howard from Blair.

□

KDTU-TV Tucson, Ariz.: To Independent Television Sales (new station).

□

KLTR(FM) Houston: To Major Market Radio from Masla Radio.

□

WROV(AM) Roanoke, Va.: To Weiss & Powell from Eastman Radio.

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SPORTS QUIZ—Test your listeners' memory with this sports trivia feature. Use questions as a contest for tickets and other prizes. Questions and answers run Tuesday and Thursday mornings.

COMING ATTRACTIONS—A Monday morning preview of the week's programming. It's an easy way to find out about special upcoming features and other outstanding sales opportunities.

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

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markets in North Carolina. Commercials
will be presented on TV in daytime and
early fringe and on radio in daytime and
early evening periods. Target: adults,
25-54. Agency: Sawyer Riley Compton,
Gainesville, Fla.

Delaware Valley Cable Marketing Group

□ New company serving cable
systems in Pennsylvania, New Jersey
and Delaware is planning advertising
campaign to include radio, television or
combination of both starting in March or
April. Campaign will be aimed at
increasing subscriber base for cable

systems. Group serves group owners
Harte-Hanks, American
Telecommunications Corp., Comcast
Cable, Storer Communications and
Times Mirror. Commercials will run in all
dayparts. Target: adults, 21 and older.
Agency: Giannettino & Meredith,
Mountainside, N.J.

Barnett Banks □ Four-week flight will
start in mid-February in nine markets on
radio and television. Commercials will
run in all dayparts. Target: adults, 35 and
older. Agency: Martin Agency,
Richmond, Va.

AdVantage

All about zappers. Did you know that children of television commercial zappers change channels more than children of nonzappers? And that zappers cannot be categorized by income, education, marital status, household size or number of children? These are some of findings drawn from five surveys conducted over last two years of some 1,500 adults and 400 children by Michigan State University's telecommunications department. Other findings reported by Carrie Heeter, coordinator of MSU's communication technology laboratory, and Bradley Greenberg, chairman of university's telecommunication department: From one-third to one-half of all adult viewers do no zapping at all; viewers zap primarily to see what else is on TV and to avoid commercials; boredom, variety seeking and desire to watch more than one show at time are other reasons; having to make channel changes (as opposed to using remote control device) is prime inhibitor of zapping.

□

After 10 years... Benton & Bowles Inc. and Hardee's have ended 10-year association. Benton & Bowles said it had not been able to come to agreement with Hardee's on several "significant strategic issues" for future. Hardee's bills about \$35 million, of which more than 80% is in broadcast. Advertiser is expected to announce new agency by March or April.

Nineteen Ways To Pick Up Women



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Jan. 21—"New Era in CATV: The Cable Franchise Policy and Communications Act of 1984," seminar sponsored by *Practising Law Institute*. Doral Inn, New York.

■ **Jan. 21**—*Women in Communications, Detroit chapter*, meeting. Jacque's restaurant, Southfield, Mich.

Jan. 22—"Grant Writing for Video Production," workshop sponsored by *Center for New Television*. Center, 11 East Hubbard, Chicago. Information: (312) 565-1787.

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. 22-24**—*C-Cor* technical seminar. Best Western Airport Park hotel, Inglewood, Calif. Information: Byron Brammer, (800) 233-2267.

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

Jan. 24—*Independent Media Producers Association* forum, "How to do business... when your clients don't want to pay on time." Gangplank restaurant, Washington.

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

■ Indicates new or revised listing

(312) 834-7773.

Jan. 25—Awards reception for winners of Prized Pieces International Video and Film Competition, sponsored by *National Black Programming Consortium*, recognizing excellence in black-oriented television programming. Ohio State University, Fawcett Center for Tomorrow, Columbus, Ohio.

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

Jan. 26—Computer graphics seminar, sponsored by *Center for New Television*. Center, 11 East Hubbard, Chicago. Information: (312) 565-1787.

Jan. 26-29—*Radio Advertising Bureau's* 5th annual Managing Sales Conference. Theme: "Retail Sales and Radio Marketing." Amfac hotel, Dallas.

Also in January

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. 29-31—*South Carolina Broadcasters Association* winter convention. Carolina Inn, Columbia, S.C.

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 Cover-

age of the Problems of the Disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: (202) 628-1300.

■ **Jan. 31**—*Women in Cable, Greater Philadelphia chapter*, meeting. Speaker: Adam Stagliano of research firm, Yankelovich, Skelly and White. Adam's Mark hotel, Philadelphia.

■ **Jan. 31**—*Wisconsin Women in Cable* meeting. Telephone Data Systems cable office. Middleton, Wis.

■ **Jan. 31**—*Federal Communications Bar Association* dinner meeting. Speaker: Richard Wirthlin, pollster and adviser to President Reagan. Capital Hilton, Washington.

February

Feb. 1—Deadline for entries in *American Bar Association's* Gavel Awards, honoring media for "increasing public understanding and awareness of the American legal system." Information: (312) 988-6137.

Feb. 1—Deadline for entries in *Action for Children's Television's* Achievement in Children's Television Awards for "significant contributions toward improving service to children on broadcast and cable television and on radio." Information: ACT, 46 Austin Street, Newtonville, Mass., 02160.

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

Feb. 1-2—*Northern California Radio-Television News Directors Association* fourth annual convention Luncheon speaker: Tom Pettit, executive vice president, NBC News. San Francisco International Airport

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

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

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

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

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

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

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

April 14-17—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Dallas, April 13-16, 1986; Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

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

May 5-8—*ABC-TV* annual affiliates meeting. New York Hilton, New York.

May 7-11—*American Women in Radio and Television* annual convention. New York Hilton. Future convention: May 27-31, 1986, Loew's Anatole, Dallas.

May 11-15—*Broadcast Financial Management Association/Broadcast Credit Association* 25th annual conference. Palmer House, Chicago. Future conferences: April 27-30, 1986, Century Plaza, Los

Major Meetings

Angeles, and April 26-29, 1987, Marriott Copley Place, Boston.

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

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

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

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

May 19-23—*National Public Radio* annual convention. Marriott City Center, Denver.

June 2-5—*National Cable Television Association* annual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas. Future conventions: March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 6-9—*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—*Montreux 1985*, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

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

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

Aug. 8-Sept. 14—Space WARC, first of two ses-

sions 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.

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Georgia World Congress Center, Atlanta.

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

Sept. 11-14—*Radio-Television News Directors Association* international conference. Opryland, Nashville. Future convention: Sept. 10-13, 1986, Anatole, Dallas.

Sept. 18-20—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 27-Nov. 1—*Society of Motion Picture and Television Engineers* 127th technical conference and equipment exhibit. Convention Center, Los Angeles.

Nov. 10-13—*Association of National Advertisers* annual meeting. Boca Raton hotel, Boca Raton, Fla.

Nov. 20-22—*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.

Dec. 4-6—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 4-8, 1986—*Association of Independent Television Stations* 13th annual convention (tentative).

Jan. 17-22, 1986—*NATPE International* annual convention. New Orleans Convention Center, New Orleans. Future convention: Jan. 24-27, 1987, New Orleans.

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BILOXI-
GULFPORT-
PASCAGOULA, MS
AND BLAIR TV.**

**TOGETHER,
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TO BEAT.**

OUR OWN.

WLOX-TV, the ABC affiliate in Biloxi-Gulfport-Pascagoula, Mississippi has chosen Blair Television for national sales representation. WLOX-TV has a tradition it shares with Blair...Leadership.

BLAIR. ONLY BLAIR.

Television



Stay Tuned

A professional's guide to the intermedia week (Jan. 21-27)

Network television ☐ **ABC:** *Inauguration '85*, Monday 11 a.m.-4 p.m.; *Scandal Sheet* (drama), Monday 9-11 p.m. **CBS:** *Inauguration '85*, Monday 11 a.m.-4 p.m.; *My Wicked, Wicked Ways*... *The Legend of Errol Flynn* (biographical drama), Monday 8-11 p.m.; *Miss Teen USA*, Tuesday 9-11 p.m.; *Otherworld* (fantasy-adventure), Saturday 8-9 p.m.; *Robert Kennedy and His Times* (three-part mini-series), Sunday 9-11 p.m., continuing Jan. 29 and 30. **NBC:** *Inauguration '85*, Monday 10 a.m.-4 p.m.; *Sara** (comedy series), Wednesday 9:30-10 p.m.; *Code Name: Foxfire** (action-adventure series), Sunday 8-10 p.m. **PBS** (check local times): *Alfred I. duPont-Columbia University Awards in Broadcast Journalism*, Wednesday 10-11:30 p.m.; *Great Performances: Dance Black America* (festival documentary), Friday 9-10:30 p.m.

Network radio ☐ **NBC Radio Network:** *Inauguration Ceremony*, Monday 11:30 a.m.-conclusion; *Live From the Hard Rock Cafe** (monthly music-variety series), Sunday (check local times).

Cable ☐ **Arts & Entertainment:** *Now Get Out of That** (10-part survival competition), Wednesday 8-8:30 p.m.; *The Year of the French** (12-part documentary series), Wednesday 8:30-9 p.m.; *Freud** (six-part dramatic series), Wednesday 9-10 p.m.; *The Sleeping Tiger* (thriller), Saturday 8-9:30 p.m.; *The Blue Dress* (romantic drama), Saturday 10-11:15 p.m. **Cable News Network:** *Inaugural Coverage*, Monday 9 a.m.-5 p.m. **C-SPAN:** *Inauguration Swearing-in*, Monday 11:30 a.m.-conclusion. **The Nashville Network:** *Wrangler Country Showdown* (talent competition), Saturday 9-10:30 p.m.

Syndication ☐ *42d Annual Golden Globe Awards*, Sunday 11 a.m.-1:15 p.m. and 1:30-3:45 p.m. on 80 stations.

Museum of Broadcasting ☐ *Hallmark Hall of Fame: A Tradition of Excellence*, examination of key role sponsor has played in development of programing, focusing on 14 dramatic themes, now through April 18.

*indicates premiere episode

San Francisco.

■ **Feb. 2**—Cable management seminar, "Problems and Solutions to Successful Management," sponsored by *Minorities in Cable and New Technologies*. Americana Congress hotel, Chicago. Information: Janice Woods, (312) 922-9043.

Feb. 3-5—*Louisiana Association of Broadcasters* annual convention. Speakers: Congressman John Breaux (D-La.), National Association of Broadcasters President Eddie Fritts and National Radio Broadcasters Association President Bernie Mann. Holiday Inn Central (Holidome), Lafayette, La.

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

Feb. 3-8—20th annual engineering management development seminars, sponsored by *National Association of Broadcasters*. Purdue University, West Lafayette, Ind. Information: (202) 293-3557.

Feb. 5-6—*Arizona Cable Television Association* annual meeting. Hilton, Phoenix.

Feb. 6—*Society of Satellite Professionals*, southern California chapter. Featured speaker: Ed Horowitz, senior vice president, technology and operations, Home Box Office. Sheraton Miramar hotel, Santa Monica, Calif. Information: 213-474-3500.

Feb. 6—*Ohio Association of Broadcasters* Dayton managers' luncheon. King Cole, Dayton.

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

Feb. 7—*International Radio and Television Society* newsmaker luncheon, "Radio: America's Ear-Resistable Medium." Speakers: John Gambling, WOR(AM) New York; William B. Williams, WNEW-AM-FM New York; Charles Osgood, CBS; Gary Stevens, Doubleday Broadcasting, and Rick Sklar, consultant. Waldorf Astoria, New York.

Feb. 7-9—*American Association of Advertising Agencies, Southern region*, winter annual meeting. Boca Raton hotel and club, Boca Raton, Fla.

Feb. 8—*Ohio Association of Broadcasters* Cincinnati managers' luncheon. Netherland Plaza, Cincinnati.

Feb. 8—"Cable Communications Policy Act of 1984: A New Law—A New Era," seminar sponsored by *Legal Times and Law & Business Inc./Harcourt Brace Jovanovich Publishers*. Madison hotel, Washington. Information: (201) 472-7400.

Feb. 8—"The New Technologies: Changes and Challenges in Public Relations," seminar hosted by *Media Institute*. Sheraton Grande hotel, Los Angeles.

Feb. 8-10—*National Radio Broadcasters Association's* second radio sales university. Tampa Airport Hilton, Tampa, Fla.

■ **Feb. 9**—"The Made-for-TV Movie: An Intensive Workshop," 12-week course offered by *Global Village Video Study Center*. Global Village headquarters, New York. Information: (212) 966-7526.

Feb. 10-13—*Arbitron Television Radio Advisory Council* meeting. Marriott's Rancho Las Palmas, Rancho Mirage, Calif.

Feb. 11—Reunion of DuMont Television Network, which disbanded in 1955. Museum of Broadcasting (reception), New York.

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

Feb. 12—*Illinois Broadcasters Association* sales

Question:

WHICH EXERTS MORE WEIGHT PER SQUARE INCH?



☐ A loaded 18-wheel tractor-trailer.

☐ A 115-pound woman in high heel shoes.

For the answer see page 75.

And for all the answers about the American trucking industry, call (703) 838-1966.



Trucks. The driving force behind American business.

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Errata

Viewdata official quoted in Jan. 14 story on Videotex and identified on page 166 only as Ashe is **Reid Ashe**, who assumed chairman and chief executive officer's job at Knight-Ridder subsidiary on Jan. 1.

MULTI-TRACK PRODUCTION FOR MERE MORTALS

Otari's Mark III-8 and Mark III-4 audio machines are helping today's radio broadcasters meet the challenge from music video and stereo TV by allowing a Producer's creativity to soar to new realms. And, they keep costs down to earth.



The Mark III-8 eight channel, and Mark III-4 four channel recorders give you exciting and affordable aids to creativity that can quickly be mastered, even if you, until now, followed the two-track path. With eight channels, you can lay down stereo music tracks, cross fade from one stereo program to another, layer effects, or multiply voice overs — on one tape, on one machine. Spots are created more efficiently, and are more effective.

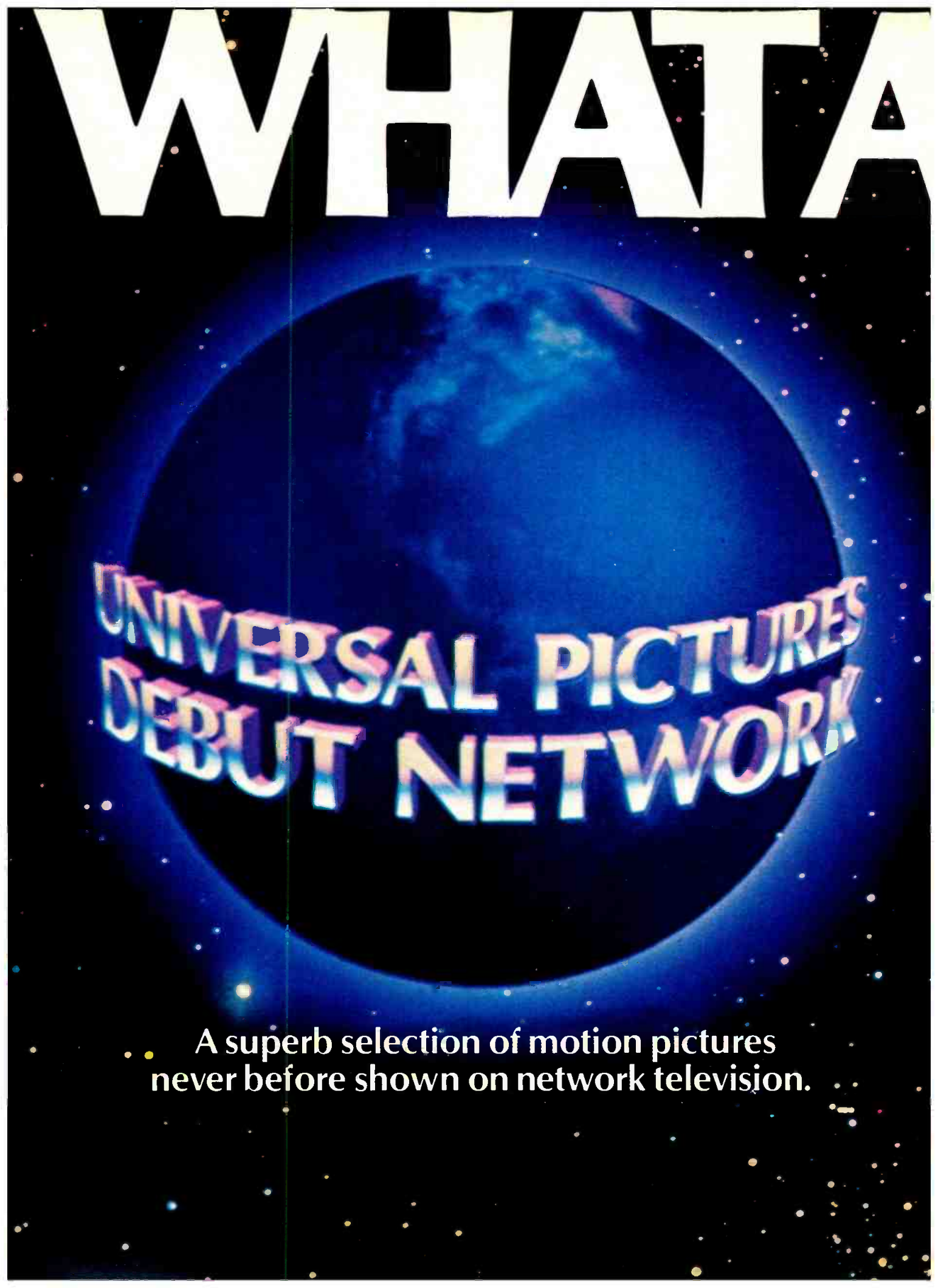
So don't wait for divine intervention to determine the fate of radio. Make it happen today with *the stereo production machines*, from Otari: The Technology You Can Trust.

Contact your nearest Otari Dealer for a demonstration, or call Otari Corporation, 2 Davis Drive, Belmont, CA 94002 (415) 592-8311 Telex: 9103764890

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In a little more than three weeks, Universal Pictures
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And that's just the beginning!

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GAINESVILLE
FAYETTEVILLE

UNIVERSAL PICTURES
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A great deal—and a great deal more!

MCATV

caravan. Southern Illinois University, Carbondale, Ill.

Feb. 12—Presentation of 1985 Heart to Child Humanitarian Award. Recipient: Robert Bennett, president, Metromedia. Waldorf Astoria.

Feb. 12—*West Virginia Broadcasters Association* sales seminar. Marriott hotel, Charleston, W. Va.

Feb. 12-13—*Wisconsin Broadcasters Association* annual winter convention and legislative reception/dinner. Concourse hotel, Madison, Wis.

Feb. 13—*Golden Jubilee Commission on Telecommunications* first conference, "The Impact of Government Regulation on the Introduction of New Telecommunications Technologies." Luncheon speaker: Representative John Dingell (D-Mich.). Mayflower hotel, Washington. Information: (202) 955-4687.

Feb. 13—*Illinois Broadcasters Association* sales caravan. Sangamon State University, Springfield, Ill.

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

Feb. 13—*Ohio Association of Broadcasters* Toledo managers' luncheon. Toledo Club, Toledo, Ohio.

Feb. 13—*West Virginia Broadcasters Association* sales seminar. Ramada Inn, Morgantown, W. Va.

Feb. 13-May 8—"The Video Marketplace: A Comprehensive Examination," program offered by *New York University, School of Continuing Education*. NYU campus, New York.

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

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

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

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

NATIONAL PARK SERVICE July 4th, 1985

The National Park Service is seeking a sponsor/contractor to provide the entertainment and production services for the Fourth of July Celebration on the Washington Monument Grounds, Washington, D.C. A fee will be required in exchange for rebroadcast and ancillary rights. Annual attendance at this event has been 200,000-500,000.

For info. contact:

Mr. Russell Davis
Contracting Division
1100 Ohio Drive, S.W.
Wash., D.C. 20242
202/485-9708



Open Mike

Viewing on the rise

EDITOR: Thanks to BROADCASTING for including KFTY(TV) Santa Rosa, Calif., in your Jan. 7 story on the growth of independent television stations. While your reporter was accurate in outlining the problems we have faced in our three-and-one-half years of broadcasting, KFTY's audience growth was not mentioned.

In spite of the fact that KFTY covers the Santa Rosa market north of San Francisco, our station has experienced remarkable increases in viewership in the San Francisco survey area: Unduplicated net weekly circulation figures in the November '84 Arbitron showed 183,000 homes compared to 140,000 in the October '84 Arbitron and 133,000 in the July '84 Arbitron. KFTY achieved a 1 rating in the San Francisco ADI November '84 Arbitron at 5-8 p.m. Monday through Friday.

In our home county of Sonoma, KFTY's audience figures are still impressive, with our ratings reaching a 5 in prime fringe. Our sign-on to sign-off audiences are as large as the San Francisco UHF independent stations or larger.

One final point: While we experienced substantial resistance from must-carry cable systems, we are now carried on every cable system in our coverage area north of San Francisco, serving about 250,000 subscribers.—*James D. Johnson, executive vice president, general manager, KFTY(TV) Santa Rosa, Calif.*

Public spirited

EDITOR: I read with interest in your Jan. 7 issue that St. Louis TV station KSDK and seven area radio stations combined to raise \$1,850 in donations for needy St. Louis children. I also noted larger sums raised for starving children in Ethiopia and other parts of the world.

During our annual "Wis Operation Santa Claus," the listeners of WIS(AM) Columbia, S.C., contributed \$7,300 to the Children's Hospital at Richland Memorial Hospital of Columbia through a Wis Radio Cabbage Patch doll auction as well as 11,000 toys and two and a half tons of nonperishable food items for needy children in our area.

It might be interesting if BROADCASTING would ask all stations to report their individual efforts. The total would stagger the most calloused consumer activist in Washington.—*Charles T. Jones Jr., vice president & general manager, WIS(AM) Columbia, S.C.*

All business

EDITOR: Your Dec. 17, 1984 article on farm broadcasting failed to mention our nationally syndicated television agribusiness news

service.

The *Agri-Business Report* recognizes the need for traditional agricultural production stories, but we go far beyond that by incorporating a consumer perspective, thereby bridging the gap from the farmer's field to consumer's table. The *Agri-Business Report* is a one-year-old television news service, serving over 45 stations throughout the United States with 15 90-second features each week.

The *Agri-Business Report* features provide weekly reports from Washington as well as marketing, weather, finance and technology. We've eliminated the bib overalls, calico table cloths, hoedown music and produced agribusiness gestures in a modern television journalistic manner as the nation's largest industry deserves.—*Gerald Badeaux, executive producer, Agri-Business Report, Terre Haute, Ind.*

Don't play it again, Sam

EDITOR: You quote Sam Donaldson as saying, "The President is seen on TV only at times and under conditions of the White House's choosing" (BROADCASTING, Dec. 10, 1984). Donaldson implies that presidential news conferences should be held at the beck and call of the TV media. How arrogant.

Donaldson's other idea of regularly scheduled monthly news conferences is even more radical. If the President doesn't have anything to say, give the time to the opposition, he says. Really? Try reporting the news without bias, Sam, and leave the newsmaking to those who rightly make it.—*Peter Onnigan, professional engineer, Sacramento, Calif.*

Regulatory rights

EDITOR: I disagree totally with B.D. Thornton who stated in a Dec. 10, 1984, "Open Mike" that the only true right Congress should have in regulating broadcasting is monitoring frequency and power. The prohibition against the broadcasting of obscene and indecent material, as spelled out by Congress (Title 18 of the U.S. Code, Section 1464) and upheld by the U.S. Supreme Court, is more vital now than ever—unless, that is, Mr. Thornton is fully prepared for the consequences of deregulating decadence.—*Betty Wein, New York.*

Celebrity value

EDITOR: It was with great interest that I read William L. Stakelin's comments in BROADCASTING's Dec. 10 "Monday Memo" column devoted to radio advertising. From personal experience with my clients, I am convinced that radio can be an effective advertising medium. However, I must take issue with his assertion that "... The impact [of a radio spot] is heightened if the voice is



THE PRICE IS RIGHT

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MOST SUCCESSFUL
GAME SHOW IN
TELEVISION HISTORY.

**NOW SOLD TO
NBC O&O'S
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WASHINGTON • CLEVELAND**



SHOW	LENGTH	NETWORK	TV HH	1983-1984 BROADCAST SEASON			
			84-85 SHARE	SHARE	TOTAL WOMEN	WOMEN 25-54	TOTAL MEN
PRICE IS RIGHT	ONE HOUR	CBS	32 *	33	33	29	39
WHEEL OF FORTUNE	HALF	NBC	30	29	33	29	24
PYRAMID	HALF	CBS	22	21	23	18	23
PRESS YOUR LUCK	HALF	CBS	20	20	21	18	21
SALE OF CENTURY	HALF	NBC	18	20	21	18	22

* HEAD TO HEAD, FIRST HALF HOUR, PRICE DOES A 29 SHARE!

SOURCE: AC NIELSEN, NTI, BROADCAST SEASON, 83-84. AC NIELSEN, NTI, SEASON TO DATE, 84-85.

In September of 1985, the tradition continues in syndication with the original fast-paced, high stakes, half-hour version.

- Over 28 years of ratings success.
 - In 1983-84 season...PRICE dominates all game shows.
 - Nothing can compete with the half-hour of PRICE.
 - PRICE is the highest-budgeted game show in America.
 - From the premiere producer of game shows, Goodson-Todman.
 - THE PRICE IS RIGHT. Now a firm go for September 1985.
- Prime Access just got better.



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Number

1



in New York and 30 other markets!

MARKET	STATION	M-F TIME PERIOD	TIME PERIOD RANK	RATING/ SHARE
Albuquerque	KOB-TV	4PM	# 1	6/21
Atlanta	WSB-TV	4PM	# 1	5/23
Austin	KTBC-TV	4PM	# 1	6/22
Beckley-Bluefield	WVVA-TV	5PM	# 1	12/38
Charleston-Huntington	WSAZ-TV	5PM	# 1	14/33
Columbia, (S.C.)	WIS-TV	4PM	# 1	10/32
Columbia-Jefferson City	KRCG-TV	4PM	# 1	7/23
Fargo	KTHI-TV	3:30PM	# 1	6/23
Gainesville	WCJB	5PM	# 1	11/31
Greenville-New Bern	WCTI-TV	4PM	# 1	11/31
Greenwood	WABG-TV	4PM	# 1	15/42
Johnstown	WJAC-TV	4PM	# 1	7/20
Knoxville	WBIR-TV	4PM	# 1	9/27
Laredo	KGNS-TV	5PM	# 1	11/27
Lexington	WTVQ-TV	3:30PM	# 1	11/26
Madison	WISC-TV	4:30PM	# 1	5/26
Meridian	WTOK-TV	4PM	# 1	23/57
Monroe	KNOE-TV	4PM	# 1	16/45
Montgomery	WSFA-TV	5PM	# 1	17/37
New York	WNEW-TV	4PM	# 1	8/16
Norfolk	WTKR-TV	4PM	# 1	7/22
Roanoke	WDBJ-TV	4:30PM	# 1	11/38
Salisbury	WBOC-TV	5PM	# 1	9/24
Savannah	WTOG-TV	4PM	# 1	19/46
Shreveport	KSLA-TV	4PM	# 1	9/26
Tallahassee	WCTV	4:30PM	# 1	14/43
Terre Haute	WTHI-TV	5PM	# 1	7/23
Traverse City-Cadillac	WWTW	4PM	# 1	9/28
Tri Cities	WCYB-TV	4PM	# 1	19/47
Wichita Falls	KFDX-TV	4PM	# 1	5/19
Wilmington	WWAY	4PM	# 1	7/21

Source: Nielson Cassandra Nov. 1984.
Time period rank based on DMA rating. Subject
to qualifications of reports used.

The Duke Duke of Hazard



Warner Bros. Television Distribution
A Warner Communications Company

that of a recognized figure or a celebrity."

While a celebrity may perhaps prove to a listener that the advertiser was able to fork over enough money to elicit an endorsement from the personage, a "celebrity" alone will not produce sales results.

The only way radio can tap into the listener's "common experiences" is with the pro-

duction of well written radio spots where the talents "perform" a spot with a degree of *sincere* enthusiasm. I have heard station-produced spots, (and quite a few agency-produced spots, too) where the talent haphazardly reads the spot with little interest over a stale music production bed. The talent's lack of interest carries over on-the-air and tends

to dissuade the listener from paying any attention to the spoken message.

"Genuine enthusiasm," "performance" and "understanding" are the key words in successful broadcast advertising, be it a live or recorded spot.—*Ivars Bezdech, senior partner, BOSCOM Media Creations, Portland, Ore.*

Monday Memo

A radio news commentary from James Farley, vice president, radio news, NBC, New York

Securing a bright future for radio news

At the recent Radio-Television News Directors Association convention in San Antonio, Tex., it was evident that radio news directors are worried about the future of radio news. I share the concern, but I'd like to dispute some of the commonly believed reasons for concern and then offer some solutions of my own.

Is the demon deregulation? I've seen no concrete evidence to support this, even though many news directors are perfectly willing to lay the blame there. Remember, the era of regulation gave rise to the infamous "public affairs ghetto" with news documentaries and some of your best efforts showcased... at 3 o'clock Sunday morning.

Regulation gave rise to a lot of overnight newscasts. Station operators were able to satisfy their regulatory obligations by having disk jockeys rip and read. There was no need to spend money on a quality news department.

Let's face it: Deregulation has created a *positive* environment for radio news. A station operator who spends money on a news department today does so in the belief it is needed and desirable in a competitive environment, not because some federal bureaucrat has a gun to the operator's head.

Are the nasties the networks? The answer, in two words, is: hell no. It came as quite a surprise to me and to my colleagues at other nets that even a few news directors at RTNDA thought this might be the case. All too often these days, my news people in New York will call our local affiliate to get some audio on a story there, only to be given the "new" number for their newsroom: our own number in New York.

Network news operations rely on local news operations; we have a vested interest in seeing healthy local news departments at our affiliates. Any intelligent news programmer knows that a station cannot succeed with network news alone: To win, you need a strong local news identity, backed up by a reputable network.

Is the suspect slippage in AM radio? Now we're getting warm. Remember the days when you couldn't give away an FM license, or when the only spots on an FM station were bonus spots for advertising on the co-



James T. Farley Jr. is vice president of radio news for NBC, a position he has held since 1982. He joined the network in 1975 as a producer for its News and Information Service and became manager of NIS the following year. In 1977-79 he was executive producer of the NBC Radio Network. His only venture into television news occurred in 1979-80 when he was named manager of NBC's TV news. In 1980 he became director of radio news operations and in 1982 was named managing director of radio news. He got his start in 1966 at WINS(AM) New York.

owned AM station? Today two-thirds of all listening is to FM radio, leaving AM with about a third. When an AM station has to tighten the financial belt, the news operation almost always feels the pinch.

Can news directors do anything about it? The radical slogan of the 60's would seem to apply here: "If you're not part of the solution, you're part of the problem." In deciding what they can do to reverse the slippage in radio news, news directors need to ask themselves several questions.

What is your contribution to your station? If local news is seen by the station owner as a

money loser, it's only a matter of time before you feel the blade of the budget cut. Are your newscasts sponsored? Are they sold as premium buys? Have you talked about additional sales opportunities with your sales manager? Have you talked to your program director about promotion ideas involving news coverage?

Are you perceived as "only" a news director? Those of us who are broadcast journalists know how important news directors are; in fact, when we have a news opening here at NBC Radio News, we always look for radio news directors. But how does your station manager see you? Does he/she see you as a full department head pulling your own weight? Does he/she see you as a *programmer* of news and information? If the program director is out of town, are you the person designated to take charge during the absence? If the program director is in charge of news as well as other programming, are you the likely successor (and if not, why not)?

Look: There are no schools for program directors. They learned their craft, including what they know about sales, on the job. During the two relevant radio sessions in San Antonio, news directors took two contradictory positions: (a) "somebody" ought to teach them about sales because they don't know anything about sales and (b) their jobs as news directors are very complex, more difficult than the job of, say, the sales manager. The first point is not valid: The PD made it a point to self-learn, and so can you, particularly if you subscribe to the second point. I'm perfectly willing to agree to the second point, but does your station manager agree? Are you paid more money than, say, the sales manager?

Read the same trade publications your PD reads. Take him to lunch. Sit down with the station manager and the sales manager at least once a week. You've got to sell your news product, and you've got to sell your own skills as a manager.

One of the better radio consultants preaches something he calls triangle management: close cooperation among the station manager, the sales manager and the program director. You need to inject yourself into that equation by pointing out that a four-legged chair is more stable than a three-legged stool. The future of radio news depends on a grass-roots effort that must begin at the local news director level.

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The hottest call letters in Chicago have joined the hottest call letters in the radio rep business!

WLS AM and FM, Chicago's perennial leaders, are the third and fourth ABC stations now represented by HNWH. First, in 1981, it was KSRR, Houston's leading young adult station. Then, last year, we began working with ABC's KTKS, Dallas' hottest new station. And now, in 1985, we've joined with WLS AM/FM.

We believe stations such as WLS AM/FM come to HNWH because they realize we provide an innovative alternative in representation. We combine aggressive pricing, networking and accountability with the talents of a sales team that by and large comes from and knows your business—the radio business. All this means increased shares for our clients.

Increase your share. Start using our call letters.

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When we previewed this camera at NAB, the response was tremendous. Which, considering Sony's considerable reputation for high performance broadcast portables, wouldn't normally seem so surprising. Except for one detail.

The BVP-360 isn't a broadcast portable. (Although at 50 pounds it's certainly the most portable camera in its class.)

What the BVP-360 represents, however, is the culmination of Sony's work in tube technology, in innovative mechanical design and in High Definition Video Systems. A highly sophisticated, automated camera that promises to usher in a new era in price/performance for cameras in the Field/Studio category.



Sony-developed 2/3-inch Mixed Field Saticon™ (Plumbicon™ tubes also available.)

**THE 2/3-INCH IMAGE
FORMAT COMES OF AGE.**

For those of you unable to get through the crowds for a close look at the BVP-360, there are two explanations for the exceptional image quality you saw on the monitors overhead.

First, the BVP-360 employs the remarkable, Sony-developed 2/3" Mixed Field* tubes. The first real challenge to big tube performance. Because they deliver twice the registration and geometric accuracy of conventional 2/3" tubes. Plus greater depth of modulation. And thanks to the special Sony-developed FET that is built into the tube and yoke, an extraordinary signal-to-noise ratio. (MF Plumbicon™ or MF Saticon™ tubes are available.)

Secondly, the Sony BVP-360 is equipped with a breakthrough F1.2 prism design that single-handedly results in sensitivity and depth-of-field comparable with

25mm image formats. And vastly superior to any current 2/3" Field/Studio camera at any price.

And, naturally, when you combine these factors with the extensive signal processing technology Sony has engineered into the BVP-360, you get specs which could only be described as spectacular.

**A SUPERHUMAN FEAT
OF HUMAN ENGINEERING.**

Many of the experts who were able to get their hands on the camera at NAB were even more impressed by how it performs from a human standpoint.

Some were moved to comment by how easy the BVP-360 is to move around. Its smoothly integrated handles. Low weight. The highly maneuverable viewfinder. And the shortest lens-front-to-viewfinder distance in the industry.

Others cited the uniquely pragmatic approach to automation. An approach that concentrates the camera's considerable microprocessor-based intelligence on the most difficult setup operations; functions such as digital registration, B/W balance, flare and gamma.

And still others referred to the BVP-360's extensive camera head memory, which can store up to sixty-four scene files, eight setup files, sixteen lens files and three reference files.

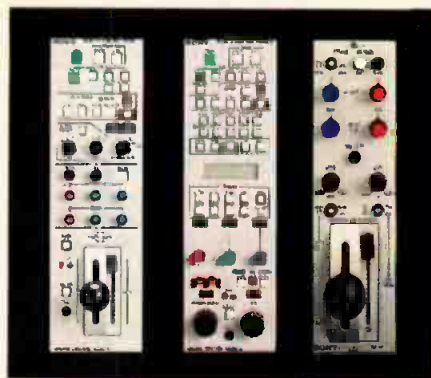
Plus the advantages of being able to choose from three remote operational panels.

**NOT JUST A CAMERA.
A CAMERA SYSTEM.**

But perhaps the most striking aspect of the BVP-360 is its "building block" design concept.

An arrangement that makes it particularly easy to customize the camera for various production situations.

It starts with a



BVP-360 Remote Control Panels: (left to right) a flexible Field unit, a highly sophisticated Creative Production panel and a simple Studio unit.

camera head able to transmit component signals via Triax or Multicore. Or function as a stand-alone camera.

Then, on the technical front, alignments are handled at the Camera Control Unit. With each camera able to be tweaked individually. Or addressed as part of up to an eight-camera chain linked to one Master Setup Unit.

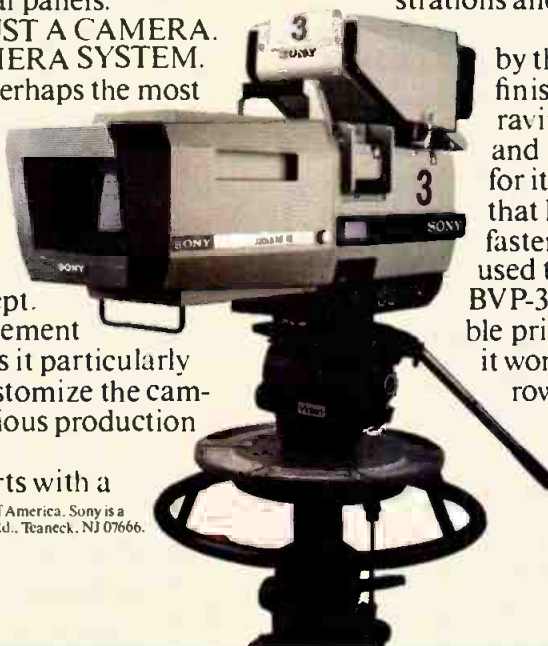
And finally, on the operational front, all control during production may be directed from one of three types of Remote Control Panels—a simple Studio model, a flexible Field unit, or a highly evolved Creative panel with extensive memory and scene-painting facilities.

**ADOPT A
WAIT-AND-SEE ATTITUDE.**

Of course, as we said at the outset, the BVP-360 isn't ready for delivery tomorrow. But that doesn't mean you have to wait until May to see it. There are units here right now for demonstrations and evaluations.

And of course, by the time you're finished testing it, raving about it and getting a budget for it (although that last part may go faster than you're used to thanks to the BVP-360's incredible price/performance), it won't be tomorrow. It'll be closer to May 1.

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Broadcasting Jan 21

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TOP OF THE WEEK

UNIFORM POLL CLOSING TO BE CONSIDERED

Election projections: Networks, Hill reach accord

ABC, CBS and NBC vow to Congress they will refrain from calling winners in elections until all polls are closed; way cleared for hearings to consider uniform poll closing time

Congress and the three major television networks buried the hatchet last week. In a surprise move, CBS and NBC disclosed they would no longer use exit poll data to project or characterize election results in any state before the polls close there. (ABC announced similar restraints before last November's election [BROADCASTING, Nov. 12, 1984]). At the same time, key House members said they would begin hearings on uniform poll closing legislation.

The networks' new policy was revealed during a press conference held by Representatives Al Swift (D-Wash.) and Bill Thomas (R-Calif.) last week. Swift is chairman of the House Task Force on Elections, and Thomas is its ranking minority member. Swift and Thomas had received letters from the three network news presidents pledging the future restraints.

The networks' revised policy was seen as a response to the congressional and public pressure that has been mounting since the 1980 presidential race. The practice of calling winners before all polls are closed across the country has been the focus of many hearings. Before the last election, Congress passed a resolution calling on broadcasters to voluntarily refrain from characterizing or projecting the results of an election before all polls have closed.

But in the Reagan runaway, the outcome became evident long before polls in the West had closed. All three networks projected Reagan as the winner by 5:30 p.m. Pacific Time, to the dismay of many congressmen. Swift, author of the resolution, was particularly exercised. He called the networks' coverage "heavy handed and arrogant."

On Dec. 6, 1984, Swift and Thomas wrote the news executives. They said Congress would not seriously consider legislation offering a standard poll closing time or modified voting day or similar solution unless the networks were on record with a "firm, explicit, public, corporate commitment not to use exit poll data to suggest, through interpretation of that data, the probable winner in any state until polls in that state have closed."

A commitment like that, the legislators



Swift and Thomas

continued, "would provide Congress with the needed reassurances that the results of exit polls would not be used, through characterizations, trending (or any euphemism), to 'short-circuit' a lasting solution to this important and seemingly never ending problem."

ABC and NBC were the first to respond. (Both letters were sent on the same day: Dec. 12, 1984.) ABC restated its early position to "not use exit poll data to suggest the winner of an election in any state until polls in that state have closed." And, wrote ABC News President Rooney Arledge, that meant "ABC News did not utilize exit polls to characterize, report trends or in any other way to state or imply the outcome of any election until polls in a given state were closed." He also pointed out that subsequently he wrote members of Congress urging them to enact a uniform poll closing time and called on the other networks to adopt the same policy. "You and your colleagues have the full support of ABC News," Arledge concluded.

In a statement released during the press conference, Arledge said it was now up to Congress to "solve the problem created by various time zones by legislating a uniform closing hour for national elections." If Congress acts swiftly, he continued, "we need never again have an election in this country where controversy arises over election results from one section possibly influencing voters in another section."

NBC President Larry Grossman was equally enthusiastic about a standard poll

closing time. He underscored his remarks to the Radio-Television News Directors Association last year: "If polls in all 50 states close simultaneously, then NBC News would effectively and realistically be able to hold all the information we gather from our election day polling until after the election is over across the nation." Although Grossman agreed to refrain from using exit poll data, he said that there may be "news releases, interviews or statements by candidate, high campaign officials or others that provide newsworthy information which should be reported in a timely manner."

NBC later issued this statement: "NBC News policy is and will continue to be that we will not use exit polls to project or characterize the outcome of a race in a state until its polls have closed and the actual votes have begun to be released. Under a national uniform poll closing, our policy would mean NBC News would not use exit polls to project or characterize the outcome of a national election until polls in all states had closed."

CBS News President Ed Joyce was the last to reply. His letter was dated the day of the press conference (Jan. 17). Joyce felt a uniform poll closing time was the solution "least intrusive to First Amendment rights." The CBS News executive restated the network's previous policy of not projecting the outcome of a race in any state until the polls close or "in those states with multiple closings, until the vast majority of polls have closed."

Joyce noted that CBS had "developed the

capability of using our exit polls to arrive at characterizations of the likely outcome prior to the time the polls have closed." But he said: "We understand that those characterizations would defeat the very purpose of the legislation you are considering. Since we agree with you that a uniform poll closing law is the only realistic solution to the issue that modern technology has produced, and in furtherance of the realization of such legislation, CBS News will no longer use election day exit polls to characterize races before the polls close in the states involved."

The letters gave Swift and Thomas what they wanted. "With those assurances, we believe we can now proceed with serious and prolonged, I believe, hearings on the uniform poll closing ideas that have been floating around for some time," Swift said. "There are a lot of questions," he added, "for which we do not know the answers." The task force, which is likely to become a standard subcommittee in this Congress, plans to go to work as soon as possible.

Thomas said he thought passage of the resolution urging voluntary restraint in the last election was one of the "principal factors that led the networks to realize cooperation could solve the problem more than confrontation." And he felt the letters mean the "networks have taken themselves out of the problem."

Swift listed some of the options likely to be considered including a 24-hour poll closing, Sunday voting and the idea of making election day a holiday. "We will be examining all these proposals to see their strengths and weaknesses," Swift said. However, "the simpler, the more popular it is going to be with me," he added. He predicted the

News on networks. The networks were making the news as well as reporting it last week. Their decision, last Thursday, to refrain from using exit poll data to project or characterize election results in any state until the polls close was reported on all three network evening news programs that night. ABC led its *World News Tonight* with the story, devoting one minute and 40 seconds. The story, reported by Washington correspondent Brit Hume, featured a brief excerpt from the press conference held by Representatives Al Swift (D-Wash.) and Bill Thomas (R-Calif.).

NBC Nightly News devoted the same length of time as ABC to the matter but ran the story about a third of the way into the program. NBC correspondent Ken Bode interviewed Thomas as well as House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.). At CBS, the story appeared about half way through the *CBS Evening News With Dan Rather*. It ran two minutes. Rather and correspondent Dean Morton reported the piece, which included interviews with Wirth and Swift.

chances of Congress passing legislation before the next election were better than 50-50. Among the suggestions that may be scrutinized is a proposal by Representative Ron Wyden (D-Ore.) that would establish standard poll closing times of 5 a.m. to 8 p.m. on the West Coast and 8 a.m. to 11 p.m. on the East Coast.

According to Joyce of CBS News, the commitment by the networks to refrain from using exit polls to project or characterize elections before the voting is completed is essential to getting a uniform poll-closing bill passed. "There is no doubt that we are dealing with conflicting interests here," he said. "But a certain balancing of those interests is necessary and [uniform poll closing] is the least intrusive solution." That's been the network's "consistent position" for years, he added.

To help create a climate in which that solution could be achieved, Joyce said, the decision was made to alter the network policy concerning the use of exit polls. "It would not be consistent, or logical," he said, to

continue to project or "characterize" elections before poll closing time in the face of what he now sees as a "constructive" attempt by Swift and Thomas to balance the interests of all sides. In fact, he praised the two congressmen for their "stature and integrity," adding that there has not been "a shred of self-serving rhetoric," in this latest bid to work out the vote-projection dilemma.

It took CBS a little more than a month longer than NBC to commit, in writing, to the policy change. That was because, said Joyce, he had a number of "long, careful and deliberate discussions," with a group of top news executives at the network. "I run a very collegial organization," he said. "And withholding news, in any form, is something we take very seriously."

The initiative, and the networks' willingness to cooperate, was praised by Lou Adler, president of the Radio-Television News Directors Association. "The networks have been very statesman-like and very correct," he said, "and I applaud them for it." With their cooperation, said Adler, the push for a uniform poll-closing bill "should get up a good head of steam. It's a good thing and I hope it does." He added that he was heartened to hear Swift predict last week that such a bill stood a 50-50 chance of passage this year.

Both Adler and Joyce said the problem stemmed from the networks' ability to use 20th century broadcast and polling technology to monitor elections utilizing 18th or 19th century voting structures. "The technology won't go away," Adler noted, "so if uniform poll closing puts the argument to rest, then I'm all for it."

Reaction to the networks' new position was mixed. House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) was not satisfied. He believes the networks decision does not go far enough. Wirth's views on the matter were expressed during appearances on both the CBS and NBC evening news programs. He likened the broadcasters' decision and the plans to legislate a uniform poll closing time as the "tail that wagged the dog." And furthermore, Wirth said: "I question whether it is necessary to rewrite every state's election laws and ask an entire nation to alter its voting habits and traditions to accommodate a handful of network executives." A Hill observer, however, characterized Wirth's remarks as an example of his "typical network bashing."

March Fong Eu, California secretary of



Views on ban. Whether beer and wine commercials should be banned from radio and television was debated before members of the Television Critics Association in Los Angeles Jan. 13. The discussion was sponsored by the National Association of Broadcasters and featured views from both sides of the issue. Pictured, l-r: Betty Hudson, NBC vice president, corporate relations, and advertising chairman, NBC Internal Alcohol Policy Task Force; Robert Reynolds, vice president, Council on Alcohol Policy, San Diego county alcohol program; Don Shea, president U.S. Brewers Association, Washington; A. L. Wright, director, Los Angeles county Office of Alcohol Programs, and Shaun Sheehan, NAB senior vice president for public affairs.

state, a leading critic of the networks' practice of making projections voiced approval of their decision. She said: "The devil must be wearing a fur coat, since it seems that hell has frozen over. The networks have taken a

very constructive step forward and I applaud their efforts to work out a solution to the problem of network projections and the impact they have on voter turnout on the West Coast."

Dorothy Ridings, president of the League of Women Voters, said the league is pleased that the networks recognize that early projections of election results are a significant problem. "We commend the networks." □

NAB comes out swinging in Palm Springs

Joint board's primary concerns—anti alcohol ad campaigns and group's influence with Congress—get attention and action at annual meeting; many congressmen also on hand; new director of grass-roots lobbying announced; it OK's study of developing ratings service alternative to Arbitron; will continue push with Tauke and Tauzin for broadcast deregulation

Propelled by concern that beer and wine advertising might be legislated off the air, and determined to amplify its clout in the halls of Congress, the joint board of directors of the National Association of Broadcasters met in annual winter meeting last week in Palm Springs, Calif. The joint board assembled in satisfaction that the NAB was on the right course and left town even more certain that that was so. Among the actions taken:

- The board directed the hiring of a new senior executive to direct an enlarged grass-roots lobbying effort, reporting to John Summers, the executive vice president for government relations, and working with the legislative committee headed by Walter May of WPKE(AM)-WDHR(FM) Pikeville, Ky., and Michael McCormick of WTMJ-TV Milwaukee.

- Ordered the creation of an audience measurement task force to explore the creation of a nonprofit rating service that might compete with the existing rating companies (read: Arbitron).

- Decided to continue its efforts—in concert with Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.)—to secure deregulation legislation in the House of Representatives.

- Amended its by-laws to eliminate the requirement that networks be station licensees to qualify for NAB membership—an action that keeps the now-stationless Mutual Broadcasting System in the fold.

- Designated Wilson Wearn of Multimedia as winner of the Distinguished Service Award for 1985, to be presented at the NAB convention in Las Vegas this April.

Above all else, the beer and wine issue colored the board's thinking and acting last week. Indeed, the curtain had gone up the week before, when the NAB began inviting a series of congressional leaders—in Palm Springs for the Bob Hope Desert Classic—to join board members and staff at breakfasts, lunches and dinners to discuss this new priority as well as other matters of vital interest. The list was led by House Speaker Tip O'Neill (D-Mass.), House Minority Leader Robert Michel (R-Ill.) and Representative Dan Rostenkowski (D-Ill.), chairman of the House Ways and Means Committee, and included Senators Paul Trible (R-Va.), Gary Hart (D-Colo.), Fritz Hollings (D-S.C.),

Robert Kasten (R-Wis.) and J. James Exon (D-Neb.) as well as Representatives John Breaux (D-La.) and James Florio (D-N.J.). These were in addition to Congressmen Tauke and Tauzin, who were already scheduled to address the NAB board, primarily on the subject of deregulation. While those members were being indoctrinated with the NAB position in Palm Springs, another delegation, comprising Don Shea of the U.S. Brewers Association and Shaun Sheehan, the NAB's senior vice president for public affairs, was dispatched to Los Angeles to brief the Television Critics Association on the beer-wine issue.

Tauzin told the board the First Amendment must be its first line of defense. Unlike the situation surrounding the elimination of cigarette advertising from radio and TV, there has been no showing of a causal relationship between advertising and substance abuse, he said. "That kind of issue—because it's so charged with emotion—should be dealt with in the committee system; it's unwise to fight such battles on the floor," Tauzin said.

The congressman also suggested that the industry stress its positive role in attacking drunk driving through the PSA campaigns currently being run across the country. "They have become more conspicuous as the issue has become more conspicuous," he said. "It is a good example of how a medium responds as an issue becomes more prominent."

Tauke said that the broadcasting industry has some major strengths and some significant weaknesses in regard to lobbying, all of which will affect the beer-wine resolution. On the plus side, it has a nationwide network of members and a competent lobbying team, he said. On the negative side, (1) the members network is not sufficiently activated and (2) Congress holds a certain view of the medium that relates to the coverage its members receive at the hands of station news departments. Antibroadcasting legislation presents congressmen with "an opportunity to attack" if they feel there has been some irresponsibility exhibited, he said, repeating a sentiment first made to the NAB last week by Speaker O'Neill, that "Everyone [in Congress] is cheering for Westmoreland" (a reference to the current libel trial against CBS).

Tauke told the board his own "horror story." During the 1984 campaign, an organization called the Iowa Toxic Action Program held a press conference prior to one of Tauke's "town meetings" during which a woman accused him of ignoring her appeal for assistance after a toxic waste spill occurred in her area. The story was widely carried by all the area's major stations (and newspapers). Ten days later, the woman called Tauke, in tears, and said ITAP had



O'Neill



Rostenkowski



tauke



Tauzin

told her if she made that statement, which she told them was untrue, they would help her receive some compensation. Only one radio station and one newspaper carried a correction, he said.

Turning to deregulation, Tauke said he and Tauzin were putting it "on the stove but not on the front burner." It is important to continue asserting the principle, not only in and of itself but as a "counterweight, if you will," to other measures that may be put forward—for example, an attempt to amend the FCC authorization bill with still more broadcast regulation. There are a number of First Amendment implications to deregulation that must be served, too, he said.

Tauzin added that having their bill before Congress may have helped persuade the FCC to proceed on its own TV deregulation efforts, as well as having prevented a lot of damaging legislation. Elaborating on his position that it's essential to mount a defense of the First Amendment, Tauzin told of having just returned from Taiwan where he read of a civil slander suit in which the defendants—a publisher, his editor and a writer—were each sentenced to one year in jail for an article in which a professor had been called a flunky. "We must keep reminding ourselves how fortunate we are to have the First Amendment," Tauzin said.

Speaker O'Neill was the most graphic in describing the sentiment running against broadcasters in Congress. "Nobody likes a smart ass," he said. Telling of his own experiences with the broadcast media, O'Neill said that "they stick all those microphones in your face, then if you stumble on one question that's the one they run. It's as though the press is lying in wait for us to make a mistake. You [broadcasters] have to develop some credibility. Whether Republican, Democrat, conservative or liberal, the [anti-broadcast] attitude is there. You've got to put some order in your shop."

The Speaker told the board that when he was a legislator in Massachusetts there used to be something called a syntax. "If some-

thing goes wrong you legislate against sin and raise taxes. You're up against the syntax," he said.

Each of the congressmen was shown videotaped excerpts from antialcohol-abuse PSA's developed and broadcast by various state associations across the country, as well as one from the Caucus for Producers, Writers and Directors that describes the voluntary efforts of the Hollywood creative community to cut down on the incidence of gratuitous drinking in television programs. During the last two years the occasions when the hero in *Magnum, P.I.* takes a drink have been reduced to almost zero, while those of *Dallas* are down 70%.

Don Shea of the U.S. Brewers Association called the movement to delete beer and wine ads a case of "societal schizophrenia." The brewers will stand with broadcasters in fighting the ban, he pledged. "We will not stop. We will not go away."

NAB's Summers said the association had canvassed a number of congressmen and found, in the House, "116 with us, 11 against and 115 question marks." In the Senate the count was 19 for, two against and 19 questionable.

One of the board's major concerns—taken up in executive session on Tuesday—was with the statement by Senator Bob Packwood (R-Ore.) to the California Broadcasters Association one week earlier (BROADCASTING, Jan. 14). Packwood said the NAB's lobbying effort was but little improved from the time of his assessment in 1983 that "You cannot lobby your way out of a paper bag in the House." The senator, who headed the Commerce Committee in the last Congress and may yet head the Communications Subcommittee in this one, called the broadcasters "preciously limited in their effectiveness."

No consensus emerged from the board's discussion, although many felt he had used "NAB" as shorthand for the broadcasting industry at large, and did not mean specifically to refer to the trade association. The

radio board's vice chairman, Ed Giller of WFBG-AM-FM Altoona, Pa., said that if the Packwood remarks had come before last year's winter board meeting, in Hawaii, "we would have acted." But those inside NAB now know "we're on the right track," he said. Legislative committee co-chairman McCormick said that "I don't think we should shoot the messenger [referring to BROADCASTING's article]. If there's a message there we should listen."

NAB President Eddie Fritts told the board that "we have finished the cycle of redefinition and restructuring. This board's mandate [in Hawaii last year] was for the staff to be more effective and efficient. I am proud to report that we have achieved this goal." Fritts cited a number of internal and external accomplishments during the year. Chief among the latter: the folding together of NAB's Radio Programming Conference with the annual convention of the National Radio Broadcasters Association to produce the first annual Radio Convention and Programming Conference (already renamed the Radio Management and Programming Conference), and the merger of the Daytime Broadcasters Association with the NAB. Television membership is at an all-time high and strenuous efforts are being made to reverse the shortfall in radio membership, he said. Among FCC victories he counted the new 12-12-12 ownership rules, television deregulation, a compromise on extended hours for daytimers and increased nighttime power for Class IV's. Fritts also pointed with pride to the 236 co-sponsors lined up behind the Tauke-Tauzin deregulation bill.

Wednesday's radio board meeting was the genesis for the rating service resolution, which passed without opposition and was expected to send a "shock wave" into Arbitron, the principal radio rating service. The resolution cited "exorbitantly high cost and annual rate increases of audience measurement and the impact that these costs have on the industry." The new exploration, which has been cleared by NAB's antitrust counsel, will study the "legal, tax and capitalization requirements" of such a nonprofit service and assess its acceptability with the advertising community. Findings are to be ready by the June board meeting in Washington.

A discussion of an incipient proposal to extend the top of the AM band from 1605 to 1705 khz, which NAB Science and Technology Vice President Tom Keller said would add two to three stations in every market, drew the suggestion that the proper opposition is on pocketbook grounds. (Another suggestion: to make that extra spectrum available to daytime stations.) Keller also spoke of FCC pressure on broadcasters to make more efficient use of their STL's (studio-to-transmitter links). The industry won back six of 10 STL frequencies that had been taken away for disuse, but now must turn to new technologies if more services are to be fitted within them.

Among the other issues considered by the radio board were suggestions by Walter May that radio satellite stations be authorized and that must carry status be accorded all local radio stations on cable systems. Both were

Whispering palms

Among the not-quite-public news bits from the National Association of Broadcasters board meeting in Palm Springs (see story, this page):

- Former President Gerald Ford was paid \$7,000 honorarium for an appearance at the Wednesday night dinner. Twelve congressmen and senators who joined with NAB in Palm Springs were each offered the "going rate" of \$1,000-\$1,500, although several either refused the fee or directed that it go to charity.

- NAB Research Vice President John Abel won plaudits from both the radio and TV sides of the aisle for his presentation on new technologies—the second year in row a he's wowed board members. His name frequently heads list when they cite what the association is doing right.

- One of the organizations that may be in the broadcasters' corner on the beer-wine controversy is the Outdoor Advertising Association. If those products are legislated off radio and TV, billboards may be next to go, the association fears.

- BROADCASTAP, the NAB-supported organization that helps finance minority ownerships, still has \$5 million to go in its campaign to match the \$7.5 million donated by ABC, CBS and NBC. Under consideration is the plan to broaden the target base, lower dollar sights—say, to persuade 500 stations to donate \$1,000 each per year for five years.

- Of 236 co-sponsors whose names were secured for the Tauke-Tauzin deregulation bill in the last Congress, 90% have already told NAB they'll be present when the new bill is introduced.

referred to the staff for exploration. Discussion of the FCC's proposal to do away with fraudulent billing rules produced a mixed decision: to point out that such proceedings are not true deregulation but neither to support nor oppose the rules' elimination.

Should the NAB go for a radio-only deregulation bill? Not at this time.

William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., made an ardent plea for rapprochement with NRBA. "We hold the high estate but we are not the only ones in this field," he said. Existence of the two organizations "causes confusion among critics, regulators and fellow broadcasters... who cannot be expected to know which is the legitimate spokesman." How could such a "reunion" be accomplished? "You do it by doing it," O'Shaughnessy said, "investing time, patience, money, titles and other creative considerations. It could also involve a number of board seats (but not mine!)."

While the NAB is about it, it should bring in the Radio Advertising Bureau, O'Shaughnessy said, adding that "one of our goals is to enhance the business of broadcasting."

An endorsement of the suggestion came from Ben Hoberman of ABC Radio, who said he was on two of the three boards (NAB and RAB). "I would like nothing more than to see it happen," he said. A contrary view concerning NRBA came from Ray Saadi of KHOM(AM)-KTIB(FM) Houma, La. "There's still a feeling in the land that we don't need 'em," he said.

The board supported O'Shaughnessy's presentation, which was designed to encourage Fritts's progress in inter-association relationships.

On Thursday, the television board took its turn in the barrel. Of primary interest: must carry, the suggestion of swapping educational VHF's for noncommercial U's and low-power station membership in the NAB.

The discussion on must carry revolved around what NAB would have to give up if it were to pursue legislative codification of the existing FCC rules. It was believed that cable might be receptive to a tradeoff involving the 3.75% copyright fees, but that Hollywood probably would not. On the stereo must carry issue now under consideration at the FCC—but not yet successfully on the agenda for final action—the NAB decided to let things take their course without prompting. Three commissioners—a majority—have made known their intention to support the must carry principle (BROADCASTING, Jan. 14).

The VHF-UHF swap issue occasioned one of the board's longest discussions. Clearly, the TV members didn't like it. One member said his instinct was to call the proposal "immoral." The staff was instructed to research the regulatory history on educational allocations to see whether, under existing law, such transfers would be legal.

The board supported membership recommendations to change the definition of "broadcasting" to mean stations allocated on a primary basis. That means AM, FM and TV, which can "bump" secondary services if they come into a community. The effect of

the change is to exclude low-power TV stations, along with FM and TV translators—which are considered to hold lobbying goals at odds with the NAB's—from full status in the association. Such operations can continue to be associate members.

Former President Gerald Ford and his wife, Betty, were guests of the NAB at dinner on Wednesday. Himself a broadcaster (he now co-owns two stations in Durango, Colo.), he was presented with a lifetime membership in the Broadcast Pioneers. The former President, after expressing great concern over the size of the federal deficit, said "we have to get the public interested. I literally challenge you [broadcasters] to be a part of coming up with a solution."

On subjects closer to home, President Ford said "Tim Wirth [D-Colo.] is not one of my favorite friends. I've campaigned more than once for his opponent." Of the campaign to strike beer and wine commercials he said: "The beer and wine invasion ought to be thrown out. Some people are trying to impose their degree of morality on the rest of us and I don't like it."

The joint board concluded its Palm Springs deliberations Friday morning. It accepted the budget (BROADCASTING, Jan. 14) with minor revisions, increasing the Television Information Office contribution by \$9,000 and directing that an additional \$50,000-\$60,000 be put into the enlarged

grassroots lobbying effort. It will support reintroduction of the Tauke-Tauzin deregulation bill with the understanding that it not have a first priority.

The board also passed a pro-First Amendment resolution that was aimed primarily at broadcasters rather than the outside world. The NAB will mount an educational program to advise broadcasters on how much First Amendment rights mean to them.

James Hulbert, senior vice president for station services, reported to the board on the success of his division's marketing efforts. In its first year (1983) the unit had revenues of \$300,000. Last year the income figure was \$530,000, and for fiscal 1985 (April 1 through March 31, 1986) the projection is for income of \$702,000. Biggest seller: the "Legal Guide," which brought in \$162,000 during the first eight months of the fiscal 1984.

The board voted to reduce its seats on the Electronic Media Rating Council from five to two (a saving of \$7,500 each). The cut-back may be deferred another year to afford the council opportunity to make up the shortfall.

Adopted as the theme for the 1985 NAB convention in Las Vegas: "Take Part Take Pride." Designated as the target area for the 1986 winter board meeting: a location in the Caribbean. (In 1987, odds favor the Biltmore hotel in Laguna, Calif.) □

A day of deregulation

FCC drops a number of so-called 'underbrush' rules and proposes to eliminate many others

The FCC last week voted to eliminate policies prohibiting licensees from falsifying ratings and using their stations to promote their nonbroadcast business interests.

It also proposed to eliminate rules and policies governing fraudulent billing, network clipping and combination advertising rates and joint-sales practices. (The last regulation, among other things, prohibits separately owned stations, and commonly owned radio and TV stations, from offering combination rates.)

Also deleted was a policy governing the handling of outside interests of station employees; a policy requiring the announcement of who selected and was paying a sports announcer; another policy prohibiting a station from claiming that it was the sponsor of a concert when it wasn't; yet another prohibiting stations from failing to run all of the ads promised as part of a package, and still another, governing false and deceptive advertising, which required stations to take particular care with ads subject to a Federal Trade Commission complaint, to review the reliability of their advertisers and to have a program for reviewing ads.

The FCC warned that the activities prohibited by the policies and rules deleted—and those proposed for the same fate—might still be considered as reflections on licensee character—at least until it takes final action on its long-pending character proceeding.

(In a press release, however, the FCC appeared to tip its hand on where it will go with its character proceeding, which is expected to be acted on before the end of March. "The FCC should not directly enforce private rights and obligations of its licensees without a clear and convincing showing that without such enforcement a substantial and immediate danger to viewers or listeners would ensue," the press release said.)

Jim Hudgens, the senior attorney for the FCC's Office of Plans and Policy who presented the so-called "underbrush" items, said the parties affected by the policies eliminated could litigate in other forums, or the Federal Trade Commission or Department of Justice could get involved. "By their very nature, most of the policies relate to intra-industry conduct and cause little if any harm to the public," Hudgens added.

In a separate item, the FCC also eliminated a policy adopted in 1966 governing broadcast contests and promotions. Among other things, the policy cautioned broadcasters against holding contests that would result in accumulations of scrap metal blocking access to commercial establishments, lead listeners to choose names at random from a telephone directory and call those persons at all hours of the night, or require participants to travel to specified places in short periods of time. The same policy also cautioned against false scare announcements, such as "sudden announcements delivered in a tone of excitement that amoebas were invading a certain city, implying that amoebas were dangerous creatures." □

Appeals court hears children's TV case

ACT argues that FCC did disservice in adopting 1983 policy statement

The question before a panel of the U.S. Court of Appeals in Washington last week was whether commercial television broadcasters are individually responsible for serving the needs of children in their community. At issue was the FCC's 1983 policy statement on children's programming—and Action for Children Television's allegation the commission had gutted the policy it adopted nine years earlier by abandoning requirements for informational and "age-specific programming" for children through the week. And the answer to the question, as it developed in the oral argument, was no—and yes.

ACT is seeking a remand to the commission of the policy statement it says departs radically from the one adopted in 1974. That one had called on broadcasters to offer educational/informational programming as well as material aimed at specific age groups and to do so through the week, not only on week-ends. And ACT said the new statement had been adopted without the commission having made the necessary findings or offering a sufficient reason. Henry Geller, a former FCC general counsel, who was representing ACT, said, yes, in answer to a question from Judge Ruth Ginsburg, "we do believe the commission is proceeding in bad faith."

Grey Pash Jr., counsel for the commission, contended that the policy statement adopted in December 1983 (BROADCASTING, Jan. 2, 1984) did not differ markedly from the one adopted nine years earlier. The commission had said television stations were still expected to serve the special needs of children. However, it also said that licensees would have broad discretion in meeting that obligation and that the commission would not mandate the presentation of specific amounts or types of children's programming. And Pash said the commission had concluded that the entire video distribution system—including public broadcasting and cable television—should be considered in determining the service available to children, not simply specific television stations. The commission, he added, believes "that children are served by a wide variety of programming."

Judge Antonin Scalia had pressed Geller on the issue of why public broadcasting should not be expected to offer children's programming not provided by commercial stations. "If you won't consider public broadcasting," he said, "there is no need for federal money for public broadcasting. Can't you assume Congress intends that public broadcasting would do things commercial broadcasting won't." "You can take into account what is being done," Geller answered, "but every broadcaster should make his contribution."

But then, with Pash before him, Scalia sought confirmation of what he indicated was his view that the commission had not absolved television stations of individual responsibility for serving children's needs. "It's important to know," he said, whether a

station that offers no programming for, say, kindergarten-age children in a community where no outlet is offering such service "would be in trouble" in the face of a challenge at license-renewal time. When Pash was slow to offer a direct answer, Scalia pursued the question: "Isn't there a necessity to discriminate among children's needs? Mr. Geller says it's gone. I don't think it's gone." Finally, Pash said, "I agree." But he also said "the commission doesn't want to go down the road of setting up categories [of programming] and substituting its judgment for stations."

The same question was attacked with less hesitation by the counsel representing the networks and the National Association of Broadcasters, which have intervened in the case on the side of the commission. Sally Katzen, counsel for CBS, said the commission has made it clear broadcasters have an obligation "to serve the audience, including the very young, with no age group excluded." But she also said, "It's true that no broadcaster is held responsible for meeting the needs of all age groups in all day parts—that's ridiculous."

Scalia also seemed to be wrestling with Geller's argument that the commission was treating children differently from adults in that it refused to impose guidelines for children's programming, while it had long employed them (until last June), in connection with nonentertainment programming, in processing television renewal applications. Scalia, calling Pash back to the lectern after Geller's rebuttal, asked him why the commission could not draw guidelines for children if it could for adults. "The commission felt that children's needs could be served by a wide variety of programming," Pash said. "And children and adults are different."

But it was Ginsburg who may have expressed the kind of attitude that would put ACT at a disadvantage. After Geller argued that the free play of the marketplace had failed to produce programming ACT feels children need, Ginsburg said, "Children have parents. They have some say about television watching. So I don't understand 'market failure' when adults are involved. You're saying parents don't understand what's good for children, so government has to take over." □

Helms moves forward with CBS takeover attempt

A campaign to take control of CBS begins today, Jan. 21, with the mailing of letters signed by Senator Jesse Helms (R-N.C.) to nearly a million "conservatives." The letter, on behalf of the Raleigh, N.C.-based group, Fairness in Media ("Top of the Week," Jan. 14), but signed by Helms on what has the look of official Senate stationery, asks recipients to "switch a portion of your savings or investments into stock in CBS Inc." It asks them to "end media bias at CBS" and also

gives FIM's stated reasons for choosing CBS, as opposed to the other two networks.

"...CBS is the most anti-Reagan network!" according to the letter, which cites a 1983 *TV Guide* article that showed CBS ran a higher percentage of negative stories about the administration than either ABC or NBC. FIM also accused Bill Moyers of having "launched an attack" against certain policies of President Reagan on the 1982 documentary, *People Like Us*. The letter then states that CBS denied a request by the President to respond. FIM also cites CBS coverage of the Tet offensive during the Vietnam war.

While CBS officials were not commenting on the campaign, others close to the company said it was not treating the matter as a joke. Apparently some investors weren't either. In the six days following news of the impending mailing, trading volume in CBS stock was five times heavier than in the six days preceding the announcement; the ratio for the Dow Jones Industrial Average was one-and-a-half times. CBS's stock price rise was about twice that of the DJIA for the period.

One securities analyst, who asked not to be identified, said, "I'd say the news is in the stock a bit this week. But it doesn't say who is doing the buying, or for what reason. The recent volume is not a stupendous increase over that of the past few months [one-and-a-half to two times]. And don't forget, news that the Justice Department is still looking at the Ziff deal [CBS's \$362-million magazine group purchase] came out the same day. That news is considered good by some people because the deal might dilute earnings. Also, the success of *Crazy Like a Fox* and the Sunday night lineup is also recent."

Those commenting on what they knew about the mailing gave small odds to the success of the campaign, but also admitted uncertainty as to what its realistic expectations were.

One group owner, with ties to CBS, said: "I think he did it for the publicity. Helms is smarter than to think he could get that accomplished. Unless he stumped around the country for the next six years he couldn't get the necessary money. CBS, like the other networks, would more likely be worried about a takeover by businessmen for business reasons."

Frank Stanton, former president of CBS, said other groups have "rattled the saber" against CBS before: "It surprises me that Senator Helms thinks he could successfully threaten a news organization. He was a newsman at one time himself (Helms was city editor of the *Raleigh Times* in 1941-42 and also was a commentator at WRAL-TV Raleigh in 1948. He currently holds a minor ownership in the station)."

Lou Adler, president of the Radio-Television News Directors Association, issued a statement Thursday (Jan. 17) calling the action by Helms and his three associates "a dangerous deviation from the philosophy that has provided the foundation of our free press." He added there is a separation between ownership and news that has developed through the years, that should not be changed. □

NATPE's convention of good feelings

Upbeat mood pervades San Francisco gathering as broadcasters are told they must take the lead in helping develop new first-run product; game shows emerge as the show's hot genre

The take-home message for broadcasters at the 22d annual NATPE International convention was that broadcasters must begin taking the initiative to produce and distribute their own programming if they want to be less dependent on the shrinking supply of off-network series and curb spiraling program costs.

At the same time, there was a visible gap between rhetoric and reality. While broadcasters were repeatedly entreated to band together and seize the opportunity to produce their own first-run programming, only a handful of companies were actually setting an example. But, despite a convention that hummed more than it roared, attendees' spirits were high.

"There are a lot of trends as opposed to shows," observed John von Soosten, vice president, programming, Katz Television, and outgoing president of NATPE, "and much of it relates to the mood of the country. The country is feeling good at this time. The television business is very healthy right now, so [broadcasters] came in feeling good. The convention is only as good as the industry."

The 6,882 registrants (4,880 paid) who attended some part of the four-day event were a tad shy of the 7,000 hoped for by NATPE officials, but the total still represented a 9% increase over the previous year. A total of 218 distributors set up shop on the exhibit floor while about 10 more were ensconced up the hill at the Fairmont hotel.

According to Katz Television's program research department, there were 11 new first-run half-hour strips proposed for the fall of 1985, on top of 35 half-hours strips already available. In addition, Katz identified 20 new first-run weekly series ready for the fall, 11 new talk/magazine shows and 13

new children's programs (on top of 52 children's programs currently available). Katz also counted 22 new movie packages of every shape, size and variety available beginning in the 1984-85 season.

Throughout NATPE panel sessions, on the exhibit floor, and up and down the Fairmont's hotel suites one theme was zealously repeated: broadcasters must increasingly take the initiative and produce and distribute their own programs if they want to wean themselves off traditional channels of supply. "If we're going to form programming alliances we can't just do it for a back-end piece of the profit," Taft programming vice president Lucille Salhany told an audience assembled to learn about new programming ventures. "We have to do it to control what we have, and so we know at 7 p.m. in five years what's going to be on the air."

Faced with a dwindling number of off-network series (five half-hours and seven hours) entering the syndication marketplace over the next three years, the program suppliers have been responding by putting canceled network series back into first-run production. Golden West Television announced a firm go for *It's a Living*, the canceled network series that ran on ABC from October 1980 to September 1982. Golden West also managed to woo back the original star, Ann Jillian, for 26 new episodes for first-run syndication this year, on top of the 27 already in the can from the network run.

Similar efforts were picking up speed at Columbia Pictures Television Domestic Distribution, which is launching 22 new first-run episodes of *What's Happening Now* at an estimated production cost of \$275,000 per episode. The network series, *What's Happening*, ran on ABC from November 1976 to April 1979 and generated 65 episodes. By the close of NATPE, Columbia executives reported they had 18 of the top 20 markets cleared for first-run syndication.

On the other hand, Metromedia Producers Corp. hit a snag in its negotiations to bring

Oh Madeline, an NBC series that was canceled last year before the end of the season, into first-run syndication. Although there was "tremendous interest" on the part of stations, reported MPC President Chuck Young, "there's no deal at this point and I'm not sure there will be. We're really not even discussing it." Young explained there are "a lot of disparate parties that must come together."

One of the most frequently heard remarks at NATPE this year was that there were "no surprises." Noted Dean McCarthy, vice president, programming, Harrington Righter Parsons: "The station approach is to get major programming areas out of the way first. A lot of things are still unresolved, although they'll get resolved in the next couple of weeks." There has only been one ratings book so far this television season, McCarthy pointed out, and many broadcasters won't be making programming decisions until the February sweep results are tabulated.

One rule of thumb at NATPE appeared to be that the distributors who had high clearances for their shows leading up to the convention maintained that momentum and finished three days of selling that much ahead of the game. Paramount Television Domestic Distribution's *America*, an early fringe information/entertainment strip designed as a news lead-in for affiliates, had cleared 60% of the country. And Telepictures Corp., in eight days of selling at NATPE and at the convention of the Association of Independent Television stations preceding NATPE, said it cleared 50% of the country for a three-year commitment to carry *Silverhawks*, a children's animation strip that doesn't even debut until the fall of 1987. Telepictures said its five first-run strips scheduled for airing next fall are a "syndication record."

Some distributors were backing up, at least in statements, broadcasters' requests for more first-run programming. Contended MGM/UA Television Group President Larry Gershman: "We have traditionally been pro-



Bob Hope and Phyllis Diller on Sunday evening



1968 convention chairman Deb McDermott

ducing for the networks, but the networks have become tighter. In order to produce, we want to produce more for the first-run market. I'll share a piece of that profit any day."

Not unexpectedly, game shows ruled the day. With the announcement that Viacom would pull *Family Feud* from syndication in August—with the possibility that it would be revived a couple of years down the road not ruled out—access time periods in 132 markets suddenly became available for negotiation.

Among the new game shows destined for access: The Television Program Source's *Price is Right* and Chuck Barris's *The New Newlywed Game*. Gannaway Enterprises launched *Sale of the Century* in over 30 mar-

kets in access right before NATPE, hoping the number would be strong enough to keep it in that time period next fall when the other shows are launched. Telepictures' *Catch Phrase* and King World's *Headline Chasers* were both announced as firm go's and picked up mostly for early fringe time periods.

A straw poll conducted by NATPE officials prior to the convention only seemed to confirm what took place. Bob Jones, program director at KING-TV Seattle and the new NATPE president, reported that a survey of NATPE members showed that 64% agreed first-run syndication increased over the past year, while 22% felt it remained flat and 9% believed it declined. Even more NATPE

members wish it would increase—78%, according to Jones, compared to 7% who want to see less of it.

The NATPE members also predicted, said Jones, that Paramount's *America* would be the "program hit" of 1985, while the runner-up was the generic category "game shows" followed specifically by *The Price is Right*, *Headline Chasers*, *New Newlywed Game* and New Program Group's *Small Wonder*. Jones added that NATPE programmers believe game shows will be the category of first-run syndication to increase the most this year, while drama/action adventure and sports shows will gain the least.

BROADCASTING's complete NATPE coverage is found on pages 42-75. □

Iris Awards: NATPE picks its favorites



NATPE members gathered last week to honor their colleagues who were selected to receive Iris awards for excellence in locally produced television programming. The awards were presented during a banquet featuring comedian Bob Hope and singer Toni Tennille. Phyllis Diller made a surprise appearance. NATPE's Award of the Year went to actor Alan Alda for his "enormous contributions to television entertainment". And the association's President's Award for "a lifetime of service to television" was bestowed upon Robert Bennett, president, Metromedia Broadcasting, and FCC Commissioner James Quello.

Pictured are many of the Iris winners: Back row (l-r): Phil Arnone, KGMB-TV Honolulu, *Best of Hawaii's Superkids* (entertainment); Bill Service, WTVQ-TV Lexington, Ky., *The Roses of May* (sports); Larry Cazavan, KITY-TV Honolulu, *Island Life with Emme Tomimbang* (magazine); Jay Switzer, CITY-TV Toronto, *I am a Hotel* (international award); Don Lundy, KSTV-TV San Diego, *Trivial Pursuit* (program segments); Barry Wexler, CITY-TV Toronto *I am a Hotel*; C. Stephen Currie, KOIN-TV Portland, Ore., *Pillars of Portland* (entertainment); Michael LaBonia, Louisiana Public Broadcasting, *Louisiana: The State We're In* (talk/service/information).

Second row (l-r): Clarence Lilley, Connection Communications Corp., Newark, N.J., *Lonnie Liston Smith/Teruo Nakamura Jazz Concert* (cable); Paul LaCamera, WCVB-TV Boston, *Christmas in the Colonies* (children's); Will Davis, WRAL-TV Raleigh, N.C., *Frog Hollow* (children's); enter-

tainer Hope; Jay Lloyd, KSL-TV Salt Lake City, *Utah's Favorite Things* (public affairs); Jim Mock, noncommercial WHA-TV Madison, Wis., *Vietnam Afterimage: A Madison Portrait* (short subject); Chuck Gingold, KYW-TV Philadelphia, *People Are Talking/White Collar Cocaine Addicts* (talk/service/information).

Front row (l-r): Natalie Murphy, KTVN-TV Springfield, Mo., *Annie Special* (all other); Barry Schulman, WBZ-TV Boston *The Profit Play* (sports); Laurie Leonard, WMTV-TV Madison, Wis., *PM Magazine: Herman the Worm* (program segments); Donald Loy, WOKR-TV Rochester, N.Y. *The Riots: 20 Years Later* (public affairs) and *Merrill Lynch/RPA Television Series Concerts* (entertainment); Penny Martin, KCST-TV San Diego, *Weekend Magazine* (magazine); Anne Coleman, WVE-TV Louisville, Ky., *The House With A Heart* (talk/service/information); Lee Petrik, KATV-TV Portland, Ore., *The New Oregon Drunk Driving Law* (short subjects) and *The Wacky World of Sports* (sports), and outgoing NATPE President John von Soosten.

Winners not pictured were: KGO-TV San Francisco, *Front Row Video* (magazine) and *The Fog Never Comes to Chinatown* (public affairs); WTVJ-TV Miami, *Pickup* (program segments); KQED-TV San Francisco, *The People Versus Dan White* (all other); WVL-TV New Orleans, *The Sun King* (all other); WBBM-TV Chicago, *The Jacksons are Coming! The Jacksons are Coming!* (entertainment), and WNEW-TV New York, *Big Apple Minutes* (short subjects).



KTLA's DECADE OF DOMINANCE!

Tournament of Roses Parade



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NIELSEN RATING SHARE

#1. KTLA	20.1	38
2. KTTV	12.3	23
3. KNBC	7.1	13
4. KCBS	4.7	9

Source: Los Angeles NSI Overnights, January 1, 1985, 8:30am-10:15am.
Based on estimates available upon request.



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NATPE President Bob Jones, of KING-TV Seattle, with outgoing President John von Soosten, Katz Television

Where the action was: NATPE's programing panoply

Record number of exhibitors show product; 63 new first-run programs among offerings

The 218 exhibitors on the NATPE floor and the dozen distributors at the Fairmont hotel saw a long parade of broadcasters pass before their monitors and salesmen. Although some distributors acknowledged business could have been better, no one complained traffic wasn't brisk.

Distributors brought 63 new first-run shows to NATPE on top of the several hundred already available. The following are capsules on the product represented by some of the major companies at the show, especially suppliers who were offering first-run programing. Many distributors declined to identify specific market and station clearances, saying that deals were either not yet closed or it was too early to gauge acceptance.

Metromedia Producers Group added 10 new stations to its *Dynasty* lineup during NATPE, with total clearance boosted to stations serving more than 55% of the U.S. by the final curtain. Stations added for fall 1985 include: WEWS(TV) Cleveland; KOVR(TV) Sacramento, Calif.; KENS-TV San Antonio, Tex.; WOI-TV Des Moines, Iowa, and WKRN-TV Nashville. Carl Menk, vice president and director of sales, told BROADCASTING his company "had a great NATPE in terms of excitement and sales," turning away six deals worth \$4.5 million dollars "because

we thought the deals were worth \$8 million." He speculated stations can't afford not to have programs on the shelf, as audiences become more fickle and ratings reports become more crucial.

Small Wonder, the first-run situation comedy from MPC's New Station Group, sold to stations serving over 60% of the U.S. by NATPE's conclusion, including KCRA-TV Sacramento, WFTS(TV) Tampa, KPLR(TV) St. Louis, WPTY(TV) Memphis and WZTV(TV) Nashville. Two-thirds of *Small Wonder's* clearances are on affiliates, according to Metromedia. The new series also sold in 12 international markets, including France and Australia. Paul Rich, vice president for worldwide sales, said MPC expects between 40 and 50 overseas markets to carry the show by the time it premieres next fall.

Metromedia also disclosed it is reissuing a series of 12 one-hour documentaries on World War II, produced by David L. Wolper and narrated by Mike Wallace and the late Richard Basehart.

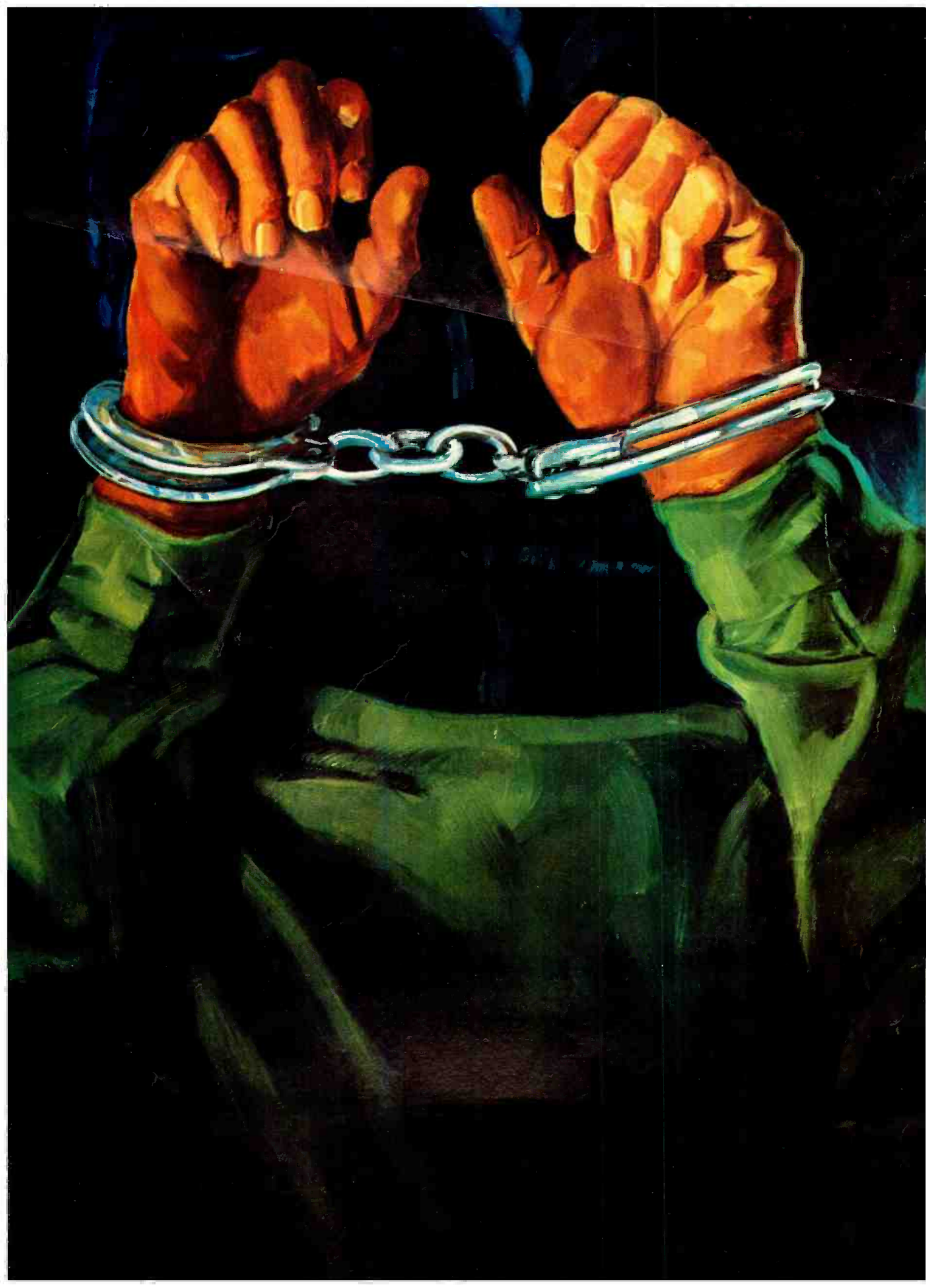
Some stations purchasing Metromedia's NATPE offerings included WTAD(TV) Philadelphia and KXTX(TV) Dallas (for *Vegas*) and WPLG(TV) Miami and KITV(TV) Honolulu for *The National Aerobics Championship*. MPC has also picked up the *National Alcoholism Test* for April broadcast.

Catch Phrase, the first-run, half-hour game show introduced at NATPE by Telepictures Corp., has cleared on stations reaching more than 45% of the U.S., including CBS-owned

WCBS-TV New York, KCBS-TV Los Angeles and WCAU-TV Philadelphia, plus Hearst outlets in Pittsburgh and Kansas City. Additions to the lineup include WSB-TV Atlanta and KXAS(TV) Dallas. The daily series was co-created by Marty Pasetta (who serves as executive producer) and is hosted by Rick Barry.

Dick Robertson, executive vice president of Telepictures, boasted that "*Catch Phrase* is the show to knock off [highly-rated] *Wheel of Fortune*," terming it "the Cabbage Patch doll of the industry." He estimated Telepictures had experienced "its biggest NATPE in history," with firm commitments to go ahead with two new first-run series (*Catch Phrase* and *Silverhawks*, premiering in fall 1986 and requiring a three-year up-front commitment) and its three renewed series.

Other Telepictures sales reported were: more than 40 renewals for *Love Connection*, including WNBC-TV New York, KHJ-TV Los Angeles, WMAQ-TV Chicago, WBZ-TV Boston, KPRC-TV Houston and WCAU-TV Philadelphia; 50-plus renewals for *The People's Court*, including WNBC-TV New York and WMAQ-TV Chicago (the strip moves from KCOP(TV) to KCBS-TV Los Angeles next fall); more than 40 renewals for *The All New Let's Make A Deal*; clearances on Metromedia stations in New York, Los Angeles, Chicago, Washington, Dallas and Houston for *Thundercats* (the animated series is sold in more than 110 markets serving more than 80% of the U.S.), and clearances reaching over 40% of the U.S. for the recently-announced *Sil-*



president, advertising services, Bristol-Meyers; David K. Braun, media services director, General Foods Corp., Michael Drexler, executive vice president, media director, Doyle Dane Bernbach; Marcella Rosen, senior vice president, media director, W Ayer.

The results of a new study, showing how cable effectively delivers audiences for advertisers, will be released during the conference.

Coming attractions

Eleven films owned by MGM will be available for airing on Showtime and The Movie Channel beginning in March. The pay cable services bought the rights to "Teachers," "Red Dawn," "The Pope of Greenwich Village," "Oxford Blues," "Hot Dog," "Ice Pirates," "Until September," "Electric Dreams," "Making the Grade," "Reckless" and "Misunderstood."

Viewing incentive

It may not win an Ace Award for best program series, but it cable offered an award for best gimmick in a series, *Treasure*, debuting on Showtime next April (tentatively), would surely be a contender. The program, which has been broken into 21 separate parts which will air over several months, is about a small girl's odyssey in search of her father, her Arabian station named *Treasure* and a gold statuette molded in the image of her stallion. Each chapter provides clues for viewers as to the whereabouts of the real-life treasure, actually a key to a deposit box inside the gold statuette, entitling the finder to \$500,000. The only clue going in is that it's buried somewhere in the U.S. in a spot accessible to the public 24 hours a day. The program was created by IntraVision, New York. It is also available on videocassette and disk and in book form (Warner Books). Showtime will also run its own treasure hunt sweepstakes in conjunction with the airing of the program that will give away more than 1,000 prizes and a grand prize worth \$2,500. *Treasure* will air during Showtime's "family time" slot weekdays from 4 to 6 p.m.

More help

Showtime has announced the expansion of its telemarketing group, based in Dallas, which will provide services to all affiliates requesting support at cost. Previously, the group provided service only to affiliates in the south central states. The telemarketing group conducts tailor-made telephone sales campaigns for affiliates, designed to boost retention or upgrades, or curb theft of service, etc. The telemarketing group is managed by Kristi Droppe, south central regional marketing manager.

Ad-supported audio

The Cable Radio Network, a 24-hour, advertiser-supported audio service, has started transponder 1x. Programming on the network, based in Sunland, Calif., is intended to accompany cable alphanumeric channels. CRN provides music, news, sports and cable programming information.

According to General Manager Michael

Question:

WHAT ARE THE MAJOR CAUSES OF HIGHWAY DETERIORATION?

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On the block? Reports surfaced again last week, as they have over the past year and more, that American Express Co. and Warner Communications are discussing ways to dissolve their partnership in the cable MSO Warner Amex Cable Communications, which also owns about two-thirds of the publicly traded MTV Networks Inc. But all three companies involved denied that talks to that end were taking place or that the status of the venture, contrary to published reports, has changed at all recently.

An American Express spokesman said the company's position has "evolved over the past five years to where we see it as an investment more than as a line operation," and that "we're still keeping our options open." He said company executives are "constantly reviewing" the investment in Warner Amex and that during the last official review session, on Tuesday, Jan. 29, WA Chairman Drew Lewis provided a status report of company operations. At no time during the session, the spokesman said, did talk of divestiture arise. He said American Express regarded its investment in cable as "very valuable." The company's decision on whether to remain a partner in cable with Warner, he said, "is not imminent."

The joint venture agreement contains a so-called put-call option, by which either party must, if it decides to sell out, offer to sell its half of the venture first to the other partner. If the other partner at the price it offered to sell its own half. The Warner spokesman said company were to do so, an announcement would be made. Spokesmen for the three companies denied any knowledge of discussions, reported last week by the *Wall Street Journal*, focusing on a possible leveraged buyout of WA by company chairman Lewis and other high-level company officials.

Word of the possible breakup of the WA joint venture followed closely word that it may sell its financially troubled Dallas system. "Some people have come to us inquiring whether or not we would sell," a spokesman said. "We are talking to several parties" about a possible deal for Dallas, he said, but added WA has not definitely decided to sell to anyone.

Horn, the network provides two minutes an hour for local advertising or promotion, and CRN can also be used as a premium FM or "music-on-hold" service. He explained that the service can also be customized for individual cable systems, providing updated program information to basic subscribers. Monthly fees range from \$50 to \$100, depending on subscriber bases. Operators may also receive free a receiver dish if they agree to program Westar V's basic-cable University Network in addition to the Cable Radio Network. MSCO's signed to carry CRN include American Television and Communications, Falcon Communications, Sammons, King Video and Valley Cable.

The Cabletelevision Advertising Bureau will hold its fourth annual cable advertising conference on March 26-27 at the Sheraton

mean; Michael Schooner, National Cable Television Association; David Schreier, Showtime/The Movie Channel; Russell Granik, National Basketball Association; Richard Thomas, Home Box Office; David Thurm, N.Y. Times Cable; and Patricia Tomaselli, Group W Cable Inc.

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ALL THAT JAZZ	THE AMERICAN	SUCCESS COMPANY	THE BIG CHILL	THE BOAT	THE BUDDY HOLLY STORY	CHRISTINE	CLOSE ENCOUNTERS OF THE THIRD KIND	THE COMPETITION	THE DEEP	EDUCATING RITA	THE FIFTH MUSKETEER	GLORIA
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verhawks animated series, including all independent Metromedia outlets. Telepictures 1, 2 and 3 have been sold in over 100, 90 and 25 markets, respectively. The company's animated prime time package has been sold to stations serving nearly 50% of U.S. homes, including Metromedia's independents.

As NATPE ended, the fate of *Rituals* was unclear. Robertson said the company will wait until results are in from the February sweeps before making a decision on the "struggling" weekday serial's future. The program had been cleared by over 100 stations for the current season.

Golden West Television announced during NATPE that actress Ann Jillian has been signed by Witt-Thomas Productions for a starring role in their revived situation comedy, *It's A Living*. Jillian reprises her role as Cassie from the network version of the series, which has cleared in more than 30 markets for a fall 1985 return, reaching 50% of the U.S. Another original cast member, piano player Paul Kreppel, will also be back. Network-owned stations picking up *It's A Living* include WABC-TV New York, KNBC(TV) Los Angeles and WMAQ-TV Chicago, plus affiliates WJLA-TV Washington and WTVJ(TV) Miami. Twenty-six new episodes of the half-hour series, which aired in 1980-81 on ABC-TV, are being produced by Witt-Thomas for distribution by Golden West on a barter basis.

Also new from GWT at NATPE was *Press Your Luck*, a first-run access game show strip offered in association with Syndivision. According to Robert Clark, vice president of finance and administration, the cash program's future will be determined "some time during the next two weeks." The company is also selling two first-run specials (*The Stuntman of the Year Awards*, for March 1985, and *Animalympics*, for 1988) and two off-network series (*On The Rocks* and *The Practice*). Returning programs included *New York Hot Tracks*, *The Annual American Video Awards*, *The Annual Hollywood Christmas Parade* and *Kung Fu Theatre*.

Clark described this year's NATPE attendees as "better educated" than in the past. "They came in knowing what holes they needed to fill," he reflected. He attributed this in part to the extensive pre-selling of programs conducted since October in trade press advertising, coupled with knowledge of program performance extracted from the November ratings sweeps. He also noted the hiatus of the syndicated version of *Family Feud*, announced during NATPE, has opened up more access opportunities for many stations.

MCA-TV announced a "firm go" for *FTV* for fall 1985. By the end of NATPE, MCA said it had cleared *FTV* in 50 markets representing 80% coverage. *FTV*, a Chris Bearde production, is a take-off on music videos, and MCA has been pitching it as the perfect match with *Puttin' On The Hits*. MCA said that 7-Up, through N W Ayer, and Warner Lambert, through J. Walter Thompson, had



Jillian and Golden West's Richard Gold

made "long-term commitments" as sponsors. Broadcasters that cleared *FTV* included stations in the Tribune and Malrite groups as well as KTLA-TV Los Angeles. In addition, MCA TV announced that Coca-Cola and Warner Lambert renewed their national sponsorship of *Puttin' On The Hits*, which is seen on 127 stations representing 92% coverage. MCA TV's Universal Pictures Debut Network, its ad-hoc first-run theatrical network, has cleared in excess of 60 markets.

Columbia Pictures Television Domestic Distribution has cleared 18 of the top 20 markets for new first-run episodes of *What's Happening Now*, the former network series that Columbia is planning to give new life in syndication by producing 22 new episodes. Sixty-five episodes of the original version, *What's Happening*, are already in syndication and stations carrying the strip are getting first shot at the new first-run episodes. According to Joe Indelli, senior vice president, syndication, stations signing up for the new episodes include Golden West's KTLA-TV Los Angeles; Taft's WTAF-TV Philadelphia and WDCA-TV Washington; Cox's WKBD-TV Detroit and KDNL-TV St. Louis, and Gaylord's KHTV(TV) Houston and KTVT(TV) Dallas-Fort Worth. Indelli said negotiations are on-going with stations in Los Angeles and Chicago. April 15 is the deadline for a decision on new episodes for *What's Happening*. Studio sources indicated it would cost about \$275,000 per half-hour to produce new episodes, compared to upwards of \$300,000 for a network half-hour. "First-run episodes of off-network series are the wave of the future," Indelli said, "we're delighted with the activity here."

Columbia also found strong interest in its new all-cash movie package, *Volume V*, which includes 26 theatrical titles. Indelli said sales of the package established "in every instance a record price by a substantial margin" for stations in the top 10 markets. At NATPE, all the top 10 markets were cleared except New York, where Indelli said two stations were negotiating for the package. Industry sources estimated that Columbia was taking in a total of nearly \$1 million per title collectively in the top 10 markets for

a gross of \$26 million.

Worldvision Enterprises was introducing new first-run episodes of *Return To Eden*, the six-hour mini-series that it imported from Australia and distributed on an ad-hoc network this past year. Worldvision was proposing to distribute 22 new hours of *Return To Eden*, produced by Australia-based McElroy & McElroy Productions in association with Hanna-Barbara Australia. Unlike many other first-run projects, however, Worldvision plans to sell the episodes on an all-cash basis and not withhold any barter time. "We have other opportunities in barter at this point," explained Andy Coscia, vice president, advertising, promotion and sales development, "each of these properties has a reason for going one way or the other. This is a prime time series, and stations are reluctant to give up their inventory in prime time." Coscia, however, declined to indicate station clearances, citing the company wanted to "wrap things up" before making an announcement. He did say, however, that *The Fantastic World of Hanna Barbara*, a 90-minute block of H-B animation, had cleared in over 50% of the country along with new first-run episodes of *The Jetsons*.

Twentieth Century-Fox was trying to launch four new series into first-run syndication at NATPE along with renewing stations for the eighth year of *Dance Fever*. Those included *Animal Express*, a series of 130 half-hours hosted by Joan Embery and filmed at the San Diego zoo. A portion of the episodes ran on The Entertainment Channel before it went dark, but since ET had only 40,000 subscribers, 20th Century-Fox is positioning the series as, for all intents and purposes, as first-run material. About 15 stations picked up *Animal Express*, including KPHO-TV Phoenix and KUSA-TV Denver.

Kelly & Co., the local morning show produced at ABC-owned WXYZ-TV Detroit, cleared eight markets at NATPE, while *Fox Mystery Theater*, 13 made-for-TV movies that Fox financed and produced in England, had been sold in six markets.

Fox also has a game show—*The \$100,000 Pyramid* which is hosted by Dick Clark. Fox

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All American Television's George Back and Reynolds

officials would not indicate station clearances, but did say the show had been picked up in 20 markets, mostly affiliates airing it between 6 and 8 p.m.

The demand for All American Television's *Debbie's Place*, starring Debbie Reynolds, and *Deja View*, hosted by rock musician John Sebastian, was "incredible," reported Joan Marcus, vice president for syndication for AAT. *Debbie's Place* is a half-hour daytime talk/magazine strip available for fall 1985. *Deja View*, also available for fall, uses the music of the 60's and 70's with the video technology of the 80's. The programs, which were launched during the NATPE convention, were a sample of the new product AAT had to offer. They also introduced *The Videophile*, starring comedian Fred Willard. The half-hour weekly show is set to debut in June and is being offered for weekend, early fringe or late night. Another AAT offering is *Omni: Visions of Tomorrow*, four new science specials slated for April, August, October and December. *America's Choice* continues to be an AAT staple. The half-hour weekly show, introduced last year, is hosted by Casey Kasem and has cleared about 100 stations. All the shows are barter except *Debbie's Place*, which is cash plus barter, holding back one 30-second announcement for national advertising.

The Local Program Network's "One-on-One Exclusive," a new national interview service that provides local stations access to national newsmakers, is a firm go. The weekly satellite-distributed service offered by Fox/Lorber Associates and All American Television has signed up 21 stations and is expected to close with 30 stations by launch time, Jan. 21, reported David Fox, Fox/Lorber principal. Fox said the service has interviews lined up with actress Jane Fonda, Vice President George Bush, consumer activist Ralph Nader and boxing trainer Angelo Dundee. LPN's 90-minute weekly "Story Service," now in its second year of operation, has 38 stations on line and delivers by satellite more

than 800 news, feature and public affairs stories selected from locally produced news stories taped by LPN's participating stations. LPN will also air a six-part major news documentary, called *Vietnam 1984*.

The series was co-produced by LPN's WCCO-TV Minneapolis and PBS's Frontline and will air on LPN's 38 stations including WCBS-TV New York, WGN-TV Chicago, KRON-TV San Francisco, WCVB-TV Boston, WXYZ-TV Detroit, WDVM-TV Washington; WEWS-TV Cleveland, WFAA-TV Dallas, WTAE-TV Pittsburgh and WPLG-TV Miami.

Fox/Lorber Associates' new film packages were doing well at NATPE this year. The "Young Duke," a package of 15 early John Wayne westerns, and its "Blood Curdlers," 13 horror and science fiction features, were a major attraction, reported David Fox, Fox/Lorber principal. Fox said those packages were sold in 50 and 25 markets, respectively. Other FLA offerings include "Broadway Video Special," seven off-network comedy/music specials produced by Lorne Michaels, and a series of "Dean Martin Celebrity Roasts," 26 one-hour prime time "blockbusters."

Essence Television Productions was at NATPE for its second year. ETP's 30-minute magazine show, *Essence*, which debuted Sept. 9, 1984, is now airing in 47 markets, according to a spokesman. He said Essence has a new offering, called *Essence Windows*, with a three-minute window for each station to tailor for its own use. "The stations are very receptive to that. It has cleared about 10 new stations," he said. Essence is currently working on a series of 28 one-minute features on contemporary black public figures called *Essence Moments*, available in 1985-86, and a music special, he said.

Blair Entertainment and Storer Communications announced immediately prior to NATPE their formation of a major joint ven-

ture in association with Kline & Friends for production of a half-hour, first-run version of *Break the Bank*. The game show strip will be hosted by Gene Rayburn, with 195 episodes to be produced for a 39-week run. WCBS-TV New York was the first network owned-and-operated station signed for the series, produced by Richard S. Kline.

Blair's hottest property, however, was the 130-part off-network *Death Valley Days*, with 21 episodes featuring then-actor Ronald Reagan. A spokesman estimated Blair's revenues for the series would exceed the \$7.5 million spent on its original production. More than 20 markets reaching 25% of the U.S. were sold during NATPE, including stations in Dallas, San Francisco, Chicago and Phoenix. *The Cisco Kid*, another venerable series, has been sold to 70 station stations representing 50% of the U.S. market. Blair reportedly will earn more than \$5 million on the series, shot from 1948-53, and grossing about \$2.5 million during its initial run.

Group W Productions announced clearances on 80 stations reaching 75% of U.S. television households for its cash-barter *Music of Your Life* special, to air during a three-week window beginning Jan. 26. The two-hour special, hosted by Toni Tenille, was sold during NATPE to KRIV(TV) Houston, KTVI(TV) St. Louis, WISN-TV Milwaukee and WGRZ(TV) Buffalo, N.Y., among others representing about 70% of U.S. television homes. A decision on Group W's proposed *Music of Your Life* series will be made after the special's broadcast.

Edwin T. Vane, Group W Productions president and chief executive officer, announced major renewals on *PM Magazine*, including Storer's WJBK-TV Detroit, WKW-TV Cleveland and WAGA-TV Atlanta, plus Outlet's KSAT-TV San Antonio, WJAR-TV Providence, R.I., and WCPX(TV) Orlando, Fla. KDFW-TV Dallas also purchased the daily series. *Hour Magazine* was sold to WMAQ-TV Chicago, among others, while the first-run *She-Ra: Princess of Power* animated weekly series has cleared over 70% of television households. According to Owen Simon, creative services vice president, nearly all of the stations clearing Group W's *He-Man* and *Masters of the Universe* (sold for four years beginning this fall) have elected to carry the companion children's series. The company was also selling *Fat Albert* and *The Cosby Kids*, *Every Second Counts* and its *Newsfeed* daily news service.

Vane disclosed that Group W was withdrawing *Willard's World*, a proposed daily half-hour strip, but is hoping to have the series ready for fall 1986. He cited the need for more testing and fine-tuning of the program before release.

Group W announced that more than 20 stations have committed to its organ transplant campaign, *Second Chance*, to be conducted this spring in association with KDKA-TV Pittsburgh.

Orion Entertainment Corp., according to film marketing and evaluation director, Rob


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Word, will decide by Feb. 1 whether to go ahead with production of its proposed first-run cash series, *Rocket Man*. The company is actively seeking production partners to keep the program alive, he said, with several group owners actively interested in the venture. (*Rocket Man* is currently backed by the Chris-Craft stations). Five episodes have been produced and cable-tested so far.

Word also volunteered that his company had "no regrets" about its decision to relocate from the Fairmont hotel to the Moscone Center floor this year. "We've had lots of traffic from serious-minded buyers."

Paramount Television was selling three off-network comedies for the first time at NATPE (*Cheers*, *Family Ties* and *Bosom Buddies*), plus its new first-run strip, *America*. Continuing first-run product includes *Entertainment Tonight/This Week*, *Solid Gold*, *Anything for Money* and *Taking Advantage*. Despite reports of record prices, the company said it was receiving lots of interest in *Cheers* and *Family Ties*, both offered under Paramount's recently-announced guaranteed production plan that assures availability in the event of network cancellation before the end of the 1985-86 season. The programs had been sold in about 60 and 50 markets, respectively, as NATPE began and sales at the show were described as "quite good." *Bosom Buddies*, originally seen on ABC-TV, had been sold to 22 markets, including KTLA(TV) Los Angeles, WTAJ(TV) Philadelphia, KTVT-TV Dallas and WOIO(TV) Cleveland. Another 10 were picked up at NATPE. Renewals for *Entertainment Tonight* were described as "very good, with lots of upgrading to stronger stations also," and *Solid Gold* reported clearances reaching 99% of television homes. The only trouble spot appeared to be *Anything For Money*. The program's future will be dictated by results of next month's sweeps. It is not a firm renewal for the fall, confirmed Greg Meidel, senior vice president of advertising sales.

According to Robert Jacquemin, executive vice president for sales and marketing, virtually all of the more than 50 network affiliates clearing *America* are scheduling it for early fringe. The stations collectively reach about 60% of U.S. television homes. About a dozen new stations were picked up in San Francisco. The daily strip will be delivered on a day-and-date basis beginning next September.

Paramount announced during NATPE that *Solid Gold* will for the first time devote an entire hour to one performer, with a salute in February to Stevie Wonder. The program is expanding its comedy elements, featuring sketches performed by host Rick Dees. Other innovations include more debut performances by top musical guests, a new set and new dancers.

King World, the most conspicuous distributor on the NATPE floor, with 4,000 square feet of exhibition space, found interest in its latest game show, *Headline Chasers*. Sid

Cohen, senior vice president, national sales, for King World, said that *Chasers* has been cleared by 45 stations representing 60% coverage with most of the stations scheduling the game show in early fringe time periods. Cohen said *Chasers* "probably" will play at 4 p.m. on WABC-TV New York following *Jeopardy!* and on WLS-TV Chicago in early fringe. Other stations to pick up *Chasers* include WCAU-TV Philadelphia, KRON-TV San Francisco and WNEV-TV Boston. The last two are scheduled to put it in early fringe. Cohen said negotiations were continuing for a Los Angeles clearance.

Viacom Enterprises announced at NATPE that it was ceasing production of *Family Feud* and the game show would go off the air in August. Although it came in seventh in Nielsen's November sweep syndicated ratings report, the NBC-owned stations did not renew the show and Viacom, instead of renegotiating deals on other stations in those markets, decided to pull the show before its ratings decline accelerated. After a rest of a few years, however, Viacom officials indicated they may try to return the game show to syndication.

Among its new new ventures, Viacom reported it had cleared 14 of the top 20 markets for TV NET, an advertiser-supported ad-hoc network joint venture with Tribune Broadcasting that will begin with the distribution of 12 theatricals which have never had network exposure. All the stations are independents. According to Joe Zaleski, president, domestic syndication, TV NET will not be limited to theatricals, but in the future will be a pipeline for half-hours, hours and specials to member stations, mostly independents. Viacom's other new first-run series, *Star Games*, was reportedly being well received, although Viacom declined to say how many markets or which stations had picked it up. The weekly hour series stars Bruce Jenner and Heather Thomas as hosts of a *Battle of the Network Stars*-type celebrity game/sports show. Don Ohlmeyer is credited as a "consultant" to the show.

LBS Communications reported "better than 70% clearance" at NATPE's close for its first-run, two-hour daytime strip, *INDAY*, representing an increase of about seven stations over the INTV convention total. LBS Communications's *INDAY* is composed of four half-hour shows: *All About US*, *The Great Life*, *Mask* and *What's Hot, What's Not*. A number of advertising representatives from major daytime sponsors, including Procter & Gamble, consulted with LBS about *INDAY* during the exhibition. Andrew Siegel, vice president of finance for the company, attributed their interest to the program's projected audience target of 18-to-49-year-old women and "a hospitable selling environment." *INDAY* has an inventory of 3,500 30-second spots, with an estimated two-thirds sold at NATPE's conclusion.

LBS has signed KTLA(TV) Los Angeles

and the Tribune stations for carriage of its *Tales From the Darkside*, with 24 new half-hour series to be produced.

Mizlou Entertainment, a new company associated with the Mizlou Television Network, was introduced at NATPE. It announced that its new half-hour, cash only, strip game show, *Mismatch*, is a firm go for June. A Mizlou spokesman reported "heavy" traffic at the booth with a lot of interest in its animated version of the *Wizard of Oz*. The two-hour barter special has been cleared by WNEW-TV New York, KNBC(TV) Los Angeles, WPHL-TV Philadelphia and WTTG(TV) Washington, among others.

Another new Mizlou product is a two-hour film, *My Champion*, the true story of marathon champion Michiko Gorman. The special is slated to air in October between the Chicago and New York marathons. Mizlou expects to reach 75% of the country. Also in the works is *StarTime*, a first-run weekly half-hour series that features a different celebrity on each program. Mizlou plans on airing the show in late 1985 or early 1986.

The Television Program Source, a joint venture between Alan Bennett, Bob King and Columbia Pictures Television, reported it had cleared 45 markets representing over 50% coverage, for Goodson-Todman's *Price is Right*. It has an NBC O&O deal for New York, Los Angeles, Cleveland and Washington. On all the NBC stations except WNBC-TV New York, *Price* will run in access.

"Less than 10% of our clearances are not in prime access," reported Bennett, who added a time period for New York is still undecided. *Price* has been sold in 21 of the top 30 markets, Bennett said, and the game show is a "firm go" for the fall.

Less certain, Bennett said, is *Good Times '85* with Dick Clark. Although cleared in more than 30 markets, mostly in early fringe, Bennett said a go-no go decision will be reached "within three weeks. We're waiting to hear on an O&O deal." Both *Good Times '85* and *Price is Right* is being distributed on a cash plus barter basis with two 30-second spots withheld per show.

At Embassy Communications, vice president Barry Thurston reported more competitiveness among buyers at this year's conclave. "More of them were willing to say specifically what they wanted to buy. There weren't as many tire-kickers," he told BROADCASTING. Thurston attributed this primarily to a scarcity of off-network product and increased interest in feature film packages that have received little or no exposure on the networks. *Embassy Night At The Movies* had cleared over 130 markets (mostly on independents) by the convention's mid-point, with sales reported "excellent" (but untotaled) for the off-network series *Diff'rent Strokes*, *Maude* and *Tales of the Unexpected*.

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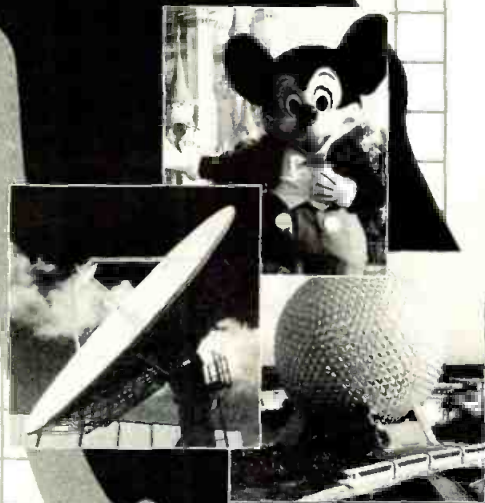
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cludes 20 theatrical films, with distribution to begin in 1986. Other, previously-available off-network series include *One Day At A Time*, *The Jeffersons* and *Good Times*.

Colbert Television Sales announced during NATPE that all five ABC-owned-and-operated stations have picked up *Hollywood Closeup*, a half-hour weekly entertainment news magazine scheduled for prime access. The series, co-hosted by Steve Edwards and Tawny Schneider, is syndicated nationally in association with Access Entertainment Group and produced by KABC-TV Los Angeles. Other markets sold in weekend access include Washington, Dallas, Miami, Phoenix, San Diego, St. Louis, Tulsa, Okla., and Tampa, Fla.

Also during NATPE, Colbert announced both *The Joker's Wild* and *Tic Tac Dough* have been renewed for next season, with current clearances on over 70 and 90 stations, respectively.

Lorimar Television Distribution came to San Francisco with five off-network series, *Dallas*, *Knots Landing*, *Eight Is Enough*, *The Blue Knight* and *Flamingo Road*. Six feature packages and one two-hour special, *Americans at the Olympics*, were also offered.

"Daytime is a strong area of growth, particularly for independents, and *Dallas* is proving to have an enormous appeal to daytime women viewers," said Pat Kenney, president of Lorimar Domestic Distribution. He claimed "in 25 of the 29 markets airing *Dallas* in early fringe, *Dallas* is ranked first or second in rating and share."

The company did not release sales totals for the convention, but a spokesman said "we did a lot of business, particularly with *Dallas* and *Knots Landing*."

Claster TV Productions reported "good traffic and sales" for its two hottest children's mini-series, *GI Joe* and *The Transformers*. The programs are each slated to become daily series in September, reported John Claster, president of CTP. *The Transformers*, he said, is offered for barter/cash and will air in over 85 markets and *GI Joe*, offered for barter, will appear in over 90 markets, Claster said. The Claster booth was also generating attention with its *My Little Pony—Escape from Catrina*, a half-hour barter animated television special for children slated to air in early April. Claster predicted it would clear 115 markets. *Super Sunday*, a first-run barter animation package Claster debuted at NATPE, is expected to close in 105 markets.

Multimedia Entertainment has now reached 41 markets for its talk/information strip *Sally Jessy Raphael*, which it is trying to position as a morning show following the networks' early-morning information shows or as a late night vehicle. Multimedia is confident that they have, in *SJR*, the female counterpart of *Donahue*, and its sales strategy is similar: get on the station at any time period—such as 2 a.m. on WNBC-TV New

York where it captured a 2.2 rating in the November sweeps—and wait for upgrades. "This is the way we built *Donahue*," explained Don Dahlman, Multimedia vice president. "We can see it coming." And *Donahue*, which airs on 215 stations, has been moved into early fringe time periods on six stations: KNBC-TV Los Angeles; KING-TV Seattle; KGW-TV Portland, Ore.; WJAR-TV Providence, R.I.; KCRA-TV Sacramento, Calif., and WTVO-TV Rockford, Ill. In addition, sources reported that Multimedia successfully negotiated a deal to move *Donahue* off independent KTVU-TV San Francisco and into an early fringe slot on ABC-owned KGO-TV.

Syndicast Services was offering three new first-run programs: *Terrorhawks*, a half-hour puppet animation series; *Dick Clark Presents*, a 13-week summer replacement series composed from the old daytime show, and *Mahogany Life*, a weekly half-hour series focusing on the life styles of successful black businessmen, entertainers and athletes. All three shows are being distributed on a straight barter basis. Sheldon Boden, president, declined comment on station clearances but did note that interest varied on *Terrorhawks* depending on its format. "If it's a weekly series," he said, "we have in excess of 20 stations cleared. If it's a strip, it's a different sort of problem and I can't count on the kind of clearance base I would have if it were a weekly."

On The Air announced that Metromedia had made a 28-week commitment for *Lovesongs*, a half-hour MOR-oriented music video strip show that On The Air President Alan Zaretsky said is being considered for a 9 a.m. slot on Metromedia's five independents. *Lovesongs* is distributed on a cash-plus-barter basis with eight 30-second spots withheld per week. The show will feature voiceovers by New York radio personality Dick Summers. Zaretsky said each show will contain about four music videos, all aimed at an older and more mellow audience than MTV. Although music video shows were one of the most abundant offerings at last year's NATPE, Zaretsky is encouraged about his older skewing show. "One of the reasons music videos didn't work last year is that there were too many of them," Zaretsky observed. "*Lovesongs* appeals to a totally different audience, a much broader spectrum." In addition to the Metromedia stations, Zaretsky said WCIX-TV Miami and WTXN-TV Hartford, Conn., signed on.

At Four Star International, *Mad Movies With The L.A. Connection* was the number-one attraction. Sales for the 26 half-hour episodes, cash only, were "excellent," reported David Reinbach, Western sales director at Four Star. He attributed the show's success to its "unique" format. He said the show had cleared 20 markets including Post-Newsweek and the King Broadcasting groups as well as WCCO-TV Minneapolis. *Mad Movies* are films and television shows with all new comedy soundtracks. Four Star also intro-

duced *Heroes*, hosted by Steve Garvey, a half-hour barter series featuring individual acts of heroism and courage by ordinary Americans. And "Star One," a package of 15 first-run never before broadcast movies, was also offered.

RKO Pictures, which has laid low in the syndication business for the past several years, was at NATPE this year with new product, a new commitment and a new vice president of marketing and sales. It had a series titled *John Forsythe's World of Survival*, a collection of real-life action/adventure stories packaged in 130 half-hours and offered on a cash basis. Wynn Nathan, the new marketing vice president, said the series was taken out of syndication in 1982 at which time it was only on the air in 24 markets.

RKO's two other offerings included *Soldiers*, a new first-run 13-part series developed with the BBC, and seven "tribute" shows featuring selections from the careers of entertainers like Fred Astaire and Ginger Rogers.

Nathan reported business was brisk. Altogether, he estimated, RKO wrote about \$500,000 in new orders. And while that amount may pale next to some other distributors, Nathan said: "We want to be one of the majors. We're going all out."

SFM Entertainment was introducing its Television Premiere Network, a package of first-run programming offered to stations on a continuing basis. The network is being proposed in association with station rep Seltel Inc., and Seltel client stations will get first right of refusal on the programming. Seltel represents 100 stations covering nearly 50% of the country.

The first TPN project is a series of nine half-hour "short stories" written by Frederick Forsyth and distributed under the umbrella title *No Comebacks*. (Two of the half-hours appeared under the SFM distributed and Mobil sponsored *2 x 4* series). TPN is being distributed on a cash basis. Production is scheduled to begin in August, with each episode costing on average \$325,000 to produce, according to Stan Moger, SFM president.

"The notion is to bring first-run programming of a quality nature to stations," Moger said. To make sure what TPN proposes is in sync with what stations want, Moger said, "we're going to get a lot of feedback from the stations." In development as other TPN programs are three mini-series and two, two-hour made-for-TV movies, said Moger.

Sherry Grant Enterprises came to NATPE with a first-run news feature series, *Halley Returns*, distributed through Lee Services Group of Portland, Ore. The 90- and 30-second segments concern the return in 1986 of Halley's Comet, with introductions by former astronaut Alan B. Shepherd. President Sherry Grant reported great station interest in the package as well as separate packages on holiday, patriotic and special event themes. *Halley Returns* had been sold

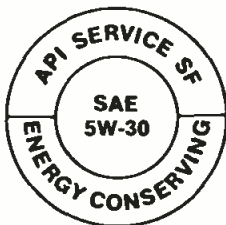
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The center of the symbol describes the viscosity of the oil—how easily it flows. The various grades are specified and numbered by the Society of Automotive Engineers (SAE). In general, the lower the number, the more easily an oil flows at a specified temperature. Oils with more than one SAE number are called multigrade oils, and contain additives to help them perform whether hot or cold.

With multigrade oils, a number followed by a "W" indicates how well the oil flows in cold weather. The lower the number, the more readily the oil will lubricate an engine during cold starts at low temperature. SAE 5W-30 oil, for example, will flow more easily when cold than SAE 10W-30.

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to 12 markets by NATPE's mid-point. Included in the package is a half-hour documentary on the comet, which last appeared in 1910.

Arlington Television Sales was screening a half-hour pilot for *It's Rock 'n' Roll*, a proposed series combining music, variety and game show elements. Arlington President Al Kline said "substantial interest" was expressed in the program's concept, with follow-up discussions scheduled with several major station groups for a possible series launch.

Kline, who described his NATPE traffic as "fantastic," added three major markets for Arlington's *Plastic Man* animated series. Clearances for the children's program, which premiered in September and is carried in 23 markets, include WNEW-TV New York, KTTV-TV Los Angeles and KTVT-TV Dallas. He said general interest in children's animated series sold for cash has fallen off, however, due to a plethora of barter programs on the market.

Hubbard Entertainment announced at NATPE its acquisition of U.S. broadcast syndication rights to *County Music Television*, the 24-hour basic cable network comprised of country music videos. The service is offered on a cash basis for six hours beginning at midnight NYT, seven nights a week. According to Kevin Tannehill, executive vice president of Hubbard, there was considerable interest shown in the cable-based service, but no sales were announced. The company was also selling *Good Company*, the one-hour, first-run strip produced at Hubbard-owned KSTP-TV Minneapolis-St. Paul, offering a "revenue sharing plan" whereby stations airing the series are able to receive a portion of the profits derived from *Good Company's* licensing. Hubbard also reported high interest in *World Class Women*, a series of 30-second inserts about successful women, produced by Vetter Communications.

Conus Communications, a separate Hubbard subsidiary, was on the NATPE exhibit floor with its satellite-based electronic news-gathering system. Charles Dutcher III, vice president and general manager, reported considerable interest in the package from larger stations, sold now in 11 markets. He revealed that Conus expects to begin offering regular distribution of news material in March and is covering the Super Bowl and inauguration this month.

Buchanan H.S., a four-part series offered by Capital Cities TV Productions, made its debut at NATPE. The series airs in October and replaces Capital Cities' *Family Specials*, a staple production for the past seven years. The program, targeted for a family audience, is about the lives of students involved in the production of a high school newspaper, said Bill Mulvey, director of marketing. Mulvey said the stations will have a month to play each half-hour program and then repeat each program once. Mulvey expects the series to be picked up by most of the stations that

currently air the *Family Specials*, reaching about 90% of the country. Capital Cities is also offering two new documentaries, *Future at Risk*, which looks at the one million high school dropouts every year, and *High on the Job*, a report on cocaine use in the workplace. Both shows are targeted for a prime time audience and Mulvey estimated they would air in about 90% of the country.

King Features Entertainment's new movie package, "The Performers: Volume II," cleared about 34 markets during NATPE (seven of the top 10), reported Len Soglio, vice president and director of sales. The package of 12 films is set to air in 1986. Soglio felt the layout on the NATPE exhibit floor was "terrific" and contributed to the heavy traffic this year.

At The Silverbach-Lazarus Group, *The Littlest Hobo*, a new first-run half-hour strip series available for cash, drew "a lot of attention," a spokesman said. Another new offering, a half-hour morning barter strip, *Growing Young*, starring Virginia Graham, also generated interest. It is set to air this fall. The group's *Tomorrow's Hits Today*, a weekly music series, is a "firm go" for April, the spokesman said.

Bel-Air Program Sales, the recently-formed syndication subsidiary of Barris Industries, said its first-run strip, *The Newlywed Game* had sold in 55 markets, by the close of NATPE, including 35 of the top 50. National clearance was estimated by the company at

60%, with gross sales of over \$10 million, Bel-Air estimated, with barter sales being handled by another Barris subsidiary, Clarion Communications. Major stations clearing the program include: WNBC-TV New York, KCOP-TV Los Angeles, WMAQ-TV Chicago, KYW-TV Philadelphia and KBHK-TV San Francisco.

The Genesis Entertainment booth was bustling with activity as its first-run game show strip, *Sale of the Century*, drew a lot of interest. Gary Gannaway, president and owner of Genesis Entertainment, said the straight cash show has been on the air since early January, playing in access time periods in over 30 markets, including: WLS-TV Chicago, WXYZ-TV Detroit, WPXI-TV Pittsburgh, WTVJ-TV Miami and KIRO-TV Seattle. Gannaway hopes that by introducing his game show in January, he will have a leg up on his fall competition. He also is looking for a boost from overnight ratings from the three metered markets *Century* is in along with the February sweeps numbers.

Turner Program Services, the syndication arm of Turner Broadcasting System, was distributing *Portrait of America*, hosted by Hal Holbrook. The series, now running on superstation WTBS-TV Atlanta, is being made available to broadcast stations. Over 30 one-hour episodes have been produced, and 60 are planned. Each episode focuses on one particular state in the Union. TPS also said that it has cleared 90% of the country for *American Caesar*, a five-hour documentary on General Douglas MacArthur.

Battling over barter

Syndicators say it's only way to fund new first-run programing; buyers see damage to spot

The question that refuses to go away—Is barter advertising necessary for first-run syndicated programing?—once again found itself the topic of a NATPE panel. In what could be considered the question's eighth run over the combined nine-day NATPE-INTV conference period, program directors and their suppliers argued whether barter spots were a *quid pro quo* for first-run syndicated product or whether, as some broadcasters

claim, the money comes out of their pockets and barter is just another way to gouge the program buyer.

The panel featured some of barter's most aggressive advocates (Dan Greenblatt of LBS Communications) and some of its fiercest opponents (David Henderson of Outlet Broadcasting). Others tried to strike a middle ground.

Without barter, explained Michael Eigner, vice president and station manager, KTLA-TV Los Angeles, most first-run shows would not have been launched because stations would never pay the cash license fees that would cover production costs. "Being



Moderator Joe Tirinato, MGM/UA; Gillespie; Turner; Segal; Scollard; Eigner; Henderson, and Greenblatt

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with a station whose company also develops and distributes first-run product," Eigner said, "I can tell you first-hand that, in most instances, clearances do not support a launch on a break-even basis without barter."

But Eigner qualified himself when talking about "successfully established" first-run shows. "Do these shows really need barter to continue on a renewal basis in syndication?" he asked himself. "In many cases I would say no." Believes Eigner: "Shows like *Wheel of Fortune* and *Entertainment Tonight* probably could continue without barter."

According to Dennis Gillespie, senior vice president, national sales, Viacom Entertainment, "barter has probably done the single best thing stations could ask for: It's created a wide range of competition, and with competition comes choices, alternatives." Gillespie said he took a count of the 14 Advertiser Supported Television Association members on the exhibit floor—who collectively account for four-fifths of the \$500-million barter market, he claimed—and found "there are more than twice as many first-run projects here this year than last year."

Virtually every major station group and station representative has entered into some kind of first-run programing deal over the past year, noted Dan Greenblatt, executive vice president, LBS Communications, and "all include some type of barter." They do that, Greenblatt explained, "because they realize the only way to finance such development and distribution is through the recapturing of dollars through the sale of commercial spots... The money gained from the hits offsets the failures."

Cash-only license fees won't work, Greenblatt insisted, because "if we tried to sell first-run programing by cash, the necessary cash outlay would be greater than stations are willing to pay—almost as much or even greater than what you are used to paying for off-network series." Such is the case with MGM/UA's *Fame*, he said, which costs \$800,000 per hour to produce. "If we had to wait for individual stations to put up that kind of money the show would never have gotten on the air."

Not all programmers have been convinced by the argument advanced in favor of barter in first-run syndicated product.

Outlet's Henderson, one of barter's most vocal critics, proclaimed: "We're not talking about creativity; we're not talking about program flow; we're not talking about anything but greed... If you can't produce a product at a reasonable cost then get your house in order."

As Henderson sees it, more than advertising dollars is at stake. For Henderson the issue is nothing less the broadcaster's public trusteeship. "I have a public interest commitment in the community where I operate," said Henderson, outlining the difference between his business and that of the program suppliers, "I have other obligations rather than first-run. You're causing economic consequences in the marketplace which have a deteriorating effect on the quality of television service in this country."

(At this point, cheers of "go get them"

could be heard from some members of the audience.)

The solution, Henderson stated, is to make a public issue out of it. "I think it can be fought," he said, "I think the FCC has an obligation to look at it... I'll do like Lee Iacocca did: I'll go back to the federal government that got me into this mess to see if I can't get some legislation to get out."

Gary Scollard, chairman, MMT Sales, called it simply an "impossible situation," although he acknowledged "there's been an explosion in barter for very good and solid economic reasons that none of us station people like."

Furthermore, Scollard said, there's a major problem with "barter disposal"—those spots that don't achieve the minimum rating levels and have to be placed elsewhere on the station's schedule for make-goods. Scollard said: "Barter disposal in a show doesn't work: it's like toxic waste—what do you do with it?"

Joel Segal, executive vice president, Ted Bates, said he thought barter was a good compromise for all parties: program suppliers, broadcasters, and advertisers. "Once you've paid for off-network programing, how much money is left?" he asked. Barter

helps individual stations secure "network quality" shows, he noted, and at the same time it allows syndicators to "take on the financial risk and profit opportunity beyond those from cash sale." As for Segal's clients, the advertisers, "we love it. Barter's cutting our cost like crazy. We pay C-P-M's substantially below those on the network."

When the distributor has a stake in the show other than just a cash sale, Orbis Communications President Bob Turner explained, the distributor strives to deliver a better product. "If the show isn't sold in 70% of the country," he said, "you can't go forward." More important, "if the viewer doesn't watch advertiser-supported programing, the advertiser doesn't pay."

Some broadcasters think it's time to turn the tables and become their own program supplier. From the audience, James Copper-smith, vice president and general manager of Metromedia's WCVB-TV Boston, commented to the distributors on the panel: "If we as station people are smart, we're going to get into your business." Broadcasters, he said, have to "have the guts to sweat out the low ratings of local programing. Consortiums are part of the answer. We must do whatever it takes." □

Programing for children: call for independence

Praises and criticism of children's TV from panel, but majority feel it should not be regulated by law

Children's television: Is there enough and is it quality programing? Those were some of the questions debated by panelists at a breakfast session during NATPE last week.

The overriding answer from the panel, primarily broadcasters, was "yes." And, furthermore, the last thing the industry needs is government interference in the matter.

The session was sponsored jointly by NATPE and the National Association of Broadcasters. The audience was greeted by Crawford Rice, chairman of NAB's Children's Television Committee and executive vice president of Gaylord Broadcasting. He said children's shows should appear in all station schedules and "a great many stations

do outstanding work already." Continued Rice: "The FCC said stations must have suitable program fare. How better for you to determine yourself than have the government determine that format and time schedule?"

"You should not measure programing in terms of hours per day. It's the quality of the program, not quantity, that's important," said Lew Klein, Gateway Communications, Cherry Hill, N.J. "I don't think there should be any regulation. We are in touch with our community and we should determine what's best for our community."

Not to worry, said FCC Commissioner Henry Rivera. The issue of children's programing "is dead" at the FCC. "I don't think you have a great deal to worry about except perhaps on Capitol Hill," he said.

Rivera favors some form of children's programing standards, but that view is not



Rivera, Blessington, Morgan, Lunden, Potter, Claster, Dargan and Klein

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shared by the rest of the commission, which voted against the adoption of children's programming standards. Indeed, Rivera admitted it is difficult to define a number of hours that ought to be shown. Several years ago, he called for the establishment of an advisory committee on children's programming that would represent the broadcasting industry and consumer groups. "The situation had become so polarized," Rivera said. He felt it was imperative to bring the groups together.

Nonetheless, the tenor of the panel seemed to focus on the threat of government intervention. "How do you regulate 'good' content," asked Thomas Dargan, KATU-TV Portland, Ore. Dargan thought the issue would mushroom. "If it's children now, is it the elderly next, or minorities?" Dargan asked.

Rivera said, however, the rulemaking did not include the elderly or others. "Children tend not to be well represented in the marketplace or on Capitol Hill. This country has a noble tradition of protecting our children, and this rulemaking was simply along that vein."

Also featured on the panel: Jack Blessington, CBS; David Morgan, Federation of Australian Commercial Television Stations; John Claster, Claster Television Productions; and Dr. Rosemary Lee Potter, psychologist, Clearwater, Fla. Joan Lunden of ABC's *Good Morning, America* moderated the panel.

Claster, on the other hand, argued: "Over the last 12 years, there's no question children's programs have diminished. I think it's unfortunate and while I am against government intervention, we need to find a way to get better programming to children and not rely just on cable."

There is not a lot of interest in children's programs, he continued. "It's a very difficult sale." But the problem, he added, is one of attitude. "We are not looking to program for children."

Potter, on the other hand, was satisfied with today's programming fare. She commended broadcasters for the programs they currently provided. She suggested broadcasters increase their efforts to promote what they are doing. Klein agreed with her. "We should do a better job making known what we do without government regulation. We ought to use our own television stations to tell that story," he said.

Perhaps the strongest argument raised against the establishment of programming standards came from Morgan. In Australia, he noted, broadcasters are required to air an hour and a half of children's programming every day. The criteria for the programs are established by a panel of seven. They are "so stringent" that the cost of producing local programs is "prohibitive," Morgan said.

He later stressed that the "kids turn away in droves" from the programming. He warned that although the requirements my initially be minimal, they will likely grow. In 1979, Australians, he said, were required to air three hours a week, then it became five before reaching its present level. "It will not stop because you can never satisfy," he said.

Dargan wondered where the interest in children's programming was coming from. "All we get are compliments," he said. "Whose campaign is this?" he asked.

It is a broadly based movement, answered Blessington. "I think there is a ground swell. It comes from a Puritan anxiety about a new means of communication. What we have here is a problem of understanding. We need to keep the dialogue alive. We can start by saying we all care about the children of the nation."

Furthermore, Blessington felt, "there is a much richer video diet for children today than 20 years ago. We have a cornucopia of programming for children and family programming and with all the new technology, we

are in much better shape in 1985 than in 1965," Blessington said.

Lunden, however, pointed out that video recorders and cable are not available or affordable to everyone. Klein, nonetheless, felt the new technologies will be in at least 90% of homes not too far in the future. And furthermore, he added, "there was a time when they said TV was too expensive."

Klein also emphasized, "I know broadcasters never thought cigarettes would be legislated off the air. And now they're talking about beer and wine. Legislation on children's programming could very well happen." He said it was up to broadcasters to improve their performance in public relations and lobbying to make sure that doesn't happen. □



Moderator J. Clifford Curley of WQTV(TV) Boston, Finney, Dicker, LaCamera and McDermott

Local programming with flair

Formulas for successful production on local level shared by panelists

Testimonials to local television programming were shared by panelists during a two-part NATPE session, "Local Programming Success Stories."

■ At WMAQ-TV Chicago, *On Stage On 5*, explained the station's David R. Finney. It began in 1981 as a one-shot program "to showcase what is going on in the performing arts in Chicago." The station's first production of a local play received tremendous press and drew a 20 share, Finney said. The following year, he said, WMAQ-TV aired another broadcast and then decided to produce the show from one of the station's studios.

A 90-minute play called "Love Life" was produced in the studio and captured a 25 share, Finney said. "The day after, one salesman hugged me and said: 'Finney, if you can do that again, we can sell forever.'" Finney noted the station produced 10 shows, and four aired in prime time. He said the budget for a 90-minute production ranges from \$85,000 to \$90,000 and \$35,000 for a half-hour. He conceded the series does not "make a ton of gold; it is break-even or a few dollars more." However, he continued, the value of the program can also be measured by "prestige in the community."

■ At WOWK-TV Huntington, W. Va., "good

people, no budget and a desire" are essential ingredients for creating quality local programs, according to the station's Paul Dicker. WOWK-TV has won several Irises for children's shows, and Dicker presented clips of some of the award-winning programs, all shot on a shoestring budget.

For example, *Around the World in 60 Minutes* cost \$1,492 to produce, Dicker said. The primary expense, he said, was lodging for five people; the program was shot on location at the World's Fair in Knoxville, Tenn. Dicker used young people from the community to host the show, a practice he employs often. That production, along with the broadcast of a play called "Romeo & Juliet, Sort Of," were Iris winners. "We do children's programming because we believe it's a good idea."

But what contributes most to a successful production, Dicker said, are "very talented, young and hungry producers out there."

■ In Boston, audience acceptance of WCVB-TV's news magazine, *Chronicle*, did not happen automatically. "The first two-and-a-half years were a long struggle in getting audience acceptance," said the station's Paul LaCamera. But according to the last November book, he said, "we found ourselves tied with *Evening Magazine*." *Chronicle*, LaCamera explained, was created as an attempt to "control our own destiny in prime

access." It started with a classic magazine format, he said. It did not do well, so WCVB-TV decided to try a single-topic program, but at the same time approach the subject with a magazine format. LaCamera said the costs for the program averaged somewhere around \$1.3 million.

■ KMBC-TV Kansas City, Mo., has discovered that when the programing, news and public affairs departments combine their efforts, it leads to the creation of successful programs. An example of such a joint effort was the station's special, *9 On The Law*. KMBC-TV asked lawyers from the Kansas City Bar Association to field legal questions from viewers, said the station's Deb McDermott. She said that during a 12-hour call-in program, KMBC-TV received 3,500 phone calls.

Furthermore, she continued, the news department produced a three-part news series on legal matters that aired in conjunction with the special. McDermott said the station plans to air another special in March called *Health Day*. "The real pleasure was that news and programing worked together so well."

■ At WMTV(TV) Madison, Wis., a program with a distinct local image has worked well. The program, *Dan Smith's Madison*, also uses a highly visual production to complement the local magazine format.

"We don't want to do local programing for the sake of localism. We want to attract a large salable audience," said WMTV's Laurie Leonard. It is also important, she said, to keep in mind that the audience is accustomed to network product. "Make sure your production is top notch, the pace is lively and the talent sparkles," she said.

■ Further advice on creating successful local programs was offered by Cindy Fenneman, KYW-TV Philadelphia. She maintained that the production of specials and the station's children's magazine show have added "a lot to the image of the station."

Fenneman noted that KYW-TV uses its *Evening Magazine* talent to branch out to other things. *Philly Welcomes the Jacksons* aired the night before the Jacksons performed in Philadelphia, and was successful. And the station's weekend teen-age show, *Check it Out*, is doing so well that KYW-TV would like to syndicate it.

■ KSTP-TV Minneapolis's recipe for success is a local afternoon strip show called *Good Company*, hosted by a husband-and-wife team. The station's Terry Dolan aired clips illustrating the tempo and color of the program.

■ "The greatest challenge is getting away from once-a-quarter specials and finding a way to do programs that can be competitive," said Bob Jones, KING-TV Seattle. Jones expressed disappointment with the current state of access time, now primarily filled by game shows.

"The responsibility for diversity and product lies with the station," he continued. And producing programs involves "risk," Jones said. At KING-TV, freelancers are engaged to develop pilots. "If the research looks good and we like the pilot, then we'll assign a

producer." In general, Jones said, the station works in 13-week flights and if it doesn't work, "you can let the freelancers go."

Jones showed the audience some exam-

ples of failed pilots. *Almost Live*, a comedy show that emerged after several failed pilots, has been on the air for 13 weeks and is broadcast at 6:30 Sundays. □

Planning for programing of the future

Exploring new forms of cooperation between program buyers and sellers

The message from the panel of broadcasters and program suppliers who made up one of the first NATPE panels before an overflowing audience to talk about new programing alliances was simple and direct: The future supply of television programs is in your own hands, so get to it.

"The structure for the future—that's what this conference is all about," proclaimed George Back, president, All American Television, and the panel's moderator. "There's an old boys network in television," and then waving his hand to the panelists, "what you're seeing here is the new persons' network."

The panelists agreed: Broadcasters are coming together to make their own television programs and, with the help of some program suppliers, attack the shortage of off-network series in the market.

Roger Lefkon, executive vice president, programing, LBS Communications, pointed out that it takes cooperation of often disparate parties to produce and distribute first-run programing: the stations, the advertisers, and the production houses. "It can't be done in traditional ways," he said, alluding to the business-as-usual approach among many program distributors and broadcasters. At LBS, Lefkon said, the company "seeks to identify properties" that stations need—like daytime programing for independents, specials or advertiser-supported movie networks, instead of simply launching a show and expecting the marketplace to gobble it up.

"There's nothing complicated about it," stated Larry Gershman, president, MGM/UA Television Group. "New programing alliances arise out of necessity because there's less off-network product and prices are going up." He predicted that there are "combinations of alliances yet to be writ-

ten—things are going to happen next year and I don't have a clue as to what they are."

A few years back, noted Chuck Larsen, vice president of D.L. Taffner, the idea of putting a canceled network series back into first-run production was a novel idea, "but it's not absurd today," with series like *Fame* completing two years of first-run broadcasts and *Too Close For Comfort* launched in April 1984.

And here is where the cooperation comes into play, according to Larsen. With the *Too Close For Comfort* project, he explained, "the talent agreed to roll back to first-year salaries," and Metromedia agreed to foot the below-line costs in exchange for carrying the show. LBS agreed to sell the barter time. "I see a lot more of this," Larsen reflected, but only if the new alliances can "keep standing arm-in-arm with their hands out of each other's pockets."

The definition of alliance is a pretty loose, noted Dick Block, executive vice president, Metromedia Television, and it can take many forms: Metromedia has programing alliances of one type or another with such seemingly different companies as Turner Broadcasting, MTV, Operation Prime Time and HBO.

Block continued: "I think it's important to realize how those alliances work. Perhaps there's some naivete about it or disappointment because somebody has a wonderful idea for a new project and they think the New Program Group or Metromedia with its seven stations in the top 10 markets can take it on. It doesn't work that way."

On the other hand, Block said, "it's important the call be made. We're ecumenical—we don't see any area that precludes us."

First and foremost in launching a new show, Block said, is station clearance, which he described as a "symbiotic relationship" between the supplier and broadcasters. But when it comes to developing new series, he



Hayden, Salhany, Block, Larsen, Gershman and Lefkon

said, "that's a trickier one...neither NPG nor ourselves can develop new programs on a regular basis like a network, especially prime time, network quality programs." For that, Block suggested, it takes a partnership with a foreign broadcaster or pay-TV service. "That's the only way."

What new programming alliances mean, explained Lucie Salhany, vice president, broadcast and cable television programming, Taft Broadcasting, is that broadcasters are finally controlling their principal resource. "For years local television has been one of the only large industries in our country that still allows an outside source to control its main product. We don't control it. The networks control it. The producers and distributors control it. The automotive industry tools most of its own parts. The food industry grows it or raises it. Even the print industry owns its own forests. But in our business we give up that responsibility and that's the problem."

But Jim Hayden, director of the Local Program Network, believed that the "alliances we're discussing largely fail because the biggest barrier turns out to be human nature. When money and ego are involved, people are easily divided. The fact is, people in a group turn out to be dumber than individuals."

Back wanted to know who made a good "bedfellow" in forming such alliances. Block pointed out that in order for such alliances to work there needs to be a "spirited partnership" among the principals. Such an example might be seen in the network-affiliate relationship.

"They have taken disparate points of view for years and worked them out at their affiliate meetings. And if anybody doesn't think that's a good model to work for, they're wrong."

Hayden said that LPN is "limiting our partners to other broadcasters [because] they know our needs better. A relationship without matchmakers."

There is a "very simple formula" to finding good bedfellows, volunteered Lefkon. "We're in the business of identifying a common need and what advertisers want," he continued, "we go after the programs and production companies that seem best equipped to give that product to us."

Asked by someone in the audience if LBS, in a sense, hasn't been acting "like a bank," Lefkon didn't contest that observation, replying "we've been a funder and guarantor."

Interjected Gershman: "It isn't just the money. I can call up the bank and they'll send the check over. It isn't just the money. It's the marketing of it, the support out there."

What have been your disappointments, a member of the audience asked.

"One of the problems you face," answered Salhany, "is if you enter a group that has different motives or goals than you. You have to make sure everybody is in the same business you are."

One way to avoid disappointments, advised Larsen, is to go with tested concepts and shows. Part of Taffner's success with

Three's Company, he said, has been based on taking "proven sitcom formats and bringing those to American audiences...chances of success are better."

Gershman agreed, but noted that such opportunities—along with first-run production of canceled network series—are a "unique situation" which do not always apply. After ABC canceled *Paper Dolls*, Gershman said, "I thought about that for two seconds." MGM/UA's *Fame* has worked, he acknowledged, "but too much is extrapolated from individual success stories."

Another problem, Salhany said, is advertisers—they still insist a show must reach 70% coverage before they buy the national barter spots. "No matter how many stations or group owners" sign on, Salhany said,

"New York, Los Angeles and Chicago still control the programming flow. It's going to be a problem."

Question: Does becoming a supplier threaten your relationship with traditional suppliers?

"No," replied Block, "we're one of the new sources and we intend to nurture that, not to the exclusion of anyone. Talent—no one has a monopoly on that." As long as the big studios hold onto the talent, Block believes, there's no real threat.

At one point during the session Block reflected that "we're at a time when it's very difficult to sift out what's going on because we're in transition." He paused, then observed: "Perhaps we're in the golden age of television and don't realize it." □

TV's circular programming game

Program directors and producers discuss why particular shows work in particular time periods

One year it's game shows. The next it's music videos. Another year its magazine/talk shows. And then it's back to game shows again. Why does television programming follow a cyclical path?

That was the opening question put to a panel of program distributors and station program directors at NATPE's final general session. The panel was moderated by Gary Collins, host of Group W's *PM Magazine*—a show, it was noted, that is the only daily program still on the air out of 48 new first-run syndicated shows introduced at NATPE in 1980.

It was perhaps noteworthy that the opening question went unanswered, although nearly everyone advanced an explanation or comment.

"Comedy never has been cyclical," claimed Gary Lieberthal, president, Embassy Telecommunications, "they are the backbone of what works in early fringe and access." The fact that few of them are available in syndication, he said, is the fault of the networks, which "don't have enough to run more than an hour" of back-to-back comedies on any given night. "Sitcoms need to be stacked to work," said Lieberthal, citing a number of all-comedy nights worked well on the networks in previous years.

As for game shows, volunteered Sid Co-

hen, senior vice president, national sales, King World, "they have always been here." Cohen admitted, however, "there may not be as many as there used to be."

One reason game shows get recycled, explained Dick Colbert, president, Colbert Television Sales, is that there have been few game shows in syndication that have made it without the benefit of previous network exposure. When measuring the success of game shows, he said—and deciding what will and will not work—"people think in terms of network success. You can look forward to a continuation of that."

Several of the panelists even contended that there are no "programming trends" per se that could be identified at this time. "The focus is not on trends," noted Bob Jacquemin, executive vice president, Paramount Television Distribution. What there is, he said, is a "production trend." He continued: "*Wheel of Fortune* didn't create a new program cycle. It spawned game show producers to come out of the woodwork."

According to Jacquemin, *Wheel* was designed for access, but all the other game shows that came after it have filled early fringe, a time period once dominated by off-network hours and half-hours. "Game shows in early fringe right now are in a holding pattern," he said. But Colbert "wholeheartedly" disagreed with that assessment. He argued that when scheduled as a block in early fringe, game shows succeed in the ratings and that this is a "trend among affiliates."



Cohen, Colbert, Lieberthal, Collins, Jacquemin, NATPE President John von Soosten, Smith and Girard

Interjected Cohen: "We found game shows retained flow-through into news."

But why the increase in the number of first-run shows being offered in syndication? The question was raised by Collins, altering the course of the conversation.

It comes about, answered Judy Girard, program director, WTAE-TV Pittsburgh, because of "the lack of availability of product and the high prices paid for what's available."

But Collins asked: Aren't the shows going into first-run production failed network series?

Not really, Girard replied. Such series as *Fame* and *Too Close For Comfort* "really didn't fail on the network," since both had respectable ratings when canceled. They were tested shows, she said.

As fragmentation of the television audience grows, agreed Jacquemin, "it's getting harder to determine what success and failure is" for a television series.

As some panelists saw it, necessity is the mother of first-run syndication. "Most of the first-run programming we've done has grown out of a need," related Mel Smith, director of program services for the five independent stations of the Tribune Broadcasting group. □

Sports on parade at NATPE

Programers discuss Super Bowl prices plus future of college football, basketball and USFL

The subject of sports had its inning—or more appropriately its quarter—during the NATPE conference, at a panel moderated by Turner Broadcasting's Robert Wussler and featuring Jerry Solomon of D'Arcy MacManus Masius, Joe Cohen of Madison Square Garden Sports, Zvi Shoubin of WPHL-TV Philadelphia, Fred Botwinik of Katz Sports and Glenn Dickey, sports columnist of the *San Francisco Chronicle*.

Wussler opened the session by asking Solomon if it were true that he had paid \$1 million for a couple of spots in the Super Bowl. Solomon hedged but essentially confirmed that ballpark price, saying that "some may have paid more and some less." Are such prices justified? "The answer may well be less if you use cost-per-thousand as a criterion. On top of that, the Super Bowl is an event and can command more," Solomon said. "It's not out of line and not a premium in terms of sports programming. It may even be worth more in the future. We think we've made a good buy."

What about rights fees for college football?

"I think they'll get less money," said Solomon—a sentiment with which Cohen quickly agreed. Botwinik was even more expansive, saying that colleges "have always had a grandiose idea that their product was worth five times as much as it really was. I think they've now been educated." Botwinik said all parties hoped to have their college deals set by mid-February so there would be six



Wussler, Solomon, Cohen, Shoubin, Botwinik and Dickey

months to sell them.

Dickey described the plethora of college football TV exposure as "suicidal," and said that "even if they're breaking even with money [in terms of TV revenue versus attendance loss] it's still not a good idea." Botwinik observed, however, that college football attendance was up in 1984.

If college football is overexposed, how about college basketball?

Cohen had a pragmatic response. "Sports stay on the air because there's someone who wants to keep it there. If it were uneconomical, it would be dropped. Frankly, I'm surprised that basketball is holding up but someone is paying for it." Shoubin, who took the role of a sports skeptic throughout most of the panel, said his station made out better by counterprogramming that kind of sports. (At another point, he commented that the competition had picked up a sports package including Penn State games and "we ended up with our best fourth quarter.")

Botwinik predicted that after this year there will be a substantial drop-off in college

basketball telecasts.

What would happen to over-the-air sports if beer and wine advertising is legislated off the broadcast media?

Solomon said the issue is what will happen in all of TV, not just sports, and what will happen to other advertisers. It's a First Amendment issue, he said, and one for the entire industry, not just beer and wine advertisers. Botwinik said the ultimate result will be to lessen rights fees and decrease the revenue going to schools.

Is there life after 1985 for the U.S. Football League?

The *Chronicle's* Glenn said the USFL cannot survive on its own but that he hopes for a merger with the National Football League. Botwinik said 1985 would be the USFL's last year and that the NFL "may just let them go under." Shoubin: "Their days are numbered."

What about zapping of commercials on VCR-recorded games? Solomon: "I'd like to think they'd tune in to watch the commercials and zap the football game." □

CBS affiliates have room to glow at NATPE

Poltrack reports network in first place in key time periods and demographics; Malara pushes 'Space' series; Tortorici reviews college football plans

Being in first place usually entitles a network to an easy time of it with affiliates at NATPE, and CBS was no exception last week.

David Poltrack, vice president for research, was designated by CBS-TV Presi-

dent Tony Malara to lead off the session with all the good news. CBS is comfortably in first in prime time, Poltrack reported, with the network's performance getting stronger as the season goes on. In terms of series strength CBS has four of the top five shows, seven of the top 10 and 10 of the top 20. The audience for *Dallas* is the most loyal of all, he said, with 48.5% of the audience on hand during a four-week period and 23% of the people watching every quarter-hour every week. In November, *60 Minutes* had the



Malara, moderator Ann Miller of KPIX(TV) San Francisco, Michels, Poltrack, Tortorici and Herford

highest come with 60%.

Poltrack cited a new Nielsen category, households with \$40,000 or greater household income, as another in which CBS holds leadership. Two others: the most adult and the most female audience.

In the evening news category, neither NBC nor ABC is getting close to the Dan Rather half-hour, Poltrack reported. And in daytime, too, CBS is ahead, with three of the top five and five of the top 10 programs. But then his string ran out, and he had to concede that CBS was behind in morning news, late night and Saturday morning.

Poltrack made passing reference to the competition with other media and the erosion in network shares that has occurred over the past decade. Cable penetration is growing, he noted, and there is a continued proliferation of competition, but services within those media are relatively stagnant (HBO within pay cable, for example), he said. He predicted that in 1986, with cable at 85% of homes passed and independent stations at 100%, "the proliferation will stop and the real competition will come down to programs." He feels conventional television will have a decided advantage at that point.

When asked why broadcasters should have to pay for Nielsen's new study of commercial "zapping" on VCR's, Poltrack said that cost isn't yet being passed on. His own information is that 80% of recorded material is being played back and that about 50% is zapped. CBS thinks even those are not a total nonexposure, he said to some laughter, because "they're seeing 30 seconds in 7.5."

What about all that out-of-home viewing that's never been measured? Poltrack replied: "I think that's more substantial than VCR's."

The closest thing to a difference of opinion between CBS and the affiliates occurred in an exchange over the new *CBS Morning News*, which debuted last Monday (Jan. 14). "Why keep the word 'news' in the title of the show," asked an affiliate. "Because it is still very much a news broadcast and will remain a news broadcast," responded Peter Herford, vice president, affiliate services. "It would be a misnomer to call it anything else," he continued. Later, Herford made a special plea to the affiliates to watch the first show. "Do something for me," he asked. "See if you don't pick up on the enthusiasm of that show," he said. "It now has shape, thrust and intent."

President Malara had his own project to promote: *Space*, the 13-hour mini-series that will appear on five nights in April. He said affiliates would receive a 30-minute show called *The Making of Space*—with three two-minute pods in which they could sell commercials—as a stand-alone broadcast. A 90-minute version of the mini-series will be shown at a VIP screening in Washington, Malara said. As a postscript, Scott Michels, vice president for affiliate relations, noted that CBS would air the *Christopher Columbus* mini-series during the May sweeps. Malara noted that had come specifically at affiliates' request; they wanting heavier program guns brought to bear during a rating period of more importance to them than to

the network.

Malara also said that "we don't want viewers to find alternatives." That's why CBS ordered 30 episodes each of *Dallas*, *Falcon Crest* and *Knot's Landing*, all series that previously presented only 22 episodes a season.

The most intense discussion involved sports, a topic presented by Peter Tortorici, head of program planning for CBS Sports. "College football in 1984 was like a javelin-catching competition—great for the spectators but not for the players," he said. Things will be better in 1985, he said, with 22 games, 12 exclusively Big 10 or PAC 10, plus the Army-Navy game for the next two years. CBS will not have to designate which game it wants until 12 days before broadcast, maximizing its advantage in having the most popular contests, he said.

And while "ABC went 3:30 to 7 consistently" during the 1984 college football season, "CBS did not and will not," Tortorici

promised. The network will only take two late starts, he said, and will broadcast its games predominantly at 2 p.m. "We will try to reduce the number of sports hours we take from you," Tortorici told the affiliates.

"One clear signal we get back is that the audience wants fewer games on TV. We will be very conservative in terms of TV exposure," he said.

In closing, researcher Poltrack discussed the new Clients Audience Programming profile (CAP) which assigns weights to age groups by product usage. The current system is "no way to buy the medium," Poltrack said, because it "dismisses everyone over 50 as of no consequence."

The CAP system is cumbersome and difficult to implement, he said, but Nielsen is developing a program that can be used in association with an IBM personal computer. It's all of great interest to CBS because "we have the largest adult audience," Poltrack said. □

NBC executives line up for affiliates

Network's top programers deliver status report at NATPE; NBC proud of its climb up ratings' ladder, and thinks momentum will go on

The mood was upbeat and the news encouraging as NBC affiliates gathered at NATPE to hear from the programing executives re-

sponsible for the network's rise to second place in the prime time ratings. The network officials projected a positive picture of the balance of NBC's 1984-85 prime time season. And the network's daytime ambitions were also revealed.

While the executives expressed pride in their success, they were not resting on their



Sohmer, Littlefield, Tartikoff, Mapes, Bob Jones of KING-TV Seattle and Tony Cervini, NBC affiliate relations

Rallying cry. "We certainly have the momentum going," NBC Television President Pier Mapes told affiliates during NATPE last week. Mapes, whose address to the affiliates was primarily a review of the network's past achievements and future goals, also sounded the call for increased broadcaster involvement in the war against alcohol abuse.

"Last year we had a call to action and we issued the bible. It's a grey book. I know you all have it because I know what you're doing with it. It's the bible on alcohol policy and you, our affiliates and our own stations, have really responded," Mapes said.

He said hundreds of news and public affairs programs on alcohol abuse have been produced locally and are raising awareness of the problem. "Stations are utilizing their local police force and health and welfare agencies as resources for these public service programs. And they're very important," he said.

"Broadcasters can and are extremely effective in the war against alcohol abuse. We at NBC salute your efforts and we encourage you to double those efforts in 1985." He ended by stressing: "Remember, we are the solution to the problem not the problem."

On NBC's programing front, Mapes emphasized that the network feels good. "But let me assure you of something. There's no self satisfaction at NBC. We're going to build on our early successes. We're going to capitalize on the momentum that we currently have, and we're going to insure your further growth. We owe it to you. It's been 10 years. And now we are in the best competitive position that we've been in since 1976."

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guide to the best
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Tribune Entertainment

Dempsey & Makepeace Another Tribune exclusive! An exciting new first-run weekly 60-minute action-adventure series available (with a special 2-hour premiere episode) for Fall 1985 clearing!

Nadia International Film Festival Silver Medal Winner! This story of the legendary gymnast achieved record rating numbers in 1984 — including a 21/35 rtg/share in L.A., an 18/35 rtg/share in Chicago and a 10/18 rtg/share in New York!

NADIA

NEW YORK	
RATING	SHARE
10	18

LOS ANGELES	
RATING	SHARE
21	35

WASHINGTON	
RATING	SHARE
13	21

CHICAGO	
RATING	SHARE
18	35

DENVER	
RATING	SHARE
20	45

DEMPSEY & MAKEPEACE

Soul Train Now in its 14th successful season, this weekly music and dance classic is cleared in over 90 markets nationwide!

The Smurfs and the Magic Flute At U.S. and Canadian box offices it grossed over \$16 million! Now the 90-minute television premiere is cleared in 108 markets for over 85% U.S. TV household coverage!

A Married Man Anthony Hopkins stars in this critically acclaimed 4-hour, 2-part miniseries drama. Now cleared in 115 markets with over 85% U.S. TV household coverage!

At the Movies with Ebert & Siskel America's favorite weekly movie review program, now cleared in over 140 markets and seen by over 90% of U.S. TV households!



AT THE MOVIES

WITH EBERT & SISKEL

Central City Productions A quality collection of black programs keyed to specific holidays and special events throughout the year.

Chicago Cubs Baseball Television Network Exciting major league play-by-play action of the National League Eastern Division Champions — The Chicago Cubs!

U.S. Farm Report Orion Samuelson hosts America's leading farm magazine TV show — now cleared in over 100 markets!

NEW YORK: Clark Morehouse/Steve Rosenberg (212) 557-7800

CHICAGO: John Barrett (312) 222-4474, Jim Smith (312) 222-4412

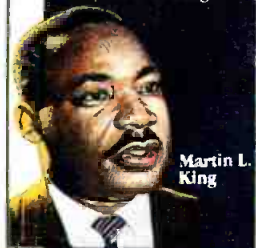
ATLANTA: Mike Newsom (404) 980-9760

LOS ANGELES: Jack Donahue (213) 277-3618

Sources: NSI June/July 1984

NTI

Martin the Emancipator
For Your Precious Love
Making of Black Mayors
Know Your Heritage



Martin L. King

Jerry Butler



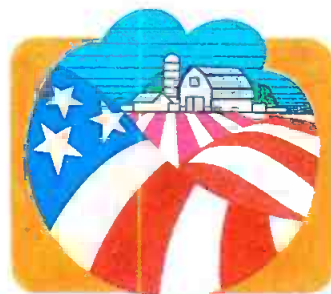
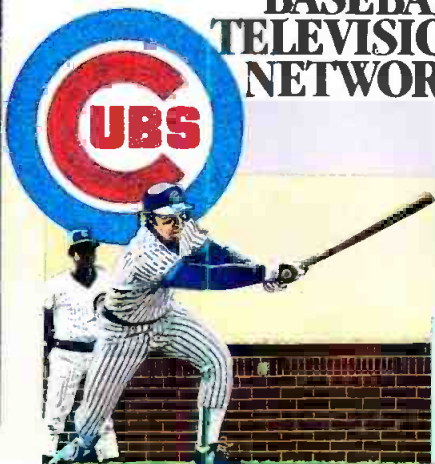
Harold Washington



LeVar Burton

CENTRAL CITY PRODUCTIONS

CHICAGO CUBS BASEBALL TELEVISION NETWORK



U.S. FARM REPORT



TRIBUNE ENTERTAINMENT
Company

A subsidiary of Tribune Broadcasting Company

laurels. "We are not sitting back; we are not complacent. It's a funny thing about success. When you get a little in your mouth, you kind of want to have more and more of it, so we are plunging ahead," said NBC Entertainment President Brandon Tartikoff.

For the first time, Tartikoff said, NBC's 10 p.m. shows "are about the best group of 10 p.m. programs, in terms of quality, in terms of audience they deliver and in terms of gross rating." He felt the addition of NBC's new nighttime soap, *Berenger's*, would also enhance that block of programs.

But the real launching pad for NBC's success, he continued, is the strength in the beginning of prime time. When "you look across the board in the 8 p.m. NYT positions all the way from *TV Bloopers to Knight Rider*, we really do have footholds in the beginning of the night." With the exception of Friday night, he said, "we are either first or just a hair behind going into the 9 p.m. NYT position."

He also talked about some of the new shows NBC is adding:

Berenger's, which premiered Jan. 5, is getting favorable comments from viewers and the press, Tartikoff said. The program, which airs Saturdays at 10 p.m. NYT, received a 20 share the first week and in recent overnights from three markets, its ratings were up in two of the three markets, he said.

But, said Tartikoff, "If the ratings [for *Berenger's*] don't hold up, it'll go the way of a lot of shows that do not hold up. The second option is that if *Berenger's* is a show that attracts enough audience Saturday night, NBC might move it inside the week next season."

He also revealed details for a number of proposed back-up series. A show called *Code Name: Foxfire* will premiere on Jan. 27 at 8-10 p.m. NYT as a movie and then convert to a series: It has not been placed on the schedule, he said. "We really think this is our trump card in our pocket to use when we want to use it, not to rush it on the air."

Best Times, he added, could be compared to *St. Elsewhere* and *Hill Street Blues*. Some time in the week of March 27, he said, NBC will place the show for a six-week tryout. "The time periods we're looking at are Monday at 8 p.m. NYT or Wednesday at 8 p.m. NYT or possibly Friday at 8 p.m. NYT." The network is also looking at another show, called *TV Parts*, Tartikoff said. It will be placed on the schedule in late March or April.

Tartikoff announced NBC has a commitment from Steven Spielberg for 44 episodes for fall 1985 of a half-hour action anthology, *Steven Spielberg's Amazing Stories*. He said the network didn't know when they would use it. "We look at this as our wild card and wherever we put it, we know we're going to open big. I mean we're talking huge." It might be used in a 9 p.m. or 8 p.m. time period, he added. He promised to have four half-hours to present at the May NBC affiliates meeting. In addition, NBC has a commitment with Stephen Cannell to develop a one-hour drama. Tartikoff said it's going to be a mystery-type show. The pilot will be shot in March and will be previewed during

the affiliates meeting.

Tartikoff disclosed NBC's plans to air a two-hour pilot starring Robert Blake as an inner-city priest; *Father of Hell Town* will air on March 6 behind *Highway to Heaven*, a time period he said Blake requested. Another pilot, *Private Sessions*, stars Mike Farrell of *M*A*S*H* as a therapist in New York. Still another show under consideration is *Half Nelson*, a light-hearted show about a 5-foot-4-inch detective.

NBC's plans for future comedy series were discussed by Warren Littlefield, vice president for comedies. "I am sure you all remember we weren't always as successful with our comedies as we are today." The structure of the network's comedy lineup has been in place since last fall, Littlefield commented, but NBC is dedicated to "improving it." The network's next challenge, he continued, is Saturday night.

Littlefield revealed that *It's Your Move* is being shifted to 9:30 p.m. Saturdays, starting Jan. 26. He also mentioned *Spencer*, which is off the schedule due to a conflict between the production company and the star. If those problems work out, he said, "we may have *Spencer* back."

NBC, he said, will revitalize some older shows and will offer a few new programs. "We will make 10 comedy pilots and several spin-offs. We will continue to attract and

keep the best creative talent at NBC." He listed some of the highlights of the proposed developments including a Bill Cosby spin-off. He also announced that the creators and producers of *Cheers* will be bringing a new series to NBC next fall.

On the movies and mini-series front, Tartikoff said the network would not run out of product. "I think you'll see us remain quite competitive on Sunday and Monday night, not only in January but certainly in February and even getting strong as we go into March and April."

Some of the planned mini-series include a three-hour epic on the life of Florence Nightingale, a three-hour drama called *Hitler's SS* and the network's 12-hour mini-series, *Evergreen*. Among the movies mentioned were *Romance on the Orient Express* starring Cheryl Ladd and *The Dirty Dozen, the Next Mission*. Tartikoff said the network plans to air *The Dirty Dozen* Feb. 4 against ABC's *Consenting Adults*. Next November, he said NBC will air a seven-hour series on Mussolini starring George C. Scott and a 10-hour mini-series scheduled for the February sweeps on Peter the Great.

What lies ahead in daytime programming for the network was discussed by Steve Sohmer, executive vice president, NBC Entertainment. "We are in a dominant number-one position [Saturday morning] and we are



Co-production role playing. What was billed as "an improvisational drama on international co-production" came off as one of NATPE's most entertaining—and even instructive—moments last week when executives playing a writer, a packager, two production company executives, a syndicator, an advertiser and a lawyer acted out the process between the creative inspiration and the final product. The protagonists (l-r): narrator Bob Bernstein of March Five, Richard Barovick of Hess Segall Guterman Petz Steiner & Barovick as the lawyer (Lee Legalese), Frank Miller of Lionheart Television International as the advertiser (Albert Advertiser), Don Taffner of D.L. Taffner/Ltd. as the syndicator (Sam Syndicator), Ron Brown of Embassy Telecommunications as one of the programmers (Aussie Bossy), Philip Jones of Great Britain's Central TV as the other programmer (Hedley Head), Guy Mazzeo of Blair Entertainment as the packager (Paddy Packager) and John Baragwanath of Ireland's Radio Telesis Eireann as the writer (Riley Riter).

The basic idea involved a mini-series (13 episodes) about an Australian diva who at one time had a liaison with a British actor. By the time the project works its way around the world it ends up a half-hour documentary on British television, with the original writer (and almost everyone else) out of it. (At one point it had become a four-hour series done in animation for CBS, provided the heroine had a pet named Garfield.)

The most lasting lessons were those offered by attorney Barovick, including admiring remarks about the California statute that compels parties to deal fairly with one another. The writer's claim to his property would have had a better chance in that state, Barovick said. He expressed marvel at what could be accomplished by "a modicum of morality in fear of lawsuits." At another he remarked: "This is a fascinating exercise for me. I'm the only one who's going to make any money out of this."

working hard to maintain it," Sohmer said. The year for daytime, he continued, has been one of "enormous progress." In the fourth quarter, NBC got an 18 share. "It's a remarkable turnaround for those of you who can remember our daytime schedule was as full of holes as the proverbial swiss cheese. Today we have a stable schedule, we have consistent growth, we have a great development system."

Sohmer cited some examples of NBC's climb to the top. "Back in November, NBC was the only network to improve during the November sweeps. *Scrabble* and *Super Password* in November increased NBC's time period shares by four and three points, respectively. These are the largest improvements for any program."

He urged the affiliates not to "let our concern over *Santa Barbara* blur the overall picture in daytime." He said getting this "show going is going to be hard work."

A more detailed look at *Santa Barbara* was presented by Brian Frons, vice president of daytime programing. "*Santa Barbara* has dramatically improved over the show that premiered in August and it's going to continue to improve right through the February sweeps so that we get to the point that you're looking at this show and not seeing a two-hour problem but a two-hour opportunity," Frons said.

He listed some changes made in the program include a new co-executive producer, additional writers, 33% new cast and an altered story direction. "But as much as the show has improved, as much as the show will improve, you still need to give this show time to grow," he added. □

Ratings and alcohol ads on minds of ABC affiliates

Representatives of ABC-TV affiliated stations expressed deep concern over the network's prime time ratings decline and the potential impact of the campaign to ban beer and wine advertising from television during a Sunday morning meeting at last week's NATPE convention.

ABC executives "have met with the major groups involved in the campaign," said James Duffy, senior vice president, ABC Broadcast Group. "The alcohol advertising campaign is very serious." Duffy advised stations to keep airing their "excellent" public service announcements on the dangers of drunk driving and alcohol abuse as a means of blunting the challenge.

ABC President John Severino reviewed the factors contributing to ABC's slippage this season, acknowledging the failure of several new programs and lower-than-expected ratings for some key sports events. The erosion has had a "dramatic" impact on his station's late night news ratings, complained one station manager, who also urged ABC to work harder at controlling sports overruns and irregular game starting times.

"We're working on both," replied Severino, noting that ABC Entertainment has 30



Moderator Stan Marinoff, WISN-TV Milwaukee; Dick Kozak, ABC affiliate relations; Duffy, and Severino

pilots in prime time development for next fall, evenly split between comedy and drama. It was disclosed that six episodes have been ordered of the previously announced Walt Disney Productions midseason series, *Wild Side*, along with nine additional episodes of Paramount's *Call to Glory*, being tried out in a new time period. The latter will be heavily promoted during the Super Bowl telecast, said Duffy, although not as extensively as it was during last summer's Olympics.

On the positive side, Severino replied that ABC billed a record \$3 billion in advertising during calendar 1984 and is charging a record \$1 million for 60-second spots during the Super Bowl broadcast (BROADCASTING, Jan. 14).

Severino expressed concern about some aspects of ABC's daytime schedule, particularly the 11 a.m. to noon NYT game show block. Either or both shows in the period, *Family Feud* and *Trivia Trap*, will be changed in the near future, he said. "Quite frankly," he said, "we have a problem [there]." ABC has three game show pilots ready for replacement duty, Severino added. Despite those fortunes, he continued, ABC is still performing well among the 18-to-34-year-old female demographic in daytime.

ABC affiliates are clearing the late, late night series, *Eye on Hollywood*, at a rate of about 50%, Duffy said, but nothing is in development for the period, primarily due to an apparent lack of interest on the part of the stations. □

NATPE looks at independents

It was a reprise of the INTV convention at NATPE as independents got together to review the state of their specialty during the past year and the prospects for 1985. Independents may be known as a quarrelsome lot, but here they were unanimous: The competition is getting tougher and programing choices fewer.

How tough? Chuck Alvey, program director at KPHO-TV Phoenix, put it in perspective. His market, he said, receives nine over-the-air television signals, has 39% cable penetration and, if that were not enough, was recently joined by an LPTV station. Net result? A lot of research and a shifting of revenue goals among those slicing up the advertising pie. Barter advertising? It's slowing down, Alvey believes, but it will never go away.

While established independents may be able to survive all that competition, observed Art Hook, a Chattanooga-based consultant, the smaller, newer independents

coming on the air have a difficult time even getting a national sales representative. He added it was partly a public relations problem because many smaller independents lacked sufficient "awareness" in both the advertisers and public's mind.

Another advertising problem for independents, warned Neil Kennedy, executive vice president, MMT Sales, is the six-minute commercial pods in the ad hoc movie networks. Advertising agencies dislike the pods, Kennedy said, because they believe viewers will not sit through six minutes of commercials.

Paul Krimsier, program director at KGMC-TV Oklahoma City, said the independents are being undercut by cable and imported distant signals. He also wondered whether some of the movies local stations are now buying haven't been overexposed on pay cable. The solution: more programing sources and more money channeled into independent program development. □



Krimsier; Alvey; Hook; Pat Kenney, Lorimar, and Kennedy

NATPE takes a look at cable

Basic and pay programmers review service formats, possibilities for syndication

Representatives of six cable television program services described their programming strategies during a Sunday morning panel session at the NATPE conference. Those approaches have evolved, the group agreed, as the need to attract and retain well-defined audiences has become more pronounced.

Programming on the New York-based Lifetime network used to be "polite, predictable and guaranteed not to offend anyone," said Mary Alice Dwyer-Dobbin, vice president, programming. That all changed, she said, when sex counselor Dr. Ruth Westheimer doubled ratings during the time slot allocated for her *Good Sex* talk series. Although network executives took a hard look at Westheimer's provocative show, their final decision was to make *Good Sex* the cornerstone of a revamped prime time program lineup centered on controversial personalities and audience participation. Dwyer-Dobbin noted that only four critical letters were received among about 1,000 sent to Lifetime by viewers during Westheimer's first three months on the schedule. "The critics love her and the audience adores her," she summed up.

Lifetime's new prime time schedule, which premiered last Monday (Jan. 14), includes the following daily series: *Smart Money*, hosted by Fran Tarkenton; *Hot Properties*, co-hosted by Fred Newman and Tovah Feldshuh; *Regis Philbin's Life Styles*, and *America Talks Back Starring Stanley Siegel*. *Good Sex* goes to a one-hour format from its original half-hour.

Robert Johnson, president of Black Entertainment Television, described his basic cable channel as "simply an attempt to address television to the interests of black Americans." He estimated the 26 million black Americans represent a \$150-billion-a-year market for advertisers. "We believe that quality entertainment is color-blind," he added, indicating BET's interest in reaching nonblack viewers as well. BET's programming includes gospel music, black college football and utilization of black Hollywood talent.

Paul Corbin, director of programming for

the Nashville Network, said his program service operates on the theme of country music as a "life style," offering material in every basic format, from game shows to situation comedies. Corbin estimates it will be "a year or so" before TNN reaches profitability, although growth is running ahead of the channel's initial business projections. The channel is being offered in Canada as a pay service.

Ed Turner, executive vice president of Cable News Network, emphasized the specialized, long-form programming of the 24-hour cable service being offered weekends, noting that Saturday and Sunday mornings generate the highest audience for CNN. "We can take a little bit more time" with material not seen in its entirety during the week, he said.

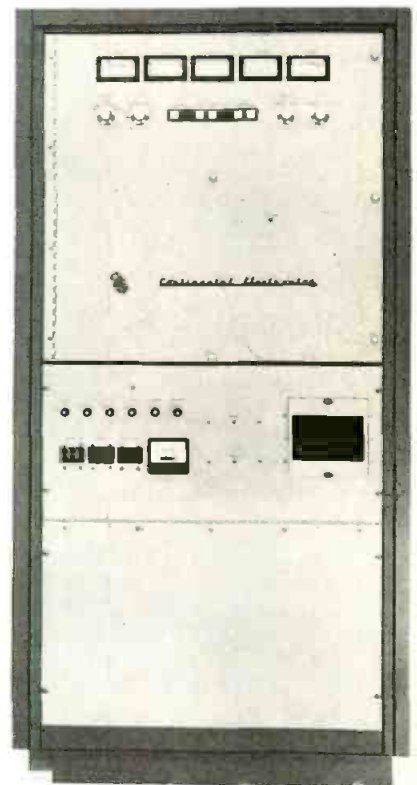
The Playboy Channel's senior vice president, Gerald Adler, disclosed that the pay cable service plans a second feed of its 10-hour daily program slate in the near future, allowing greater scheduling flexibility. He said the two-year-old channel also plans to re-evaluate and upgrade its current motion picture lineup, which currently accounts for about 60% of The Playboy Channel's content. The program mix is being modified to appeal to a broader audience, including a larger percentage of women. Research shows Playboy's 800,000 viewership is currently about 65% male.

David Kenin, programming vice president for the USA Cable Network, described techniques used by the basic cable service to shift gradually from a primarily sport-oriented channel to an "entertainment and sports" network during the past three years. He said this has been accomplished principally by adding children's series and prime time, entertainment series, along with emphasis on "more consistency" in program scheduling. Boxing and wrestling, for example, are now being offered at the same time.

Asked if they had plans to syndicate their original programming to broadcast stations, only Corbin and Turner responded in the affirmative. Turner said CNN's programming is available to stations on a market-by-market basis, usually in the form of CNN Headline News excerpts. The Nashville Network, said Corbin, "probably will" syndicate material in the future, most likely repackaged fare under new titles. The average half-hour cost of TNN's productions is about \$8,500, he noted, which precludes much interest in co-ventures. USA Network's Kenin said his company is actively seeking co-venture pro-



Johnson, Dwyer-Dobbin, Corbin, Turner, Adler, Kenin and moderator Compton Advertising's Bob Siegel.



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graming partners, but was not specific about program types being sought.

Of the services represented on the panel,

only Playboy said it plans to scramble its satellite feed, "when the technology is perfected."

Home video hits foreign field

NATPE panelists say in-home programming is next big wave on international front

The international television marketplace is changing just like its domestic counterpart, and some of its brightest prospects lie in the home video market. That was one of many points raised in a NATPE panel session that focused on the future of international television.

Michael Jay Solomon, chairman, Telepictures Corp., posed a number of questions to a group of panelists including some of the biggest names in international distribution. While they all differed on the do's and don'ts of selling in the international marketplace, they were unanimous that home video is the next world to conquer. Question asked of Bob Bramson, president MCA TV International: When MCA TV produces a series for American television, what happens in the

international marketplace?

"We sell it the moment the studio receives a firm network order—usually the first week in May," Bramson replied. During January, Bramson added, the international division is "entertaining buyers from all over the world" trying to get the show cleared just as the domestic division does in the U.S. market with syndicated product. The same holds true for made-for-TV movies and mini-series, said Bramson.

What will be the impact for made-for-TV movies and mini-series five years from now when cable reaches deeper levels of penetration in Europe?

According to Willard Block, president of Viacom Worldwide, there is "additional life in the [foreign] home video market" for a lot of U.S. programming after a "conventional" distribution window. Rupert Murdoch's Sky Channel base is building, noted Block, "and the real challenge is: How are we going to develop new programming?" The international growth in VCR's and home video, Block said, is a clear "indication the public wants more series."

If VCR growth is burgeoning, Solomon asked, what is its impact on TV stations around the world and the revenue stream for distributors?

For distributors, said Brian McGrath, executive vice president, Columbia Pictures Television International, home video represents another potential revenue source. "Until 1978," he said, "all we had to deal with was theatrical distribution and television series." And international home video to date has principally relied on theatricals for its product base, McGrath added. "But as that gets picked over," he said, "you'll see home video turn to television for its supply [of new programming]." That is feasible because the networks are moving away from buying studio theatricals and are upgrading the quality of made-for-TV movies and mini-series they order.

U.S. television series have an afterlife in international home video markets, reported Ken Page, president, Lorimar Television Distribution, and "the fact that people wanted it amazed even us." Page was referring to episodes of Lorimar's *Dallas*, which he said he never expected to catch on because of the "sequential" nature of the series. Page said that in some markets, the international home video rights are fetching more than the broadcast rights.

Solomon also wanted to know how the phenomenon of private stations in Italy has affected international distribution.

Bramson said the effect has been that RAI, the Italian state-owned network, has begun to counterprogram the independent commercial stations, which by some estimates account for up to 54% of the viewing audience. "Our bread and butter is still free television," he said, adding: "Fifty percent of our worldwide gross comes from Europe and the Scandinavian markets." But unless some of those countries begin to move forward with commercial broadcasting systems, Bramson warned, they will be "digging their own grave" and be pre-empted by home video. "I think they're sitting back and waiting for the axe to fall."



Page, Block, McGrath, Gordon and Bramson

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Programing with computer aid

NATPE panel tells of ways to improve creativity and save time through use of modern machines

"Computer systems have traditionally followed the money, and the money is now in programing."

So said Jan Cheney, president of San Francisco-based VariCom, a microcomputer system provider for the television industry, during a Saturday morning NATPE convention session entitled, "If You Can't Beat 'Em... Computers For Programing." According to Cheney, within the next five years there will be microcomputers on the desks of most managers in the industry, providing substantial savings in time and money, as well as valuable information and creative planning opportunities.

"These are management tools, not clerical tools," Cheney emphasized, noting that programers enjoy the advantage of entering the computer age with powerful and inexpensive computer-based systems at their disposal. She promoted the use of microcomputer packages, such as those sold by her company, that are expandable to mainframe applications.

The advantages of mainframe systems, according to David Smith, special projects manager at Jefferson-Pilot Data Systems, include large storage capacity, fast operation and stable support by vendors. Smith's Charlotte, N.C.-based firm markets mainframe linked programing management systems. Disadvantages of such systems, he conceded, are high price-tags and long-term commitments to providers. The systems also require intricate interface with microcomputer systems.

"Most people are afraid of computers," Smith lamented. "They shouldn't be. They're not going to bite you. They are easy to use."

Smith's observation was seconded by Andrew Flugelman, editorial director of *PC World* magazine, who characterized computers as "merely tools to help you do your jobs better. None of this technology needs to be mysterious, even though it is very powerful." Flugelman urged new computer users to allow several weeks to simply play with the devices as a means of demystifying them and becoming conversant with the operating systems.

Panel moderator Dave Wilson, program director for KRON-TV San Francisco, described his experience "homebrewing" a program management software package from scratch, but advised stations against emulating his example. While the system he developed has proved extremely useful to the station, Wilson said he developed it on his own only because vendors were not providing what he needed when KRON-TV acquired a program department IBM PC three years ago. Wilson does, however, advocate the ongoing development of custom databases at each station as a convenient tool for program scheduling and electronic message-

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Wilson, Smith, Cheney and Flugelman

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Jefferson-Pilot offers program inventory, amortization and planning programs on a two-to-three-year lease to stations, with other program-oriented software in development. VariCom provides software for management of film libraries, syndicated shows, logging, amortization, scheduling and ongoing management support, with others in development. Both Cheney and Smith stressed the advantages of "full-documentation," consulting and software upgrades.

Asked to predict upcoming major developments in the industry, Flugelman said the merging of voice and data communications systems was the new "high frontier," coupled with significant advances in applications of graphics, laser-based printers, networks and automation systems, "We're in a period of change right now," he said, advising prospective buyers to wait "a month or two" before making a major commitment. □

TV critics take the stand

Newspaper writers report that contrary to popular belief, they like their jobs; panel fields questions on variety of topics

The love-hate relationship between TV critics and the broadcasters they write about occupied NATPE at a panel session so remarkable for its comity that few would have suspected there was ever discord between them. The critical mass: P.J. Bednarski of the *Chicago Sun-Times*, Bill Carter of the *Baltimore Sun*, Tom Jicha of the *Miami News*, Susan Paynter of the *Seattle Post-Intelligencer*, Howard Rosenberg of the *Los Angeles Times* and Bob Foster of the *San Mateo (Calif.) Times*. The moderator was Neil Hickey of *TV Guide*.

The first question put to the critics was whether they liked their jobs—the theory prevailing that critics' hostility toward TV comes from assignment to an unwanted specialty. Carter said not only that he liked his job but also that television offers more challenge to a critic than any other medium. "If we seem more critical, it's because we think

television aims too low—and that's bad if you value it highly," he said. Rosenberg said that television is so eclectic that keeping up makes writers the decathlon athlete among critics. Bednarski admitted that some popular shows tend to be those critics don't personally prefer, and remarked that "some say there's not enough mediocrity to go around, but I think there is."

Foster, who has been covering the TV beat for 37 years, said he liked television but not "what a lot of high-priced people are doing to it." Paynter observed that while TV is free, the viewer's time is not, and it's her job to help people select the best.

Commented moderator Hickey: "I've heard it said that critics are like people who come down from the hills after the battle and shoot the wounded." The remark drew a laugh but no overt seconds.

Among the random topics covered:

Do critics accept gifts? No, agreed all the panelists, except minor trinkets not worth sending back. Jicha said all gifts were sent to the United Way. Bednarski, who said a rough rule was not to keep anything that couldn't be eaten in a day, wondered why public relations firms "send out all the junk they do." Paynter said there had been a big change in attitude since the early days of the medium, when more generous gifts were sent and accepted. "They concluded that we weren't just going to be friends," she said.

Is there a problem when the critic works for a paper that is crossowned with one of the market's TV stations? "The greater danger is in not leaning over backward the other way," said Rosenberg. Added Carter: "The station we own is unbelievably bad so that's no

problem. Everybody knows it." Bednarski related an early Catch-22-type experience when he was with a Cox newspaper in Dayton, Ohio, where he was accused of downplaying the Cox station there "as part of a conspiracy to make the station look autonomous."

What about networks using news shows to promote their own entertainment vehicles? "I'm against it. It's an unholy practice," said Rosenberg. Jicha said a worse practice is using canned interviews, in which the local station puts predetermined questions to a supplied promotion tape. It attacks the station's credibility, Jicha said.

Bednarski attributed such ills to "a period of the glorification of marketing," recalling a three-part series on one station telling how to be a contestant on *Wheel of Fortune*, which was run on a news program immediately preceding that syndicated show.

What about the "superficiality" of TV criticism in concentrating on popular shows instead of issues concerning the medium? Bednarski said that "if I wrote about issues all week I would have no readers. But it's absurd to say we never do. There's a great consumer function in telling people what's on TV." Carter said that there's an academic way of looking at TV that's different from the way newspapers do. "Inevitably," said Rosenberg, "when people write about TV critics it's in broad generalizations." Jicha: "I'd rather criticize my newspaper than TV but that's not my job."

How should stations deal with the critics? "Honestly," advised Foster. "It's a constant symbiotic relationship," said Rosenberg. "I would emphasize candor" in the relationship, said Carter. A bad way to deal with the press "is to be uptight," he said. "I just wish there wasn't so much b.s.," said Bednarski. "They just snore you continually." Jicha added that "the worst thing you can do is lie. It can ruin a relationship for years."

One disagreement among the critics emerged on the question of writing about ratings. Rosenberg discouraged it, and Paynter concurred. Jicha, however, said that "not writing about ratings is like writing about football without giving the score."

Returning the question of the TV beat's popularity among newspaper people, Carter said: "I love my job. It gives me tremendous freedom." Jicha said that his colleagues were envious. And Paynter appeared to speak for all the panelists in concluding: "It's the best job on the paper." □



Hickey, Bednarski, Carter, Jicha, Paynter, Rosenberg and Foster

A move to electronic ratings research

NATPE panel on program numbers hears explanation for discrepancies between services; review of Denver Arbitron/Burke people meter test

"All of the research problems go away when the numbers are up," joked Jay Isabella, vice president and director of programing for TeleRep, during a Monday morning NATPE panel session on ratings research. In the meantime, a wide range of problems can afflict a station's or program's measured performance.

Most discrepancies between Nielsen and Arbitron ratings can be attributed to differences in methodologies, including sample frame, sample stratification, weighting, editing and turnover or replacement procedures, according to Peter Megroz, vice president of Arbitron. The company's own analysis of 14 markets, however, showed the two services within two percentage points of each other 96% of the time, with agreement levels somewhat higher for diaries than for metered samples. Megroz said the biggest differences appear to be in measurement of news programs.

"We think the technology is there for movement toward electronic [measuring] systems," Megroz said, explaining how Arbitron is in the process of installing its first "people meter" units in Denver. The Arbitron/Burke meters are being installed in 200 homes, with initial data to be available in June. The system uses an electronic device activated by a viewer's pressing of numbered buttons on a portable handset at the prompting of a monitor attached to the television set. The device records viewing and demographic information. Megroz said the "people meter" will be modified and added in other markets as results of the Denver introduction are studied.

Paul Baard, vice president and national sales manager for the A.C. Nielsen Co., said Nielsen's own "people meters" are already gathering data on audience composition in 133 homes, with 300 homes expected to be on-line by this summer.

"The purpose is to see how much data can be gathered from the meters themselves," Baard said. He noted that Nielsen's meters measure all video usage, allowing the company to determine such trends as "zapping" and VCR usage. Baard estimated VCR penetration is now in the "mid to late teens," with movies and soap operas still the most popular choices for recording (*All My Children* is the single most recorded television series).

There are significant differences between meter and diary samples, according to Baard, but they are not predictable enough to factor into measurement analysis. Situation comedies, for example, garner 31% higher ratings in metered homes than in diaries, but the disparity ranges widely for individual programs and markets. The percentage of homes using television also increases



Hart, Searle, Baard, Megroz, Isabella and Mills (at podium)

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significantly under metering.

"The rating services should try to iron out their problems now before going to people meters," urged Donald Searle, vice president and general manager of KCOP(TV) Los Angeles. He pointed out a wide range of differences that he said "frequently" appear in overnight measurements by the two services. Searle said the reasons for the discrepancies vary, ranging from sampling and weighting techniques to technical problems and installation designs.

Two panelists suggested that stations could benefit greatly from more careful analysis of ratings data, applying findings to programming strategies. Marty Mills, senior vice president of marketing for LBS Communications, singled out differences between demographic profiles for individual programs airing during various times of the day, year or week. Substantially higher levels of young viewers on Friday and Saturday nights, as well as during summer months, should dictate scheduling of youth-oriented material during those periods, he indicated. A downward trend in series program ratings for the networks, Mills added, suggests more frequent pre-emptions for "big event" or "special event" programs, which still garner high ratings.

Gary Hart, director of research for Lorimar Productions, emphasized the resources of research departments at each of the major program syndicators, which can be used to obtain ratings data for specific programs in

various situations.

Hart singled out several key questions station executives should ask themselves when making program decisions, including: Is the program genre appropriate for vulnerable time periods? How has the series performed in first-run and repeat situations? What is the programming environment that the show is be-

ing considered for? Does the program match the audience composition for the considered time period? Has the program been tested? How has the program performed in comparable markets? Does the series fit into existing station promotion and marketing strategies? Does purchase of the program make sense from a cost-benefit standpoint? □



Fletcher, Buzogany, Furr, Pace, and moderator Farrel Meisel, Seltel.

Promotion managers want partnerships

Tips on how to enhance the promotion of a station and its programming were offered during a NATPE session last week.

Ann Pace, promotion manager of WJXT(TV) Jacksonville, Fla., described how her station promoted *Hawaii Five-O*, the show leading into the station's evening news. "We had to convince our viewers to come back and watch some episodes for a third time," Pace said.

Pace, who aired clips of the spots promoting the show, said theme weeks were developed such as "Time Bomb Week," involving episodes with explosions.

Pace felt it was imperative for management and promotion to work as a "partnership" when it comes to programming. "One frustration we experience," she said, "is that we don't get in on your programming process until the very end." She suggested: "Put us in a more active role as well as a reactive role."

The difficulty of promoting more sensitive programs was addressed by Tom Furr from the Showtime/The Movie Channel. *The Brothers*, a Showtime series featuring several gay characters, was a case in point, Furr said.

The pay service, he continued, started the promotional campaign by developing the relationship among the three main characters, who are brothers. Furr said research showed the audience was not "turned off" by the gay elements in the show, so it was promoted straightforwardly.

Showtime also incorporated critics' reviews of the show in promotional spots. The night the series aired, Furr said, the numbers were "enormous." And "while it posed initial problems, it really has gone over well."

Another key aspect of promotion discussed by the panel involved the station's image. Frank Fletcher, WUAB-TV Cleveland, discussed how his station was planning to air several new programs and discovered that it had not done a "full-blown" image campaign since 1980. Fletcher said: "We felt it was time to strengthen our image. We felt we needed something a little more exciting."

The station, using the slogan "The gang's all here," made its audience the stars of the spots. "This campaign reflected what we are trying to tell our audience," Fletcher said it "worked well from start to finish because everyone got involved."

If, said Buz Buzogany, WLOS-TV Asheville, N.C., "you promote it right and program it right, you've got a winner." Promotion directors, he said, must be viewed as an integral part of the station. □

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Not dead yet

That's what officials of DBS and low-power TV tell NATPE

Representatives of two of television's new media devoted most of their appearances at NATPE to insisting they are alive and lively. "I submit to you that we are real and we are now," said Lee Shoblom of the Community Broadcasters of America, speaking for low-power TV. "The reports of our death have been greatly exaggerated," said John Egan of the DBS Association.

The panel on which they appeared, "Star Tech: an Update on the New Technologies"—dealt with those two media plus stereo TV, VCR's and film. The polyglot composition produced a polyglot discussion.

Low power has had three strikes against it and yet has survived, said Shoblom. The first is its name. "If your technology had 'low' stuck in front of it, I would sympathize with you," he said, adding that only "divorce, death, unemployment and taxes" are words that look good with low in front of them.

Until recently, the interpretation of cable copyright rules to make low-power stations distant signals, thus triggering payments from cable systems that carried them, discouraged cable pickup, he said. "We wanted to be a may-carry, not a cannot-carry." That restriction has now been lifted.

The third strike was of low power's own doing: jamming the FCC's processing lines with over 20,000 applications. But despite the holdup, 133 low-power stations are now on the air, Shoblom said, with another 333 construction permits granted. There will be still another 500, he predicted, putting the on-air total at 1,000.

"Those three strikes that didn't take us out have had an interesting side effect," Shoblom said. "They've narrowed the market. Those that are left are serious."

William Koch of Eastman Kodak addressed "The Imaging Business" and the "workability and profitability of broad-based production centers" that could produce commercials and industrial films as well as standard TV fare. He cited film's low capital commitment and pointed out that high-definition television, which he called still some years away, has as a goal matching the quality of existing 35mm film.

DBS's Egan said that the most visible departure from that medium, that of Comsat's Satellite Television Corp., merely represents "a reassessment of the speed with which they will move ahead." The DBS shakeout has been not a demise but "a moving into a more realistic time frame," he said. Three of the original players—United Satellite Broadcasting, Direct Broadcast Satellite Corp. and Dominion Video—are still in the fray, he said, while Hughes Aircraft, National Christian Network and United Satellite Systems are new entries to it. Both RCA and CBS have indicated an interest in rejoining the DBS Association, Egan said.

Frank E. Liebert of WTTW(TV) Chicago talked about a more here-and-now new medium, stereo TV. That noncommercial sta-

tion produced its first stereo series in 1973 and is now one of 10 stations broadcasting their entire schedules in stereo. In five years, he said, 80% of the television sets manufactured will be able to deal with multichannel sound.

The impact of videocassette recorders on conventional TV was assessed—and largely discounted—by Peter Kuyper of the MGM/UA Home Entertainment Group. "The effect over the next 10 years will be about zero," he said.

That's not because the VCR medium won't grow. Its penetration is now 16% of U.S. households and will reach 23% by the end of this year and 60% by 1990, Kuyper said. But set usage is but six-tenths of an hour per week and by the end of 1985 will equate to only one rating point. Even if everyone in the country had a VCR, the impact

would be only four rating points, he said.

What about zapping (the deletion of commercials during playback of VCR-recorded programs)? About one-third of such programs are zapped, he said, but stressed that all zapped commercials are being seen once, even as they are erased (albeit at a fast-forward speed). Devices that zap automatically do not yet work, he said.

VCR's will have a significant impact on TV scheduling, in that they level the viewing, Kuyper said.

"Let's not forget about cable," Kuyper said, calling it the single most efficient way of moving TV into the home. In the next 10 years the 60% of U.S. homes now passed by cable will be subscribers, he said. "That's equal to another 12 to 13 share points of network erosion—much more significant than VCR," he concluded. □



Kuyper, moderator and SMPTE president Harold Eady, Shoblom, Koch, Egan and Liebert.

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RAB's Bill Stakelin: Keeping radio on target

As the Radio Advertising Bureau prepares for its annual Managing Sales Conference Jan. 26-29 at the Dallas Amfac hotel, RAB President William Stakelin looks back at his year and a half in office and addresses the state of the association and of the industry. He has reason to take pleasure in both.

Radio has just come off a strong year—15.5% growth in ad revenues in 1984—and the RAB has gone through 12 months of reorganizing its staff and redefining its priorities. The association has put many new irons into the fire, and the industry has responded to its various new programs with accolades and increased membership.

While there still remains much to be done to increase radio's share of the advertising pie, Stakelin and the RAB are anxious for the challenge.

What is radio's biggest problem as an advertising medium?

If we are to believe our research and what advertisers are telling us, it is the perception that radio is a good secondary, local medium, but because it lacks a visual dimension it can't sell certain products and do certain things for certain advertising categories.

In the last year or so the industry has recognized that and has taken a positive stand on it. Coupled with some things that we have done and the reps have done, it has set out to overcome the lack of visual in the mind of the advertiser. The fact is, radio is a very visual medium, and without replaying all of the theater-of-the-mind and other things that we've talked about and heard about for years, we find that the advertiser is really interested in such questions as: Will it move product? Will it attract customers? Will it increase traffic? Will it ring the cash register?

Radio certainly will do all those things. So I think the radio industry, especially on a national level, has come a long way in overcoming that number-one problem.

The other problem, which has been with us for a long time and continues to exist, but seems to be getting better, is the perception that there are so many radio stations and it's so difficult to plan and buy. That it takes a long time, a lot of work, and that agencies have to have a lot of people spend a lot of money to do it properly, and that there are easier ways to go.

That still exists, but we see it beginning to wear away. One of the reasons that it's wearing away is that as we get ready to go into 1985, in all types of businesses and in all sections of advertising, the buzzword is target marketing. Whether you're talking about print, whether you're talking about retail, whether you're talking about a national advertiser in Detroit—targeting is the marketing key word. And radio was the first targeted medium; it does an excellent job of targeting.

And if we're to believe all that we're reading and all that we're hearing back from clients of all kinds, radio is getting a fresh new look from many advertisers that haven't used it for a long time, because of that targeting ability. There is a reason that direct mail and direct response is enjoying such a surge in popularity and such a growth, and it is because major advertisers all across the country, instead of using the mass approach for their advertising—i.e., network television, perhaps—as the answer to all their marketing problems, are beginning to target in on who their consumer is. When you take that attitude from the advertiser, and you bring it over and apply it to what radio offers, I think that's one of the main reasons radio is getting a lot of new emphasis.

So the two, I think, are one. Radio is still perceived as not having a visual dimension, and that there are so many of us that it's hard to buy and hard to plan. But with the targeted mentality of the advertiser, coupled with the onslaught of increased network activity, and increased radio rep activity from such as the nonwired networks and the regular national spot buys—when you put all of that together, it's making a very healthy outcome for radio as we go into '85.

What is radio's greatest asset?

It's what we talked about—that it is such a targeted medium.

What about price?

Price speaks for itself. I think radio has been an economical way for advertisers to advertise locally, regionally and nationally for a long time. And if we're to believe the figures, the statistics of projected price increases or cost versus other media, then radio will continue to be a price-conscious medium.

Radio is certainly being aided by the fact that people are beginning to take a look at the tremendous costs, let's say, in television production—whether it's network or local television. How much do they spend, how much can they afford to spend, what do they get for it in return? And whether it's radio or another medium, there's a mind set out there of the advertiser wanting efficient advertising. Radio certainly offers them that.

How much advertising revenue do you estimate that radio commanded in 1984?

We're coming off the best year that radio has ever had. We came out of 1984 a \$5.7-billion industry. Back in the beginning of that year when we tried to look into a crystal ball—which we never like to do, and I don't think anybody does—we said there probably would be a 15% increase in 1984. As it turns out, it looks as if radio probably ended up the year up closer to 15.5%.

I'm not as optimistic about '85 as I was about '84, but I think radio will sustain its growth because of the renewed interest, with clients coming back to it and new clients giving it a try. I would say by the end of '85 we'll probably experience about 13% further growth. By the end of 1985 I look for us to be about a \$6.5-billion industry.

Why are you a little more bearish about 1985?

Well, I'm not as bearish about '85 as I was about '84. I may be a little conservative at 13%. When we look at 15.5% growth in 1984, we're looking at some real growth because of low inflation. Inflation is at 4% to 5%, so you're talking about a real growth factor of at least 10%. That's serious growth.

I hope and anticipate that the inflation level will stay about where it is throughout 1985, and so if you're talking 13, you're still talking about real growth of 9% or so. The political money of 1984 will not be there for the broadcaster, and there are some other negative factors, but I think that—unlike some other media—radio will be able to sustain its growth.

I'd like to see it put two 15% years back to back. Realistically, and maybe just hedging my bet, I think 13% is a good thing to look for in 1985.

What is radio's share of the pie?

We don't fare so well. We've been stuck on 7% of the pie for about four years, and if we're to believe the projections that we're seeing, radio will probably remain at about 7%. That's not growing nearly as fast as we would like it to.

Is that your principal target area, increasing the slice of the pie?

That's what is of interest to us as an industry. The individual broadcaster wants his business to be up X percent, and to enjoy real dollar growth. From a business standpoint, if the pie that is available to you is growing—which it is, in all advertising—certainly we as a medium should get a bigger slice of it.

That is one of our main targets. We have a study group here at RAB now looking at ways to develop research programs that can influence that end. We don't think radio should settle for any less than 10% of that pie. What the magic formula is depends on a lot of things. Among others, on the way that 9,000 individual radio stations across the country perceive themselves and price themselves and compete. They're a big factor in this.

What about your strategic plan?

It's one year behind us now. The first year of the plan—which, as you know, is the bureau's first—was devoted basically to restructuring and building and staffing and programs to get started to accomplish goals over a three-year period. We're pretty well on target with those.

We have gone through a year that I'm very proud of. We have seen almost total restaffing and redirection of the programs, in an attempt to put the Radio Advertising Bureau more in touch with the local broadcaster. A lot has been accomplished in a 12-month period, when you look at the staffing, the programs, the first audio-visual sales presentation for the industry (which won the Gold Medal Award from the International Radio and Television Society as the best presentation of its kind), the development of our Media Directors Advisory Council and our Creative Advisory Council—the people who sit on those committees represent over \$27 billion worth of advertising. They now meet with us regularly to help chart the course and help us serve the agencies and the clients to attract more dollars into the industry.

How has your own perception of radio changed as you moved from a local broadcaster to head a national radio organization? Did it change your mind about the medium?

I don't think that my mind has changed at all about the medium. I still

think that no association, no organization or one group is going to take and control or influence the industry by itself. I think for radio and sales and for money and profits to get better, it's a grass-roots thing. It is training, in which we're heavily involved. It's getting the broadcaster to commit to the programs and be an active participant, instead of standing on the sidelines saying: "If this organization did a better job, things would be better," or: "If you would do better things, we would be better." We're all in this together.

We would like to think that we have a leadership role. One of the things that has pleased us over this first year is to see what I think is almost a 180-degree turn in the attitude of local broadcasters about the way they perceive themselves, the way they perceive radio. There's been a great increase in the awareness of radio; we're seeing more individual companies starting their own training programs for their people to make their efforts more professional than I've ever seen in the 27 years I've been in this business.

There's no one school, organization or whatever that can train the radio industry. The new people coming into our business must be trained by the sales managers, the managers, the people who are running the individual radio stations—and we see our leadership role as holding conferences, meetings, training seminars, to train those managers to be teachers and trainers.

It all starts with a grass-roots effort. One of the things that we hope to come up with in 1985 is along the lines of grass-roots lobbying for a Washington association. One of the things that we hope to activate in 1985 is to have each state association develop a grass-roots radio sales development committee, with a chairman who will act much like a legislative liaison chairman.

They will then engage in their own states, making presentations to regional clients. We will provide the materials, the how to's, help them with the research, help them with the presentations. So instead of having just an RAB or two or three other organizations or just the reps, all of a sudden we have 50 organizations across the United States doing that in their own territories, with our guidance, help and support.

We are now in an era of the so-called "megareps." Do you see that as good for radio? Will this consolidation of rep companies continue in 1985? Are we going to see more such creations?

Well, there can't be too much more consolidation, considering the consolidation that's already taken place. I see this as just part of the evolution process in the business of radio. When you talk about the unwired networks that are coming about as a result of this evolution, I think it's yet to be determined what effect that will have. We may just be looking at a new way to buy and position radio. It may be a partial answer to the problem of radio's being too hard to handle and buy; it's too early to tell that yet. I don't see that or the consolidation of reps as a threat or a sign that our business is on a decline. I think that we have to give it more time and see where it goes.

It can have a very positive influence. As the awareness and the use of radio increases, and the stations become more involved, the reps are going to have all the stations they can represent. Perhaps in a few years we'll even see a total evolution to where we'll actually see new people going into the rep business.



Even though the emphasis is on the local, now is the wrong time for our industry to send the message that we're out of the national business. Those large advertisers themselves are sending the message: "We're taking a new look at radio, we want to use more radio, how do we use it?" For the first time in years, some of those advertisers are doing exploratory programs, and the money is there, and what the broadcaster really needs and wants and works for every day is the money.

So I don't think anybody is sending the message that radio is getting out of the national business. If we do our jobs properly—the reps, the RAB, the stations—I think we'll attract more of the big money that we haven't been getting over the last few years.

Right now is a starting point for radio, not a point to pull back and say this sector is diminishing and it's not important to us.

Who are radio's greatest champions, and its most enthusiastic customers, in the advertising world?

Over all, if you go into any market across the United States, there are client categories that lead the way. I don't think there's a market you can go to where you won't find that the automobile industry, through the local dealers, and the entire financial community, along with the retail outlets of the supermarket industry aren't the mainstays of local radio advertising. Nationally, the leaders have been the food products and the beer and wine advertising. But there are so many new categories that haven't been using radio, such as the computer industry. Both nationally and locally we're seeing a lot of new money filtering in.

Are there any conspicuous clients that you have turned on during 1984?

We're very excited about what happened in Detroit this year. In one of your articles several months ago I remember reading from a lot of people that Detroit remains a thorn in the side of broadcasters; that they didn't anticipate any new money out of Detroit. Luckily or knowingly, RAB was the only source that you quoted as saying there would be new money from Detroit in the fourth quarter. We think we have a shot at getting more money from the automobile manufacturers. Chevrolet, for the first time in five years, used radio as part of a new car introduction—to the tune of some \$4 million or \$5 million. That's brand new money. Dodge is following suit as is Chrysler. We're very excited about that.

We've also had some very good influence on the computer industry. One of the companies that radio has called on forever and ever is Radio Shack in Dallas. Finally—through presentations that we did with the Dallas broadcasters and some of the reps—we got Radio Shack to commit to a test of about \$1.7 million in about a 10-day span. That was all new money for radio. The test was very successful, and we have a verbal commitment from them to greatly increase their radio budget in 1985.

So we really see movement in automotive and computers, and also in the financial industry.

Who are the conspicuous holdouts?

Detroit seems still to be a holdout in some cases. There's a lot of work to be done with Ford; radio plays almost no part in its advertising plans nationally. And we've done a lot of work, as have a lot of people, at Procter & Gamble, and we're seeing movement there. In that product category, whether it comes from such past good users of radio as Campbell Soup, I think we'll see more movement out of people like General Foods and P&G and some of the big advertisers that have used very little radio.

How big a role will co-op advertising play in 1985?

As big as the local broadcaster wants it to play. There is literally a truckload of money out there waiting for people. The stations that have made a commitment to work co-op are finding that the money is there. It's new-found money and it's money that is increasing their statements and their profits.

The newspaper people have done an excellent job on co-op for years. Now we're seeing more and more co-op departments formed at radio stations and people getting serious about attracting the co-op

money. There is a real education process to be done, and we hope to lead the way. We have been the leader in co-op information for years. One of the things in our strategic plan was to begin putting some of our services on line to our members. The first thing we accomplished was to put our co-op data base and our entire co-op system on line at two stations. The test is going very, very well—it's being tested by about 70 other radio stations across the country—and the entire co-op program and data base will be on line soon. They'll be able to use any type of home computer or small computer to hook up and get the information.

But there's a lot of money in co-op. How much each station gets will depend on its individual commitment to work it and work it properly.

If I may switch gears a bit, is there any consideration on the part of RAB of merging your Managing Sales Conference with the Radio Convention and Programing Conference?

The board has shown no inclination whatsoever to fold our management sales conference in with anything, because it is strictly sales, it is strictly a work session and a how-to and a learn-as-you-go. You work for three days in a classroom atmosphere. So far, they've done nothing to lead me to believe that they want to change that. My personal view—as a broadcaster for many years and as president of RAB—would be against folding it into anything because I think that sales is the most vital point of a station right now. There's not a broadcaster who isn't saying: "Help me make a dollar; give me an idea to help me make money. The competition is stiff within our own industry, as well as against other media. Help me make money and survive."

That's what this meeting does.

Do you see a growing trend among the group operators, by the owners of AM stations, to complement their property by buying into an FM in the same market, and vice versa, in order to sell them as a combination? Is there some sort of growing trend these days for that?

I don't know if there's enough out there to say there's a growing trend, but I think a lot of broadcasters feel that way. I personally feel that way. In all the markets that we had, we had combos. I think there are definite advantages to it. Certainly from a sales standpoint, when you start packaging and targeting and making money with them. But I'm not sure I've seen enough activity to say there's a real trend.

I'm seeing people in major groups who were not interested in AM at all in the past showing interest now; they're out buying AM's. The figures I have seen show that the AM erosion seems to have flattened out. It may even be over. I'm one who believes that everything turns on whether or not you have a salable product, and then you have the ability to sell it.

There are certainly a lot of good years ahead for AM radio if we're willing to train ourselves and position ourselves, and be smart enough to sell our product.

Is AM stereo a factor in that?

I don't think so. I thought the FCC should have bitten the bullet, and I think that by not setting the technical standard it has caused the confusion that has been around for a number of years. I think even the AM broadcaster is beginning to lose hope and interest in whatever AM stereo can do. When it comes, it's got to help, certainly. But right now they've got to go out and make a living, and AM stereo is not a factor.

Are you about to unveil a new slogan?

Yes, there will be a new slogan. It will be part of an entirely new advertising campaign, based on what have been identified as problems in selling the medium of radio. One of the biggest negative factors, certainly with large advertisers, is that radio is not a visual medium, so I would imagine that certainly will be addressed in the campaign.

Where does RAB's membership stand now?

We are at approximately 3,800 members, which is close to the highest it has ever been. The support that we have received in the broadcast community has just been phenomenal. Radio broadcasters



realize that this organization belongs to them. They believe in and want a strong RAB—and how effective RAB can be in training, or in new dollar development, or in raising the awareness of radio and representing its member stations, is in direct proportion to the willingness of radio stations to support it.

We have never said that it doesn't cost money to do the job properly. It does in a good radio station, large markets, small markets, any market. So, the more money we have, the bigger budget we can do. We trust that we're intelligent enough and good enough business people—and we know we are—to do it wisely, and to make an impact on behalf of radio.

But the more money we have, quite honestly, the more we can do. It's true with us as it's true with everybody. So when we have only 3,800 members, and there are 9,000 commercial broadcasters, we certainly would like to see that increase. But I have to be fair and say that the support in the last year and a half has just been phenomenal.

What are you planning to tell the troops at the Managing Sales Conference?

First I'm going to congratulate them, because they are coming off the biggest year in the history of radio. And the awareness and the training, the professionalism, the personal attitude of the radio broadcaster, I think, is better than it has ever been. And they're to be congratulated for that.

We're seeing people who are looking at radio as a true business, and they're businessmen in addition to being radio people. They're advertising experts, and they realize that to compete they're going to have to be very professional.

And they're making those commitments in the stations like never before, to upgrade their people, to upgrade their stations, to improve their business practices, and they realize their own worth and the worth of that station to the community and to the advertiser.

I feel there has been a great improvement in the last year and a half in the way the radio broadcaster perceives himself. We're hearing a lot less about the infighting, the fragmentation, the fighting against your neighbor, and I think the industry has realized that to enjoy real growth, it must go out and attract dollars based on the strengths of our medium, and then sell the individual brands or the individual radio stations in the markets regardless of size.

I'm very encouraged and excited about that. I've spent 27 years in this business, and I've never seen brighter people, more aggressive, professional people in our business than I'm seeing today. And that's something to get excited about, and I think that's one of the reasons that radio is coming off its biggest year.

The second thing I'm going to do is to challenge them to keep going. Radio needs another 15% year, it needs active involvement, it needs the training programs to continue, it needs to look upon itself as a professional industry, and so I'm going to challenge them to sustain that and to keep going.

What about cable? Is that presenting an increasing competitive challenge to radio?

Not yet, but we recognize that some day it may. I think that the radio broadcaster is looking at cable very realistically. We've always said

that the impact upon radio from cable will not be in the rating book. The ratings won't go down, the audiences will not be more fragmented because of cable: The impact will be on the broadcaster's pocket-book. As we go along, we're already seeing local cable franchises selling more advertising. The Cabletelevision Advertising Bureau is traveling across the country teaching how to create a sales department with a local cable company. They even tell people that radio sales people are good sales people, so go hire them to establish your department.

Are there any other new competitors out there? Or old competitors that are becoming more difficult to deal with?

I don't think they're becoming more difficult to deal with, actually. I think radio has some strengths now as you look at the old competitors. We don't teach negative selling and we don't go out and bad-mouth or sell against another medium. But the real world tells us that if you are out selling, and you are competing against television, for instance, the radio person has never had so much ammunition. With zapping, with the network erosion, with the high costs and the production costs. The same with print. Radio has certainly, locally, looked upon the newspaper as a target for a long time; it does now in regard to their local television stations. In each market you have a few television stations that don't do well and that sell at what we call "radio rates." They sell based upon having a visual for the same price. Radio knows how to handle that objection, and it's doing a much better job with it on the local front.

So the two main competitors remain television and newspaper, and I think with increased training and intelligence, radio is doing a much better job competing against those two old-line competitors.

What about the impact of 80-90 on the profitability of—and the intramural competition within—radio?

Well, there is so much competition already that I don't really see 80-90 having that big an impact. Yes, you are putting on more stations, but there are already a lot of stations—radio has always been a very competitive medium. But radio is realizing that the real competitor is not the station across the street, even though there may be eight of them sitting on the other side of the street. They're realizing that there is this huge reservoir of money sitting there that's going to be spent on advertising, it's going to go somewhere, and the key is for radio, regardless of how many stations, to get more than we have been getting. That's the way the sales philosophies and the training is being approached inside radio stations now.

If you're in a competitive situation, if there are only two of you, it may always be easier to make more money than it would be if there were 10 of you. But realistically, there are a lot of radio stations. They're learning that they're not each other's enemies, and they shouldn't be, because if they spend their time fighting amongst themselves, then they bypass all the money that is available. The reality is, the money is there. We have to be smart enough to get it.

It's generally acknowledged that nonwired networks account for about 10% of the national spot business. Do you see that growing? Is nonwired networking going to be 50%?



I couldn't make a projection that it's going to grow like that; I think that's something that the whole industry is watching. Not just the nonwired network as we know it but the possibility of state networks. The networking of radio buys in all areas of our business may then come into being down the road as something we have to look at.

But instead of overreacting and saying it's bad or good or indifferent, at this particular stage we try to make it a positive. Once again, the radio stations are in control. It may be simply a different way of buying that will turn out to grow and be the positive that our business is looking for. I'm not saying that it will, you understand. I don't know.

If you had all the resources—which I guess means money—you could ask for, what would you do to enlarge the radio revenue universe?

Great question! We bitch about not having enough and if you had it, what would you do?

I would greatly increase the available training programs and programs that represent the industry to potential advertisers. There's a lot of money out there, and there are very few people trying to drive the wagon to get more of that money on a national and regional basis.

With a staff of only eight development people, we can only make so many presentations, so many calls—we only have a certain amount of presence. With more people we could certainly do a better job.

The keys to any sale are persistence and repetitiveness and getting to know your clients and calling on them regularly the way a good local radio station or sales department does. So that would be the first thing I would do here.

Beyond that and equally important, I would underwrite a body of research to prove the effectiveness of radio to the advertiser. And I would launch an educational program with creative people in agencies, coupled with a national awards and recognition program for the best radio creative effort.

Given such a bonanza, I would also more than triple the advertising program to continue to educate the advertising community about the effectiveness of radio and to increase their awareness of radio as a primary medium.

And if you did all that or had all that, you think radio could aspire to 10% of the advertising dollar?

Oh, I think it can aspire to much more than 10%, but I think that's where we should be. But at the same time, I'm not sure there is a magic key, one big research project, regardless how much money you have, that will turn the thinking around of everybody on Madison Avenue or across the country about radio. But it's an ongoing educational process, and the more people involved in the training programs, the better off the medium will be.

Another thing I'd do if I had a lot of money is try to lessen the burden on our members as far as the ticket they have to pay to get this job done. Depending on where that money came from.

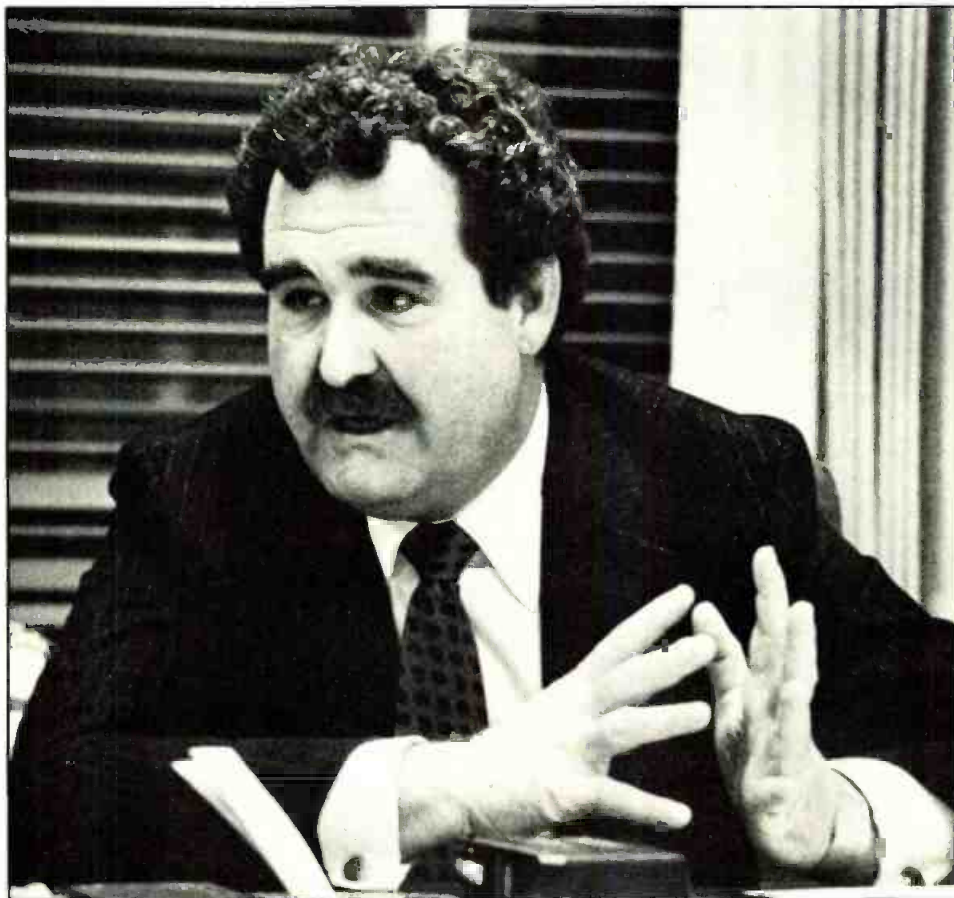
What has been the best news out of your first year and a half with RAB?

The best news for me, personally, is that we are coming off a record year in the radio industry, with all-time-high earnings, and growth of about 15.5%—while we were averaging about a 12.9%.

Do you think RAB can claim credit for part of that?

Absolutely. We certainly had an influence. But we're not here to take credit for it or to say we did it because I came here or because of the RAB. We're just one integral, important part of the entire scenario. We're in a leadership role, an influencing role on behalf of and representing our members.

Certainly I'm not saying that it happened because of any one thing or any one organization. But I think the great news in the past year for me is the health of our industry, and what I see going into this year. I see our industry growing. I don't see it as an industry of the past. I don't see it as a dying, stagnant industry even though we are stuck on 7% of the total advertising pot. I see real revenue growth, and I see it getting better. I see it as a strong, influential industry.



And if you think back to what an important cornerstone radio stations have been to their communities over the years, I don't see them evolving into just sideline players or just jukeboxes or second-class citizens. I think that radio is standing up and making its presence known, in advertising as well as community service, the way it always has—and I just see more interest, more awareness of radio than ever before in the 27 years I've been around.

Is there a new breed in radio? Sharp young managers who are dedicated to the medium and are not there because they couldn't get a job in television.

Absolutely. They're the ones who are instituting these training programs inside stations, inside companies. They're the ones who are using the research, the computers, the intelligent sales. They're the ones who are putting their people right up on the same level through training that the IBM, Xerox or any other good salesman has.

I have never in 27 years seen the abundance of intelligent and bright young people in our business that I do today. And you really have hit the key—they're in radio as a business; they're in radio because this is where they're making their living, not on their way to someplace else, or because they didn't make it in TV. It has nothing to do with any other business.

Some of the smartest ones have come from outside our business; they didn't come up through the ranks but they had great business backgrounds in sales and in marketing. But you hit the key. That's absolutely the case. You can look at company after company and see people advancing who are bright, intelligent people; they could successfully run any number of other types of business besides radio stations.

Am I saying the "good ole boy" network has broken down? Well, I don't know. I'm not sure the good ole boy network was not pretty good—it was good for me. But we're seeing much more intelligent managers and business attitudes. I think for so long we felt that "I'm in radio," and we stopped there. Radio was special, radio was different, and then we realized: "Wait a minute; radio is a business." You know, it's profit and loss; it's sales; it's product. And we're approaching it like a business.

We're not going in selling just plugs and commercials any more. We're selling marketing plans; we're selling advertising strategies; we're selling results to clients who want that from any medium they use. And we're talking to them in intelligent terms now as business people about our product—and we haven't always done that.

You mentioned that your projections anticipate that radio will be at \$6.5 billion in 1985. What do you think it will be in 1990?

I'd like to see us grow at a minimum of about 15% each year and if we could increase our share of the pie just 1%—to an 8% share—we'd be at almost \$14 billion by 1990. If we get to 10%, we'd make it a \$17 billion industry in 1990.

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Offers there, but few takers for UHF-VHF swap

Some public broadcasters report offers in past year for their VHF facilities in major markets; many don't see commercial swap as cure for what ails system

If commercial broadcasters have not purchased or swapped for noncommercial television frequencies, it is not for lack of trying (BROADCASTING, Dec. 31, 1984). There are major markets where no offer has been received in at least several years, including New York, Chicago, Boston, Dallas and Houston. (This seeming lack of interest in the publicly allocated VHF channels in those markets may be due to an already stated disinterest on the part of public stations. Richard Meyer, president and general manager of public television KERA-TV Dallas, noted: "People who have called are first feeling us out to see if they should even talk with us, and in our case, we have been too busy offering public television.")

But an informal survey of a sampling of public television stations turned up several instances where money was offered in recent months in exchange for those station's frequencies. Prices have ranged from nearly \$50 million in San Francisco to \$25 million in Phoenix to \$4 million in Savannah, Ga. A publicly-owned UHF station in Minneapolis received an \$8-million offer to sweeten a swap.

Some of those turning down the offers say they would consider higher sums while others compare the inviolability of their frequency to a "birthright." The response of public television stations appears to be influenced by such factors as the size of their endowment, cable penetration in the market and competition from other public television stations in the market for funds. It also is affected by perceptions about the role of the federal government in supporting public broadcasting.

■ "On a phone conversation you actually get such phrases as 'money is no object,'" said Richard Moore, president and general manager of KTCA-TV Minneapolis (channel 2), "and I tell them that money is no object with us either and that we aren't interested."

He has received an offer to swap his VHF

frequency for another, and has received offers from commercial U's for both KTCA-TV and co-located KTCI-TV (channel 17), also run by Twin Cities Public TV. One offer for the latter station was \$8 million. "We have gotten proposals from commercial broadcasters, religious broadcasters and from many people who aren't even in the market," he said.

Moore noted that Twin Cities stand "might be different if we were not in a fiscally secure situation. A great number of public television stations are often near the edge of bankruptcy."

While empathizing with his poorer colleagues in the public broadcasting community, Moore said: "We have no interest in opening up the question before the FCC. I'm not going to have my dreams haunted by Frieda Hennock [the late FCC commissioner who spearheaded the noncommercial allocations drive in the early 1950's]."

■ Less than a year ago, a commercial broadcaster in San Francisco approached

noncommercial KQED(TV) there about giving up its channel 9 allocation. "The figure mentioned at the time was nearly \$50 million," said Anthony Tiano, the station's president and general manager, "but after some preliminary consideration we turned down the idea. We really like to think that what we do as public broadcasters deserves to be on the front rather than the back burner."

Tiano indicated that the idea is theoretically tempting. Cable penetration is around 50% in the San Francisco area, and there are only a few systems that do not have the channel capacity to deliver all the must-carry signals. In addition, KQED's governing body is also licensee of the co-located station on channel 32, giving it extra exposure in the market.

"Nonetheless, you are talking about practical considerations," he said. "Besides the expense, there are four other public television stations in our market and they are all U's, so we would be giving up our advantage."

■ Robert Ellis, general manager of

Bottom Line

Seeking low profile. Josephson International may soon become private company.

Leveraged buyout possibility was raised in announcement by company on that said company chairman and chief executive officer, Marvin Josephson, and Boston Ventures, Boston-based private investment firm, were working on proposal that would offer current shareholders \$10 cash per share, or about \$40 million. Traded over counter, stock closed previous day at 8½. Company's shares have dropped from high of 16¼ during past year to 6½ recently. John Archibald, vice chairman, cited both reduced earnings and purchase of brokerage firm, Herzfeld & Stern, early in 1984 as two reasons for market's skepticism. Company's other businesses include talent agencies, office design and furnishings; production of *Captain Kangaroo* television show, and ownership of WNIC-AM-FM Dearborn, Mich. (Detroit); WNOR-AM-FM Norfolk, Va.; WVKQ(AM)-WSNY(FM) Columbus, Ohio, and WMGF(FM) Milwaukee. For year ended June 30, 1984, Josephson reported revenue of \$243 million, up 62%, while net income dropped to \$680,000 from \$6.6 million. Operating income from radio and television was \$2,464,000 on revenue of \$14,589,000. Among many reasons cited for declining net was "higher than anticipated losses at WMGF(FM) Milwaukee." For first quarter ended Sept. 30, 1984, revenue rose 48% to \$69.6 million while income again dropped to \$390,000 from \$1.9 million in previous first quarter. Company said "performance" of radio-television group was up. Commenting on buyout proposal, Archibald said there is no contemplation of selling any properties and added he could not comment whether other company officials are included in investor group.

□

Zenith goes long-term. Zenith Electronics Corp. is issuing \$75 million in notes paying 12½% due 1995, with underwriting led by Morgan Stanley Co. Proceeds of \$74.2 million will be used to reduce short-term debt, according to prospectus, "to finance working capital requirements, necessitated by increases in sales, as well as to fund increased levels of capital expenditures." As of Dec. 31, 1984, short-term borrowing was approximately \$80 million, at weighted average interest rate of nine percent. Moody's assigned rating of Baa1 to offering (on scale of Aaa1 to C3) and recently raised rating on Zenith industrial revenue bonds due 1999 from Baa2 to Baa1.

□

Ending on dividend. TCI has distributed its ownership in Republic Pictures Corp. on pro rata basis to TCI shareholders in form of dividend. Distribution of 88% of Republic class A common (one vote per share) and 90% of class B common (10 votes per share) will end TCI ownership in Republic. Los Angeles-based movie and program distributor is successor to National Telefilm Associates, which TCI acquired in 1971.



Tiano



Hardgrove

Stock Index

	Closing Wed Jan 16	Closing Wed Jan 9	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	63 1/2	62 1/4	1 1/4	2.01	10	1,836
N Capital Cities	160	156	4	2.56	16	2,055
N CBS	76 3/8	72 1/8	4 1/4	5.89	9	2,269
O Clear Channel	14 3/4	14 1/2	1/4	1.72	17	43
N Cox	48 3/8	47 1/8	1 1/4	2.65	16	1,365
A Gross Telecast	29 1/2	29 1/2			7	24
O Gulf Broadcasting	14 3/4	14 7/8	1/8	0.84	61	646
O LIN	23 1/4	23 3/8	1/8	0.53	20	489
O Mairite Commun.	11 5/8	11 1/2	1/8	1.09	14	97
O Orion Broadcast	1/32	1/32			2	2
O Price Commun.	12 7/8	15 5/8	2 3/4	17.60		42
O Scripps-Howard	29	29			17	300
N Storer	49 1/2	45 7/8	3 5/8	7.90		812
O SunGroup Inc.	6 7/8	7	1/8	1.79		5
N Taft	59 7/8	57 3/4	2 1/8	3.68	13	542
O United Television	16 1/2	16 1/4	1/4	1.54	27	181

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	25 7/8	25 3/8	1/2	1.97	20	158
A Affiliated Pubs	48 1/2	47 1/4	1 1/4	2.65	15	394
N American Family	25 1/8	23 5/8	1 1/2	6.35	13	495
O Assoc. Commun.	17 3/4	16 1/2	1 1/4	7.58		85
N A.H. Belo	46 3/8	43	3 3/8	7.85	17	536
N John Blair	17 3/4	17 1/2	1/4	1.43	10	142
N Chris-Craft	35 1/2	34 5/8	7/8	2.53		227
N Gannett Co.	53	48 3/8	4 5/8	9.56	21	4,248
N GenCorp	36 1/2	34 3/4	1 3/4	5.04	10	784
O General Commun.	71	69 1/2	1 1/2	2.16	15	35
N Jefferson-Pilot	39 7/8	38 3/8	1 1/2	3.91	12	1,276
O Josephson Intl.	9 5/8	7 3/8	2 1/4	30.51	74	47
N Knight-Ridder	30 1/8	28 1/2	1 5/8	5.70	15	1,950
N Lee Enterprises	28 5/8	29 5/8	1	3.38	16	381
N Liberty	27 3/4	24 1/4	3 1/2	14.43	13	278
N McGraw-Hill	43 1/2	41 5/8	1 7/8	4.50	16	2,183
A Media General	66 3/4	64 1/2	2 1/4	3.49	13	466
N Meredith	54 3/8	54 1/4	1/8	0.23	13	512
O Multimedia	40 1/2	37	3 1/2	9.46	18	676
A New York Times	38 3/8	37 1/4	1 1/8	3.02	17	1,516
O Park Commun.	26 1/2	26 3/4	1/4	0.93	19	244
N Rollins	19 1/8	18 1/8	1	5.52	28	279
T Seikirk	19 1/4	19 1/4			42	156
O Stauffer Commun.	52	52			13	52
A Tech Operations	51 3/8	49 5/8	1 3/4	3.53	17	47
N Times Mirror	41 5/8	38 3/4	2 7/8	7.42	12	2,859
N Tribune	34 7/8	32 1/2	2 3/8	7.31	16	1,409
O Turner Bcastg.	17	17			340	346
A Washington Post	81 1/4	78 1/8	3 1/8	4.00	15	1,137

SERVICE						
O BBDO Inc.	43 1/2	42 1/4	1 1/4	2.96	12	275
O Compact Video	4 1/8	3 5/8	1/2	13.79		18
N Comsat	27 1/4	26 3/4	1/2	1.87	11	492
O Doyle Dane B.	18 1/2	17 1/2	1	5.71	15	98
N Foote Cone & B.	49 1/8	48 3/4	3/8	0.77	9	168
O Grey Advertising	137	136	1	0.74	9	81
N Interpublic Group	34 1/4	34	1/4	0.74	12	370
N JWT Group	25 1/2	25 1/2			8	152
A Movielab	5 1/4	5 1/8	1/8	2.44		9
O Ogilvy & Mather	35 1/2	35 3/4	1/4	0.70	15	325
O Sat. Syn. Syst.	6 1/2	7	1/2	7.14	9	37
O Telemation	5 3/4	5 3/4			6	7
O TPC Commun.	3/8	3/8				1
A Unifit Video	6 7/8	7	1/8	1.79	13	15
N Western Union	7	8 5/8	1 5/8	18.84		169

	Closing Wed Jan 16	Closing Wed Jan 9?	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O American Nat. Ent.	1 7/16	1 1/4	3/16	15.04	7	3
O Barris Indus.	9 3/8	8 1/8	1 1/4	15.38	156	54
N Coca-Cola	63 3/4	62 7/8	7/8	1.39	14	8,442
N Disney	64	60 1/2	3 1/2	5.79	105	2,159
N Dow Jones & Co.	40 7/8	41 1/2	5/8	1.51	20	2,628
O Four Star	3 1/4	3 1/2	1/4	7.14	3	3
A Fries Entertain.	5 3/8	5 1/4	1/8	2.38	10	18
N Gulf + Western	29 3/4	28 1/4	1 1/2	5.31	9	2,081
O Robert Halmi	1 3/16	1 1/4	1/16	4.96	24	20
A Lorimar	31	30 3/4	1/4	0.81	15	220
N MCA	41 1/4	39	2 1/4	5.77	18	1,999
N MGM/UA	11 3/4	11 3/8	3/8	3.30	14	584
N Mizlou	3 3/16	2 3/8	13/16	34.23		14
N Orion	9 1/4	8 7/8	3/8	4.23	21	87
O Reeves Commun.	6 1/8	5 1/4	7/8	16.67	23	76
O Sat. Music Net.	5 1/2	5 1/2				37
O Telepictures	18	16 3/8	1 5/8	9.92	16	139
O Video Corp.	19 5/8	19 5/8			13	33
N Warner	21 3/4	20 1/8	1 5/8	8.07		1,319
A Wreather	17 3/4	17 3/4				121

CABLE						
A Acton Corp.	4 3/4	4 3/8	3/8	8.57		28
O AM Cable TV	2 1/2	2 1/2				9
N American Express	38 3/8	36 1/4	2 1/8	5.86	20	8,265
N Anixter Brothers	17 3/8	17	3/8	2.21	21	316
O Burnup & Sims	7 5/8	7	5/8	8.93	109	68
O Cardiff Commun.	5/8	5/8			63	3
O Comcast	20 5/8	20 1/4	3/8	1.85	24	254
N Gen. Instrument	18	15 7/8	2 1/8	13.39	19	583
N Heritage Commun.	18 3/4	18 1/8	5/8	3.45	35	142
T Maclean Hunter X	23 1/4	22 1/4	1	4.49	32	857
A Pico Products	4 3/8	4 1/4	1/8	2.94	20	15
O Rogers Cable	6 1/4	5 1/4	1	19.05		140
O TCA Cable TV	15 1/2	14	1 1/2	10.71	30	103
O Tele-Commun.	24 5/8	22 1/2	2 1/8	9.44	79	1,030
N Time Inc.	43 1/2	43 5/8	1/8	0.29	15	2,640
N United Cable TV	32 1/4	30 1/4	2	6.61	54	354
N Viacom	35	33 1/4	1 3/4	5.26	14	473

ELECTRONICS/MANUFACTURING						
N Arvin Industries	21 1/8	18 3/4	2 3/8	12.67	6	159
O C-Cor Electronics	8 1/2	7	1 1/2	21.43	121	26
O Cable TV Indus.	3 7/8	4 1/8	1/4	6.06	23	12
A Cetec	7 3/8	7 1/4	1/8	1.72	9	16
O Chyron	10 3/4	10 7/8	1/8	1.15	20	99
A Cohu	8 1/4	7 3/4	1/2	6.45	9	14
N Conrac	14 1/2	13 3/8	1 1/8	8.41	14	89
N Eastman Kodak	72 3/8	70 3/8	2	2.84	14	11,931
O Elec Mfg & Comm.	5 1/2	5 1/2				16
N General Electric	59 1/4	56 3/4	2 1/2	4.41	13	26,822
O Geotel-Telemet	5/8	1	3/8	37.50	7	2
N Harris Corp.	29 3/8	27 3/4	1 5/8	5.86	15	1,173
N M/A Com. Inc.	20 1/8	17 3/4	2 3/8	13.38	25	871
O Microdyne	5 1/4	5 1/8	1/8	2.44	15	24
N 3M	81 7/8	78	3 7/8	4.97	14	9,584
N Motorola	35 1/2	33 1/4	2 1/4	6.77	12	4,202
N N.A. Philips	38	36 3/4	1 1/4	3.40	9	1,091
N Oak Industries	2 5/8	2 5/8				43
A Orrox Corp.	2 3/4	2 3/4				6
N RCA	36 5/8	35 1/2	1 1/8	3.17	12	3,001
N Rockwell Intl.	31 5/8	30	1 5/8	5.42	10	4,703
N Sci-Atlanta	11 5/8	10 5/8	1	9.41	23	270
N Signal Co.s	33 5/8	31 1/4	2 3/8	7.60	14	3,667
N Sony Corp.	15	14 5/8	3/8	2.56	15	3,463
N Tektronix	59 3/8	55	4 3/8	7.95	10	1,142
A Texscan	5 1/2	5 1/4	1/4	4.76	8	37
N Varian Assoc.	40 1/4	36	4 1/4	11.81	16	868
N Westinghouse	26 7/8	25 3/4	1 1/8	4.37	10	4,704
N Zenith	21 1/4	18 1/4	3	16.44	8	469
Standard & Poor's 400	191.01	183.92	7.09			3.85

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.

KAET(TV) Phoenix, said he has had talks with several commercial station owners: "The numbers they have mentioned is in the neighborhood of what we have heard about Tampa (the estimated \$25 million which Hubbard Broadcasting has proposed with its channel 44 there for the channel 3 allocation of WEDU(TV) Tampa-St. Petersburg)." Ellis indicated that the offers were "not near enough," but also said he would seriously consider higher offers.

The suggestion that all funds derived from channel sales and swaps be placed in a pool available to all public broadcasters did not interest Ellis, who said it would provide "negative excitement" for any deal he would make. His opinion was similar to other station presidents and general managers, including KQED's Tiano: "If we or any other licensee decide to sell our channel, there is no way that it will accrue to anybody but the licensee. If the money were to be put in a pool, then the reasons for doing it at the local level evaporate. Clearly I would be disinterested."

■ Several weeks ago, a general manager of a UHF station in St. Louis asked Michael Hardgrove, general manager of noncom-

mercial KETC(TV) St. Louis, whether he would consider an offer. Hardgrove has replied affirmatively, although he said that "price might be a sticking point" and added he would rather see the FCC and Congress spend their time giving public stations advertising authority. Another sticking point to any swap is that money changing hands might be considered "unrelated business income" by the Internal Revenue Service and heavily taxed, he said.

■ The public television station serving the Atlanta market, WGTW(TV) Athens (channel 8), has received overtures but is not entertaining any of them, according to Richard Ottinger, executive director of the Georgia Public Telecommunications Commission. On the other hand, WVAN-TV Savannah (channel 9), another station operated by GPTC, received a more detailed proposal with total consideration close to \$4 million, he said. The commission hired an independent appraiser who estimated the difference in value between a UHF and VHF station to be at least \$6 million, and the offer "would probably have gone higher," said Ottinger, "but it was rejected before getting to the point of negotiation."

"It would not have helped us fulfill our obligations to the public," he explained. "We cover 96% of the state right now and I would hate to have that weakened. Obviously if cable is not good enough for them then it would not be good enough for us."

■ "About six months ago, a gentleman from a Southern city offered us \$10 million to switch our allocation (channel 12) for channel 48, which he evidently was applying for," said Richard Breitenfeld, president of WHYV-TV Wilmington, Del. (Philadelphia). "We virtually laughed at the idea, and if the price tag were \$200 million I would laugh it off again."

Breitenfeld said that if there are, in fact, commercial operators willing to offer \$200 million, then "they must know something that we don't; perhaps just how immensely valuable a VHF station is compared to a UHF property. There is a danger we would be left with super production facilities, a huge budget and no audience," said Breitenfeld, also a former executive director of the Maryland Center for Public Broadcasting.

He added: "We are wrong in even discussing the idea" of channel swapping if it suggests to the government that federal funding is not important.

Several station presidents and general managers commenting indicated surprise that noncommercial WEDU(TV) Tampa-St. Petersburg accepted the offer of Hubbard Broadcasting to exchange the noncommercial channel 3 allocation for Hubbard's channel 44 in the market plus an estimated \$25 million. One possible solution that would raise money for public broadcasters without requiring them to divest their channel was indirectly raised in the remarks of David Dial, president and general manager of WNIN(TV) Evansville, Ind. Dial said he was surprised that one of the other VHF's in the market didn't offer WEDU that amount of money just to keep Hubbard from turning the VHF frequency to commercial use. □

Fifth Estate Quarterly Reports

Company	Quarter	Revenue (000)	% change*	Earnings (000)	% change*	EPS **
Barris Industries	Second	\$2,472	124	\$660	NM	\$0.11
Birdfinder	First	\$1,281	4290	\$604	NM	\$0.17
Fries Entertainment	Second	\$1,014	-82	(\$311)	NM	(\$0.12)
Robert Halmi	Second	\$2,789	NM	\$17	NM	\$0.00
MGM/UA Home Ent.	First	\$40,108	-8	\$6,746	-35	\$0.23
Movielab	Thlr	\$1,046	40	\$436	NM	\$0.27
Movie Systems	First	\$3,351	-7	\$48	NM	\$0.02
Orion Pictures	Third	\$51,774	22	\$3,003	43	\$0.13
Rogers Cable	Year	\$294,779	18	(\$30,247)	NM	(\$1.48)
TCA Cable TV	Year	\$27,888	29	\$4,015	28	\$0.60
Telecrafter	First	\$1,324	2	\$90	NM	\$0.06
Times Fiber	Year	\$124,405	-9	(\$1,050)	NM	(\$0.12)
United Cable TV	Second	\$42,349	23	\$2,213	-12	\$0.15
Wavetek	First	\$19,927	20	\$241	70	\$0.03

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

Second-quarter net earnings for **Barris Industries Inc.** compare to \$116,000 deficit in same period last year. ■ **Birdfinder Corp.**, Sarasota, Fla.-based earth station manufacturer, posted loss of \$148,029 for year ending July 31, 1983, and loss of \$523,140 for first quarter ending Oct. 31, 1983. ■ Fiscal year of **Robert Halmi** was recently changed to end May 31, from March 31. ■ Income before taxes for **MGM/UA Home Entertainment Group** was \$13.5 million, compared to \$20.9 million in first quarter of 1984. Chairman and Chief Executive Officer Seymour Leslie noted substantial increase in revenue and profitability in Home Video Division (videocassettes) but said revenue and profitability from marketing films and other product to pay television declined "significantly" due to lack of product. ■ **Movielab** reported loss of \$317,711 in third quarter of previous year. ■ Decline in revenue for **Movie Systems** is partially due to sale of MDS operation in Florida. Des Moines, Iowa-based company last year reported \$392,147 loss in first quarter. ■ **Rogers** results for fiscal year ending Aug. 31, 1984 have been restated to exclude cable systems in Syracuse, N.Y., and El Centro, Calif., that are for sale. Loss for 1984 from continuing operations was \$16.3 million, compared to \$14 million in 1983. Company also registered exchange loss of \$3.7 million on sale of its operations in Ireland. ■ Operating income (before depreciation and amortization) for **TCA Cable TV** increased 31% to \$14,176,000, for fiscal year ending Oct. 31, 1984. ■ **Telecrafter** reported loss of \$81,000 in last year's first quarter. ■ In fiscal 1983, **Times Fiber** reported net income of \$5,185,000. ■ One-time write-off of costs incurred in **United Cable's** failure to purchase Los Angeles cable system owned by CommuniCom resulted in \$1,114,000 reduction of net earnings in second quarter. ■

A network in search of a home

PBS, recovering from a fire in its Washington corporate headquarters, ponders whether to move to another town

Where to go? Representatives from the Public Broadcasting Service are considering many options, including inquiries from Dallas, Phoenix and Stamford, Conn., should PBS decide to relocate its corporate headquarters outside Washington.

According to Neil B. Mahrer, PBS senior vice president for marketing and development, who is conducting the network's search for space, PBS estimated that it would cost between \$6 million and \$8 million to move the network to another city. PBS, which was driven from its Washington L'Enfant Plaza location by a fire on Oct. 15, 1984, has had inquiries from several organizations, including KERA-TV Dallas and the "public television people" in Phoenix. It has also discussed using Group W Satellite Communications' vacant Satellite News

Channel facility in Stamford, Conn. And moving to the Washington suburbs, including Arlington, Va., where noncommercial WETA-TV is located, is yet another option.

For PBS to move, Mahrer said, an offer would have to include the relocation costs, a long-term lease, and "considerably lower costs" than those available in Washington. Additionally, PBS is looking for 100,000 square feet of space; part of which would house a 5,000-square-foot archival videotape warehouse, which is currently in a separate location in Virginia. An offer including those criteria, Mahrer said, would "more than make up for the disruption the organization would experience during such a move."

At the local level, PBS is discussing obtaining low-interest city "industrial revenue bonds" from Washington to build a new PBS facility in that city. PBS is also considering "several possibilities" on either a straight lease or a lease on an "equity participation basis," in a building.

In the meantime, PBS plans to return to its former fifth and sixth floor L'Enfant Plaza corporate offices in mid to late February. A

move there would have the immediate effect of uniting the PBS staff, which is currently scattered in six locations throughout the Washington area. However, Mahrer said that there are still "a number of questions" that have to be answered about the L'Enfant building, "but for an office space, not as a technical space, L'Enfant Plaza seems to be our best option for at least the short-term and maybe it will work for the long-term."

Also at issue is PBS's lease there, which expires in 1991 (although PBS is trying to extend it). All of PBS's staff would move back to L'Enfant Plaza, except the technical people, who have been working from PBS's main origination terminal in Bren Mar, Va. According to Mahrer, it will take "a minimum of a year" to rebuild PBS's technical facilities, which were located in the basement of the burned building and which suffered \$12 million in damages, "no matter where we go." Additionally, Mahrer said, "it would be wrong on our part, financially imprudent, to go back [to the former facilities], rebuild the technical center, and then have to move somewhere else a few years later if our

lease wasn't extended. That would cost us at least \$1 million to \$2 million in nonrecoverable costs, simply for construction of the technical center itself. Then we'd have to turn around and do again. Financially, that's not a very good option for us, so we're pursuing looking at all of our long-term options."

Mahrer said that only a few buildings in Washington are close to the \$15 per square foot PBS paid at L'Enfant Plaza (where PBS leased about 76,000 square feet). Space tends to run from \$18 to \$40 per square foot, he said, with most of the space in the \$25-\$40-square-foot range, which is "simply beyond [PBS's] means." If PBS has to spend "\$400,000 or more on rent, that means there would be some services that we either couldn't provide or we would have to ask the stations to raise their [PBS] dues. We prefer not doing that until we complete the whole search and really know all of the financial models on all of our options," he said. To date, there has been no "specific proposal" from any one city, "but," Mahrer added, "there may be an angel out there yet." □

Programming

Network-college lineups mirroring those of last year

One exception is CBS picking up ACC coverage, as conference splits from CFA, which ABC gets, along with ESPN; Big 10, Pac 10 conferences go to CBS

The first pieces of the 1985 fall college football television puzzle fell into place last week as CBS announced it had renewed its pact with the Big 10 and Pacific 10 conferences for two years and added the Atlantic Coast Conference to its roster of college games, also for two years.

CBS also acquired for two years, the Army-Navy game. The College Football Association member schools also approved, with minor modifications, the television plan they operated under last season, and authorized the CFA executive office to negotiate a package of two-year contracts with a broadcast network and a cable network—most likely ABC and ESPN, which carried the packages last season.

The fact that two Big 10 and two PAC 10 schools (Wisconsin, Illinois and Arizona and the University of Southern California, respectively) have been put on probation by the National Collegiate Athletic Association for the 1985 football season, making their games ineligible for televised coverage, did not appear to diminish the rights value of the package. CBS is paying about \$18 million for the two-year package, compared to the \$9 million-plus it paid for last year's rights.

The ACC, which was a member of the CFA television plan last season, made out well by cutting its own deal this year. CBS is

paying \$3.5 million under the two-year rights agreement. Under the CFA plan last year, the conference received only \$400,000 for two appearances by ACC schools in the games televised by ABC. "They really bettered themselves," said one network executive. "[The ACC deal] is a classic example of what the U.S. Supreme Court intended when it deregulated" college football television last year.

CBS had good reason to strike the ACC deal, said Peter Lund, president, CBS Sports. "It really helps us from a geographical standpoint," he said, noting that last year's schedule of games lacked quality schools from the Southeast. Others note, as one executive put it, that the ACC is a "quality conference often caught in a crunch," or overlooked in favor of bigger football powerhouses.

CBS is also said to be talking with a few independent schools to complete its schedule, but Lund declined to indicate which schools they are. (One of them is believed to be the University of Miami, a perennial Southeastern favorite.) And the network paid \$625,000 for the rights to this year's Army-Navy game, two college independents, \$125,000 less than it paid last year.

CBS expects to televise 20 or 21 college football games in the 1985 season, up from 18 games in 1984. The Big 10-Pac 10 package calls for CBS to broadcast between 28 and 30 of those conferences' games over two years. The ACC deal guarantees a minimum 10 to 14 appearances by ACC schools over two years.

Lund said CBS will make an effort in 1985 to run its college games as late in the afternoon as possible—trying especially to avoid starts at 12:30 p.m., when HUT levels are lower. He said that games that can't be positioned in the 3:30 to 7 p.m. window might start at 2 p.m. or 2:30 p.m., as opposed to 12:30 p.m.

The CFA member schools that will participate in next season's plan were reduced to 53 from 63 with the ACC schools and Army and Navy cutting their own deals last week. The approved plan calls for three separate time periods in which certain games can be played, as it did last year. Member schools are allowed to cut any deals they can for the early Saturday afternoon window (12:30 p.m.-3:30 p.m.), locally, regionally or nationally, on their own or with syndicators. The late-afternoon time period (3:30 p.m.-7 p.m.) is reserved for games held by the network rights holder and the prime time period is reserved for the cable network rights holder. The two exceptions to that are that pay-per-view games can be televised in any of the three time periods, while local telecasts of games will be permitted in the cable window.

Negotiations between the CFA and ABC and ESPN are expected to start shortly. Both the broadcast network and its cable subsidiary have been granted exclusive 30-day periods during which only they are allowed to bargain for the CFA rights. Last year, ABC paid \$12 million for the CFA package, and ESPN paid \$9.2 million for its games, beating out Turner Broadcasting for the CFA ca-

ble package. The four remaining conferences in the CFA are the Southeastern, Southwest, Big Eight and Western Athletic. Independent CFA schools include Pittsburgh, Penn State, Boston College, Notre Dame, Florida State and South Carolina. The approved plan calls for a guaranteed two appearances for each school over the two-year life of the broadcast network pact that is negotiated. The plan does not guarantee any appearances for schools under whatever contract is signed with the cable network. □

Consumer Press gets news from CBS

Critics get word on midseason replacements, programing strategy

Harvey Shepherd, senior vice president for programs at CBS Entertainment, told television critics gathered in Los Angeles last Monday (Jan. 14) there is "a strong possibility" the midseason replacement series currently titled *House Detective* will be added to CBS-TV's Friday night lineup at 8-9 p.m. NYT. "We haven't announced it yet," Shepherd said, adding that a decision will probably be disclosed this week. The title of the series, which stars Judd Hirsch, will be changed, however. The light action series from Lorimar would replace *The Dukes of Hazzard*, which is being dropped at the end of this season.

During an appearance before critics assembled for the semiannual Consumer Press Tour, Shepherd also disclosed that *The Lucy Arnaz Show* may be added "some time in March, but I have no idea where it's going." Commenting on the future of *Mickey Spillane's Mike Hammer*, "on hiatus" as a result of the imprisonment in London of series star

Stacy Keach, the CBS executive said the network "will decide in May or June what we are going to do with it. It has not been canceled nor has it been renewed." He stressed that CBS has no intention of black-listing Keach upon his release from jail and that a suggestion that "guest detectives" be used in the interim was rejected because Keach was regarded as one of the program's most important elements. Shepherd left open the possibility that Keach may return to his title role in the series after he returns to the U.S. this summer.

In describing CBS's development strategy for next fall, Shepherd singled out ABC's *Dynasty* as a counter programming target. He said a youth-oriented comedy is being considered for the 9-10 p.m. NYT Wednesday slot.

Shepherd noted with concern the rapid increase in production of made-for-television movies, indicating CBS will cut back somewhat in the area, while slightly increasing mini-series production.

"That doesn't mean that we're going to stop making made-for-TV movies," he quickly added. "We'll just be a lot more selective because there is overexposure." Both NBC and ABC have greatly escalated their efforts. In the past they each did about 15 to 20 films annually, now they are doing about 35 each. "If you consider that with our 40-plus films, it's an enormous number, so it is obviously reaching a point of overexposure." Shepherd reiterated past observations that theatrical films are generally garnering noticeably smaller ratings in broadcast network airings. □

NBC bogeys Hope coverage

Network hit by thousands of calls protesting its cutting away from tournament early to avoid pushing its prime time schedule back

When Lanny Wadkins dropped a 15-foot putt to win the Bob Hope Classic on the fifth hole of a sudden death playoff Jan. 13, television viewers in much of the country didn't know it. NBC had decided to cut short its coverage of the match at 7 p.m. NYT at the end of regulation play so it could broadcast *Silver Spoons* and the rest of its prime time programming on schedule in the Eastern, central and mountain time zones. Only viewers in the Pacific zone saw the match to its conclusion almost an hour later.

Soon after NBC made the switch from the Indian Wells Country Club in Palm Springs, Calif., to the half-hour sitcom, golf fans began lighting up switchboards at NBC and its

affiliates protesting the action. Tom Merritt, spokesman for NBC Sports, said the New York switchboard took 1,100 calls and recorded another 16,000 attempts by callers who got busy signals.

"You have to make accommodations for these things," said Dick Westlake, a former broadcaster living in Warrenton, Va., who called WRC-TV Washington with his complaint and was referred to New York. "You just don't stop and say the hell with it."

And it wasn't just the fans who were upset. "Obviously, we are very disappointed," said Terry Hanson, director of communications and broadcasting for the PGA Tour, which sponsors and handles the television rights for the Bob Hope Classic. "I think the network erred in its decision to go to the prime time programming. We felt it should have slid the network as they do for football."

The PGA Tour has tried to include in its contracts with NBC a provision that would require the network to carry events until their end, but NBC has firmly resisted such efforts, Hanson said. "It's a point that is not negotiable with them."

Hanson was a special victim of the Hope tournament arrangements. He and other PGA Tour officials, who live and work near Jacksonville, Fla., saw none of NBC's coverage. The local NBC affiliate, WJWS-TV, had pre-empted the entire match to broadcast a cerebral palsy telethon.)

According to Hanson and Merritt, decisions about what will happen if an event runs long are made in advance.

"We knew we were up against it from the start," said Merritt. "The conditions are set ahead of time. It's just one of the things you have to live with. As a sports division, we are not particularly happy. But, on the other hand, I don't think news is particularly happy. We ate up all of the *Nightly News*. We are just part of the big picture—news, sports and entertainment—and entertainment had the priority to go with the prime time lineup." NBC pre-empted all but about two minutes of the *NBC Nightly News*, which was scheduled to begin at 6:30 p.m. NYT, to televise all of regulation play.

Asked what conclusions the public should

PBS preview. Additions to the Public Broadcasting Service's winter/spring 1985 schedule contain "more lighter fare" and are expected to draw a broader demographic audience, Suzanne Weil, PBS senior vice president for programming told BROADCASTING, following the network's presentation at the semiannual Consumer Press Tour in Los Angeles.

Weil joined public television personalities and producers at that event in presenting PBS's new offerings. They include: *The Living Planet: A Portrait of the Earth*, a 12-part series on the development of the planet that premieres Feb. 3, and airs at 7 p.m. NYT; *Jean Shepherd's America* (which was first broadcast during PBS's 1971-72 season). The 13-part series premieres in April on Tuesdays from 10:30 p.m.-11 p.m. and features humorist Jean Shepherd as tour guide to various points of interest across the country. Wednesday's prime time schedule will include *Discover: The World of Science* (which premieres Wednesday, Feb. 6 at 8 p.m.), a magazine-formatted science series hosted by actor Peter Graves; *Spaceflight* (which premieres May 8 at 8 p.m.), narrated by actor Martin Sheen, chronicles the history of manned space flight, from the rocket plane that broke the sound barrier to the space shuttle Columbia, and *In Search of Excellence* (which premiered Jan. 16 at 9 p.m.), which PBS describes as a "behind-the-scenes tour of American business in action). Beginning Feb. 14 at 10 p.m. is *Back of the Book*, which features National Public Radio's *All Things Considered* host Susan Stamberg and her "friends," who, PBS said, "revive the lively art of conversation in free-wheeling exchanges about popular culture," and *Sporting Life* (premiere to be announced) which explores the "inner world of top athletes."

Also in the offing are two specials: *Gold Lust* (Feb. 6), a documentary chronicling a modern day gold rush in Brazil, and *Lawrence of Arabia* (Feb. 13), a documentary-drama filmed on location in England, Egypt and Jordan.

Weil said that among the highlights of PBS's new season is a special four-part historical examination of the crisis in Central America and the Caribbean airing in April on PBS's documentary series, *Frontline*. The specials are "an offshoot" of trying to maintain "the standard and the team" of those who produced the PBS series, *Vietnam: A Television History*, which aired in the fall of 1983, she said.

draw from NBC's willingness to pre-empt news, but not a sitcom for a long-running sports event, Merritt said, "You make your own conclusions. I'm not concluding for anybody today."

NBC decides on a case-by-case basis how far it is willing to go in pre-empting regularly scheduled programming to carry a long-running event, Merritt said. "In most cases, we will stick with a sport until it is concluded."

NBC makes a point to cover all its National Football League games to the end, said Merritt. "Football is the big banana."

But it wasn't always that way. NBC touched off major protests when it cut away from an American Football League game between the New York Jets and the Oakland Raiders on Nov. 17, 1968, just before Oakland scored two quick touchdowns in the closing minutes to win the game (BROADCASTING, Nov. 25, 1968). As every real football fan knows, NBC pre-empted those crucial minutes to broadcast *Heidi*. □

Simmons resigns USFL post

United States Football League commissioner Chet Simmons resigned last week after months of speculation that his tenure as head of the league, about to enter its third season, would soon come to an end. The day after his resignation last Tuesday (Jan. 15), his successor was named—Harry Usher, who was executive vice president and general manager of the Los Angeles Olympic Organizing Committee under that committee's president, Peter Ueberroth, now the commissioner of baseball.

Simmons had come under fire in recent months by a group of USFL owners, led by New Jersey Generals franchise holder Donald Trump, who were critical of what they saw as Simmons's failure to negotiate financially adequate television contracts with the



Simmons

three major broadcast networks. The league had losses in its last season averaging \$3.5 million per club. Nevertheless, Simmons was successful in securing for the league multimillion-dollar network pacts beginning with its first season and beyond. For its first two seasons, 1983 and 1984, ABC paid \$19

CBS wins and ABC climbs into second

The "second season" of network prime time television got rolling in the week ended Jan. 13, and with it came two other developments: The three networks' combined ratings reached a season-to-date high mark, and ABC, with some help from a repeat of its highly rated *Thorn Birds* mini-series, climbed out of third place again, taking second for the week.

CBS-TV won the week, as it has all but two of the 16 weeks thus far, this time with an 18.1/27 in the Nielsen numbers. ABC-TV turned in a 17.3/26 in taking second place and NBC-TV dropped to third with a 16.2/24. In the season-to-date accounting, NBC remained in second place, with a 16.1/26, a little more than a rating point behind CBS's 17.2/27 and exactly a point ahead of ABC's 15.1/24.

Together, the networks' numbers totaled 51.6/77, which researchers pronounced their highest combined rating thus far in the 1984-85 season. (For the season to date, the weekly average is 48.4/77.) Several factors contributed to the upturn. There were no big audience-grabbing specials—in fact, the highest-rated original special of the week, a Barbara Mandrell hour on CBS, ranked 40th among the week's 66 programs. But a lot of series turned in better numbers than usual.

On ABC, for instance, *Dynasty* delivered a 27.7/40, its highest rating since it started almost exactly four years ago, while *Benson* (19.0/29), *Webster* (20.7/31) and *Love Boat* (16.9/26) hit their highest ratings of the season. On NBC, *The Bill Cosby Show*, consistently the highest

rated new show on any network this season, pulled a 25.4/34, its best rating yet, to rank third for the week.

Then there were the repeats of parts two, three and four of the *Thorn Birds* on ABC. (Part one had been repeated on Sunday of the week before.) Only one of the week's three repeat performances managed to get into the week's top 20—part three ranked 19th—but each of the seven hours outperformed the regular programming it replaced. Part three had a 19.7/29; part two did a 19.3/29 to rank 21st and part four brought in an 18.6/26 to tie (with CBS's *Knots Landing*) for 23d. For all four parts, including the one the week before, the average was 18.3/27, tying with NBC's *Shogun* for third place among repeat mini-series.

Among the recent new series entries, CBS's *Crazy Like a Fox* did a 21.6/32, ranking ninth; ABC's *Street Hawk* dropped almost three rating points to 15.0/22, which made it 48th, and NBC's *Berenger's* slipped slightly to 11.6/20 for 60th place.

The nights were fairly evenly divided, 3-2-2, with CBS taking Monday, Friday and Sunday, NBC Tuesday and Thursday, and ABC Wednesday and Saturday. The top 10 shows were distributed more unequally: CBS had six, NBC three and ABC one.

In the early-evening news, it was the *CBS Evening News With Dan Rather* in first place at 14.9/24, with *NBC Nightly News* and *ABC World News Tonight* tied at 12.5/20.

Rank □ Show □ Network □ Rating/Share

1.	Dallas	CBS	27.8/41
2.	Dynasty	ABC	27.7/40
3.	Bill Cosby Show	NBC	25.4/34
4.	60 Minutes	CBS	25.2/38
5.	A Team	NBC	22.6/33
6.	Family Ties	NBC	22.3/30
7.	Falcon Crest	CBS	21.8/35
8.	Murder, She Wrote	CBS	21.8/31
9.	Crazy Like a Fox	CBS	21.6/32
10.	Kate & Allie	CBS	21.4/30
11.	Simon & Simon	CBS	21.2/29
12.	Riptide	NBC	21.0/30
13.	Newhart	CBS	20.8/30
14.	Webster	ABC	20.7/31
15.	Scarecrow & Mrs. King	CBS	20.6/29
16.	Magnum, P.I.	CBS	20.5/28
17.	Hotel	ABC	20.2/36
18.	Cheers	NBC	19.9/27
19.	Thorn Birds, part 3	ABC	19.7/29
20.	Trapper John, M.D.	CBS	19.5/32
21.	Thorn Birds, part 2	ABC	19.3/29
22.	Benson	ABC	19.0/29

Rank □ Show □ Network □ Rating/Share

23.	Knots Landing	CBS	18.6/28
24.	Thorn Birds, part 4	ABC	18.6/26
25.	Hill Street Blues	NBC	18.3/27
26.	Fall Guy	ABC	18.3/26
27.	Night Court	NBC	18.2/25
28.	Cagney & Lacey	CBS	17.9/28
29.	Hardcastle & McCormick	ABC	17.8/25
30.	Facts of Life	NBC	17.4/25
31.	Knight Rider	NBC	17.2/24
32.	Love Boat	ABC	16.9/26
33.	Remington Steele	NBC	16.7/26
34.	Double Trouble	NBC	16.7/25
35.	Who's the Boss	ABC	16.6/24
36.	Gimme a Break	NBC	16.5/25
37.	Highway to Heaven	NBC	16.4/23
38.	Diff'rent Stokes	NBC	16.3/25
39.	TV Bloopers and Prac. Jokes	NBC	16.0/23
40.	Barbara Mandrell Special	CBS	16.0/22
41.	Miami Vice	NBC	15.8/25
42.	Night Shift	CBS	15.8/23
43.	A Reason to Live	NBC	15.6/23
44.	Airwolf	CBS	15.5/24

Rank □ Show □ Network □ Rating/Share

45.	Three's a Crowd	ABC	15.3/22
46.	Nighthawks	ABC	15.1/24
47.	Sins of the Fathers	NBC	15.0/23
48.	Street Hawk	ABC	15.0/22
49.	Dukes of Hazzard	CBS	14.7/22
50.	Guinness Bk. of Wild. Records	ABC	14.5/21
51.	Spencer	NBC	14.2/22
52.	T.J. Hooker	ABC	13.5/21
53.	St. Elsewhere	NBC	13.4/22
54.	Matt Houston	ABC	13.4/21
55.	Cover-Up	CBS	13.3/23
56.	Finder of Lost Loves	ABC	13.3/23
57.	Mike Hammer	CBS	13.0/20
58.	V	NBC	12.4/19
59.	Ripley's Believe It or Not	ABC	12.1/18
60.	Berenger's	NBC	11.8/20
61.	Jeffersons	CBS	11.8/17
62.	Alice	CBS	11.2/16
63.	Punky Brewster	NBC	11.1/16
64.	The Red-Light Sting	CBS	11.0/18
65.	Silver Spoons	NBC	11.0/17
66.	Hunter	NBC	10.3/15

million and ESPN \$11 million for the exclusive rights to USFL telecasts. ABC is paying \$15 million for the spring 1985 rights and ESPN has renewed its contract with the league for three years (1985-87) for \$70 million.

But the value of those contracts is minuscule compared to the more than \$2 billion that the networks are paying the National Football League for the current five-year pact that ends after the 1986 season. And the Trump-led faction was successful in getting the league to approve a switch of the USFL schedule from spring to fall, beginning in 1986, against the advice, it is understood, of Simmons.

Thus, the USFL will play head to head against the NFL. One of the ways it intends to raise the capital it will need to lure the talent necessary to become competitive with the older league is to seal more lucrative television deals. Privately, advertisers and network executives have confided that USFL games are more useful in the spring, when there is no other football, than they will be in the fall, where there is what many already see as a glut of games on the airwaves. Adding a slate of USFL games to the fall schedule, some say, will just make each game that less attractive to viewers. Public-

ly, however, only ABC has ruled out a fall network USFL package for 1986; CBS and NBC say they have not ruled out any USFL coverage.

Usher, who had been a Los Angeles-based entertainment attorney, signed a three-year contract with the league last Tuesday (Jan. 15) after league owners approved his appointment. He reportedly had little competition for the job. Usher will take office Feb. 1. □

Judge refuses to grant injunction in HBO theft case

Home Box Office's and its distributors' campaign against what they consider piracy of HBO programming has suffered at least a temporary setback in a U.S. district court in San Francisco. For what is believed to be the first time in such cases, the court refused to grant a preliminary injunction to end allegedly illegal reception. Judge Robert P. Aguilar said that Premier Communications of San Francisco, which has filed suit against two of what it says are 17,000 signal "pirates" in the San Francisco Bay area, had not indicat-

ed it was likely "to prevail on the merits."

The judge's refusal to grant the stay pending a trial stunned counsel for Premier. Wayne Goodrow noted that the defendants—Edward and Elvera Fuentes—had admitted receiving HBO programming and that he had submitted affidavits showing that the equipment was designed to pick up the frequencies on which the programming was transmitted. Another affidavit was provided by a former distributor of the type of antenna used by the Fuentes who said their purpose is to permit the reception of pay TV programming.

The attorney also cited a number of other cases in all of which unauthorized use of pay programming was blocked by courts. Most of the cases involved the distribution and sale of equipment. But in a case in Minneapolis in October 1982, a federal judge issued a permanent injunction against a homeowner who had written a letter to a local newspaper admitting he was using his antenna to pirate the programming transmitted by an HBO distributor (BROADCASTING, Oct. 25, 1982).

In the San Francisco case, the counsel for the Fuenteses, Richard Brown, an associate in the law firm of noted criminal lawyer Melvin Belli, argued that the antenna in question had uses other than that of receiving Premier's HBO signal. He said it could be used to enhance UHF reception and receive microwave television signals. He also said restrictions on use of the antenna would violate the owners' First Amendment rights.

Goodrow said Premier will continue its legal action. Aguilar has set March 29 as the date for a status hearing. At that time, he will set a hearing on the applicability of the Section 705 (formerly 605) of the Communications Act, which is designed to prohibit the unauthorized reception of programming. □



Morning George. The *CBS Morning News* unveiled its new format (BROADCASTING, Dec. 10, 1984), last week, and its new co-host, Phyllis George. Reviews by the critics were mixed, although the changes were received favorably by network affiliates, which said the changes reflected a positive effort by the network to improve the program's third-place ranking among the morning network news shows. In his biting analysis of the network morning news race last week, (which prompted one television executive to call him a "Goddamn rotten little gossiping troublemaker"), *Washington Post* columnist Tom Shales suggested the revamped *Morning News* could be the news division's last chance to bring the show out of the early-morning ratings cellar, or else the program will be handed over to the entertainment division. (ABC's *Good Morning America* is produced by the network's entertainment division; NBC's *Today* is a news division production.) *Morning News* producer John Katz denied that was the case. *New York Times* television critic John Corry asked rhetorically last week what all the program's changes really mean. "Not much, really," was the reply, "except that the new *CBS Morning News* wants to be handsome." Corry said the show shouldn't be dismissed. "There's nothing wrong with a show that looks good." A sampling of affiliates seemed pleased with the changes. "I think they're on the right track," said Ed Pfeiffer, vice president and general manager of CBS's Washington affiliate, WDCM-TV. Pfeiffer acknowledged that he thought the team of Bill Kurtis and his former co-anchor on the program, Diane Sawyer, now with *60 Minutes*, was the "absolute ultimate" morning news combination. But he added that George (who will be paid \$920,000 annually), once she becomes fully comfortable with her role, will be "gangbusters. She comes across as a strong lady." Pfeiffer applauded the network's effort to broaden the appeal of the program beyond "news purists." A news show, he added, "can be the greatest program in the world, but if you're not reaching people..."

SAG, AFTRA and ad industry begin contract talks

The advertising industry and the American Federation of Television and Radio Artists and the Screen Actors Guild have begun negotiations on a new three-year contract covering performers appearing in radio and television commercials.

Coincident with the start of talks, the industry served notice on the two talent unions that it is seeking to control talent costs because of the declining network and spot audiences. Industry negotiators also offered two proposals that they said would help to make television more affordable for small advertisers. One is aimed at accommodating retail advertisers who run special campaigns and wish to make frequent changes in on-the-air copy. The other, called the "short-term" proposal, would establish lower rates for periods no longer than four weeks, rather than the 13-week rate now in effect in talent union contracts.

Management also asked that all rates for the use of program commercials be reduced by 10%, except for the first use in major markets. The current television and radio commercials contract with AFTRA and SAG expires on Feb. 6. □

Radio Marti's slow march to air date

Service designed to broadcast news to Cuba moves toward Jan. 28 start up, despite many stumbling blocks since its conception in 1981; resignation of Drew as director is latest problem

The Reagan administration's Radio Marti project, troubled from inception, continues to run into problems. But there are hopes, at least, that the Voice of America program service that is to broadcast news of Cuba to that country will meet a tentative on-air target date of Jan. 28, the 132d anniversary of the birth of the Cuban patriot, José Martí, for whom the new service is named.

The latest trouble was the sudden resignation two weeks ago of Paul Drew as director—the second person who had been selected to run the new service to pack his bags and leave. The official reason for Drew's departure given by the VOA was "personal emergency." However, Drew, who has returned to his radio consulting business in Los Angeles, would not return telephone calls, and the *Miami Herald*, quoting anonymous sources, said Drew left after losing a "power struggle" over personnel matters. A source within the Radio Marti program service told BROADCASTING that Charles Wick, director of the U.S. Information Agency, to whom the Radio Marti director reports, had asked Drew to resign.

Drew, who had joined the embryonic service as a consultant in October and who was officially designated director by Wick in December, followed a Cuban-American journalist, Emilio Milan, out the door. Milan had joined the agency as a consultant a year ago, with the understanding he would be named director, but left to return to his home in Miami after several months. VOA officials said he had resigned because "members of his extended family would not be able to join him in Washington."

The turnover at the top may be bearing out the views of those who have maintained that the Radio Marti service is bound to contain internal conflicts even greater than those that have made the VOA from time to time a particularly stressful job for its director. The VOA is known to have been torn by conflicts between conservatives and liberals. Some say such conflicts are being built into Radio Marti, as it is staffed by Cuban-Americans, including some who arrived in the U.S. following the Castro revolution and who might be expected to push for a hard anti-Castro line, and by VOA types who would be likely to insist on following the congressional mandate to pursue the VOA standards for objectivity and balance.

However, the deputy director for policy, Saul Gefter, a foreign service officer who served in the American Interest Section in the Swiss embassy in Havana, insisted the

staff would be "professional." He said "qualified radio journalists are being hired who must pass personal evaluation tests." He noted staff was recruited through a nationwide advertising campaign over the past year.

The sudden resignation of Drew—whose departure was announced to Radio Marti service staffers by Wick and the chairman of a Presidential Advisory Board on Radio Marti, Jorge Mas Canosa—did not leave the service leaderless for long. Kenneth R. Giddens, who served for eight years under Presidents Nixon and Ford as director of the VOA and who owns WKRQ-AM-FM-TV Mobile, Ala., is now acting director pending the appointment of a replacement for Drew. Giddens lost no time responding positively to Wick's request that he take over on a temporary basis and, Giddens said, "get the station on the air."

Giddens and Wick are old friends, and the new assignment is the second Giddens has undertaken in connection with Radio Marti at Wick's request. Three years ago, with administration planning for the station moving slowly, Wick asked Giddens to help speed things up by serving as an unpaid consultant. He agreed and prepared detailed plans he submitted early in 1982 ("Closed Circuit," March 1, 1982), and later lobbied Congress

for statutory approval and financing of the project.

Radio Marti is the Reagan administration's answer to what it says is the Castro government's monopoly on news in Cuba. But the service has been a source of controversy within the U.S. since it was initially proposed, more than three years ago. American broadcasters, already concerned about the interference Cuban stations were causing American AM outlets, particularly in the Southeast, feared Radio Marti broadcasts would cause the Cuban government to retaliate by ordering an increase in the interference. The broadcasters, with the National Association of Broadcasters providing support, made it clear they did not want to pay the price—in terms of interference to their stations—of a U.S. foreign policy ploy.

In time, broadcaster-generated opposition in Congress forced the administration to accept a compromise, under which Radio Marti, instead of operating under the Board for International Broadcasting as a separate station, would emerge as a broadcast service of the VOA, subject to its standards of objectivity and balance. The legislation also specified that Radio Marti programs be broadcast on 1180 khz, the frequency on which the VOA station on Marathon Key, in Florida, operates. The hope was that the



Giddens in the Radio Marti studio

mantle of the VOA would make it less likely that Radio Marti broadcasts would intensify the interference problem; Cuba has not been interfering with the VOA broadcasts from Marathon.

But broadcasters are still nervous. In the last few weeks, the National Association of Broadcasters Advisory Committee on Radio Broadcasting and the South Florida Radio Broadcasters Association have made that clear. NAB President Edward Fritts wrote FCC Chairman Mark Fowler that members of the advisory committee, at a meeting ear-

lier this month expressed concern that the impending inauguration of Radio Marti program service would result in increased Cuban interference to U.S. AM stations—despite the establishment of Radio Marti service as part of the VOA. Fritts said, as he has in the past, that “the only long-term solution” to the interference problem is through diplomatic negotiations with Cuba—and that he was urging the commission and the State Department to reopen talks with Cuba on the issue promptly. The U.S. has discussed the matter with Cuba in the past, but

without success. The South Florida radio broadcasters’ resolution does not refer specifically to the Radio Marti service but, rather, to the interference that already exists. It calls on the commission and the State Department “to establish mechanisms to minimize the effects of such interference.”

Giddens’s appointment, even if temporary, is not likely to reassure broadcasters. During the development of the administration’s plans for Radio Marti, Giddens was understood to have expressed the kind of hawkish statements certain to trouble broadcasters—that they should be willing to “sacrifice” their stations in a confrontation with Cuba (BROADCASTING, Aug. 2, 1982). Giddens has said he does not recall making such a statement. But in a Senate hearing at which the remarks were discussed, he said he would be “ashamed” of himself if he put his personal concerns ahead of the national interest. He said all broadcasters were “at risk” in the developing confrontation with Cuba, and added, “It’s a gamble we all take. Any soldier who goes off to war might be shot.”

Last week, Radio Marti staffers were working toward the Jan. 28 on-air date. Some 100 employees out of 178 authorized positions were on the job, according to Giddens. And writers and reporters, many of them native Americans who had majored in Latin American affairs in college, were preparing scripts, and announcers, speaking Cuban-accented or neutral-accented Spanish, were reading them in a continuing series of dry runs supervised by producers and directors. But Giddens indicated that Jan. 28 was still more of a hope than a firm commitment, even if a number of members of Congress last month complained about what they considered the slow pace of the administration in putting the service on the air (BROADCASTING, Dec. 31, 1984). “That’s the target,” he said. But indications were that if the new service comes close to hitting it, Cubans will be hearing the news, features, music and other programming emanating from the “Voice of America: Radio Marti Program” while Wick is still thumbing through his files, looking for what would be his third choice to run the new service. □

At the commission

Fairness pleading. Meredith Corp., licensee of WTVH-TV Syracuse, N.Y., has contested the FCC’s finding that it was in violation of the fairness doctrine (BROADCASTING, Oct. 29, 1984). In a filing at the commission, Meredith said it already has met its obligations. But it also said it would ask the FCC to reconsider its finding.

At issue in the complaint was a series of editorial advertisements the station ran during the summer of 1982 for the Energy Association of New York, a trade association of utilities. The ads advocated the continued construction of the Nine Mile II nuclear plant in upstate New York. The Syracuse Peace Council alleged the ads’ statement that the plant was a “sound investment” in New York’s future constituted one side of a controversial issue and had asked the station to correct the programming imbalance. The station didn’t, and the group complained to the FCC, spurring the commission’s finding of the fairness doctrine violation.

In its filing, however, the station said it met its fairness obligations on whether Nine Mile II was a good investment last summer. At that time, the station said, it had made a “good faith” judgment that the issue had attracted “sufficient controversy” to warrant a balancing of coverage under the doctrine. So when the utility approached the station with an ad campaign addressing the investment in the plant, Meredith said the station sought out opposing views and provided both the Environmental Defense Fund and the Syracuse Peace Council with free air time to present opposing points of view. “Since WTVH has already actively sought out and presented opposing points of view on whether the Nine Mile II plant is a sound investment, the licensee submits that it is meeting its fairness obligations,” Meredith said. “Although WTVH believes this issue to be controversial in 1984, it continues to submit that it acted in good faith in 1982 when the advertising campaign in question was broadcast. Because WTVH did not believe that the issue was sufficiently controversial to invoke fairness doctrine concerns at the time of the 1982 broadcasts, it will petition the commission for reconsideration,” it said.

Hearing ordered. A panel of the U.S. Court of Appeals in Washington has ordered the FCC to hold a hearing on the license renewal applications of noncommercial KQED Inc.’s KQED-TV, KQED-TV and KQED-FM, all San Francisco. Public interest groups and an association of dissatisfied members of KQED have been petitioning the FCC, without success, to deny the license renewal applications. The commission has repeatedly granted renewal without a hearing. But by a 2-1 vote, the appeals court panel held that the commission had erred in not ordering a hearing on the groups’ allegation that KQED had lied to the commission in saying it had taken KQED-TV off the air temporarily in 1980 for budgetary reasons related to equipment replacement rather than budgetary considerations in general. The commission had said it would not accept budget as a valid excuse. Judge J. Skelly Wright, writing for himself and Judge Patricia Wald, said that the commission had “ignored statutorily adequate allegations going to a substantial and material factual dispute and in effect obviated the need for a hearing by finding itself that one factual version was the true and correct one.” Such a determination, Wright said, “is the function of an evidentiary hearing.”

United decisions. In a pair of initial decisions, FCC Administrative Law Judge Frederic Coufal has granted United Broadcasting Co. renewal for WKDM(AM) (formerly WBNX(AM)) New York. But he denied United renewal for WYST-FM Baltimore, granting the competing application of SRW Inc.

In the first case, Coufal held that United had done an “adequate job” of meeting its community needs and said it merited a “substantial” renewal expectancy. Osborne Communications, the competing applicant, was given a demerit for withholding the testimony of one witness until the time for trial.

In the second case, however, the judge ruled that United’s broadcast record at WYST-FM had been “mediocre,” and held the licensee deserving of only a “minimal” renewal expectancy. With slight plusses on diversification, integration and auxiliary power grounds, SRW won out, the judge said. SRW is co-owned by Melvin A. Steinberg and Richard Rynd. Steinberg is president of Maryland senate and Baltimore attorney. Rynd, resident of Baltimore county, owns three Maryland nursing homes and has interests in real estate, mineral and oil investments.

Going for two

Should one organization be permitted to be the licensee of two noncommercial VHF’s in the Dallas-Fort Worth market?

That’s the question Public Communication Foundation for North Texas, licensee of noncommercial KERA-FM-TV (ch. 13) Dallas, and Denton Channel Two Foundation, the tentative permittee of a new noncommercial television station on channel 2 in nearby Denton, Tex., have put to the FCC.

Under a proposed settlement agreement, the two foundations, which both had been vying for channel 2, would merge into a new company, North Texas Public Broadcasting Inc. The new nonprofit corporation would oversee the operations of the two TV’s and Public Communication’s noncommercial Dallas radio station. Richard Meyer, KERA-FM-TV president and general manager, would be president of the new corporation.

In a press release, the foundations said

programming on channel 2 would consist "primarily" of instructional and educational fare.

FCC Administrative Law Judge Frederic Coufal had granted Denton Channel Two's application, denying the competing application of Public Communication. Public Communication, however, appealed to the Review Board. □

Applicant for WHCT(TV) subpoenas eight FCC officials

Alan Shurberg, whose efforts to gain control of Faith Center Inc.'s WHCT(TV) (ch. 18) Hartford, Conn., have become something of a legend, last week subpoenaed eight FCC officials to give depositions on the agency's decision to permit the licensee to sell its station under the distress sale policy.

The commission, in a closed meeting, gave Faith Center, which had twice previously failed to consummate distress sales, a third opportunity to sell the station to Astroline Communications Co. for \$3.1 million (BROADCASTING, Oct. 8, 1984).

Shurberg, a self-employed computer programmer and resident of Hartford, appealed that decision to the Court of Appeals in Washington. Shurberg has been arguing that his competing application—and only his—should have been designated for a comparative hearing with Faith Center. He says his application was the only one that was "timely filed."

He also has filed suit against the FCC in U.S. District Court in Washington, alleging that the commission violated the Sunshine and Freedom of Information Acts in its handling of the case at hand. Shurberg had maintained that the FCC should have met on the distress sale question in public. He also objected to the commission's refusal to release documents related to its decision, including a memorandum by Elzora Kramer, FCC special assistant for minority enterprise, which urged the commissioners to take another look at the request (BROADCASTING, Oct. 8, 1984). (The FCC Office of General Counsel reportedly had originally recommended that Faith Center's request be denied.)

Shurberg's attorney, Harry Cole, of the Washington law firm of Bechtel & Cole, said the FCC officials were subpoenaed to determine the "facts and circumstances surrounding the preparation and distribution of the Kramer memo."

The FCC officials subpoenaed were Kramer; William Russell Jr., director of the FCC Office of Congressional and Public Affairs; Thomas Herwitz, legal assistant to Chairman Mark Fowler; Kenneth Howard Jr., legal assistant to Commissioner James Quello; Robert Pettit, legal assistant to Commissioner Mimi Dawson; Renee Licht, legal assistant to Commissioner Henry Rivera; Diane Silberstein, legal assistant to Commissioner Dennis Patrick, and Barthen Gorman, attorney in the Office of General Counsel. John Greenspan, an FCC trial attorney, said the commission had not yet determined how to proceed. □

Washington Watch

Wodlinger prevails. In initial decision, FCC Administrative Law Judge Edward Luton has granted application of Mark L. Wodlinger for new FM in Naples Park, Fla., denying mutually exclusive applications of Robyn E. Gerry, Williams County Broadcasting System, Nathan L. Goetz and Juarez Communications Corp. Judge said Wodlinger won out on integration grounds. Wodlinger and his wife, Constance, own KCLQ(AM) and KZZC(FM) Leavenworth, Kan. □

Petition denied. FCC has denied petition by Gary Shakerdige for rulemaking seeking to require network television presidents or vice presidents to appear on prime time monthly to explain their programming policies to public. "Petitioner's suggestion that the commission prescribe a particular form or type of programming for the networks is inconsistent with basic constitutional notions of free speech," FCC said. □

Reconsideration refused. FCC has declined to change rules to permit instructional television fixed service licensees to hold more than four channels within single area of operation. In order rejecting petitions for reconsideration, FCC said it thought it "appropriate and reasonable to maintain the four-channel assignment rule at this time." □

Albuquerque reversal. Reversing decision by FCC Administrative Law Judge James Tierney, Review Board has granted application of Loretta Rose Salazar for new FM in Albuquerque, N.M., denying mutually exclusive applications of Hispanic Owners Inc., Professional Communications Inc., Spanish Radio Inc. and Rio Rancho Broadcasting Inc. Tierney had granted application of Rio Rancho for proposing location in Rio Rancho, Albuquerque-area community that doesn't have broadcast station. Other four applicants had proposed Albuquerque. Board said judge erred in granting Rio Rancho's application on location grounds. Board pointed out that Class C FM channel at issue was assigned to Albuquerque and that proposals by all applicants would cover entire urban area. Under comparative criteria, board said, Salazar's application was preferred on diversification and integration grounds. Salazar is resident of Santa Cruz, Calif., who owns and operates antique business but said she would move to Albuquerque and run station. □

Affiliation agreement change. FCC has proposed to eliminate requirement that network affiliation agreements be filed at commission. In notice of proposed rulemaking, FCC said costs and burdens of filing those contracts outweighed benefit of having information on hand. Commission, however, proposed to retain authority to conduct special studies of network affiliation matters on "as-needed basis." Comments are due Feb. 17; reply comments are due March 6. □

More FM's sought. In further notice of proposed rulemaking, FCC has proposed to add Corbin, Ky.; Kinston, N.C.; South Pittsburg, Tenn.; Vergennes, Vt., and La Crosse, Wis., to its list of 689 new FM allotments resulting from Docket 80-90 (BROADCASTING, Dec. 31, 1984). Comments are due Feb. 28. □

Try again. Citing its new policy on subject, FCC has asked administrative law judge to consider anew request of Elba Development Corp., licensee of KOTV-TV St. Joseph, Mo., to change location of its antenna. Both ALJ and Review Board rejected station's request, noting that proposed change would result in creation of white area—area uncovered by Grade B contour of any television signal and containing 9,936 persons. FCC said antenna moves that would result in creation of white areas of that magnitude aren't in public interest. But it also noted that it has changed its policy (BROADCASTING, Jan. 7) to permit consideration of access to actual or proposed alternative video technologies—for example, low-power television, translators and cable television service—in calculating white areas. In case at hand, commission directed ALJ to determine whether "in view of all evidence of alternative video services, the white area created by Elba's proposal will be eliminated or reduced to *de minimis* proportions." □

Dereg now. Report issued last week by House Republican Research Committee calls for elimination of fairness doctrine and equal time and reasonable access laws. Report, "Ideas for Tomorrow, Choices for Today: Policy Initiatives of Committee On the First One Hundred Days," also addressed several other communications issues. It said: FCC's radio regulations should be codified and extended to television. FCC should create lottery system for broadcast licensing and "rely more on markets in spectrum allocation." Federal funds should be shifted from Corporation for Public Broadcasting to noncommercial radio stations. □

Buyout approved. FCC has approved United Television Inc.'s \$4.9-million buyout of 12 competitors for construction permit for new television station on channel 45 in Phoenix. United is owned by Chris-Craft Industries and Warner Communications. According to company attorney, United was original applicant.

CBS News buys electronic newsroom system

Colorgraphics' NewStar to be installed in New York and Washington news bureaus; deal valued at \$1 million

For Colorgraphics Systems Inc., the sale of its NewStar electronic newsroom to CBS News (BROADCASTING, Jan. 7) is a milestone. The purchase of the system by one of the three major broadcast news organizations, it believes, is an important endorsement not only of NewStar, but also of the whole concept of computerizing the broadcast newsroom.

"The decision will open the floodgates to the electronic newsroom purchases by a majority of radio and television stations in the United States in the next three years," said Colorgraphics President Terry Kelly.

So-called electronic newsrooms, which substitute computers and video display terminals for paper and typewriters, have been around for several years but have been slow to catch on. Only a few dozen television and radio newsrooms in the U.S. are now computerized, Kelly said. The industry has been waiting for a major broadcaster like CBS "to take the plunge," said Kelly.

Under terms of their agreement, Colorgraphics will install NewStar in CBS News headquarters in New York and in its Washington bureau. According to David Buksbaum, vice president, CBS News, installation is expected to begin in a few weeks and should be fully operational by April 1. Buksbaum and Kelly refused to discuss the purchase price. But, judging from past sales and the hardware involved, CBS News must be paying close to \$1 million.

CBS's commitment to the electronic newsroom and NewStar was underscored last week by the announcement that CBS-owned AM stations had also struck a \$1-million deal to upgrade the NewStar system at KCBS(AM) San Francisco and to install complete stations at its other five news-and-

information systems and its Washington radio bureau. According to Mike Lundlum, executive director, news, CBS-owned AM stations, the new equipment should be up and running at all the stations by August at the latest. "This is really a product-improvement decision," he said. The network will be to produce better stories more quickly, he said.

Buoyed by the CBS deals, Kelly believes Colorgraphics will capture a lion's share of the electronic newsroom business. NewStar is now in operation at 13 television stations and seven radio stations, including two in Australia, and the CBS Radio Network. What's more, in addition to CBS News and the CBS-owned AM stations, four television stations, one radio station and Bonneville's Washington bureau are awaiting installations.

But other companies are trying to cash in on the growing interest in electronic newsrooms. Chief among them is Basys Inc., which was purchased by England's Independent Television News last year but which maintains offices in New York and Mountain View, Calif. Basys was developed at the Cable News Network and it is still hard at work for the around-the-clock cable service.

Aside from CNN, NBC has been Basys's most important domestic customer, having already made a multimillion-dollar commitment to phase in its system at all news facilities. According to Basys President David Lyon, NBC News in New York has been using Basys since 1983 and is in the process of upgrading it; NBC Radio is in the process of installing the system, and the NBC owned-and-operated television stations should be on line with it by the end of the year.

"We have been living with the [Basys] system for 15 months and it would be impossible to live without it now," said Tom Wolzien, vice president, special productions, NBC News. "It's helped our competitive po-

sition. It's helped producers and correspondents to research and write stories, and it's helped our editors keep track of what's going on in the world."

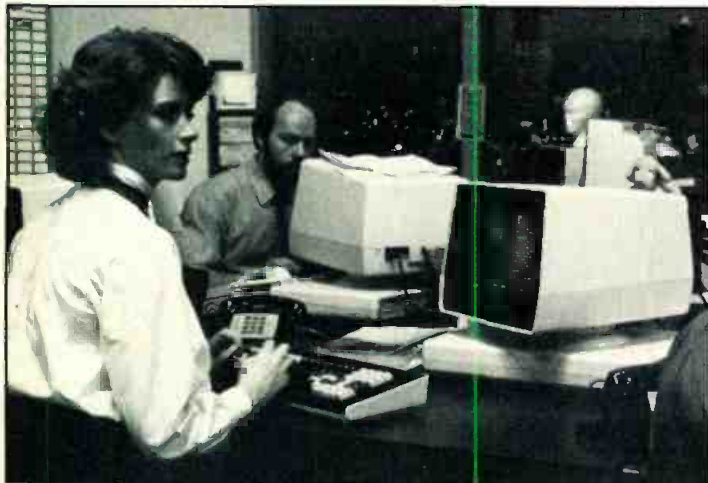
Although Basys has been purchased by several U.S. television and radio stations, according to Lyon, its real appeal so far has been in the international marketplace. Its international customers include, among others, ITN, BBC Radio, the Italian RAI radio and television networks and television stations in Brisbane and Wagga Wagga, both Australia.

Now that NBC and CBS have made their buys, Colorgraphics, Basys and others have turned their attention to ABC. "ABC is very interesting," said Lyon. "I think everybody is still in there pitching." The other players in the electronic newsroom marketplace include Softwiz Corp., which offers Broadcast One; Quanta Corp.; Beston/McInnis-Skinner, and Columbine Broadcast Information Systems.

According to Buksbaum and Kelly, CBS News will use its NewStar system for writing (word processing), searching through CBS News's extensive film-and-tape archives and newspaper clipping and script morgues, storing and calling up stories from all the major wire services, keeping track of stories and camera crews and preparing the producer's rundown.

Because the network's archives and morgue are already computerized, Colorgraphics had to write some special software to interface NewStar with the existing computer. It also had to write software so that NewStar terminals could be used to program and control the Sony Betacart multicassette machines, which CBS News plans to use for playback-to-air in New York.

The system includes a lot of hardware, including 48 terminals in New York and 18 in Washington. Plans also call for the installation of two 160 megabyte hard disk drives, a dual-channel teleprompter and "uninter-



KIRO-TV Seattle



KSL (AM) Salt Lake City

ruptable power supply" at each facility.

According to Buksbaum, producers and reporters in CBS's two dozen bureaus around the world will be able to tap into the Newstar system with IBM personal computers. A reporter in the Rome bureau, for instance, could transmit a script to New York or Washington or check what's available in the CBS film and tape archives. The New-

star system will also interface via telephone with the notebook-sized word-processing computers, such as the Radio Shack TRS-100 or a comparable NEC model, that have become very popular among journalists, he said.

Buksbaum said he expects NewStar to save CBS News time and money. It will save "a fortune," he said, simply by eliminating

the wire service printers and the paper that goes into them. According to Kelly, CBS News now subscribes to eight wire services.

With everything on computer and accessible by remote computers, Colorgraphics has done its best to make the system electronically impregnable. "It will be fairly secure," said Buksbaum, "although I suspect a computer freak might be able to get into it." □

Advertising & Marketing

RAB expecting full house

Managing Sales Conference at Dallas-Fort Worth airport sells out week before it starts

"It's a sold-out situation," said Radio Advertising Bureau Executive Vice President Wayne Cornils in describing the association's fifth annual Managing Sales Conference (MSC), which kicks off Saturday (Jan. 26) at the Amfac hotel adjacent to the Dallas-Fort Worth airport. Last week, the RAB began to turn away registrants for the three-and-a-half day event, after cutting off the paid pre-registration at 1,050—the attendance level it had set late last year in order to insure that the conference would be more "learning intensive."

For the first time in its history, the conference will feature a small exhibit hall where 15 companies will display their wares. Cornils, who is also the conference coordinator, noted that the hours the exhibit hall is open have been limited, to avoid interference with the sessions. The hall will be open from noon to 8 p.m. on Saturday and 11 a.m. to 1 p.m. and 4 to 7 p.m. on Sunday and Monday (Jan. 27 and 28). It will be closed on Tuesday, Jan. 29.

Also new this year are two events scheduled prior to the opening reception on Saturday night. From 1 to 4 p.m. that day, RAB will hold a group Certified Radio Marketing Consultant (CRMC) test for about 30 candidates, followed by a 90-minute session on microcomputers, which is open to all attendees.

Keynote speaker on Sunday morning will be Larry Wilson, president of the Wilson Learning Center, based in South Eden Prairie, Minn., a sales and marketing training organization.

Sunday's luncheon speaker will be Don Shea, president of the U.S. Brewers Association in Washington. Shea will discuss the movement to ban beer and wine advertising on radio and television. Shea's talk will be followed by reports on radio's effort in that area from National Association of Broadcasters President Eddie Fritts and National Radio Broadcasters Association President Bernie Mann.

Other major speakers scheduled to appear throughout the three-and-a-half day event include: John Murphy, vice president of sales promotion/marketing for the National Retail Merchants Association and co-author

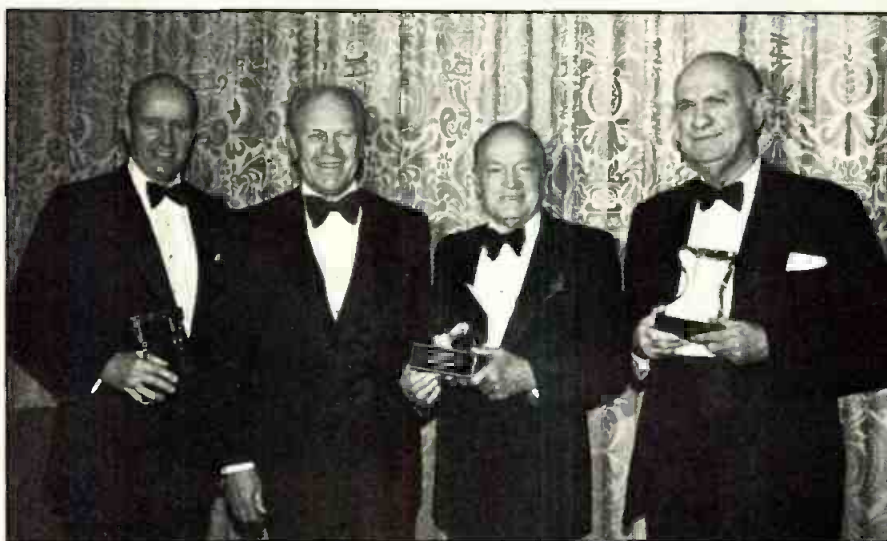
of "The One-Minute Salesperson"; Kathleen Black, publisher of *USA Today*; Steve Garvey, first baseman for the San Diego Padres, who also is president of his own firm, the Garvey Marketing Group, and F.G. (Buck) Rogers, formerly IBM's vice president for marketing worldwide, who will speak at the closing general assembly Tuesday morning.

The conference will offer 16 workshops and four forums, many of which will be repeated. There will be two sessions on co-op advertising and separate research sessions on Arbitron and Birch. Arbitron will unveil its new four-week cumulative slide ruler for participants. Attendees will also hear from Shaun Fitzpatrick, executive vice president and creative director, Campbell-Ewald Co., Warren, Mich., at a Monday morning workshop. He will discuss the reasons behind Chevrolet's decision to advertise its 1985 cars on radio (BROADCASTING, Sept. 24, 1984).

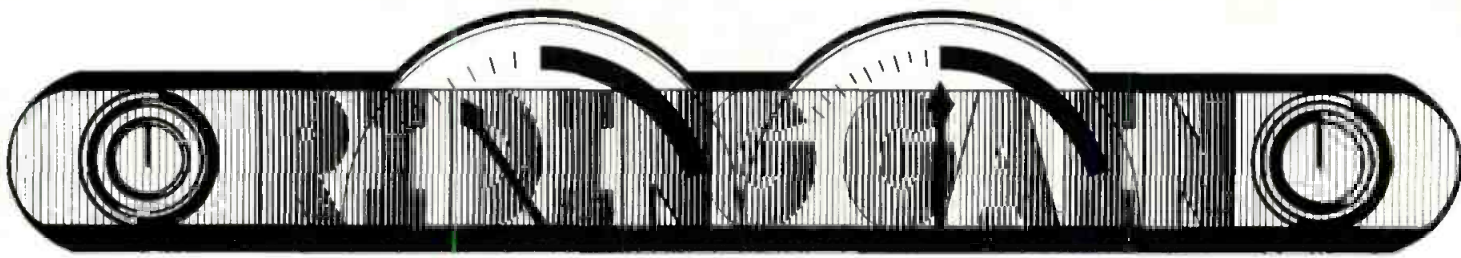
After last year's successful experiment, the RAB each night will run 14 format "roundtable" sales discussions and one on how to form a local market association, beginning Sunday at 8 p.m. Additionally, the association will demonstrate its new on-line co-op computer network at the conference.

Companies that will be hosting hospitality suites this year are: TM Communications, Dallas; CBS Spot Radio Sales, New York; Hillier, Newmark, Wechsler & Howard, New York; Fairwest, Dallas; Donnelly Media, Arlington, Tex.; Eastman Radio, New York; Weiss & Powell, New York; Greenwood Development Programs, Tulsa, Okla.; Unidyne Direct Mail Co., San Diego; The Otis Conner Cos., Dallas; Arbitron Ratings, New York, and Philadelphia Music Works.

This year's MSC committee chairman is Dick Rakovan, former senior vice president, radio station group, Outlet Communications. □



Helping hands. Former President Gerald R. Ford presents awards from United Cerebral Palsy to Thomas S. Murphy, chairman of Capital Cities Communications (l), Thomas F. O'Neil, Chairman of RKO General (r), and comedian Bob Hope. Hope, who has been honorary chairman of the organization since its founding in 1949, was named Humanitarian of the Century. Murphy and O'Neil were named Humanitarians of the Year for their "personal efforts" on behalf of the disabled and for "developing an unmatched media relationship by making their varied outlets available to enlighten public awareness of cerebral palsy and motivate support for UCP programs and services." The presentation was made in advance of UCP's "Weekend of the Stars" telethon, Jan. 12-13, which generated more than \$17 million in contributions and pledges. The broadcast marked the 32d year it has been carried over RKO's WOR-TV New York.



The week's worth of news and comment about radio

Convention notes

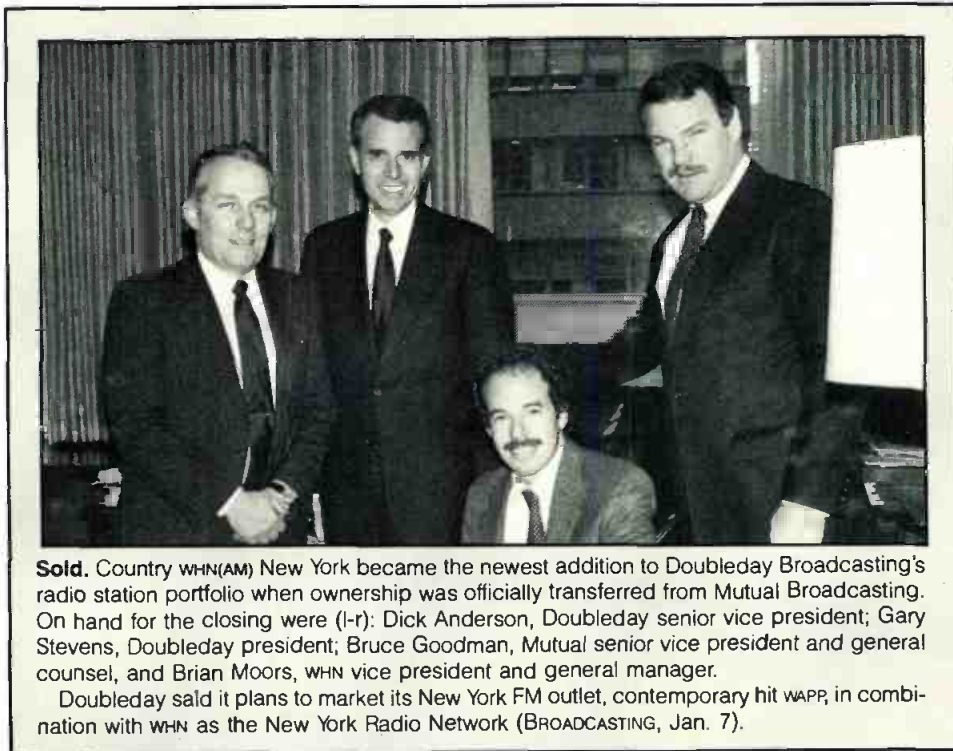
The Radio '85 Management and Programing Convention, the second jointly sponsored convention by the National Association of Broadcasters and the National Radio Broadcasters Association, will be held Sept. 11-14 at the Loews Anatole hotel in Dallas ("In Brief," Jan. 14). All hospitality suites and entertainment will be located at the Anatole, while the exhibits, panel sessions and luncheons will be based at the nearby Dallas Convention Center, "allowing for easier access to all sessions and a dramatic increase in exhibit space," the convention's sponsors said. The event will include more than 75 sessions covering management, programming, sales, engineering and allied radio topics. The 18-member convention steering committee is co-chaired by NRBA President Bernard Mann, president of High Point, N.C.-based Mann Media, and Gary Stevens, president of Doubleday Broadcasting.

Switching at Selcom

Barbara Crooks, president of Selcom Radio, announced her resignation last week, triggering a major reshuffling of company executives at Selcom Inc.—the radio representation subsidiary of Selkirk Communications Ltd., Toronto, that comprises both Selcom Radio and Torbet Radio.

Crooks said her departure from the company is on "amiable" terms. "I had accomplished everything I set out to do, working within the framework of the corporate structure," she said. Crooks said she wanted to do something in "a different mode" within the industry and is expected to announce her plans, which might involve a move back to her native Dallas, shortly.

Crooks had been associated with the company for 11 years, most of them spent running Selcom Radio's Dallas office. She was named president of the firm in Decem-



Sold. Country WHN(AM) New York became the newest addition to Doubleday Broadcasting's radio station portfolio when ownership was officially transferred from Mutual Broadcasting. On hand for the closing were (l-r): Dick Anderson, Doubleday senior vice president; Gary Stevens, Doubleday president; Bruce Goodman, Mutual senior vice president and general counsel, and Brian Moors, WHN vice president and general manager.

Doubleday said it plans to market its New York FM outlet, contemporary hit WAPP, in combination with WHN as the New York Radio Network (BROADCASTING, Jan. 7).

ber 1983. Bob Smith, executive vice president of Selcom Inc., responsible for all financial matters, will assume direction of Selcom Radio until a successor is named, according to company officials.

The other management changes include the appointment of Lou Faust, president of Selcom Inc., to the newly created post of chairman. In his new position, Faust said he will have more time to concentrate on the "overall" direction of the company and to continue exploring the possibilities for expansion. (Selkirk Communications Ltd. is said to have conducted exploratory talks last summer with John Blair & Co. when it reportedly was considering the possibility of

selling both Blair Radio and Blair/RAR ["Closed Circuit," Aug. 20, 1984]). Faust will continue to report to Michael Ihnat, vice president of Selkirk Communications Ltd., who is responsible for overseeing the company's U.S. radio and television representation firms.

Succeeding Faust is Torbet Radio President Peter Moore, whose tenure with that company spans nearly 17 years, beginning as its research director in 1968. Moore became president in 1979 at age 32, making him the youngest radio rep president in the business, according to Torbet. Moore will now report to both Faust and Ihnat. Permanent replacements for Crooks and Moore are expected to be named within the next 30 days.

Divided by districts

The restructuring of its affiliate relations department, creating teams of district directors and managers who are responsible for clearing all network programming, was announced last week at CBS RadioRadio's winter affiliate board meeting in Key West, Fla.

The move, effective Feb. 1, will eliminate a separate department for clearing the young adult network's long-form programming, such as *Entertainment Coast-to-Coast*, *Top 80 USA* and *Top 40 Satellite Survey*, which will now be cleared together with news and information features. Susan Ja-

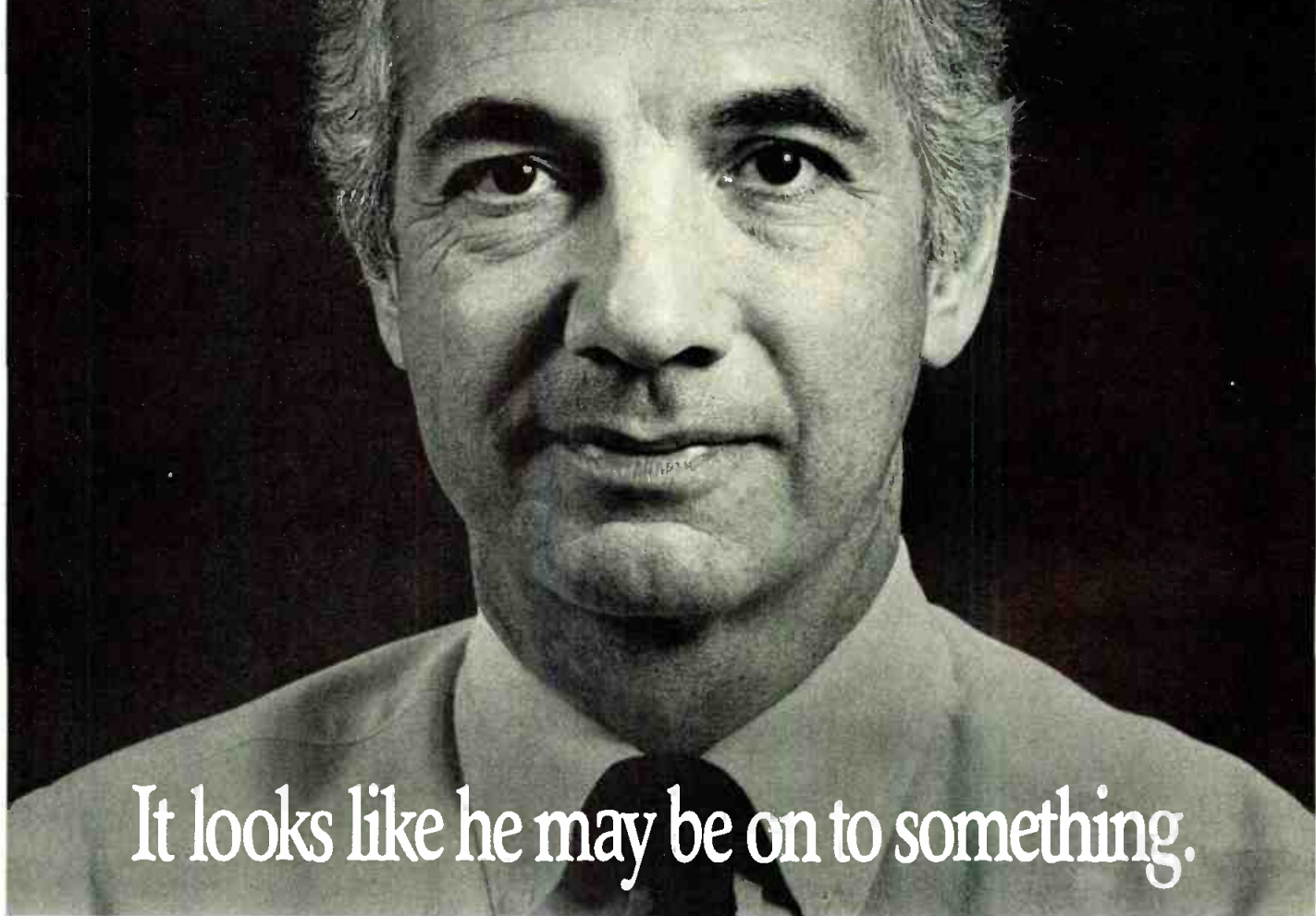
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He is. As Vice President, Mutual News, Ron's leadership gives our news team an edge. His background as broadcast journalist, editor, author, and former presidential press secretary means he knows how to deliver substantive radio news.

Just the way affiliates want it. Proof: over 800 carry the Mutual news product. And the list is growing fast.

THERE'S NO SUBSTITUTE FOR SOLID REPORTING.

News is news, you say? Ask your listeners. Ask them where they tuned to hear reports from the *first* radio correspondent to reach Grenada after the U.S. invasion.

Mutual.

Or where they heard reports on the condition of President Reagan from the *only* reporter at the operating room after the assassination attempt.

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The Mutual Radio Network regularly

beats the TV networks and wire services on big stories. Like the plans to send Marines to Lebanon; the evacuation of dependents from Beirut; the resignation of James Watt.

Sure you can take your radio news from the TV networks, but what are you and your listeners really getting? Often just warmed-over television news.

OR FLEXIBILITY.

Your station can have our news any way your listeners want it: up to five minutes on the hour or up to five minutes on the half hour. And, unlike the TV networks, it's not all wrapped in a rigid package that allows you no scheduling options.

We also offer "Lifestyle" news and features—targeted to younger listeners—for up to 3½ minutes at the :55 mark, plus the news magazine "America

in the Morning," business reports, and closed circuit updates and special reports that you can broadcast directly or incorporate into your own presentation. You choose the combination that best fits your format.

HOW ABOUT A FREE SATELLITE DISH?

We'll help you deliver the news with a free satellite dish. It'll provide you with our regularly scheduled programming and, simultaneously, continuous live coverage of fast-breaking news events and special short-form updates.

Nobody else offers anything else like it.

When you want *radio* news, come to the *radio* network. To learn more call Mutual Station Relations at (703) 685-2050.



Mutual's on a Roll.



Birthday bash. ABC celebrated the third anniversary of its Rock Radio and Direction networks at company headquarters in New York. The Rock network has a lineup of about 75 stations while Direction has topped 240 affiliates. Marking the occasion were (l-r): Bob Benson, vice president and senior executive, ABC Radio Networks; Chuck King, vice president, affiliate affairs and acquisitions; Tina Press, director of programming for the networks; Dan Forth, director, ABC Rock Radio; Gloria Briggs, manager, ABC Rock Radio; Vince Gardino, director, ABC Direction; Cathy Pratt, manager, ABC Direction, and Fred Davis, director of news, ABC Direction.

cobi, who previously headed long-form programming as director of program/affiliate administration, assumes the newly created position of district director for the central region. Other staffers in her department: Frank Cammarata, Cathy Kelly and Christopher Donohue, who are to hold the new titles of district manager for the Southern, Northern and central regions, respectively. (The Western region will have no district manager.) Continuing in their present roles as district directors are: Robert Leeder (Northern), Nicholas Kiernan (Southern) and Steven Epstein (Western).

CBS RadioRadio vice president and general manager Robert Kipperman noted that the new structure allows for "heightened service" to network affiliates.

Also announced at the affiliate board meeting was the addition of a daily, after-

noon, 90-second *Sportsbreak* program, to be hosted by CBS sportscaster Pat O'Brien. The program, targeted to debut in mid-February, will be fed at 4:20 p.m. NYT. A morning version, hosted by CBS Radio sportscaster Jim Hunter, is currently fed at 8:20 a.m. NYT.

Two live ones from NBC

NBC's new long-form programming unit, NBC Radio Entertainment, will deliver by satellite a one-hour music and interview program featuring the rock group, Foreigner, on Thursday (Jan. 24) at 10-11 p.m. NYT. The special, called *Foreigner's Listening Party*, will originate live from the Poste Parisienne studios in Paris. The broadcast, which will be co-anchored by Dan Neer, NBC Radio Entertainment producer, and Judy Libow,

vice president of promotion for Atlantic Records, will include Foreigner members Mick Jones (guitar) and Lou Gramm (lead vocal) fielding phone-in questions from listeners.

In another development, comedian Billy Crystal has been named to host NBC Radio Entertainment's first installment of *Live From The Hard Rock Cafe*, a new monthly one-hour contemporary music/variety series originating at the popular New York City nightclub ("Riding Gain," Dec. 17, 1984). Crystal will open the series on Sunday, Jan. 27, at 9-10 p.m. NYT along with rock 'n' roll performer Little Richard and David Byrne, lead vocalist and guitarist of the musical group, Talking Heads. Affiliates of The Source, NBC's young adult network, will have the right of first refusal for both programs.

Getting older

Doubleday Broadcasting's WMET-FM Chicago has made the switch from album-oriented-rock (AOR) to adult contemporary ("In Brief," Jan. 14). According to station vice president and general manager Bob Gould, WMET-FM's new playlist, with artists such as Melissa Manchester, Kenny Rogers and Barry Manilow, is designed to attract a core audience of 29-to-41-year-olds. The station is serving the median age of the Chicago radio listener, said Gould, noting that the company's independent research shows that age to be 35.

Additionally, Metromedia's WASH(FM) Washington will switch back to a "full-service" adult contemporary format from contemporary hit radio (CHR) in mid-February, according to new station vice president and general manager Tom Durney. The station was one of the premiere adult contemporary stations on FM before it decided to turn CHR about two years ago.

Both moves underscore a growing movement among stations—especially FM outlets—looking to switch formats and opting for some form of adult contemporary ("Riding Gain," Jan. 14).

New from IGC

The Independent Group of Companies (IGC), a newly formed New York-based, communications holding firm involved in several broadcast-related activities, has reached an agreement with radio program supplier Cinema Sound Inc., New York, to jointly produce and distribute programming. The firms said they will explore the potential for program development and distribution in a variety of formats including talk. Cinema Sound currently produces features heard on more than 400 stations.

IGC also reached an agreement with Arielle Productions International, Ltd., New York, to distribute programming for radio and television stations. The first project will be marketing an encore presentation of Arielle's two-hour, Valentine's Day radio music special, *How To Make Love To Each Other*. The show, which features the top adult contemporary ballads of the past 15 years, was first aired last year. The two companies will also work together in the development of programs.

IGC is headed by former ABC Radio and Katz corporate communications executive Henry Kavett.



Come together. DIR Broadcasting, New York, will soon launch what it's billing as the first national weekly radio series exclusively devoted to the Beatles. "While many stations have run Beatles weekends, they have voiced to us the desire to have a consistent weekly Beatles show that not only includes the playing of Beatles records, but also incorporates Beatles interviews as well as commentaries by contemporary musicians," said Peter Kauff, DIR executive vice president and co-founder. The one-hour, disk-delivered program will be hosted by Metromedia's WNEW-FM New York personality, Scott Muni, under the title of *Scott Muni's Ticket To Ride*. According to DIR, more than 100 rock stations have cleared the broadcast, which is scheduled to debut the first weekend in February. The series is produced by Charlie Kendall, program director of WNEW-FM, and Denny Somach, a Philadelphia-based radio program supplier. Pictured above are (l-r): Somach, Tom Couch, production director, WNEW-FM, who is also line producer of the show; Muni; Bob Meyrowitz, DIR president and co-founder; Kendall, and Kauff.

H & C Communications, Inc.

has acquired

Cowles Broadcasting, Inc.

We acted as financial advisor to Cowles Broadcasting, Inc.

Goldman, Sachs & Co.

New York Boston Chicago Dallas Detroit
Houston Los Angeles Memphis Miami
Philadelphia St. Louis San Francisco
London Hong Kong Tokyo Zurich



January 8, 1984

Tough times for satellite networker

Meadowlands Communications runs into financial difficulty following legal battle with AT&T

Meadowlands Communications Inc. appeared on the satellite communications scene early last year with some big plans. Using facilities and services leased from AT&T, the start-up company was going to set up a network of earth stations in 26 cities, most of them near stadiums, and provide a host of satellite networking services in head-to-head competition with the likes of World Communications, Hughes Television and Netcom (BROADCASTING, April 16, 1984).

At first, things went well. The Rutherford, N.J.-based company got a firm foothold in the business, picking up contracts to handle radio "backhaul" (the feed from the stadium to the originating radio station or network studio) for 14 National and American League baseball teams. And it later seemed to secure its place, making the winning bids to provide backhaul for the Mutual Broadcasting System's football games and for several National Football League teams.

But last fall, things began to unravel and, by all accounts, Meadowlands is now in deep legal and financial trouble. At the root of the trouble is AT&T. It cut off service to Meadowlands on Oct. 31 for nonpayment of bills, causing Meadowlands and many of its customers to scramble for alternative service. After AT&T pulled the plug, said Peggy Solomon, Mutual's vice president, broadcast operations, the radio network was forced to make its own arrangements for backhaul of its six or seven weekly football games during the last few weeks of the season and for its four bowl games over the Christmas season.

Meadowlands also became embroiled in a legal battle with AT&T in U.S. District Court in Newark, N.J. The same day AT&T cut off service, Meadowlands filed suit against the telecommunications common carrier, alleging that it breached their contract by failing to provide promised services and facilities and asserting that Meadowlands was, as a result, not obliged to pay AT&T's latest bill of \$932,000. It also demanded damages and the return of some of the money it had already paid AT&T.

AT&T countered with a lawsuit of its own a month later. After denying the charges made in Meadowlands' complaint and claiming it delivered everything it promised, AT&T alleged that Meadowlands owed it \$1.9 million for services provided through November and for termination charges. On several occasions, the complaint said, Meadowlands "falsely and fraudulently represented" its willingness and ability to pay AT&T to induce AT&T to continue to provide service.

AT&T also contended that some of the

principals in Meadowlands improperly diverted some of the company's revenues into their own bank accounts and into other businesses. Meadowlands, the complaint said, "ceased to be operated as a corporation and was, . . . in fact, operated solely for the fraudulent personal enrichment" of the principals, including Ames Industries; John DeSanctis, who bought out Ames's majority interest in Meadowlands last summer; John Chanin, senior vice president, and others.

The future of Meadowlands is uncertain. It has been able to provide some services since November through other satellite carriers such as Western Union, but it has lost the satellite network that was to have been the cornerstone of its business, has debts besides AT&T's hanging over its head and has apparently lost much of the business that launched it in the business—baseball radio.

Jeff Sudikoff, president of IDB Communications Group Ltd., said his seven-year-old firm has reached tentative agreements to handle radio backhaul for the majority of baseball teams and many of Meadowlands' 1984 customers by offering one-hop satellite transmission service from every major league baseball city for \$500 a game.

Talk within the satellite network business is divided on the question of Meadowlands' fate. Some say the company is on the verge of bankruptcy; others say that it is close to lining up new financing that will put it back on solid footing. Meadowlands has refused to talk to BROADCASTING since November despite repeated calls. At that time, Tim Wetmore, Meadowlands' marketing coordinator, was terse: "We are still here and still alive."

Evidence that there can be some kind of life for Meadowlands without AT&T is provided by Jim Burns, chief engineer at CBS's WBBM(AM) Chicago, which had hired Meadowlands to transmit the away games of the Chicago Bears back to the station. Presumably because of the break with AT&T, Burns said, Meadowlands was unable to provide service for the final three or four games of the regular system, but it rebounded to handle the Bears' two playoff games from Washington and San Francisco.

Among Meadowlands' creditors is Sky-Tech Inc., which, according to Sky-Tech President Seth Michaels, signed a one-year contract for the transmission of its one-hour agricultural television show and paid for about three months of service in advance. Meadowlands only transmitted three shows, he said, and has made no effort to repay Sky-Tech for the unprovided service. "I just chalk it up to amateur hour at the Bijou," said Michaels.

On the other hand, Meadowlands made good on what it owed RKO Radio Networks, according to RKO's Joe Maguire, vice president, director of engineering. Meadowlands

had purchased some satellite time from RKO prior to November, but fell behind in its payments, Maguire said. "They suggested a settlement and they carried out all the terms of the settlement," he said. "As of Dec. 1 [1984], which is the beginning of RKO's fiscal year, they were paid up in full."

Meadowlands' competitors were not surprised the company ran into financial difficulties. To capture the baseball and football business, they say, it cut its prices below what they believe was its cost. To transmit a baseball game and provide all the in-stadium telephone lines, said IDB's Sudikoff said, Meadowlands charged just \$325 per game.

Sudikoff cites another deal as an example of how Meadowlands was doing business. Meadowlands underbid IDB to handle uplinking for ABC Radio out of the various Olympic venues last summer, Sudikoff said. But just before the opening ceremonies, he said, Meadowlands subcontracted the job to IDB for more than Meadowlands was getting from ABC.

One key to Meadowlands' future is retaining its football business. John Soller Sr., vice president and general manager, WKRC(AM) Cincinnati, who used Meadowlands for backhaul of the Cincinnati Bengals' away games last season until Meadowlands' problem with AT&T interrupted service, has yet to make plans for next season and is keeping an eye on Meadowlands. "I'm waiting to hear, like a lot of people, how this is going to work out." □

Copyright clash at IRTS luncheon

MPAA's Valenti and NCTA's Mooney square off over issue; Ueberroth says league might renegotiate contracts in light of superstations

Cable's copyright obligation to program producers was the main topic of discussion last week at an International Radio and Television Society luncheon in New York.

The leaders of the trade associations whose members' interests are most at stake, Jack Valenti, president of the Motion Picture Association of America, and James Mooney, president of the National Cable Television Association, agreed on one statement concerning the issue—that it will be, in Mooney's words, "an interesting [next] two years"—but on little else. They were joined by Major League Baseball Commissioner Peter Ueberroth, who talked briefly about what he believes is one of the most divisive issues confronting his sport today—the transmission of games nationally by broadcast superstations.

Valenti told the gathering that "it's be-

Wesray Communications, Inc.

has acquired

Forward Communications Corporation

*The undersigned acted as financial advisor to
Wesray Communications, Inc. in this transaction.*

Lehman Brothers
Shearson Lehman/American Express Inc.

January 21, 1985

LDX Group, Inc.

has sold

WEEK-TV
(Peoria, Illinois)

KRCG-TV
(Jefferson City, Missouri)

to

Price Communications Corporation

*The undersigned acted as financial advisor to LDX Group, Inc.
and assisted in the negotiations leading to this transaction.*

Lehman Brothers
Shearson Lehman/American Express Inc.

January 21, 1985

come apparent that cable will try to lower the copyright fees that it pays" to program producers, probably including an organized push for congressional action. But, said Valenti, MPAA will stand its ground. "We insist that what we provide cable ought to be for a fair price."

If cable goes to Congress in an effort to lower the fees for imported distant signals, Valenti said, MPAA would also go to Congress, to lobby for the lifting of the compulsory license fee, a blanket fee, based on basic cable revenues, that cable operators pay for all the copyrighted program material they transmit. Referring to the recent cable deregulation bill, Valenti said, "If government restrictions negative to cable deserved to be

abolished, should not [negative] restrictions applied to copyright owners be repealed?"

Mooney said that Valenti tends to characterize "unfettered copyright as close to a state of nature, which it is not." The government, Mooney said, has granted "all sorts of copyright privileges" to further the public interest. "What we have here," he added, "is a dispute over whether the copyright act has been administered as fairly as it should be. A 'fair price' to Jack is the price he can get."

Ueberroth made the somewhat startling statement that the league might consider a

possible renegotiation of its contracts with ABC and NBC for broadcast rights (valued at over \$1 billion for the current five-year package), if the broadcast networks believed that superstation carriage of games diminished the value of their rights contracts. "We might listen to that," he said.

He said that negotiations were going on with teams carried by superstations to compensate the league for superstation-televized games carried into other MLB franchise markets. The issue, he said, "has torn baseball apart." □

Changing Hands

Financial boost. The Corporation for Public Broadcasting's board of directors has allocated an additional \$2 million to its children's programming budget, and will consider at least another \$2 million increase for such programming at its March meeting. CPB President Edward J. Pilsner told the board that it was time for an "invigoration of children's and educational programming," adding that this "is a happy decision for public television whose licensees have long supported, through money and broadcast time, the highest commitment to children. It should be the beginning of an even happier time for the nation's children in terms of quality programming on a regular basis," he said.

PROPOSED

WEAN(AM)-WPJB-FM Providence, R.I. □ Sold by WPJB-FM/WEAN Broadcasting Co. to Eastern Broadcasting Co. for \$5 million cash. **Seller** is subsidiary of The Providence Journal-Bulletin Co., Providence, Rhode Island-based station group of one AM, one FM and four TV's, publisher of the *Providence Journal-Bulletin*, and owner of cable systems in Florida, Massachusetts, New York, California and Rhode Island. It is principally owned by voting trust controlled by John A. Watkins, chairman, and six others. **Buyer** is Washington-based station group of five AM's and four FM's owned by Roger A. Neuhoft and family. WEAN is on 790 khz full time with 6 kw. WPJB-FM is on 105.1 mhz with 50 kw and antenna 500 feet above aver-

age terrain. **Broker:** Blackburn & Co.

WAVV(FM) Vero Beach, Fla. □ Sold by Rowland Stereo Radio Inc. to Treasure Coast Radio Inc. for \$2.5 million cash. **Seller** is owned by Bob Rowland, who has no other broadcast interests. **Buyer** is owned by Charles Andromidas and Jack Healey. Andromidas is New York real estate developer. Healey was formerly with McGavren Guild, New York-based station representative. WAVV is on 105.5 mhz with 3 kw and antenna 350 feet above average terrain. **Broker:** Stan Raymond & Associates.

WJYR(FM) Myrtle Beach, S.C. □ Sold by Rawley Communications Corp. to Myrtle Beach Broadcasting Ltd. for \$1.7 million. **Seller** is owned by David Rawley Jr., who also owns WINH(AM)-WGMB(FM) Georgetown, S.C., and WJYW(FM) Southport, N.C. **Buyer** is owned by Don McCoy, president, and Doug Grim, general manager. McCoy owns WDLP(AM)-WGNE-FM Panama City, Fla. Grim was formerly Southeast regional manager for Arbitron. WJYR is on 92.1 mhz with 3 kw and antenna 326 feet above average terrain. **Broker:** Stan Raymond & Associates.

KBCQ(AM) Roswell, N.M. □ Sold by Sky Corp. to Sudbrink Broadcasting Inc. for \$600,000. **Seller** is New York-based station group of six AM's and four FM's headed by Dennis Israel, president. **Buyer** is Fort Lauderdale, Fla.-based station group of three AM's and two FM's owned by Robert W. (Woody) Sudbrink. KBCQ is on 1020 full time with 50 kw. **Broker:** The Ted Hepburn Co.

For other proposed and approved sales see "For the Record," page 104.

F&S Development & Investment Group

has sold

WFSL-TV

Lansing, Michigan

to

The Journal Company

Milwaukee, Wisconsin

for

\$9,000,000

We are pleased to have served as broker
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1/21/85

LPTV groups join forces

Three trade groups get together
to form Community Broadcasters
of America to increase lobbying power

Representatives of three low-power television station trade organizations have agreed to merge into a single new association called Community Broadcasters of America. The CBA was formed last Monday (Jan. 14) in San Francisco by the American Low Power

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WLVE FM
Miami Beach,
Florida
Masla

WIVY FM
Jacksonville,
Florida
Torbet

WSVA
Harrisonburg,
Virginia

WQPO FM
Harrisonburg,
Virginia

Television Association, Community Broadcasters Association and National Association of Community Television Broadcasters. The groups met prior to a one-day (Jan. 15) conference sponsored by the Community Broadcasters Association, using space donated by NATPE International at the Moscone Convention Center.

"This consolidation is something our industry has badly needed for some time," said Lee R. Shoblom, president of both the new organization and the Community Broadcasters Association. He told BROADCASTING impetus for the merger came from recent lobbying efforts in Washington concerning LPTV's must-carry status.

"We discovered we had some clout when working together in a united front," Shoblom reflected. He said the CBA will be based in Washington and will be active in regulatory aspects of the emerging industry. Details regarding staff and strategies are to be announced, Shoblom said.

Cecil Fuller, president of NACTB and newly named CBA vice president, termed the unification "one of the most positive

moves we could ever make," contending that the lack of unity has kept the LPTV industry from being taken seriously by policy-makers and program suppliers.

Two other organizations active in low-power television—the National Translator Association and the National Institute for Low-Power Television—are not parties to the agreement.

During Tuesday's conference, attended by about 50 LPTV station executives, Barbara Kriesman, chief of the FCC's low-power television branch, gave an update on the commission's license processing activities. She estimated as many as 500 LPTV construction permits will be issued in 1985. Kriesman said implementation of a proposed new procedure that would provide a five-day application window is not likely until the last quarter of this year.

Attendees heard from a cross section of program syndicators during a later session, focusing on how LPTV operators might best tap into the programming marketplace.

"I suggest you wait until six months after NATPE to do business with people like us,"

advised Charles Larsen, representing D.L. Taffner Ltd. "See what's unsold in August and you can probably make some excellent deals." He urged LPTV stations to form buying consortia that would enjoy the advantages of contracts covering stations in a variety of markets. "Find reasons for us to say yes. Teach us some new ground rules."

"LPTV has to realize that the high-powered stations will be pitched first," added Shelby Larsen of Carrousel Productions. "You've got to be realistic about who you are and who we are," she continued, suggesting LPTV not expect to acquire syndication rights to programs like *M*A*S*H*. Smaller and newer syndicators, Larsen added, might be more easy to do business with than such giants as 20th Century Fox and Embassy Communications.

"Built-in costs of a company like ours are very high," conceded Embassy's Barry Thurston. "My advice is to follow the programming philosophies of successful stations around the country, but not their programs. . . . You need to find your own identity, whatever that is." □

Journalism

Closed inauguration opens to media

Real thing takes place in White House day before public ceremonies; after media complain, pool camera will be admitted

Viewers at home were to be able to watch the official swearing-in of President Reagan and Vice President Bush on Sunday (Jan. 20), after all. The White House last week, bowing to complaints from the media, made what was to have been a private ceremony in the White House, on the constitutionally prescribed day, available for pool coverage. The White House felt "it was a way to share an important event with the people," said White House spokesman Mark Weinberg.

With CBS News handling the television pool, a camera crew was to feed pictures to the other networks of the ceremony that was to begin shortly before noon, on the red-carpeted landing of the grand staircase leading to the state floor from the family quarters. CBS was also to set up a microphone for radio coverage. The President was to be sworn in by Chief Justice Warren E. Burger, and Bush, by former Supreme Court Justice Potter Stewart.

The ceremony—which is being repeated today, in public, on the west front of the Capitol—was to be the first private oath-taking in the White House to be televised. The last swearing-in that occurred on a Sunday and therefore was private was for the second term of Dwight Eisenhower, in 1957. There was no media coverage on that occasion.

Besides the television camera, the White

Vietnam network coverage. The war in Vietnam was once described as the "living-room war" because of its extensive television news coverage. But according to a study of network news footage of that time, nightly accounts of Vietnam were not filled with pictures of battle or deceased or wounded victims.

That's the conclusion of Oscar Patterson III, as reported in his "Analysis of Television Coverage of the Vietnam War" in the fall 1984 issue of *Journal of Broadcasting*. Based on an analysis of a random sample of "regular" network television news programs broadcast from Aug. 5, 1968, through Aug. 15, 1973, the data "does not support the contention" that nightly network television coverage of Vietnam "was a daily parade of film footage showing the American public not only battle, but also the dead, dying and wounded," Patterson says, although Vietnam news was reported. Instead, Patterson says, "a few graphic, highly dramatic events appear to have so impinged on the public's—and the media's—consciousness as to drastically alter their recall of the daily television coverage of the Vietnam war and war-related events."

Patterson, an associate professor at Pembroke State University in North Carolina, used a sample of 180 regular evening television news programs for the study (60 programs, 12 per year, for NBC, ABC and CBS, respectively), of which 24.2% were Vietnam-related. According to the author, certain coverage trends appeared in the study: "Not only did CBS carry the most Vietnam-related stories, it also carried the most such stories in a single year—83 in 1969 to 1970. ABC, on the other hand, carried the fewest total news stories, but the largest percentage of Vietnam-related stories—26.3%. And NBC, which carried the most total stories, aired the smallest number and the smallest percentage of Vietnam-related stories" (22%).

"While Vietnam-related stories may have dominated television news programs in this sample, the majority of the time none of the networks carried stories which included film or photographs of combat," Patterson writes, adding that "stories which carried such graphic coverage comprised only 4.2% of the total Vietnam-related stories aired on CBS; only 3.1% of those carried by ABC, and only 2.9% of the Vietnam-related stories carried by NBC." (Percentages of Vietnam-related stories that depicted the dead or wounded were less: 3.1% of that carried by CBS; 1.7% of that by ABC, and 1.8% of that by NBC.) Additionally, Patterson writes, "there were periods in the sample analyzed during which no items appeared on an individual network containing photographs of combat. And at no point did any single network for the sample analyzed give Vietnam-related stories containing film or photographs of combat at a level in excess of 9.1% (ABC for 1971-1972) of its war-related coverage."

Patterson writes that news stories that reported on the dead or wounded usually did not include pictorial accounts. And although the weekly "body count was a part of the overall Vietnam experience," it was generally reported in terms of total dead, wounded or missing for the preceding week and for the total-to-date. However, these statistics usually appeared only once a week, Patterson says, and did not include pictures.

House provided yesterday for coverage by two wire service reporters and photographers, one color photographer and one pool reporter.

In other inauguration-connected news last week, there was word that the National Association of Broadcasters was among 60 corporations and other parties that loaned at least \$100,000 each to the inaugural committee. Others with media connections are Gannett Co.'s *USA Today*; Joe Allbritton, whose Allbritton Communications owns KATV(TV) Little Rock, Ark.; WJLA-TV Washington, KTUL-TV Tulsa, Okla.; WCIV(TV) Charleston, S.C., and WSET-TV Lynchburg, Va.; American Express, part owner of Warner Amex Cable Communications, and General Electric Co., licensee of KCNC-TV Denver and 37% owner of United Artists Cablesystems Corp.

The inaugural committee, which raised some \$9 million in 12 days to pay for the events celebrating Reagan's second inauguration, expects to repay the loans through the sale of television advertising in the gala that was broadcast on Saturday night (Jan. 19), tickets to nine inaugural balls and the sale of mementos. □

1984: good year for candidate debates, according to report

NAB study finds relaxation of Aspen rule led to debate coverage by 41% of TV stations

If television viewers around the country thought they were seeing more debates among local, state and congressional candidates during the 1984 political campaign than they had in previous campaigns, they were probably right. A National Association of Broadcasters study to determine how stations covered local elections in the wake of the FCC's relaxation of the Aspen rule shows that nearly one-third of all stations aired a station-sponsored debate. Nor was that the extent of such coverage. Another 10% of the stations surveyed broadcast debates sponsored by an outside group, such as the League of Women Voters.

The Aspen rule had permitted broadcasters to cover a debate without subjecting themselves to the equal-time rule, provided the event was sponsored by an outside party. The commission in November 1983 amended the rule to remove the restriction. The relaxation would have permitted the networks to sponsor as well as cover the presidential and vice presidential debates last year, but the Republican and Democratic parties preferred the League of Women Voters as sponsor. The league had sponsored the debates in 1976 and 1980.

The NAB study, which involved a survey of 201 television news directors (with a standard error for results of plus or minus 7.1%), found that almost half (45%) of those checked had offered to sponsor a debate between candidates for a local, state or U.S. congressional office—and that 31% of the stations actually broadcast one it had spon-



Walter Mondale and Ronald Reagan in their presidential debate

sored. The study also indicated that candidates do not necessarily regard the chance of a televised debate as a blessing—more than half of the stations surveyed reported invitations to debate had been declined by one or both of the candidates involved. The 10% of stations reporting carrying debates sponsored by third parties brought the total percentage of television stations that broadcast a debate involving other than the presidential and vice presidential candidates to 41%.

The study found that most stations that produced debates followed the format employed in the presidential and vice presidential debates. Forty percent used a panel of

journalists to pose questions to the candidates, allowing time for rebuttal. Another 18.3% employed only a moderator to ask questions. But in those cases also, the format provided for rebuttal. Although a variety of formats was reported, none of the stations presented debates in the classic manner; all subjecting the candidates to questions.

Television stations used methods other than debates to inform viewers about issues and candidates involved in nonpresidential races. About one-third conducted interviews with candidates that ran more than five minutes. Some 72% broadcast news and information on candidates and information that was in addition to the material normally carried on newscasts. The majority of news directors—69%—reported coverage on local newscasts, which included special series devoted exclusively to the issues and candidates.

The study also found that many stations played an active role in attempting to stimulate voter turnout. Slightly more than 80% of all television news directors participating in the survey said they used some form of get-out-the-vote public service announcement produced by an outside source, while nearly two-thirds said they produced their own. More than 14% organized community outreach programs related to the 1984 election campaigns, most of them involving voter registration drives. □

NewsBeat

Speedy approval. Radio-Television News Directors Association has called for swift Senate approval of Senate minority leader's proposal for radio and television coverage of Senate—even if RTNDA feels proposal is less than ideal. RTNDA President Lou Adler, news director of WOR(AM) New York, said Senator Robert Byrd (D-W.Va.) "is to be applauded for moving so quickly" to introduce in new session of Congress his resolution (S. Res. 2), which calls for broadcast coverage of upper chamber whenever both majority and minority leaders agree to such coverage and would assure equal treatment of two parties. It would also assign job of operating broadcast equipment to Senate employees (BROADCASTING, Jan. 7). Adler said coverage "is not the sort... we as journalists would prefer if it were up to us." He said RTNDA would prefer "free and open coverage" of Senate. "But," he said, "what Senator Byrd has proposed is much better than what we have now, which is nothing." He called on senators "to move quickly to implement" Byrd proposal and end "electronic blackout of what happens in the U.S. Senate." □

Request rejected. American Security Council, conservatively oriented Washington think tank, has failed in its bid to have Supreme Court consider whether CBS News violated FCC's fairness doctrine in its five-part series on *The Defense of the United States*, broadcast in June 1981. Justices, without comment, rejected ASC's petition for review of decision of U.S. Court of Appeals in Washington affirming FCC's opinion that concluded series did not violate fairness doctrine. ASC maintained that CBS had "played fast and loose with the facts" and had employed consultants who "appeared to be very committed to the pacifist point of view." But basic complaint was that CBS paid insufficient attention to ASC's view that administration was not spending enough on defense. □

Responsibility and freedom. Task force composed of representatives of print and broadcast media has been established at Journalism Resources Institute of Rutgers University to develop programs for examination of press freedom and responsibility. E. Donald Lass, president and editor of *The Asbury Park* (N.J.) *Press*, will head "Press Freedom and Press Responsibility" project. Professor Jerome Aumante, director of institute, said task force will include state, regional and national representatives of newspapers, magazines, television and cable television, with major focus on New Jersey-New York-Pennsylvania area. Aumante said task force will look at professional concerns involved in gathering, preparing and disseminating news and information; ethics; standards of excellence; issues of privacy fairness and balance, and conflicts of interest.

As compiled by BROADCASTING, Jan. 9 through Jan. 16, 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

Actions

- **KSML(AM)** Globe, Ariz. (1250 khz; 1 kw-D; 250 w-N)—Granted assignment of license from Heslep Broadcasting Co. to James Mace for assumption of \$50,000 note. Seller defaulted on loan to buyer who took possession of station and forgave remaining debt. Seller is principally owned by Charles D. Heslep and his wife, Alma. It has no other broadcast interests. Buyer has no other broadcast interests. Action Dec. 24.
- **KEZA(FM)** Fayetteville, Ark. (107.9 mhz; 100 kw; HAAT: 1,259 ft.)—Granted assignment of license from Hendren Communications Inc. to J.B. Hays for \$1,750,000, comprising \$600,000 cash and remainder note. Seller is owned by Kim Hendren and his wife, Marylea. They have no other broadcast interests. Buyer is Fayetteville oral surgeon with no other broadcast interests. Action Dec. 31.
- **KGHI(FM)** Mountain Home, Ark. (105.5 mhz; 3 kw; 414 ft.)—Granted 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 WKYY-FM Moss Point, both Mississippi; WMLT(AM)—WQZY-FM Dublin and WMCQ(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. Action Dec. 31.
- **WPDS-TV** Indianapolis (ch. 59; ERP vis. 2,300 kw; aur. 230 kw; HAAT: 1,000 ft.; ant. height above ground: 1,040 ft.)—Granted assignment of license from USA Communications Inc. to Outlet Communications Inc. for \$22 million. Seller is owned by Anapomp Inc. (80%), publicly held Indianapolis-based computer services firm headed by Ronald D. Palmera, president and chairman; Melvin Simon (10%), and his brother, Herbert (10%). It has no other broadcast interests. Buyer is Providence, R.I.-based subsidiary of privately held The Rockefeller Group, New York. Outlet is headed by Bruce G. Sundlun. The Rockefeller Group is headed by Richard A. Voell. Action Dec. 26.
- **KFRA(AM)**—KFRA-FM Franklin, La. (AM: 1390 khz; 500 w-D; FM: 105.5 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from KFRA Inc. to Franklin Broadcasting Co. for \$475,000 cash. Seller is principally owned by Lionel B. DeVille and Paul H. DeClouet. It also owns KPVI-AM-FM Ville Platte, La. Buyer is owned by Sherry A. Lopez (60%), Robert G. Holbrook (20%) and Ricky J. Broussard (20%). They have no other broadcast interests. Action Dec. 28.
- **KLB(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. Action Jan. 7.

■ **WCSS(AM)** Shelby, N.C. (1390 khz; 1 kw-D; 500 w-N)—Granted assignment of license from Charter Communications Inc. to Bello Broadcasting Co. for \$312,734.39 assumption of note. Seller is owned by William L. Shaw, who has no other broadcast interests. Buyer is owned by Joseph A. Bello, who recently sold WCKX(FM) London, Ohio. Action Dec. 21.

■ **KKCC-AM-FM** Clinton, Okla. (AM: 1320 khz; 1 kw-D; FM: 106.9 mhz; 100 kw; HAAT: 286 ft.)—Seeks assignment of license from Moller Broadcasting Co. to Stephenson Broadcasting Co. for \$365,000 cash. Seller is owned by F. Van Dorn Moller. Moller also owns KKER(AM) Spokane, Wash., which went off air on Feb. 21. KKCC-AM-FM went off air on Nov. 7 as part of the terms of sale. Buyer is owned by Robert L. Stephenson, and his wife, Norma (80%), and his children, Robert and Sandra, (10% each). It also owns KNOR(AM) Norman and KHEN(AM)—KDLB(FM) Henryetta, both Oklahoma, and is app. for new AM in Lowell, Ark. Action Dec. 28.

■ **KHOS(AM)** San Angelo, Tex. (1420 khz; 1 kw-D)—Granted assignment of license from KHAG Inc. to Hoss Media Inc. for \$350,000, comprising \$265,000 cash and remainder note. Seller is equally owned by Loyd C. Senn, Robert E. Clark and R.L. Haggard. Clark is general manager of KHOS and KFYO(AM) Lubbock, Tex. Buyer is equally owned by Charles Strickland, Dale Palmer and A.T. Burke. It also owns KMHT-AM-FM Marshall, Tex., and KBIL(FM) San Angelo, Tex. Burke also owns KYCU(TV) Cheyenne, Wyo.; KSTF(TV) Scottsbluff, Neb.; KGNS(TV) Laredo, Tex., and is app. for assignment of KLMG(TV) Longview, Tex. Palmer also owns KOLE(AM)—KKMY(FM) Beaumont, Tex., and KBLU(AM)—KTTI(FM) Yuma, Ariz. Strickland is also app. for assignment of KSTV(AM)—KWWM(FM) Stephenville, Tex. Action Dec. 28.

■ **WANT(AM)** Richmond, Va. (990 khz; 1 kw-D)—Granted assignment of license from Old Dominion Broadcasting Co. to Robinson Broadcasting Corp. for \$900,000 cash. Seller is owned by John L. Sinclair (78%) and his children, Robert, J. David, and Ann S. Adams (22% jointly). Sinclair also owns WCVL(AM)—WLFX(FM) Crawfordville, Ind., and WNIS(AM) Portsmouth, Va. In addition, Sinclair also owns Sinclair Telecable Inc., operator of cable system serving Pittsboro and Hendricks counties, Ind., and West Yellowstone Cablevision Inc., operator of cable system serving West Yellowstone, Mont. They also own app. for new FM in Mechanicsville, Va. Sinclair has also purchased, subject to FCC approval, WTID(AM) Suffolk, Va. ("For the Record," April 23). Buyer is owned by Jacqueline Robinson, president (15%), Howard Sanders (15%) and 12 others. They also own WYCB(AM) Washington. Action Dec. 28.

New Stations

Applications AM

■ **Porter, Tex.**—Don E. Riley seeks 1520 khz; 1 kw-D. Address: 22203 Spring Gate, Spring, Tex. 77373. Principal has no other broadcast interests. Filed Jan. 8.

TV's

■ **Avalon, Calif.**—Petrus Broadcasting seeks ch. 54; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,581 ft.; ant. height above ground: 200 ft. Address: 4326 Valley View Rd., Norco, Calif. 91760. Principal is owned by Marshall Peters (30%) and his wife, Linda (30%), and Linda Trumbley (40%). They have no other broadcast interests. File Dec. 31.

■ **Sebring, Fla.**—Ridge Broadcasting Co. seeks ch. 60; ERP vis. 4,366 kw; aur. 434 kw; HAAT: 925 ft.; ant. height above ground: 911 ft. Address: 445 S. Commerce Ave., 33870. Principal is owned by Helen B. Britt and her husband, Robert (25% each, voting stock), and Al. J. Cone, Jeffrey R. Garvin, Clifton M. Kelley, James L. Livingston and Val R. Patarini (10% each, nonvoting stock). Cone has interest in app. for new FM in Tequesta, Fla. Filed Jan. 8.

■ **Sebring, Fla.**—Channel 60 Inc. seeks ch. 60; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,006 ft.; ant. height above

ground: 1,030 ft. Address: 420 W. Platt St., Tampa, Fla. 33606. Principal is owned by Norman B. Hart, James Sebesta, Mary Toney and four others. It has no other broadcast interests. Filed Jan. 7.

■ **Sebring, Fla.**—Hunt Partnership seeks ch. 60; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 830 ft.; ant. height above ground: 800 ft. Address: Route 2, Box 93, Yazoo City, Miss. 39194. Principal is equally owned by Rodney Hunt and Ronald D. Baptist. It has no other broadcast interests. Filed Jan. 8.

■ **Omaha—Omaha Telecasters Inc.** seeks ch. 54; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,335 ft.; ant. height above ground: 1,353 ft. Address: 3500 Parkdale Ave., Baltimore 27211. Principal's voting stock is equally owned by Otis McNeill, Sharon C. Wylie and Raymond Lau. Nonvoting stock is owned by eight others. McNeill is account executive and Wylie is public affairs manager at WBFF-TV Baltimore. Lau is production manager at WPTT-TV Pittsburgh. Filed Jan. 8.

■ **Omaha—Maryland Williams** seeks ch. 54; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 696 ft.; ant. height above ground: 476 ft. Address: 3357 N. 36th Ave., 68111. Principal has no other broadcast interests. Filed Jan. 8.

■ **Omaha—Minority TV of Omaha** seeks ch. 54; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,295.6 ft.; ant. height above ground: 1,230.6 ft. Address: 4440 N. 61st St., #12, 68104. Principal is owned by Kimberly B. Lathrop, general partner (80%), and Henry R. Higgins, limited partner (20%). It is also app. for new TV in San Antonio, Tex. Filed Jan. 8.

■ **Vineland, N.J.**—Rita Wyse seeks ch. 59; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 503 ft.; ant. height above ground: 476 ft. Address: Route 1, Box 26W, Archbold, Ohio 43502. Principal has no other broadcast interests. Filed Dec. 31.

■ **Vineland, N.J.**—Family Television Network seeks ch. 59; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 952 ft.; ant. height above ground: 979 ft. Address: Box 153, Cheltenham, Pa. 19012. Principal is owned by Leigh J. Murray (60%) and Robert C. Nelson (40%). It has no other broadcast interests. Filed Jan. 8.

■ **Tulsa, Okla.**—Tulsa Television Ltd. seeks ch. 53; ERP vis. 4,900 kw; aur. 490 kw; HAAT: 1,450 ft.; ant. height above ground: 1,270 ft. Address: 3806 E. 66th Place South, 74133. Principal is owned by George Vinnett and his wife, Pamela, general partners (5% each), and limited partners, John B. Conlan (40%), Robert M. Richmond (40%) and Ashton R. Hardy (10%). Vinnett is independent program producer. Richmond and Hardy have interest in KTUS(FM) Snowmass Village, Colo. Filed Jan. 8.

■ **Tulsa, Okla.**—Native American Broadcasting Co. seeks ch. 53; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,510 ft.; ant. height above ground: 1,333 ft. Address: 3401 First National Tower, 74103. Principal is owned by general partners Willis Mathews (15%) and Jay WhiteCrow (10%) and limited partner Phillip Ruffin (75%). It has no other broadcast interests. Filed Jan. 8.

■ **Tulsa, Okla.**—EAM Broadcasting seeks ch. 53; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 683 ft.; ant. height above ground: 477 ft. Address: 2310 Ponderosa Dr., #29, Camarillo, Calif. 93010. Principal is owned by Stuart Epperson (45%), Edward G. Atsinger (45%), Jerrold Miller (5%) and Ronald L. Young (5%). Without Young, EAM is also applying for new TV's in Memphis and Fort Worth (see below). Filed Jan. 8.

■ **Blanco, Tex.**—Opal Chaldwell seeks ch. 52; ERP vis. 2,500 kw; aur. 250 kw; HAAT: 1,370 ft.; ant. height above ground: 1,476 ft. Address: Route 3, Box 853, Wemberley, Tex. 78676. Principal, with her husband, Earl, and her son, Richey Benson, owns LPTV K45AQ Johnson City, Tex., and is app. for two more LPTV's there. Filed Jan. 8.

■ **Decatur, Tex.**—Chavala Broadcasting Inc. seeks ch. 29; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 971 ft.; ant. height above ground: 1,000 ft. Address: 2033 M St. NW, Washington 20036. Principal is owned by Paul R. Tapia (51%) and Lawrence Behr (49%). Behr is Greenville, N.C., broadcast consultant. Filed Jan. 8.

■ **Decatur, Tex.**—Karen L. Hicks seeks ch. 29; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 910 ft.; ant. height above ground: 727 ft. Address: 1115 Halesworth Dr., Charlotte, N.C. 28211. Principal has no other broadcast interests. Filed Jan. 7.

■ **Memphis**—Wolf River Broadcasting seeks ch. 50; ERP

vis. 5,000 kw; aur. 500 kw; HAAT: 1,131 ft.; ant. height above ground: 1,160 ft. Address: P.O. Box 3535, Shreveport, La. 71133. Principal is owned by Wesley Godfrey, who owns 25% of KDKS-FM Shreveport, La. His brothers, Kirk and Glynn, and sister-in-law, Patricia, are app.'s for new TV in Shreveport. Filed Jan. 8.

■ **Memphis**—EAM Broadcasting of Memphis seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,200 ft.; ant. height above ground: 1,238 ft. Address: 2310 Ponderosa Dr., #29, Camarillo, Calif. 93010. Principal is owned by Stuart Epperson (45%), Edward G. Atsinger (45%), Jerrold Miller (5%) and Errol Hunt. Without Hunt, EAM is also applying for new TV's in Tulsa, Okla., and Fort Worth (see below). Filed Jan. 8.

■ **Memphis**—Kyles Broadcasting Ltd. seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 800 ft.; ant. height above ground: 768 ft. Address: 3123 Monterey Sq., 38111. Principal is owned by Dwain J. Kyles (5%) and his wife, Gwendolyn (15%), general partners, and Robert S. Bramlett (40%) and James E. Brumbaugh (40%), limited partners. It has no other broadcast interests. Filed Jan. 8.

■ **Memphis**—Dorothy B. Evans seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 609 ft.; ant. height above ground: 478 ft. Address: 6961 Fellsway Cove, 38119. Principal has no other broadcast interests. Filed Jan. 8.

■ **Memphis**—Channel 50 of Memphis seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 921 ft.; ant. height above ground: 884 ft. Address: 188 S. Bellevue, Suite 222, 38104. Principal is owned by George S. Flinn, who also owns KGSF(AM)-KCJF(FM) Kellogg, Idaho, has interest in WMKM-TV Memphis and is app. for LPTV in Dallas. His brother, Fred, owns WGSF(AM) Arlington, Tex. Filed Jan. 8.

■ **Fort Worth**—Alden Television Inc. seeks ch. 52; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 994 ft.; ant. height above ground: 1,015 ft. Address: 120 N. Robertson Blvd., Los Angeles 90048. Principal is owned by Michael R. Forman and family. It also owns KTDZ(TV) Portland, Ore.; 80% of KTZZ(TV) Seattle; 10% of KRLR(TV) Las Vegas; new TV in Denver; VHF ch. 7, St. Martin, Dutch Antilles; cable system in Marshall Islands, U.S. trustee, and is app. for new TV in Green Valley, Ariz. Filed Jan. 8.

■ **Fort Worth**—Nuevo Mundo Broadcasting Inc. seeks ch. 52; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,095 ft.; ant. height above ground: 1,076 ft. Address: 3807 Townsend Dr., Dallas 75229. Principal's voting stock is equally owned by Leila G. Alvarado, Carole A. Kaufman and Phyllis Y. Goldstein. Nonvoting stock is owned by Goldstein's brother-in-law, Kaufman's cousin, Steven M. Goldstein. It has no other broadcast interests. Filed Jan. 8.

■ **Fort Worth**—Fort Worth Television seeks ch. 52; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,200 ft.; ant. height above ground: 1,200 ft. Address: 2501 Parkview Dr., 76102. Principal's voting stock, totaling 25.33%, is equally owned by Erma C. Johnson, Rudy B. Flores, Alfred B. Nelms and Thomas N. Barnes. Nonvoting stock, totaling 66.66%, is equally owned by Taylor Candy, Charles R. Lundelius and Bill D. Serrault. Candy has interest in Fort Worth cable system. Jan. 8.

■ **Fort Worth**—Channel 52, Fort Worth seeks ch. 52; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,200 ft.; ant. height above ground: 1,068 ft. Address: 104 Bunche Dr., 76112. Principal is owned by Walter Barbour, general partner (15%), and limited partners, Dayton Smith (26%), Hugh P. Taylor (20%), William E. Zimsky (20%), Michael S. Fawer (10%) and William Meadows (9%). It has no other broadcast interests. Filed Jan. 8.

■ **Fort Worth**—EAM Broadcasting Co. of Fort Worth seeks ch. 52; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,500 ft.; ant. height above ground: 1,522 ft. Address: 2310 Ponderosa Dr., #29, Camarillo, Calif. 93010. Principal is owned by Stuart Epperson (45%), Edward G. Atsinger (45%), Jerrold Miller (5%) and H.O. Espinoza (5%). Epperson owns KAKC(AM)-KCFO(FM) Tulsa, Okla., and has interest in KGBA(FM) Holtville, Calif. Atsinger owns KDAR(FM) Oxnard, Calif., KGNW(AM) Seattle, and has interest in KGFT(FM) Carpinteria, Calif. Together they own six additional AM's. Miller owns KLKT(FM) Incline Village, Nev.; WHRF(AM) Bel Air, Md.; WJRZ(AM) Knoxville, Tenn., and has interest in Epperson and Atsinger's: WRFD(AM) Columbus-Worthington, Ohio. Epperson's brother, Harry, owns WLLY(FM) Wilson, N.C., and WRAA-AM-FM Luray, Va.; brother Ralph owns WPNC(AM)-WKLX(FM) Plymouth, N.C.; WPAQ(AM) Mount Airy, N.C., and WPMH(AM) Portsmouth, Va.; and sisters, Lucy M. Bowman and Mary L. Pucket, and brother, Roy, own WBRQ(AM) Lynchburg, Va. Atsinger's sister, Carole Prenter, owns KCRP(FM) Rosamond, Calif., and Nancy Epperson, Edward Epperson's wife and Stuart Atsinger's sister, has interest in new FM in Los Angeles. Without Espinoza, EAM is also applying for new TV's in Memphis and Tulsa, Okla. (see above and below). Filed Jan. 8.

■ **Fort Worth**—Carter Broadcasting Partnership seeks ch.

52; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 645 ft.; ant. height above ground: 477 ft. Address: 1712 Norwood Lane, Arlington, Tex. 76013. Principal is equally owned by Martha Carter and Dorothy O. Shultz. It has no other broadcast interests. Filed Jan. 8.

■ **Fort Worth**—Benjamin T. Perry seeks ch. 52; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 930 ft.; ant. height above ground: 800 ft. Address: 301 W. Main St., Durham, N.C. 27102. Principal has no other broadcast interests. Filed Jan. 8.

■ **Fort Worth**—Channel 52 Limited Partnership seeks ch. 52; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,992 ft.; ant. height above ground: 1,973 ft. Address: 2607 Whisper Meadows Lane, #506, Arlington, Tex. 76011. Principal is owned by Randal C. Miller, announcer at KXVI(AM) Plano, Tex. Filed Jan. 8.

■ **Fort Worth**—Rebecca R. Henton seeks ch. 52; ERP vis. 2,767.6 kw; aur. 276.7 kw; HAAT: 1,088 ft.; ant. height above ground: 1,022 ft. Address: 2004 Jacksboro Hwy, 76114. Principal has no other broadcast interests. Filed Jan. 8.

Facilities Changes

Applications

AM's

Tendered

■ **WBUL** (1470 khz) Fort Knox, Ky.—Seeks CP to change city of lic. to Shepherdsville, Ky.; change power to 2.5 kw; install DA-D; change TL, and make changes in ant. sys. App. Jan. 11.

Accepted

■ **KXZI** (1030 khz) San Luis Obispo, Calif.—Seeks MP to change TL and make changes in ant. sys. App. Jan. 8.

■ **KXLQ** (1490 khz) Indianola, Iowa—Seeks CP to change nighttime power to 500 w. App. Jan. 8.

■ **WCYN** (1400 khz) Cynthiana, Ky.—Seeks CP to change nighttime power to 1 kw, non-DA. App. Jan. 8.

■ **WLVC** (1340 khz) Fort Kent, Me.—Seeks CP to change nighttime power to 1 kw. App. Jan. 8.

■ **WBRM** (1250 khz) Marion, N.C.—Seeks MP to change

Summary of broadcasting as of December 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,716	418	4,134
Educational FM	1,172	173	1,345
Total Radio	9,642	761	10,403
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	365	252	617
Educational VHF TV	114	2	116
Educational UHF TV	176	31	207
Total TV	1,194	311	1,505
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
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.

TL. App. Jan. 9.

■ **KLMS** (1480 khz) Lincoln, Neb.—Seeks CP to augment daytime and nighttime radiation pattern. App. Jan. 9.

■ **WCHP** (760 khz) Champlain, N.Y.—Seeks MP to make changes in ant. sys. App. Jan. 9.

■ **WDNY** (1600 khz) Dansville, N.Y.—Seeks CP to increase nighttime power to 1 kw. App. Jan. 9.

■ **WOUB** (1340 khz) Athens, Ohio—Seeks CP to increase nighttime power to 1 kw. App. Jan. 11.

■ **WJMO** (1490 khz) Cleveland Heights, Ohio—Seeks CP to increase daytime ant. efficiency. App. Jan. 11.

■ **WMOA** (1490 khz) Marietta, Ohio—Seeks CP to operate with full ant. radiation efficiency of 209MV/M at one mile. App. Jan. 9.

■ **KOKC** (1490 khz) Guthrie, Ohio—Seeks CP to increase nighttime power to 500 w. App. Jan. 9.

■ **KWYZ** (1230 khz) Everett, Wash.—Seeks CP to install aux. ant. at present TL. App. Jan. 8.

■ **WTTN** (1580 khz) Watertown, Wis.—Seeks CP to make changes in ant. sys. App. Jan. 11.

FM's

Tendered

■ ***KCBF-FM** (89.3 mhz) Dallas—Seeks CP to change TL; change HAAT to 669.12 ft., and make changes in ant. sys. App. Jan. 7.

Accepted

■ **KNTF** (93.5 mhz) Ontario, Calif.—Seeks CP to specify SL at Barton Plaza, Rancho Cucamonga, Calif. App. Jan. 11.

■ **KWNE** (94.5 mhz) Ukiah, Calif.—Seeks mod. of lic. to change TL. App. Jan. 7.

■ **WMJX** (106.7 mhz) Boston—Seeks mod. of lic. to install new transmission sys. App. Jan. 8.

■ **KOKE-FM** (95.5 mhz) Austin, Tex.—Seeks mod. of CP to change ERP to 100 kw and change HAAT to 999.744 ft. App. Jan. 11.

TV's

Accepted

■ **KUTF** (ch. 32) Salem, Ore.—Seeks MP to change HAAT to 842 ft. and change TL. App. Jan. 9.

■ ***WQEZ** (ch. 16) Pittsburgh—Seeks MP to change ERP to vis. 660 kw, aur. 66 kw. App. Jan. 7.

■ **KSUZ-TV** (ch. 15) Abilene, Tex.—Seeks MP to change ERP to vis. 2,858 kw, aur. 285.8 kw; change HAAT to 1,417 ft., and change TL. App. Jan. 7.

■ ***KTXF-TV** (ch. 5) Lubbock, Tex.—Seeks CP to change ERP to vis. 100 kw, aur. 25 kw; change HAAT to 801 ft., and change transmitter. App. Jan. 7.

■ **WDAU-TV** (ch. 22) Scranton, Pa.—Seeks CP to install new main ant.; change ERP to vis. 1,381 kw, aur. 138 kw, and change HAAT to 1,560 ft. App. Jan. 11.

■ ***WPBY** (ch. 33) Huntington, W. Va.—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw; change ant., and change transmitter. App. Jan. 11.

Actions

AM's

■ **KUKQ** (1060 khz) Tempe, Ariz.—Granted app. to correct coordinates. Action Jan. 3.

■ **KIEV** (870 khz) Glendale, Calif.—Granted app. to make changes in ant. sys. Action Jan. 2.

■ **KRLA** (1110 khz) Pasadena, Calif.—Granted app. to change TL and make changes in ant. sys. Action Jan. 2.

■ **KCAL** (1410 khz) Redlands, Calif.—Granted app. to license existing nighttime tower as an aux. daytime. Action Jan. 3.

■ **WKIS** (740 khz) Orlando, Fla.—Granted app. to make changes in ant. sys. Action Jan. 3.

■ **KLNI** (1380 khz) Pearl City, Hawaii—Granted app. to specified standard plane pattern. Action Jan. 3.

■ **WSDR** (1240 khz) Sterling, Ill.—Granted app. to increase nighttime power to 1 kw non-DA. Action Jan. 3.

■ **KLCL** (1470 khz) Lake Charles, La.—Granted app. to make changes in ant. sys. Action Jan. 3.

■ **KTIB** (630 khz) Thibodaux, La.—Granted app. to change TL and make changes in ant. sys. Action Jan. 3.

■ **WADK** (1540 khz) Newport, R.I.—Dismissed app. to

add night service with 2.5 kw; increase daytime power to 2.5 kw; install DA-N and change transmitter. Action Dec. 5.

■ WYSH (1380 khz) Clinton, Tenn.—Granted app. to delete radiation restriction. Action Jan. 3.

■ KKYX (680 khz) San Antonio, Tex.—Granted app. to change TL and make changes in ant. sys. Action Dec. 31.

■ WAMV (1420 khz) Amherst, Va.—Granted app. to change TL and make changes in ant. sys. Action Jan. 3.

■ KGNW (1150 khz) Seattle—Denied app. to change SL. Action Jan. 4.

FM's

■ KLLN (90.9 mhz) Newark, Ark.—Returned app. to change ant. location and change ERP to 4.04 kw. Action Dec. 31.

■ KIPO-FM (93.5 mhz) Lihue, Hawaii—Returned app. to change TL and change HAAT to 262 ft. Action Dec. 28.

■ WITW (107.1 mhz) Cadillac, Mich.—Granted app. to change TL; change ERP to 1.26 kw, and change HAAT to 498 ft. Action Dec. 27.

■ WCLS-FM (99.5 mhz) Detroit—Granted app. to make changes in ant. sys. Action Dec. 24.

■ KDOG (96.7 mhz) North Mankato, Minn.—Granted app. to change ERP to 460 kw and change HAAT to 744 ft. Action Jan. 4.

■ *WIRR (90.9 mhz) Virginia/Hibbing, Minn.—Granted app. to change ERP to 20.8 kw and change HAAT to 462.26 ft. Action Dec. 27.

■ KZEN (100.3 mhz) Central City, Neb.—Granted app. to change TL and change HAAT to 1,845 ft. Action Jan. 4.

■ WCNL-FM (101.7 mhz) Newport, N.H.—Dismissed app. to install aux. sys. and make changes in ant. sys. Action Dec. 31.

■ KASK (103.1 mhz) Las Cruces, N.M.—Granted app. to change ERP to 3 kw and change HAAT to minus 111 ft. Action Dec. 20.

■ *WKRB (103.1 mhz) Brooklyn, N.Y.—Dismissed app. to change freq. to 103.1 mhz. Action Dec. 28.

■ WKPQ (105.3 mhz) Hornell, N.Y.—Granted app. to

make changes in ant. sys. Action Dec. 27.

■ WUWU (107.7 mhz) Wethersfield Township, N.Y.—Granted app. to change ERP to 11.5 kw. Action Dec. 27.

■ WLTV (96.9 mhz) Statesville, N.C.—Granted app. to change ERP to 100 kw and change HAAT to 1,548 ft. Action Jan. 3.

■ WBNS-FM (97.1 mhz) Columbus, Ohio—Granted app. to change ERP to 20.5 mhz. Action Dec. 27.

■ WBLZ (103.5 mhz) Hamilton, Ohio—Granted apps. to install aux. sys. and change ERP to 19.3 mhz. Actions Dec. 27 & Dec. 28.

■ WJSM-FM (92.7 mhz) Martinsburg, Pa.—Granted app. to change ERP to 582 kw and change HAAT to 606 ft. Action April 12, 1984.

■ WEZL (103.5 mhz) Charleston, S.C.—Returned app. to change TL and change HAAT to 1,085 ft. Action Dec. 28.

■ KSAQ (96.1 mhz) San Antonio, Tex.—Dismissed app. to change TL and change HAAT to 1,290 ft. Action Dec. 28.

■ WMEV-FM (93.9 mhz) Marion, Va.—Dismissed app. to change ERP to 100 kw; change HAAT to 1,547 ft., and make changes in ant. sys. Action Jan. 7.

■ KIOK (94.9 mhz) Richland, Wash.—Granted app. for lower ERP and HAAT on aux. sys. than on authorized main sys. Action Dec. 28.

Call Letters

Applications

Call Sought by

New FM's

KARQ Floyd W. and Bettie F. White, Ashdown, Ark.

KBUS Lamar County Broadcasting, Paris, Tex.

Existing AM

WEZR WAFX Fairfield Broadcasting Co. of Indiana, Fort Wayne, Ind.

Existing FM's

WBUS WRNG NEWSystems of Georgia Inc., Newnan, Ga.

WIOE WJRY Huntington Broadcasting Corp., Huntington, Ind.

WDBX-FM WTVL-FM Kennebec Broadcasting Co., Waterville, Me.

WYSS WLXX Delbyco Broadcasting, Sault Ste. Marie, Mich.

KAMM KRNB KWAM Inc., Memphis

Existing TV

WMVZ WFLV-TV S & F Communications Corp., Raleigh, N.C.

Grants

Call Assigned to

New AM

KSLQ Prime Time Radio Inc., Washington, Mo.

New FM's

*KGOD Missions North Education Broadcasting Foundation, Wasilla, Alaska

*WZJI Ross Bible Church, Port Huron, Mich.

WYEF Farm & Home Broadcasting Co., Coudersport, Pa.

New TV's

*WQEC West Central Illinois Educational Telecommunications Corp., Quincy, Ill.

*KOCV-TV Odessa Junior College District, Odessa, Tex.

Existing AM's

WAPZ WETU J & W Promotion Inc., Wetumpka, Ala.

KYOR KSML James Mace, Globe, Ariz.

KVWQ KHSP Kenneth B. Orchard, Hesperia, Calif.

KBey KSHR Golden Bear Communications Inc., Coquille, Ore.

WWML WRML Mainline Media Inc., Portage, Pa.

KBRN KYCS Seed Broadcasting Co., Boerne, Tex.

WUNI WANR Jarit Ltd, Wheeling, W. Va.

Existing FM's

KPFM KGHl Mountain Home Radio Station Inc., Mountain Home, Ark.

KVVQ-FM KVVQ Kenneth B. Orchard, Victorville, Calif.

KSTR-FM KWDE KWDE Broadcasting Inc., Montrose, Colo.

WGGZ WAFB-FM Guaranty Broadcasting Corp., Baton Rouge

WKKT WCOZ First Media of Massachusetts Inc., Boston

WGR-FM WGRQ Taft Television and Radio Co., Buffalo, N.Y.

WLWK WLWV Capitol Broadcasting Corp., Statesville, N.C.

WTPA-FM WKCD Quaker State Broadcasting Corp., Mechanicsburg, Pa.

WSCW-FM WUQU CLW Communications Group, South Charleston, W. Va.

WZMM WANJ Jarit Ltd., Wheeling, W. Va.

Existing TV

KXMA-TV KNDX Northern Plains Broadcasting Group Inc., Dickinson, N.D.

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Some hard work and sales training ability will make you lots of money. GM needed for high retail sales recreational area in southern Missouri. Prefer individual from Midwest, with experience in local street sales and at least 2 years' general management. We've got the tools; we need someone to use them & who wants to make money. One of the better radio stations in the Midwest; one of the better opportunities in radio management. Contact Dave Shepherd, KWIX, Moberly, MO, 816-263-1230.

GM for top 100 Sunbelt class C. Long term career with equity. See Ken Stephens at RAB Management Conf., or call 318-938-7927.

General manager. Community-oriented radio station near Minneapolis-St. Paul. Must have strong sales background plus experience in management, promotion, programming, fiscal management. Successful candidate will be capable of building, leading and motivating superior sales force. Beautiful community, growing area. Excellent opportunity for intelligent, creative broadcast executive. Reply in strict confidence with resume, salary history, philosophy of management and sales to Box B-119. Midwestern applicants preferred; not mandatory. EOE.

Growing south Texas group looking for experienced general manager with proven sales background, & understanding of successful programming concepts. Results are the name of the game with excellent rewards & outstanding potential for selected candidate. Must be available first quarter '85. Send resume, track record, references to Box E-91. EOE.

Station manager who wants a piece of the action. 1,000 watt daytime, growing Southern college town. Need sales experience, ambition for management, part-ownership on stock option plan. Replies to Box E-93.

Business managers for rapidly growing broadcasting group for positions in Sunbelt and major California market. Strong accounting skills required and experience with computerized systems. Must be self-starter. Opportunities for advancement. Please send resume/salary requirements to Controller, P.O. Box 96, New York, NY 10185.

KFSK, Petersburg, Alaska, community-licensed public station seeks general manager. Supervises all activities. Serves as financial officer, development director. Represents KFSK before national and state organizations and funding sources. Supervises eight full-time staff. Administers grant programs, capital projects. Minimum five years' experience in public broadcasting with two years in senior management position; demonstrated skills in administration and financial management. Minimum four-year degree, preferably BA or BS in communications or business. Position available Spring '85. Salary range \$30-\$35K, DOE. Cover letter, resume, salary history, references to Manager Search, KFSK, Box 149, Petersburg, AK 99833. Applicants will receive acknowledgement. Do not phone. Equal opportunity employer.

General manager/part owner. Take charge and build. People skills, organizer, sales, operations oriented. Resume to Box E-120.

Sales manager. Elmira/Corning, NY area. Need take-charge leader to direct staff of 3. Carry own list. Salary, commissions, override. Resume to Box E-122. EOE.

General manager. Religious/two-way talk, Washington, DC metro. Must have experience in local sales, team leader. If you know who Dobson, Swindoll, Landorf, LaHaye, and Dino are, then let's talk. Opening is immediate. New station. Contact Dick Marsh, VP, Universal Broadcasting Corp., 3844 E Foothill Blvd., Pasadena, CA 91107, 818-577-1224. EOE.

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.

Local sales manager. Successful country FM. Must have good people skills/proven performance record. Resume to G. A. Gamblin, WAMZ-FM, P.O. Box 1084, Louisville, KY 40201.

Sales manager. Northwest Arkansas, 200,000 population, progressive market, #1 rated station. Hardworking, talented, cooperative staff. Part of successful & expanding group that tries to promote management from within. Desire applicants who are genuine, ambitious, stable, aggressive, with at least 5-10 years' radio sales experience, preferably with some background in a leading, promotional & aggressive radio station, maybe in comparable sized market, perhaps successful salesperson or sales manager whose potential is restricted. Please send complete resume with real earnings to Doug Whitman, KKIX, P.O. Box 1104, Fayetteville, AR 72701. EOE.

Arizona FM, forty miles from Tucson, needs salesperson with small market and metro expertise. Management potential. EOE. 602-889-9797.

Seeking aggressive local street salesperson for Westchester County/White Plains, NY. Premier FM station - WZFM. Upgrade yourself to an excellent local radio market. Earn top dollars with heavy commission plan. Must be available for personal interview at own expense. Call John Zanzarella, 914-747-1071. EOE.

Senior sales position with account list producing \$30K in commissions and growing rapidly. Leading class C FM/AM combo, east Texas prime growth area of next ten years. Applicants should have solid radio background, preferably with sales management potential. 214-586-2527.

\$2500 month minimum salary. KS/NEB pro-sales group owner seeking experienced salespeople. Submit provable track record, resume, billing and collection figures to Box E-38.

SE Florida. AM/FM needs aggressive salespeople. Must have experience and excellent references. Established lists. Be prepared to work. Resume to Box E-75. EOE.

Starke, FL, WPXE AM, FM small market growing area. Strong sales record necessary. Salary plus commission negotiable. Ruth Dickerson, 904-964-5001.

Virginia - Live/work in very attractive, growing university-city market. Excellent account list with well-established stations. Need responsible hard-worker with radio sales experience. Excellent opportunity and financial package. Letter and resume: Box E-79. EOE.

Sales manager. Young/rapidly growing corporation. Plan/hire/train/sell. Stock incentive part of salary/benefits package. Phone/write 406-873-5621, 4 N. Central, Cut Bank, MT 59427.

Radio sales. Leading central California AC FM seeks experienced professional with strong new direct business development skills. Sun, fun, and opportunity awaits right person! Resume to GSM, KOSO, 2121 Lan- cey Dr., Suite 1, Modesto, CA 95355.

Sales manager. KFAM, Utah's first 50,000 watt radio station in 50 years, accepting applications for position of sales manager. Good starting salary, commission, benefits, opportunity to advance. Resume with salary background to Rick Barlow, 1171 South West Temple, Salt Lake City, UT 84101 EOE.

Account executive for fast-paced, growing southern Colorado market. One year broadcast sales required. Complete resume to Gary Buchanan, KIDN Radio, P.O. Box 293, Pueblo, CO 81002. EOE, M/F.

Experienced, aggressive salesperson to sell advertising & manage small market station near Orlando. Healthy salary available to experienced person. Resume to Ozark Media, P.O. Box 192, Lebanon, MO 65536.

Radio syndication sales. Good opportunity. Telephone sales to radio stations. Aggressive, bright individual who enjoys talking to radio station program directors and general managers. Resume to Pam Baker, Transtar Radio Networks (Special Programming), 6430 Sunset Blvd., Suite 401, Los Angeles, CA 90028.

HELP WANTED ANNOUNCERS

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.

Update NY AM/FM seeks air-ready talent. Strong production skills. T&R to Box 649, Oneonta, NY 13820.

Experienced announcers wanted. Produce, write, research, promote. Minimum pay: \$250/week. 3 1/2 day work week. 2 yrs. min. experience. Apply to WRLO, PO Box 509, Antigo, WI 54409.

PD announcer. Energy, ideas, production, talent. Department head. Don Kem or Manager, WGUS-AM-FM, Augusta, 803-279-1380.

Tapes/resumes needed to fill afternoon drive position. Great station. WLBR, P.O. Box 1270, Lebanon, PA 17042.

One of Virginia's finest radio stations looking for pro adult communicator. Very stable organization, good benefits, beautiful area. Resume only to Box E-54. EOE.

Immediate opening for experienced country announcer. 4-track production and some technical experience helpful. Fantastic opportunity, versatility the key. T&R to Bill Elliott, Program Director, WILE, P.O. Box 338, Cambridge, OH 43725.

Wakeup entertainer. Mature, outgoing professional, enthusiastic about participating in community organizations and events. Resume, tape, cover letter to Manager, WCL1-1450, 99 West 1st, Corning, NY 14830. EOE.

Wilmington's dominant CHR has immediate opening for dynamic, humorous & informative evening entertainer who can have fun without screaming. Good pay, excellent benefits. First class state of the art operation. T&R to Steve Michaels, PD, WSTW, 2727 Shipley Road, Wilmington, DE 19803. EOE.

Announcer. Beautiful music, CBS affiliate. First class license. Night shift. Resume/tape to KWFT, P.O. Box 420, Wichita Falls, TX 76307. EOE.

Morning person with operations skills. Medium-sized Midwest FM needs professional with proven track record to lead Transtar A/C to top. Great signal. Excellent organization, benefits, opportunity. Production and promotion know-how a must. Detailed resume, references, salary requirements to Box E-113. EOE.

Gospel, bluegrass, country, adult contemporary block programming. 4 professional announcers who'll also sell. Excellent opp'ty. for ownership. Chattanooga area. 615-756-7635.

HELP WANTED TECHNICAL

Chief engineer. Hudson Valley AM/FM radio stations WGHQ & WBPM. AM is 5kw DA (3 towers), FM is class A. Facilities in good shape; we need someone to keep them that way. If you're interested in applying for the position, you should be familiar with directional antenna systems, digital & analog automation operations, and proficient in preventive maintenance. Applicant should be SBE certifiable. Resume/salary requirements to Walter C. Maxwell, WGHQ/WBPM, CPO 1880, Kingston, NY 12401. EOE.

Chief engineer. Class B FM, AM-DA, directional experience & general class license required. GM, WAAL/WKOP, Box 997, Binghamton, NY 13902.

Growth oriented Texas group - 3FM/2 AM - seeks motivated self-starting chief. Security plus for the right individual. Box E-72.

WNYU-FM/New York University needs engineer for 20 hours/wk. Must have FCC 1st, 3 years maintenance & studio construction exp. Contact John Hrynyszyn, 566 Laguardia Pl., NY, NY 10012. EOE.

Chief engineer: AM/FM, central Illinois. Position for experienced engineer. Resume/salary requirements to Box E-95. EOE, M/F.

Chief engineer. KBIU/KLOU, FM class C and AM stereo. Full charge experienced engineer, keep us on air with cleanest, best sound in town. Resumes, references: Albert Johnson, 311 Alamo, Lake Charles, LA 70601.

Chief engineer. Major market group owned FM. Outstanding opportunity for bright, aggressive engineer who knows how to get top competitive sound and has track record to prove it. If you have solid technical skills, can take charge and run clean operation, work closely and enthusiastically with programming, and contribute as member of management team, we want your resume now. We're a large TV & radio group and offer top salary/benefits. EOE. Reply in confidence to Box E-133.

HELP WANTED NEWS

News-sports director: Minimum pay \$250/week. 3 1/2 day work week. 1 yr. minimum experience required. Apply to WRLO, PO Box 509, Antigo, WI 54409.

Promotions create opening for anchor/reporter at SC Network. Government reporting experience helpful. Tape/resume/writing sample to Jack Jones, 1825 St. Julian Place, Columbia, SC 29204.

Top news station, small New England college town, has two openings: news director wanted with good administrative skills. Morning anchor for heavy local news. Entry level reporter needed. Should have writing skills. Good delivery stressed. Tape & resume: Darrel Clark, GM, WTSL Radio, Box 1400, Lebanon, NH 03766.

News reporter. Aspen, CO. Previous experience helpful. Should be self starter & comfortable generating local news in sophisticated community. Send resume, tape, writing samples to KSNO, 620 E. Hopkins, Aspen, CO 81611, Attn: Pat Bingham.

AM/FM. Small market outside Chicago needs reporter/anchor. Six day week, \$900 mo. Good opportunity to learn/grow. Communications/journalism degree required. Resume to Box E-105.

News and sports person capable of producing creative, exciting promotions and series. Immediate opening for experienced go-getter. Big shoes to fill. T&R to Dave Wilson, Operations Manager, WCMJ, 4988 Skyline Dr., Cambridge, OH 43725.

AM/FM combo seeks news anchor/reporter for one-person news department. Must have prior broadcast experience. Tape/resume to Mary Tinsley, WJJS/WLGM, 8th & Church Sts., Lynchburg, VA 24504. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Sunshine and more! Texas Gulf Coast country FM seeks experienced, take charge on-air OM/PD with proven track record and strong production. Excellent compensation package. Tape/resume to P.O. Box 1327, South Padre Island, TX 78597. EOE/M-F.

Take charge operations manager/morning personality. Must be people oriented, motivational self-starter. Must be creative and promotion minded. This is once in a lifetime opportunity. State of the art facilities, #1 rated Midwest class C powerhouse, top compensation package, and opportunity to grow and develop can be yours if you qualify. Absolutely no air check now, but rush full, complete resume along with detailed written statement of your management/motivation philosophies to Box E-112. EOE/MF.

SITUATIONS WANTED MANAGEMENT

30-year vet, 15 years management & ownership, available February 1st. Prefer lower Midwest. 319-334-4971.

GM. Proven record of success. Dedicated, organization, motivator, administrator. If you need professional, experienced GM, call Pat, 816-259-2098.

GM/GSM. Wanting new opportunity. 12 years' experience promotion, ratings, sales, & management. Outstanding track record. Will consider equity position. Currently positioned, but station's been sold. Prefer lower Midwest or South, medium sized market. Excellent references. Box E-74.

General manager. Strong in sales and management. 18 years all phases. PO Box 532462, Grand Prairie, TX 75053.

Broadcast executive in top 10 market seeks opportunity in religious or secular broadcasting. 14 years' successful management experience. Record of proven accomplishments in areas of managing people, sales, marketing/promotion, and community service. Write Box E-87.

Attention group owners, presidents, vice presidents. Are you looking for a GM who's very strong in sales, has run successful radio stations in top ten markets, & has experience in these formats: CHR, A/C, AOR, country, news/talk. I would like to hear more about your opportunity. Write Box E-101.

VP/GM with present employer over 10 years as sales mgr./general mgr. seeks turnaround deal with earnings to be determined by sales commissions. Young. Business degree. Family man. Have strong personal and station earnings history. Station(s) must have income potential. Box E-106.

Ambitious manager with strong administrative background and effective sales experience. Prefer equity position. Chr. family man. Excellent references. Michael Davis, 915-366-6161, Box 6373, Midland, TX 79711.

SITUATIONS WANTED SALES

20 year pro. Ready to move to major market sales. Presently general manager in medium market. Excellent references/track record. Let's talk. Box E-109.

Top pro sales team looking for Westward home. Husband and wife offer the right station a billing potential in five figures per month, plus great management talents in both sales and programming. We're perfect for station needing GM or SM & increased energy and direction. Presently at top five station in top 50 market. If you have a permanent growth opportunity anywhere in California, we need to talk. Box E-110.

SITUATIONS WANTED ANNOUNCERS

Small mkt. news & announcer experience, FCC 1st, automation. Seeking move up. Realistic goals. Bill, 516-674-4134.

Hardworking female seeks entry level position, East Coast. Newspaper experience, broadcasting training. Box E-45.

Don't pay me until you know I'm right for the job! Journalism grad, experienced announcer 4 years away from radio seeks full/part-time position, central/west Florida. Bruce, 813-794-6140.

Enthusiastic and versatile beginner with professional attitude. Will relocate, any shift. Mike, 414-483-6345.

Can I talk? Well prepared, bright, up personality searching for major market talk slot. Can do silly & serious and have been doing both for several heavy talkers as relief. Metro area not important; quality of operation and people are. Long radio credential list and some TV. Will consider all opportunities because I love to work. 617-877-8700.

Over two years commercial broadcasting experience. Recent University of Michigan graduate. BA communication, economics. Very comfortable with MOR, AOR, top 40. Will relocate. Tim, 313-971-2582, evenings EST.

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

Open letter to every radio station in the country. Well — almost. I'm a 50's radio communicator who misses the fifth estate very, very much. I was a radio communicator from 1948 until 1962, and from then until now, I've worked in administration/promotion in the health care field. I know the ins & outs of radio; I know the ins and outs of administration. I've hired, I've fired. I've turned businesses around so that bottom line always improved. I know how to make a buck. Even at my age, I still have a fairly good set of pipes & I can still read a commercial (spot sales are up 14% this past month). I'm definitely from "big band" era; I know that era well — the music, & the artists. I have complete library of big-band music from 1939 through 1960. I know how to program with more than a stack of phonograph records picked at random or even formatted. I have resume and audition tape. I wonder: is there someone out there in radioland who has a job that we could both benefit from? If we can get together, I guarantee I'll give you 100%. You may contact me by phone at 313-822-5184, or write Bob Robbins, P.O. Box 15507, Detroit, MI 48215.

Vacation relief DJ available. Anywhere, USA. College, license, experience. Will accept minimum. Please specify format. Box E-99.

Professional attitude and sound. 18 months' experience. Now looking for career advancement. Bill Whetzel, Dardanelle, AR. Leave message: 501-229-3576.

Kelloggs won't believe this, but there's a morning show called "Breakfast with the special K". 8 years' experience. Will also consider other position. Advancement preferred. Will relocate. Call Kris, 717-272-2615, between 10AM and 6PM EST, otherwise 215-373-4181.

Experienced female announcer with first class license seeks position in medium market station. Box E-119.

SITUATIONS WANTED TECHNICAL

Chief engineer, mature/well experienced in audio and RF, seeks employment at successful station with stability. Tennessee area only. 615-579-1135 after 6:00 PM EST.

Experienced corporate director of engineering seeking challenging long-term position with expanding chain. Expertise in design, construction, management. Well-organized self-starter. Please reply Box E-97.

Chief engineer looking for similar position, Eastern market. 15 years' experience includes FM, AM, DA, studio, transmitter installation, repair, and maintenance. 804-233-1545.

SITUATIONS WANTED NEWS

News-sports director, 10 years experience, looking to advance career. Would accept position in news, sports, or both. Extensive BPP experience basketball, baseball, football. Dedicated, hardworker. Dan, 405-382-7766.

Sports director/sports broadcaster position desired. Experienced sports broadcaster desires to relocate for career advancement. Sports oriented, good delivery, attractive appearance, traditional, ambitious, knowledgeable, any location considered. B. A. communications. 419-865-0765.

Want to relocate to North Central states. Wisconsin or surrounding states. Looking for news or news/announcer job. Experienced. Rob, 817-322-2162.

National award-winning sportscaster looking to move up to large market or with team. Many other talents. Will relocate. Call Dick, anytime, 614-373-6946; 373-0056.

Caught in radio rights switch. NFL PBP announcer seeks freelance pro or college football for '85. Box E-96.

Eight year radio sports veteran seeking college PBP opportunity. Excellent anchor, reporting, PBP ability. University of Cincinnati graduate. Denny, 419-675-7220; 614-666-5242.

Dynamic female news/sportscaster. Looking for position, medium to large market, West Coast. Tracy, 805-546-9188.

Experienced news reporter/anchor. Nine-year veteran seeking state-wide radio network or serious top 50 market. Ready to settle. Box E-111.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Programming professional with operations manager experience. Ten years includes most formats, automation, first phone. Promotional/managerial skills, aggressive. Thom, 601-868-1504.

Creative services/production director. Award winning production, money making specs. Pro now employed in top 50. Looking for better opportunity. 517-773-9273

Experienced PD with winning attitude, ready to help your country station in all programming areas. Solid, professional background with top-rated country/AC stations. Truly dedicated pro looking for great station/group. Mark, 205-759-2936.

Nine years of "Southern hospitality" is enough for me! Experienced announcer/PD/production person with distinct voice looking for greener pastures in Oklahoma, Arizona, New Mexico, or New England. Other areas considered. Modern country or nostalgia/oldies format preferred. I'll give long-term commitment, plenty of hard work/dedication in exchange for job security and decent wage. Let's talk! Mike Daniels, 904-258-0706.

TELEVISION

HELP WANTED MANAGEMENT

Chief engineer—expanding three station network, Wyoming. Minimum ten years in TV. Must have operational record, effective communication skills. Responsible for budget prep., compliance with FCC, system design/implementation, supervise staff of 8. Reply in confidence with resume/salary requirements to Consultant, KCWY-TV, Box 170, Casper, WY 82602.

Ready for the fast lane? Progressive growing TV group needs top general manager to replace general manager who's retiring. We prefer 3-5 years' experience. Station located in growing, medium size market. Send resume in confidence to Box E-58. EOE/MF.

Controller. Seeking highly motivated person to manage business office staff at growing independent TV station. Three years business experience necessary, computer skills desirable. Competitive salary/excellent benefits package. Submit resume to WFSL-TV, 600 W. St. Joseph St., Lansing, MI 48933. Equal opportunity employer.

General sales mgr. Hands-on manager. Medium mkt., SW. If you demonstrate success in this mkt., will have opportunity to move up to top 50 mkt. Excellent salary/benefits with multi-operator. Resume to P.O. Box 27206, Houston, TX 77027.

Director of membership. Plans, implements, administers comprehensive membership program for KOCE-TV, Huntington Beach, CA. Management position. Experience required. Excellent compensation plan. Applications accepted January 21 to February 22, 1985. To receive application form, send signed and dated resume to Coast Community College District, Office of Human Resources, Attn: Applicant Processing, 1370 Adams Ave., Costa Mesa, CA 92626.

General manager. New UHF independent seeks strong, aggressive experienced GM. New station with CP in SF Bay area. Must have good references. Resume to Ed Lau, 4 Embarcadero Ctr., Suite 303, San Francisco 94111.

Program manager. KMPH-TV, Fresno, CA now accepting applications for program director. Independent TV programming experience required. Qualified applicants send resume to General Manager, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. EOE/MF.

HELP WANTED SALES

Top independent station, Sunbelt market, seeks experienced account executive. 3 years in TV sales preferred. Send resume to Box E-10. EOE.

Director of sales—general sales manager. WTKK-TV, Washington, DC/WTLN-TV, Richmond, VA. Establish and run sales departments both stations. Management experience desirable. Stations are 50% entertainment/50% religious. Christian experience necessary. Write: General Manager, WTKK-TV, Box 3150, Manassas, VA 22110. EOE.

New business development. Top 10 Sunbelt affiliate seeks aggressive self-starter with proven track record in retail sales development. Knowledge of vendor programs, co-op, production helpful. Resume to General Sales Manager, P.O. Box 11, Houston, TX 77001. EOE.

TV account executive. #1 CBS affiliate has excellent opportunity. Established account list in top growth market. Minimum two years' TV sales experience required. Resume, career goals, salary history to General Sales Manager, WTVR-TV, 3301 W. Broad, Richmond, VA 23230. EOE. No phone calls, please.

HELP WANTED TECHNICAL

Video maintenance engineer. Minimum 3 years' experience maintaining/repairing studio cameras, GVG switcher, master control equipment, 1" and 2" VTR's, extensive experience with 3/4" Sony VCR's. Knowledge of digital and analog theory a must. Contact Bob Martin, 408-998-7344; send resume to BAI, 1310 N. Fourth St., San Jose, CA 95112.

Chief engineer. Midwest group owner seeks chief engineer and asst. chief for Fort Wayne, IN independent, WFFT. Hands on experience with UHF transmitters, studio equipment, EFP is essential. Previous experience as chief or asst. chief preferred. Resume, references, salary history to Director of Engineering, 4 S. Main St., Dayton, OH 45402. EOE.

Chief engineer. Hands on chief. Full power UHF independent TV. On air 1 year. New equipment. RCA Transmitter. Salary based on experience. EOE. Contact Mr. Butler, WKCH-TV, Box 3809, Knoxville, TN 37927, 615-971-4343.

Maintenance engineer. Southeast affiliate. Broadcast experience in maintenance of studio cameras, VTR's, ENG, switcher, film chains, etc. Reply: Personnel Director, WSET-TV, Box 11588, Lynchburg, VA 24506. EOE.

Chief engineer. Well-established and successful independent UHF station, top 50 market, has opening for experienced chief engineer with the following qualifications: understands how to manage and train personnel, has knowledge of state of art technology to plan for future station growth; must be willing hands-on engineer to maintain equipment for maximum performance. If you have the necessary qualifications, with at least three years experience as chief engineer, we offer exceptional opportunity for growth along with above average salary and benefits. EOE. Box E-6.

TV maintenance engineer with chief engineer qualifications. Microwave and translator systems experience required. Reply to Weldon Paulsen, DOE, MTN, P.O. Box 2557, Billings, MT 59103.

KOVR-TV, Sacramento, seeking dynamic, self-starter to act as primary ENG maintenance engineer. Must be familiar with ENG cameras and Sony 3/4" VTR's, be able to work well with competitive news department in 20th market. SBE certification a plus. Salary \$30K+. Contact Bob Hess, 916-927-1313, or direct correspondence to C/E, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. KOVR-TV, an equal opportunity employer, M/F.

Maintenance engineer. Maintain/repair studio equipment. Work with minimum supervision. General radiotelephone license required; prefer applicant with minimum one year technical experience in TV broadcasting &/or electronic technical training & digital experience. KTUL is an equal opportunity employer with excellent advancement opportunities/benefits package. Resume to Personnel Director, KTUL-TV, Inc., P.O. Box 8, Tulsa, OK 74101.

Midwestern CBS affiliate seeks experienced, knowledgeable engineer. Must be leader and have excellent T.D. skills, as well as solid understanding of NEC optiflex or A.D.O. Ability to do minor maintenance a plus. First class license regarded. Send resume/salary requirements to WTOL-TV, P.O. Box 715, Toledo, OH 43695. EOE/MF.

Chief engineer. New UHF independent, SF Bay area, seeks experienced, highly qualified CE with experience in facility design and construction and engineering management experience. Must have good references. Resume to Ed Lau, 4 Embarcadero Ctr., Suite 303, San Francisco 94111.

Rapidly growing MSO, metropolitan NY ADI, seeks experienced video technician. Should be experienced with 3/4" VCR's, 3 tube & single tube cameras, remote productions, and satellite commercial insertion equipment. Salary negotiable. Position available immediately. 914-692-6781, Gary Sussman.

Needed immediately. Video technicians, camera operators, technical directors, audio, graphics, video editors, lighting, utility. Top wages. Freelance crew service expanding. Resume to Video Professionals, 97 Cottage St., Trumbull, CT 06611.

Engineer for new position at top-notch post house. Mostly daytime maintenance of our busy editing rooms and rental gear. No operations work. 1" experience required, design skills desirable. Equipment includes ADO, CMX, Paint Box, HL-79EAS. Contact Steve Beuret, Videosmith, Inc., 215-864-0658.

Assistant chief engineer. Videocom, a major Boston area production house, seeking assistant chief engineer. Applicants must have general class FCC, strong Ampex 2" Quad background, as well as varied experience in TV systems operation, maintenance and repair; supervisory experience preferred. Please send resume and letter of interest to Judith Finkle, Videocom, 502 Sprague St., Department B, Dedham, MA 02026. Equal opportunity employer, M/F.

Experienced videotape editor. Baltimore videotape production facility seeks videotape editor with 3 or more years' commercial editing experience. Experience with CMX 340X, ADO, Chyron 4100 & AWC switchers helpful. Experience in all technical aspects of editing required. Resume, reel, salary requirements to General Manager, PVC, 3700 Malden Ave., Baltimore, MD 21211.

TV maintenance engineer. Immediate opening at progressive station, Billings, Montana. Must be able to diagnose and repair studio and ENG equipment with limited supervision. Resume to Ron Jacobson, CE, KTVQ, Box 2557, Billings, MT 59103. EOE.

ETV network systems engineer. Responsible for technical operation of four VHF and one UHF transmitters and ten station microwave system. Direct transmitter supervisors and microwave technician, operate preventive maintenance program, responsible for transmitter proofs of performance. Degree and five years' TV experience required. Send letter of application, resume, salary history, three references to: AETN Personnel Office, P.O. Box 1250, Conway, AR 72032. Job description available by mail. Application deadline: February 1, 1985. AA/EOE.

TV maintenance engineer. 1 of the nation's leading TV production centers seeks qualified maintenance engineer with strong electronics background. Thorough knowledge of TV camera, VTR, switching, audio, digital effects, computer editing, terminal systems. Secure future with tremendous growth potential for right candidate. Resume to Scene Three, Inc., 1813 8th Ave. South, Nashville, TN 37203, Attn: Mike Arnold, Chief Engineer.

Transmitter supervisor. Immediate opening. Southwest's fastest growing city. 2-3 years' transmitter maintenance experience required. Group owned VHF, CBS affiliate, excellent benefits. Resume/references to Cason Capps, Chief Engineer, KTBC-TV, P.O. Box 2223, Austin, TX 78768. EOE.

Maintenance engineer. CMX-edit suite. Sony 2000's, Ampex 4100, Chyron, Quantel. Good salary and benefits with established company. Southern Productions, 900 Division St., Nashville, TN 37203, 615-248-1978.

CMX editor for post-production facility. Good salary and benefits with established company. Experience required. Southern Productions, 900 Division St., Nashville, TN 37203, 615-248-1978.

Downtown Chicago based video/film post production house needs video maintenance person to assist chief engineer. Must be capable of repairing to component level professional video equipment such as Grass Valley, Sony, Rank, CMX, Bosch. Maintenance experience must be verifiable. Beginners please do not apply at this time. Resume/salary requirements to Box E-115.

HELP WANTED NEWS

Co-anchor. CBS affiliate, southeastern market. Looking for experienced television reporter who can write, edit, anchor. Job will require field reporting; you must be able to demonstrate that you can talk conversationally on the air. Tape, resume, writing examples to News Director, WCBI-TV, P.O. Box 271, Columbus, MS 39703. No phone calls, please. EOE.

News photographer. ENG/editing experience or training. Texas Gulf Coast VHF. Journalism helpful. EOE. Resume to Box E-20.

Anchor/reporter. Join hard-working newsteam and anchor award-winning nightly news for unique cable operation. Staff of eight; competitive with broadcast. Considerable reporting experience required. Salary—high teens. Mature and hard working only apply. Tape/resume to Personnel Department, Palmer Communications Center, 333 8th Street South, Naples, FL 33940. Equal opportunity employer.

Reporter. If you're the best reporter in your market now, & no longer challenged, we'd like to hear from you. Midwest mid-sized market committed to quality. Resume to Box E-55.

Weathercaster. Weekend weather spot available with state of the art equipment. Applicant must be meteorologist, personable, professional. Midsized market. Resume to Box E-56.

Producer. New nationally syndicated weekly news program is seeking program producer. Must have strong news background with creative production sense. Prefer individual with experience in covering federal government. Send resume and salary history to Box E-76.

News photographer. WAVY-TV has opening for news photographer. College degree and minimum 18 months' TV news photography experience. Resume, audition videotape, references, salary requirements to News Director, 801 Wavy St., Portsmouth, VA 23704. No beginners/no phone calls, please. Affirmative action/equal opportunity employer, M/F.

For a better job, contact Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203—637-3653.

Documentary producer for prime-time documentary series. Bachelor's degree plus 1-2 years' experience with long-form TV documentary production. Resume/tape to WXXI Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE.

News reporter. WAVY-TV has opening for general assignment news reporter. College degree in journalism or related field and minimum 18 months' TV news reporting experience. Resume, audition videotape, references, salary requirements to News Director, 801 Wavy St., Portsmouth, VA 23704. No beginners/no phone calls, please. Affirmative action/equal opportunity employer, M/F.

Anchor. NBC affiliate, N.E. 6 & 11 PM news. Men and women. EOE. Resumes to Box E-98.

General assignment reporter. Two years' commercial TV experience. Top 50 market, sunny South. Resume to Box E-104. EOE.

Co-anchor/producer for top-rated early & late newscasts, weekdays. Two years experience required, more preferred. Tape & resume to Dan Schillinger, KEVN-TV, Box 677, Rapid City, SD 57709.

Anchor/reporter. Two openings at news-oriented CBS affiliate. Small market, but news leader with top product, largest staff. Need experienced co-anchor on early news with field reporting. Other is experienced general reporter. Tape/resume to Bob Bartlett, KTAB-TV, Box 5676, Abilene, TX 79608.

News producer. Must have strong news judgment, writing, & people skills. Work as part of market's top news team, producing 6:00PM and assisting on local 10:00PM news. CBS affiliate. Strong emphasis on local news. Jack Keefe, WIFR-TV, Box 123, Rockford, IL 61105. EOE.

Full range of news department personnel needed for present and future openings across country. Confidential. APR Broadcast Placement Service, 803—651-0550.

Reporter/field producer. Opening in Tokyo bureau for English-language weekly magazine show seen on US cable. Heavy reporting and production skills essential. Japan experience and language desirable. Resume/tape to TeleJapan USA, Inc., 964 Third Ave., Third Floor, New York, NY 10155.

Reporter/weathercaster. Do morning weather cut-ins and general assignment reporting. Reporting skills and weather training essential. EOE. Resume to Jerry Fisher, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901.

Director of news and public affairs. Coordinate news and public affairs activities for public radio and TV stations. Requires significant on-air presence for both radio and TV. Bachelor's degree in appropriate field, minimum three years' experience in broadcast news and public affairs, knowledge of radio and TV production techniques. Resume, writing sample, tape to Personnel, WITF-TV/FM, Box 2954, Harrisburg, PA 17105. WITF, an equal opportunity employer.

Mature anchor. Early and late weekday newscasts. Strong ties to Midwest. Must have excellent reporting skills. Must relate to people. Minimum 5 years' experience as primary anchor. No beginners. Send letter/resume by Feb. 15 to Box E-117. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Production manager. Northern California UHF independent. Manage 8 person department for both on-air and commercial production. Resume to Box B-120. EOE.

Creative promotion manager. KBVO-TV, aggressive, highly-rated, successful independent, in the capital of Texas. Austin, the fastest growing city in Texas, home of Univ. of Texas, surrounded by hill country, lakes, rivers. If you are successful, talented, imaginative, experienced in station promotion, publicity & advertising, we want to talk to you. Resume to Clyde Formby, KBVO—TV, P.O. Drawer 2728, Austin TX 78768. EOE.

Director-switcher. Proven hands-on ability in news/production. South Texas VHF. EOE. Resume to Box E-21.

Graphic designer. WXFL-TV, Tampa, FL looking for designer with broadcasting experience to join our award-winning team. Applicants should be experienced in print as well as on-air graphics. Electronic graphics experience preferred. Resumes to Chuck Easler, WXFL-TV, Box 1410, Tampa, FL 33601. EOE, M/F.

Coordinating producer for national public TV series, The New Tech Times, based in Madison, WI, at WHA-TV. Duties include segment research and idea development, coordination of uplink interviews, pre-interviewing of segment subjects, coordination of field segment editing, some field production responsibilities, production and editing liaison with free-lance producers. One to two years broadcast news producing or reporting experience and B.A. in journalism, communications, or related field required. Knowledge of small format field production and editing, satellite uplink procedures desired. Minimum starting salary \$18,000 - \$20,000, plus liberal benefits. Send letter of application, list of five references, resume, 3/4" or 1/2" videotape sample of work, by January 25, 1985, to Jeff Clarke, Executive Producer, The New Tech Times, 821 University Ave., Madison, WI 53706. WHA-TV, an equal opportunity employer.

Director on-air promotion. Responsible for production of on-air promotion for top 50 network affiliate. Must be highly motivated and creative with strong skills in production and writing. Resumes to Personnel Mgr., WSAZ-TV, P.O. Box 2115, Huntington, WV 25721. EOE/M/F.

Host/co-host/associate producers. Top 20 market station planning new live morning show, and we're going to do it up right. We are looking for two associate producers who are strong in imagination/initiative, as well as host and co-host. Send resumes to Box E-59. EOE/M/F.

Top 20 market station in search of director with solid experience directing live news. Applicant should be self-motivated leader capable of participating in development/maintenance of creative visual format of the program. Send resumes to Box E-60. EOE/M/F.

KUAC-TV, small public TV station in university community, on America's last frontier, seeks assistant program manager to supervise preparation of daily logs, manage tape library, help with facilities scheduling & promotion. Minimum salary \$30,264. KUAC-TV, University of Alaska, Fairbanks, AK 99701. Deadline: 1/25/85. University of Alaska is an EO/AA employer and educational institution. Your application for employment may be subject to public disclosure if you are selected as finalist.

Senior producer - public affairs. Responsible for locally produced public affairs programming plus related staff and activities. Bachelor's degree in broadcast journalism, mass communications, radio and TV or film plus five years TV production experience or equivalent. Salary \$26,146 minimum. Apply by February 15 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. EOE/AA.

Production manager/ITV coordinator. Strong manager/coordinator of production staff for award-winning public broadcast teleproduction facility. Demonstrated management and instructional TV experience. B.A. required, M. A. desired. \$20,000 minimum salary. Resume to Rosemary Jacobson, Director, UW-Stout Teleproduction Center, Menomonie, WI 54751.

Production manager. South Dakota Public TV Network (KUSD-TV) Vermillion, SD. Duties: oversee all local production to assure completion according to appropriate network standards. Coordinates pre/post production for South Dakota ETV Network TV programs, supervise scheduling of adequate production/editing time, personnel, and equipment. Coordinates scheduling, equipment and personnel with KESD-TV production manager on co-productions. Participates in long range planning for local productions, including program budgeting, coordinates technical quality by acting as production liaison to engineering staff, supervise technical functions on productions. Directs programs as required. Requires: BS/BA in communications with broadcast emphasis or related field and five years' progressively responsible TV production work experience or acceptable equivalent combination of education and experience. First preference: knowledge of technical TV equipment in all phases of production. Second preference: equipment/personnel scheduling experience. Salary \$20,197. Send South Dakota employment application to Personnel Services, 414 E. Clark St., Vermillion, SD 57069, 605—677-5671, by Jan. 31, 1985. AA/EOE.

Market leader seeks versatile, creative producer/director with emphasis on news. Must have ability to call fast-paced, dual anchor block, with DVE/ADO. Resume, tape, salary requirements to WTOL, Production Manager, P.O. Box 715, Toledo, OH 43695. EOE, M/F.

Assistant program director. Assists director of TV programming in all aspects of TV programming. Requires Bachelor's degree or significant experience in broadcasting. Excellent written and oral communications skills required; experience in broadcasting a plus. Send resume to Personnel, Box 2954, Harrisburg, PA 17105. WITF, an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

News director. Experienced, competitive administrator seeks competitive ownership for long-term association. Especially interested in number three determined to be number one in 40's-70's markets. Box B-117.

GM of profitable LPTV looking to move to full power in top three market. Box E-62.

Owner selling profitable radio station; anxious to return to TV in sales management position. Fourteen years' sales experience. Excellent references. Prefer Southeast. Steve Logan, 912—427-4555.

SITUATIONS WANTED SALES

Sales, sales management. Direct, agency, new business "go-getter". Relocate? Yes! TV or radio. 317—251-8698.

SITUATIONS WANTED TECHNICAL

3 years' experience TV operations, light maintenance, general radio telephone license, member SBE, broadcasting degree, available now. 817—665-9405.

First phone, experienced in operation/maintenance of TV transmitters. Box E-100.

SITUATIONS WANTED NEWS

Meteorologist. Mature, experienced weather enthusiast available for your next book. Down home style combines warmth/humor with credible information. Strong computer graphics knowledge, feature & environmental reporting skills. 915—944-2926.

ENG photographer-news-production. 3 1/2 years' experience in Washington DC market. Promo and spot copywriter. Exp. Contact Jim, 301—933-4390; 2009 Blueridge Ave., Wheaton, MD 20902. Will relocate.

Broadcast meteorologist—could your station benefit from a credible, pleasant meteorologist who can make a difference in your weather presentation? Call Tim, 312—894-6349, evenings, CST.

Experienced on-air TV-radio reporter. DC area or proximity. Box 2793, Laurel, MD 20708.

General assignment reporter. Currently working at top 20 net affiliate. Extensive live work. Emmy nominee. Broadcast journalism degree. Aggressive, streetwise, versatile, team player. Can produce stories viewers remember. Seeking move up. 813—864-2492.

Veteran sportscaster, 34, whose special blend of sparkle and pizzazz can establish credibility and produce "thriller" of a show without any Michael Jackson glitter-glove gimmickry. Available immediately. 203—673-2231.

Ugly, illiterate, humble TV news reporter/anchor seeking similar employer. Great references. Always available. 601—388-2083.

Reporter-photographer team. Specializing in series, newsfeatures, seek top 20 magazine/documentary slots. Award winners. Black female, male. Box E-86.

News director, executive producer. Excellent credentials. Deep, extensive experience. Box E-92.

General assignment reporter. '84 BA TV news. 3 years PBS affiliate experience. Can shoot, edit; seek opportunity in exchange for hard work! Dependable, community oriented, sense of humor. Excellent references. T&R: Sara, 206—842-5836.

Eight year radio sports veteran ready for TV sports opportunity, any size market. Excellent anchor, reporting, PBP ability. University of Cincinnati graduate. Deny, 419—675-7220; 614—666-5242.

Creative reporter/producer. Good ratings, multiple awards. Superior writing/production skills. Pete, 919—724-3447.

Anchorman, 40, experienced, reporting & producing capabilities, likable on-air & off. Box E-108.

Correspondent/reporter/anchor. 10 years' network experience seeks reporter/producer position. Major market only. Write Box E-114.

Meteorologist, 5 years TV experience. Colorgraphics, AMS seal. Personable, understandable style. Looking to move up. Box E-116.

Devastate your competition with new face that seduces and news delivery that produces. Potential anchorwoman with 18 months on-air employment as newscaster, writer, reporter. Box E-118.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Actor seeking major role in soap or series. Tall, slender, animated. Sparkling, upbeat personality. Engaging manner. Excellent timing and intuition. Good sense of humor. Refined, articulate, contemporary. Natural feel for romance. Age range: 26-36. Ash blond hair with blue/green eyes. An outgoing, disciplined professional. Call Michael Edwards, 212—868-1121.

College grad with internship experience currently with film equipment co. in NYC. Very creative, good writing skills. Willing to do anything. Write/call Christopher Cefaly, 155 E. 73rd St., #6B, NY, NY 10021; 212—249-3446 after 6PM EST.

Camerman, 14 years' experience including 3 years in Middle East and Europe for ABC News. Will relocate. Contact David Owens, Box 203, Augusta, KS 67010. 316—775-2575.

Remember when you got your break? Recent University of Michigan graduate seeking any entry level TV production position. BA communication, economics. Will relocate. Need opportunity. Tim Halevan, 313—971-2582, evenings EST.

Motivated self-starter, 2 yrs. college broadcasting. Seeks behind scenes work in TV production from floor manager to audio. Prefer NYC metro area. Resume available. Box E-121.

For Fast Action Use BROADCASTING's Classified Advertising

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast news. Search reopened. Tenure track position. Ph. D. preferred, experience in TV news, potential as successful teacher and researcher. Rank/salary dependent upon qualifications. Deadline for application: February 1, 1985. Send letter of application/curriculum vita to Dr. Larry Lorenz, Chairman, Department of Communications, Loyola University, New Orleans, LA 70118. Loyola University, an affirmative action/equal opportunity employer.

Instructor/assistant professor. Teach broadcast management, news, broadcast advertising/sales, media law, broadcast copywriting. 12 hours per semester, possible supervision of campus radio station, and/or internship program. M. A. required, Ph. D. preferred, teaching & broadcast industry experience desired. Salary competitive. Letter, resume, transcripts, 3 letters of reference to Dr. June Smith, Head, Department of Speech, Communication & Theatre, Box 275, WTSU Station, Canyon, TX 79016, 806—656-3248. EOE.

Instructor or assistant professor. Initially to have primary responsibility for broadcast journalism courses with one quarter of full-time load associated with management of student-operated, 3,000-watt non-commercial radio station. Ph. D. or ABD in journalism or mass communication preferred; Master's degree required. Both teaching and professional experience (preferably in radio station management) desired. Must be able to teach basic writing-reporting courses and two or more of the following: advertising, public relations, photography, and upper-level theory course. To start Sept. 1, 1985. The Department's news-editorial sequence is accredited by the ACEJMC. University is an equal opportunity employer. Deadline: Feb. 28, 1985. Send resume/at least three letters of recommendation to George P. Crist, Chairman, Search and Screen Committee, Journalism Department, University of Wisconsin-River Falls, River Falls, WI 54022. River Falls is about 30 miles from St. Paul-Minneapolis.

Executive director for new broadcasting school, Midwest. We plan on resident, as well as correspondence courses. Must have complete know-how including instruction, advertising, student financing. Send complete resume including salary requirements to Box E-67.

Journalism/communications. Experienced person to teach journalism (print and TV, Fall, 1985. Background: print and broadcast reporting, mass communications history and law, plus photojournalism, public relations, advertising, or oral communications. Master's required, doctorate preferred. Contact Dr. Harold Shaver, Communications Dept., Bethany College, Bethany, WV 26032.

Graduate assistants with professional experience in broadcast journalism needed to help teach classes in TV & radio news while earning an MA in journalism. Full fee waiver plus minimum \$550 monthly stipend for nine months. Contact Director, School of Journalism, Ohio State University, Columbus, OH 43210.

Broadcasting. Assistant/associate professor. 9-month tenure-track position beginning August 16, 1985. Principal responsibilities teaching basic TV production and writing for TV - radio, with additional expertise and interest in teaching EFP, basic radio, introduction to broadcasting, advanced TV, possibly other related courses. Ph. D. plus professional and teaching experience preferred. Master's degree with professional and teaching experience required. Established and recognized program with well-equipped facilities. Salary commensurate with qualifications. Minorities and women encouraged to apply. Letter of application, resume, list of at least 3 current references by March 1, 1985, to Office of Academic Affairs, Broadcasting Search, Western Kentucky University, Bowling Green, KY 42101. Affirmative action/equal opportunity employer.

Broadcasting: Director, TV studios. Tenure track faculty position. Will teach TV production, announcing, be in charge of TV studios. Ph. D. preferred, Master's degree required. College teaching and professional experience essential. Rank/salary commensurate with qualifications. Position open beginning August, 1985. Application deadline February 8, 1985, or until filled. Send up-to-date resume, college transcripts, three current references to Chairman, Department of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42071. Department has 340 majors in four sequences, 20 graduate students, 11 faculty/staff members, 100,000-watt FM stereo radio station, weekly lab newspaper, yearbook, and full-color TV studios with channel on local cable-vision system. Murray State University, an equal opportunity/affirmative action employer.

HELP WANTED SALES

National Association of Broadcasters has opening in its radio department for regional manager. In this position, you'll be responsible for selling of NAB radio memberships in Mid-Atlantic territory. As part of the duties of regional manager, you'll be responsible for all radio membership activity in this region, including providing service to existing members, serve as liaison with the state association, and serve as that region's representative to NAB. Qualifications will include an understanding of broadcast operations, knowledge of sales techniques, previous telemarketing experience, and previous broadcasting experience. NAB offers excellent salary/benefits, as well as challenging work environment. Send salary requirements and resume to Ann Miller, NAB, 1771 N Street, NW, Washington, DC 20036. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Radio-TV writer-producer. Write and produce radio and TV programming for the Virginia Cooperative Extension Service. Significant work experience including on-air work and audio/video editing desired. Farm background helpful. Salary range starts at \$18,061. Apply to Position 376, Nancy Bowman, Employee Relations, Virginia Tech, Blacksburg, VA 24061, by February 8, 1985. Equal opportunity employer/affirmative action.

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 C-type 1" videotape. Cash for lengths of 30 minutes or longer. Will pay shipping. Call collect. Carpel Video, Inc., 301—845-8888.

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.

Harris FM-20H3 (1977). 20kw FM, on air, portable studio desk w/2 ORK trnbls. & 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.

25KW & 10KW FM, Sparta 625 (1978) w/exciter & spares. RCA BTF 10E (1974), on-air, excellent cond. Call M. Cooper/Transcom Corp., 215—379-6585.

Ikegami 79DAL camera. Canon 9-117mm/2x, remote zoom, 1100 hours, owner/operated, \$16,000. Sachtlar 7X7, stainless legs & spreader, \$2,000. Darrell or Ed, 612--338-5022. Serious offers only!

Convergence SE-100 special effects switcher, cable and junction box. \$2,500. Convergence A/S-100 switcher, \$600. Like new. 212--265-3676.

55KW UHF TV transmitter. GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813--685-2938.

Transmitter/communications building - fiberglass. With heater, air conditioner, and electrical. Never used. 8' x 10' x 8'. Rick Santich, 216--696-6900.

Adda ESP 150C still store with 3 drives. Each drive stores 150 frames. (Will accept trade of 1" tape machine, etc.) Chyron 4000. Television Graphics, 201--444-2911.

Harris 9002 automation system with 4 each Otari ARS-1000, ITC record delay unit, dual disk drives, Texas Instruments printer, expanded 6000 event memory. 2 years old. WMBM, Miami Beach, FL 33139. 305--672-2500, Ed Margolis.

Videocassettes, half price! Master stock quality U-matic videotapes. Chyron evaluated, cleaned, de-labeled, & erased. Satisfaction guaranteed! Albums included. 3/4" tape prices: 60 minutes \$12.49; mini field 20 minutes \$7.49; 30 minutes \$9.49; 10 minutes \$6.49. C-type 1" and 2" quad tape also available. Free, fast delivery to North America. Call collect. Carpel Video, Inc., 301--845-8888.

Complete film chain, ideal for LP or start-up. Two other film cameras. ISI 20x10 router/remote controls. Large group of 3/4" machines, including editors. Make cash offer. John Pauza, 615--894-4980.

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.

RCA TR-70C, TK-44s, TK-28 film island. Adda frame store, Hitachi HR-100 portable 1", Sharp 700 camera, Echolab SE-3 computer switcher, Convergence 103B editor. Media Concepts, 919--977-3600.

MISCELLANEOUS

Business plans - A five year financial plan for your new TV station will help cinch your financing. Quality Media, 404--324-1271.

Space segment. Satcom 4, 7:00am-7:00pm. Fully protected. \$200 per hour. M. Sherwood, 800--245-4463.

FM broadcast opportunity. 689 markets to receive new FM allocations. Call the experienced broadcast communication consultant for details. D. B. Communications, Inc., 4401 East-West Highway, Suite 404, Bethesda, MD 20814, 301--654-0777.

CONSULTANTS

Wanted: clients! Twenty-year veteran of broadcast field seeking clients for his own consulting firm. Put me to work for you! Prefer to work with adult contemporary and all-news stations. Charles A. Carney, Box 2005, Kalamazoo, MI 49003, 616--345-6424.

RADIO

Help Wanted Sales

OPPORTUNITY

You start with:

- 3 syndicated feature series to sell nationally on barter.
- High commission only on \$250-\$750K revenue.

If you have:

- National sales experience.
- Strong knowledge of syndication.

Send letter/resume to Box E-125. Join us in the rewards of radio syndication.

Help Wanted News

EDITOR

for all-news radio station, Los Angeles. Editor: holds management-level position. Editor is immediate on-line supervisor in the newsroom overseeing work of anchors, writers, correlators, reporters, and desk assistants. Duties include determining story selection, story priority, story assignments, & developments. Editor also exercises quality control over copy, taped material, and air product. 5 years' broadcast news experience required. All-news radio or broadcast wire editing experience preferred. No phone inquiries. Resume to Jeri Love, KFWB News 98, 6230 Yucca St., Los Angeles, CA 90028.

Help Wanted Technical

CHIEF ENGINEER MAJOR MARKET GROUP OWNED FM

Outstanding opportunity for bright, aggressive engineer who knows how to get top competitive sound and has track record to prove it. If you have solid technical skills, can take charge and run clean operation, work closely and enthusiastically with programming, and contribute as member of management team, we want your resume now. We're a large TV & radio group and offer top salary/benefits. EOE. Reply in confidence to Box E-132.

Help Wanted Management

GENERAL MANAGER L.A.

Unique opportunity. Take the reins of a class C FM, Los Angeles. We're looking for an established professional, with excellent track record and proven major-market skills. Full responsibility for entire operation. If you're really the best, here's your chance. Send complete resume-/compensation requirements to Box E-49.

CHIEF ENGINEER

WVOR-FM 100, A/C, Rochester, NY's dominant radio station. State-of-the-art equipment in showcase physical and technical atmosphere. Please forward resume to Bob Mallory, Operations VP, WVOR, P.O. Box 40340, 1700 Midtown Tower, Rochester, NY 14604.

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR

We need programmer. WBAP/820 Dallas-Ft. Worth. Candidate must have successful track record. Send resume in confidence to Warren Polash, WBAP, One Broadcast Hill, Ft. Worth, TX 76103. A Capital Cities station. EOE. No calls.

COME BE OUR CHIEF!

Two stations, medium market, Mountain West, will pay \$20,000 to share an engineer. One is class IVAM & class C FM; the other is class III AM/DA-N. Both stations have engineering-oriented management. Helpful environment & clean air. Write Box E-102. EOE.

Situations Wanted Announcers

THE MOST FROM YOUR MORNINGS!

Dynamic AM drive specialist seeks new home. Track record shows instant ratings & revenue. FM only. If you're serious about success, we should talk. 609--737-1421.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

MALE, 44 TALKHOST RADIO/TV

- (1) LLB graduate, Cambridge University.
- (2) Broad, positive experience includes 15 yrs. law, business, psychology, journalism in London, Rome, Paris, Zurich, Beyrouth, & Panama, 10 yrs. in USA.
- (3) Currently prime-time radio talkshow host in top 40 market.
- (4) Cultured British accent gives unique sound to your station—imparts accurate information.
- (5) Immediate audience affection!
- (6) Contract expiring. Would like to upgrade before March book.

CONTACT D.H., 213-652-7595

Situations Wanted Management

LEADING EXECUTIVE

with incredible history of success will manage your group to maximum productivity and profit. Top achievements in sales, promotion management and bottom line management. Shirt sleeve, hard working, doer! Write Box E-103.

SEEKING GENERAL MANAGER

position small/medium market with future equity position. Young, energetic, experienced all phases. Call Ted, 914-356-7060 eves. 914-357-9425.

Situations Wanted Programing, Production, Others

PROGRAM DIRECTOR EXTREMELY SUCCESSFUL

Seeking AC or country oppty. with long term commitment & upward mobility. Write Box E-57.

TELEVISION

Help Wanted Programing, Production, Others

WANT YOUR MTV?

Wanna job? Want 'em both at once?

MTV Networks Inc. is hiring two motivated research people who really know their stuff:

Research Manager

Responsible for quantitative and qualitative project design; insightful analysis; project supervision. Ratings background essential. Management experience preferred. Position encompasses MTV, NICKELODEON and VH-1.

Research Analyst

Highly analytical person must be well-organized, familiar with tabular data, able to meet deadlines, be a good writer and be able to type.

No phone calls please. Send letter, resume and salary requirements to: Steve Seidmon, MTV Networks Inc., 75 Rockefeller Plaza, New York N.Y. 10019
An equal opportunity employer M/F

Associate Producer

Excellent opportunity for individual with a minimum of 3 years production and booking for a live talk show (audience format). Post production editing and field production know-how a major plus as well as excellent writing/communication skills. Interested candidates should send resume including salary history to:

BOX E-124.

equal opportunity employer m/f/h/v

STORY PRODUCER

Leading producer of health and medical TV requires field producer for syndicated TV series. Must have full story production capability, including field experience, expertise in story development, research, shooting, writing, editing oversight. Experience with mini-documentary or magazine format necessary. Familiarity with medical issues desirable, not imperative. Must be willing to relocate and travel extensively. Qualified applicants are welcome to send resume, with references & detailed salary history to Dale Minor, Senior Producer, Medstar Communications, Inc., 1305 S. 12th St., Allentown, PA 18103. No phone calls or videotapes, please.

MEDSTAR

DIRECTOR GOOD COMPANY SHOW

KSTP-TV seeks creative, take-charge director for our top-rated afternoon show, Good Company. The challenge is to make this studio-based live audience show sizzle. Lots of demonstration segments, studio musical performances, fashion shows, & audience participation. Director must also be experienced with tape-package production with digital effects. Right candidate has experience directing similar show and ability to inspire production team for top flight programs. Please send letter, resume, and tape to: Robert Sears, KSTP-TV, 3415 University Ave., St Paul, MN 55114. EOE/MF.

ON AIR PROMOTION MANAGER

for SuperStation WTBS. Must currently be in comparable position. Minimum 6 years' experience. Send resume to Ron Harris, Turner Broadcasting System, Inc., Advertising/Promotion Dept., 1050 Techwood Dr., NW, Atlanta, GA 30318. EOE.

Help Wanted Programing, Production, Others Continued

PRODUCTION MANAGER

Sunbelt affiliate has excellent opportunity for individual with proven track record in commercial TV production, combined with top management & people skills. Resume/salary requirements to Station Manager, WCIV-TV, PO Box 10866, Charleston, SC 29411. EOE.

Help Wanted Management

NEWS DIRECTOR

Searching for seasoned professional or #2 person in large market to manage the #1, most aggressive and award winning news department in South Carolina. This 50 share plus CBS affiliate in the sunbelt and on the ocean has it all, including CONUS, the innovative KU-Band satellite technology for local news. Work with a winner; work with the future. Resume to Vice President/General Manager, Mark H. Pierce, P.O. Box 186, Charleston, SC 29401. EOE, M/F.

WCSC-TV 5

Help Wanted Sales

CABLE AD SALES MANAGER

Cable TV programming service has immediate opening in Atlanta for experienced radio or cable advertising salesperson. This person needs to be a self-starter, aggressive, willing to travel nationally, committed to hard work, able to meet the challenge of competitive, growth-oriented environment. Degree in marketing and minimum 2 years' ad sales experience preferred. Rewards include competitive base salary with quarterly bonuses and excellent benefits. EOE. Resume/salary history in confidence to:

Wendy Parker
The Weather Channel
2840 Mt. Wilkinson Pkwy., Ste. 200
Atlanta, GA 30339



Help Wanted Sales Continued

EXPERIENCED SALESPERSON WANTED

Strong background in handling retail accounts as well as new account development. Excellent benefits plus base. Send introductory letter/resume to Jim Williams, 1065 Williams St., Atlanta, GA 30318. EOE.

Help Wanted Technical

CHIEF ENGINEER UHF TV

Major market UHF Northeast independent seeks CE with min. five years recent experience overseeing operations, & maintaining/repairing transmitters, microwave, VTRs, cameras, switcher, other equipment. Send resume/salary history in confidence to Box E-94. AA/EOE.

ALLIED FIELDS

Help Wanted Instruction

DEAN, COLLEGE OF JOURNALISM UNIVERSITY OF SOUTH CAROLINA COLUMBIA, SC

Objective: innovative dean who will take dynamic role in directing college of journalism of the University of South Carolina. New dean will lead thriving journalism program recognized as 1 of the strongest in the country. An opportunity to be part of an expanding university which is exercising strong leadership in a state & region committed to the future. Qualifications: earned doctorate or equivalent professional experience; prior academic and/or administrative experience; substantial professional experience; commitment to multi-disciplinary aspects of mass communications (especially print journalism, broadcasting, advertising and public relations); respect for/knowledge of research; ability to interact with working communicators; demonstrated record of public service; ability to work with university administration; and capacity for fund raising. Conditions of employment: Appointment date July 1, 1985. Salary & rank are open, depending on qualifications. Information and applications: Deadline for applications: February 28, 1985. More information on request. Applicants should send cover letter with statement of goals, complete resume, and three references to:

Dr. Perry J. Ashley, Chairman
Dean's Search Committee
College of Journalism
University of South Carolina
Columbia, SC 29208

The University of South Carolina, an equal opportunity/affirmative action employer, encourages applications from women & minority group members.

Miscellaneous

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Miscellaneous Continued

Class C Preservation

Docket 80-90
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Dallas, TX 75225
(214) 739-2828**

Public Notice

PUBLIC NOTICE

Board of Directors of National Public Radio will meet in open session on Tuesday, February 5, 1985, from 10:30 a.m. to 4 p.m., at National Public Radio, 2025 M Street, NW, Washington, DC. Subject to amendment, the agenda includes: Chairman's Report, President's Report, committee reports on Development, Finance/Audit, Membership, Planning & Priorities, Programming and Technology/Distribution. The Board committees will meet on Wednesday, February 6, at the same location. For further information concerning these meetings, please contact the NPR Office of Executive Secretariat, 202-822-2018.

Radio Programming



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Wanted To Buy Stations

AM STATIONS WANTED

Anchorage County, AK; Los Angeles & Orange Counties, CA; Honolulu County, HI; Hillsborough, Strafford & Rockingham Counties, NH; Bristol, Kent, & Providence Counties, RI; Davis, Salt Lake, Utah, & Weber Counties, UT. Reply in confidence to principal at Box E-89.

BUYER SEEKS RADIO STATION(S)

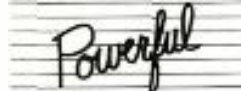
Our client, a media and financial professional, desires to purchase a broadcast station(s) in Pennsylvania, southern New Jersey, Maryland or Delaware. Send full particulars in strictest confidence to Gibbel, Kraybill & Hess Law Firm, P.O. Box 1521, Lancaster, PA 17603.

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VP/general manager seeks to buy and actively manage into major market station(s) or into small group. Looking for turnaround situation. Background is sales, research, and administration. Box E-107.

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For Sale Stations Continued

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		TV	
SBUT	MED	UHF (cp)	\$255,000
NE	MAJ	\$7.5 MIL	CASH
SBUT	MED	UHF	\$1.3 MIL
MNTN	MED	UHF (CP)	\$85,000
MW	SM	UHF (CP)	\$90,000
W	SM	VHF (CP)	\$40,000
		AM	
MNTN	SM	FULL	\$175,000
PAC NW	MET	DAY	\$365,000
MNTN	SM	DAY	\$125,000
SE	SM	DAY	\$175,000
SE	SM	FULL	\$155,000
		FM	
SE	LRG	C	\$4.1 MIL
SE	SM	A	\$200,000
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AL	AM/FM	\$250,000	25%
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P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

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■ West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.

■ Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.

■ East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

Class B FM Profitable AM

Priced approximately 2½ times gross at \$2.3 million. Application on file for move to city grade Midwest capital city not now served by station. Potential unlimited. Requires \$1,500,000 down, with soft terms. Box E-46.

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

WELCOME TO NEW YORK

Our congratulations to Herb & Penny Springer, Lee Thompson, Burt Schapiro, & Kevin Dodge on becoming overnight group owners with their purchase of WTPL Tupper Lake and WIGS AM/FM Gouverneur, NY.

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For Sale Stations Continued



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Location	Size	Type	Price	Terms	Contact	Phone
GA	Med	AM/FM	\$1250K	Cash	Brian Cobb	(202) 822-8913
WY	Med	AM/FM	\$1200K	\$150K	David LaFrance	(303) 534-3040
ME	Sm	AM/FM	\$1100K	Terms	Ron Hickman	(401) 423-1271
FL	Met	FM	\$1055K	Terms	Randy Jeffery	(305) 295-2572
FL	Sub	FM	\$ 750K	Cash	Bill Cate	(904) 893-6471
TX	Med	FM	\$550K	\$150K	Bill Whitley	(214) 680-2807
ID	Met	AM	\$500K	\$150K	Greg Merrill	(801) 753-8090
NC	Met	AM	\$400K	\$60K	Mitt Younts	(202) 822-8913
IL	Sm	AM	\$350K	\$75K	Burt Sherwood	(312) 272-4970

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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Buying, selling, financing, or re-financing a radio station. The Broadcast Appraisal Bureau can provide an appraisal that is:

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There was a profitable class C FM in Texas, priced at less than 10x cash flow, and located in the really, truly Sunbelt. You'd think it's too good to be true, but it is! It's True! Call 512-544-5409. PRW & Associates, Box 3127, South Padre Island, TX 78597.

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FM/AM combo, growth market. Asking \$750,000; excellent terms. Call Jerry Denon, The Montcalm Corporation, 206-622-7050.

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S.C. Resort Station 1,000 watt-AM/PSR. Beautiful resort fishing area near coast. Bargain price for less than \$90,000 cash. Call Anna, 803-854-2119.

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Only station in growing county. Latest equipment, new building, 11 acres. Needs owner-operator TLC. Other interests require my time. Immediate sale. Low down, unusual financing. Call Jay, 304-472-1460.

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Dan Hayslett
 & associates, inc.

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For Sale Stations Continued

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FOR GROUP OWNERS ONLY

Due to unusual circumstances, group owner offers excellent 100,000 watt FM in leading Sunbelt city; fulltime 5,000 watt AM (day & night at 5KW) #1 facility in top 40 mkt; 10,000 watt AM powerhouse in oil rich Sunbelt city. All have valuable real estate. Will sell as group for \$2,970,000 (terms), discount for cash. **ONLY** group owners will be answered. Box E-88.

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Clear title to license and equipment for top 15 market radio station available for sale for \$120,000 cash. Write Box A-102.

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SOUTH CAROLINA AM

Good owner-operator opportunity. Near outskirts of Spartanburg-/Greenville area. Excellent facility. Box E-123.

DOMINANT AM

This 5 KW fulltime AM has owned its market for years. Perennial no. 1, beautiful Northeast town with strong, stable economy anchored by major university. Substantial cash flow, even under operation by trustee. Possible tax losses also available. Reply Box E-48.

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over 1/2 volume on Spanish programming. Very dominant facilities, good med. mkt. Asking \$2 mil, will negotiate. John Mitchell, 1939 Bayou, Shreveport, LA 71105, 318-868-5409.

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Class C FM with 5kw fulltime AM. Lots of potential in an already successful property. Asking \$1,100,000, terms: \$950,000, cash. Call Ron Hickman, 401-423-1271.



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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—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media



Wildman

Sherman Wildman, president, SFN Communications Inc., and responsible for international operations for group, becomes chief executive officer, responsible for both domestic and international operations, effective Feb. 1, upon retirement of **Walter Windsor**, chairman

and CEO of SFN Communications. SFN comprises WAPA-TV San Juan, Puerto Rico; WTVM(TV) Columbus and WIBF(TV) Augusta, both Georgia; WFTV-TV Orlando, Fla., and KGVO(AM) Missoula and KCAP(AM)-KZMT(FM) Helena, both Montana. Wildman will remain based in San Juan.

Don Markwell, executive VP and general manager, WLVI-AM-FM Montgomery, Ala., named president and chief executive officer of parent, Colonial Broadcasting.

Henry Goldman, general manager, WCHS-TV Charleston, W. Va., joins CLW Communications, Chattanooga, as VP, broadcast division. CLW owns WHYD(AM) Columbus, Ga.; WCRM(FM) Dundee, Ill.; WSCW(AM) South Charleston, and CP for FM in South Charleston.

Larry Williams, general manager, WBLX(FM) Mobile, Ala., named VP of parent, Beasley Broadcast Group. **Harry Williams**, general sales manager, WBLX, succeeds Larry Williams.

Dave McDonald, general sales manager, KCNR-AM-FM Portland, Ore., named VP, general manager.

Lin Harris, from KQAM(AM)-KEYN(FM) Wichita, Kan., joins KFA(AM)-KLZS(FM) there as VP.

Charles Webb, president and general manager, WNNE-TV Hartford, Vt., joins WVVA(TV) Bluefield, W. Va., as VP and general manager.



Webb



Brown

Clarke Brown Jr., assistant VP and general sales manager, WQXI-AM-FM Atlanta, joins KSON-AM-FM San Diego as VP and general manager.

Mike Mitchell, VP and general manager, KSNF-TV Joplin, Mo., joins KOAM-TV Pittsburg, Kan., in same capacity.

Don Welch, general sales manager, KUUY(AM)-KKAZ(FM) Cheyenne, Wyo., named VP and general manager.

Ronald Dykstra, general manager, WCUZ-AM-FM Grand Rapids, Mich., named VP.

Gary Reames, general sales manager, WQEZ(FM) Fort Myers, Fla., joins KCFX(FM) Harrisonville, Mo., as general manager.

Scott Vaughn, general manager, KKTU(TV) Colorado Springs, joins KESQ-TV Palm Springs, Calif., in same capacity.

Joseph Shaffer, program manager, WHNS(TV) Asheville, N.C., assumes additional duties as station manager.

Appointments, WSMH-TV, new independent in Flint, Mich. that went on air Jan. 13: **Frederick (Fritz) Mills**, director of national sales, UPI Media, Chicago, to general manager; **Thomas Hansen**, station manager, WFFT-TV Fort Wayne, Ind., to operations manager, and **Rita Bentley**, from Diamond Mortgage, Southfield, Mich., to business manager.

Muriel Henle Reis, VP, WNEW-TV New York, and assistant secretary of parent, Metromedia, named associate general counsel, Metromedia.

John Wolters, assistant controller, ABC, New York, named VP.

Louis Briskman, VP and secretary, law department, Westinghouse Broadcasting & Cable, New York, named associate general counsel for parent, Westinghouse Electric Corp.

Daniel Monroe, staff VP, controller-manager, labor relations, broadcast group, Meredith Corp., Des Moines, Iowa, named VP, staff operations.

Melissa Woodruff, from WTOP(AM) Washington, joins WPOC(FM) Baltimore as director of new business development.

Allee DePasque, bookkeeper, WKLS-AM-FM Atlanta, named business manager.

Adrienne Richardson, operations manager-program director, noncommercial KROP(AM) Brawley, Calif., joins noncommercial KPBS-FM San Diego as operations director.

Marketing



Dooner

Senior VP's, management representatives, McCann-Erickson, New York, named to new posts: **John Dooner Jr.** and **Michael Sennott**, to deputy managers; **Ian Hooper** assumes additional responsibilities for subsidiary, March Direct Marketing.



Sennott



Hooper

Ruth Mortensen, assistant media planner, Campbell-Mithun, Minneapolis, joins D'Arcy MacManus Masius, St. Louis, as media planner. **William Miller**, account executive, Juhl Advertising, Elkhart, Ind., joins D'Arcy MacManus Masius, St. Louis, in same capacity.

Thomas Lom, management director, Saatchi & Saatchi Compton Inc., named executive VP.

Glen Peak, chief operating officer and director of account service, Ensslin & Hall Advertising, Tampa-St. Petersburg, Fla., assumes additional responsibilities as president.

Melba Acton, associate media director, Valen-

the most experienced executive recruiting firm in broadcasting and cable

More than 16 years as specialists in the communications industry.
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Youngs, Walker & Company

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INVERNESS, ILLINOIS 60067

tine-Radford, Kansas City, Mo., advertising agency, named VP.

Appointments, McCaffrey & McCall, New York: **Norman Freedman**, **William Vieser** and **Peter Manley**, senior VP's, group account directors, and **Patrick Hehir**, senior VP, treasurer, to board of directors; **Sam Fertig**, senior VP, account supervisor, New York, to group account director; **Barbara Kunen**, manager of spot TV and radio buying, to senior VP; **William Haldane**, VP, director of business development, to senior VP, and **M. Angela Castro**, VP, associate research director, Grey Advertising, to VP, manager of research.

Cheryl Soucy, assistant director of research, Storer Television Sales, New York, joins Petry Television there as director of marketing. **Judy Obernier**, regional sales manager, WPLG(TV) Miami, joins Petry National; Television and Petry Television as sales manager, Tampa, Fla., office. **Stewart Strizak**, member of spot television sales team, Petry National Television, Chicago, named group sales manager, blue team. **Tino Pappas**, associate research director, Petry Television and Petry National Television, New York, named director of special projects.

Appointments, Torbet Radio: **John Graziano**, Los Angeles regional manager, to VP, Western division manager; **Bob Lurito**, VP, mid-central division manager, Chicago, to senior VP, mid-central division; **Tony Fasolino**, VP, Eastern division, New York, to senior VP, Eastern division; **Jerry Gubin**, Philadelphia regional manager, to VP, Philadelphia region, and **Mariann DeLuca**, VP, research-marketing, New York, to senior VP.

Richard Ducott, regional marketing manager, Continental Cablevision of Illinois, named director of marketing, Continental Cablevision of St. Paul, Minn.

Henry DeVault, associate director, audience analysis, ABC Marketing and Research Services, New York, named director, audience research.

Alice Oberman, employment supervisor, *Reader's Digest*, New York, joins Cunningham & Walsh there as director of personnel.

Danielle Webb, sales manager, swords team, Katz Independent Television, New York, named manager, Detroit sales office.

Thomas Tierney, assistant art director, popular music division, Warner Bros. Publications, New York, joins Media Design Agency there as art director.

Bud Brewer, operations manager, WKIS(AM) Orlando, Fla., joins LeMand & Co., Orlando advertising agency, as VP, account services.

Joseph J. Grant, manager, marketing communications, furniture systems division, Westinghouse Electric, Grand Rapids, Mich., joins Fahlgren & Swink, Cleveland as director of client services.

Phil Pabian, from Storer Television Sales, Atlanta, joins Harrington, Righter & Parsons, Los Angeles, as account executive, green team.

James McLemore, from Cramer-Krasselt, Chicago advertising agency, joins Dawson, Johns & Black there as art director.

Daura Gutierrez, director of marketing, Viacom's Snohomish, Wash., cable system,



Partners. I. Martin Pompadur (r), chairman and chief executive officer of Television Station Partners, New York-based owner of WROC-TV Rochester, N.Y.; WROV-TV Steubenville, Ohio; WBRE(TV) Scranton, Pa.; WEYI-TV Saginaw, Mich., and WRDW-TV Augusta, Ga., joins The Rule/Starger Co., New York and Los Angeles, as partner. Pompadur, former president of Ziff Corp., and executive and member of board of directors of ABC, joins other former ABC senior executives Elton Rule (center) and Martin Starger, in diversified communications company intending to enter television program production and station ownership.

named marketing manager, business analysis, Viacom Cable, Pleasanton, Calif.

Warrington Retzer, owner, RWR Advertising, Baltimore, joins WOR(AM) New York as station sales representative.

John Martin, part-time research analyst, Siddall, Matus & Coughter, Richmond, Va., named account executive. **Juanita B. Haas**, news director, WSSV(AM)-WPLZ(FM) Petersburg, Fla., joins Siddall, Matus & Coughter as assistant account executive.

Joan McMahon, from Petry Television, Chicago, joins CBS Television Stations National Sales there as account executive.

Michael Dunlop, general sales manager, WPWR-TV Aurora, Ill., named VP, sales and marketing.

Ted Slusher, account executive, KSNF(TV) Joplin, Mo., joins KOAM-TV Pittsburg, Kan., as general sales manager.

Robert Lawson, sales manager, WPEC-TV West Palm Beach, Fla., named VP, sales.

Sharon Ervin, from KHOW(AM) Denver, joins KMGH-TV there as director of marketing and research.

Lou Nielsen, national sales manager, WOC(AM)-KLIK(FM) Davenport, Iowa, joins KBQC-FM Bettendorf, Iowa, as general and national sales manager.

Gary Elfstrom, account executive, WNNE-TV Hartford, Vt., named national sales manager.

Christopher Wells, regional sales manager, WHNN(FM) Bay City, Mich., joins WSMH-TV Flint, Mich., as general sales manager.

Chris Monk, account executive, KLUC(FM) Las Vegas, joins KARR(AM) Kirkland, Wash.,

as general sales manager.

Linda Frame Brush, account executive, WCMF(FM) Rochester, N.Y., named sales manager.

Cathy Meloy, general sales manager, WBAL(AM)-WYYY(FM) Baltimore, joins WMAL(AM) Washington as sales manager.

Mike Casey, account executive, WRFM(FM) New York, named sales manager.

Terry Bergren, co-op advertising account executive, *Los Angeles Daily News*, joins KNBR(AM) San Francisco as director of co-op sales department.

Susan Perry-Hoffman, account executive, KKBQ-AM FM Houston, named local sales manager.

Dick Strait, from KKCI-FM Liberty, Mo., joins KCFX(FM) Harrisonville, Mo., as local sales manager.

John Misner, account manager, Jeffrey-Scott Advertising, Fresno, Calif., joins KJEO-TV there as national sales manager.

Dan Carelli, account executive, WRBQ-AM-FM St. Petersburg, Fla., named retail sales manager.

William Lipp, from WPHL-TV Philadelphia, joins WLYH-TV Lancaster, Pa., as account executive.

Becci Gebhard, account executive, WBAL(AM) Baltimore, joins WPOC(FM) there in same capacity.

Programing

Appointments, Tri-Star Pictures: **David Matalon**, executive VP, worldwide marketing and

distribution, New York, named president, succeeding **Gary Hendler**, resigned; **Jeff Saggansky**, senior VP, series programming, NBC Entertainment, since March, 1983, to, president, production, based in Los Angeles, and **Arnold Messer**, executive VP, Los Angeles, to senior executive VP.

Christopher Pearce, VP, head of production, The Cannon Group, Hollywood, named executive VP, chief operating officer.

Appointments, Columbia Pictures Industries: **Peter Kells**, senior VP and chief financial officer, Los Angeles, to executive VP; **Gerald Abrams**, independent producer, has signed exclusive two-year contract as executive producer for Columbia Pictures Television, Los Angeles; **Kenneth Lemberger**, senior VP and general counsel, New York, to senior VP, corporate operations and internal affairs; **Paul Cholak**, VP, personnel and administration, New York, to senior VP, personnel and administration.

Jonathan Dolgen, president, domestic operations, Columbia Pictures, and president of Columbia's pay cable home entertainment group, joins 20th Century Fox as senior executive VP.

Stuart Graber and **Jeffrey Schlesinger**, VP's, international Telepictures Corp., New York, named senior VP's.

Vivien Wallace, head of television sales, Granada Television International, London, named to board of directors.

Lawrence Spungin, executive VP, development, MCA, New York, named VP.

Tony Dwyer, Midwest division sales manager, National Telefilm Associates, Chicago, joins Four Star International as head of Chicago office.



Rider

Kevin Rider, chief engineer, The United Stations, New York, named director, program operations.

Ann Shanks and **Bob Shanks**, independent writers and producers, have signed exclusive television and feature film agreement with Fries Entertainment, Los Angeles.

Adrienne Tomkins, freelance video producer, joins Dynamic Cablevision of Florida, Coral Gables, Fla., as program production supervisor.

Debra Lieberman, from Rainbow Programming Services, Woodbury, N.Y., joins Lifetime, Los Angeles, as director, affiliate relations, Western region.

Edward Burakowski, VP, association affairs, National Cable Television Association, Washington, joins Studioline Cable Stereo, Reston, Va., as marketing director, Eastern region.

Fred Flaxman, director of program development, noncommercial WTTW(TV) Chicago, named VP, program development. **Pat Faust**, director of broadcasting, WTTW(TV), named director, enterprises division, responsible for station's income-producing ventures.

Sonny Love, morning drive announcer, WBLX(FM) Mobile, Ala., named program director.

Bud Brown, director, WJAR-TV Providence, R.I., joins WVEC-TV Norfolk, Va., as executive producer, program department.

William Nieman, district sales manager, *Newsweek*, Cleveland, joins Business Times there as sales representative.

Appointments, air staff, KUS(AM) Los Angeles: **J.J. McKay**, from WAVA(FM) Arlington, Va.; **Larry Morgan**, from KIS(FM) Los Angeles; **Benny Martinez**, from KSDO-FM San Diego.

News and Public Affairs



Steel

Bob Steel, assistant news director, KATV(TV) Little Rock, Ark., joins KARK-TV there as news director.

Mike Krasner, associate producer, WCVB-TV Boston, joins WGGB-TV Springfield, Mass., as managing editor.

Appointments, WLUC-TV Green Bay, Wis.:

John Armand, from WXYZ-TV Detroit, to assistant producer; **John Hill**, from WAAY-TV Huntsville, Ala., to 6 and 10 p.m. anchor; **Norm Schroeder**, from KARK-TV Little Rock, Ark., and **Anna-Marie Cole**, from WDIO-TV Duluth, Minn., to reporters.

Fund. KEGL(FM) Fort Worth has donated \$1,000 to reward, now in excess of \$5,000, set up by Southwest Bank, Fort Worth, for information leading to arrest and indictment of the person or persons responsible for the abduction of several area women. Among those missing is KEGL receptionist Angie Ewart.

Christine Dolan, deputy political news director, CNN, Washington, named political news director. **Glenda Webb**, from WALA-TV Mobile, Ala., joins CNN, Atlanta, as anchor.

Greg Neubacher, member of news staff, WKBD-TV Detroit, named news director.

Justin Friedland, senior producer, political broadcast unit, ABC News, named deputy bureau chief and producer, ABC News, Paris.

Susan Schiller, news producer, CBS-owned WCAU-TV Philadelphia, joins CBS's KMOX-TV St. Louis as executive producer.

Adrien Chandler, morning news anchor, WHAM(AM) Rochester, N.Y., joins WSOC-AM-FM Charlotte, N.C., in same capacity.

Deborah Sedillo, Hispanic media coordinator, Mondale-Ferraro campaign, Washington, joins WTTG(TV) there as public service director.

Connie Schopmeyer, from WSMV-TV Nashville, joins WKYC-TV Cleveland as weekend co-anchor and consumer reporter.

Barb Schroeder, from The United Foundation, Detroit, joins WJRT-TV Flint, Mich., as weekend anchor.

Broadcasting

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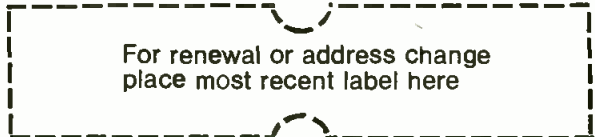
☐ **Broadcasting Magazine**
☐ 3 years \$175 ☐ 2 years \$125 ☐ 1 year \$65

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☐ **Broadcasting Cablecasting Yearbook 1985**

The complete guide to radio, TV, cable and satellite facts and figures—\$85 (if payment with order \$75) **Billable orders** must be accompanied by company business card or company purchase order. Off press Spring 1985.

Name _____ ☐ Payment enclosed
Company _____ ☐ Bill me
Address _____ Home? Yes ☐ No ☐
City _____ State _____ Zip _____
Type of Business _____ Title/Position _____
Signature _____ Are you in cable TV operations ☐ Yes
(required) ☐ No



The one to read when there's time to read only one.

Debbie Tyler, from WMJY(FM) Long Branch, N.J., joins WNNJ(AM)-WJXL-FM Newton, N.J., as anchor-reporter.

John Miller, from WNEW-TV New York, joins WNBC-TV there as reporter.

Roger Sharp, correspondent and political editor, WABC-TV New York, joins WCBS-TV there as business correspondent.

John Gillespie, from WTVG-TV Toledo, Ohio, joins WTMJ-TV Milwaukee as sports anchor.

Jim Healy, sportscaster, KLAC(AM) Los Angeles, joins KMPC(AM) there in same capacity.

Rob West, freelance photographer, joins KOLR-TV Springfield, Mo., as news photographer.

John Miller, from WNEW-TV New York, joins WNBC-TV there as reporter.

Technology

Jerry Smith, director of domestic TV-RF sales, Harris Corp., Quincy, Ill., named VP, sales and marketing, broadcast transmission division.

Crawford Hawkins, VP and general manager, Post Haste Video, videotape production and post-production division of Tegra Industries, Vancouver, B.C., named president and chief executive officer of Tegra.

Robert Rosenbaum, director of worldwide product marketing, Sperry Corp., Philadelphia, joins Artel Communications Corp., Worcester, Mass.-based manufacturer of fiber optic communications systems, as VP, sales and marketing.

Lawrence Welland, president, Tri-Data, Mountain View, Calif., joins CMX Corp., Los Gatos, Calif., as VP and director of marketing. CMX manufactures and markets television editing systems.

Albro Traynor, components regional applications manager, Southern sales region, Augat Inc., based in Roswell, Ga., named marketing manager, interconnection components division, Attleboro, Mass.

Semir Sirazi, section manager, cable products division, Zenith, Glenview, Ill., named director of CATV communications products.

Theresa Curtis, operations engineer, KLDH-TV Topeka, Kan., named operations supervisor. **Jeff Maloney**, operations engineer, KLDH-TV, named maintenance engineer.

Rick Clark, operations manager, KSNF(TV) Joplin, Mo., joins KOAM-TV Pittsburg, Kan., as operations manager and director of engineering.

Marcus Williams, assistant chief engineer, WDIV(TV) Detroit, named chief engineer.

Promotion and PR

Kathryn Bachman-Stock, manager, employee communications, ABC, New York, joins Arbitron Ratings Co. there as manager, advertising and sales promotion. **Sonia Baker**, project manager, Dentsu Inc., New York, joins Arbitron there as public relations specialist.

Jeffrey Thompson, from Disney Channel, Anaheim, Calif., joins International Media

Services, PR firm there, as VP, sales and marketing.

Jason Farrow, general manager, advertising, Sony Communications Products Co., Park Ridge, N.J., named director of advertising and communications.

Pegi Deitz, from Reeves Teletape, New York, joins Unitel Video there as advertising-publicity director.

Lisa Hill, promotion manager, KSNF(TV) Joplin, Mo., joins KOAM-TV Pittsburg, Kan., in same capacity. **Scott Binns**, production manager, KSNF(TV) Joplin, Mo., joins KOAM-TV as assistant promotion manager.

Margaret Sandwick, manager, public affairs department, Lifetime, New York, named director of department.

Elizabeth Saunders, director of advertising and promotion, KMGH-TV Denver, and director of creative services for parent, McGraw-Hill Broadcasting, joins KTTV(TV) Los Angeles as director of promotion and creative services.

Judy Soccio, from WMAQ-TV Chicago, joins WPWR-TV Aurora, Ill., as promotion manager.

Yolanda Perez, public service director, KNTV(TV) San Jose, Calif., named community relations director.

Tom Polk, director of promotion and advertising, WEWS(TV) Cleveland, joins WXYZ-TV Detroit as assistant creative services director.

Dan Holm, from WMAR-TV Baltimore, joins WJBK-TV Detroit as news promotion producer.

Judy Albrecht, promotion coordinator, KCST-TV San Diego, joins KTTY(TV) there as promotion manager.

Sam Swan, chairman of department of radio-television, Southern Illinois University, Carbondale, Ill., joins University of Tennessee, Knoxville, Tenn., as head of department of broadcasting.

Phil Thompson, staff artist, WLS-TV Chicago, named director of news graphics.

Allied Fields

Marc Lackritz, with the Washington law firm of Wald, Harkrader & Ross, joins House Telecommunications Subcommittee in February as chief counsel and staff director, succeeding **David Aylward**, who resigned for "personal reasons" last month (BROADCASTING, Dec. 17, 1985). Lackritz, who has been with firm since 1979, is former deputy chief counsel for Senate Budget Committee. Lackritz has known Subcommittee Chairman Tim Wirth (D-Colo.) since serving as his intern during Wirth's days at Department of Health, Education and Welfare (now Health and Human Services Department).

Ward White, senior counsel to Senate Commerce Committee, has resigned, effective Jan. 21. He will join U.S. Telephone Association as vice president, government and public affairs. White has been with Commerce Committee staff since 1971. **Kathy Meier**, counsel to Communications Subcommittee, succeeds White. Meier has specialized in cable and common carrier issues.

Mel Parker, direct response marketing direc-

Defense spending. The Radio and Television News Directors Foundation has instituted a new broadcast journalism fellowship, the Vada and Barney Oldfield Fellowship for National Defense Reporting. The \$1,000 award honors the long-time RTNDF treasurer and his wife, Vada. Applicants must be "employed in electronic news with at least two but not more than five years experience. They must declare an interest in pursuing the reporting of military affairs and have ROTC or other military experience." Deadline for entries is April 1.

tor, CBN Cable Network, New York, joins Media Consultants International there as president of direct marketing consulting firm.

Nell Jefferson, director of accounting operations, and **Steven Beck**, manager of corporate auditing, A.C. Nielsen, Northbrook, Ill., named assistant controllers. **Jeff Alvis**, corporate development analyst, Nielsen, named manager of planning and acquisitions, Marketing Research Group USA.

Elmer Lower, former president, ABC News, New York, will be Distinguished Visiting Lecturer in Telecommunications and Film Department, San Diego State University, beginning Jan. 26.

David Blank, attorney, Mass Media Bureau, FCC, Washington, named chief auxiliary services branch, audio services division, Mass Media Bureau.

Jeff Hodge, from Katz Radio, New York, joins Arbitron Ratings there as VP, radio station sales.

John Garziglia, attorney, Mass Media Bureau, FCC, Washington, joins communications law firm of Pepper & Corazzini there.

Charles Firestone, director of UCLA's communication law program, resigns at end of school year in July. He remains affiliated with Los Angeles law firm of Mitchell, Silberberg & Knupp.

Elected officers, Detroit Radio Advertising Group: **Elaine Baker**, WOMC(FM), president; **Mike Solan**, WLLZ(FM) vice president; **Valerie Tuttle**, McGavren Guild, treasurer, and **Jim McQuaid**, Blair/RAR, secretary.

Deaths

Rick Sharp, 40, producer, CBS Sports, New York, died of heart attack Jan. 8 at Norwalk, Conn., hospital. Sharp, who began his broadcasting career at WTOP-TV Washington, joined CBS in 1970, and had been lead producer on NCAA basketball telecasts since 1981. He is survived by his wife, Mary, and two daughters.

Robert F. McGarvey, 61, broadcast consultant, SESAC Inc., New York, died of heart attack Jan. 9 at his home in Ballinger, Tex. McGarvey was former owner-manager of KRUN-AM-FM Ballinger. He is survived by his wife, Mabel, and daughter.

Lamar Sherlock, 54, air personality, KJOI(FM) Los Angeles, died of heart attack Dec. 30 at Seal Beach, Calif. He is survived by his wife, Gloria, son and daughter.

Bernard Howard: persistence pays

Bernard Howard, who is marking his 40th year in radio, attributes his success to perseverance and a willingness to try new ideas. His wife, Irma, puts it more graphically: "Bernie may be thrown out the front door, but then he'll come through the back door."

Howard, who is board chairman and chief executive officer of the New York-based station representative, Hillier, Newmark, Wechsler & Howard, has had many opportunities over the past four decades to test his loyalty to radio as the medium struggled to define, then redefine, its niche in the media hierarchy.

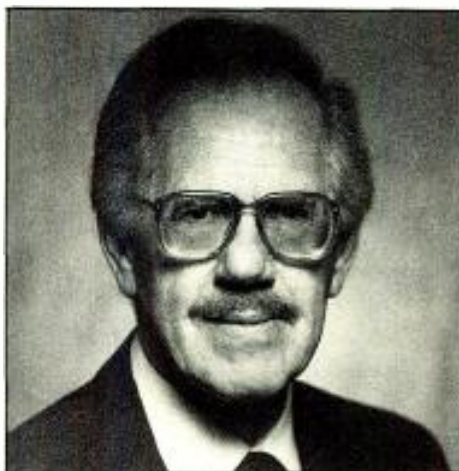
From his vantage, Howard can cite numerous alterations in the landscape over the past four decades, underlined by the diminishing number of radio representatives. He points to the development and emergence of varied formats and sub-formats and the beginnings of the "megarep" firms that represent a number of stations in the same market.

Howard's interest in advertising began when he was a teen-ager and was piqued, he says, by the industry's characterization in the media as a lively, fast-moving and creative occupation. But he was briefly sidetracked. After serving in the Army in World War II, Howard landed a job in the classified advertising department of the *New York Daily News*. A year later, in 1945, he became a salesman for the Phil Broderick & Co., a magazine rep firm, which also served as the East Coast office of W.S. Grant & Co., a West Coast radio representative.

Howard started to work full time in radio as New York sales manager at Forjoe & Co. in 1948. It was during his tenure at Forjoe that Howard was introduced to black radio. At Forjoe, and later at his own company, Howard pioneered the selling of radio targeted to black audiences, a specialty that he says was virtually untapped by representatives at the time.

"Black radio was a very difficult sell in those days," Howard remembers. "We had to beg advertisers to try it. At times advertisers and agencies found it difficult to accept the concept of a black speaking to a black in a commercial. But some advertisers gave it a try. Among the early clients were Budweiser, R. J. Reynolds, Carnation, Coca-Cola, Pepsi-Cola and Seven-Up."

Howard left Forjoe in 1952 to become president of Stars National Inc., New York, owned by broadcaster E.D. Rivers Jr. Four years later he formed his own radio representative firm, Bernard Howard & Co., in New York, devoted exclusively to selling time on black stations. "Another of our innovations was in the development of the music/news/disk jockey format on independent stations," he points out. "The growth of this format led to saturation radio on independent stations and added to the amount of dollars



BERNARD HOWARD—chairman and chief executive officer, Hillier, Newmark, Wechsler & Howard, New York; b. Oct. 19, 1921, New York; BA, economics, Brooklyn College, New York, 1945; U.S. Army, 1943-44; classified advertising salesman, *New York Daily News*, 1944-45; salesman, Phil Broderick & Co., New York, 1945-48; New York sales manager, Forjoe & Co., 1948-52; president, Stars National Inc., New York, 1952-58; formed Bernard Howard & Co. and served as president from 1959 until 1982; present position since 1982; m. Irma Beck, 1942; children: Laurie Gerson; Ellen Howard; Kathy Jacobson; Ned.

spent in spot. And I was in the forefront of representatives moving toward representation of independent stations."

Howard thrived with the black radio specialization, but gradually added other stations to his list. He functioned as an independently owned representative from 1956 until 1969, when he sold his company to Sonderling Broadcasting. In turn, the company was sold to Viacom in 1979 and to McGavren Guild in 1982. Howard's firm was merged with another MG unit, Hillier, Newmark & Wechsler to form Hillier, Newmark, Wechsler & Howard. This company and three others—McGavren Guild, Major Marketa Radio and Weiss & Powell—make up Interep, described as a holding company and headed by Ralph Guild.

Guild, who is president of both McGavren Guild and Interep, is understandably high on Howard: "Bernie is honest and direct in his dealings" and "is a good businessman in that he knows that in exchange for servicing clients a company is entitled to make a fair profit."

Howard notes good-humoredly that his association with Hillier, Newmark "keeps me young." He characterizes the other principals of the firm as "youthful and aggressive" and says, "They keep me on my toes." Philip B. Newmark serves as president in the New York headquarters; Chuck Hillier is executive vice president in Chicago, and Ira

Wechsler is executive vice president, based in Los Angeles.

In less than three years, according to Howard, HNW&H has grown to more than \$50 million in billings. The firm now has offices in New York, Chicago, Los Angeles, San Francisco, Philadelphia, Boston, St. Louis, Detroit, Dallas, Atlanta and Charlotte, N.C. The firm represents stations in about 125 markets, handling several different stations in the same market in some instances.

"We anticipate that 1984 will show an increase of about 12% for the spot radio industry," Howard says. "Our company will finish up in that area too. I'm not too optimistic about 1985 at this point. It means we must find new ways to create new dollars. One of those ways is through nonwired networks." Interep operates a nonwired network, Internet, which serves HNW&H and its three other owned reps.

Howard sees the trend toward mergers of representative firms into "megareps" continuing because of the high cost of operations today. In addition to the McGavren Guild-Interep project, several other representatives are moving in that direction. In the past year or so, Blair has absorbed Group W Radio; Katz has annexed Christal and RKO Radio Sales, and Selkirk, parent company of Selcom Radio, has acquired Torbet Radio.

"Only financially strong reps can thrive in radio today," said Howard. "There is a need for regional offices, salesmen, researchers, sales support services and computer capability. Our own company now has about 65 people spread throughout the country."

Howard is confident that radio, particularly spot radio, can continue to compete despite the development of the new electronic media. He praises radio's capability in an era of audience segmentation, pointing out that radio's varied formats can carve out specific niches for specific stations.

"Radio is a medium that feeds on new ideas," Howard says. "It has survived because it always has managed to adapt to changing conditions. I hope that new ideas will be given a test in the marketplace of the future, as they have in the past." Although television, with its substantial budgets, remains a "golden medium," says Howard, he is delighted that more and more media buyers are becoming better versed in the various dimensions of radio, including its programming and demographics. An informed media buying community, he believes, can only result in improved spending in radio.

Howard, 63, looks back at his long tenure in the radio representative business and remarks happily: "Coming to work here at Hillier, Newmark has been a shot in the arm; it's like a rebirth."

Howard spends much of his time now making presentations to agencies on the wonders of radio. And nowadays he always enters through the front door.

President Reagan, who has been criticized by Washington press corps members for infrequency of his meetings with them, will be far more accessible to reporters in his second term, according to White House spokesman Larry Speakes. Speakes on Friday said President will give interviews to reporters on weekly basis and will hold formal news conferences every month to six weeks. Reagan's last press conference was Jan. 9, and that was first formal session with reporters since July 22. Speakes, who said he was "pleased to report" plans for stepped-up meetings with press, said President has weekly interviews scheduled, "more or less, for the next six months." He also said plans call for formal press conferences on monthly basis but that if events intervene, they will be held six weeks apart.

Cancellation of *Edge of Night* has given ABC edge in daytime ratings. For second consecutive week, **ABC nudged CBS** by one-tenth of rating point in daytime ratings, with ABC averaging 6.8 rating for week ended Jan. 13, compared to 6.7 for CBS and 5.2 for NBC. Excluding two weeks of summer Olympics, last time ABC won daytime ratings was for week ended Jan. 6, 1984. However, in common time ratings—those daytime periods when networks compete head-to-head—CBS still came out ahead, with 7.4 rating for week ended Jan. 13, compared to 7.2 for ABC and 5.6 for NBC.

New Program Group—consortium of Gannett, Hearst, Metromedia, Storer and Taft broadcasting groups—has five major projects in works. At meeting in Los Angeles following NATPE, NPG decided to proceed to script on three out of four proposed sitcoms solicited from production community. Pilot for fourth sitcom has been commissioned in Canada. Fifth project is described as "back-door pilot" via made-for-TV movie to air before Christmas. Spokesman declined to elaborate on projects. NPG also decided to be "receptive" to "significant presentations" of programming that could be utilized by affiliates between 6 p.m. and 8 p.m. or independents in prime time or daytime as well as late night. However, NPG is willing only to go into production with two—at tops, three—programs at any one time.

National Geographic special, *Land of the Tiger*, has "potential" to be **Public Broadcasting Service's most watched program ever**, PBS said last week. Overnight five-city ratings average for program (which aired at 8 p.m., Jan. 16) was 11.9/18 (with 17/25 in San Francisco). Current "most watched PBS program" is another Geographic special, *Sharks*, which aired in January 1982 and averaged 11/15.

Senator Paula Hawkins (R-Fla.), chairman of **Subcommittee on Alcoholism and Drug Abuse**, has scheduled hearing Feb. 7 to examine issue of banning beer and wine advertisements on TV and radio.

As fight against ban on alcohol advertising heats up, National Radio Broadcasters Association senior vice president, Abe Voron, sent letters to NRBA members, urging them to contact their congressmen and "inform them of radio's efforts in the realm of public service, programming and promotions to fight alcohol abuse and drunk driving," NRBA said. Voron will represent NRBA at upcoming U.S. Department of Justice seminar in Williamsburg, Va., Jan. 29-31, involving interested parties on how they might cooperate to combat alcohol and drug abuse ("Closed Circuit," Jan. 14).

Commissioner Dennis Patrick last week released statement dissenting from FCC action amending Orlando-Daytona Beach, Fla., market to include Melbourne and Cocoa, Fla., for must-carry rules (BROADCASTING, Nov. 26, 1984). Patrick contended that decision departed from legal precedent "several times." Among other things, predicted that decision could result in "avalanche" of similar requests and failed to consider effects on small cable operators. "Cable systems may have to purchase additional microwave equipment to receive these new signals, particularly since some of these systems are located well beyond the natural over-the-range of the signals of the Melbourne and Cocoa stations," contended. "Depending on the number and extent of the cable systems involved in the new Orlando-Daytona Beach-Melbourne-Cocoa hyphenated market, the total costs for small cable operators may be substantial." James Mooney, president of the National Cable Television Association, said he found it "difficult" to fathom why it would be in the public interest to require cable operators to take off programming their subscribers want to carry a station outside their local communities. "Commissioner Patrick is right to mark the mark," Mooney said.

In AP report last Wednesday, owners of UPI, Douglas F. Ruhe and William Geissler, are reported to have reached agreement with Grant's new broadcast group, Grant Broadcasting, to purchase UPI's WFBM-TV Joliet (Chicago), Ill. UPI spokesman William Adler said terms of sale were unknown. UPI has been under austerity program to aid in survival of company. Adler was asked if more could go to UPI and he said, "I wouldn't infer that from this announcement because I don't know the terms." He quoted Renato Brutoco, president of UPI's Focus Management Corp., saying

Westmoreland vs. CBS: week 15

CBS witness Sam Adams continued on the stand last week in the libel trial of General William Westmoreland's suit against the network's 1982 documentary, *The Uncounted Enemy: A Vietnam Deception*. Adams, who began his testimony two weeks ago, reiterated last week that based upon his research during the Vietnam conflict as a CIA analyst, whose job it was to estimate enemy troop strength, the opposition had at least twice as many total troops as the almost 300,000 reported by the Westmoreland intelligence command in 1967. Adams testified that in some cases, on a province-by-province basis, the evidence (captured documents, prisoner interrogations, etc.) indicated that enemy strength was actually 11 or 12 times greater than estimates in the official order of battle published by the Westmoreland command. Adams, a co-defendant and paid CBS consultant to the documentary, said interviews with a number of military and CIA analysts involved in analyzing enemy strength during the war reinforced his own conclusions. Interviews with several analysts specializing in enemy infiltration estimates, Adams testified, led him to conclude that between 100,000 and 150,000 enemy troops that infiltrated to the south in the five months before the massive Tet offensive beginning Jan. 30, 1968, went unreported by Westmoreland's intelligence gathering unit. Adams testified that his belief that West-

moreland imposed a ceiling of enemy strength of 300,000, which he ordered his intelligence unit not to exceed, was based largely on conversations with retired Colonel Gains Hawkins, a ranking member of Westmoreland's intelligence unit. Hawkins told Adams, the latter testified, that he had "received a ceiling on a piece of paper," indicating a figure for enemy troop strength of 300,000 from his superior, Colonel Charles Morris, but that he believed the order must have emanated from the top—Westmoreland himself. The defense concluded its direct examination of Adams last Monday (Jan. 14).

Cross examination by Westmoreland attorney David Dorsen began the following Wednesday (Jan. 15) and continues this week. Dorsen challenged the thoroughness of Adams' inquiry, suggesting for example, that there were other analysts Adams should have talked to about infiltration numbers besides the three he interviewed. Dorsen also challenged the credibility of some of Adams' sources, suggesting that in some cases they had been analyzing data during the period in question (1967-68) for too short a time (two or three months) to be reliably proficient. Dorsen has so far failed, however, to get Adams to recant any substantive part of the testimony he gave on direct examination or to acknowledge that any of his sources may not have been completely reliable.

s "really premature to speculate how the money might be divided-up because the financial figures are not even known to us at this point." He said that his "impression" is that Ruhe and Geissler intend to invest their resources in effort to strengthen UPI. Earlies, spokesman for Grant Broadcasting, said: "Negotiations have not been completed and the announcement is precipitous."

Commissioner James Quello has hired **Brian Fontes**, social science analyst in policy analysis branch of FCC Mass Media Bureau, as special assistant. Commissioner Mimi Dawson has hired **John (Jack) Richards**, attorney for Private Radio Bureau, as legal assistant.

Group owner **Midwest Communications Inc.**, owner of one AM, one FM and three TV's, based in Minneapolis, has **filed application with FCC for pro forma transfer of control**. In transaction, control will still reside with owners, W.T. Doar and J.E. Murphy, but new stockholders will be brought in, including President James M. Rupp, who will own 7.5%; management employees group will own 2.5%; employee stock ownership trust will receive 18.1%, and Teachers Insurance and Annuity Association will own 15.5%. Dissenting stockholders will receive cash.

Radio-Television News Directors Association has already agreed to proposal of James Farley, vice president, radio news, NBC, speaking via **two-way satellite hookup, RTNDA's 1985 conference in Nashville** with this year's National Association of Broadcasters/National Radio Broadcasters Association's jointly sponsored **Management and Programming Convention in Dallas**, both of which occur Sept. 11-14 ("Closed Circuit," Nov. 5, 1984). Idea would be to "bridge gap" between meetings by allowing panel of radio news directors in Nashville to trade ideas with panel of program directors in Dallas ("Riding Gain," Jan. 7). Farley said RCA Americom is agreed to donate transponder space, leaving only cost of linking and downlinking video signal to be picked up by associations.

Next week, following first bidding round of **Public Broadcasting Service's station program cooperative**—by which noncommercial stations buy programs collectively—**MacNeil/Lehrer NewsHour** as in "good position" to be purchased, ranking 15th out of 37 programs, PBS said, adding that this is only beginning of station trading process, which will continue through February. Also last Thursday (Jan. 17), **NewsHour** advisory committee met in Chicago to **consider "50-10 plan" and addition of "local window" for nightly 3S program**. Plan would reduce **NewsHour** to 50 minutes, with maining time to be used as "window" by noncommercial stations ("In Brief," Dec. 17, 1984). Committee wanted more feedback on noncommercial system and will continue to explore ideas, before decision is made by end of May. Meanwhile, according to **NewsHour**, program "registered its **highest cumulative weekly ratings ever**"—8.6—during November 1984.

RCA Americom's **Satcom 1-R**, which distributes several radio networks over its digital audio channels and acts as backup for other RCA Americom satellites, cannot be relied on to extent it once as. According to RCA Americom spokesman, satellite's primary **command receiver**, "which receives signals from ground control to keep satellite in proper orbital position, **failed last month**. Satellite immediately switched to backup receiver without interruption of service, he said. But if backup fails, he said, bird will begin to drift, forcing users to abandon it within weeks. RCA believes chances of it happening are slight. Failure of primary command receiver as first for RCA Americom, he said.

Third annual **AMIP** (American Market for International Programs) has been **indefinitely "suspended."** AMIP co-organizer Harvey Seslowsky said suspension came about because "the foreign distributors have not yet learned their lesson" on how to sell to U.S. market. Seslowsky denied that indefinite suspension is due to lack of interest on part of U.S. programming community, explaining there was a lot of interest "among program buyers, but "it was just that the sellers were not prepared to sell." Possible alternative,



Inaugural disk. As inauguration day approached, Harry O'Connor (center), president of O'Connor Creative Services, and Douglas J. Bennet (right), National Public Radio president, were at the White House to discuss *The Inaugural Heritage*, a disk containing 20 one-minute vignettes on events surrounding presidential inaugurations (BROADCASTING, Jan. 7), which was given to Ronald Reagan. The nonpartisan series was co-produced by OCS and NPR and distributed to commercial and noncommercial radio stations nationwide.

Seslowsky said, would be to hold workshops/conferences between U.S. programmers and foreign suppliers on what U.S. market wants and how to sell to it. "Ideal time," he said, would be in November before International Emmy awards ceremonies in New York.

Between 75 and 100 persons involved in growing teleport business are expected for **first annual meeting of American Teleport Association at Washington's J.W. Marriott hotel next Monday** (Jan. 28). Among those scheduled to speak: FCC Commissioner Mimi Dawson; David Markey, head of National Telecommunications and Information Administration; David Aylward, former chief counsel and staff director, House Telecommunications Subcommittee; Bill Hynes, director of telecommunications, ABC; former FCC Chairman Richard Wiley; communications economist Alan Pierce, and Tom Wheeler, former president of National Cable Television Association. President of new trade association is Bob Schmidt. He is president of Communications Technology Management, operator of teleport in suburban Washington, and former president of NCTA.

FCC's budget and staff have grown over past 50 years, but so has industry it monitors, said **Edward J. Minkel, FCC managing director**, in speech to Hawaiian chapter of Armed Forces Communications and Electronics Association last week. In 1934, Minkel said 51,704 stations were authorized to use radio frequencies, with 623 of those broadcasters. As of September 1983, however, there were more than 2,072,719 stations authorized, with broadcasters accounting for about 18,000 of those. Minkel also said automation and lotteries were FCC's "weapons" for its "bread and butter work"—application processing. "In the telecommunications revolution this is the front line," Minkel said. "Our ability to process quickly has a critical impact on private investments and the economy in general."

WRC-TV Washington reporter Kelly Burke pleaded guilty last week to charge of **driving under influence** of alcohol last summer in crash that killed Poolesville, Md., man. Burke, who was fined \$500 and placed on two years unsupervised probation, volunteered and was ordered by judge to **produce documentary on effects of drunk driving and its prevention, as part of his sentence**. There is no court order to broadcast documentary; Burke simply has to prepare it.

Editorials

Way overdue

A sensible accommodation has been reached in a confrontation that had gone on too long over the broadcasters' use of exit polling to project election results. The major networks have agreed to abandon the practice before the polls close. Two of their loudest critics in the Congress have agreed to advocate a common closing time for voting precincts in national elections. Television may become the instrument that delivers the common closing hour, but the reform has been needed since the invention of the telegraph.

Television has been blamed, wholly without proof, for discouraging voting in the West by projecting or reporting presidential victories while Western polls were still open. True, the television networks have perfected the technique of projection and, in decisive outcomes at least, can forecast results before polls close anywhere. But the Eastern vote has been no secret in the West since transcontinental communication turned instantaneous. It would have made sense to decree a common closing for precincts in all time zones when radio became a mass medium, if only to negate the possibility of influencing the vote.

As Ed Joyce, president of CBS News, said last week, the decision to relinquish the exit poll for projections was not made easily. Journalists are reluctant to inhibit their own freedom. All three presidents of network news are gambling that their restraint will buy the common closing hour that would settle the whole problem. They have not gambled away their title to exit polls, it should be noted. If the common closing hour is rejected by the Congress, they reserve the right to broadcast projections state by state as polls close.

What are the chances of congressional adoption of reform? Al Swift, the congressman in the forefront of negotiations, puts them at 50-50. Tim Wirth, the surly chairman of the House Telecommunications Subcommittee, was grumbling last week about "whether it is necessary to rewrite every state's election laws and ask an entire nation to alter its voting habits and traditions to accommodate a handful of network executives."

Wirth, in character, has missed the point. The common closing hours should be adopted to accommodate a nation with an intricate communications system that has been flooding it with news as it happens since long before the invention of the exit poll.

Indeed broadcasters for years have been urging Congress to overcome the time-zone problem on election day—ever since Frank Stanton, then president of CBS, proposed a 24-hour voting day. The 24-hour day will be among the possibilities that Swift said his task force will consider, but he prefers something simpler, like the common closing hour. He's on the right course.

On this one, Al Swift and the others in his camp have earned the broadcasters' respect and maximum help.

A hole in the paper bag

The National Association of Broadcasters, which went into its annual board meeting last week satisfied that it had been moving in the right direction, went away from Palm Springs with an even greater determination to stay the course. From all outward appearances the NAB was more united and confident than ever.

Ironically, a good portion of that unity and confidence may have derived from an unexpected bit of bad news the NAB received on board meeting eve: the statement to the California Broadcasters Association by Senator Bob Packwood (R-Ore.)

that the NAB still couldn't argue, or lobby, its way out of a paper bag in the House of Representatives and that it was "preciously limited in its effectiveness"—a sentiment found by BROADCASTING's reporters to be widely current on Capitol Hill. The NAB, predictably, was enraged by the Packwood remarks—and was none too happy with this publication's reporting of them.

But the NAB board was galvanized, too, by that unexpected intrusion of outside criticism into a meeting that was primed to be dominated by self-satisfaction. Thereafter, each action by the NAB in Palm Springs took on new significance when read against the senator's admonition. Could they or couldn't they lobby their way out of a paper bag? Were they or weren't they effective? Board members asked those questions of themselves continually last week, and more often than not got back a ringing affirmative.

On the evidence, that response could be defended. The NAB lobbied both imaginatively and effectively in Palm Springs, bringing in not only the Speaker of the House but also the chairman of the House Ways and Means Committee—along with eight other members of Congress—to talk about the broadcasting industry's most pressing legislative concern: the movement to ban beer and wine advertising on radio and television. It was an impressive seizure of opportunity, made even more so by the comprehensive spadework the NAB has already accomplished on this issue. The organization was quick to identify the danger in the first place, and has so far been brilliant in its mobilization of resources to combat it. Antialcohol-abuse campaigns now being aired by broadcasters across the country are a remarkable social service.

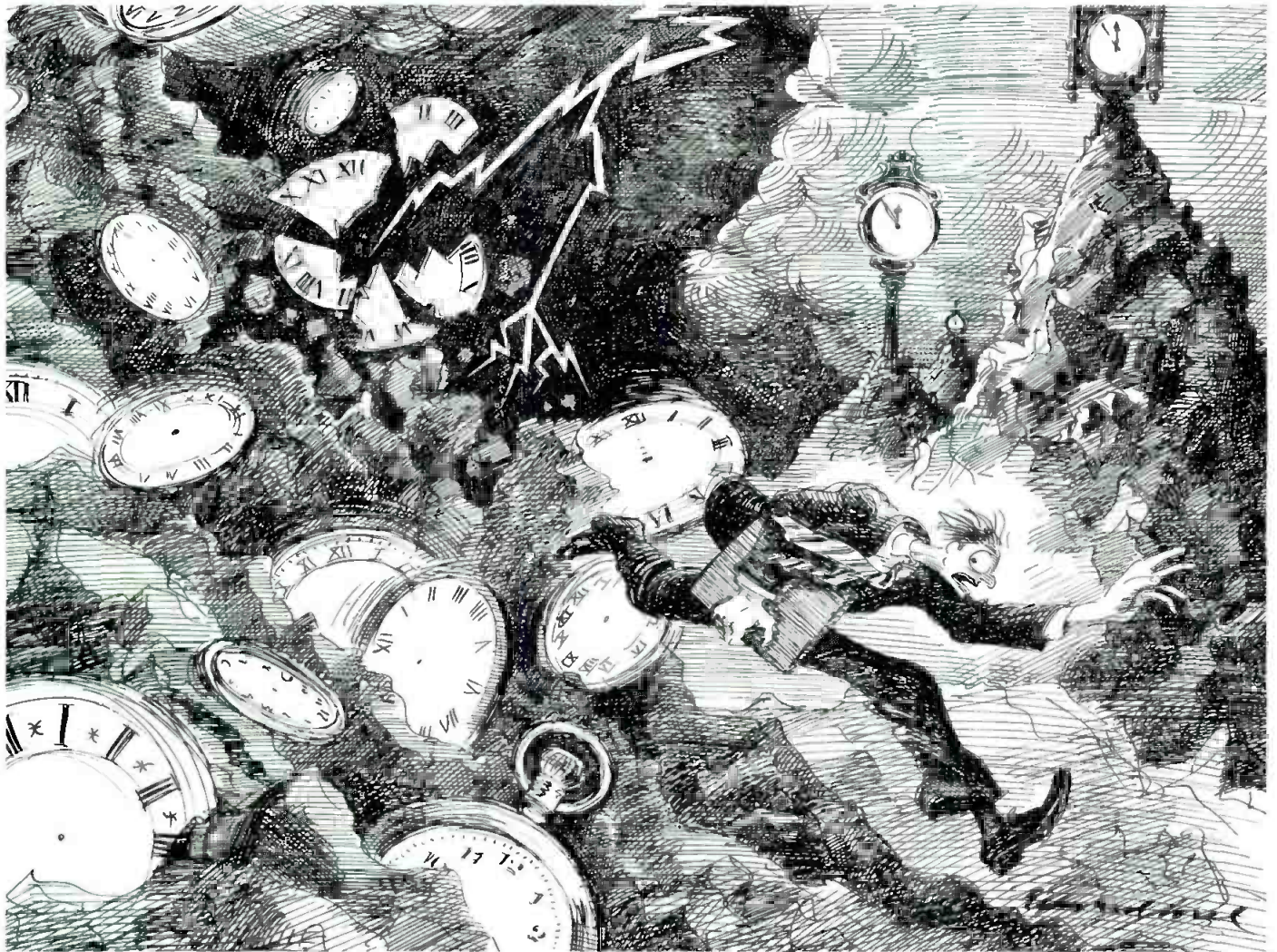
Moreover, the board last week took steps to intensify its grassroots lobbying, including the hiring of a senior executive to head it—an initiative Senator Packwood would surely applaud—and one that had been begun well before his remarks one week earlier.

The board had not yet determined last week how or whether to deal with the senator's remarks, or how much credence to give them. The temptation at first was to dismiss them out of hand, or to reinterpret them in a way that spread the blame to the industry at large and not to the association that is its principal spokesman. Once passions die, it is to be hoped that the NAB will evaluate the criticism objectively and respond to it appropriately. It is altogether possible that the senator's perceptions about the new NAB—and those of others with a skeptical view—lag behind the reality. It is also possible that there may be something in what he says. A meeting of the minds is called for.



Drawn for BROADCASTING by Jack Schmidt

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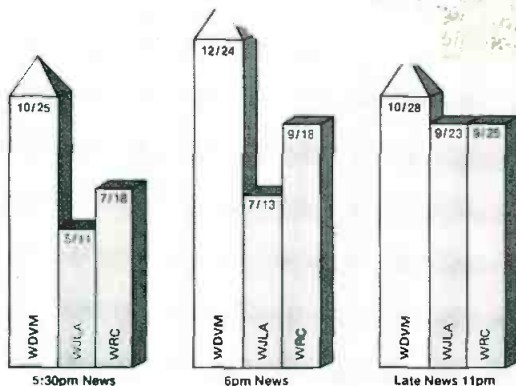
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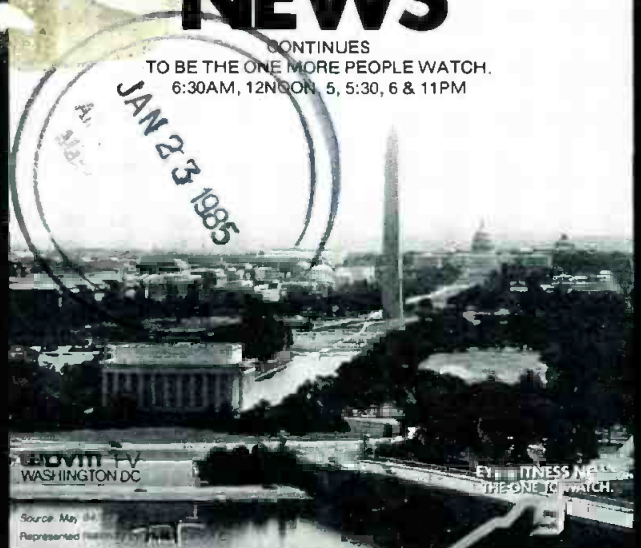
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