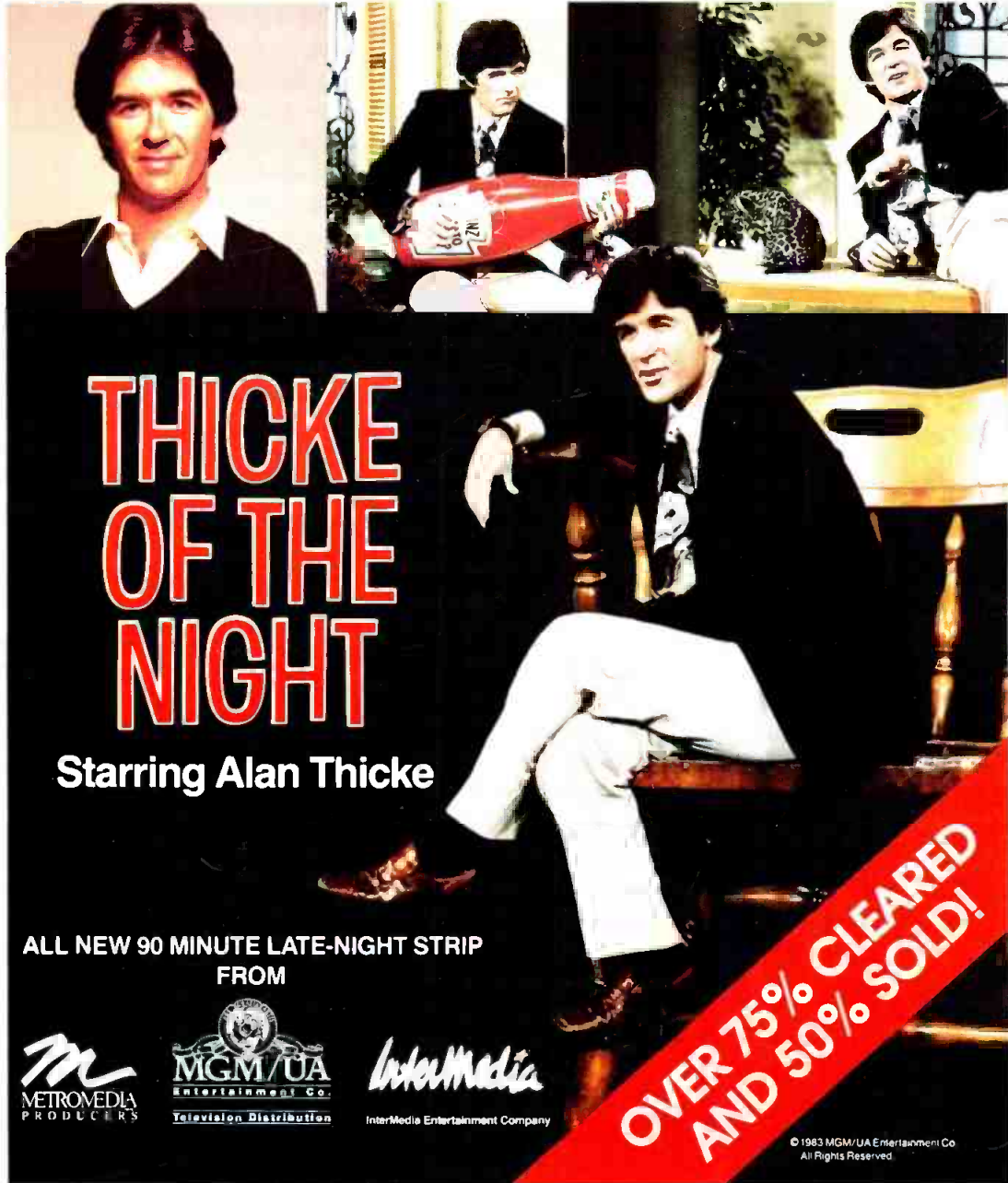


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE




Broadcasting May 30



THICKE OF THE NIGHT

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- ♥ **KTUL-TV** T
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- ♥ **WEAR-TV** M
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- ♥ **WJXT** Jackso
- ♥ **WSET-TV** Roa
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HOW TO SAVE YOUR LIFE AND THE ONE NEXT TO YOU.

OVERCOMING YOUR PSYCHOLOGICAL RESISTANCE TO SEAT BELTS MAY BE THE KEY.

The facts are startling. Experts estimate that almost half of all automobile occupant fatalities and many serious injuries might have been avoided if the people had been wearing seat belts. That's because most injuries occur when the car stops abruptly and the occupants are thrown against the car's interior or out of the car. Belts reduce this risk.

Many people say they know the facts, but they still don't wear belts. Their reasons range all over the lot: seat belts are troublesome to put on, they are uncomfortable, or they wrinkle your clothes. Some people even think getting hurt or killed in a car accident is a question of fate; and, therefore, seat belts don't matter.

If you're one of those people who don't use belts for one reason or another, please think carefully about your motivations. Are your objections to seat belts based on the facts or on rationalizations?

Here are a few of the common rationalizations. Many people say they are

afraid of being trapped in a car by a seat belt. In fact, in the vast majority of cases, seat belts protect passengers from severe injuries, allowing them to escape more quickly. Another popular rationalization: you'll be saved by being thrown clear of the car. Here again, accident data have proved that to be untrue—you are almost always safer inside the car.

Some people use seat belts for highway driving, but rationalize it's not worth the trouble to buckle up for short trips. The numbers tell a different story: 80% of all automobile accidents causing serious injury or death involve cars traveling under 40 miles per hour. And three quarters of all collisions happen less than 25 miles from the driver's home.

When you're the driver, you have the psychological authority to convince all of the passengers that they should wear seat belts. It has been shown that in a car, the driver is considered to be an authority figure. A simple reminder from you may help save someone's life.

Another common myth: holding a small child in your arms will provide the child with sufficient protection during a crash. The safety experts disagree. They point

out that even during a 30 mph collision, a 10-pound child can exert a 300-pound force against the parent's grip. So please make sure Child Restraint Systems are used for children who aren't old enough to use regular seat belts.

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Broadcasting May 30

FCC expands FM and MDS allocations □ Broadcast deregulation process begins; Swift's quantification measure keys compromise □ NBC sweeps □ CBS affiliates celebrate

MARKETPLACE MANIA □ Most proposals in FCC docket 80-90 are passed by commission, which could add up to 1,000 stations to FM pool. **PAGE 31.**

MDS FLOODGATES □ FCC opens ITFS channels to multipoint distribution service expansion, although it grandfathers existing ITFS grants. **PAGE 32.**

BACK ON TRACK □ House holds deregulation hearing, with Wirth back in control of the subcommittee and the process with a mandate to bring in a bill by Oct. 15. **PAGE 33.**

SWIFT AT CENTER STAGE □ Washington Democrat knew the time would come for broadcast deregulation and, specifically, the kind of compromise which included his brainchild, quantification. **PAGE 35.**

PROUD PEACOCK □ Surprise in local sweeps is the ratings success of NBC over its network and independent competitors. **PAGE 37.**

WINNER'S PARTY □ CBS affiliates celebrate in low-key affair in Los Angeles, with some concern about commercial piggybacking. **PAGE 44.** Grant and Shephard review the fall programming schedule. **PAGE 44.** Chairman Wyman says broadcasting will remain network's dominant business, although he sees interactive TV having bright future. **PAGE 45.** Broadcast Group chief Jankowski espouses joys of partnership. **PAGE 48.** Healthy ad picture seen for upcoming season. **PAGE 48.** Poltrack presents their finds showing cable's inroads slowing. **PAGE 49.**

PAY'S THE WAY □ Benton & Bowles study sees pay cable future bright, but basic services may have trouble. **PAGE 50.**

FALLING AXE □ National Public Radio makes cuts on programming and in news departments to meet budget shortfall. **PAGE 50.**

DEREG SHOOT-OUT □ Proponents and opponents of S. 66 have their day on Capitol Hill. **PAGE 51.**

MUST CARRY MUST □ Petition by Turner Broadcasting to drop must carry rules is booed loudly by most commenters in FCC rulemaking. **PAGE 53.**

PRICE OF FREEDOM □ Case of Dodge City, Kan., radio station could prove to be First Amendment test. **PAGE 54.**

LETTER OF THE LAW □ Proposal to change call-letter procedures at FCC draws mixed comments, with special reservation for suggestion to have call disputes resolved in court. **PAGE 58.**

CAREER REFLECTIONS □ FCC Commissioner Anne Jones reviews her four years of helping set telecommunications policy. **PAGE 59.**

NEW VENUE □ *Donahue* producer is asking for new trial in parent-child custody case. **PAGE 63.**

EXTRA UPDATE □ CBS teletext chief reviews progress of network's Extravision service. **PAGE 67.**

CORRESPONDENT COMEBACK □ The birth of the Cable News Network gave a veteran journalist a chance to reclaim his position among investigative reporters. Daniel Schorr has both reasserted that position and contributed to the respectability of Ted Turner's 24-hour news operation. **PAGE 87.**

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Insider

Latest name to surface in speculation as White House choice to succeed FCC Commissioner Anne Jones belongs to someone who knows ins and outs of White House hiring practices. He—and fact that this man is matter of some surprise—is Dennis Patrick, associate director of residential personnel office. He is lawyer, 41 years old, described by someone who knows him as “bright”—and has, as one area under his jurisdiction, FCC appointments.

Helping hand

Special beneficiaries of NBC-TV's rise in May sweeps ratings (see story page 37) may be local late-news ratings of NBC affiliates. Broadcasters in several markets were talking last week about improved ad-ins NBC affiliates had been getting from programs winding up network prime time, with indications that spillover was helping NBC stations' news at 11 (NYT).

In New York, where researchers said ad-in provided by NBC was up three-and-a-half Nielsen rating points from year go (and that provided by ABC was down most four), NBC station ousted ABC's from late-news top spot in both Nielsen and Arbitron. In some other markets where results were becoming available, NBC stations' late news similarly showed gains, and ABC affiliate declines in one or both rating services, though rankings were not necessarily affected.

Only the beginning

Criticism of National Association of Broadcasters-commissioned survey on television viewership, released at NAB's annual convention in April, has barely begun. Well-received critique of survey's methodology presented by CBS vice president for research, David Poltrack, to annual affiliates convention last week (see story page 49) featured only highlights of such larger analysis that will be expanded further once full survey results have been released from NAB.

Example of faulty methodology cited in CBS critique: In related McHugh-loffman survey taken in 1976-77, inordinately high number of respondents reported watching NBC's *Meet the Press*, relatively low rated program. In soon-to-be-released full NAB survey, even higher

number of respondents—25%—reported tuning into program. That, according to Poltrack, is sign researchers failed to structure questions to elicit actual, rather than imagined, viewing habits.

Ghost service

The Entertainment Channel told employees at staff meeting last week that owners have decided to let go all but half-dozen who have contracts by end of June. Skeleton staff remaining numbers about 25, down from 150 total when TEC was in full operation. Although action was said to be evidence that TEC was preparing its own funeral and would not be resurrected as advertiser-supported service, TEC officials said that negotiations with other companies for possible merger were “ongoing.” TEC still owns exclusive rights to British Broadcasting Corp. programming for TV display in this country.

Chance to get ahead

Said to be showing particular interest in FCC's decision to increase availability of commercial FM stations (see page 31) are about 1,800 broadcasters currently licensed for Class A FM's. Decision to create new classes of stations, and to permit certain classes to operate on channels previously reserved for other classes, could permit Class A's to fit in power increases where they couldn't before. For example, Class A licensee operating in community where Class C wouldn't fit previously might be able to fit in Class C1 or C2. Same licensee might be able to fit in Class B1 where he couldn't previously fit in Class B. Class B1's might be particularly attractive since antenna heights for Class B1's and Class A's are about the same.

Another go

United Satellite Communications Inc.'s plan to offer direct-to-home satellite broadcasting service this year (BROADCASTING, Feb. 7) should clear another hurdle this week when FCC is expected to deny reconsideration of grant permitting company to lease transponders for operation on Canada's Anik-C2 through GTE Satellite Corp. Anik-C2, K-band satellite, is scheduled for launch on space

shuttle, Challenger, June 18. Hubbard Broadcasting, which has received direct broadcast satellite grant, had asked FCC to rescind USCI grant altogether or to condition it on understanding that USCI be barred from transmitting direct to homes.

New ornament

FCC authorization measure may come under attack during Energy and Commerce Committee markup (June 2) after all. Most members dropped threats to offer amendments to measure after effort to attach broadcast deregulation to authorization bill was abandoned. It now seems bill's provision that provides Corporation for Public Broadcasting with additional funds is expected to meet opposition from minority members on committee, who may attempt to slash funding increase. CPB board is lobbying for its own amendment. CPB wants to change law that changes makeup of board effective in 1984. Under law, CPB president would also assume post as board chairman, idea not to board's liking or to CBS President Edward Pfister's.

New home for Marti

Palmer Communications Inc. has reason to feel easier than it has felt in long time about protection of 1040 khz frequency on which its WHO(AM) Des Moines, Iowa, operates. Frequency was originally chosen by government for its proposed Radio Marti—broadcasting to Cuba—project. But National Telecommunications and Information Administration has notified Department of Defense that authorization it had been granted, last year, for use of 1040 khz has been withdrawn “for any purpose.”

Letter, to Under Secretary of Defense for Policy Fred C. Ikle, cites administration's new Radio Marti bill, which appears aimed at limiting AM broadcasting to Cuba to frequency on which Voice of America's station on Marathon Key, Fla., operates—1180 khz (also frequency of commercial WHAM(AM) Rochester, N.Y.)—or to stations on which government leases time. Letter also notes that DOD in April withdrew request for assignment of 1040 khz to new Navy Department facility at Saddlebunch Key (BROADCASTING, May 9). FCC has been notified of NTIA's action.

Merger monkeywrench?

The partners in the proposed merger of The Movie Channel and Showtime last week received word from Washington that William Baxter, assistant attorney general in charge of the Justice Department's antitrust division, has received a recommendation from his staff that the merger should be blocked.

A source with one of the companies said the staff had apparently taken the narrow view of what constitutes the marketplace within which the two pay cable services operate. He said the staff had apparently concluded that a merger of the second and third largest pay services in an environment where only a handful of such services now exist would result in an undue concentration of that marketplace.

Executives representing the proposed partners—Viacom International, Warner Brothers, American Express, MCA and Paramount Pictures—are expected to travel to Washington this week to plead their case directly to Baxter. They will argue that the marketplace in which Showtime and The Movie Channel operate should be viewed as one that encompasses the entire television industry and not simply the universe of pay cable services. Under the proposed merger, Viacom, MCA, Paramount and Warner would each own about 22.5% of both the Movie Channel and Showtime, which would remain separate services, and American Express would own the remaining 10%.

No effect

A move by Senate Commerce Committee Chairman Robert Packwood (R-Ore.) to examine subsidizing local phone rates is expected to have little effect on the impending debate and vote on S. 66, scheduled for June 13 and 14. Packwood announced last week he would circulate a draft bill for comments and hold hearings on whether Congress should pass legislation subsidizing rural and residential phone rates. The bill stems from constituent concern over rising rates. Packwood said discussion on subsidization may crop up in the debate on S. 66, but he feels amendments already in the bill deal with Bell operating company concerns.

Canary burgers

National Cable Television Association President Tom Wheeler rebuked AT&T last week for trying to attach an amendment to the cable deregulation bill (S.66) that would not only "stifle competition" from cable in data communications, but from all other telecommunications companies that "offer an alternative to AT&T."

Speaking at the Washington Metropolitan Cable Club luncheon last Tuesday, Wheeler said the amendment, offered by Senator James Abdnor (R-S.D.), "purports to create a 'level playing field'" in the data transmission market by making all companies offering such services subject to the same state reg-

ulations that AT&T is.

AT&T is regulated because of its "overwhelming market dominance," Wheeler said. "Now the dominant carrier is creatively attempting to spread onto its emerging competition the regulatory structure designed to counter its huge market power.

"The genius of Bell's creativity on this matter... is how AT&T has used the minuscule cable competition to amend the Communications Act to require that all competitors to AT&T must live under the same regulations as those designed to constrain the giant," he said.

In lieu of the Abdnor amendment, Wheeler endorsed the counterproposal sponsored by nine senators, including Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), that would drop the regulation of AT&T in a particular market when it's proved that AT&T is no longer a dominant carrier there.



Wheeler

Communications policymakers should take a trip to the zoo to understand the telecommunications marketplace, Wheeler said. "The zookeeper builds a different cage for the gorilla than he does for the canary. The gorilla may not like it but it is the result of his size and strength. Putting the canary into the same cage as the gorilla can have only one result—canary burgers."

California cable critic

The California state legislature has received a 126-page "Report on the Consumer and Cable in California" that criticizes both the industry and local government for a wide range of alleged deficiencies in service to viewers. The document, presented to a state budget committee by the California Public Broadcasting Commission, concludes that [service] "improvements in many systems are needed" although subscribers overall "seem quite satisfied with cable programming and rates."

A survey taken by the report's authors found that 40% of those contacted "had

called their cable system for repairs within the past year" and most were satisfied with operator response. A specific service problem, according to the study, is a lack of complete program schedules, especially for local channels.

Other findings from the survey of 352 cable subscribers and more than 150 cable systems included:

- "Cable's potential for local services needs to be substantially developed and encouraged... The Commission is concerned that in programming, both ethnic minorities and the disabled community are offered little targeted programming by any electronic medium."

- "Consumer interest," the report concludes, "frequently is inadequately secured due to the combination of imprecise performance standards, inconsistent oversight, and the lack of incremental enforcement steps available to local government." Franchise fees, the survey found, "accrue to general funds in 96% of all franchises. Only 9% of franchising bodies devote any part of the franchise fees to community services and 16% devote some part to the cost of regulation."

CTAM's search

"In Search of Marketing Excellence" is the theme of this year's Cable Television Administration and Marketing Society conference, to be held in San Diego, Aug. 7-10. The theme is a take-off on the current non-fiction best seller, "In Search of Excellence," written by two executives with the management consulting firm, McKinsey & Co., which takes a hard look at the management basics embraced by American businesses. In fact, McKinsey & Co. has been tapped by CTAM to help develop the conference's opening general session, entitled "The Commitment Begins at the Top." Viacom Cable's Edward Bennett, CTAM conference chairman, said that the conference theme "is designed around the concept of maximizing the net revenue from each home passed." He said the conference "will explore the newest and most effective ways to increase basic penetration and multipay revenues." Other sessions at the upcoming conference will focus on ways to increase basic penetration, the multipay environment, new revenue opportunities, subscriber retention, remarketing, research, program guides, cable advertising and customer service, training and promotion.

Rated USA

The USA Cable Network, whose viewership levels are now being measured by Nielsen's Home Video Index, has released its first ratings report, which covers the period from April 11 to April 24. (All figures are applied against the network's current subscriber universe of 17.5 million households.) During prime time, 8 p.m. to 11 p.m., Monday through Friday, USA averaged a 2.2 rating or 385,000 households. The USA Daytime

rogram block, targeted to women and card from noon to 6 p.m., averaged a 0.6 rating, or 105,000 households. On a weekly basis (Monday-Sunday, 7 a.m. to 1 a.m.) it averaged a 1.0 rating, or 175,000 households. The reports USA is now receiving contain ratings, shares and household figures, but Nielsen is developing a customized report with more comprehensive information on the network to be available by the fall.

Laughs on cable

Three months after the launch of WJOK(FM), an all-comedy formatted radio station in Hagersburg, Md., comes an all-comedy formatted cable programming venture: Comedy Entertainment Network Telecommunications Station (CENTS), based in Minneapolis. The exclusively comedy service will be launched Sept. 30 on Westar V. According to CENTS President Ivan Bonk, programming will include such "oldies" as "Our Gang" and "Harold Lloyd" plus some former network fare and later comedy movies; negotiations are still being conducted. CENTS will be offered to cable systems as a basic service at 60 cents per month per subscri-

Franchise update

In Pasadena, Calif., city council has awarded a 15-year franchise for the remaining unwired portions of the community to Falcon Communications, which already holds franchises for two sections of the city serving about 5,000 homes. Falcon plans to

build a 500 mhz, 142-channel system for the 46,000-home franchise within 18 months, at an estimated construction cost of about \$16 million.

Development of the 500 mhz capacity system hinges on availability of technology, and a spokeswoman for the city said the three-tier, 240-mile system could be scaled back if the still-unmanufactured two-way converter proves unworkable. Falcon's only competitor was Pasadena Communications, a subsidiary of Pacific Telecom, a regional utility.

Other franchises that remain unawarded in southern California include 28,000-home West Covina, to be decided in June, and the 150,000-home East San Fernando Valley, placed on hold by the Los Angeles city council earlier this year, pending further information from applicants.

Dow-Group W marriage

Dow Jones and Group W plan to announce that Group W will begin offering the Dow Jones News and Information Retrieval service on some of its cable systems. The interactive Dow Jones service enables a subscriber, using a personal computer interfaced with the cable system, to pick information, from broad topics to statistics, from the Dow Jones central computer in Princeton, N.J.

Dow Jones currently offers two tiers of financial and general information to subscribers in four cable systems. The basic tier, priced at \$40 per month, includes a subject search of *The Wall Street Journal* arti-

cles going back four-and-a-half years; 15-minute-delayed stock market quotations; an encyclopedia; world, sports and weather news; a file of movie reviews, and a home shopping system. The other tier provides business and financial information exclusively.

Most of the service's approximately 80,000 subscribers currently use telephone long lines to tie into the system. Skip Grossman, director of business development, Information Services, Dow Jones, said the interactive service, which involves setting up a computer at each system's headend, is custom prepared.

Elusive measurements

Cable will shortly "capture demographically coveted" viewers from the networks but needs to find the technology to best measure that audience, according to USA Cable Network President Kay Koplovitz. She told a Cambridge, Mass., regional meeting of Women in Cable, of which she is national president, that "within five years, the network audience will be heavily skewed toward the rural, poor, elderly and uneducated" while cable will attract the "young, educated, affluent and mobile." She thinks cable may take as much as 25% of the networks' day and prime time and 14% of late evening audiences by decade's end.

The industry, Koplovitz said, must concentrate on generating qualitative audience data—who watches, for how long and with how much interest—to go with its ability to reach well-defined target groups.

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Dillard Department Stores □ Campaign for various departments is set to begin in late June for 13 weeks in 28 markets in eight Southern states. Commercials will run in all dayparts. Target: adults, 18-49; adults, 18-34 and teen-agers. Agency: Faulkner & Associates, Little Rock, Ark.

Pennsylvania Lottery □ Promotion of new lottery game, "7-11-21," begins June 6 and runs for three weeks in six Pennsylvania markets: Philadelphia, Harrisburg-Lancaster-York, Johnstown-Altoona, Scranton-Wilkes-Barre, Erie and Pittsburgh. Spots will run in all dayparts. Target: adults, 25-plus and adults, 25-64. Agency: Lewis & Gilman, Philadelphia.

Kiwi Polish Co. □ Campaign for Bloo toilet bowl cleaner will run for two weeks, beginning June 6 and ending June 19. Flight will air in 20 West Coast markets and one Midwest market: Spokane, Yakima, Seattle-Tacoma, all Washington; Portland, Eugene, Medford, all Oregon; Reno; Las Vegas; Salt Lake City; Boise, Idaho; Eureka, Kan.; Chico-

Redding, San Francisco-Oakland, Sacramento-Stockton, Monterey-Salinas, Fresno, Santa Barbara, Bakersfield, Los Angeles; Palm Springs, and San Diego, all California, and Cleveland. Eighty percent of spots will air in daytime and 20% in early and late fringe. Target: women, 25-49. Agency: Lewis & Gilman, Philadelphia.

Century Importers □ Campaign for O'Keefe beer began May 23 and will run through June 12, going off-air for two weeks and resuming June 27 and running until July 10. Spots are airing in Baltimore, Washington and Philadelphia, during prime and sports times. Target: men, 18-34. Agency: Ogilvy & Mather, New York.

RADIO ONLY

Becton-Dickinson □ Campaign for Mercurochrome will start in mid-June for four weeks in 25 markets. Spots will be carried in morning drive, midday and evening drive. Target: women, 25-54. Agency: Robert L. Cohn Inc., Chicago.

Gordon's Jewelry □ Campaign will begin next month in 176 markets for



New cereal, anyone? Nabisco Brands is introducing new Shredded Wheat Toasted Wheat & Raisins via network television campaign which began last Monday (May 23). Thirty-second commercial urges viewers to "start out in a bright new way with Shredded Wheat Toasted Wheat & Raisins. The only cereal with no added sugar or salt." Spot is being carried in prime time, daytime and in early news segments on all three television networks. McCann-Erickson is agency.

varying lengths from three days to four weeks, depending on market. Commercials will run in all dayparts. Target: women, 25 and older. Agency:

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AdVantage

Torbet's spot radio profile. Still in first place in Torbet Radio's analysis of spot radio requests is 25-54 age group. This demographic accounted for 32.9% of spot radio requests in first quarter of 1983, up from 31.8% in comparable period of 1981. In second place was 18-49 with 14.4% and in third, 18-34, with 12.5%. Torbet noted that male requests have shown increases while female requests have been "basically flat."

Fun with ice cream. Good Humor Corp., Fairfield, N.J., is introducing its Good Humor Finger Bar via off-beat animated television commercial that includes commentary from Napoleon and Mona Lisa. Campaign began last week in New York and Chicago to unveil Finger Bar, which is novelty water ice shaped like clenched fist with index finger extended. Theme of campaign, created by SSC&B: Lintas, New York, is "What This World Needs Is More Good Humor." Target audience is housewives in 25 to 49 age range with children from 6 to 16.



Money goes to TV. Financial services companies represent one of fastest-growing television advertising groups, with spending in first quarter of 1983 rising to \$145.1 million, up 42.6% from last year. That was the news last week from Television Bureau of Advertising, which noted that financial services advertising on TV in 1982, based on figures supplied by Broadcast Advertisers Reports, amounted to \$461.5 million. TVB quoted specialists in financial field who explained the large investment in television by citing TV's prowess as marketing tool in highly competitive financial sector. According to TVB, classifications within overall category include insurance, with first-quarter 1983 TV investment of \$47.2 million; banks, \$42.4 million; investment brokers, \$18.3 million; other financial services, \$15.2 million; real estate, \$12.7 million, and loan and mortgage companies, \$9.3 million.

WELCOME TO FANTASY ISLAND...

STORER COMMUNICATIONS

WJBK-TV, DETROIT
WJKW-TV, CLEVELAND
WAGA-TV, ATLANTA
KCST-TV, SAN DIEGO
WITI-TV, MILWAUKEE

Other reservations
already confirmed:

NEW YORK
LOS ANGELES
CHICAGO
PHILADELPHIA
SAN FRANCISCO
WASHINGTON
DALLAS
HOUSTON
MINNEAPOLIS
ST. LOUIS
DENVER
INDIANAPOLIS
SACRAMENTO
PORTLAND, OR
KANSAS CITY
BUFFALO
PHOENIX
MEMPHIS
OKLAHOMA CITY
ORLANDO
SALT LAKE CITY

WPIX
KHJ-TV
WGN-TV
WKBS-TV
KBHK-TV
WRC-TV
KTXA-TV
KRIV-TV
KMSP-TV
KDNL-TV
KWGN-TV
WRTV
KRBK-TV
KECH
KSHB-TV
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KTSP-TV
WMC-TV
KOKH-TV
WESH-TV
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GREENSBORO
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ROANOKE
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AUSTIN
FARGO
WACO
CHARLESTON
LAFAYETTE, LA
BEAUMONT
LAS VEGAS
EUGENE
WILMINGTON
CHICO
BOISE
ODESSA
MEDFORD
BAKERSFIELD
LAKE CHARLES

WSBA-TV
WTKR-TV
WFMY-TV
KLRT-TV
KOKI-TV
WDBJ-TV
WJXT
KNAT-TV
WEEK-TV
KBVO-TV
KXJB
KWTX-TV
WCBF-TV
KADN-TV
KJAC-TV
KVVU-TV
KMTR-TV
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FANTASY ISLAND

A Spelling/Goldberg Production in association with



PLAY FAVORITES.

Volume
III
FOR THE EIGHTIES





Hollywood's favorite stars take the spotlight in VOLUME III FOR THE 80'S. A perfectly balanced selection of films including "Meatballs," "The Wild Geese," "The Glass Menagerie," "Good Guys Wear Black," "El Cid," "The Grass is Always Greener Over the Septic Tank," 20 in all.

From comedy to drama, Broadway to Bestsellers, VOLUME III FOR THE 80'S has something for everybody!



RADIO AND TV

Six Flags □ Two campaigns for theme park, one targeted at adults, other at children have begun. Adult campaign promotes new theme park ride, Thunder River, a "Colorado rafting experience," with ad theme "Come Ride the Thunder." It began in St. Louis early in May, will run through July there and in Columbia-Jefferson City, Mo.; Quincy, Ill.; Hannibal, Mo.; Springfield-Champaign-Decatur, Ill., and Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill. Rollout becomes complete with addition of seven more markets: Peoria, Ill.; Terre Haute, Ind.; Springfield, Mo., Davenport, Iowa-Rock Island-Moline, Ill.-Cedar Rapids, Iowa, Kansas City, Mo. and Chicago. Campaign targeted at children ages 2 to 11, uses same markets (except Kansas City), but thrust of ads presents general ambience of park from child's eye view, using "Pac Man" video game character and "Shirttails" cartoon characters. Children's flight broke in most markets on Saturday (May 28) and will run into mid-August. Airtimes for TV are: early fringe, prime and late fringe, with children's spots airing during Saturday cartoons and some early fringe; radio: drive times. Agency: Advansers, St. Louis.

Rep Report

Claims settled. Eleven challenges to advertising, including five on television, were resolved during April by National Advertising Division of Council of Better Business Bureaus. Four cases of television advertising were closed after NAD agreed claims had been substantiated. These involved television commercials for AT&T/American Bell, American Home Products Corp., Boyle-Midway Division and Bristol-Myers Co. Complaints against Chrysler Corp. (Dodge 600ES) and Nestle Co. (Sunrise Instant Coffee) were settled after advertisers notified NAD that advertising had been discontinued.

Followed their lead. Doyle Dane Bernbach has opened a full service office in Troy, Mich. to cater to their Volkswagen of America client, latter having decided to close its Inglewood, N.J., offices and bring its sales and marketing offices to corporate headquarters in same Midwestern city. Ad agency's new office has been open for about two months, and presently has a staff of 30. Address for Doyle Dane Bernbach: Top of Troy Building, 755 West Big Beaver Road, Troy, Mich. 48084. Phone: 313-362-2339.

BROADCASTING PUBLICATIONS INC.

Lawrence B. Taishoff, *president*.
Donald V. West, *vice president*.
David N. Whitcombe, *vice president*.
Jerome H. Heckman, *secretary*.
Philippe E. Boucher, *assistant treasurer*.

The Fifth Estate
Broadcastings

1735 DeSales Street, N.W., Washington 20036.
Phone: 202-638-1022.

□
Sol Taishoff, *editor-in-chief (1904-1982)*.
Lawrence B. Taishoff, *publisher*.

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Donald V. West, *managing editor*.
Leonard Zeidenberg, *chief correspondent*.
Mark K. Miller, *senior news editor*.
Kira Greene, *assistant to the managing editor*.
Harry A. Jessell, *associate editor*.
Doug Halonen, Matt Stump, Kim McAvoy, *assistant editors*.
John Eggerton, *staff writer*.
Anthony Sanders, *systems manager*.
Susan Dillon, Marcia Klein, *research assistants*.
Michael McCaleb, *editorial assistant*.

Senior Editorial Consultants
Edwin H. James (Washington)
Rufus Crater (New York)

Editorial Consultants
Frederick M. Fitzgerald (Washington)
Rocco Famighetti (New York)

BROADCASTING & CABLECASTING
YEARBOOK

John Mercurio, *manager*.
Joseph A. Esser, *associate editor*.
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Washington
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John Andre, *sales manager (equipment and engineering)*.
Doris Kelly, *sales service manager*.
Christopher Mosley, *classified advertising*.

New York
David Berlyn, *senior sales manager*.
Charles Mohr, Ruth Windsor, *sales managers*.

Hollywood
Tim Thometz, *sales manager*.

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Patricia Waldron, Sandra Jenkins,
Debra De Zarn, Joseph Kollhoff,
Chris McGirr.

PRODUCTION

Harry Stevens, *production manager*.
Don Gallo, *production assistant*.

ADMINISTRATION

David N. Whitcombe, *vice president / operations*.
Philippe E. Boucher, *controller*.
Albert Anderson.
Irving C. Miller, *financial consultant*.
Debra Shapiro, *secretary to the publisher*.
Wendy J. Liebmann.

CORPORATE RELATIONS

Patricia A. Vance, *director*.

BUREAUS

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.

Kathy Haley, *bureau news manager*.
Stephen McClellan, *assistant editor*.
Vincent M. Dilingo, *senior editor: radio*.
John Lippman, *staff writer*.
Marie Leonard, Mona Gartner, *advertising assistants*.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.

Richard Mahler, *correspondent*.
Sandra Klausner, *editorial-advertising assistant*.



Founded 1931. *Broadcasting-Teletesting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ *Reg. U.S. Patent Office. □ Copyright 1983 by Broadcasting Publications Inc.

TELEVISION. Cablecastings.

Broadcasting

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

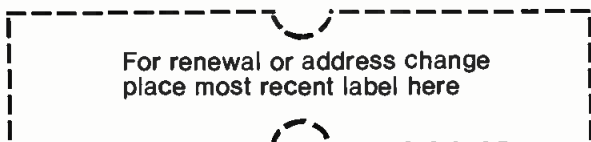
Please send ... (Check appropriate box)

Broadcasting & Magazine
 3 years \$160 2 years \$115 1 year \$60
 (Canadian and international subscribers add \$20 per year)

Broadcasting & Cablecasting Yearbook 1983

The complete guide to radio, television, cable and satellite facts and figures—\$75 (if payment with order \$65) **Billable orders** must be accompanied by business card, company letterhead or purchase order. Off press April 1983.

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.

POWERFUL!

He-Man, the most powerful man in the universe, comes to television in an unprecedented produced-for-syndication animated series. A powerful new way to reach the children's audience daily.

POWERFUL LINEUP!

Already cleared in 70 markets, including all of the Top 10, covering over 70 per cent of the US. And more to come. Largely early fringe.

POWERFUL SHOWS!

Animation surpassing network quality, made-in-the-USA by Filmation, the "Fat Albert" producers. Intriguing adventures stressing wholesome pro-social values — with children's programming authority Donald F. Roberts, Ph.D., of Stanford University as educational-psychological consultant.

POWERFUL PRE-SELL!

The show youngsters have been asking for. Based on the Mattel action figures that are No. 1 in sales throughout America — and sweeping the world.

POWERFUL PROMOTION!

The most comprehensive promotion ever for a children's series!

POWERFUL OPPORTUNITY!

For remaining national spot availabilities, contact

Dan Cosgrove —
(212) 983-5081.



HE-MAN

AND THE

MASTERS

OF THE UNIVERSE

Premiering in September

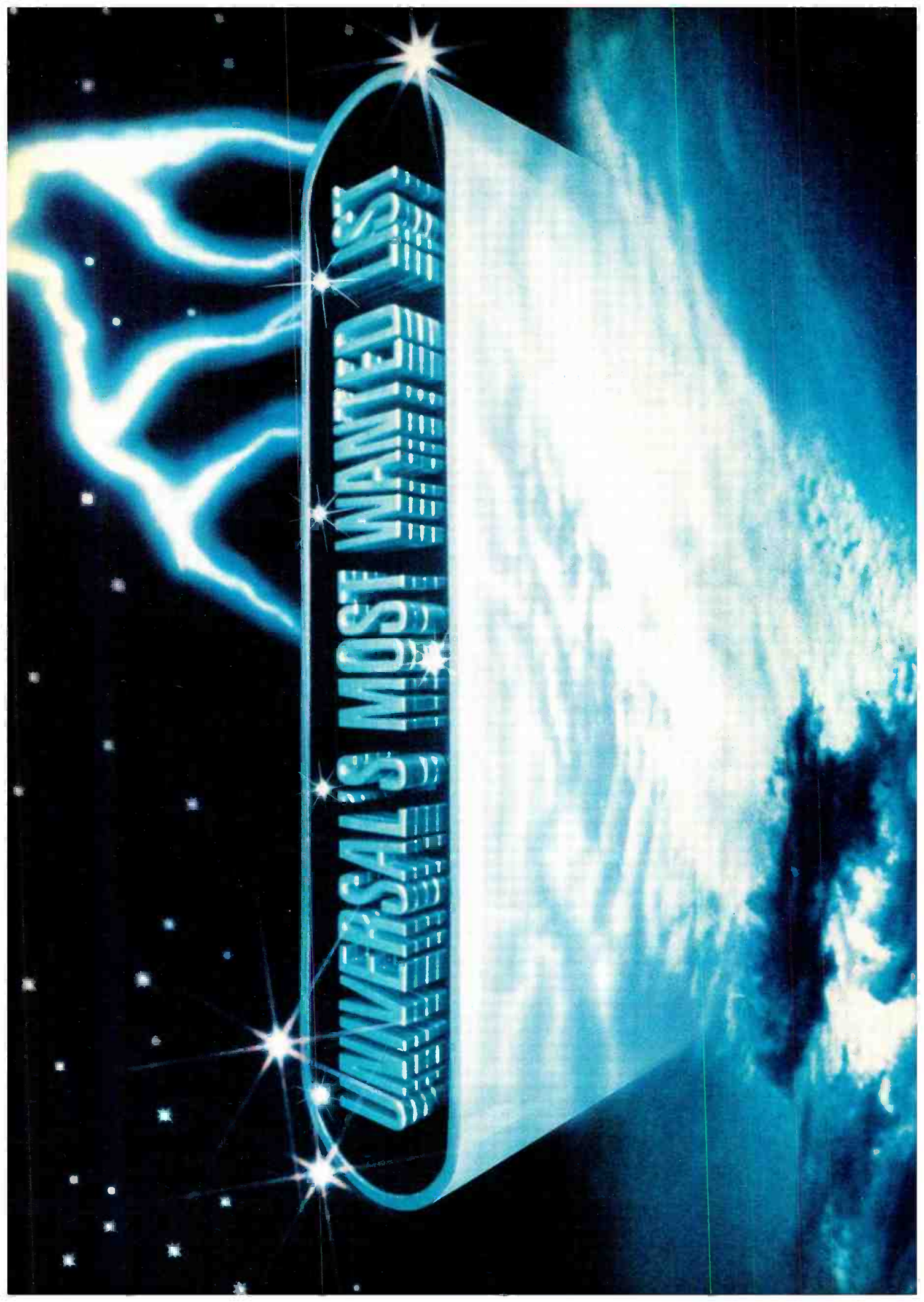
65 HALF-HOURS FROM FILMATION

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GROUP W PRODUCTIONS
WESTINGHOUSE BROADCASTING AND CABLE, INC.

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UNIVERSAL'S MOST WANTED IS





Airport '79 / The Concorde

Alain Delon, Robert Wagner

The Blues Brothers

John Belushi, Dan Aykroyd

The Border

Jack Nicholson, Valerie Perrine

Bustin' Loose

Richard Pryor, Cicely Tyson

Conan The Barbarian

Arnold Schwarzenegger

Continental Divide

John Belushi, Blair Brown

The Deer Hunter

Robert DeNiro, Meryl Streep, Christopher Walken

The Electric Horseman

Robert Redford, Jane Fonda

Fast Times At Ridgemont High

Jennifer Jason Leigh, Sean Penn

The Four Seasons

Alan Alda, Carol Burnett, Jack Weston

The Harlem Globetrotters On

Gilligan's Island

Bob Denver, Jim Backus, Alan Hale

The Incredible Shrinking Woman

Lily Tomlin, Charles Grodin

The Island

Michael Caine

It Happened One Christmas

Thomas, Wayne Rogers, Orson Welles

Jaws II

Roy Scheider, Lorraine Gary

The Jerk

Steve Martin, Bernadette Peters

The Last Married Couple in America

George Segal, Natalie Wood

Madame X

Tuesday Weld, Jeremy Brett

Melvin and Howard

Paul LeMat, Jason Robards, Mary Steenburgen

Nighthawks

Sylvester Stallone, Billy Dee Williams, Lindsay Wagner

Sgt. Pepper's Lonely Hearts Club Band

Peter Frampton, George Burns, Steve Martin, Bee Gees

Silence Of The North

Ellen Burstyn

Smokey And The Bandit II

Burt Reynolds, Sally Field, Jackie Gleason, Dom DeLuise

MCA TV
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Jaws II



The Electric Horseman



Smokey And The Bandit II



The Jerk



The Four Seasons



Conan The Barbarian



The Border



Nighthawks



Airport '79 / The Concorde



Bustle



The Blues Brothers

Datebook

This week

May 28-June 2—13th Montreux International Television Symposium and Technical Exhibition, Montreux, Switzerland. Keynote addresses on high-definition television. Information: International Television Symposium, P.O. Box 122, CH-1820 Montreux, Switzerland. Telephone: (021) 62 32 20 or 61 33 84, until March 12, 1983.

May 30-June 4—25th American Film Festival sponsored by Educational Film Library Association. Roosevelt hotel. New York.

June 1—"Update on Antitrust Compliance for Broadcasters," designed for medium and small market broadcaster, sponsored by National Association of Broadcasters. Sheraton International at O'Hare International Airport, Rosemont, Ill. Information: NAB, (202) 293-3500.

June 1—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker:

■ Indicates new or revised listing

er: George Back, president, All American Television, on "Special Interests and Special Audiences—What the Networks Can't and Won't Broadcast." Copacabana. New York.

June 1—"Information, Propaganda and U.S. Foreign Policy" debate sponsored by Washington Institute for Social Research and Union for Democratic Communication. National Press Club. Washington.

June 2—Radio Advertising Bureau "Idearama" for radio salespeople. Sheraton Nashville. Nashville.

June 2—Radio Advertising Bureau "Idearama" for radio salespeople. Cavanaugh's Inn at the Park, Spokane, Wash.

June 2—Radio Advertising Bureau "Idearama" for radio salespeople. Indianapolis Hilton, Indianapolis.

■ **June 2**—Joint meeting of Washington chapter of American Women in Radio and Television and Women in Advertising and Marketing. Speaker: Kay Koplovitz, president, USA Cable Network, on "Advertising—Challenges of the New Technologies." Hyatt Regency on Capitol Hill, Washington.

June 2-3—Sixth annual telecommunications conference, sponsored by Federal Bar Association Telecommunications Law Committee. Meeting will focus on access charges and interconnection. Hyatt Regency Capitol Hill, Washington.

June 2-4—Arizona Broadcasters Association spring convention. Sheraton El Conquistador. Tucson, Ariz.

June 2-5—Alabama Association of Broadcasters spring convention. Holiday Inn, Sheffield. Ala.

June 3-5—Foundation for American Communications conference, co-sponsored by Gannett Foundation, "Economics and the News: An Economics Conference for Journalists." Marriott hotel, Columbus, Ohio. Information: (213) 851-7372.

June 3-5—Chesapeake AP Broadcasters convention. Henlopen hotel and Rehoboth Country Club. Rehoboth Beach, Del.

June 4—Radio-Television News Directors Association region seven meeting with Illinois State University. Bone Student Center, ISU campus. Bloomington, Ill.

June 4—Montana AP Broadcasters Association organizational meeting. Park Plaza hotel. Helena, Mont.

June 4—San Diego chapter of National Academy of Television Arts and Sciences Emmy awards banquet. Old Globe Theater. Balboa, Calif.

Major Meetings

May 28-June 2—13th Montreux International Television Symposium and Technical Exhibition. Montreux, Switzerland.

June 11-15—American Advertising Federation national convention. Hyatt Regency, Washington.

June 12-15—National Cable Television Association annual convention. Astro Hall, Houston. Future conventions: June 3-6, 1984, Las Vegas; June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 13-July 15—Regional Administrative Radio Conference for planning of broadcasting-satellite service in Region 2, sponsored by International Telecommunication Union. Geneva.

June 23-26—Public Broadcasting Service and National Association of Public Television Stations' annual meetings. Hyatt Regency, Arlington, Va.

June 23-26—Broadcasters Promotion Association/Broadcast Designers' Association annual seminar. Fairmont hotel, New Orleans. Future seminars: June 10-15, 1984, Caesars Palace, Las Vegas; June 5-9, 1985, Hyatt Regency, Chicago, and June 10-15, 1986, Loew's Anatole, Dallas.

Aug. 7-10—CTAM '83 annual convention. Town & Country, San Diego. Information: (404) 399-5574.

Aug. 28-31—National Association of Broadcasters' Radio Programming Conference. Westin St. Francis, San Francisco.

Sept. 8-10—Southern Cable Television Association Eastern show. Georgia World Congress Center, Atlanta. Future shows: Sept. 6-8, 1984 and Aug. 25-27, 1985, both Georgia World Congress Center.

Sept. 22-24—Radio-Television News Directors Association international conference. Caesars Palace, Las Vegas. Future conference: Dec. 3-5, 1984, San Antonio, Tex.

Sept. 25-28—Broadcast Financial Management Association 23rd annual conference. Hyatt, Orlando, Fla. Future meetings: May 20-23, 1984, New York; May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

Oct. 2-5—National Radio Broadcasters Association annual convention. Hilton hotel, New Orleans.

Oct. 2-5—Association of National Advertisers annual meeting. Homestead, Hot Springs, Va. Future meeting: Nov. 11-14, 1984, Camelback Inn, Scotts-

dale, Ariz.

Oct. 29-Nov. 3—Society of Motion Picture and Television Engineers' 125th technical conference and equipment exhibit. Los Angeles Convention Center.

Nov. 7-10—AMIP '83, American Market for International Programs. Fontainebleau Hilton, Miami Beach. Information: Perard Associates, 100 Lafayette Drive, Syosset, N.Y., 11791. (516) 364-3686.

Nov. 14-16—Television Bureau of Advertising 29th annual meeting. Riviera hotel, Las Vegas. Future meetings: Nov. 7-9, 1984, Hyatt Regency, Chicago; Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Dec. 13-15—Western Cable Show. Anaheim Convention Center, Anaheim, Calif.

Jan. 28-31, 1984—Radio Advertising Bureau's managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

Jan. 29-Feb. 1, 1984—National Religious Broadcasters 41st annual convention. Sheraton Washington, Washington.

Feb. 10-14, 1984—NATPE International 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

March 7-10, 1984—American Association of Advertising Agencies annual meeting. Canyon, Palm Springs, Calif. Future meeting: May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

April 8-12, 1984—National Public Radio annual conference. Hyatt Regency, Arlington, Va.

April 27-May 3, 1984—MIP-TV international TV program market. Palais des Festivals, Cannes, France.

April 29-May 2, 1984—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986, and Dallas, April 12-15, 1987.

May 30-June 2, 1984—American Women in Radio and Television annual convention. Palmer House, Chicago. Future conventions: May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

Also in June

June 5-7—Microwave Communications Association annual convention. "MCA '83: Opportunities in New Technologies." Washington Marriott hotel, Washington. Information: Chris Selin, Suite 705, 145 Huguenot Street, New Rochelle, N.Y., 10801. (914) 576-6622.

June 6—Chicago chapter of National Academy of Television Arts and Sciences Emmy awards banquet. Hyatt Regency, Chicago.

June 6-8—Television Bureau of Advertising/Sterling Institute. "Introduction to Television Sales." Georgetown Inn, Washington.

June 7—Seattle chapter of National Academy of Television Arts and Sciences Emmy awards banquet. Sheraton, Seattle.

June 7—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Jeffrey Reiss, vice chairman and chief executive officer, Cable Health Network, on "Rx for Ad-Supportable Cable Networks." Copacabana, New York.

June 7—National Academy of Television Arts and Sciences, Washington chapter, meeting. Speaker: V. Gordon Sauter, president, CBS News. National Press Club Ballroom, Washington.

June 7—Radio Advertising Bureau "Idearama" for radio salespeople. Marriott Inn-Airport, Cleveland.

June 7—Radio Advertising Bureau "Idearama" for radio salespeople. Marriott Inn, Orlando, Fla.

June 7—Radio Advertising Bureau "Idearama" for radio salespeople. Sheraton Inn, Scranton, Pa.

June 7—Radio Advertising Bureau "Idearama" for radio salespeople. Red Lion Inn/Sea-Tac, Seattle.

June 7-10—1983 Clio Awards Festival Week. Sheraton Center, New York.

June 8—International Radio and Television Society newsmaker luncheon. Charles Kuralt, CBS News, to be honored as "Broadcaster of the Year." Waldorf-Astoria New York.

June 8—WETA(TV)'s annual "Business and Industry Lunch." Mayflower hotel, Washington.

June 8-10—CBS RadioRadio affiliates board meeting. New York.

June 8-10—Oregon Association of Broadcasters spring conference. Inn of the 7th Mountain, Bend. Or

June 8-11—National Translator/LPTV Association



"There are cities and companies, unions and political parties in this country that are like dinosaurs waiting for the weather to change. The weather is not going to change. The very ground is shifting beneath us."
—John Naisbitt, *Megatrends*

"The very ground is shifting beneath us..."

The technological revolution is shaping our lives, but can we shape *technology* to make it work for us?

The Communications Workers of America believes we can, and must. Through its innovative Committee on the Future and its television/radio series "Rewiring Your World," CWA has opened a public dialogue aimed at humanizing the technological revolution.

CWA is the Information Age

union representing workers in industries and fields which are changing and growing at a spectacular rate.

CWA is no enemy of change. When telephone service was first automated, CWA members made the new technology work. Now, as then, CWA insists on contracts and work rules that enhance the dignity and satisfaction of the work their members do for you.

Technology may be changing our lives, but CWA is helping make that change productive and humane.

"Those who anticipate the new era will be a quantum leap ahead of those who hold on to the past," writes John Naisbitt in *Megatrends*. "If we can learn to make uncertainty our friend, we can achieve much more..."

CWA

Communications Workers of
America, AFL-CIO

**1983 National Convention
June 6-10, Los Angeles**

low power television seminar and open house for studios of K26AC Bemidji, Minn. Speaker: Minnesota Governor Rudy Perpich. Information: (801) 237-2623.

June 8-11—"Media Arts in Transition" conference sponsored by National Alliance of Media Arts Center. Walker Art Center, Minneapolis.

June 9—Radio Advertising Bureau "Idearama" for radio salespeople. Sheraton Inn-Lansing, Lansing, Mich.

June 9—Radio Advertising Bureau "Idearama" for radio salespeople. Hyatt at Civic Center, Birmingham, Ala.

June 9—Radio Advertising Bureau "Idearama" for radio salespeople. Marriott Inn-Airport, Philadelphia.

June 9—Radio Advertising Bureau "Idearama" for radio salespeople. Holiday Inn West, Billings, Mont.

June 9-11—South Dakota Broadcasters Association annual convention. Holiday Inn, Spearfish, S.D.

June 9-11—Utah Broadcasters Association convention. Sun Valley, Idaho.

June 9-11—Wyoming Association of Broadcasters annual convention. Casper Hilton Inn, Casper, Wyo.

June 9-11—Upper Midwest Communications Conclave. Raddison Plymouth hotel, Minneapolis.

June 9-12—Missouri Broadcasters Association meeting. Rock Lane Lodge, Branson, Mo.

June 9-12—Mississippi Broadcasters Association annual convention. Royal d'Iberville hotel, Biloxi, Miss.

June 10—Telocator Network of America seminar, "Making SCAs Work for You." Westin hotel, Seattle.

■ **June 11**—Atlanta chapter of National Academy of Television Arts and Sciences Emmy awards banquet. Omni Center, Atlanta.

■ **June 11-14**—Telocator Network of America mid-year meeting, including panel discussions on cellular radio and radio common carriers. Westin hotel, Seattle.

June 11-15—American Advertising Federation annual convention. Speakers include Vice President George Bush; Daniel Ritchie, chairman, Group W, Westinghouse Broadcasting and Cable; James C. Miller, chairman, FTC; Allen Neuharth, chairman, Gannett Co., and Ted Koppel, ABC News commentator. Hyatt Regency, Washington.

June 11-15—American Newspaper Publishers Association Operations Management Conference and Exposition, "Synectics '83." Las Vegas Convention Center, Las Vegas.

June 12—Kansas Association of Broadcasters annual convention. Lawrence Holiday Inn and Holidome, Lawrence, Kan.

June 12-15—National Cable Television Association annual convention. Speakers include Senator Barry Goldwater (R-Ariz.) and Representative Timothy Wirth (D-Colo.). Astro Hall, Houston.

June 13-14—"Home Satellite TV Conference and Exposition," sponsored by University of Wisconsin-Extension. Exposition will include outdoor display of satellite dishes. Wisconsin Center, UW-Extension campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512 or (608) 262-8953.

June 13-17—National Association of Broadcasters board of directors meeting. NAB headquarters, Washington.

June 13-18—"Television and Society: The Effects of the Medium," workshop sponsored by American Film Institute in cooperation with American University, Directors Guild of America, Sony Video Center and Louis B. Mayer Library. American University, Washington. Information: AFI, P.O. Box 27999, 2021 North Western Avenue, Los Angeles, 90027.

June 13-July 15—Regional Administrative Radio Conference for planning of broadcasting-satellite service in Region 2, sponsored by International Telecommunication Union. Geneva.

June 13-July 25—Global Village Video Study Center, in conjunction with New School of Social Research, summer semester of video workshops. Global Village headquarters, New York. Information: (212) 966-7526.

■ **June 14**—Radio Advertising Bureau "Idearama" for radio salespeople. Little America, Salt Lake City.

■ **June 14**—Radio Advertising Bureau "Idearama" for radio salespeople. Sheraton Inn East, Buffalo, N.Y.

■ **June 14**—Radio Advertising Bureau "Idearama"

Stay Tuned

A professional's guide to the intermedia week (May 30-June 5)

Network television □ PBS: (check local times) *Nova* (rebroadcast of 1974 premiere episode), Tuesday, 8-9 p.m.; *Northern Lights* (play) [J. Hanson & R. Nilsson], Tuesday, 9-10:30 p.m.; *The Guilini Concerts I: Brahms' Symphony No. 1*, Wednesday, 9-10 p.m.; *There But For Fortune* (Joan Baez's 1981 South American tour), Sunday, 10-11 p.m.; ABC: *Ghost Dancing* (drama special) [P. Penningroth], Monday, 9-11 p.m.; CBS: *37th Annual Tony Awards*, Sunday, 9-11 p.m.; NBC: *Buffalo Bill** (comedy series), Wednesday, 9:30-10 p.m.

Radio (check local times) □ Mutual: *Vander Jagt vs. Wilkins* (conservative versus liberal viewpoints), Monday-Friday, two-and-one-half minute segments each; *The Week in Review** (re-cap of major news stories), Saturday, half hour in length.

Cable □ USA: *The Alfred Hitchcock Hour** (cablecast of 1962 TV series), Saturday, 10-11 p.m.; WTBS: *Night Tracks** (overnight music program), Friday, midnight-6 a.m.; HBO: *Elton John in Central Park* (1981 benefit concert), Sunday, 1:30-2:30 p.m.; ARTS: *Tosca* (opera) [Puccini], Sunday, 9-11 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Rigoletto* with English National Opera (modern-day interpretation by Johnathan Miller); *British Television: As They Like It*, exhibit of more than 40 British programs, now-July 9.

*Indicates a premiere episode

for radio salespeople. Sheraton Century City, Oklahoma City.

June 14-16—Washington Journalism Center conference for journalists, "The Middle East: Shifting Rivalries." Watergate hotel, Washington.

June 14-17—National Broadcast Editorial Association annual meeting. Sir Francis Drake hotel, San Francisco.

June 15—Deadline for entries in *Academy of Television Arts and Sciences* prime time Emmy Awards. Information: ATAS, 4605 Lankershim Boulevard, suite 800, North Hollywood, Calif.; (213) 506-7880.

June 15—Deadline for entries in 26th annual "Cindy" awards for documentaries, public service and public affairs, sponsored by *Information Film Producers of America*. Information: Wayne Weiss, IFPA, 750 East Colorado Boulevard, Suite 6, Pasadena, Calif., 91101; (213) 795-7866.

June 15—National Academy of Television Arts and Sciences, *New York chapter*, drop-in luncheon. Speaker: Nancy Littlefield, president of 212 Studios, New York, on "New York's Latest Film and Television Complex: What Modern Technology Means to the Television Professional." Copacabana, New York.

June 15—"Information, Propaganda and U.S. Foreign Policy" conference sponsored by *Washington Institute for Social Research and Union for Democratic Communication*. National Press Club, Washington.

June 15-17—SCC 1983, first Canadian and international satellite communications conference. Co-sponsors: *Canadian Department of Communications, Telesat Canada, Teleglobe Canada, University of Ottawa, Canadian Petroleum Association and Ontario Ministry of Industry and Trade*. Kent Street Holiday Inn, Ottawa. Information: Information Gatekeepers, 167 Corey Road, Suite 111, Brookline, Mass., 02146; (617) 739-2022.

June 15-17—Television Bureau of Advertising national sales advisory committee meeting. Montauk Yacht Club, Montauk, N.Y.

■ **June 15-17**—Indiana Broadcasters Association annual trip to Washington for meetings with state congressional association, FCC and National Association of Broadcasters. Ramada Renaissance hotel, Washington.

June 16—National Academy of Television Arts and Sciences, *New York chapter*, "A Night at the Roundtables: New York Television—Our Next 10 Years." Summit hotel, New York.

June 16—Andy Awards banquet, sponsored by *Advertising Club of New York*. Roosevelt hotel, New York.

■ **June 16**—Radio Advertising Bureau "Idearama"

for radio salespeople. Marriott SE, Denver.

■ **June 16**—Radio Advertising Bureau "Idearama" for radio salespeople. Sheraton Inn-Airport, Albar N.Y.

■ **June 16**—Radio Advertising Bureau "Idearama" for radio salespeople. Hilton Airport Plaza Inn, Kansas City, Mo.

June 16-17—Broadcast Financial Management Association/Broadcast Credit Association board of directors meeting. Grand Hyatt hotel, New York.

June 16-18—Maryland/D.C./Delaware Broadcaster Association annual convention. Sheraton Fountain bleau Inn, Ocean City, Md.

June 16-18—Iowa Association of Broadcasters convention. Clear Lake, Mason City, Iowa.

June 16-18—Montana Broadcasters Association annual convention and awards banquet. Fairmont H Springs, Gregson, Mont.

June 17—"Careers in the New Media" symposium sponsored by *The New School for Social Research*. New School campus, New York.

June 17-18—*Women in Cable, Rocky Mountain chapter*, personal computer seminar. University of Denver campus, Denver.

June 17-19—New Hampshire Association of Broadcasters and Vermont Association of Broadcasters joint annual convention. Woodstock Inn, Woodstock, Vermont.

June 17-21—Georgia Association of Broadcasters annual convention. Ironworks Convention Center, Columbus, Ga.

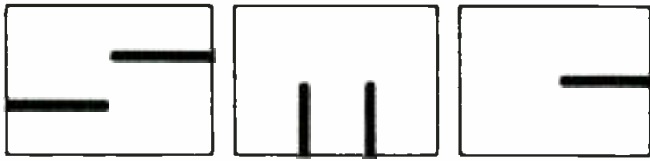
June 17-July 22—"Television Criticism Workshop" sponsored by *American Film Institute* in cooperation with *American University, Directors Guild of America, Sony Video Center and Louis B. Mayer Library*. AFI campus, Los Angeles. Information: AFI, P.O. Box 27999, 2021 North Western Avenue, Los Angeles 90027.

■ **June 18**—Cleveland chapter of National Academy of Television Arts and Sciences Emmy awards banquet. Stouffer's Inn on the Square, Cleveland.

■ **June 18**—Columbus/Dayton/Cincinnati chapter of National Academy of Television Arts and Sciences Emmy awards banquet. Xavier University, Cincinnati.

June 19-23—International Conference on Communications, sponsored by *Institute of Electronics Engineers and Communications Society Conference Board*. Theme: "Integrating Communication for World Progress." Sheraton-Boston hotel, Boston.

June 21—*Women in Cable* second annual "Cable Day" during Television Critics Association's summ



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press tour. Beverly Hilton hotel, Los Angeles.

June 21—Women in Cable, New York chapter, meeting. Doral Inn, New York.

June 21-23—Institute for Graphic Communication engineering "workstations." Andover Inn, Andover, Mass. Information: (617) 267-9425.

June 22—Women in Cable, New York chapter, five-part course, "Basics of Cable Television," in conjunction with School of Visual Arts, New York. Information: (212) 679-7350.

June 23-26—Public Broadcasting Service and National Association of Public Television Stations' annual meetings. Hyatt Regency, Arlington, Va.

June 23-26—Virginia Association of Broadcasters annual summer convention. Cavalier, Virginia Beach.

June 23-26—Broadcasters Promotion Association/Broadcast Designers' Association annual seminar. Speakers include Steve Sohmer, senior vice president, NBC-TV; Jack Trout, president of Trout & Reis Advertising, and Peggy Charren, president, Action for Children's Television. Fairmont hotel, New Orleans.

June 23-26—Investigative Reporters and Editors national conference. Downtown Sheraton, St. Louis.

June 24—Conference on refranchising cable systems: upgrading systems and renegotiating cable franchise agreements, co-sponsored by *BPS Associates*, telecommunications consulting firm, and *Communications Media Center of New York Law School*. New York Law School campus, New York. Information: (212) 966-2053.

June 24-26—"Economics and the News" conference sponsored by *Foundation for American Communications* and *Gannett Foundation*. Arrowwood, Rye Brook, N.Y. Information: 1627 K Street, N.W., Washington, 20006; (202) 659-0668.

June 25—National Academy of Television Arts and Sciences, Washington chapter, meeting celebrating chapter's silver anniversary. Wax Museum, Washington.

June 26-29—Florida Association of Broadcasters annual convention. Boca Raton hotel and club, Boca Raton, Fla.

June 28-30—Jerrold division of General Instrument Corp. technical seminar. Hillside Holiday Inn, Hillside, Ill.

June 29—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Ted Turner. Turner Broadcasting, Copacabana, New York.

June 29—"Two Degrees Spacing: Issues and Implications," seminar sponsored by *Public Service Satellite Consortium*. Marriott hotel, Washington. Information: (202) 331-1960.

July

July 6-8—Association of Catholic Television and Radio Syndicators annual meeting. Vallombrosa Center, Menlo Park, Calif.

July 10-12—"Advances in High Definition Television," sponsored by *Institute for Graphic Communication*. Holiday Inn, Monterey Bay, Calif.

July 10-13—New York State Broadcasters executive conference. Grossingers Convention Center, Grossingers, N.Y.

July 11-29—Media Institute for Minorities in cooperation with *National Association of Broadcasters'* second annual mid-summer "Institute in Broadcast Management" for ethnic minorities in broadcasting. University of Southern California, Los Angeles. Information: (213) 743-5573.

July 12—"Telemarketing workshop" for broadcasting, advertising and newspaper customers of *New York Telephone*. 1095 Avenue of the Americas, New York. Information: Bernard Cohen, (212) 395-8072.

July 13—National Academy of Television Arts and Sciences, New York chapter, newsmaker luncheon. Speaker: Robert Fountain, executive vice president, United States Satellite Broadcasting Co. Copacabana, New York.

July 13-15—Arbitron Television Advisory Council meeting. Quail Lodge, Carmel, Calif.

July 15—Deadline for nominations for historic site des-

ignation for 1984, 75th anniversary year of *Society of Professional Journalists, Sigma Delta Chi*. Nominations to include individual or organization nominated, site recommended for marking and reason for designation based on historical facts. Information: SDX, 840 North Lake Shore Drive, Suite 801W, Chicago, 60611.

July 15-17—Oklahoma Broadcasters Association annual summer meeting. Shangri La, Afton, Okla.

July 15-16—Joint meeting of North Carolina Cable Television Association and South Carolina Cable Television Association. Hyatt hotel, Hilton Head, S.C.

July 15-16—Women in Cable, Rocky Mountain chapter, personal computer seminar. University of Denver campus, Denver.

July 16-18—Louisiana Association of Broadcasters radio-television management session. Sheraton-Acadiana hotel, Lafayette, La.

July 17-20—New York State Broadcasters Association executive conference. Grossingers Convention Center, Grossingers, N.Y.

July 17-20—Fourth annual Penn State Conference for Minority Journalists, sponsored by *Penn State's School of Journalism of College of Liberal Arts*. Penn State Sheraton Inn, State College, Pa.

July 18-20—Television Bureau of Advertising/Sterling Institute managing sales performance program for sales managers. Georgetown Inn, Washington.

July 19-20—"How to video-teleconference successfully," sponsored by *Public Service Satellite Consortium*. San Francisco. Information: (202) 331-1154.

July 21-23—Montana Cable Television Association annual meeting. Outlaw Inn, Kalispell, Mont.

July 22-23—Women in Cable, Rocky Mountain chapter, personal computer seminar. University of Denver campus, Denver.

July 24-26—California Broadcasters Association annual membership meeting. Speakers include Senator Barry Goldwater (R-Ariz.) and Representative Al Swift (D-Wash.) on "Broadcast Deregulation—Is the Price Spectrum Fees?" Hyatt Del Monte, Monterey, Calif.

July 24-26—Institute for Graphic Communication conference on optical and videodisk systems. Holiday Inn, Monterey Bay, Calif.

July 25-Aug. 12—New York University, School of Continuing Education, summer workshop, "Cable Television and New Video Technologies." NYU campus, New York. Information: NYU, School of Continuing Education, 2 University Place, Room 21, New York, 10003; (212) 598-2371.

July 29-31—"Economic Issues Conference for West Coast Journalists," sponsored by *Foundation for American Communications* and co-sponsored by *California AP Broadcasters and AP News Executives Council*. Asilomar Conference Center, Asilomar, Calif. Information: (213) 851-7372.

July 31—Deadline for entries in 1983 World Hunger Media Awards, sponsored by singer *Kenny Rogers* and wife, *Marianne Rogers*, to "encourage, honor and reward those members of the media who have made significant contributions in bringing public attention to the critical issues of world hunger." Information: World Hunger Year, 350 Broadway, New York, N.Y., 10013.

August

Aug. 1—Deadline for applications for Pulliam Fellowship Award for Editorial Writers, sponsored by *Sigma Delta Chi Foundation*. Information: Pulliam Fellowship, Sigma Delta Chi Foundation, 840 North Lake Shore Drive, Suite 801W, Chicago, 60611.

Aug. 2-3—"Communications Strategy in the Year 1 A.D. (After Divestiture)," sponsored by *Yankee Group*. Plaza hotel, New York.

Aug. 3-5—Arkansas Broadcasters Association convention. Camelot hotel, Little Rock, Ark.

Aug. 7-10—CTAM '83 annual convention. Town & Country hotel, San Diego. Information: (404) 399-5574.

Aug. 7-12—World Conference on Community Radio, sponsored by *Association des Radiodiffuseurs Communautaires du Quebec (AROC)*. University of Montreal, Quebec. Information: AROC, Case Postale 250, Succursale DeLormier, Montreal, H2H 2N6, Canada.

Aug. 9-10—"Communications Strategy in the Year 1

Errata

WDAT(AM) (1380 khz) Ormond Beach, Fla. was sold by Hunter/Knight Daytona Inc. to Hale Communications, not Florida Media Corp., as reported in "Changing Hands," May 23. See "For the Record," page 72 of this issue.

□

Stephen Banks, formerly general sales manager, KXNV-TV Phoenix, **named VP and general sales manager,** not general manager, as reported in May 9 "Fates and Fortunes."

A.D. (After Divestiture)," seminar, sponsored by *Yankee Group*. St. Francis hotel, San Francisco.

Aug. 10-14—"CCOS '83" convention sponsored by *Community Antenna Television Association (CATA)*. The Arlington resort hotel and spa. Hk Springs, Ark. Information: CATA, 4209 N.W. 23rd, Suite 106, Oklahoma City, 73107.

Aug. 12-14—"Economic Issues Conference for East Coast Journalists," sponsored by *Foundation for American Communications* and co-sponsored by *Gannett Foundation*. Otesaga, Cooperstown, N.Y.

Aug. 15-17—National Satellite Cable Association summer-fall convention titled, "The Entrepreneur Place in the New Communications Industry," Regenc Denver. Information: Cheryl Grund, 5594 South Prince Street, Littleton, Colo.; (303) 798-1274.

Aug. 15-18—Arbitron Radio Advisory Council meeting. Shangri-La, Afton, Okla.

Aug. 16-18—Third annual WOSU Broadcast Engineering Conference. Fawcett Center for Tomorrow, Ohio State University, Columbus. Information and offer of papers: John Battison, director of engineering, WOSU AM-FM-TV, 2400 Orlentangy River Road, Columbus, Ohio, 43210.

Aug. 18-21—West Virginia Broadcasters Association 37th annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 22-24—Fifth annual "Satellite Communication Users Conference," sponsored by *Satellite Communications*. Stouffer's Riverfront Towers, St. Louis.

Aug. 22-24—Television Bureau of Advertising/Sterling Institute performance management program for experienced account executives. Georgetown Inn, Washington.

Aug. 28-31—National Association of Broadcasters Radio Programming Conference. Westin St. Francis, San Francisco.

Aug. 29-31—New England Cable Television Association annual convention and exhibition. Dunfee Hyannis hotel and resort, Hyannis, Mass.

September

Sept. 7-9—Second annual Great Lakes Cable Conference and Exposition. Sponsor: Illinois-Indiana Cable TV Association. Indianapolis Convention and Exposition Center, Indianapolis. Information: Shirley Watson, 618-249-6263.

Sept. 8-10—Southern Cable Television Association Eastern show. Georgia World Congress Center, Atlanta.

Sept. 10—Deadline for entries in sixth Tokyo Vide Festival, sponsored by *JVC Co. of Japan*. Information: JVC Co. of America, 41 Slater Drive, Elmwood Park, N.J., 07407.

Sept. 11-13—Illinois Broadcasters Association annual convention. Abbey on Lake Geneva, Fontana, Wis.

Sept. 11-13—New Jersey Broadcasters Association 37th annual convention. Golden Nugget casino/hotel, Atlantic City, N.J.

Sept. 11-13—Washington State Association of Broad-

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Not everyone can stay in the sun for sixteen years without suffering burn-out. Yet Donahue has accomplished just that.

For years, our show has been the dominant ratings winner in daytime television. And lest you think day is done, get a glimpse of the current rating reports.

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In November '82 audience delivery in all categories increased by an average of 4% over November '81.

February '83 climbed 4% over Feb. '82 in key demographic areas.

More proof Donahue's hold on daytime is still on the rise: from November '82 to February '83, just 4 short months, Donahue showed an 8% increase in total households; a 7% increase in total women and a 4% increase in women 18-49. In every age cell, for both women and men, Donahue has posted gains from 3% to 14%.

Best of all, we're enjoying all this daytime dominance without compromising our quality, our ideas, our subject matter.

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DONAHUE



Source: NSI 2/83 RSP estimates. Qualifications on request.



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WZTV Nashville

WOFL Orlando-Daytona Beach

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WPTY-TV Memphis

WGGT Greensboro

KLRT-TV Little Rock

WAWS-TV Jacksonville

WUHF-TV Rochester (N.Y.)

KGUN-TV Tucson



Warner Bros. Television Distribution
A Warner Communications Company

casters fall meeting. Rosario Resort, Orcas Island, Wash.

Sept. 11-13—Western regional convention of *National Religious Broadcasters*. Los Angeles Marriott, Los Angeles.

Sept. 11-14—First International Cable and Satellite Television Exhibition and Conference (CAST '83), sponsored by *England's Society of Cable Television Engineers*, *Cable Television Association of Great Britain*, *Electronic Engineering Association* and *The Economist magazine*. National Exhibition Center, Birmingham, England. Information: 100 Gloucester Place, London, W1H3DA; telephone: 01-487-4397.

Sept. 14-16—CBS Radio Network affiliates board meeting. Waldorf Astoria, New York.

Sept. 19-23—Sixth International Conference on Digital Satellite Communications sponsored by *Comsat*, *International Telecommunications Satellite Organization*, *American Institute of Aeronautics and Astronautics*, *IEEE Communications Society*, *IEEE Aerospace and Electronic Systems Society*. Phoenix Hyatt, Phoenix, Ariz. Information: Comsat, 950 L'Enfant Plaza, S.W., Washington, 20024.

Sept. 19-23—Second annual *London Multi-Media Market*. Gloucester hotel, South Kensington, England. Information: London Multi-Media Market, 17 Great Pulteney Street, London, W1R 3RG; telephone: 01-734-4765.

Sept. 21-23—Midwestern regional convention of *National Religious Broadcasters*. Hotel to be announced. St. Louis.

Sept. 22-23—*Institute of Electrical and Electronics Engineers Broadcast Symposium* 33rd annual broadcast symposium. Hotel Washington, Washington.

Sept. 22-24—*Radio-Television News Directors Association* 38th annual international convention. Keynote speech: ABC-TV's David Brinkley. NBC News's John Chancellor to receive 1983 Paul White Award. Other speakers include Paul Harvey, ABC commentator; Bill Moyers and Charles Osgood, CBS News, and Av Westin. ABC-TV, Caesars Palace, Las Vegas.

Sept. 22-24—*American Advertising Federation* district five conference. Sheraton, Columbus, Ohio.

Sept. 23-25—*North Dakota Broadcasters Association* annual meeting. Ramada Inn, Minot, S.D.

Sept. 24-27—*International Institute of Communications* annual conference. Discussions include international policies and development; space and technology; broadcasting, and communications issues and

research. Americana Aruba, Aruba, West Indies. Information: IIC, Tavistock House East, Tavistock Square, London, WC1H 9LG.

Sept. 25—35th annual Emmy Awards, sponsored by *Academy of Television Arts and Sciences*, telecast on NBC-TV, from Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 28-30—Southeastern regional convention of *National Religious Broadcasters*. Stone Mountain Inn, Atlanta.

Sept. 29-Oct. 2—*American Advertising Federation* Western region conference. Vacation Village, San Diego.

Sept. 30-Oct. 1—*Massachusetts Broadcasters Association* annual convention. Sheraton Regal, Hyannis, Mass.

Sept. 30-Oct. 1—*American Advertising Federation* district nine conference. Holiday, Topeka, Kan.

October

Oct. 2-5—*Association of National Advertisers* annual meeting. Homestead, Hot Springs, Va.

Oct. 2-5—*National Radio Broadcasters Association* annual convention. Hilton hotel, New Orleans.

Oct. 8-11—*Texas Association of Broadcasters* fall convention. Hyatt Regency, Fort Worth.

Oct. 6-8—*Women in Cable* national conference, "Cable in Context: The Challenge of Change." Colonnade hotel, Boston. Information: Charles Self (202) 296-7245.

Oct. 9-11—Southwestern regional convention of *National Religious Broadcasters*. Hotel to be announced, Tulsa, Okla.

Oct. 9-11—*Pennsylvania Association of Broadcasters* annual fall convention. Buck Hill Inn, Buck Hill Falls, Pa. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa., 17101; (717) 233-3511.

Oct. 12-13—*Ohio Association of Broadcasters* fall convention. Hyatt Regency, Columbus, Ohio.

Oct. 12-16—*Women in Communications* national conference, "Pro/Con: '83; Framing the Future." Bellevue Stratford hotel, Philadelphia.

Oct. 13-16—*Ohio Association of Broadcasters* fall convention. Epcot Center, Orlando, Fla.

Oct. 16-18—*North Carolina Association of Broadcasters* annual convention. Marriott hotel, Raleigh, N.C.

Oct. 18-20—*Mid-America Cable TV Association* annual meeting. Hilton Plaza Inn, Kansas City, Mo.

Oct. 18-21—Eighth annual conference of *Public Service Satellite Consortium* and its subsidiary, Services by Satellite Inc. (SatServe). Washington Hilton, Washington.

Oct. 19-21—*Kentucky Broadcasters Association* fall convention. Hyatt Regency, Lexington, Ky.

Oct. 23-25—*Televent U.S.A.* second international telecommunications conference. Montreux, Switzerland. Information: Marianne Berrigan, Televent executive director, 1777 F Street, N.W., Washington, 20006 (202) 842-8184.

Oct. 25-27—International Broadcast Equipment Exhibition sponsored by *Electronic Industries Association of Japan*, co-sponsored by *National Association of Commercial Broadcasters in Japan and NHK (Japan Broadcasting Corp.)* Tokyo Ryutsu Center, Tokyo.

Oct. 29-Nov. 3—*Society of Motion Picture and Television Engineers* 125th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles.

Oct. 30-Nov. 2—National Over-the-Air Pay TV conference and exposition, hosted by *Subscription Television Association and National Association of MDS Service Companies*. Century Plaza, Los Angeles.

November

Nov. 1-3—*Atlantic Cable Show*. Convention Hall, Atlantic City, N.J. Information: Registration supervisor, Slack Inc., 6900 Grove Road, Thorofare, N.J., 08086; (609) 848-1000.

Nov. 3-5—Eastern regional convention of *National Religious Broadcasters*. Aspen hotel, Parsippany, N.J.

Nov. 5-8—*Missouri Broadcasters Association* meeting. Marriott's Tantara, Lake of the Ozarks, Mo.

Nov. 7-9—*Scientific-Atlanta's* ninth annual Satellite Communications Symposium. Hyatt-Regency-Atlanta, Atlanta.

Nov. 7-10—*AMIP-TV*, international television marketplace, to be held in U.S. for first time. Fontainebleau, Miami Beach. Information: March Five, (212) 687-3484.

Nov. 11-12—*Friends of Old-Time Radio* annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Nov. 14-16—*National Translator/LPTV Association's* 21st annual low-power television and FM convention. MGM Grand hotel, Las Vegas. Information: Paul Evans, NTA/LPTV headquarters, (801) 237-2623.

Nov. 14-16—*Television Bureau of Advertising* 29th annual meeting. Riviera hotel, Las Vegas.

■ **Nov. 17-19**—*Arizona Broadcasters Association* fall convention and 31st annual meeting, running concurrently with Arizona Society of Broadcast Engineers convention and technical exhibit. Radisson Scottsdale Resort, Scottsdale, Ariz.

December

Dec. 5-8—*Arbitron Radio Advisory Council* meeting. South Seas Plantation, Captiva Island, Fla.

Dec. 11-12—National Cable Programming Conference, sponsored by *National Cable Television Association*, featuring presentation of Awards for Cablecasting Excellence. Event precedes Western Cable Show (see below). Biltmore hotel, Los Angeles.

Dec. 13-15—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

January, 1984

Jan. 8-11—*Pacific Telecommunications Council's* sixth annual Pacific Telecommunications Conference, PTC '84. Sheraton-Waikiki hotel, Honolulu. Information: 1110 University Avenue, Suite 303, Honolulu, 96826; (808) 949-5752.

In at the start

EDITOR: A May 23 "Closed Circuit" reports that Senator Packwood's Freedom of Expression Foundation has started its major membership drive. The item continues: "National Cable Television Association, National Association of Broadcasters and three major networks have agreed to participate." For your information the Station Representatives Association was, we believe, the second organization, preceded only by the NAB, to send its check in support of the foundation, concrete evidence of SRA's recognition of the importance of First Amendment rights for electronic media.—*M.S. Kellner, managing director, Station Representatives Association, New York.*

Music sweep musings

EDITOR: I heartily agree with the May 16 "Monday Memo" by Thomas Durney, who called attention to the overreliance on long

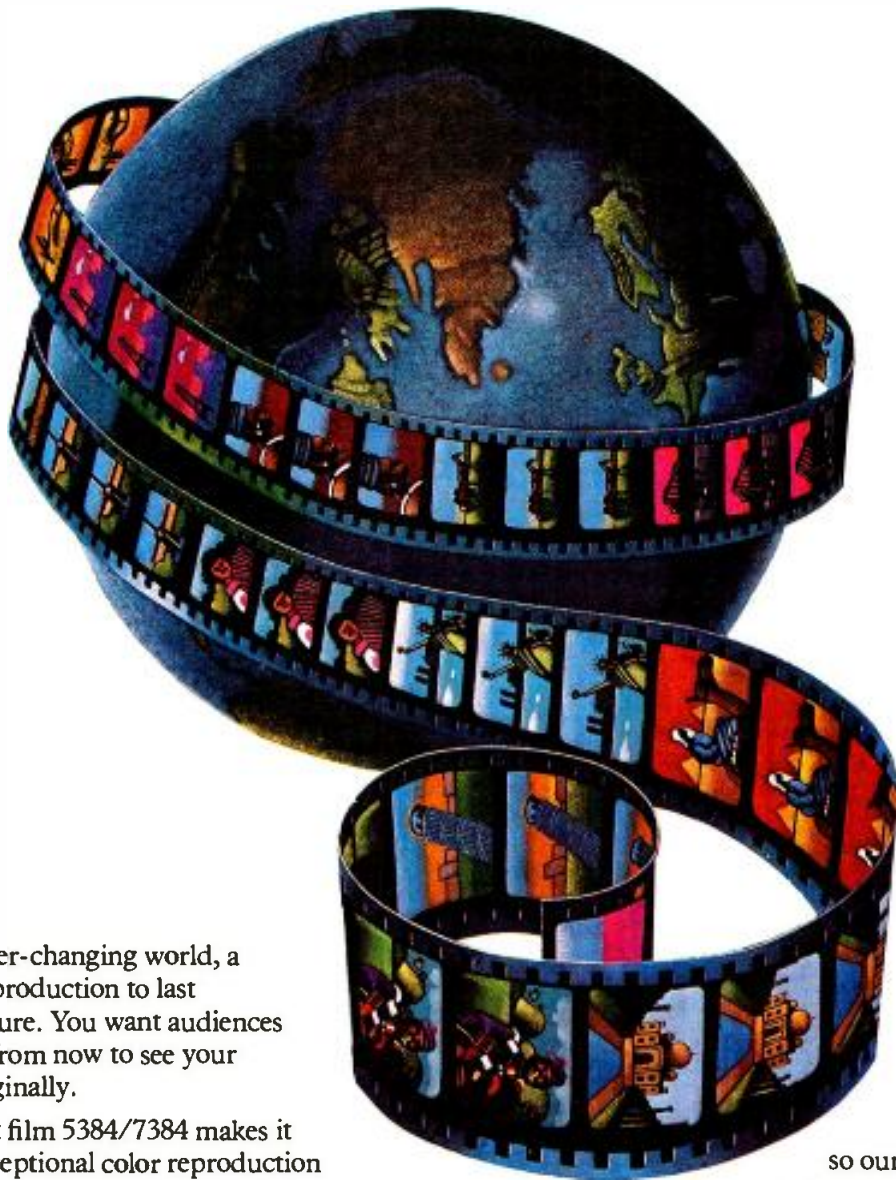
music sweeps to build average quarter hours, particularly in FM. The practice is self-defeating for several reasons.

First, it deprives the station of any identity. When all a station has to offer is 14 records in a row, it becomes vulnerable to the compact cassette player or other nonbroadcast music sources.

Second, the station that fails to offer anything beyond "commercial-free" sweeps fails to build a bond with the listener. My impression over the years is that the sweepsters draw big numbers for a few books, then succumb to someone else with a slightly different promotion campaign, while the full-service stations, which have become part of the listener's life, go on and on.

Third, to boast of being "commercial-free" as if it were something wonderful is an insult to the advertisers who keep us off the unemployment line. I should think the advertiser would be sorely tempted to say, "If you're so proud of not running commercials, I'll help you out and place my spots elsewhere."—*Chuck Crouse, reporter, WEEI(AM) Boston.*

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A cable legislation commentary from Paul Friend, Powell, Wyo., CATV Advisory Committee

Podunk speaks out against S.66

The electronic media, already permeated with a wide range of "pat-yourselves-on-the-back awards," will soon need two more. They will go to a piece of Senate legislation, S.66, a co-production of the National League of Cities and the National Cable Television Association.

To the NLC director, Seattle Mayor Charles Royer, and his production staff, goes the coveted "Judas," a sparkling silver trophy commemorating the sell-out of the century. On the pretext of "representing" the best interests of small cities, they sold them into slavery at the hands of the profit masters of the large MSO's and agreed to what their own member negotiating committee could not.

To the National Cable Television Association and its president, Thomas E. Wheeler, executive producer of the epic, goes the "Rover," a solid brass replica of a dog biting the hand that feeds it.

In a well-circulated letter from Wheeler to Royer dated Feb. 24, 1983, Wheeler displayed his utter contempt for the smaller cities of America. Referring to the demand of the NLC-member negotiating committee for the right of the cities to mandate some program services, he said:

"NCTA also takes issue with the third renewal standard proposed by NLC. Under this approach, municipalities would quickly develop a 'renewal RFP' containing an exhaustive laundry list of 'requested' services and facilities. The 'reasonableness' clause is of little benefit since any service 'available' in New York or Seattle might be deemed potentially 'available' in Podunk and the cost might be deemed 'reasonable' if it did not force the system or its parent company into bankruptcy."

Perhaps it is time to remind Wheeler, et al., that the cable TV industry has its roots firmly planted in Podunk. Not only did Podunk give birth to the CATV industry, it nurtured it for years until the coming of the space age provided it with the ability to become the cable TV industry. Even now, as cable is suffering the growing pains of the eighties, complete with the destructive competition for big-city franchises that will never be profitable, it is the "cash cow" (or as the industry prefers, the "mature") systems that are financing the multimillion-dollar give-away bonanzas for the big cities like New York and Seattle.

And what is Podunk's beleaguered consumer getting in return for his loyalty and his dollars? S. 66—perhaps the most devastating piece of legislation in the history of federal lawmaking. S.66 strips Podunk of all



Paul D. Friend is a freelance writer living in Powell, Wyo., where he serves as a member of the Powell CATV Advisory Committee for the Powell City Council. He is a founder of the Big Horn Basin Foundation for Public Broadcasting Inc. Friend holds a BS in accounting from Florida Atlantic University in Boca Raton, Fla.

rights when dealing with the cable television industry. While cable TV may not be a monopoly in Gotham City, it is a classic monopoly right here in Podunk. S.66 viciously grabs from the hands of Podunk its right to regulate this monopoly and thus protect its citizens from the predatory pricing tactics of the large MSO's.

Further, what S.66 does not usurp from Podunk by law, it takes away de facto. There's a cute little "Catch-22" written into the bill called de novo review. Unlike standard judicial review of regulatory actions, where a court of competent jurisdiction simply reviews the ruling of a regulatory body and decides if its action was reasonable, de novo review brings the regulators, regulatees, their attorneys and the judge together and, starting from square one, the entire action is reviewed. De novo review could easily bankrupt any cash cow city's treasury. No local lawmaker or regulator in his right mind would subject his city to that frightening possibility by angering an incumbent operator. Thus, S.66, while purporting to encourage competition, actually inhibits it in the case of cash cow cities like Podunk.

So with what is Podunk left? Whatever it has on the date of passage of S.66. In most cases this is a 210 mhz, 12-channel, antiquated, tube-driven system that was state-of-the-art in 1965. With some luck and a

great deal more money from its citizens' pockets, Podunk might eventually see its system "electronically rebuilt" to 1974 state-of-the-art: 300 mhz with used or hand-me-down equipment from some larger system operated by the MSO. That system will have a 20-to-21 channel capacity and will be heavily weighted with expensive premium services and freebie junk from the satellites, instead of boasting the contemporary quality programming that is currently available from satellites at a very reasonable cost to the MSO parent company.

Contrary to the apparently popular belief of Royer, Wheeler and their cronies in the U.S. Senate, Podunk is not populated with hayseeds and rednecks. We have been dealing with monopoly-minded clowns who have believed that for years, and we've always been successful in finding ways around their better mousetraps. We genuinely prefer to have private enterprise provide for our needs. It is because of that preference that we will fight like hell to stop S.66 in its greased tracks.

If, however, S.66 should pass, we will be forced seriously to consider the necessity for the public sector to enter the marketplace as the only viable competition to the cable TV monopolies. And that, just in case you haven't considered it, is a battle the industry is not equipped to win.

We have heard a lot lately about the monopoly power of the cities when negotiating a cable television franchise. That power exists only because it is unreasonable to expect that each citizen of Podunk can successfully negotiate his own personal package of cable services with a monopoly cable TV operator. The cities of Podunkdom, in exercising their control over cable franchises, seek only to protect their citizens from the undue economic exploitation that is invited by S.66.

While there do exist some questions about whether cable television is an essential monopoly, it should be remembered that exactly the same questions were raised by the telephone monopoly in the early part of this century. By the year 2000 there will be no question.

So the next time the NCTA holds one of its "training sessions" in Washington so that its members can get a tax-supported ride to lobby Capitol Hill for the passage of S.66, it would do well to be mindful of the desires of their old friends in Podunk and the financial support they so desperately need from the Podunk cash cows all across America. Should they decide, in spite of that consideration, to move forward with S.66, then they should look over their shoulders. For out here in Podunk we're mad as hell, and we're gonna kick over their cash cow buckets. ☹

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* Docket 80-90 is on May 26 FCC agenda

Broadcasting May 30

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TOP OF THE WEEK

FCC opens up FM spectrum — wide

Commission creates three new classes of stations, changes separation requirements; will lead to about 1,000 additional outlets

In a move that could lead to the creation of more than 1,000 new commercial FM broadcast stations—about a 30% increase over the approximately 3,600 now in existence—the FCC last week voted 4-1 (with Commissioner James Quello dissenting, and with Stephen Sharp absent and Joseph Fogarty not participating) to approve most of the proposals in its long-pending docket 80-90.†

In a nutshell, the commission decision created three new classes of stations and permits certain classes of stations to operate on channels previously restricted for other classes, packing more stations into the mix.

FM stations now operate on 100 channels between 88 mhz and 108 mhz. The first 20 are assigned to noncommercial broadcasting. Of the remaining 80, 20 are for use by Class A stations; the remaining 60 are reserved for use by Class B or Class C stations, depending on the geographical location of the station. Class A stations operate in small communities; Class B stations provide coverage to the larger communities in the Northeast (Zone I) and southern California (Zone I-A); Class C stations provide service to the larger communities, and in some cases, sparsely populated areas of the rest of the country (Zone II). Class A stations have a maximum power of 3 kw and a maximum antenna height of 300 feet; Class B stations have a maximum power of 50 kw and a maximum antenna height of 500 feet; Class C stations have a maximum power of 100 kw and a maximum antenna height of 2,000 feet.

In its order, however, the commission amended those rules to permit Class A stations to operate on Class B and C channels; to permit a new, intermediate class of station, Class B1 (maximum power of 25 kw and maximum antenna height of 100 meters [329 feet]), to operate in Zones I and IA; to permit two new classes of stations, Classes C1 (maximum power of 100 kw and a maximum antenna height of 300 meters [984 feet]) and C2 (a maximum power of 50 kw and a maximum antenna height of 150 meters [492 feet]) to operate in Zone II; and to require existing stations to meet their minimum facilities requirements within three years or be reclassified. Also under the commission's order, the FM service rules will be converted to the metric system.

Although docket 80-90 had originally

proposed to reduce the protection for Class B stations, the FCC decided not to adopt that proposal.

Commissioner James Quello expressed the only opposition to the plan, contending there had never been more than a "hypothetical" need for the new stations. He also said he thought the new plan would end up causing "interference to millions of people out there now receiving service."

In a written statement, Quello also criticized the commission for failing to make public the technical analysis upon which it based its decision. "If the technical material upon which we rely is flawed or unworthy of public scrutiny, the commission is diserving itself as well as the public."

Although some broadcasters are concerned that the plan could create serious interference for FM stereo reception ("Closed Circuit," May 23), Chairman Mark Fowler said he wasn't convinced that would be the case. He stressed that the proposal would lead to significant increases in service. "Where we can provide new services, I think we're obligated to do so," he said.

The FCC also said the changes specified

won't be implemented until some later time—until it has the resources available to process the wave of applications it is expecting to receive.

After the meeting, Martin Blumenthal, assistant chief of the Mass Media Bureau's policy and rules division, said the plan would protect existing stations to the contours described under current rules.

Blumenthal also said that from 40% to 60% of the more than 1,000 new stations would probably be Class A's, and that the commission expected to receive more than 4,000 applications for the new stations. To avoid another low-power television nightmare, the commission, he said, would try to stagger its processing of the applications.

As a point of departure, he said, the bureau would issue an "omnibus" notice of proposed rulemaking, proposing from 500 to 600 amendments to the FM table of assignments on its own initiative, attempting to identify what it thinks will be the most attractive markets first. Blumenthal said that move was designed to prevent parties from filing unnecessary conflicting applications.

At Fowler's request, the bureau also will

FM's: How far apart? FCC's new minimum separation requirements in kilometers (miles)

Relation	Co-channel	1st adj. ch.	2nd adj. ch.	3rd adj. ch.
A to A	105 (65)	64 (40)	27 (17)	8 (5)
A to B1	138 (86)	89 (55)	48 (30)	8 (10)
A to B	163 (101)	105 (65)	69 (43)	16 (20)
A to C2	163 (101)	103 (64)	55 (34)	32 (20)
A to C1	196 (122)	129 (80)	74 (46)	32 (20)
A to C	222 (138)	169 (105)	105 (65)	32 (20)
B1 to B1	175 (109)	114 (71)	50 (31)	24 (15)
B1 to B	211 (131)	145 (90)	71 (44)	24 (15)
B1 to C2	200 (124)	134 (83)	56 (35)	40 (25)
B1 to C1	233 (145)	161 (100)	77 (48)	40 (25)
B1 to C	259 (161)	193 (120)	97 (60)	40 (25)
B to B	241 (150)	169 (105)	74 (46)	24 (15)
B to C2	237 (147)	164 (102)	74 (46)	40 (25)
B to C1	270 (168)	195 (121)	79 (49)	40 (25)
B to C	274 (170)	217 (135)	105 (65)	40 (25)
C2 to C2	190 (118)	130 (81)	58 (36)	48 (30)
C2 to C1	224 (139)	158 (98)	77 (49)	48 (30)
C2 to C	249 (155)	188 (117)	98 (61)	48 (30)
C1 to C1	245 (152)	177 (110)	82 (51)	48 (30)
C1 to C	270 (168)	209 (130)	101 (63)	48 (30)
C to C	290 (180)	241 (150)	105 (65)	48 (30)

seek comment on whether AM daytimers should get a preference for the new FM's.

According to Blumenthal, the bureau hoped to have concluded that rulemaking by early November 1984 and then would start accepting FM petitions for the new allotments. The first stations created as a result of the commission's action probably won't be ready to go on the air until 1986, he said.

Blumenthal also said Congress had indicated it would provide the commission with around 20 extra personnel positions to handle applications spurred by the commission action.

The commission hasn't ruled out using lotteries to award grants, and might consider that "if things get bad enough," he said.

† FCC chairman's office later maintained that only about 600 new stations would result from commission's action. □

Rather defends '60 Minutes.' CBS News anchorman Dan Rather spent much of last week making news rather than reporting it. Rather was in Los Angeles to testify in and observe the \$30-million slander trial in which he is one of several defendants against a Los Angeles area physician, Carl Galloway. Galloway is seeking damages from CBS for alleged defamation in a 1979 *60 Minutes* episode examining accident insurance fraud and in which Rather was the on-camera reporter.

At issue in the case, which some observers fear could jeopardize the ratings and credibility of the popular CBS News program, is whether those involved in the episode's production demonstrated, as Galloway charges, "reckless disregard for the truth," in preparing the report. The network's attorneys claim there was sufficient evidence produced to support a "good faith belief" that Galloway was involved in the insurance fraud scheme. The doctor was linked by *60 Minutes* through a signature found on a phony medical report, which Galloway claims is a forgery.

Rather's testimony in Los Angeles Superior Court began last Thursday (May 26) with a recitation of his background as a reporter and a defense of the investigative practices of *60 Minutes*. The newsman said he felt the investigative approach taken by the program has earned it a deserved reputation for high integrity. He repeated assertions made earlier in a deposition read to the jury May 20, in which Rather claimed Galloway did not respond to several messages left by CBS requesting comment on his involvement.

CBS was expected to finish presenting its witnesses in the case by last Friday afternoon, with final arguments and jury deliberation expected this week.

Rather declined to comment to reporters descending en masse on the courtroom to witness his testimony last week, other than to apologize for his reticence: "My reporting and my testimony are going to speak for me. I hope you'll understand that."

Multichannel MDS is here

FCC approves two, four-channel systems per market, with spectrum reallocated from ITFS service

The prayers of those who think there aren't enough video distribution mechanisms around were answered by the FCC last week: Multichannel multipoint distribution service was created with a rib removed from the chest of the instructional television fixed service.

Under the FCC order, which was adopted ambivalently after what many observers said was one of the most tortuous, unwieldy commission debates ever (Chairman Mark Fowler gave the measure his full approval, Commissioners James Quello, Anne Jones, and Mimi Dawson concurred, while Henry Rivera, the only other commissioner participating, concurred in part and dissented in part), the commission reallocated eight microwave channels from ITFS for MDS. Those eight channels will be available for two, four-channel MDS systems in each market.

In a decision that tried to provide a little bit of something for everyone, however, the commission also grandfathered all ITFS channels that had either been authorized or applied for as of last Wednesday (May 25). No further ITFS applications will be accepted on the eight channels reallocated to MDS, but ITFS licensees also will be permitted to lease, for profit, "excess capacity" on their channels.

Under the game plan, all prospective applicants for the new multichannel operations will have to compete. To that end, for instance, CBS and Contemporary Communications Corp.'s application to pioneer such a system (BROADCASTING, Aug. 9, 1982) was thrown out.

The commission proposed to use lotteries to grant the blocks of channels in contests involving mutually exclusive applicants. (Comments on the proposal will be due 75 days after the FCC order is published in the *Federal Register*.)

Under the minimal rules adopted, no applicant will be able to grab both four-channel blocks in a particular market. At Rivera's suggestion, the Common Carrier Bureau also indicated it would consider whether it should demonstrate a concern over the identity of the programmer providing the programming service over the common carrier facilities. (One apparently vexing issue raised was whether it would be in the public interest, for example, to permit a television network to offer that multichannel programming service in a market where it owns a TV station; another issue raised was whether the same programmer should be permitted to program all eight in the same market.)

Also according to the plan, all applications will be accepted on one day only, 45 days after the order is published in the *Federal Register*. Potential multichannel operators will even be granted conditional construction permits in markets where prospective channels, through the ITFS grandfathering,

are already spoken for. With those conditional construction permits, the operators will be permitted to arrange deals to try to persuade local ITFS operators to give up their channels.

The commission also said it would only issue permits if a permittee gets a statement from each adjacent and co-channel ITFS licensee, permittee or applicant whose transmitter is within 50 miles of the proposed MDS transmitter site, that the proposed MDS operation won't interfere with the ITFS operation, or, if it does, the ITFS operator will accept that interference.

After the meeting, Kevin Kelley, an attorney for the Common Carrier Bureau, noted that in general, there are already two MDS channels allocated to each of the top-50 markets, while there is generally one channel allocated to the smaller markets. Under the order, that allocation remains unchanged; an incumbent MDS applicant, therefore, could come to control five MDS channels in a market, he said.

Kelley also said the bureau would try to "come up with language" in the order aimed at discouraging cable operators from attempting to warehouse the MDS channels. He said ITFS licensees would have to keep using the channels they have for the purposes they were licensed for, even if they choose to lease them part-time.

Also according to Kelley, applicants for MDS will be required to build and operate their stations before they will be permitted to turn around and sell their licenses.

The commission's action did represent a compromise of sorts. Under current rules, ITFS is allocated 28 microwave channels. In its 1980 notice of proposed rulemaking, the FCC proposed to reallocate 10 channels to MDS, 10 to operational fixed service, which currently has 3, leaving 11 for ITFS. Under the plan adopted, OFS got no new channels, MDS got 8 and ITFS retained 20.

In a related move, the FCC also proposed to loosen its ITFS rules, lengthening ITFS license terms from five years to 10, permitting ITFS applicants to apply for more than one of the current four-channel groups and authorizing them to set their own standards for signal quality.

In yet other action, the FCC voted to bar entrepreneurs, for two years, from offering video entertainment services on three operational fixed microwave frequencies at 2.5 ghz ("Closed Circuit," May 23). In a 1981 decision, the commission had opened those frequencies to a wide variety of uses. In the wake of the decision, the Private Radio Bureau received more than 1,400 applications, most of which proposed multipoint distribution-like service to hotels and other places. Fred Day, an attorney for the Private Radio Bureau, which argued that the frequencies should be protected for private data services, said it was likely that the applications for video entertainment services will be returned. The FCC Office of Plans and Policy argued for permitting use of the microwave frequencies. □



Tauzin



Wirth



Tauke

The House settles down to deregulation

Process of finding suitable public interest standards—price broadcasters may have to pay for deregulation—begins before Wirth subcommittee

The National Association of Broadcasters attempts to achieve comprehensive deregulatory legislation in the House of Representatives began to crystallize last week during a hearing before the Telecommunications subcommittee. It was the first such session held by that body in this Congress and advocates viewed it as a sign that chances for passage of a bill had improved.

The hearing followed weeks of legislative maneuvering by broadcasters and key subcommittee members to bypass the subcommittee's chairman, Tim Wirth (D-Colo.), who previously had insisted on including a spectrum fee in any deregulation package. Their efforts to spur movement of broadcast deregulation came to fruition two weeks ago when Wirth agreed to abandon spectrum fees in return for control over the issue in his subcommittee (BROADCASTING, May 23).

Not only has Wirth backed off on fees but Energy and Commerce Committee Chairman John Dingell (D-Mich.) now appears committed to moving a broadcast deregulation package too. And although Wirth retained control of the process, Dingell has conditionally required that the subcommittee report out a bill by Oct. 15. To the broadcasting industry that deadline represents a further commitment.

Quantification of a public interest standard as the quid pro quo for regulatory relief is now the focus of the debate. The concept of quantification has largely been espoused by Representative Al Swift (D-Wash.), whose own bill (H.R.2370) is expected to serve as the framework of any new legislation. Swift was a key player in the revolt against Wirth and will figure prominently in subsequent negotiations. He is, in the view of one NAB official, the "man of the hour."

Now even more players and interests have jumped aboard, as was evident by those testifying last Tuesday (May 24). At day's end these things were clear: The concept of quantification is here to stay; Wirth is interested in quantifying a public interest stan-

dard for radio as well as TV; the question of children's programming remains to be answered, and several subcommittee members (Mickey Leland [D-Tex.] and Cardiss Collins [D-Ill.]) are expected to attach some form of equal employment opportunity provisions to the legislation. During the hearing, National Association of Broadcasters President Eddie Fritts agreed to meet with Collins and Leland to discuss their concerns.

The NAB had been negotiating with Swift on a quantification standard, and Fritts took pains to explain the organization's position on the issue: to be open and receptive to discussing quantification but only as part of a larger deregulatory package. "There has been no discussion—and in our view, there should not be—of percentage guidelines for radio," Fritts stated.

Wirth, however, wanted to know why NAB was unwilling to accept quantification for radio. Fritts replied that competitive market forces and the growth of new technologies satisfy the need for public interest standards. Wirth then asked Fritts what kind

of standards there should be for television. The current FCC programming guidelines would be applicable. Fritts answered. The NAB president remained rigid in his stand on quantification of radio. The FCC's radio deregulation decision, he argued, concluded "that the vast number of radio outlets and fierce competition among stations made unnecessary the requirements for performance standards."

Fritts admitted that in any market "somebody's lapsed." But, he said, "I don't know any that exist without local programming—that is the heart and soul of our business." The former radio broadcaster argued that the broadcasters were not "asking to be alleviated of their responsibilities to their local markets."

Fritts explained that the percentage standards discussed by broadcasters in their negotiations with Swift were designed as a temporary stopgap measure for television. After a five-year period the FCC, he said, would be free to reduce or eliminate them upon a finding that the video marketplace had developed to the point where the FCC was satisfied that the quantification approach should be modified. "Also, the percentage guidelines were intended as minimum standards in three general areas—local, news and public affairs, and nonentertainment programs. The FCC would be expressly prohibited from adding other categories of programs or otherwise dictating program content or format. Finally, the TV percentage standards were not intended to be used as the measure of evaluating station performances at renewal time, but rather as a continuing public interest obligation which would be administered and enforced on an annual basis," Fritts told the subcommittee.

He said the NAB has traditionally opposed the quantification of a public interest standard, but it was now willing to discuss it out of "political pragmatism." Fritts also told Wirth that he agreed with the FCC's current percentage guidelines for television. (Guidelines for radio were discarded in the FCC's radio deregulation that was recently affirmed by the appellate court.)

Another principal broadcast witness, however, stated no major objections to quan-



Fritts



Kaplan



Fowler



Geller

tification for radio. Sis Kaplan, president of the National Association of Radio Broadcasters, said quantification was accepted reluctantly. "We understand that politics is the art of the possible and that it does not appear possible at this time to secure passage of a bill by this Congress which would completely deregulate radio. Given that premise, we would accept quantification as a compromise, but we want to be clear that the NRBA's position is still that total deregulation is the best way to insure the operation of radio stations in the public interest—quantification is a step in the right direction, but is not the answer." Kaplan said that some time ago the NRBA proposed deregulation that included quantification, and Wirth asked her to submit those proposals to the subcommittee for the record.

Kaplan asked the subcommittee to take into account the effect of competitive sources when it considers quantification and to insure that the actual quantification limits be established by congressional action and not delegated to the FCC.

The importance of obtaining a quantified standard was stressed by Wirth. "Today's hearing," he noted, "is to look exclusively at the notion of quantification. It should be stressed that this hearing is not intended to focus on whether the existing comparative renewal process, or the repeal of that process by itself, or some other regulatory approach, would be a preferable policy course to follow." He said the subcommittee must determine what should be measured by a quantified standard; how such a standard should be quantified, and how much programming sought under the standard is sufficient to constitute "meritorious" service.

Before the subcommittee will address those questions, however, Wirth wants data on the existing level of broadcaster performance in certain categories of programming. Wirth has already sent data request letters to the NAB and the FCC. "Without such data, it is not possible for the subcommittee to formulate a meaningful quantification standard for what broadcaster programming obligations should be in the future."

In the letters, Wirth asked for a breakdown on the amount of programming by radio and television in 1981-82, in 10 different programming categories, by time periods, market size, by gross revenues, and station categories, to name a few. Wirth asked that the data be submitted no later than three weeks. According to NAB officials, it's unlikely that they will be able to give Wirth what he wants. FCC Chairman Mark Fowler testified that it will take him two weeks to determine if the commission can deliver the data and then to determine how long it will take to collect it. The FCC has some programming data for 1973 through 1980.

Some congressional sources speculate that Wirth's request for such detailed data is a "stall tactic." Others, however, doubt that is Wirth's motive and feel that there is a commitment to move forward. Moreover, according to congressional sources, Chairman Dingell is prepared to take up the measure if it doesn't move out of subcommittee.

During the hearing Wirth pressed Fowler

to move quickly on obtaining the data. In particular he wanted information on the nonentertainment programming, children's and minority-oriented programming. Wirth scolded Fowler for not having the data. "We have an agency which has the best expertise in telecommunications and it can't provide the data to see that the public interest is served," he said.

In addition Wirth insisted that the FCC delay television deregulation until Congress acts. Fowler, however, seemed determined to forge ahead and said he didn't "see anything wrong with asking those questions," and insisted that the time was ripe to look at TV deregulation.

The FCC chairman spoke against quantification. There are significant practical and policy problems with quantitative guidelines, he said. "Policy problems relate to both First Amendment concerns and the risk that such standards may force on the public a diet of programming that conflicts with what it really wants." Fowler warned that "overly



Marshall



Charren

aggressive requirements could inhibit emerging new media as they work to provide the public with a greater range of choice."

Aside from these issues, the practical problems relate to definitions, to changing value judgments as to what is good for the public, and procedural and fairness issues about what requirements should be imposed, given the variety of types of facilities and markets involved, Fowler said.

Representative Matthew Rinaldo (R-N.J.), ranking minority member on the subcommittee, voiced reservations about quantification. He said the problem of quantification was one "of quality rather than quantity." And he raised the question of constitutionality. "I fail to see the difference between imposing standards on the broadcast media that you wouldn't dare do to the print media," Rinaldo said.

Swift, however, argued that the FCC does have the authority to require certain programming. "There are lots of ways to skin a cat. We are not going to choose one that violates the First Amendment," Swift said. During the hearing Swift expressed his views on quantification. It became apparent that Swift would push his concept of quantification through a point system, a concept introduced by Swift in the last Congress and soundly rejected by the broadcasting industry.

"The very failure of present regulation to demonstrate that it has accomplished much more than to level a forest worth of paper has become a major factor in the present climate

which is simply deregulate it all," Swift said. "Well, there is another alternative. I one remembers that broadcasters have said for decades—'Just tell us what you want and leave us alone to do it'—and if you recognize that the vague standards of today are virtually unenforceable, it leads you to another alternative. That alternative is to quantify what exactly that public trust responsibility is. The broadcaster will know what he has to do. The community will know exactly what to expect and in the process we can eliminate massive amounts of pointless regulation and increase the public service effort of broadcasting."

The Washington Democrat noted that public service is not cheap. "No informed person ever said it was. Broadcasting isn't generally a poverty industry either. And it can generally afford to serve its community," he added.

Also testifying on behalf of the concept of quantification was Henry Geller, director of the Washington Center for Public Policy Research. He recommended separating the types of stations, nonnetwork from network UHF from VHF, in order to quantify the public interest standard. He stressed the need for having two programming categories: local and informational. He also favored quantification for radio. "I believe quantification is a quarter of a century overdue," he said.

Geller also stated the need for looking to see what stations are doing. He claimed that a number of stations were falling below the FCC processing guidelines.

Contrary to Swift and Geller, Representative Tom Tauke (R-Iowa), has serious reservations about quantification. Tauke was another key player in the move to bypass Wirth. He and Representative Billy Tauzin (D-La.) have their own broadcast deregulation bill that grants deregulation without an *quid pro quo*. Tauke told BROADCASTING he was confident a deregulation measure will move out of the full committee. He admitted that the legislation reported out of the subcommittee may not be his preference, but that there will be an opportunity to take it before the full committee. It is in the full committee that opponents of quantification feel they may have a chance to remove it. In the meantime, he said, they will continue to press for more co-sponsors for the Tauke Tauzin bill. Tauke said he is willing to work "together to see if there is a common ground."

Tauke's reservations about quantification are reportedly representative of the minority members on the committee. Wirth, however, holds the majority of votes in the subcommittee. Tauke cited three major problems with quantification. "First, government-imposed requirements that stations broadcast specified amounts of public interest programming inherently intrude upon the broadcaster's First Amendment right of free speech." Programming requirements, he asserted would be costly to broadcasters and taxpayers. "For example, if the government decides that stations should broadcast specified amounts of 'public affairs' programming it is also necessary for the government to

determine whether it is, in reality, news or entertainment."

Additionally, he argued that it would be extremely difficult to determine if a particular station does a good job in serving the needs and interest of its local community. "At most, the standards measure the quantity of such programming that is broadcast. They cannot measure quality." Tauke suggested that if quantification becomes part of the legislation, the programming categories must be broadly drawn and the enforcement mechanism devised to accompany it into law must be kept simple.

Representative Jim Bates (D-Calif.) stated that he will be looking into three areas: children's television, violence on TV and the lack of minority participation in the medium. The question of minority participation was central to questions from Collins and Leland to Fowler. Leland, particularly, took a hard line of questioning toward Fowler. "Should the approach on quantification take into account the type of community broadcasters would serve?" he asked. Fowler answered that he did not believe government should mandate programming and that the real decisions should be made in the marketplace. Leland angrily countered that "many

segments of our society are left unattended." Before it was over, Leland angrily told Fowler: "You should be ashamed of yourself."

Collins asked why the FCC didn't have any data on minority and children's programming. "If you don't have any information, how do you know if you are underserving the public?" she said.

Pluria Marshall, chairman of the National Black Media Coalition, said his organization was concerned about broadcast deregulation. "We do not want to have TV deregulation shoved down our throats much in the manner radio deregulation was done." He charged that some broadcasters were still refusing to serve their communities. Marshall argued that public television wasn't doing the good job either at meeting the needs of minorities. He charged that the instability of the comparative renewal process was a "manufactured fear" of the broadcasting industry.

Marshall noted that the new technologies were not providing more sources of informational programming and that cable television was not "willing to serve our communities." There has to be a quid pro quo for deregulation, he claimed. Marshall also maintained

that broadcasters' EEO record has only improved recently and that there needs to be absolute parity.

Peggy Charren, president of Action for Children's Television, recommended that any quantification standards should specify service to children. Furthermore, Charren said, "the children's programming standard should include a requirement for educational and information programming, just as the adult standard includes a requirement for news and public affairs programming. Second, the children's programming quantification standard, recognizing the marketplace failure that has created the Saturday morning 'ghetto', should set requirements for the time of the day and days of the week that children's programming is to be aired."

Karen Jaffe, communications specialist with the National Educational Association, also suggested a quantitative standard for children in TV and radio. She stated the need for an enforcement mechanism that is more than a "postcard." Additionally, Jaffe said, "some form of ascertainment process is also needed to help the broadcaster determine how the needs and interests of the community should be translated into a percentage or point system which is developed." □

Will the race be to the Swift?

Washington congressman has emerged as man with the muscle—as well as the key legislative concept—in media hope for deregulation

Al Swift planned it all along. When he reintroduced his H.R. 2370 in March this year—to thunderous silence—he anticipated the day would come when there would be "some genuine pursuit of compromise" for a broadcast deregulation bill. That day came late last month when the coalition looking for a way around Chairman Tim Wirth of the House Telecommunications Subcommittee went to the colleague from Washington and asked him to join its ranks. He did—with the instant result that "quantification" became the key concept around which the Great Deregulation Battle of 1983 would revolve.

In the most optimistic of cases, from Swift's point of view, it could eventually become the law of the land as well. In the process, and at least for the moment, the former broadcaster from Washington has become arguably the most influential House legislator with whom broadcasters must deal. (Short, of course, of John Dingell, chairman of the parent House Energy and Commerce Committee, who might better be described as the most powerful.)

"I always felt that something similar to this situation would have to develop," Swift told BROADCASTING last Wednesday, the day after the Wirth subcommittee had held its first hearing on broadcast deregulation in this session of Congress. But there was more than method to Swift's measure: "I also sensed that the climate in Congress was such that there was some reasonable possibility

that deregulation" embodying the quantification concept could pass. The first problem was to get people to pay attention so that the concept could get "the kind of careful examination that such a new idea deserves."

Even its author admits that it takes a while to grasp some of the subtleties of quantification, and especially of the point system with which he would have it endowed. But he's patient in explaining:

"The point system is based on a couple of assumptions. First of all, how do you design a mechanism that will give the broadcaster maximum flexibility in meeting the standard? The first thing we assume is that if it's local it's serving the community. I can't think

of anything you produce locally—and I'm not counting commercials or what a disk jockey says in introducing something—but any program material you produce, any public service announcements produced locally, any entertainment programs you produce locally are serving that community. So, local serves.

"Secondly, informational serves. If you just have those two categories and you eliminate news and public affairs and religion and all of those other things—just get rid of them—you're then in a position whereby you can give a point system. Let's say we're going to give a point per minute. Let's take 6 a.m. to 12 p.m. and divide it into A time, B time and C time. And say a minute of qualifying programming in C time gets a point. If it's informational and local you'd get two points. If it's informational from the network it would get just one point."

Swift's deliberate effort in designing his quantification point system was to keep it simple—an outcome its opponents believe is more to be hoped than realized. But even in his own accounting the beginnings of some complications appear, as when he says that "maybe you should get a point per minute because there was an additional budget that the broadcaster committed to a particular show. So you might be able to get up to five points per minute for a prime time special.

"But the station that doesn't want to go that route, if it wants to go to more programming but put it on at less watched times, it can make that judgment. If it wants to do a high school football game, there are a lot of points there. Football games aren't that cheap, either, and in some markets they might be a terrible audience loser; in some



Swift of Washington

Intramural warfare. The National Association of Broadcasters and the National Radio Broadcasters Association took off the gloves last week.

It all began when NRBA President Sis Kaplan, in a letter printed in the association's weekly newsletter, leveled charges against the NAB's broadcast deregulation lobbying strategy in recent weeks. "NRBA's long-standing campaign to achieve the full deregulation of radio has been derailed in the U.S. House of Representatives by an ill-advised and short-sighted burst of energy by some members of the House Commerce Committee abetted by NAB," Kaplan wrote. She characterized NAB's lobbying efforts as a "reckless and myopic campaign that seemed to have as its main purpose the embarrassment of House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.). Regardless of whether it achieves its stated goal (of passing a weak version of deregulation legislation), [it] did succeed, very likely, in destroying the best opportunity to fully deregulate radio that this generation of broadcasters will ever see."

Kaplan also discussed the then impending hearing. "Chairman Wirth has scheduled a hearing ... to examine the practicality of including a quantification of nonentertainment programming in any future deregulation legislation. This suggestion would seem to be a sharp retreat from true deregulation and a move, instead, to 're-regulate.' Rising as it does from the debris created by the ill-fated effort to cram a bill through the House Commerce Committee, this idea is likely to prove a retrogression into the control of program content by the FCC and a balm to would-be regulators."

The NAB quickly responded in a letter to all radio broadcasters, whether or not NAB members. It was signed by six board members: Board Chairman Bill Stakelin, Radio Board Chairman Martin Beck, Radio Board Vice Chairman Robert Pricer, and radio board members (and committee chairmen) Gary Stevens, William Hansen and Hal Close. They wrote:

"We cannot remain silent any longer. All of us have been concerned about possible divisiveness stemming from radio broadcasters being represented by two potentially disparate voices. Since the inception of the National Radio Broadcasters Association, congressional forces have tried to play off NRBA against the NAB." And then they took their own stabs at the NRBA. "At this hearing, NAB took a very strong stand against applying program percentages to radio. We were shocked to hear Sis Kaplan, president of NRBA, testify that they would accept program percentages for radio. To us, this is the final straw.

"The day before the hearing, Sis Kaplan, in an open letter to radio broadcasters, accused NAB of derailing NRBA's efforts at achieving deregulation. Her letter failed to mention that NRBA would embrace the spectrum fee concept. The letter characterized program percentages as 'a sharp retreat from true deregulation and a move instead to 're-regulation.'" Incredibly, 24 hours later, NRBA told Wirth they would support percentages for radio, stating that 'quantification is a step in the right direction.' Does that make any sense?" the NAB wrote.

In closing its letter the NAB made a pitch for industry togetherness. "If there was ever a time for industry unity, it is now. We don't need a spectrum fee and we don't need program percentages for radio. It is time for radio broadcasters to come to their senses and to unite behind a single NAB effort which is consistent, has momentum and has already achieved significant progress."

Industry divisiveness may already have begun to take its toll. Gannett Broadcasting Group several weeks ago withdrew the membership of its 13 radio stations from NRBA. Joseph Dorton, president of Gannett's radio division, said the group belonged to both NAB and NRBA, and that it was considering withdrawal for some time. He noted that the conflicting views coming out of the two associations in Washington contributed in part to the decision to leave NRBA, and said that the group supports the NAB's legislative positions.

The NRBA-NAB debate was not left entirely to broadcasters. Representative Billy Tauzin (D-La.), a key participant in the effort to bypass Wirth and get a deregulation bill through the full Commerce Committee, had his own response to Kaplan's letter. In a letter to Louisiana broadcasters he called the NRBA newsletter "fraught with error and inflammatory verbiage," claimed the object of her message "appears quite obviously to be an attempt to alienate the radio broadcast industry from its natural affiliation with the National Association of Broadcasters in which most radio broadcasters share membership with members of the television broadcast industry." Tauzin stated his views on the events which led up to the hearing, concluding that "we have won a major advancement in the effort to produce a deregulation bill for radio and television which avoids spectrum fees and ends the unnecessary comparative license renewal proceedings for both radio and TV. The NRBA memo is a spiteful document aimed primarily at a competitive trade organization but spewing its venom over those of us who are fighting on the front line to achieve broadcast deregulation."

markets it might be very, very good. You begin to see where, particularly with television, it's a set and forget. You tell your program people to figure out a formula you have to follow in order to meet the points.

The mechanics aren't the only considerations in Swift's quantification plan. The first, and most important, is why he wants it in the first place. And the answer:

"I think spectrum fees [the quid pro quo for deregulation proposed by Wirth] are the last nail in the coffin of the public interest standard. Broadcasters aren't going to pay for it twice. They're going to pay for the use of spectrum by serving their communities or they're going to pay for it by putting money in the federal treasury. But they're not going to do both," Swift said.

Nor does he believe that the quantification route is necessarily the cheaper of the two. He recalled his days working as a newsman in the Pacific Northwest, "for a little TV station in a small market" which nevertheless had an annual budget of \$200,000 for his department alone. "I don't know of any discussion of that large a spectrum fee for that size market." And, speaking of broadcasters in general, he said: "They've been paying it for over 50 years."

Another important consideration: that Swift's starting point for quantification

would be above the performance level now being achieved by most broadcast stations. Nor would he exempt radio from its reach, although he would not insist on adding that medium to the quantification categories in this year's legislation. Neither that nor EEO (equal employment opportunity) considerations need to be dealt with now, Swift believes; "as long as you don't prejudice either side's ability to return to those issues in a separate forum."

Swift's point system idea would not be included in the legislation he proposes: "Once you write something into law it gets hard to change. We leave it to the administrative agency [the FCC] to flesh it out." He also is open to a "sunset" provision that would leave the principle of quantification up to FCC review five or more years out—a review that could decide to eliminate quantification altogether ("on a finding that the public interest is being met in some other ways") or, conversely, to increase its quotas.

H.R. 2370 would leave equal time and the fairness doctrine intact (Swift quotes Chairman Dingell as having said he's not going to permit major surgery on those two standards) but would modify the equal time provision to include specials among the program categories exempt from its reach.

Swift projects a quiet optimism that, this

time, both his plan for quantification and the broadcasters' hope for deregulation will make their way together through the congressional maze. Enormous progress has been made in the last several weeks, he believes; there is movement. Chairman Dingell has set an Oct. 15 limit for the Telecommunications Subcommittee's reporting out a bill with quantification and without comparative renewals (and without spectrum fees). Chairman Wirth has agreed to deliver on each of those particulars. The NAB has a yet not said no to anything (except quantification for radio).

To former newsman Swift, this could be the golden moment. "I think the chances of getting some regulation are better now than they have been since I've been in Congress. Everyone can win on this one," he believes. "But the risk for all is increased if there is no now a good faith effort to put something together."

Swift is a believer—among other things in broadcasting. "I believe it provides unique capabilities and unique qualities to the lives of Americans that are not going to be replaced by any other form of technology. It's local and it's free and it's over-the-air and it's all kinds of things. I don't see a future in which the broadcaster will be replaced by anyone else."

NBC nearly wins the roses in May

CBS ends up in first with NBC second and ABC reduced to third

In a come-from-behind performance that came within fractions of winning it all, NBC finished second to CBS in the May sweeps, with ABC pushed back to a third place position it hasn't occupied in years.

It was the most competitive sweep period in recent memory. NBC's performance was its best since May 1978. And even though ABC finished last, it was within three-tenths of a rating point of first-place CBS (according to Arbitron) and within four-tenths of a point (according to Nielsen).

In the Arbitron sweep period, which ran from April 27 to May 24, CBS received a 15.1/25, NBC a 15.0/25 and ABC a 14.9/25. In the Nielsen sweep period, which ran from April 28 to May 25, CBS received a 15.1/26, NBC a 14.9/25 and ABC a 14.7/25. NBC showed the most improvement over last year's May sweeps, registering a 7% gain in both Nielsen and Arbitron, while CBS showed a 2% gain in Nielsen and a 3% gain in Arbitron. ABC's ratings dropped in both periods, 2% in Nielsen and 3% in Arbitron.

According to tabulations by CBS's research department based on the NTI measurements, it was NBC's special programming that enabled it to emerge from third place in the sweeps standings. NBC aired the greatest amount of prime time regular series programming during the sweeps. About 67.5% of its prime time schedule was composed of regular series (excluding movies), while 56.7% of CBS's prime time schedule during the sweeps was accounted for by regular-series programming, with the comparable fig-

ure for ABC being 54.3%. However, NBC's slate of regular series programs performed worst during the sweeps period, with a 13.6 rating, compared with a 15.8 for CBS and 14.8 for ABC.

The three networks combined rating for the sweeps was up by almost a full rating point to 44.9 compared with 44.0 for the May 1982 sweeps, although the combined network share dropped two points, from 78 to 76. U.S. HUT levels were up by more than two full points to 59% this year, from 56.4% a year ago.

From April 25 to May 22, CBS led the network evening news race with a 12.2 rating, compared with 9.8 for NBC and 9.5 for ABC. CBS led in late night (11:30 p.m. to 1:30 a.m.) with a 5.4 rating. NBC had a 5.2 and ABC a 3.8. In early morning, 7-9 a.m., ABC led with a 5.5, compared to NBC's 3.8 and CBS's 3.7.

CBS also pointed out that based on NTI measurements for the sweeps, HBO's prime time ratings averaged a 9.3, down 22% from last May's sweep period when the pay cable service received an 11.9.

Beginning below are abbreviated summaries of the sweep periods in five markets metered by both Arbitron and Nielsen (New York, Philadelphia, San Francisco, Los Angeles and Chicago) as well as Detroit, which is metered by Nielsen only. Expanded reports will appear next week.

New York

The local news competition in New York was turned upside down in the May sweep—as Nielsen reported it. In the Arbitron num-

bers, somewhat more conventional patterns prevailed.

Nielsen showed WABC-TV's *Eyewitness News*, long regarded as dominant in the market, tumbling from first place at 5, 6 and 11 p.m. a year ago to third at 6 and 11 and second at 5. WNBC-TV's newscasts, running second or third a year ago, moved into the top spot in all three periods.

WNBC-TV's 11 o'clock news with co-anchors Sue Simmons and Chuck Scarborough went from a 10 rating/19 share in May 1982 to 11.9/23 this time. WCBS-TV's 11 o'clock report, anchored by Rolland Smith and Michelle Marsh, went from a third-place 9/18 to a second-place 11/21. WABC-TV's 11 p.m. news, which lead with a 13/25 a year ago when Ernie Anastos and Roseann Scamardella were anchoring, fell to 9.1/18 with Tom Snyder and Kaity Tong in the anchor seats.

At 5-6 p.m., the Niensens showed the WNBC-TV team of Sue Simmons and Jack Cafferty rising from 5/13 last year to 6.1/16 this year, while WABC-TV's team of Anastos and Tong dropped to a second-place 5.3/14 from the 6/16 scored when Scamardella and Storm Field were presiding in May 1982. WCBS-TV's team of Smith and Carol Martin held steady in second place with a 5.1/14.

At 6-7 p.m., Nielsen lifted WNBC-TV's Simmons-Scarborough team from 7/16 last year to 7.8/18 and advanced the WCBS-TV newscast, anchored by Jim Jensen, Martin and Marsh, from 7/16 to a close second-place 7.7/17. WABC-TV's newscast, with Roger Grimsby and Bill Beutel, dropped from 9/20 to 7.2/16, said to represent its lowest share in more than a decade.

It was a different tune in the Arbitron report. Arbitron put WABC-TV first at both 5 and 6 p.m. and, though demoting it from last year's number-one spot, showed it a close second to WNBC-TV at 11.

In the Arbitron for the 11 p.m. news, WNBC-TV went from a 9/18 a year ago to 10.3/21 in taking first place, WABC-TV dropped from 11/23 to 9.9/20 and WCBS-TV slipped from 9/19 to 8.5/17. At 5-6 p.m., Arbitron had WABC-TV first with 6.6/17, up from 5/14 a year ago, with WCBS-TV second at 5.4/14 (up from 5/13) and WNBC-TV down to a third place 4.7/12 from last year's first place 5/14. And at 6-7 p.m., WABC-TV retained its year-ago top spot, going from a 7/17 to an 8.0/17, while WCBS-TV held steady with a second place 6.4/14 and WNBC-TV dropped from 6/13 to third place this year at 5.7/13.

Los Angeles

In Los Angeles, KABC-TV maintained its dominance in early news programming, but there were indications its leadership may be challenged in prime time access and late news, according to ratings results reported last week by Nielsen and Arbitron. Both services showed KNXT(TV) beating KABC-TV in access, with KNBC trailing among the three owned-and-operated stations. Nielsen had

Critiquing the new NAB. Representative Al Swift paid an unusual tribute to the broadcasting industry's principal lobbyists last week during an interview with BROADCASTING editors (see adjacent story). Discussing the performance of National Association of Broadcasters executives during recent legislative maneuvering in the House of Representatives, he volunteered the following comments:

"One of the things that the broadcaster at home probably doesn't realize is that the NAB has had a reputation in Congress—particularly in the House, for a long time—of being unbendable, intransigent and so forth. That, I think, with a great many members, has tended to hurt its credibility. I thought [NAB President] Eddie Fritts set a new tone yesterday. I did not hear from a man who was saying: 'Take it or leave it.' Nor did I hear from a man who was walking away from fundamental broadcast principles.

"If they don't play [in the legislative process] they lose an opportunity for positive leverage on that process. The NAB is not closing doors automatically. If it continues, it's going to be in a position to defend the broadcaster and his interests throughout the process, rather than merely lying in wait for whatever somebody else develops and killing it, which may gain the broadcaster something but a negative thing; something he didn't want didn't happen to him.

"But the NAB has had no positive leverage in the way I think it has functioned in the past. The NAB's members have sent many of their teams into the fight with one or more hands tied behind their back. So you can play it safe at the NAB and get nothing done for your membership or you can recognize legitimate expressions of concern that crop up in the legislative process and say, 'Let's talk about it, let's see,' and in that process keep an oar in, keep a credibility in and a viability in the process that I don't think the NAB has really had on a lot of these issues for a long time."

Swift also complimented the lobbying skills of the National Cable Television Association, which had also been before the House Telecommunications Subcommittee last week. "You know, this is essentially a cat-skinning contest. Any cat you can name, the NCTA has such flexibility that they can come up with 35 ways to skin it and they can do it in the first 35 minutes."

KABC-TV ranked above KNBC during the 11 p.m. news, while Arbitron showed the two stations in a virtual dead heat for the period, with KNXT ranked third.

Among independents there was little change from the February sweeps, although all seemed to be gaining more viewers during the 10-11 p.m. news block, with KTLA(TV) a clear leader for the period. KTTV(TV), the Metromedia station that launched a major revamp of its 10 p.m. news program last January, actually showed a ratings decline over February according to Nielsen, but held its own behind KTLA according to Arbitron's figures.

In early fringe, the independents remained relatively strong vis-a-vis the affiliated stations, although only KTLA was reported as having gained audience since February, according to Nielsen, in the 4 to 8 p.m. block. KABC-TV dominated in late afternoon (4-6 p.m.) with its news block, while KTTV did well among both independents and network stations with *The Merv Griffin Show* and off-network series.

Chicago

CBS's WBBM-TV remains the dominant station for local news in Chicago. The station won the 10-10:30 p.m. news time slot, averaging a 19 rating/30 share in Nielsen and a 15 rating/27 share in Arbitron. NBC's WMAQ-TV posted a 14/22 Nielsen and 14/25 Arbitron while ABC's WLS-TV landed with a 13/21 Nielsen and 12/21 Arbitron.

In late afternoon news, WBBM-TV had an 11/25 in Nielsen and 9/23 in Arbitron for its 5-5:30 p.m. newscast. WMAQ-TV, which along with WLS-TV airs an hour newscast at 4:30 p.m., has climbed slightly over the past year from 7/18 to 8/19 in Nielsen and from 6/18 to 7/19 in Arbitron. WLS-TV registered a 6/16 in both Nielsen and Arbitron.

During the 6-7 p.m. news period, WBBM-TV has an impressive 9/19 in Nielsen and 10/20 in Arbitron—the latter up one rating point since last May—while WLS-TV finished with a 6/12 in both services. WMAQ-TV's half hour newscast at 6:30 p.m. came up with a 7/13 Nielsen and 6/13 Arbitron.

The big winner in prime time access is independent WGN-TV, with its broadcasts of *The Jeffersons* averaging 14/27 in Nielsen and 13/26 in Arbitron—up from its previous 8/18 Nielsen and 10/22 Arbitron with reruns of *Laverne & Shirley*. WMAQ-TV's *Family Feud* game show also had a good showing, pulling second with a 12/22 Nielsen and a 11/22 Arbitron. WFLD-TV's *M*A*S*H* had an 8/16 in Nielsen and 10/21 in Arbitron.

As for the independent stations' performance (WGN-TV and WFLD-TV) in late afternoon and early evening, WGN-TV's *Little House on the Prairie* is in a virtual tie with WFLD-TV's *CHiPs Patrol* in Nielsen, both showing a 6/15. WGN-TV, however, edged out WFLD-TV in Arbitron, 6/15 to 5/14. For the 10-10:30 p.m. slot, WFLD-TV's airing of *M*A*S*H* episodes with a 9/14 (Nielsen) and 7/12 (Arbitron) finished on top of WGN-TV's broadcasts of *Soap*, which posted an 8/13 (Nielsen) and 6/11 (Arbitron).

Philadelphia

In cable-less Philadelphia, where three independents compete against three network affiliates, it's not surprising to find the market still dominated by Capital Cities Communications' ABC affiliate, WPVI-TV. But the gap, in some dayparts, appears to be narrowing.

In the local afternoon news wars, Arbitron and Nielsen put WPVI-TV first with 13.6/33 and 14/34, respectively, for the 5 to 6 p.m. time period. Arbitron says that's a drop but Nielsen says its an increase over the February sweeps. CBS-owned WCAU-TV, by both accounts, increased its share but lost over one point compared to February. For May, Arbitron reports it earned an 8/19, while Nielsen gave it an 8.8/21. Group W's KYW-TV shrunk to 3.5/9, according to Arbitron, and 3.9/9, according to Nielsen, lost out to Taft Broadcasting's independent WTAF-TV, which scored a 3.9/10 with *Scooby Doo* from 5 to 5:30 p.m., and a 4.5/11 with *What's Happenin'* from 5:30 to 6.

All three network stations continue with their third half-hour of local news from 6 to 6:30, while the independents run off network syndicated programming. Arbitron and Nielsen concur that WPVI-TV has the lead, with a 19.9/43 and 16.9/37 respectively. A year ago, Nielsen gave WPVI-TV first place with 18/40 (Philadelphia at that time was not metered by Arbitron). For WCAU-TV, Arbitron rates it 7.9/17 and Nielsen 8.1/18, the latter flat over May 1982's 8/18 given by Nielsen. In the February sweeps, Arbitron gave WCAU-TV a 9/15 and Nielsen a 10/17. KYW-TV remains behind with a 2.9/6, according to Arbitron, and a 3.9/9 according to Nielsen, the latter almost even compared to last year's 4/9. In February, Arbitron gave KYW-TV a 4/7 in the 6-6:30 slot, and Nielsen measured a 5/8.

Independent WPHL-TV from 6-6:30 shows *Barney Miller*, and Arbitron gave it a 3/7 and Nielsen a 4.9/11. WTAF-TV runs *Laverne and Shirley*, which scored a 4/9 with Arbitron and a 5.7/13 with Nielsen. Field Enterprises' WKBS-TV has *B.J. Lobo*, showing a 2.4/5 from Arbitron and a 3/6 from Nielsen.

After the network news feeds between 6:30-7 p.m., all three affiliates run syndicated programming. WPVI-TV holds first with *Tic Tac Dough*, posting 15.7/32 for the 7-7:30 slot by Arbitron, and 14.4/30 by Nielsen. Last year, Nielsen in the May sweeps rated *Tic Tac Dough* a 16/35. Second place goes to WCAU-TV's *Entertainment Tonight*, which Arbitron rated 7.8/16 and Nielsen 5.8/12. KYW-TV's *Evening Magazine*, garnering a 5.4/11 with Arbitron and 4.4/9 with Nielsen. However, KYW-TV narrowly beat WKBS-TV's *WKRP in Cincinnati*, which scored 4.3/9 by Arbitron and 3/5 by Nielsen, and lost to WTAF-TV's first half hour of *M*A*S*H*, which posted a 7.4/15 by Arbitron and a 7.2/15 by Nielsen. In the last May sweeps, *M*A*S*H* hit 9/19, according to Nielsen. In February, Arbitron gave *M*A*S*H* a 12/18 and Nielsen a 10/17. WPHL-TV in the 7-7:30 slot features *Three's Company*, pulling a 4.8 by Arbitron and 7.3/15 by Nielsen.

San Francisco

The battle continues between CBS affiliates KPIX-TV and ABC-owned KGO-TV for the 6 p.m. news period while KPIX-TV emerges as the clear winner for the 11 p.m. newscasts, according to Nielsen and Arbitron.

In Nielsen, KPIX-TV wins the 6-7 p.m. time slot with an average 12 rating/25 share—up from 10/21 last May. KGO-TV tops the same period in Arbitron with a 12/24 but tied KTVU(TV) for second place in Nielsen with a 8/17. KTVU(TV) airs *Three's Company* and *Laverne & Shirley* from 6 to 7.

At 11 p.m., KPIX-TV's *Eyewitness Night-cast* led the market with a 10/26 Nielsen and 11/30 Arbitron. KGO-TV was second in both rankings, finishing with an 8/20 (Nielsen)—down from 10/26 last May—and 8/21 (Arbitron)—down from 10/34.

Trailing a distant fourth in 6-7 is NBC affiliate KRON-TV, which finished with a 5/11 (Nielsen) and 4/19 (Arbitron). For 11-11:30 p.m., the station was in a virtual tie for third place with KTVU(TV)'s reruns of *M*A*S*H*, according to Nielsen, while it jumped from 3/12 last May to 6/15 in Arbitron.

What cannot be denied in San Francisco is the growing acceptance of KTVU(TV)'s 10 p.m. newscast which garnered an 8/15 in Nielsen and 7/13 in Arbitron.

In prime time access—7:30-8—KPIX-TV's *Evening Magazine* is the dominant program, according to the latest Nielsen reports, finishing with a 12 rating/22 share. KTVU(TV)'s *Barney Miller* was second with an 11/20 but won the time slot in Arbitron, with a 12/21. KGO-TV's *People's Court* finished with an 8/15 (Nielsen)—down from 11/19 a year ago—and 11/19 (Arbitron) while KRON-TV's *Entertainment Tonight* series registered an 8/14 (Nielsen) and 5/9 (Arbitron).

Detroit

ABC-owned WXYZ-TV continued to lead the news race, with a 10.4/27 for its 5-6 p.m. report, a 12.0/27 for its 6-7 p.m. report and a 15.6/31 for its late news.

WDIV(TV), the NBC affiliate, and WJBK-TV, the CBS outlet, run their early news head to head at 5:30-6:30; WDIV scored a 9.7/23 and WJBK-TV a 3.4/28. In the 11 p.m. news competition WDIV placed second to WXYZ-TV, pulling a 12.8/26, while WJBK-TV did a 9.0/18. The numbers are from Nielsen, the only meter service in the market. (And since the meter service was started last October, comparable information for the May 1982 sweeps is not available.)

Against the early-evening news block, independent WKBD-TV attracted a 7.5/16 with *Wonder Woman* at 5-6 p.m., a 7.6/18 with *Mork and Mindy* at 6-6:30 and a 7.8/17 with *Laverne and Shirley* at 6:30-7. Against the late news WKBD-TV pulled a 6.2/13 with *Sanford and Son*.

WDIV with *Tic Tac Dough* took the access period with a 14.5/29, followed by independent WKBD-TV with a 11.4/23 for *Three's Company*, WXYZ-TV with a 9.9/20 for its *People's Court* strip and WJBK-TV with a 4.7/5 for *PM Magazine*.

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Spectacular shows alive with superstars, from the world's largest syndicator of Country Music excitement! Sign up with Country Comes Alive 3 and find out why 90% of the country is doing the same!

COUNTRY COMES ALIVE 3

MULTIMEDIA
PROGRAM
PRODUCTIONS, INC.
7 9th St., Cincinnati, Ohio 45202. (513) 352-5955



Petrol persuasion

The National Radio Marketing Group (NRMG), a sales development committee of the Station Representatives Association made up of executives from many of the major rep firms, has embarked on a campaign to persuade major petroleum companies to spend more of their ad dollars for marketing gasoline on radio. Roy Lindau, senior vice president, Major Market Radio, and chairman of the NRMG, says that based on data from the Radio Expenditures Reports Inc. (RER), the gasoline and oil industry spent \$22.3 million on national spot radio (including nonwired networks) in 1982. The same industry spent approximately \$90 mil-

lion on national spot television sales, according to Broadcast Advertisers Reports (BAR).

The major petroleum companies have been assigned to different members of the NRMG, said Lindau, who is traveling to Houston this week to meet with representatives of Shell, Gulf and Conoco and their respective ad agencies, giving an industry sales presentation that begins by saying: "You don't need a picture to sell gasoline."

Radio ban battle

Two partners in an East Windsor, N.J., law firm have asked the state's supreme court to

overturn a state action barring them from advertising on radio. Robert A. Felmeister and Hana M. Isaacs say their First Amendment rights are being violated. Felmeister and Isaacs began their advertising campaign last December, but ended it after four days when they were served with a complaint by the state's Division of Ethics and Professional Services threatening them with disciplinary proceedings for "flouting" state rules for lawyers. Those rules specify that paid advertisements "shall be communicated to the public only in print media." When they ended their campaign, Felmeister and Isaacs appealed the state's action. The petition to the state's highest court said it "at the very least" should accelerate the scheduling of oral arguments on their right to advertise on radio.

Eastman's resignation

Eastman Radio has notified the Station Representatives Association (SRA) of its intention to drop out of the association because of what company Chairman Frank Boyle sees as a "lack of cohesiveness" among the radio membership. Boyle also said the association has been focusing more of its attention on its television members. But he added that Eastman would continue to participate in any industry function or research project that would be "productive" to radio as a whole and in particular rep firms. SRA will now have 26 member rep companies, 14 radio and 12 television.

London calling

London Wavelength, a New York-based distributor of radio programming, has begun to market a new weekly one-hour program called *Rock Over London*. The show, which is hosted by London radio personality Graham Dene, highlights the top five songs each week in the United Kingdom as well as airing an additional seven to eight selections. London Wavelength, which is also the exclusive distributor of all contemporary BBC music programs in the U.S., says the new program offers listeners a "forecast" of what songs will soon be hits on the American charts. To date, 75 stations have cleared the broadcast including WNEW-FM New York, KLOS(FM) Los Angeles and WXRT(FM) Chicago.

Money lane

Where can you go to hear a Beatles song or the radio day or night? KBTI(AM) Houston has just launched a full-time Beatles format with the slogan: "All Beatles, All the Time." The new format has been developed by radio programming consultant Todd Wallace of Phoenix, who plans to syndicate the Beatles Radio format to AM stations in the top 50 markets.

Wallace feels there are three formats that



Marathon marketing. A promotional contest for WSAN(AM) Allentown, Pa., to see which of three male contestants could remain the most days on a platform just below a billboard advertising the station, will end this week after running approximately 255 days—longer than the station had expected, and too long for Station Manager Rick Musselman, who said both remaining contestants will be first-prize winners. The promotion was initiated to advertise WSAN's format change from C&W to "Unforgettable" soft hits programming.

The two first-place winners, Mike MacKay, 31, and Ron Kistler, 25, who had endured the discomfort of gawkers and frigid weather, were informed of their good fortune by an ABC camera crew broadcasting live to *Good Morning America* in New York, where station owner Harold G. Fulmer III had moments earlier announced the decision.

Both contestants will receive an \$18,000 mobile home, a car, a new wardrobe and vacations in both the Bahamas and Las Vegas. Musselman says there will be other prizes for the two winners and that companies contributing those prizes also have to donate money to charity. To this date \$100,000 in charity donations has been raised.

A third contestant, Dalton Young, 22, did not finish the contest. He was arrested after spending 185 days on the platform "on charges of possession and sale of marijuana." According to Musselman, Young "will have to be proved innocent of all charges" if he is to receive any prize.

Musselman says many radio stations have called for information about the promotion. His advice to the inquiring stations: "Put an end [date] on it."

At all the great beach parties they'll be playing **RADIORADIO's "Great American Summer"**

Our July 4th weekend special is a new edition of "The Great American Summer"—an enormous hit with more than 200 stations, the press and the public last year. It's a 6-hour beach party of the top summer hits past and present. Plus a look back at festivals like Monterey Pop and Woodstock...plus summer dance hits...plus lots more, produced by the Creative Factor.

This is a July 4th weekend sparkler to start your summer right! And we follow with...

AUGUST 13: MEMORY MAKERS. A three-hour summer party, featuring music trivia plus hits of the past 15 years, with options for localized contests.

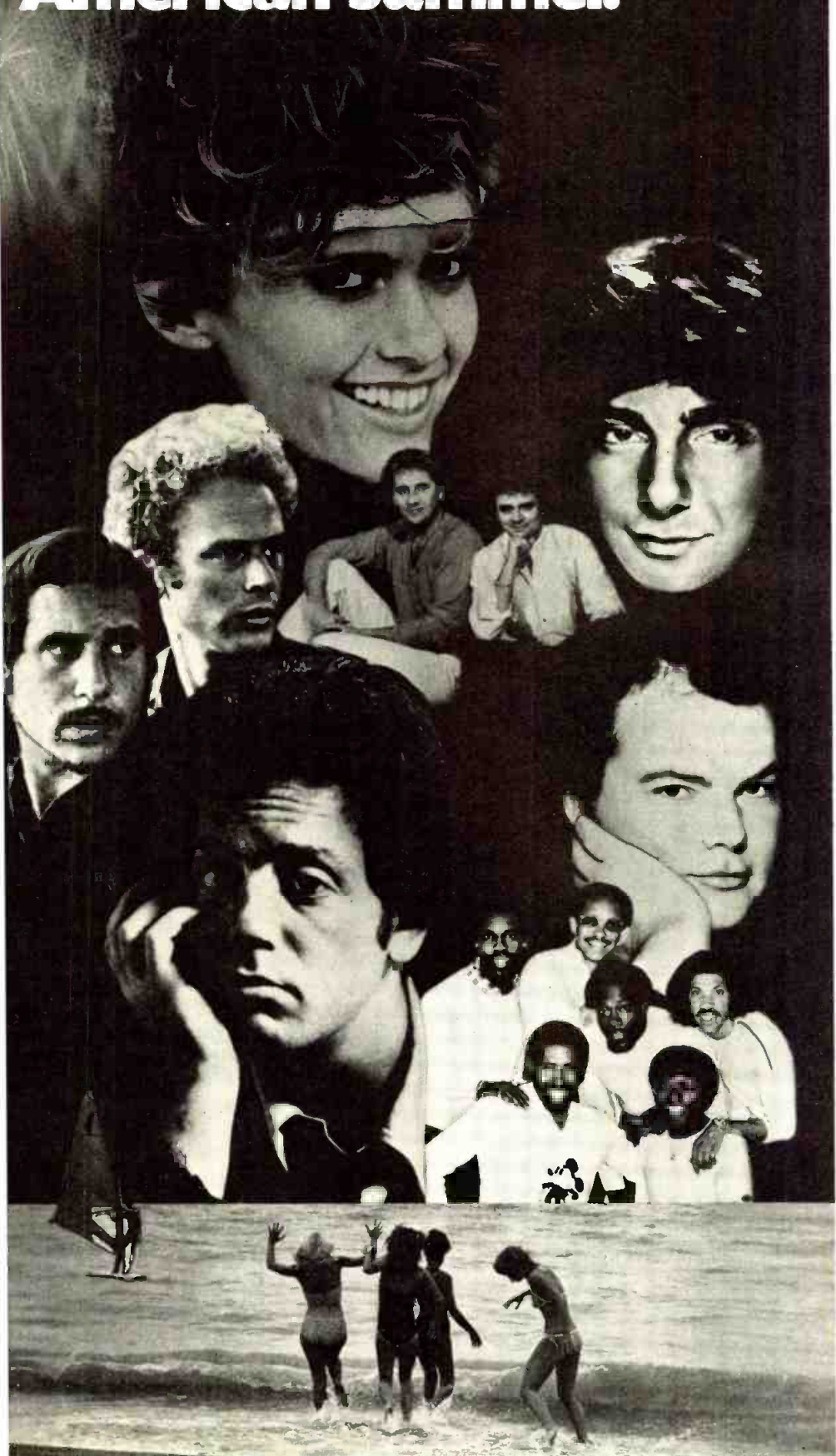
LABOR DAY WEEKEND: SUPER CONCERT. We'll light up the sky with the biggest acts in rock history.

NEW YEAR'S WEEK-END: THE GREAT 1'S OF '83. The upbeat wrap-up of 1983—three hours of the great hits and artists of the year, plus trivia, fun and surprises.

It's a winning lineup—so don't get left behind. **Call Susan Jacobi at (212) 975-6917.**



WE CALL OURSELVES RADIORADIO BECAUSE WE HAVE SOMETHING TWICE AS GOOD



This announcement appears as a matter of record only.

April 26, 1983

Commonwealth Theatres Holdings, Inc.

a corporation formed by Carl Marks & Co. Inc.,
owned by CM Capital Corporation and
management of Commonwealth Theatres, Inc.

\$28,000,000

Bank Financing Agreement

Funds Provided By

Bankers Trust Company

Manufacturers Hanover Trust Company Security Pacific National Bank

Agent

Bankers Trust Company

will be affected: top 40, album-oriented rock and adult contemporary. Wallace said results from research his company conducted show that 80% of the format's target audience (ages 18 to 44) said they would tell a friend about Beatle Radio. "It's the best advertising money can't buy," he said.

KBTL, which is licensed to Texas City, Tex., a Houston suburb, was programming primarily a top 40 format under the call letters KYST. The station uses the Harris AM stereo system.

Trend tracking

Birch radio, a Coral Springs, Fla.-based radio ratings and research firm, has begun producing monthly trend reports for both agencies and clients, highlighting 12-plus audience shares for Monday to Sunday, 6 a.m. to midnight. The new service, TrendAmerica, was developed through conversations with Ron Kaatz, senior vice president and director of U.S. media resources and research, J. Walter Thompson USA, according to Tom Birch, president of the ratings company. "Buyers today need very fast, actionable data that can detect trends without poring through volumes of information," said Kaatz. JWT and Ogilvy & Mather are the first two ad agencies to sign for the new reports.

TrendAmerica is available to client stations for \$500 per year, said Birch. The first reports were mailed out last week. Birch Radio currently measures stations in 62 markets each month.

Western workshop

The San Francisco-based Western Public Radio will conduct a 10-day radio drama production workshop Sept. 19-28 as part of its National Radio Training Project, primarily supported by a grant from the John and Mary R. Markle Foundation. Instructors for the workshop, open at no cost to both commercial and noncommercial radio producers, include Firesign Theater member David Ossman, Chicago Radio Theater director Yuri Rasovsky, and Tom Lopez of New York's ZBS Foundation. Workshop topics will range from script selection to sound effects, casting to engineering, music to post-production techniques. Applications will be available July 1.

Playback

A new Hollywood-based service that promises to provide radio stations in the top 100 markets with live, on-air interviews with entertainment figures, authors and experts from a variety of fields makes its debut next month with a lineup of 109 stations. *News-maker Interviews* guarantees opportunities for 36 personality interviews each month, according to founder Arthur O. Levine, who is providing a monthly bulletin to subscribers that includes a 200-word biography of each personality, suggested interview books and contact information. The service is offered on a nonexclusive basis for \$30-\$60, depending on a station's rate card. Personalities lined up for June interviews include George Burns, Phyllis Diller, Gary Crosby and Richard Simmons, with Dean Martin, Chuck Norris and Buck Owens available in July.

This announcement appears as a matter of record only.

April 12, 1983

Golden West Television Acquisition Co.,

a corporation owned by Kohlberg Kravis Roberts & Co.
and other investors, including management members
of Golden West Television, Inc.

\$225,000,000

Bank Financing Agreement

Funds Provided By

Bankers Trust Company

Continental Illinois National Bank Security Pacific National Bank
and Trust Company of Chicago

The Bank of New York Wells Fargo Bank, N.A.

Agent

Bankers Trust Company

Larry King's a winner Now he's got a Peabody to prove it.

When "The Larry King Show" won a 1982 Peabody Award, we were delighted. As host on his nightly interview/talk show for five years, Larry has built a loyal following. His millions of listeners, the 270 Mutual affiliates and many fine advertisers all knew Larry was a winner. Now it's nice to see the industry recognize the important public service he's performing.

All of us at Mutual would like to say, "Congratulations, Larry," for a unique job uniquely done.

 **Mutual
Broadcasting
System**



CBS: the Contented Broadcasting System

As affiliates gather in L.A. for annual meeting, they are celebrating number-one status in virtually every daypart; only concerns are satellite switch and new split 30 spots

It was being called the quietest CBS affiliates convention in years. Held last Monday through Wednesday at Los Angeles's Century Plaza hotel, the event—the 28th in CBS history—was marked by a mood of contentment and often outright enthusiasm, as the network, in presentation after presentation, demonstrated it had earned higher ratings this past year in almost every daypart and had formulated a strategy for staying competitive both next year and for a number of years to come.

From CBS, the message was clear and summarized in a closing address from CBS/Broadcast Group Executive Vice President James H. Rosenfield: "It takes two to be number one." Last week, "taking two" took on a new meaning that went beyond the network's usual plea that affiliates carry as much of its programming as possible to include a call for stations to lead the way in establishing teletext as a local service and to add more children's and public service programming to the overall mix.

Announcements included a decision that CBS will follow the example of ABC and not expand commercial inventory any further in 1983 and another that the network has chosen a vendor—Scientific-Atlanta—to supply receive stations and some transmission uplinks to be used for satellite transmission of CBS programming to affiliates.

Issues of concern to the affiliates included the new split 30-second commercials the network began airing last Monday on an experimental basis, the cost of the planned switch from land line to satellite transmission and cost-saving measures—including a recently-imposed hiring freeze—at CBS.

Although ABC indicated at its recent affiliates convention it would postpone phase three of a commercial expansion program until after the third quarter of 1983, CBS left its postponement open ended. The network reluctantly followed ABC's lead in implementing phase two of its expansion plan and, according to CBS Television Network President Tony Malara, a decision to further expand will depend on market conditions and a careful study of what expansion might mean to audiences.

Affiliates applauded CBS's decision to put off commercial expansion, but showed apprehension at its announcement about the switch to satellites, which will almost certainly entail a hefty, one-time expense for local stations. Now that a vendor has been chosen, the network can develop a business plan for paying for the switch and to that

end, it has scheduled a meeting with the economics committee of the affiliates advisory board on June 10 in New York.

David L. White, vice president for administration, production facilities and engineering at the CBS/Broadcast Group, said CBS



has decided receive facilities "should consist of a two-dish configuration, one a 7-meter dish which would be motorized and equipped for automated remote control" and a "fixed smaller installation" for backup. The network plans encryption of its signal as soon as acceptable equipment is available, he said.

The decision of who will pay for receive dishes has not yet been made, but according to the affiliates advisory board chairman, Guy Main, affiliates are all but certain the network plans on "sharing the overall cost of satellite distribution." That means the network is likely to pay for uplinks, the stations for downlinks.

Concern over CBS's experimental acceptance of "corporate multiple product announcements," which advertise two dissimilar products from a single company in a single 30-second slot, was largely put to rest, according to affiliates, at the outset of the convention, when network executives explained the reasoning behind their decision. Many affiliates continue to oppose the new commercials, but the network's explanation that it might be vulnerable to accusations of restraint of trade if it failed to try the new form and that it needs to be flexible in a changing competitive environment, appeared to allay some fears. Antitrust concerns prevented affiliates from deciding collectively how to proceed locally or in pressuring the network to reconsider its decision.

CBS's recently announced hiring freeze spurred recollections among affiliates of a

similar move during the 1970's, which, according to Jim Babb, senior vice president, WBTV(TV) Charlotte, N.C., and former affiliates board chairman, caused the network to cut back on program development and yield its ratings leadership to ABC. Responding to their concerns, Rosenfield said that CBS is "not going to cut development, or reduce the quality on the screen," but will manage costs where it can, and deliver a better product in the bargain."

As last week's meeting came to a close, CBS appeared on the verge of winning the May local ratings sweeps, but that did not prevent affiliate complaints about generally lower ratings in May, a crucial month for local sales efforts. Both Main and Malara noted it would be "hard to imagine" an affiliates convention without some complaints on May sweeps performance, but Malara and other CBS executives were visibly proud of their network's performance this year when compared to that of last May when it came in second behind ABC.

In addition to significantly-improved news ratings, CBS captured higher-than-ever ratings for its sports programming in 1982-83. According to Neal Pilson, president of CBS Sports, the network earned a 19% ratings advantage over NBC for week-end coverage of NFL football and improved its performance over that of last year in coverage of NCAA basketball, professional golf and NBA basketball.

All told, CBS's story was one of success in its most recent year and that success is reflected in what appears to be confidence among its affiliates. In the words of WBTV's Babb: "CBS has the best management team in the business. We appreciate that." □

CBS details strategy on fall programming

Shepard reviews new series, specials and made-for-TV movies set for fall airing

Movies, mini-series and specials form an important part of the CBS strategy for prime time victory in 1983-84, according to CBS Entertainment executives, who gave further details on that strategy, outlined previously for advertising executives in New York (BROADCASTING, May 23), at a presentation for CBS affiliates in Los Angeles last week. The bottom line, according to Harvey Shepard, senior vice president, CBS Entertainment, is what the network hopes is a schedule that will come out on top in the ratings, despite a strong competitive challenge from



Grant

ABC's prime time lineup, which next season includes both the World Series and winter Olympics.

CBS's decision to go with three movie nights next fall is a "bold, aggressive and innovative" variation on the theme of counterprogramming, which addresses competition "not only on the other two networks but in cable households, on independent stations and on pay channels as well," said CBS Entertainment President Bud Grant. Speculation that the move resulted from disappointing program development is incorrect, said Grant. "Our development program for this season was more successful than we dared hope—and we now have more strong contenders waiting in the wings than ever before."

"We have not abandoned series as the mainstay of our schedule," said Grant. "What we have done is recognize some of the realities that confront us—realities peculiar to this season in particular and to new patterns of viewing in general."

"This fall, we expect to see more than the usual amount of stunting, specials, two-hour episodes, promotional programming, mini-series and blockbuster theatricals," said Grant. "Add to these the baseball playoffs, World Series and the November sweeps, and you have a climate extremely hostile to the health and well-being of fledgling half-hour situation comedies." While protected time periods with established lead-ins have become essential to the survival of new, half-hour comedies, he said, "movies, have proved themselves to be sturdy contenders against all comers, with the ability to attract respectable and sometimes spectacular audiences without benefit of large lead-in audiences."

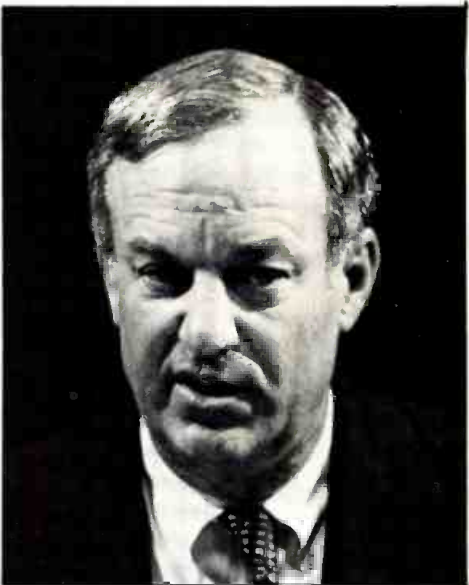
"It is no accident that [CBS has] the movie product to implement its plan," said Grant. "Two years ago, when ABC and NBC drastically cut their production of motion pictures for TV, we told you that we were increasing ours," and "we believe the results of that commitment is one of our major strengths for next season."

Series waiting in the wings at CBS will have their first shot on the air in December, according to Shephard, when the network will eliminate one movie night and new se-

ries can be introduced at a time when they can be promoted much more heavily than would be possible during the fall premiere season.

Reaction to new series screened at the affiliates convention was mixed. Asked if *Cutter to Houston*, a new hospital drama developed for a 9 p.m. slot, would survive in its 8 p.m. slot on Wednesdays, the network's weakest night, Shephard replied that CBS is implementing changes in the series to speed up its pacing and make it more compatible for an 8 p.m. audience.

Variety specials scheduled for next season will feature Barbara Mandrell, Barry Manilow, Lynda Carter, Linda Lavin, Anne Murray, Lily Tomlin, Shirley MacLaine and magician David Copperfield. Comedian Carol Burnett and opera singer Placido Domingo will team up in a special and Johnny Cash will host a Christmas program. Animated children's specials will include one starring Garfield the cat, two based on the Peanuts comic strip and a Snow White Christmas show. The Miss U.S.A., Miss Universe and Junior Miss pageants, the annual Country Music Awards, Tony Awards and the Peoples



Wyman

Choice Awards will round out the specials lineup, along with two *Body Human* documentaries.

Wyman sees promise in interactive TV

CBS chairman tells affiliates broadcasting remains basic but he sees a future also for videodisks, cassettes, teletext

CBS will continue its "deep commitment to the business of broadcasting," that company's chairman reassured network affiliates last Monday (May 23). It is a business that Thomas H. Wyman maintained is the foundation of CBS's future.

Wyman told his luncheon audience at the Century Plaza hotel in Los Angeles that "despite a softness in the very short-term scatter sales market, the picture in broadcasting is brighter than it has been for quite some time—for the industry in general and for us in particular."

At the same time, the executive said CBS will continue to make "selective investments" in new ventures that relate to skills the company has acquired through broadcasting, such as the Extravision teletext service and other "first cousin" activities.

Wyman said he is convinced that "interactive television . . . is going to be a very important part of the life of this country" and said that CBS will be involved in the emerging home information services, anticipating that "there may be a very large market" for them in the future.

Home entertainment through videodisks and videocassettes will be "a solid and important part of the future" for CBS, Wyman noted, through its joint marketing venture with 20th Century-Fox Studios.

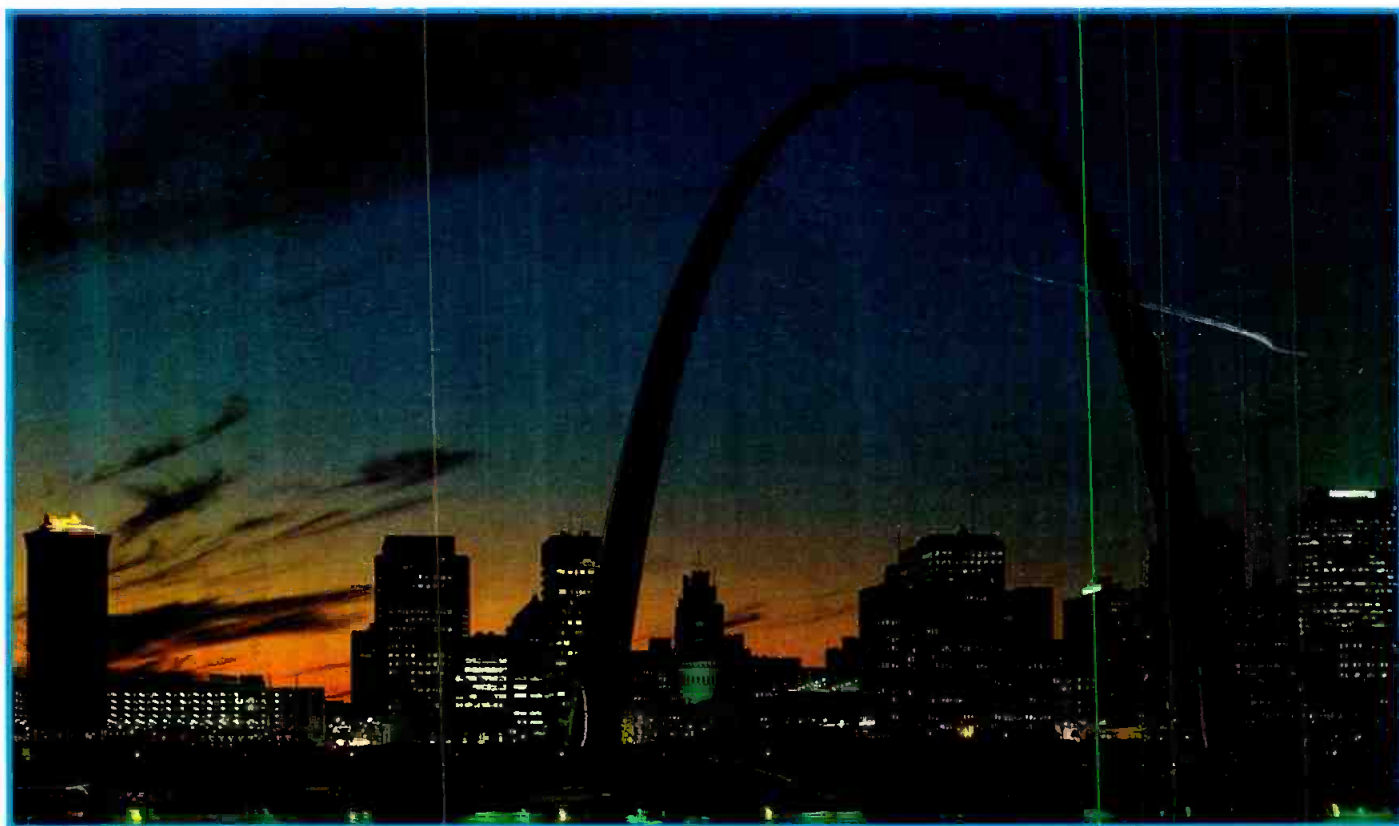
Wyman originally intended to discuss details of CBS's partnership with Home Box Office and Columbia Pictures in developing a new motion picture studio, recently christened Tri-Star Pictures, but decided to only mention the new studio in passing. The low profile was apparently in response to potential affiliate criticism of the venture and the fact that the Justice Department has not yet completed an antitrust investigation of the partnership.

"Summarizing activity with other CBS



Affiliate leaders. James Rosenfield, executive vice president, CBS/Broadcast Group; Guy Main, chairman, CBS Television Network affiliate advisory board, and Tony Malara, president, CBS Television Network discuss policy at the Century Plaza last week.

**IN ST. LOUIS,
KTVI IS THE #1
NEWS STATION.**



KTVI abc

St. Louis viewers watch more local news on KTVI than they do on any other station.

T M E S M I R R O R

**IN DALLAS,
KDFW IS THE #1
NEWS STATION.**



KDFW-TV 

Dallas viewers watch more local news on KDFW than they do on any other station.

BROADCASTING

units, Wyman noted the integration of Ideal Toys into the Toys Division and said its assets would contribute to the development of the video game business CBS is involved in with Bally and Coleco. In the Publishing Group, Wyman noted attempts to "develop new technology-based products such as telecourses and computer-aided instructional materials. We are excited about our new venture with the Children's Television Workshop in this area," he said.

Wyman thanked affiliates for their support of CBS's lobbying for repeal of the FCC financial interest and syndication rules, insisting their repeal "is extremely important to all of us. It deals not only with the potential financial structure of our business, but

with our flexibility to secure competitive product from as broad a base of suppliers as possible." Confessing some initial apprehension about the "rightness" of the network's position on the financial interest-syndication issue, Wyman said "it is now enormously clear that it is in the public interest to have these rules repealed."

Although he feels the network-affiliate partnership is currently strong, Wyman reminded his listeners that change continues to be rapid in the broadcasting industry. "I see CBS as a company where entrepreneurial ideas and risk taking must be encouraged and rewarded," Wyman concluded. "Not to take the reasonable risk may prove to be the greatest risk of all." □

search and development arm." This, said Jankowski, "is at the heart of the financial interest and syndication rules issue."

To compete in network television, "one must find, and fund, product to fill 5,000 hours a year, spanning every known entertainment form, and offer news coverage that is neighborhood-close at one end and worldwide at the other," said Jankowski. "When you come to think of it, between us and our audiences, we cover an awful lot of common ground—economic, social, political, intellectual, emotional"—and "the result is an enormous communal transaction, passing through the national consciousness, minute after minute, hour after hour, day after day."

The partnership between broadcasters and the public "was founded on... a concept of responsibility, of service and of quality that has endured through five decades," said Jankowski. "If we hold to it, no matter how many competitors appear... no matter how many new technologies emerge... no matter what promises are made for them... ours will still be the uncommon business that shares that common ground." □

Jankowski on the value of partnerships

Networks need to recognize and cultivate relationship with audience as well as affiliates

The confusion created in the broadcasting industry in recent years by proliferating new technologies has begun to subside, according to CBS/Broadcast Group President Gene Jankowski. And for network television, the path to continued success has become clear. To remain dominant in an expanding video marketplace, he said, broadcasters, both locally and at the network level, must recognize a new kind of partnership with the public, which has a different kind of relationship with television than it does with any other medium or art form.

"The word partnership has taken on a new meaning as our industry has begun to change," said Jankowski in a speech regarded as one of the high points of last week's CBS affiliates convention. "What we are operating is not only a partnership between network and stations, but also a larger partnership that reaches into the roots of the communities we serve, large and small," he said. "In the end, our partnership is a partnership with them, because it depends upon meeting their interests and needs."

Viewers have stayed with television since its creation because they have recognized it as a medium "designed for them," said Jankowski. Apart from the written contracts between stations and networks, broadcasters "have an unwritten contract with... the people to seek out and develop programing that touches on the things we share most... the need to know what is happening... and the need to find collective release through art and entertainment."

Television's detractors often blame it for not being elite enough, said Jankowski, but what they fail to acknowledge is that television "isn't elite at all." TV is "not designed for the few; it is designed for the many," he said. TV is designed not for "rare tastes" but for "shared tastes" and is not exclusive, but inclusive.

Because television is based on economics, it cuts across age, sex, race, income, geography and a host of other boundaries as no other medium ever has, said Jankowski, and consequently, the public has come to "identify with the entire medium" in a way it does not with other communication forms.



Jankowski

"Unlike movies or plays or records or books, where people identify with only the thing seen or heard or read, in television they identify with the whole medium," he said. "Whenever television isn't what they want it to be, it becomes a judgment on the system itself."

"A number of different feelings come under the heading of the statement: 'Television ought to be better than it is,' but they all have at least one thing in common—they all reflect the medium's success," he said. "Television accomplishes so much, so often, with such apparent ease, that it is hard for people to believe that anything they don't like isn't due to negligence or perversity."

"In television, about one hit develops for every four shows aired," said Jankowski. "About one in 10 Broadway shows is a hit," while the number for movies is one in 20, and for records or books, it gets "close to one in 1,000." What's more, he said, "none of these media are expected to meet a volume of demand remotely comparable to ours."

The price of achieving hit shows for television is still very high, said Jankowski, and it "should be understood that the ability of networks to manage this risk is the lifeblood of commercial broadcasting—all of it. The medium must have a way to underwrite failure," and "it takes no expertise to imagine the results of any impairment of the networks' ability to act as the industry's re-

CBS's Dominus predicts healthy sales in 83-84

Sales vice president tells affiliates that Olympics and elections will contribute to increase; reports little interest so far in split 30's

Terming their use "a bad business practice," the vice president of sales for CBS-TV, Jerome Dominus, told network affiliates in Los Angeles last Tuesday (May 24) CBS will stand firm in its policy of not granting demographic guarantees to upfront advertisers. He said that CBS sees use of such guarantees "as an inequity in the broadcast industry," arguing that they are too narrowly defined and are used in a "one-sided" manner to the broadcasters' disadvantage. In contrast to NBC, which is promoting its premium sale of upscale demographics, CBS has insisted advertisers buy total household and audience numbers.

On another controversial issue, Dominus reported "underwhelming" interest in the network's recent offering of multiproduct 30-second commercials. "So far," he said, "there has been absolutely no great outpouring of interest, no rush to get specific interpretations of what our policies will or will not permit, and only one request by an agency for a sample of an accepted commercial under the experimental guidelines."

Dominus also tried to soothe affiliate concerns over the recently reported 45% decline in first-quarter operating profits of the CBS/Broadcast Group to \$24.4 million from the first quarter of 1982. The decline in sales has led to a freeze on hiring in the broadcast division (BROADCASTING, May 16) and contributed to the eight consecutive quarters of declining CBS Inc. profits from continuing operations (the division contributes more

than half of CBS's overall revenues).
"The strong economy that had been expected and that we had been counting on just has not yet materialized," Dominus said. "But we do hear the sounds of bugles and horses hooves for next season. Spurred by increased Olympic and election spending, returning consumer confidence, continued low interest rates and a continued housing market recovery, we expect that the network economy overall will be up around 25%, versus 10%-11% this season. Local business overall we think should be up on the order of 13%, versus 11% this year, and national spot, which has been soft, is expected to strengthen by about 12.5%."

Dominus said that, based on advertiser response to the network's new schedule, business has increased significantly for the fall children's lineup over year-ago levels. In prime time, he claimed "there is no doubt that our clients have bought into our schedule strategy, and they expect us to be number one in regular prime time programming by a bigger margin than before." Feedback, he said, "is excellent."

Sports programming, Dominus noted, "is enjoying very high demand. Television's fastest growth categories, including cameras, computers, home electronics, financial services and institutions, all naturally gravitate to male-oriented programming, and sports has been reaping that benefit." He predicted that sponsorship of the network's NFL and NCAA football games will be up as a result, particularly from automobile manufacturers.

Dominus sees CBS remaining dominant in evening news and gaining momentum in the morning. The network's wee hours news program, *Nightwatch*, "after a really tough start, is gaining acceptance by many clients who earlier wouldn't go in the show. We've even gotten some 52-week orders in *Nightwatch*, from advertisers seeking young, relatively affluent viewers," he reported. □

Poltrack sees cable inroads slowing down

He cites research showing three-network share same as last year, with HBO and WTBS both experiencing drops

"The cable revolution looks more and more like isolated guerilla warfare," proclaimed David Poltrack, vice president of research for the CBS/Broadcast Group, during a presentation last Tuesday (May 24) to CBS affiliates.

Using charts and graphs developed by the network, Poltrack presented comparisons of ratings data for the calendar year to date indicating total network ratings are up by four-tenths of a point and the three-network audience share is holding at the 80% level, as compared with the same period in 1982. He also said that for the same period, "Home Box Office and WTBS(TV) Atlanta, the two

major cable powers, are performing below 1982 levels in their respective universes," citing a 21% decline for HBO in prime time and a 6% drop for WTBS during prime time, according to CBS statistics.

Poltrack conceded that increasing cable popularity will have an impact on the broadcast networks, but argued that "the impact of both competitive proliferation and program popularity is slowing."

In a direct response to the recently published National Association of Broadcasters-sponsored McHugh-Hoffman viewer satisfaction study (BROADCASTING, April 18), Poltrack compared findings from that research with the results of unpublished research conducted for CBS by Gary Steiner and Robert Bower in 1960, 1970 and 1980.

The Steiner-Bower studies found the percentage of respondents who feel television is getting worse all the time grew from 24% in 1960 to 50% in 1980, while those who feel it is getting better all the time fell from 49% to 31% during the same period. Personal satis-



Poltrack

faction with television also dropped from 1960 to 1980, according to the CBS research. On the other hand, Steiner and Bower found improvement in audience attitudes toward television as an overall source of entertainment, news, public service and education. In 1960, CBS found those surveyed labeling programs "extremely enjoyable" 44% of the time, with that figure climbing to 51% in 1970 and 54% in 1980. "This trend," said Poltrack, "held true for every educational level."

"We are now faced with an apparent contradiction: People seem to be less satisfied with the television medium in general, yet they, at the same time, seem to be more satisfied with the programs they themselves watch," Poltrack pointed out.

He speculated that researchers may be measuring the "socially desirable response" to some questions about television, resulting in overstated viewer dissatisfaction with the medium.

Poltrack blamed "guilt" about watching too much television and the plethora of programming choices as additional factors resulting in the higher measurements of viewer dissatisfaction, with the number of new options leading to more opportunities for negative reactions. □

Sauter says libel suits aren't affecting CBS News operations

A highly publicized libel suit against *60 Minutes* and its former correspondent, Dan Rather, "has not rocked CBS News," said Van Gordon Sauter, president of that division of the CBS/Broadcast Group, who responded during a presentation to CBS affiliates to press accounts of the trial currently under way in Los Angeles. In his annual report to the affiliates, Sauter also announced that two new weekly news series, *On the Road* with Charles Kuralt and *Our Times* with Bill Moyers, will run for 10 weeks this summer on Tuesdays from 8 p.m. to 9 p.m.

Sauter took issue with coverage of the trial that has appeared in the *Los Angeles Times*, saying that, so far, "the CBS News position has not appeared at all." CBS News "has never lost a libel suit and never settled one out of court," he said. "We will emerge [from the current controversy] unscathed."

On the Road and *Our Times* will be given a special premiere date and time period—Sunday, June 26, at 8-9 p.m.—so that the programs may receive the broad exposure made possible by a lead-in from *60 Minutes*. Whether the network will continue the series after that 10-week run is unknown, according to Sauter, who said that regardless of whether the series become permanent, CBS News will have added to its library "10 hours of outstanding programming."

Reception among affiliates to both programs, but especially to *On the Road*, was enthusiastic. Kuralt, who appeared live at the presentation to help screen segments of the new show and who announced he had helped to write its theme song, received one of the longest ovations given by affiliates during the three-day convention.

The best news for affiliates from CBS News came in reports of increased ratings. The *CBS Evening News* gained three share points in 1982-83 at the expense of the *NBC Nightly News*, said Sauter. It now holds a 25% advantage over ABC's *World News Tonight* and a 29% advantage over the *NBC Nightly News*.

At the same time, the *CBS Morning News* is now neck and neck with NBC's *Today Show* (BROADCASTING, May 16) and *Nightwatch*, CBS's four-hour late night news program, experienced a 36% ratings increase during April. □

CBS slates four-prong ad campaign

"We've got the touch!" That promotional theme will be promoted by a four-pronged fall season campaign strategy outlined to CBS affiliates last Wednesday (May 25) by Morton J. Pollack, vice president of advertising and promotion for CBS Entertainment.

According to Pollack, the CBS promotional tack will allow affiliates to "take a

Not for sale. Ted Turner, who five months ago made visible overtures to all three of the networks plus Time Inc., Gannett and Metromedia, to sell or merge his entertainment conglomerate (BROADCASTING, Feb. 28), issued a statement last week saying the Turner Broadcasting System would continue to operate as an independent company. Turner reported that TBS had earnings of \$2 million for the first quarter of this year, or 10 cents per share, compared with a loss of \$5.3 million for the same period in 1982. TBS revenues in the first quarter were \$44.5 million, a 57% increase from the same quarter a year ago. It was the company's third consecutive quarterly profit. Until the third quarter of 1982, TBS reported a loss every quarter since it launched its Cable News Network in 1980. Turner said that "while these discussions were conceptually wide-ranging and demonstrated long-range possibilities for enhancing our operating structure, we have concluded that the interests of our shareholders are best served by continuing on our current course." TBS said that its profitable quarter also helped to reduce the company's net-worth deficit from \$17.5 million to \$15.5 million at the end of 1982.

leadership position that makes us number one without our having to say it, involve the American people, show CBS stars... and be able to promote specific shows."

The campaign will hinge on four promos developed for the network by Ogilvy & Mather, set to begin airing in July.

"Each commercial focuses on one of the three basic areas of American life," Pollack explained. "[They are] work, play and love. And the fourth commercial is a delightful combination of the first three."

Pollack said the campaign "is optimistic about the future of America—and CBS." He added that the commercials will attempt to convey "why our stars have been adopted into most American families."

The music and graphics package has been licensed by CBS to Sheryl Gold Communications and is designed to localize tie-ins to the network campaign. □

B&B study sees pay cable as goldmine

It finds basic cable less attractive; sees possibility of ads on premium channels

Benton & Bowles, New York, released last week the findings of a second study on new television technologies in which pay cable television emerges as a bright beacon and basic cable services in less luminous dimensions.

The study is a sequel to one conducted in 1981 and titled: "The New TV Technologies: The View from the Viewer." It focuses on basic cable, pay cable, videocassette recorders, videodisk players, video games and interactive TV. The survey was conducted by mail among members of the Benton & Bowles Consumer Panel and was completed last January among 2,375 persons, a response rate of 81%.

Benton & Bowles noted that while basic cable penetration is approaching 40%, the medium is growing largely because of increased availability rather than higher subscription penetration where it is available.

Alice Goldberg, senior vice president and director of research for B&B, told a news conference in New York that the 58% subscription rate in 1983 is "not very different" from the 55% rate in 1981. She said this "surprised" B&B officials who believed that the "incredible amount of publicity" about

cable would have had a stronger influence on people.

Goldberg said that nonsubscribers cite cost and acceptable over-the-air television reception as reasons for not subscribing, but added that research indicated that program content is a growing concern. Goldberg offered two suggestions: Basic cable must provide program diversity utilizing more channels, better sports coverage and more movies, and should direct sales efforts more heavily toward men.

The study's pay cable results were discussed by Phil Guarascio, senior VP and director of media management for B&B. He focused on pay cable, which he called "one of the driving forces in subscriber growth."

Guarascio said the survey indicates, however, that "all is not smooth sailing" for pay cable services and cited the high rate of "churning," with about 21% of current or previous basic cable subscribers canceling at least one pay cable subscription for reasons other than a change in residence. He said the main reasons seem to be "excessive repeats and excessive costs."

Guarascio held out a solution to the "churning" problem. He noted that the research continued to indicate that pay cable with commercials is still "a compelling opportunity." He reported that 65% of today's respondents who are already pay cable subscribers say they would be "very interested" or "somewhat interested" in reducing costs of their service via commercials.

"As cost pressures mount on the pay cable services and as cable penetrates the lower- and lower-middle-income neighborhoods in America's better cities," Guarascio continued, "it's hard for us to imagine that this option will not be presented. The main questions are when and where and how."

Turning to VCR, Guarascio said that penetration is up, satisfaction is high and the machines are being used in the average homes five hours a week. But he voiced the view that VCR growth may peak sooner than expected.

Guarascio said the study points to increasing interest in interactive television as they relate to banking and home shopping service and on-request reference material. But despite this heightened interest, he added, substantial resistance toward two-way television still persists at the 1981 levels.

The outlook toward videodisks seems even bleaker. Guarascio said the research shows that although awareness is high, interest in videodisks is still "very low," with 85% of respondents saying they probably or definitely would not buy a player versus the 84% no-buy level in 1981. □

Arts programing, news hit by cuts in NPR budget

National Public Radio board members and the new management transition team told the network's 281 stations through a system-wide satellite interconnection last Tuesday (May 24) that \$12 million from the \$17.65 million fiscal 1984 budget (BROADCASTING, May 23) has been allocated for all programing departments. NPR's two news magazine shows, *All Things Considered* and *Morning Edition*, will remain intact but with a budget of \$4.5 million, down from its original \$5.3 million.

The reduced news budget will cause 20 staffers and seven reporters (two from Washington and five from the field) to be laid off, according to Barbara Cohen, vice president of news and information. The average reporter files 10 stories per month at four-and-a-half minutes each, Cohen said. "We will be less able to cover hard, breaking news stories," she added.

For arts and programing, the 1984 budget figure is \$400,000, a 79% reduction from this year's \$1.875 million. The department staff will be reduced to six or seven, and will be reduced to acquiring and re-packaging programs for distribution. But John Bos, director of performance programing, noted that 26-week series of both the Pittsburgh and St. Louis Symphony Orchestras will air as scheduled in August, along with four, 13-week music series, most of which are produced by NPR. Bos also said a "reduced version" of *NPR Playhouse* may appear. *Jazz Alive*, which will end its current run by Oct. 1, will need special corporate underwriting to continue.

Other departments receiving cutbacks include: specialized audience programing combined with the print handicapped service, reduced from \$650,000 to \$400,000; the satellite program development fund (money set aside for independent producers to create shows distributed over NPR's satellite system), reduced from \$850,000 to \$600,000; engineering, reduced from \$2.8 million to \$1.8 million, and the public information office, reduced from \$1.2 million to \$500,000.

Ron Bornstein, acting chief operating officer, proposed a three-year "recovery program" to retire NPR's current budget deficit, estimated at about \$5.8 million. But he cautioned that the exact shortfall figure won't be known until the completion of an audit by Cooper & Lybrand, Washington.

NPR management executives asked member stations to help the network by giving it \$1.6 million in community service grants, which stations receive directly from the Corporation of Public Broadcasting, for the next fiscal year and any "succeeding fiscal periods that may be necessary." Clyde Robinson, NPR senior vice president, said that if a station's annual budget is \$420,000, the money "forgone" each year would be \$6,100. "Stations will have to show us support; otherwise this organization will shut down." Bornstein warned. □

House takes up cable debate

Telecommunications Subcommittee Hearings on cable deregulation find splinter group of cities, NCTA and AT&T all at odds over legislation

The controversy surrounding the Senate cable deregulation bill, S.66, surfaced in the House last week during a hearing before the House Telecommunications Subcommittee. It was the first hearing on cable television legislation in the 98th Congress held by the subcommittee. Representatives from the cable television industry and the National League of Cities and prominent city officials debated the merits of the bill and of the compromise between the National Cable Television Association and the NLC that serves as the measure's framework. After hours of testimony it became clear that cable deregulation legislation would also meet stiff resistance in the House.

Moreover it was evident that dissident members of the NLC would continue to fight the NLC-NCTA compromise. In addition the interests of AT&T and the Bell operating companies, which impeded the bill's progress in the Senate, are in evidence again in the House. A vote on the bill in the Senate is scheduled June 14. Several amendments reflecting the concerns of AT&T are circulating and debate on the bill is expected to be lengthy (BROADCASTING, May 23).

Members of the House subcommittee were eager to delve into the cable issues. Chairman Tim Wirth (D-Colo.) has stated that S.66 will not serve as the basis of cable deregulation legislation reported from his subcommittee. He has also indicated a strong interest in preserving leased access channels. "First, legislation must insure an environment in which the cable industry can flourish, so that the American public is assured of receiving the many benefits that cable can provide if allowed to fulfill its potential," Wirth said at the outset of the hearing. "Second, federal cable legislation should incorporate the goal of assuring the American public of the widest possible diversity of programming and information sources."

Wirth's position on this issue poses some serious problems for the cable industry and will likely be a primary focus of discussion in any legislation. The subject of leased access channels did surface during last week's hearing and Wirth asked NCTA President Thomas Wheeler if the compromise wouldn't preclude cities from requiring universal passby. Wheeler maintained that would not be the case.

The concerns of AT&T and the BOC's were brought into the hearing. Representative Matthew Rinaldo (R-N.J.), ranking minority member on the subcommittee, spoke on behalf of the common carriers. He stated



Wirth

strong objections to legislation that would "restrict one industry and not another when they are both providing the same services." AT&T is asking Congress to provide equal regulation for cable and telephone companies that provide similar services. In the Senate Bell complained that S.66 permits cable companies to provide common carrier services, such as data and voice transmissions, without state or federal regulation, with which telephone companies must operate. Senate Commerce Committee Chairman

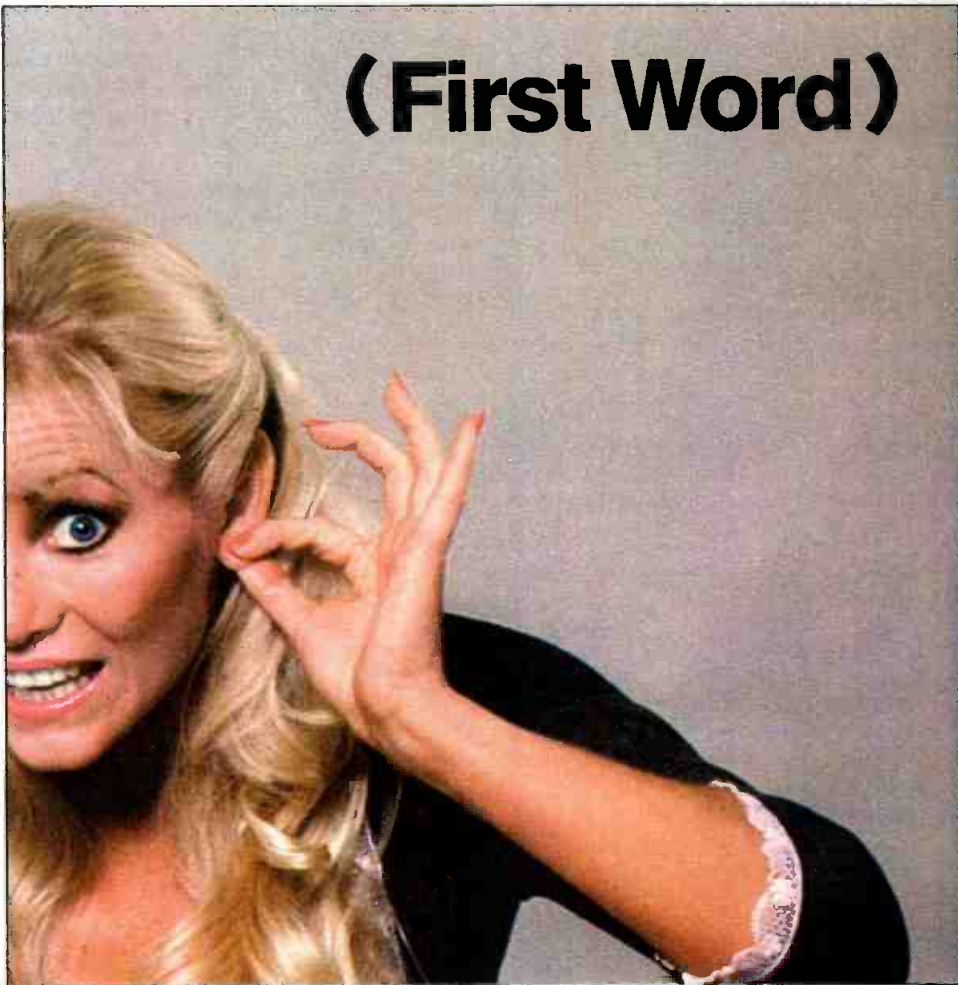
Bob Packwood (R-Ore.) and Senators Barry Goldwater (R-Ariz.) and Ernest Hollings (D-S.C.) drafted an amendment to assuage AT&T's concerns but failed to gain AT&T's support.

Rinaldo argued with Wheeler and said that the issue was a matter of equity. "Don't you think it is unfair to impose regulatory burdens on telephone companies when cable is deregulated?" Rinaldo asked. "No," replied Wheeler. He maintained that fewer than 1% of all cable systems are providing data communications competition to AT&T. Wheeler insisted that cable poses no competitive threat to telephone companies. "You don't build the same cage for a gorilla as you do for a canary," he said. The NCTA president charged that AT&T was really trying to make S.66 the "Bell Bill of 1983." Wheeler sounded the same charges earlier last week during a Washington Metropolitan Cable Club luncheon (see story, page 8).

But Rinaldo reasserted the need for cable and telephone companies to operate under the same ground rules.

"If there is a gorilla operating in the Senate it has to be the cable companies," said New York City Mayor Edward Koch. Koch was one of two city officials testifying on

(First Word)





Rinaldo



Swift



Wheeler



Royer

behalf of the NLC members that are dissatisfied with the NLC-NCTA compromise. The compromise basically curtails state and local authority to regulate cable television. It grants cable systems full control over the rates they charge subscribers for basic service in large markets, calls for timely consideration of a cable system's renewal application and establishes a renewal test that prevents cities from arbitrarily refusing franchise renewal. The compromise would also place a 5% ceiling on franchise fees and prohibit competing franchise applicants.

Koch noted that he was advocating a position taken by the U.S. Conference of Mayors, which lately has been representing the concerns of the unhappy NLC faction. He said cities needed to retain their authority over rate regulation and the franchise renewal process. There should be third-party access, he said. "Not only is relief, in the form of deregulation, unneeded, but such an action would eliminate many potential business uses for cable, immediately raise subscriber rates, and eventually freeze out of this technological revolution millions of Americans, especially the poor and disadvantaged, whom the cable companies would find inconvenient and less profitable to serve," Koch said.

"Cities have historically cooperated with the cable industry to insure its economic growth and vitality. This has been accomplished without subordinating the interests of the public. That sounds to me like a goal worth continuing, with the industry, consumers, and their cities all benefiting," Koch said. Fort Worth Mayor Bob Bolen joined Koch to argue against the compromise. Both urged the subcommittee to study the issues cautiously. Bolen maintained that the problems can be solved on the local level. He cited specific shortfalls in S.66 concerning rate regulation, franchise renewal provisions and retroactivity. Bolen asked that if any cable legislation is passed by the subcommittee it should include grandfathering of existing franchises.

But Bob Martinez, mayor of Tampa, Fla., spoke in favor of the compromise. "As with any compromise, there are those who are not satisfied with the outcome," said Martinez. "Taken as a package, however, I believe that the compromise provides adequate authority to insure that a community's needs for cable services are met." Martinez is a member of the NLC board which approved the compromise in March.

NCTA and NLC stuck behind their agreement. NLC President Charles Royer, mayor of Seattle, and NCTA President Wheeler described the elements of the compromise.

Royer testified that the agreement provides "a solid basis for establishment of national cable policy." It is the NLC's belief, he added, "that clarification of state and local authority is necessary in order to preserve municipal authority over cable. Without clear federal cable policy, the authority of municipalities could be eliminated or reduced by the courts and the state public utility commissions." Wheeler and Royer agreed that both parties gained and lost ground in the compromise. Wheeler cited the agreements on rate regulation as "the kinds of trade-offs and kinds of balances reflected in the compromise."

Royer said the NLC backed the entire agreement. He suggested, however, that the subcommittee should explore the options of establishing consumer protection requirements. He also noted that because of the division among NLC members, the compromise will go before the NLC board in July for another vote. "We don't know what will happen then," Royer said.

Representative Al Swift (D-Wash.) expressed an interest in the access provision of S.66. Royer and Wheeler explained that, according to S.66, a franchising authority may mandate the set-aside of system capacity for governmental access users. Other access requirements would be determined in the franchise process between the franchising authority and the cable operator.

Swift also asked about the compromise's automatic franchise renewal provision. Royer told Swift NLC was satisfied with that provision. He noted that it was fair and a better method than litigating in court every time. Swift, like Rinaldo, raised the question of AT&T and its concerns. Wheeler again criticized the common carrier. "In reality," Wheeler charged, "the telephone companies are hiding behind the big lie of increased local rates." And he accused AT&T of attempting to strip away from cities the authority to regulate cable and transfer it to the state public utilities commissions.

Senator Frank Lautenberg (D-N.J.), a leading opponent of S.66 in the Senate, tes-

tified during the hearing on several aspects of the legislation. Lautenberg argued that the "cable operator should not be shielded from competition nor relieved of contractual duties freely accepted. And a franchising authority should not be unduly hampered from taking action, if, after a fair proceeding, it decides to deny renewal." He demanded "fair rules of the game in the franchising process." The New Jersey senator, who is considering offering several amendments to S.66, also asserted that "I see no compelling public policy reason for giving a cable operator total control over the content of information going out over his system. Nor should the matter be left to the give and take of franchise negotiations. Diversity of views is a national interest, and minimum standards for access in this area would promote that interest."

Lautenberg also stressed a need to protect consumers from the "monopoly power of cable systems." In rural areas, in particular, he maintained, "people rely on cable television simply to get clear reception of television signals—signals that they cannot easily receive over the air. In those areas, I think cable operates as a utility, and should be subject to fair regulation that protects consumers from the exercise of monopoly power."

There were others who voiced skepticism about the NCTA-NLC compromise. Representative Robert Matsui (D-Calif.) testified that adequate safeguards must be included in any legislation to insure that the terms of the franchise are upheld. He cited the example of the franchising process in Sacramento, Calif., a city in his district. "The county received four highly innovative and competitive proposals and selected one company with whom to negotiate a final contract," he said. "That contract would have contractually bound the company to its bid and prescribed penalties for non-compliance. The company in the end chose not to accept the contract with Sacramento county, admitting on several occasions that various parts of its proposal were over bid." Matsui said.

The California Democrat was additionally concerned that cities retain their authority over rate regulation. "Rate regulation is also used as an enforcement tool. Again, the record does not show that cities have misused their authority in this area. Rate regulation for those cable services that are not otherwise available can assure franchise compliance and fair treatment for those subscribers who have no alternative technology by which to receive these services." On behalf of the Sacramento Cable Commission Matsui said there were other reasons for federal intervention. Matsui said the FCC ought to



Lautenberg



Matsui



Koch



Martinez

retain authority to set minimum technical standards for cable systems. There ought to be national policy protecting subscribers "from the unauthorized disclosure of their viewing habits, purchases and personal information," he said. He advocated federal guidelines for access to cable channels by public, educational, government and commercial users. Federal oversight interconnections of regional and interstate cable systems was also suggested.

John Saeman, vice chairman and chief executive officer, Daniels & Associates, Denver MSO, testified in favor of the compromise. Saeman, however, admitted that he still has doubts about it. "I recognize that compromise is the essential ingredient in any legislation. So, although I am not completely comfortable with many of the provisions in the compromise, I can tell you from my own experience in the marketplace that unless Congress acts to clarify the legitimate role of franchising authorities in regulation of cable television, the frightening juxtaposition of increasing city demands in an increasingly competitive market will not only hamper cable's potential for success but even its potential for survival."

Trygve Myhren, chairman of American Television & Communications Corp., another cable MSO, stated the need for federal legislation. In his testimony, Myhren noted, "Today the industry confronts difficulty in securing financing, skyrocketing construction costs, local demands for more complex and costly systems, the threat of local franchising decisions based solely on politics without regard to prior performance, and escalating competition from a host of less expensive video and other technologies which are not saddled with franchise fees, requirements to build numerous community studios, finance community affairs projects, and build unnecessary and unproductive channel capacity. In this situation, cable operators are much less likely to agree to build systems which, because of excessive municipal demands, are uneconomic or on the fringe of profitability."

Peter Athanas, president, Community Antenna Television Association, also testified in favor of cable deregulation legislation. □

Broadcasters stress need for must-carry

Comments at FCC on Turner petition to remove rules urge retention; cable operator, however, says they place burden on medium-sized markets

The FCC's must-carry rules, which require cable systems to carry local broadcast signals, must stay put. That was the overwhelming consensus of broadcasters in FCC comments responding to Turner Broadcasting System's most recent call for elimination of the rules.

TBS had filed a petition at the FCC in 1980 calling for the rules' elimination. That petition drew little support from the cable

industry; the National Cable Television Association, for example, decided not to get involved. The petition gathered dust at the commission until TBS, contending that enough had changed over the past several years to warrant the commission's taking another look, filed a petition for expedited consideration two months ago (BROADCASTING, March 28).

Again the response from the cable industry was lackluster (NCTA again chose not to comment).

But broadcasters filed in force. The National Association of Broadcasters urged the commission to deny Turner relief, contending that the purveyor of three cable services—the Cable News Network, CNN Headline News and superstation WTBS(TV) Atlanta—had failed to provide any valid public-interest justification for issuing a rulemaking. "The must-carry rules serve the time-honored public interest-purposes repeatedly and recently recognized by the commission and the courts, and their importance increases with cable penetration and the authorization of new video services," NAB said.

NBC said that while TBS argued that deletion of the FCC's distant-signal and syndicated exclusivity rules—and First Amendment considerations—compelled the commission to speed up its consideration of TBS's petition, NBC thought that reasoning was flawed.

"NBC believes that deletion of the distant-signal and syndicated exclusivity rules has no substantive relationship to continuance of

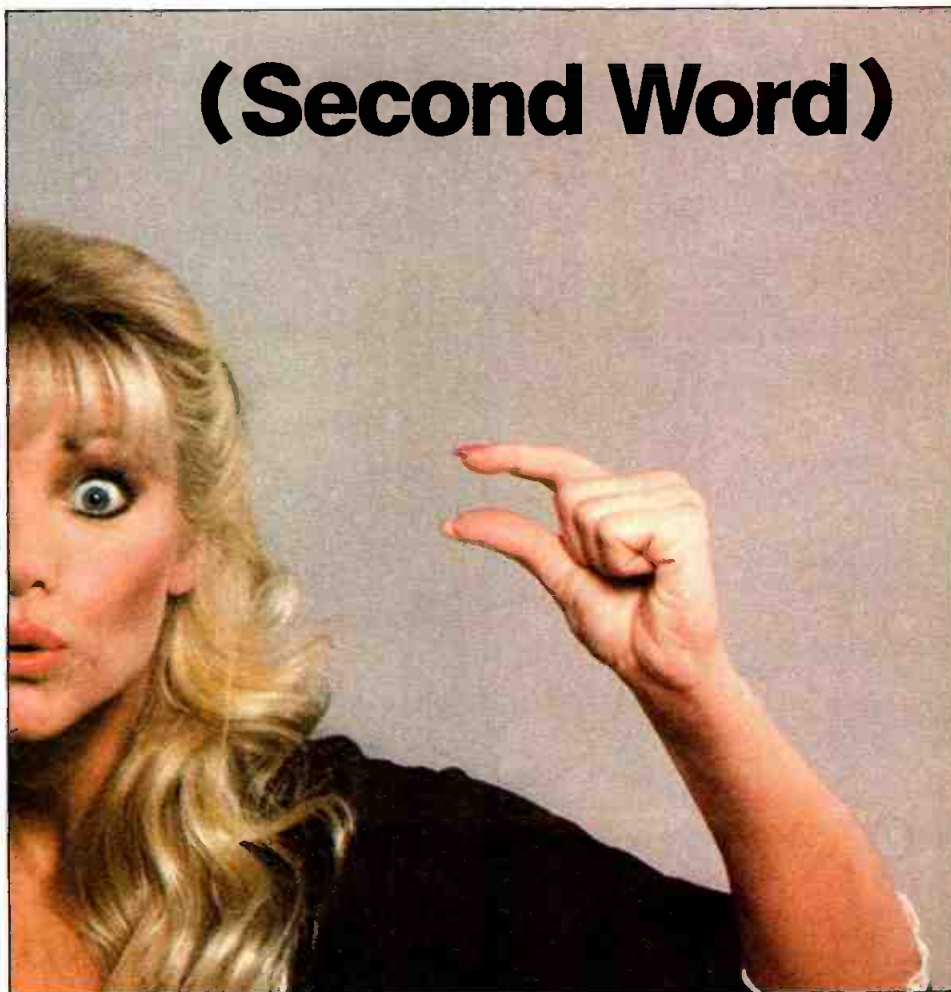
the must-carry rules, and that TBS has not shown a relationship. Deletion of these rules means that cable systems may import as many out-of-market signals (and programs) as they wish. But deletion of these rules does not decrease the fundamental underpinning of the 'must-carry' rules, which is to allow local stations to serve the local markets they are licensed to serve."

ABC said that while TBS also argued that the Copyright Royalty Tribunal's recent decision raising rates for the carriage of certain distant signals provided another reason to review the need for the rules, that's not an argument ABC buys.

The CRT decision, ABC said, has no relationship to the must-carry rules. "It was a decision designed, in small part, to redress the unfair competition that exists between the cable industry and the broadcast industry," ABC said. "In 1980 (the last year for which the CRT has distributed royalties) the cable industry paid about \$26 million for all of the TV programming that it used, programming for which the free TV industry paid about \$3 billion. Even with the slight increase in royalties decided upon by the CRT, this unfair competitive situation remains. The CRT decision provides absolutely no basis upon which the commission could, or should reconsider its must-carry rules."

Metromedia Inc. said that all of Turner's arguments proceeded from a "fundamental mischaracterization" of the must-carry rules. "Turner complains that direct broadcast satellite and low-power television services are not subject to must-carry require-

(Second Word)



ments," Metromedia said. "However, Turner conveniently fails to mention that DBS and LPTV must purchase all of their programs and may not rely upon a governmentally bestowed compulsory license. And a cable system that chose to purchase all of its programming and did not rely upon compulsory licensed broadcast programs would not be subject to must-carry requirements. There is no inequity. Exhibitors who voluntarily avail themselves of a compulsory license are subject to must-carry. Those who purchase their program rights are not."

The Association of Independent Television Stations said the retention of the must-carry rules is essential to the economic survival of the smaller independent stations that serve the less populous TV markets, because even a small audience loss can have "catastrophic" effect on the viability of those stations. "Rescission of the must-carry rules would, in practical effect, all but foreclose the introduction of new UHF stations in yet-unserved or underserved communities, inasmuch as they could be deprived at the outset of access to a substantial percentage of the potential viewers who are a new station's lifeblood," the association said.

The Association of Maximum Service Telecasters said the policy bases for the must-carry rules—furthering the goals of the commission's allocation plan and providing local TV service to the entire country—are as valid today as they were when the rules were implemented. "Permitting cable systems to omit local signals would significantly injure local stations. Among other adverse consequences, this would reduce the quantity and quality of broadcast service relied on by those substantial segments of the public that do not wish to or cannot afford to subscribe to cable."

The National Association of Public Television Stations said the single point TBS made about public broadcasting is "fraught" with error. "TBS contends that in situations where more than one public TV station is carried by a cable system under the must-carry rules, the programming is duplicated and therefore localism is not promoted. To the contrary, in cities with more than one public TV station, much of the programming on each station is unique to that station alone."

The National Religious Broadcasters also opposed the Turner petition. "Contrary to the suggestion in TBS's petition . . . it is precisely stations which, like religious stations, appeal to more specialized audience needs and offer substantial amounts of nonentertainment programming, likely would lose access to their audiences if the must-carry rules were repealed."

On the cable side, Black Entertainment Television said that the commission, as a first step, should at least take prompt action on its pending proceeding examining saturated cable systems to excise rules compelling operators of saturated systems to carry "significantly viewed" broadcast signals that are not truly local, or are duplicative of other signals carried on the system.

"The commission's must-carry rules restrict the First Amendment rights of cable operators to choose the program services their systems will carry," BET said. The commission is obligated to re-examine the

intuitive premises underlying these rules, particularly in light of dramatic changes that have occurred in the program supply market over the past decade. Moreover, regardless of whether re-examination of the must-carry rules will justify their continued existence in some form on the basis of imputed harm to local broadcast stations, there can be no color of validity to a regulatory regime that denies access for diverse cable program services while compelling carriage of broadcast signals that are not local and that often duplicate other signals carried on a cable system."

Fairbanks Cable of Florida Inc. addressed what it called the "unfairness" of the rules in their application to medium-sized cable operators located in several TV markets. It noted that its system serving Delray Beach, Gulfstream, Ocean Ridge and Palm Beach county, all Florida, was required to carry 10 broadcast signals on its 12 VHF channels. Since the cable operator didn't think it could successfully market its cable service for a basic rate of \$9 per month—given that it could offer subscribers little more than they were already able to receive free over the air—it had no choice but to expand.

To do that, it said, it had to use mid- and super-band channels and provide free to each of its 10,000 subscribers a converter unit, and those converters cost \$150,000, it said.

Fairbanks said the must-carry rules seemed particularly unnecessary in its case since all of the broadcast signals it is forced to carry cover its communities with at least a Grade B, and in most cases a Grade A, contour.

The "simple" solution would be to permit the marketplace to choose the "correct" bal-

ance of over-the-air and off-cable transmission, it said.

If the rules were repealed, it said, cable operators would be able to offer subscribers an "inexpensive" switch that would allow them to switch from cable to reception from an inside antenna. "Where signal strength is adequate to receive the station off-the-air on an indoor antenna, subscribers will not want the station duplicated on the cable. Where an inside antenna does not provide reliable reception, subscriber demand for the station will force the operator to carry the station over its cable," it said.

Fairbanks also noted that under the rules it is currently carrying three ABC affiliates, two CBS affiliates and two NBC affiliates, resulting in its carrying duplicated programming.

"The must-carry rules give established broadcasters an unearned competitive advantage over newer forms of broadcast and nonbroadcast programming," Fairbanks said. "They have deprived Fairbanks of the opportunity to offer the kind of signals its subscribers demand, and have reduced its potential to little more than television repeater service. The commission has recently refused to protect local broadcasters from competition from LPTV, STV, MDS SMATV and other new technologies. It should no longer shelter them from the competition of cable operators."

A spokesman for NCTA said that when it came time to file "substantive" comments at the FCC on the must-carry rules, the NCTA board would decide what to do. "But our long-standing opposition to the must-carry rules is clear," he said. □

Shoot-out in Dodge City

**Kansas radio station, KTTL(FM),
airs attacks on Jews, blacks
other minorities, inciting
challenge to its license and
spurring First Amendment debate**

From time to time, a broadcaster comes along whose programming is so outrageous as to test not only the patience and tolerance of listeners but the limits of the protection afforded by the First Amendment. There have been blatant appeals to anti-Semitism and to racism, and heavy doses of right-wing fundamentalism with little if any opportunity for reply. Now, there is KTTL(FM) Dodge City, Kan., a name that evokes memories of the frontier violence the station is accused of attempting to foment.

KTTL, a country and western station, is owned and run by Nellie Babbs and her husband, Charlie. Nellie, as she is referred to in the area, is pleasant and courteous in her conversation, if sometimes hard to follow when she explains her views and her reasons for not paying property taxes. Charlie, the station's engineer, leaves discussions of the station's problems to Nellie. To some, they might appear the typical mom and pop image of local ownership. But because of the station's broadcasts of venomous attacks on Jews, blacks, Hispanics, Indians and others (BROADCASTING, May 9, et seq.), they

represent to some the dark side of that image.

The programming has generated two petitions to deny the station's license, which expires on June 1, and a competing application for the station's frequency, 93.9 mhz, filed by local residents. The station's recent notoriety has even figured in arguments of those who oppose efforts in Congress to deregulate broadcasting. Samuel A. Simon, executive director of Telecommunications Research & Action Center, has written to every member of the House Commerce Committee to point out that the Tauke/Tauzin bill (H.R. 2382), which would eliminate the existing comparative-renewal procedure, would frustrate the efforts of Dodge City residents to replace the current owners of the station with new ones "more likely to fulfill the public trustee obligations of a broadcaster. . ."

The impact of the KTTL story on congressional deliberations on deregulation is not likely to be great, however. Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, in an interview earlier this month, described the KTTL situation as "a disgrace to the country and to the National Association of Broadcasters." But the matter did not loom large in the hearings he held on broadcast deregulation last week. And Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce

Committee and a principal backer of the radio deregulation bill (S. 55) that has already passed the Senate, sent word through an aide that he regarded the controversy over KTTL as of relatively small moment.

And, on the basis of the charges regarding programing, at least, communications lawyers and FCC officials indicate the agency would not be expected to act against the station. They say Section 326—the no-censorship provision—of the Communications Act, the First Amendment and past cases would probably protect KTTL.

The broadcasts causing the concern were the taped remarks of two men described as paramilitary evangelists associated with a group called Posse Comitatus, which, the attorney general of Kansas, Robert T. Stephan, describes as a "group of anarchists" who have developed an ideology in which the Constitution is interpreted in terms of what they say is "God's law." They are also tax protestors, and are said to have conducted guerilla training exercises in Kansas and Missouri. Indeed, the Babbses began broadcasting the tapes last June after meeting the two men—William P. Gale and James Wickstrom—at one of the sessions, in Weskin, Kan. The meeting was billed as an "ecological" session of farmers, but Stephan said the ecological aim was "to clean up this land." The broadcasts, which continued every night until February, when the material was exhausted, shook the town that had known, first hand, of the exploits of Wyatt Earp and Bat Masterson.

"If the Jews even fool around with us, or try to harm us in any way, every rabbi in L.A. will die within 24 hours," Gale said in one of the broadcasts. "Let them start." he added, "We've got the address and license number and the name of every Anti-Defamation League leader in this area and areas all over the United States."

In another broadcast, he said, "the law of posse comitatus" provides for the death by hanging, at high noon, of government officials "who violate their oath of office." Gale also provided these instructions: The hanging is to occur in the most populated section of town, and the body is to remain hanging until sundown "as example to those who would subvert the law."

And in another, he said, "You're God's battle axe. . . they're going to cleanse this land and they're going to cleanse it just the way it was cleansed in symbolism—with blood, because that's the way God said it was going to be. He's going to cleanse this land. And, isn't that going to be fun? So, keep your ammunition dry. . ."

To Nellie, such programing served her audience well. "The farmers here would be unhappy if we were closed down," she said last week. "I go to their meetings and share their feelings." Then she said, of the farmers, "They have been persecuted as I have been."

But to the National Black Media Coalition and the three local residents who participated in filing one of the petitions to deny, the programing is "coarse and hostile." Still, the commission has renewed the licenses of other stations that have broadcast "coarse and hostile" programing, even if not on the same

level as that offered by KTTL.

In June 1966, the commission, on a 6-1 vote, renewed the license of KTYM(AM) Inglewood, Calif., over the protest of the Anti-Defamation League of B'nai B'rith. It had charged the station with broadcasting a series of commentaries that were anti-Semitic; the commentator, Richard Cotten, equated Judaism with Socialism and Socialism with Communism, and attacked officials of the ADL. "If there is to be speech," the commission said, in renewing the license, "it must be free for speech that we abhor and hate as well as for speech that we find tolerable or congenial." And the U.S. Court of Appeals, in an opinion written by then-Circuit Judge Warren E. Burger, affirmed that decision (BROADCASTING, Oct. 7, 1968).

The chief of the FCC's Mass Media Bureau, Laurence E. Harris, cited the commission's KTYM decision in responding to a letter from Kansas attorney general Stephan. The state official had sent Harris transcripts of some of the KTTL programs, which had been provided by the Jewish Community Relations Bureau of Kansas City. (The same source provided the transcripts for the petitions to deny renewal.) And Stephan indicated his sense of frustration when he wrote, in his covering letter, "It is unfortunate that the First Amendment protects a radio station that plays tapes advocating violence and racial prejudice."

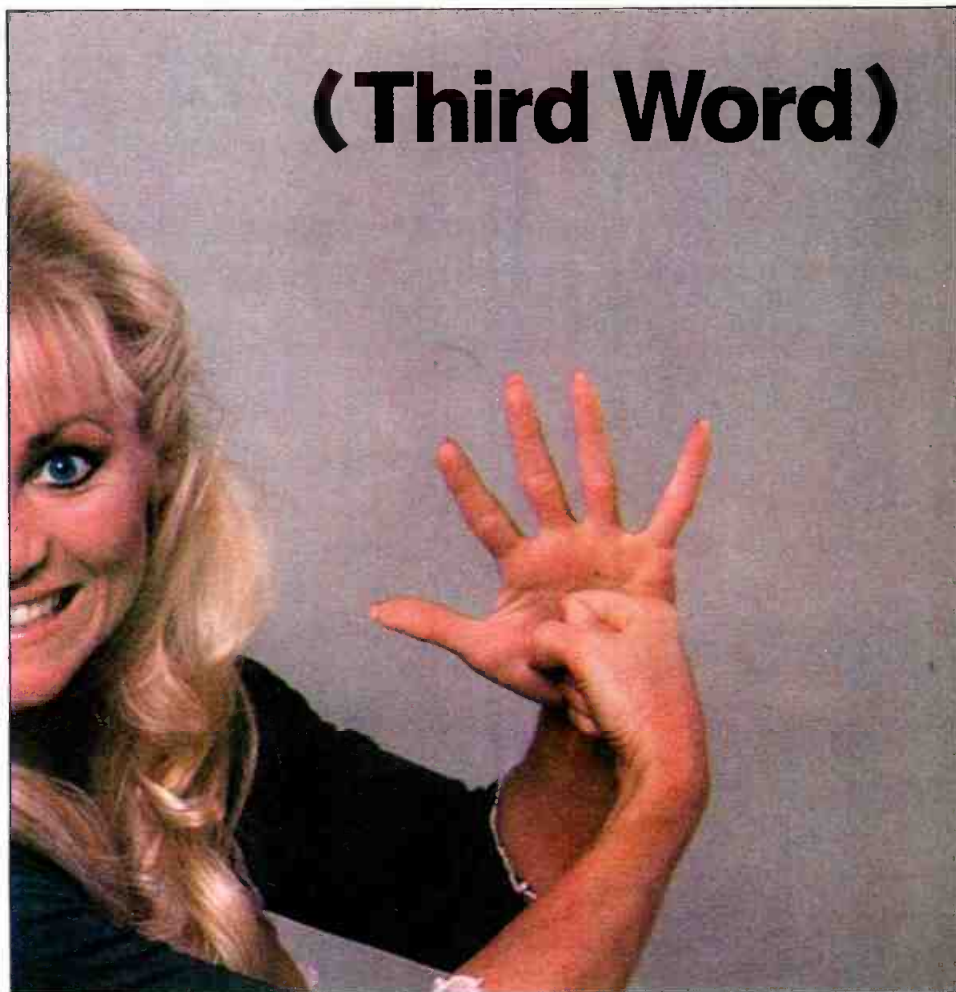
There have been several other cases over the years that indicate the difficulty of attempting to strip a station of a license be-

cause of controversial programing. The fundamentalist preacher Dr. Carl McIntire blamed the fairness doctrine for the commission's decision in 1972 to deny renewal of the licenses for WXUR-AM-FM Media, Pa., which had been owned by the seminary he operated. And it was a factor in the commission's decision. But so was a charge of misrepresentation to the commission. And, on appeal, that was the only charge on which all three judges on the panel agreed denial was warranted. Only one affirmed on the fairness doctrine issue as well.

(Nellie Babbs appears confident she is complying with the fairness doctrine. She says she offers everyone who calls to complain about the programing five minutes of rebuttal time. And she says two persons have taken her up on the offer—"a black man, Rodney Clear, and a white Catholic woman, a Mrs. Kaiser.")

Some in Dodge City suggest that the "clear and present danger" test for hurdling the First Amendment barrier could be met in the KTTL case. But that is not an easy test to meet, either. In August 1972, television stations in Georgia were reluctant to carry the political spots of J. B. Stoner, an avowed racist seeking the Democratic senatorial nomination on the ground they raised the danger of incitement to violent action. "The main reason why niggers want integration is because niggers want our white women," Stoner said in one spot. But the commission said the stations must accept the advertising, as required by the Communications Act's ban

(Third Word)



on censorship of political candidates. "There does not appear to be that clear and present danger of imminent violence which might warrant interfering with speech which does not contain any direct incitement to violence," the commission said, in response to a complaint from the National Association for the Advancement of Colored People (BROADCASTING, Aug. 7, 1972).

There was the WLBT(TV) case, however. In June 1969, the U.S. Court of Appeals overruled the commission and, in a highly unusual action, bypassed a conventional remand order and directed the commission to strip the Jackson, Miss., station of its license. However, the court, in an opinion that was also written by then-Judge Burger—his last before moving up to the Supreme Court—was concerned not so much with content of programing as with what it considered the station's failure to serve the needs and interests of the substantial black population in Jackson (BROADCASTING, June 30, 1969).

(The opinion was written, also, in the heat of Burger's anger over the manner in which the commission had conducted the renewal proceedings—he suggested that the commission had been overly solicitous of the licensee and indifferent if not hostile to the group that had petitioned for denial of the license renewal, the United Church of Christ and several Jackson residents.)

Those seeking to block the renewal of the Babbyses' license for KTTL are aware of the problems the First Amendment would pose for an assault on the programing-content issue. James M. Weitzman, counsel for Community Services Broadcasting Inc., which is seeking to supplant the Babbyses as licensee, said the character issue might be raised in a motion he expects to file in connection with the application. He said it would involve "the activities of the station and the licensee."

One possible matter is the Babbyses' refusal to pay property tax. They have refused to pay since 1981, unless, as Nellie told the attorney for Gray county when he contacted her about the matter, "the country goes back to the gold standard." Like other believers in the law of comitatus, she contends the Constitution mandates gold and silver as the country's legal tender, and has submitted a note offering to pay in those metals. Curt Campbell, the county attorney, said he would not wait for a return to the gold standard, then obtained a court order attaching the payments due the station for advertising. "There were three years of back taxes — about \$8,500 in all—and I have six months to go," Campbell said last week.

That last six months may be hard to make up. All but one of the station's advertisers—a local bank—have left the station. Nellie says the station continues to operate through the donations of the listeners. "People have paid my light bill, people have paid my phone bill," she said last week.

A possible alternative to the petitions to deny and the competing application for removing the Babbyses from ownership of the station is its sale. On May 4, two days before stories broke in the press on the petition to deny renewal of the licensee of the Dodge City station that has attacked Jews and blacks and others, the Babbyses had signed a

contract to sell the station to a Garden City, Kan., attorney, Van Smith—for \$450,000, according to one source. Smith, who had owned KBUF-AM-FM Garden City for two years in the late 1970's, said he had heard KTTL was for sale, and was able to reach an agreement. "I wanted to get back into the business," he said.

Whether he will or not as principal owner of KTTL remains to be seen. Unless the competing application and the petition to deny are withdrawn, sale would be blocked. And once the present license expires, on June 1, the Babbyses will have no license to assign. Last week, Smith's Washington attorney was attempting to work out satisfactory solutions to those problems. (The Babbyses do not have counsel. Nellie suggests that is a matter of conviction. "If you assign rights to someone, you're giving them up," she says. However, the Babbyses once had a Washington counsel; the firm is now seeking to collect several thousand dollars in unpaid legal bills.)

Whatever the outcome, the KTTL case will be remembered for its ironies. If the purchase agreement had been signed a little earlier and publicized, it might have headed off the competing application and the petitions to deny, particularly since the participants in those actions were said to fear retribution from the Babbyses' supporters. "We want to force Babbs off the air and put local people in control," Weitzman says. Then there is the spectacle of a locally owned and managed station—regarded in FCC mythology as the ideal vehicle for serving the public interest—scaring the daylights out of many of its listeners with what they regard as calls to violence. And, finally, there is the fact that the Babbyses won their permit to put the station on the air, in December 1978, only after a competing applicant, a group owner, dropped out of the contest. The competitor had been Seward County Broadcasting Co., which already owned an AM in Dodge City, KEDD. Seward County's owner: former presidential candidate Alf M. Landon. □

FCC asked to require stricter accounting of those who help fill out applications

The Telecommunications Research and Action Center (TRAC) has asked the FCC to launch a rulemaking aimed at requiring any person who helps to prepare a broadcast application "or other submission to the commission for remuneration" be brought under the commission's disciplinary authority.

In a petition for the rulemaking filed at the FCC, TRAC said its "most immediate concern" was low-power television "consultants," who provide all the technical, legal and other work for an applicant, but don't sign the application and therefore aren't subject to commission disciplinary action. "TRAC believes that a serious problem exists with respect to these consultants in that a number of them may be engaged in unethical practices to the substantial detriment of the applicant and to the integrity of the commis-

sion's licensing procedures," TRAC said.

In its petition, TRAC said many of the so-called LPTV consultants are engaged in conduct that would be unethical for any professional, including the representation of multiple clients on applications for the same or conflicting frequencies; preparation of applications for clients and then filing their own applications for identical frequencies, and disclosing information about a client to other clients with competing interests.

TRAC also asked the commission to amend its rules to require any party appearing before the FCC on another's behalf to disclose whether representation is for remuneration or in return for a promise of something of value. □

Orion seeks to calm fears over satellite plan

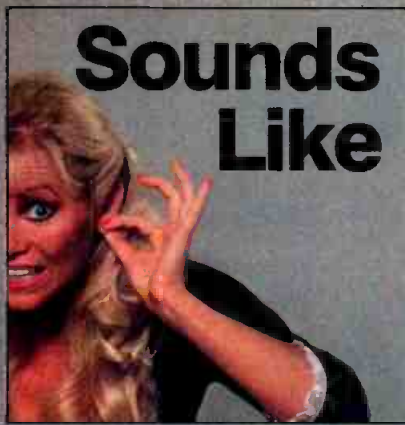
Company's executive vice president, in letter to State Department, claims U.S.-to-Europe proposal won't conflict with Intelsat

The Orion Satellite Corp.'s application for FCC authority to establish a private communications satellite link between the U.S. and Europe has been a cause of considerable concern to the leadership of the International Telecommunications Satellite Organization. Its director general has said Orion would confront Intelsat with "direct and destructive competition" (BROADCASTING, April 18). So last week, Orion sought to ease those concerns, stressing a vision of private, user-owned communications facilities, as opposed to Intelsat's common carrier mission.

Christopher J. Vizas II, executive vice president of Orion, last week wrote to Deputy Secretary of State Kenneth W. Dam to respond to the letter Intelsat's director general, Santiago Astrain, wrote in April to express concern about the impact he saw Orion having on Intelsat and its members. And Vizas, as did Astrain, sent copies to the 109 members of Intelsat.

Vizas says Astrain's letter "mischaracterizes what Orion has asked permission from the FCC to do ... [and] exhibits critical misunderstanding of U.S. law and policy, the economics of telecommunications and the objectives and underlying rationale of the Orion Satellite Corp."

Vizas's principal contention is that Astrain was wrong in asserting that Orion would offer public telecommunications services that would compete with Intelsat's. Orion, Vizas says, proposes "to build, sell and then provide the support for private, user-owned communications facilities." He notes that there is a long history of such facilities in the U.S. and adds, they "in no way detract from or diminish the public network and services, as the director general asserts Orion's private facilities would." Vizas also paints the Orion proposal as one likely to produce economic benefits for countries in which the Orion



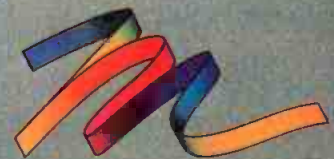
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system operates. He says, for instance, there will be "considerable diversity" within the proposed ground system, with different arrangements for earth station licensing, ownership and operation established in the various countries. "Those arrangements," he says, "are certain to promote new economic activity and generate new revenues, both for the telecommunications industry and other economic sectors."

Moreover, Vizas says, the development of new economic activity and "increasingly sophisticated and specialized need of international communications users call for non-public, dedicated facilities." And that, he says, "is not Intelsat's mission. As the direc-

tor general points out, Intelsat's job is to provide a global public service network. That is why Orion advanced its proposal for a private facility that will complement Intelsat's network."

Vizas's letter also contains some invitations to State Department officials interested in discussing the director general's letter in detail, as well as to Intelsat staff members who want to learn more about the proposed Orion system. Regarding the latter, he says Orion is concerned that Intelsat "may have been misled by some U.S. enterprises [which he did not name] that oppose us out of understandable but parochial interests." That's why Orion made its letter public. □

Broadcasters urge FCC to change call-letter rules, but not too much

In comments to commission, liberalization is urged, but not if all disputes get sent to court to be resolved

The FCC's current rules for handling broadcast call-sign assignments may benefit from some modifications, but the commission shouldn't try to get all the way out of the business of handling call-sign disputes, according to broadcasters in comments filed at the FCC last week.

In a notice of proposed rulemaking released earlier this month, the FCC proposed a variety of changes in its call-sign assignment rules, including the abandonment of its oversight. Under that plan, broadcasters would seek relief over call-sign disputes in the courts. But that's not a route broadcasters are eager to explore.

The National Association of Broadcasters recommended streamlining the current rules instead, changing the commission's standard for denying call-sign requests. Under the current rules, NAB noted, the FCC requires a party protesting a call-sign assignment to demonstrate only that the sign would result in a "significant likelihood of public confusion." As the commission itself had proposed, that standard could be changed to require the demonstration of a "clear and convincing likelihood of public confusion," NAB said.

But the NAB opposed an FCC proposal to stop requiring an applicant to notify broadcasters within 35 miles of community of license. (The commission suggested that issuance of a public notice on the matter was notice enough.) "The issuance of a notice by an agency in Washington—a notice that would not be sent to interested broadcast stations—is an inadequate substitute for the kind of specific notice currently given to stations that might be injured by another licensee's use of a particular set of call letters," NAB said.

NAB approved of proposals to drop sections of the rules prohibiting broadcasters from using some calls altogether and requiring calls to be in good taste. "There does not appear to be any compelling public interest reason for not allowing the assignment of call letters using the initials of the Presi-

dents, a living former President, the United States of America or any of its agencies or departments," NAB said. "Regarding the assignment of call letters in 'good taste,' it is NAB's view that a broadcaster choosing questionable call letters would have serious problems in gaining acceptance from advertisers and from members of the public. Thus, it does not appear that the commission need play any role in this area."

The National Radio Broadcasters Association said the FCC should retain its current procedures to consider and resolve objections to call-sign assignments before those requests are granted. "Because the use and promotion of call letters frequently involve a substantial investment in stationery, jingles and printed promotional materials, a broadcaster seeking a new or changed call sign needs to know before he makes an investment in the materials that are necessary for the use and promotion of the call sign that its right to use the call sign will not be challenged. Under the commission's proposal, not only would a broadcaster not have a means of knowing in advance that its right to use a particular call sign was secure, but a broadcaster could be intimidated from using a desired call-letter combination that it would be clearly entitled to use under the commission's existing policies by the threat of protracted and costly court litigation."

NRBA, however, supported the commission's proposal to eliminate a section of the rules designed to prevent "trafficking" in call signs. "The NRBA agrees with the commission that private agreements between licensees relating to the relinquishment and reassignment of call signs are in no way

contrary to the public interest."

ABC recommended that the commission adopt its proposal stating that it would refuse to assign call letters only where there has been a "clear and convincing likelihood of public confusion." At the same time, ABC said, the commission should make clear that, in the absence of the most unusual circumstances, it would not consider objections from a station in one service against the assignment of call letters in another service. Also, ABC said, the commission should make clear that, again in the absence of the most unusual circumstances, it won't entertain call-letter objections unless at least two of the last three call letters are the same.

CBS said it agreed that the commission should continue resolving call-sign disputes. It also said it agreed with all of the commission's remaining proposals except the one that would delete the notice requirement. "CBS respectfully recommends that the commission retain the requirement that a station applying for a new call sign serve notice on the broadcast stations within 35 miles of the applicant's city of license. This requirement gives great assurance that the parties most interested in the application will learn of it and be in a position to exercise their rights to protect their stations against a confusingly similar call sign. The need for serving notice (other than through the daily commission releases) on area broadcasters is all the more acute if the commission shortens the time period for filing objections as the notice also proposes."

Cosmos Broadcasting Corp. urged the FCC to eliminate its current restriction on licensees' use of conforming call signs, "at least to the extent that it precludes conforming call signs by commonly owned stations licensed to widely separated communities and in different broadcast services, since no confusion to the listening or viewing public as to station location or community would result."

Susquehanna Broadcasting Co. asked the commission not to eliminate the section of the rules prohibiting reassignment of call letters in the same community within 180 days of relinquishment. "Whatever the purpose of this rule might have been when it was adopted by the commission, it does, indeed, serve a useful purpose in the marketplace in which broadcast stations compete. That marketplace is heavily influenced by the rating services, because market rankings determine advertiser acceptance," it said. "If the 180-day rule is not retained, and call letters can immediately be shifted to another station in the same market or community, audiences could very well be credited to the wrong station to its benefit and to the detriment of the station relinquishing the call letters."

Arbitron Ratings Co. said the FCC should retain its restrictions on conforming call signs and reassignment of relinquished call letters to keep listener confusion to a minimum. "If call-letter confusion is permitted to create confusion in ratings, it is the listeners, as well as stations and advertisers, who will be the losers," Arbitron said. "This is so because ratings are the basic tools used by stations to determine what kinds of programming will best serve the interests of the public." □

Continental OK. The FCC has clarified its authorization to Direct Broadcast Satellite Corp. to operate a direct broadcast satellite system to make clear that the system, in its initial phase, has the capability of serving the entire continental United States. In its order released Dec. 3, 1982, the FCC had granted DBSC authority to operate the system but had mischaracterized DBSC's proposal, stating that DBSC had proposed initially to serve only the Eastern section of the country.

Anne Jones ponders her four years

Commissioner, during her last week on the job, recounts some highlights and disappointments

For FCC Commissioner Anne P. Jones, last week was a time for reflecting on past commission accomplishments and for focusing on things still to be done. After four years, it was her last full week on the commission. And in a luncheon speech before the task force of the National Coalition of Black Lawyers, she did both.

Jones spoke with satisfaction of her participation in the regulatory reform undertaken by the commission, most of it in the form of deregulation, and of the need for much more, though in terms of the commission's processes. And although a lawyer, Jones expressed herself in the unlawyerlike—i.e., unvarnished—prose that has become something of a trademark.

"It is insane," she said, "that radio and television licensing proceedings should drag on for years, or even decades, as they frequently have and still do." A regulatory structure that permits or requires overcharging of some telephone customers to subsidize others when those being overcharged can desert the telephone system for "cheaper alternatives," she said, is "equally crazy."

Such plain talk reflects the independence and integrity observers spotted in Jones, a Republican from Boston, when she joined the commission in April 1979, after leaving a still-new job as general counsel of the Federal Home Loan Bank Board. For she quickly demonstrated she was not in Democratic Chairman Charlie Ferris's pocket, even if her former classmate at Boston College Law School had recommended her for the job. Ferris's Republican successor, Mark Fowler, can also testify to her independence.

Last week, at the last commission meeting Jones would attend, Fowler did. "You always tried to struggle with the issues and speak your piece," he said. (Her determina-



Chairman Fowler, Jones and her husband, William Sprague.

tion to master the issues never left her, even on that final meeting day. She arose at 5:30 a.m. to complete her review of the agenda.)

Jones did not take the lead on many issues at the commission. That was not her way. In Commissioner Mimi Dawson's view, Jones, in her determination to speak her piece, served another function: "She was the conscience of the commission."

Jones had joined the commission at a time when the pace of regulatory reform was accelerating. She was there for Computer Inquiry 2, which permits AT&T to enter the competitive marketplace; for the deregulation of cable television, radio and subscription television, and for the telephone access charge proceeding, which she considers "the most important regulatory action by the commission" during her service.

All fine, she said (although she hasn't changed her mind that the telephone access charge decision, aimed at enabling the telephone industry to escape "the debilitating effects of an irrational pricing structure," is flawed.) But she seemed more concerned about what she said was the commission's need to improve its efficiency.

The cellular radio proceeding was her principal exhibit. A technology available for a decade and capable of meeting a demonstrated need, she said, was kept from the public while the commission "struggled to create an acceptable regulatory structure for it." It's too bad, she said, the cost to the country in terms of lost productivity by those who could have used the service and of the 10-year head start given Japan and others in

the technology could not be estimated. If it could, she said, "the figures might shock us into the realization that regulatory reform is a pressing need—not a second priority."

Reforming procedures to drain such regulatory swamps was not the only assignment Jones bequeathed those who remain on the job. She mentioned, also, "establishment of a more rational and efficient method of allocating spectrum, identifying what, if any, regulation of telephony is appropriate to the post [AT&T]-divestiture world, and keeping an eye on cable as it progresses toward a fully wired nation."

There was one bit of unfinished business she mentioned—and one that was of particular interest to her audience—"the further lowering of barriers to entry and, where necessary, affirmative encouragement of wider participation in the telecommunications industry."

Jones noted that she was admittedly "reborn" on the issue; originally, she had been skeptical of the means by which the commission was seeking to facilitate greater participation in the industry by "underrepresented groups." She supports those means now, she said, because "it is right and fair" and because "it is essential to our economic well being."

The questions with which she was peppered following her remarks made it clear the black lawyers in Washington believe the commission is at fault in its own equal employment opportunity procedures. And Jones did not disagree. "I think the commission has to reach out and find minority applicants." More than that, she placed the burden of responsibility for action on Fowler—"a leader must have a moral position"—and said that, in time, the commission will be "embarrassed" into action.

Jones, whose tour at the commission ends tomorrow (May 31), is completing 15 years of government service.

She has no immediate plans for the future. But with the removal of the demands of her job at the commission, she will have time to take a breath and review the very active bidding for her services. There has been a heavy stream of calls and letters on that matter. She might also find time to reflect on a comment she made in an interview with BROADCASTING in October 1978, after the White House announced she was President Carter's choice to succeed Margita White: "I'm sure that people think I'll be the woman commissioner. Those who don't know me."

They do now. □



Jones views instant replays of her four-year FCC career.

Changing Hands

PROPOSED

KOA(AM)-KOAQ(FM) Denver □ Sold by General Electric Broadcasting Co. to A.H. Belo Corp. for \$22 million ("In Brief," April 11). **Seller** is New York-based subsidiary of General Electric Corp., group owner of three AM's, five FM's and three TV's and owner of 13 cable systems. GE has put up all eight radio stations and two of its TV's for sale (BROADCASTING, Nov. 22, 1982). It recently sold WRGB(TV) Schenectady, N.Y., for \$35 million (BROADCASTING, May 2). **Buyer**, based in Dallas, owns one AM, one FM and three TV's and is owner of cable system in Clarksville, Tenn., and publisher of *The Dallas Morning News*. It has announced termination of discussions with Gaylord Broadcasting Co. to purchase WVUE(TV) New Orleans because parties could not reach definitive purchase agreement. KOA is on 850 khz with 50 kw full time. KOAQ is on 103.5 mhz with 100 kw and antenna 1,045 feet above average terrain.

WSCR(AM) Hamden, Conn.; WPLR(FM) New Haven, Conn., and WHLY(FM) Leesburg, Fla. □ Sold by General Communicorp Inc. to Southern Broadcasting Group Inc. for \$7,274,000. **Seller** is owned by Robert G. Herpe, president. He has no other broadcast interests. **Buyer** is principally owned by Peter H. Starr, president, and brother, Michael

F. Starr. Starr brothers are former principals, with William F. Buckley, author and columnist, in Starr Broadcasting Group, of four AM's, four FM's and four TV's which was merged into Shamrock Broadcasting Co. in 1979. Merger was approved by FCC after Starrs and Buckley settled suit filed by Securities and Exchange Commission. SEC had charged fraudulent manipulation of Starr stock. WSCR(AM) is daytimer on 1220 khz with 1 kw. WPLR is on 99.1 mhz with 10 kw and antenna 950 feet above average terrain. WHLY is on 106.7 mhz with 100 kw and antenna 928 feet above average terrain.

WCME(FM) Rochester, N.Y. □ Sold by Community Music Service Inc. to Stoner Broadcasting System Inc. for \$4.2 million. **Seller**, group owner based in Laconia, N.H., is owned by Sconnix Group Broadcasting Inc. It is headed by Scott R. McQueen, president, and owns three AM's and four FM's. **Buyer** is based in Des Moines, Iowa, and is principally owned by Thomas H. Stoner, chairman (69.1%). It also owns five AM's and six FM's. WCME is on 96.5 mhz with 20 kw and antenna 457 feet above average terrain.

WGH-AM-FM Newport News, Va. □ Sold by Hampton Roads Broadcasting Corp. to COMMCOR Inc. for \$3.2 million. **Seller**, based in Norfolk, Va., is subsidiary of The

Daily Press Inc.; William R. Van Buren Jr. is president and Raymond B. Botton Jr. is chairman. It has no other broadcast interests. **Buyer**, based in Dayton, Ohio, is headed by R.J. Minor, chairman. It has no other broadcast interests. WGH is on 1310 khz with 5 kw full time. WGH-FM is on 97.3 mhz with 74 kw and antenna 400 feet above average terrain. *Broker: Blackburn & Co.*

WXJY(FM) Menomonee Falls, Wis. □ Sold by Darrel Peters Productions Inc. to H. Stewart Corbett Jr. and others for \$2 million. **Seller** is owned by Darrel Peters, who also owns wSEX(FM) Arlington Heights, Ill. **Buyer** is owned by H. Stewart Corbett Jr., Fred DeMatteis and Al Rogers. Corbett and DeMatteis are former owner of WHRR(FM) Hilton Head, S.C., and Rogers is former vice president and general manager of WHRR. WXJY is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain.

KEPT(FM) Shreveport, La. □ Sold by Good News Broadcasting to Triple J. Communications for \$1.85 million. **Seller**, based in Yukon, Okla., is owned by Gary L. Acker and W.E. Moore (50% each). Acker also owns KWAS(AM) Amarillo, KKOL(AM) El Paso and KPAS(AM) Fabens, all Texas; WROS(AM) Jacksonville, Fla.; KRIZ(FM) Roswell, N.M., and 50% of KLFJ(AM) Springfield, Mo. He is also applicant for new FM at Wichita Falls, Tex. Moore also has interest in WTNN(AM) Millington, Tenn. **Buyer** is owned by John N. Thomas, John R.L. Vaughan Jr., and Johnny L. Wooley (one-third each). They have oil and gas business at Longview, Tex., and no other broadcast interests. KEPT is on 96.5 mhz with 100 kw and antenna 275 feet above average terrain.

KKIS(AM) Pittsburg, Calif., and KDFM(FM) Walnut Creek, Calif. □ Sold by Schofield Broadcasting Co. Inc. to Harry and James Chabin for \$1.7 million including \$100,000 noncompete agreement. **Seller** is headed by Phillip Hoffman, president, who has no other broadcast interests. **Buyer** is owned by Chabin brothers (50% each). James Chabin is former Western marketing manager, CBS-owned TV stations. Harry Chabin is president of Arvada, Colo.-based oil drilling company. They have no other broadcast interests. KKIS is on 990 khz with 5 kw full time. KDFM is on 92.1 mhz with 3 kw and antenna 89 feet above average terrain. *Broker: William A. Exline Inc.*

KDOS(FM) Fremont, Calif. □ Sold by Spanish Metro to Leon A. Crosby for \$1.5 million. **Seller** is owned by Robert L. Williams (85%) and James E. Coyle (15%). They also own KCTY(AM)-KRAY-FM Salinas, Calif. **Buyer** also owns WFAT(TV) Johnstown, Pa., and has interest in new UHF TV at Richardson, Tex. KDOS is on 104.9 mhz with 3 kw and antenna 115 feet above average terrain.

WOWD(FM) Tallahassee, Fla. □ Sold by AMRAD Corp. to Kelly Communications Inc. for \$1.47 million. **Seller** is owned by Maurice Negrin and George Jacobson. Negrin is also principal in WMOE(AM) Alpharetta, Ga. Jacobson has no other broadcast interests. **Buyer** is principally owned by Jim McCruden. It also owns WQPD(AM) Lakeland, Fla.; KJEZ(FM) Popular Bluff, Mo., and KTGR(AM)-KCMQ(FM) Columbia, Mo. WOWD is on

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33.1 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Chapman Associates.*

IKF(FM) Garden Grove, Calif. □ Eighty percent sold by Orange Broadcasting Corp. to Ned Lewis Family Trust and others to Rie Communications Inc. for \$1.4 million. **Seller** is Ned Lewis, Victor K. Hardin, Rick W. Flammer (24% each) and Richard L. Gay (8%). They have no other broadcast interests. **Buyer** is owned by Arthur Astor, resident and owner of other 20% of station's stock. Astor is among applicants for facilities of RKO General's KHJ(AM)-KTH(FM) Los Angeles. He promises to divest himself of KIKF if he were to win HJ(AM)-KRTH(FM) contest. He has also bought, subject to FCC approval, KTIM-AM in San Rafael, Calif. (see below). KIKF is on 94.3 mhz with 3 kw and antenna 245 feet above average terrain.

TIM-AM-FM San Rafael, Calif. □ Sold by Platt Communications Inc. to Marin Broadcast Co. for \$1.4 million. **Seller** is owned by Donald Platt, president and general manager, and 10 other stockholders. They have no other broadcast interests. **Buyer** is owned by Arthur Astor, who is also buying IKF(FM) Garden Grove, Calif. (see above). TIM is daytimer on 1510 khz with 1 kw. TIM-FM is on 100.9 mhz with 2.2 kw and antenna 300 feet above average terrain. *Broker: William A. Exline Inc.*

WHMP-AM-FM Northampton, Mass. □ Sold by Pioneer Valley Broadcasting to Northampton Broadcasting Corp. for \$1.2 million. **Seller** is owned by brothers, Charles W. and Peter L. DeRose, who have no other broadcast interests. **Buyer**, based in Middletown, N.Y., is owned by Robert F.X. Sillerman and Bruce Morrow, who also own two AM's, two FM's and one TV. WHMP is on 1400 khz with 1 kw day and 250 w night. WHMP-FM is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain. *Brokers: Horton & Associates and Richter-O'Grady Co.*

WMOA-AM-FM Marietta, Ohio □ Seeks assignment of license from WMOA Inc. to Employee Owned Broadcasting Corp. for \$820,000, plus \$180,000 noncompete agreement. **Seller** is owned by Ray H. Rosenblum, president. He has no other broadcast interests. **Buyer** is principally owned by Carl Clovis, resident (51%). It also owns WBRJ(AM) Marietta. Clovis is also president and part owner of WCKX(FM) London, Ohio. To comply with FCC duopoly rules, EOB will spin off WMOA(AM) to Washington Technical College (see "For the Record," page 71). WMOA(AM) is on 1490 khz with 1 kw day and 250 w night. WMOA-FM is on 94.3 mhz with 3 kw and antenna 200 feet above average terrain.

KDKD-AM-FM Clinton, Mo. □ Sold by Clinton Broadcasting Co. Inc. to Clinton Radio Co. for \$525,000, plus \$300,000 noncompete agreement. **Seller** is owned by Randel Boen and wife, Joan, who have also bought, subject to FCC approval, KFOM(AM) Flat River, Mo. **Buyer** is owned by John Lockton II (94%) and wife, Cheryl A., and Thomas V. Van Dyke (3% each). John Lockton is Prairie Village, Kan., insurance agent; Cheryl Lockton is housewife. Van Dyke is Kansas City, Mo., attorney. KDKD is day-

timer on 1280 khz with 1 kw. *Broker: Ralph E. Meador.*

KXLR(AM) North Little Rock, Ark. □ Sold by Shamrock Broadcasting Inc. to KEZQ Limited Partnership for \$500,000. **Seller**, based in Hollywood, Calif., is headed by Roy E. Disney. **Buyer** is owned by general partner Robert Understein and group of eight limited partners including Washington communications attorneys Jason Shrinsky, Bruce Eisen and James Weitzman. They are principals in KIEL(AM)-KEZQ(FM) Jacksonville, Ark.; WXKS-AM-FM Medford, Mass., and WUSQ(AM)-WVAI(FM) Winchester, Va. KXLR is on 1150 khz with 5 kw day and 1 kw night.

KRZI(AM) Waco, Tex. □ Sold by KW Communications Inc. to P.R.V. Broadcasting Co. for \$450,000 cash. **Seller** is principally owned by Stuart W. Klein, president. It has no other broadcast interests. **Buyer** is owned by Cindy Parks Vardeman, president, and her sister, Lynn Parks Rollins (50% each), who own real estate in Waco, Tex. They have no other broadcast interests. KRZI is on 1580 khz with 1 kw day and 500 w night.

WQZQ(FM) Moyock, N.C. □ Sold by Chesapeake Communications Inc. to Southland Communications Inc. for \$425,000. **Seller** is owned by Clyde E. Griffith, who has no other broadcast interests. **Buyer** is owned by Jim Hunt, his wife, Lynn, and Klaus Raab. Jim Hunt is salesman at WERA(AM) Plainfield, N.J., and Lynn Hunt is former saleswoman at WKER(AM) N.J. Raab is assistant

vice president for steel company in Wayne, N.J. They have no other broadcast interests. WQZQ is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Reggie Martin & Associates.*

KBOQ(FM) Marina, Calif. □ Sold by Marina Broadcasting Corp. to Glen E. Thompson and others for \$1,000, plus assumption of \$400,000 debt and additional consulting fee. **Seller** is owned by Clintell Porter, who has no other broadcast interests. **Buyer** is owned by Glenn E. Thompson, Laura Ellen Hopper, Leo Kesselman, Joe Thompson and Vega Porter, who is separated from Clintell Porter. Glen Thompson owns 52.5% of KRCQ(AM) Indio, Calif.; Kesselman and Hopper have interest in permittee for KTJA(FM) Beaverton, Ore.; Joe Thompson is station manager of KBOQ, and Vega Porter is bookkeeper there. KBOQ is on 92.7 mhz with 900 w and antenna 570 feet above average terrain.

KKDI-AM-FM Sheridan, Ark. □ Sold by Cliff Packer Enterprises Inc. to Golden Eagle Communications for \$350,000. **Seller** is owned by Cliff Packer and his wife, Elva. They have no other broadcast interests. **Buyer** is Texas general partnership, principally owned by Phillip T. Zeni. He also owns KSZN(AM) Pampa, Tex. KKDI is 250 w daytimer. KKDI-FM is on 102.3 mhz with 3 kw and antenna 306 feet above average terrain. *Broker: Norman Fischer & Co.*

KISD(AM) Medford, Ore. □ Sold by CBF Broadcasting Inc. to Ray Johnson for

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\$325,000. Seller is principally owned by John Ferris, who has no other broadcast interests. Buyer is owned by Ray Johnson, who also owns KTMT(FM) Medford and KTVZ(TV) Bend, Ore. KISD is daytimer on 860 khz with 1 kw. Broker: William A. Exline.

WFCB(FM) Chillicothe, Ohio □ Sold by Terins Enterprises to Wyandot Radio Corp. for \$285,000. Seller is owned by Ronald Fester and Burrell Adkins. Adkins is general manager of WFCB. Sellers have no other broadcast interests. Buyer is owned by David L. Smith, president (60%) and wife, Annette (40%), David Smith has interest in WFOB-AM-FM Fostoria, Ohio, and cable system in Bowling Green, Ohio. WFCB is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

KZMK(FM) Bisbee, Ariz. □ Sold by Copper Valley Broadcasters Inc. to Ed Bolding for \$283,800. Seller is owned by Morin Scott Jr. (63.5%), George E. Worth (28.6%) and Palmer Stewart (7.9%). Last two also have minority interest in application for new FM at Carson City, Nev. Scott has no other broadcast interests. Buyer is Tucson, Ariz., lawyer, who has no other broadcast interests. KZMK is on 92.1 mhz with 50 w and antenna 207 feet above average terrain.

WBFJ(AM) Winston-Salem, N.C. □ Sold by Beacon Broadcasting Inc. to WBFJ Radio of Winston-Salem for \$281,000. Seller is owned by Quality Media Corp., headed by William J. Kitchen, president. It also owns WMOC(AM) Chattanooga, and is applicant for new TV at Corpus Christi, Tex. Buyer is owned by Philip T. Watson, Winston-Salem accountant. He has no other broadcast interests. WBFJ is daytimer on 1550 khz with 1 kw.

KIVE(FM) Glendive, Mont. □ Sold by Christian Enterprises Inc. to Bighorn Broadcasting Inc. for \$225,000, including \$50,000 noncompete agreement. Seller is owned by Harold Erickson, L.E. Wood, Alvin Houssep, Alvin Odenbach and Vern Phillips, who also own KGLE(AM) Glendive; KGVW(AM) Belgrade, and KURL(AM) Billings, all Montana. Buyer is equally owned by brothers Roger S., John H. and Jeffrey Smither Werner, and Michael D. Waggoner. Roger Werner is local sales manager at KMSP-TV Minneapolis; John Werner is general manager and Waggoner is sales manager at KRS(AM)-KJJO(FM) Minneapolis. KIVE is on 96.5 mhz with 100 kw and antenna 30 feet above average terrain.

KCRJ-FM Cottonwood, Ariz. □ Sold by Verde Valley Broadcasting Inc. to Central Broadcasting Co. for \$222,130. Seller is owned by James C. Sell and Dee Riddell Harris. They have no other broadcast interests. Buyer is owned by Ralph J. Carlson, president (59%); his sons, R. Steve and Brent J. (8% each); Alan D. Hague (15%), and David B. Casto (10%). Ralph and Steve Carlson also have interest in KRSP-AM-FM Salt Lake City and, with Hague, interest in KRJC(FM) Elko, Nev. Casto is manager of KZKZ(AM) Flagstaff, Ariz. Brent Carlson is salesman at KRSP-AM-FM Salt Lake City. KCRJ-FM is on 95.9 mhz with 3 kw.

WRMJ(FM) Aledo, Ill. □ Sold by Coleman Broadcasting Co. to Western Illinois Broad-

casting Inc. for \$150,000, plus \$50,000 noncompete agreement. Seller is owned by Roger H. Coleman, president (70%), and wife, Marilyn (30%). They also own WRAM(AM) Monmouth, Ill. Buyer is owned by 15 Mercer county, Ill., businessmen, headed by William H. Longley, president. It has no other broadcast interests. WRMJ is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

□ Other proposed station sales include: KXO-AM-FM El Centro, Calif.; KMKR(AM) Meeker, Colo.; WVCG(AM) Coral Gables, Fla. (BROADCASTING, April 25); WMFL(AM) Monticello, Fla.; WPCO(AM) Mount Vernon, Ind.; WGNO-TV New Orleans (BROADCASTING, April 18); WILS-AM-FM Lansing, Mich. (BROADCASTING, May 23); WYFC(AM) Ypsilanti, Mich.; WJRL(AM) Calhoun City; WCSA(AM) Ripley; WRGB(TV) Schenectady, N.Y. (BROADCASTING, May 2); WMOA(AM) Marietta, Ohio; WRCV(FM) Mercersburg, Pa. (BROADCASTING, May 9); WHAT(AM) Philadelphia; KEMM(FM) Commerce, Tex. (BROADCASTING, May 23), and KTEZ(FM) Lubbock, Tex. (BROADCASTING, April 11).

APPROVED

WHBS(FM) Holiday, Fla. □ Sold by Holiday Broadcasting Systems Inc. to Variety Broadcasting Corp. for \$800,000. Seller is owned by Lowell W. Paxson, president and major stockholder, who is also president and principal owner of WWQT(AM) Dunedin, Fla., which has been sold to Bay Area Communications Inc. (see "For the Record," page 72). Buyer is owned by Gary S. Hess, president (25%), Sylvan Taplinger (25%), Michael and Dorothy Spector and their daughters, Roslyn Spooner and Ann Lief (12.5% each), who are also buying WWQT. Taplinger is former executive vice president of SJR Communications; Michael Spector is Florida-based record retailer. Hess has 25% interest in applicant for new FM's at Middleton, Md., and San Angelo, Tex. WHBS is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

KWGF(AM) Stockton, Calif. □ Sold by Best Radio Inc. to Central Valley Communications for \$718,000. Seller is headed by Jack L. Siegel, president, who has interest in KNTF(FM) Ontario and KCKC(AM) San Bernardino, both California. It has sold KWGF(FM) Tracy, Calif. (see below). Buyer is wholly owned subsidiary of Home News Publishing Co., headed by William M. Boyd, chairman, which has interest in WKPT(AM)-WTFM(FM)-WKPT-TV Kingsport,

Tenn.; WEVU(TV) Naples, Fla.; WINE(AM) WRKI(FM) Brookfield, Conn.; WSWG(AM) Torrington, Conn.; New Brunswick, N.J. Home News; three cable systems, and is applicant for new TV's at Kannapolis, N.C. and Christiansted, Virgin Islands. KWG is on 1230 khz with 1 kw full time.

WILE-AM-FM Cambridge, Ohio □ Sold to Cloverleaf Broadcasting Corp. to Grant H. Coffey for \$700,000. Seller is owned by William R. Coffey, James G. Granitsas and Nicholas Theodosopoulos (one-third each). Coffey is general manager at WILE-AM-FM. Granitsas is Cambridge attorney, and Theodosopoulos is Cambridge accountant. They also have CP for new AM at Troy, Ohio. Buyer owns Cambridge-based recording studio and produces programs on local CAT system on leased channel. He has no other broadcast interests. WILE is daytimer on 1270 khz with 1 kw. WILE-FM is on 96.7 mhz with 1.3 kw and antenna 420 feet above average terrain.

KWGF(FM) Tracy, Calif. □ Sold by Best Broadcasting Inc. to Central Valley Communications Inc. for \$500,000. Seller is headed by J.L. Siegel, president, who has also sold KWGF(AM) Stockton, Calif. (see above). Buyer is wholly owned subsidiary of Home News Publishing Co., which is also buying KWG. KWGF is on 100.9 mhz with 3 kw and antenna 350 feet above average terrain.

KBHL(FM) Lincoln, Neb. □ Sold by Sound Experience Broadcasting Co. to Radio Group Inc. for \$500,000. Seller is group of seven shareholders, including David Benware, Glenn Cox and Marion L. McBryde, who are managing directors. Benware owns Dallas-based PRISM Productions, TV production company. Cox and McBryde have no other broadcast interests. Buyer is owned by Sam (Sherwood) Sabeian and son, Tim (Kelly) Sabeian. Sam Sabeian is vice president and general manager of Metromedia KHOW(AM) Denver. Tim Sabeian is former vice president, programming, of Heft Broadcasting in Chicago. KBHL is on 95.1 mhz with 3 kw and antenna 115 feet above average terrain.

□ Other approved station sales include: WWQT(AM) Dunedin, Fla.; WDAT(AM) Omond Beach, Fla.; KSPT(AM) Sandpoint, Idaho; WJDR(FM) Prentiss, Miss.; KTRI-FM Mansfield, Mo.; WHHO-AM-FM Hornell, N.Y.; WRAW(AM) Reading, Pa., and WNBK-FM New London, Wis.

NewsBeat

Brinkley keynoter. Veteran television newsman David Brinkley will deliver keynote address on opening day of 38th annual Radio-Television News Directors Association convention at Caesars Palace in Las Vegas (Sept. 22-24). Brinkley, who is host of ABC-TV news program, *This Week*, was recipient of 1982 RTNDA Paul White Award for distinguished service to broadcast journalism.

□

Gannett grant. Gannett Foundation, Rochester, N.Y., has made \$50,000 grant to California Chicano News Media Association for establishment of national professional organization for Hispanic journalists. CCNMA, founded in 1972 and based at School of Journalism of University of Southern California in Los Angeles, coordinates job placement and training programs in journalism for Hispanics.

New trial sought by Multimedia in Donahue case

Producer says \$5.9-million award to woman whose son was kidnapped by father was result of 'prejudice'; claims talk show host acted in accord with journalistic standards

The producer of *Donahue* is seeking a new trial of the charges that Phil Donahue was guilty of violating "the parent-child relationship" and of "outrageous conduct" when he kept a commitment to a guest on two of his programs instead of helping a mother recover her abducted child. A U.S. district court jury in Denver two weeks ago concluded that the conduct merited payment of damages to the mother of \$5.9 million—an amount that attorneys for the producer, in requesting a new trial, said "is excessive and clearly the result of passion and prejudice."

The attorneys for Multimedia Program Productions Inc., Thomas B. Kelley and

Frank R. Kennedy, also argue that the court had excluded evidence concerning journalistic standards that was relevant to issues in the case. They said "eminently qualified experts" had been prepared to testify that Donahue had acted in accord with journalistic standards that had been developed "in the public interest."

The request for a new trial was filed with the court in Denver on Monday, less than a week after the 6-year-old boy in the case was recovered, in Tulsa, Okla., and returned to his mother, Willow Lynne Cramlet, who lives in Arvada, Colo. (BROADCASTING, May 23). That development was cited as "newly discovered evidence" warranting a new trial as well, in another motion, as a reason for relief from the judgment.

The case grows out of a piece Donahue did, in two segments, for the *Today* show, in April 1980, on parents who kidnap their children. Wayne R. Anderson appeared in the segments to discuss the reasons he had abducted his son, Eland, then 3, who had been living with his mother, from whom Anderson was divorced.

Anderson, who was being sought by authorities on charges of violating the custody award to the mother, had contacted Dona-

hue's staff and offered to participate in the program on the condition he appear in disguise and under an assumed name. Anderson also asked that someone take care of his boy, with whom he would be traveling, during the taping. Donahue agreed to the terms; his secretary took care of the boy, at Donahue's office at WGN-TV Chicago, while the father was being interviewed across town, at the NBC studios.

Despite the disguise, Cramlet recognized her ex-husband and notified authorities in Colorado, who called Donahue to ask for assistance in finding Anderson. Donahue staff members said they did not know his whereabouts—he had dealt with them by telephone or through his mother. When Cramlet called, they said all information regarding guests was confidential.

Her response was to bring a suit that resulted in two trials. In the first, her principal allegations were that Donahue had not cooperated with the Colorado authorities. That trial ended in a hung jury—according to one unconfirmed report, the six-member jury divided, 5-1, in favor of Donahue. In the second trial, she contended that Donahue's failure to turn the boy over to authorities when he was in his custody—instead of returning

Ratings Roundup

Repeats, specials and repeated specials dominated the TV networks' prime time schedules for the week ended May 22, and ABC again came out ahead in the Nielsen numbers, averaging a 15.4 rating/26.3 share to CBS's 14.9/25.7 and NBC's 13.6/23.3. CBS won Thursday, Friday and Sunday nights, while NBC took Monday and Tuesday and ABC took Wednesday and Saturday.

A two-hour special, *Motown 25 Years*, did the trick for NBC on Monday night scoring 22.8/35 and winning first place for the week. President Reagan's news conference Tuesday night sent all three networks into overtime, lapping into affiliates' late news periods; CBS's repeat of its once-controversial *Playing for Time*, which ran to 11:38 p.m. NYT, managed only a 12.6/21, leaving CBS in third place for the night, which NBC won primarily with repeats of *A Team* (18.8/30) and *Remington Steele* (15.9/25). Wednesday had two-hour specials head to head on ABC and CBS, with ABC's *Travis McGee*, outpointing CBS's, *Country Comes Home*, by 17.3/28 to 15.2/25.

Thursday night had an *I Love TV Test* special on ABC (13.6/24), but repeats of *Magnum P.I.* (19.2/32) and *Simon and Simon* (14.7/26) took the night for CBS while repeats of NBC's regular schedule

took second place by a tenth of a rating point over ABC. Friday was the lowest rated night of the week—CBS winning with a 12.4/22.6 to NBC's 12.3/22.5 and ABC's 12/21.8.

The First 20

1.	<i>Motown 25 Years</i>	NBC	22.8/35
2.	<i>Alice</i>	CBS	21.0/33
3.	<i>Hollywood's Private Home</i>		
	<i>Movies</i>	ABC	20.7/36
4.	<i>Magnum, P.I.</i>	CBS	19.2/32
5.	<i>Love Boat</i>	ABC	19.1/35
6.	<i>A Team</i>	NBC	18.8/30
7.	<i>60 Minutes</i>	CBS	18.5/37
8.	<i>Jeffersons</i>	CBS	18.4/30
9.	<i>Trapper John, M.D.</i>	CBS	18.2/32
10.	<i>Hart to Hart</i>	ABC	17.4/30
11.	<i>ABC Movie Special—"Travis McGee"</i>	ABC	17.3/28
12.	<i>9 to 5</i>	ABC	17.1/27
13.	<i>Parade of Stars</i>	ABC	16.8/28
14.	<i>Charlie Brown Special</i>	CBS	16.7/27
15.	<i>One Day at a Time</i>	CBS	16.5/25
16.	<i>Three's Company</i>	ABC	16.4/26
17.	<i>Hill Street Blues</i>	NBC	16.3/28
18.	<i>ABC Monday Night Movie—"Death on the Nile"</i>	ABC	16.0/25
19.	<i>Remington Steele</i>	NBC	15.9/25
20.	<i>Knight Rider</i>	NBC	15.8/27

The Final Five

58.	<i>New Odd Couple</i>	ABC	9.2/18
59.	<i>At Ease</i>	ABC	8.5/16
60.	<i>Teachers Only</i>	NBC	7.7/14
61.	<i>Small World</i>	NBC	6.4/13
62.	<i>Monitor</i>	NBC	5.8/11

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him to the father at the end of the interview—made the production company liable for “outrageous conduct” and provided evidence of a “conspiracy” with Anderson to interfere with the “parent-child relationship.” The jury awarded her \$1.7 million in actual damages and \$4.2 million in punitive damages.

Donahue has maintained that he felt that, as a journalist, he was obligated to keep his promise to Anderson. Last week, he said, “I didn’t do anything to impede or enhance the work of the police—I’m a reporter.” What’s more, as for the allegation he should have turned the boy over to the authorities, he said, “I’d go to jail myself before making a moral judgment like that—presuming I’d know what’s best for that family.”

The counsel for Cramlet, Gregg Fasing, said that although the defense “tried to use the First Amendment, this is tortious conduct—a civil wrong—for which a plaintiff can collect compensatory and punitive damages. . . . The fact that they [acted as they did] just to get an interview doesn’t mean anything. The law doesn’t permit it.”

Multimedia Program Productions’s motion for a new trial says the case “involved the highly emotional circumstances of a mother who had been separated from her son at the hands of the boy’s father,” and adds that the only conduct claimed to be the basis for an award of damages was the defendant’s employee’s caring for the child for “a few

hours” and then permitting the father to take the child with him. The \$5.9-million judgment, the motion says, “is grossly excessive and clearly the result of passion and prejudice on the part of the jury.”

Donahue’s effort to invoke the traditions and ethics of journalism did not avail him much. Three media organizations—the National Association of Broadcasters, the Radio-Television News Directors Association and the Reporters Committee for Freedom of the Press—had filed a joint brief in advance of the first trial supporting the defense’s request for a summary judgment, which was denied. And although testimony under which Donahue said he was operating was admitted in the first trial, it was excluded in the second.

The motion for a new trial said such testimony would have shown that “ethical principles and standards in journalism. . . have been developed in the public interest and would have demonstrated how the public interest is served by relationships such as that which existed between the defendant and Wayne R. Anderson for purposes of receiving information from him.” And the evidence regarding those standards, the motion says, are relevant to all of the issues raised in the case—the “intent” of Donahue, whether the conduct was “reckless” and if it had been “outrageous,” that is, “utterly intolerable in a civilized community.”

The recovery of the boy—as the result of

tips to the mother apparently generated by the national publicity the case received—was cited by the defense as another ground for a new trial, or at least as a reason for reducing the award. The motion for a new trial said that the boy’s relationship with his mother can now be evaluated. It also said the plaintiff’s damages are “greatly circumscribed in comparison with what the jury obviously considered as the basis for its verdict—a separation that would not end “in the near future,” according to the separate motion for relief from judgment. Both motions said that “the presence and testimony” of the father—who was taken into custody in Colorado when the child was recovered—constitute another new element that the court should consider. He was, the motion for new trial noted, “an alleged co-conspirator and an alleged party to the conduct giving rise to outrageous conduct.”

Besides the motions for new trial and for relief from judgment, the attorneys for Multimedia offered a third—for a judgment in Multimedia’s favor regardless of the verdict reached by the jury—and despite the court’s rejection of the defense’s motions for a directed verdict made at the close of the plaintiff’s case and again at the close of the submission of evidence. The attorneys for the defense contend that the request for a directed verdict should have been granted—that evidence to support the plaintiff’s claims and the award of any damages was lacking. □

TELECASTINGS

Closed caption billboard

Noncommercial KCET(TV) Los Angeles has announced the development and implementation of News Scan, a unique alphanumeric news and information service to be broadcast using line 21 technology to decoder-equipped homes, retail outlets, shopping centers, and “heavy-foot traffic” locations in southern California. The station will make News Scan available to the general public and has sold secondary rights of the service to Hollywood-based Silent Radio for display on “electronic billboards” in public locations, which will insert advertising messages between news stories. Each six-minute cycle will contain all of KCET’s informational elements plus Silent Radio’s five advertising messages.

The service, which will be updated hourly, is expected to be used primarily by hearing-impaired viewers, who own more than 6,000 closed-caption decoders in the viewing area.

“KCET receives a royalty based on a percentage of the gross revenue of Silent Radio,” explained KCET teletext services director Ronald J. Goldman, “and thereby creates an additional KCET revenue source, without

any investment on the part of the station.”

Silent Radio has placed the “electronic billboards” in more than 200 locations and reports “extremely positive interest on the part of both advertisers and consumers.”

War memorial

Tonight, Monday (May 30), the PBS public affairs show, *Frontline*, is scheduled to air an independently produced documentary, *Vietnam Memorial*. The film, by Washington-based filmmakers Steve York and Foster Wiley, was shot on location last Veteran’s



Day (November 11, 1982), at the dedication of the Vietnam War Memorial in Washington.

Olympic effort

The Los Angeles Olympic Organizing Committee has sold the 1984 Olympic television broadcasting rights for Canada to the Canadian Broadcasting Corp. for \$3 million and for Latin America, including Mexico, to the Latin American Broadcasting Organization for \$2.15 million. The LAOOC also recently sold broadcast rights to Africa, exclusive of South Africa, for \$200,000. Negotiations are pending with China, the USSR, most Arab states, and the Caribbean Broadcasting Union for rights to televise the games.

Executive sessions

Blue Box Productions, the TV studio facilities segment of American Express Co.’s communications services unit, has started a new service: Executive training in such potential communications problem areas as being interviewed by the news media, making speeches, conducting presentations and running meetings. Blue Box, at 125 Broad Street, in New York’s Wall Street area,

headed by Dale Thompson, formerly production manager at the Dick Van Dyke Studios in Phoenix and before that a producer and director for ABC News. The training program consists of an eight-hour, one-on-one seminar that also deals with what to do about stage fright, what to wear and how to set key points across clearly. Interviews are ideotaped for critique and analysis. Later there can be a one-hour brush-up session if students wish it. Rates for the seminar are 1,700 if the participant wants to keep the ideotape for future reference; \$1,500 if he doesn't.

PBS in the act

The Public Broadcasting Service will join the three commercial networks in scheduling dramatic mini-series next season, with that announcement that *American Playhouse*, its weekly drama series, will present the four-part "Concealed Enemies," the three-part "Roanoak" and the three-part series "Sara and Gerald" during the 1983-84 PBS season. In past seasons, *Playhouse* has presented a seven-part series, "Oppenheimer," and the three-part "The File on Jill latch."

How incredible?

Jan Landsburg Productions, producer of NBC-TV's *That's Incredible*, has announced its second annual "Most Incredible *That's Incredible* Story" scholarship award program, where high school students have a chance to win a \$2,500 college scholarship or an idea broadcast on the show. According to the company, the scholarship idea was developed by school teachers who have integrated the program into their curriculum. In addition, the winning school will receive a \$500 cash prize.

Loss of faith

In the wake of being denied a renewal and ordered off the air (BROADCASTING, March 1), Faith Center Inc.'s KHOF-TV (ch. 30) ceased operations at 12:01 a.m. May 24. In the final broadcast, Reverend Eugene Scott, pastor of Faith Center Church, urged viewers to keep contributing funds for his cause and compared the FCC to a group of wind-up toy monkeys he showed banging their drums in the background. Eight applications for interim authority are on file at the FCC, and more than 30 more have been filed for regular use of the facilities (BROADCASTING, May 16).

Two in Spanish

ABC-TV is planning to offer a Spanish language radio simulcast of two network programs, *The Fall Guy* (Wednesday, 8-9 p.m., EDT) and *The Puppy's New Adventures*—the last half-hour of *Scooby & Scrappy Doo/Puppy Hour* (Saturday, 10:30-11 a.m. EDT). The service, ABC/UNO, will be instituted on an experimental basis in five test markets for three weeks beginning next week. The stations participating in the experiment are: WABC-TV and WBNX(AM) New York; WLS-TV



Head of the headquarters. D.L. Taffner Ltd., TV production and distribution company, has acquired—and moved into—its own headquarters in New York, and President Don Taffner has named the building for his wife. Eleanor's Building, formerly owned by the family of the late New York Governor Herbert H. Lehman, is at 31 West 56th Street. Taffner put the price tag at "over \$4.5 million." The sign identifying Eleanor's Building carries the inscription "She must be obeyed," from Horace Rumpole's description of his wife in Thames Television's "Rumpole of the Bailey," distributed in the U.S. by Taffner and seen on Mobil-funded *Mystery!* on PBS. Looking out over the sign at a May 20 reception marking the unveiling were Taffner (l) and John Mortimer, Rumpole writer, who was in the U.S. for a "Britain Salutes New York" festival in conjunction with the Museum of Broadcasting.

and WOJQ(FM) Chicago; KABC-TV and KTNQ(AM)-KLVE(FM) Los Angeles; WPLG(TV) and WOCN(AM) Miami, and KSAT-TV and KCOR(AM) San Antonio, Tex.

According to ABC, the new service is designed to provide programming for the "heavily concentrated" Hispanic communities. Advertisers involved in both the telecast and the simulcast are McDonald's Corp., Mattel Toys, 20th Century-Fox Film Corp. and Bristol Myers.

In the marketplace

A two-hour Osmond family music special, set to air July 4 on superstation WTBS(TV) Atlanta, is also available for broadcast syndication through Turner Program Services. To be taped July 2 at Brigham Young University's Cougar Stadium, the special will feature guest appearances by celebrities including: Waylon Jennings, Dottie West, Glen Campbell and the Dallas Cowboy Cheerleaders. It may also include appearances by political figures. Produced by Osmond Entertainment, Orem, Utah, the program will include 10 minutes of national advertising and windows for 10 minutes of local spots.

G.I. Joe: A Real American Hero, animated mini-series based on the Marvel toy, has cleared 80 of the top 100 television markets, according to Sunbow/Marvel Production Ltd., the joint venture producing the five-part program. The barter series is slated for a first-run prime time and prime access telecasts in mid-September with a mid-December repeat.

Attention...

Radio station owners and operators:

Are you losing your honest share of business when your national radio rep is working for 4, 5, 6, even 8 stations in your market?

We're one radio representative with one name and one aim: to sell advertising for your station. Call us. You'll get our immediate and undivided attention.

Selcom radio

Radio Representatives
521 Fifth Avenue
New York, New York 10017
(212) 490-6620

Stock Index

Exchange and Company	Closing Wed. May 25	Closing Wed. May 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	64 1/2	64 5/8	- 1/8	- .19	12	1,870
N Capital Cities	144	144 1/2	- 1/2	- .34	19	1,898
N CBS	70 3/8	72	-1 5/8	- 2.25	14	2,086
N Cox	50	49 1/4	+ 3/4	+ 1.52	22	1,417
A Gross Telecasting	55 3/4	57	-1 1/4	- 2.19	13	44
O LIN	43 1/2	42	+1 1/2	+ 3.57	23	451
N Metromedia †	511 1/2	520	-8 1/2	- 1.63	35	1,430
N Outlet Co.	41 1/8	41 1/8			17	167
O Scripps-Howard	23 1/2	23 1/2			12	243
N Storer	29 5/8	28 3/8	+1 1/4	+ 4.40	d	485
O SunGroup Inc.	4 3/4	5	- 1/4	- 5.00	7	3
N Taft	52 1/2	53 1/2	-1	- 1.86	14	477
O United Television	12 5/8	13 1/4	- 5/8	- 4.71	16	149

† Last week's quote should have read 520 not 445.

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	27 5/8	25 1/2	+2 1/8	+ 8.33	28	166
A Affiliated Pubs.	43 1/2	41	+2 1/2	+ 6.09	21	340
O A.H. Belo	43 7/8	44 3/4	- 7/8	- 1.95	16	411
N American Family	19 7/8	20 1/4	- 3/8	- 1.85	13	269
O Associated Commun.	30 1/4	27 1/2	+2 3/4	+10.00	12	72
N John Blair	67 1/4	69 1/2	-2 1/4	- 3.23	15	263
N Charter Co.	13 5/8	12 3/8	+1 1/4	+10.10	17	288
N Chris-Craft	22 7/8	22 3/4	+ 1/8	+ .54	25	141
N Cowles	18 1/4	18 1/2	- 1/4	- 1.35	20	72
N Dun & Bradstreet	131 1/2	132 1/4	- 3/4	- .56	25	3,702
N Fairchild Ind.	20 7/8	20 7/8			14	273
N Gannett Co.	65 1/2	66	- 1/2	- .75	19	3,490
N General Tire	37 1/8	37	+ 1/8	+ .33	36	893
O Gray Commun.	44 1/2	44 1/2			13	21
N Gulf United	27 5/8	28	- 3/8	- 1.33	9	775
N Harte-Hanks	44	43 1/4	+ 3/4	+ 1.73	16	438
N Insilco Corp.	23 3/8	25 1/4	-1 7/8	- 7.42	21	373
N Jefferson-Pilot	35 1/8	36 1/4	-1 1/8	- 3.10	9	753
O Josephson Intl.	19 1/2	19	+ 1/2	+ 2.63	14	94
N Knight-Ridder	54 1/4	53 1/2	+ 3/4	+ 1.40	17	1,769
N Lee Enterprises	43	42 1/4	+ 3/4	+ 1.77	29	586
N Liberty	18 3/8	18 3/4	- 3/8	- 2.00	15	180
N McGraw-Hill	92	92			20	2,294
A Media General	60 5/8	60 1/2	+ 1/8	+ .20	13	421
N Meredith	108 3/4	111 1/2	-2 3/4	- 2.46	12	340
O Multimedia	40 1/4	43 3/4	-3 1/2	- 8.00	20	625
A New York Times Co.	79 1/4	76 5/8	+2 5/8	+ 3.42	18	1,024
A Post Corp.	43 1/2	43 1/2			20	79
N Rollins	14 1/2	14 3/4	- 1/4	- 1.69	15	376
N Schering-Plough	46 1/2	46	+ 1/2	+ 1.08	14	2,475
N Signal Cos.	31 5/8	30 1/2	+1 1/8	+ 3.68	62	3,352
O Stauffer Commun.*	43	43			11	43
A Tech Operations	30 1/8	29 1/2	+ 5/8	+ 2.11	19	25
N Times Mirror Co.	79 1/2	78 1/4	+1 1/4	+ 1.59	18	2,718
O Turner Bcstg.	18 1/4	17 1/2	+ 3/4	+ 4.28	d	372
A Washington Post	66 1/4	66 1/2	- 1/4	- .37	18	936
N Wometco	32 3/4	32 7/8	- 1/8	- .38	22	566

CABLE						
A Acton Corp.	8 1/8	7 3/4	+ 3/8	+ 4.83	4	41
N American Express	69 3/4	68 1/4	+1 1/2	+ 2.19	15	8,880
O Burnup & Sims	7 7/8	8 1/8	- 1/4	- 3.07	d	69
O Comcast	22 1/4	21 1/2	+ 3/4	+ 3.48	23	172
N General Instrument	50 1/4	48 1/2	+1 3/4	+ 3.60	15	1,559
N Heritage Commun.	14 1/2	12 1/4	+2 1/4	+18.36	24	107
O Rogers Cablesystems	10 5/8	10 7/8	- 1/4	- 2.29	d	234
O Tele-Communications	33 1/4	32 1/2	+ 3/4	+ 2.30	71	701
N Time Inc.	66 1/4	65 1/2	+ 3/4	+ 1.14	26	3,761
O Tocom	7 5/8	7 7/8	- 1/4	- 3.17	6	53
N United Cable TV	22 1/2	22 1/8	+ 3/8	+ 1.69	d	246
N Viacom	35 3/4	32 1/4	+3 1/2	+10.85	18	414

Exchange and Company	Closing Wed. May 25	Closing Wed. May 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
O Barris Indus.	7 1/8	6 5/8	+ 1/2	+ 7.54	79	3
N Coca-Cola	52 1/2	52 3/4	- 1/4	- .47	13	7,12
N Disney	74 1/2	74 1/4	+ 1/4	+ .33	23	2,56
N Dow Jones & Co.	53 1/2	50	+3 1/2	+ 7.00	36	3,41
O Four Star	13	9 1/4	+3 3/4	+40.54	14	1
N Getty Oil Corp.	67	69 3/4	-2 3/4	- 3.94	8	5,30
N Gulf + Western	25 5/8	25 5/8			13	1,97
O Lorimar	23 3/4	23 1/2	+ 1/4	+ 1.06	15	11
N MCA	35 1/2	36	- 1/2	- 1.38	10	1,69
N MGM/UA	20 1/8	21 1/8	-1	- 4.73	26	1,00
N Orion	26 1/4	26	+ 1/4	+ .96	d	23
O Reeves Commun.	22	21 1/2	+ 1/2	+ 2.32	11	27
O Telepictures	19	18 1/4	+ 3/4	+ 4.10	25	11
O Video Corp. of Amer.	9 7/8	9 5/8	+ 1/4	+ 2.59	23	1
N Warner	30 3/8	27 5/8	+2 3/4	+ 9.95	12	1,94
A Wrather	33 1/4	33	+ 1/4	+ .75	d	7

SERVICE						
O BBDO Inc.	41	42 1/4	-1 1/4	- 2.95	15	231
O Compact Video	8 1/8	8 3/8	- 1/4	- 2.98	d	2
N Comsat	80 1/8	70	+10 1/8	+14.46	94	72
O Doyle Dane Bernbach	28 1/4	27	+1 1/4	+ 4.62	21	16
N Foote Cone & Belding	49 3/4	48 5/8	+1 1/8	+ 2.31	13	13
O Grey Advertising	100	100			9	5
N Interpublic Group	57 1/2	56 3/8	+1 1/8	+ 1.99	14	26
N JWT Group	35 1/4	36	- 3/4	- 2.08	705	18
O MCI Communications	46 1/8	46	+ 1/8	+ .27	30	5,37
A Movielab	5 1/2	4 3/4	+ 3/4	+15.78	d	5
O A.C. Nielsen	35 3/8	34 3/4	+ 5/8	+ 1.79	17	1,09
O Ogilvy & Mather	56 3/4	56 1/4	+ 1/2	+ .88	16	24
O Telemation	6 1/2	6 3/4	- 1/4	- 3.70	14	7
O TPC Communications	2 7/8	2 1/4	+ 5/8	+27.77	d	3
A Unitel Video	12 1/2	13 1/4	- 3/4	- 5.66	18	1
N Western Union	45 1/2	45 3/8	+ 1/8	+ .27	13	1,08

ELECTRONICS/MANUFACTURING						
O AEL	37 3/4	35	+2 3/4	+ 7.85	d	7
N Arvin Industries	21 5/8	20 1/2	+1 1/8	+ 5.48	14	15
O C-Cor Electronics	18 1/4	19 1/4	-1	- 5.19	15	6
O Cable TV Industries	6	6			40	1
A Cetec	9 3/4	9 3/4			24	2
O Chyron	26	25 1/2	+ 1/2	+ 1.96	28	10
A Cohu	9	8 1/8	+ 7/8	+10.76	26	1
N Conrac	39	37 1/2	+1 1/2	+ 4.00	27	23
N Eastman Kodak	75 1/8	74 1/2	+ 5/8	+ .83	11	12,44
O Elec Missile & Comm.	14 1/4	14 1/4			d	4
N General Electric	106	106 1/8	- 1/8	- .11	d	48,30
N Harris Corp.	43 3/4	43 5/8	+ 1/8	+ .28	24	1,37
O Microdyne	15	14 1/2	+ 1/2	+ 3.44	36	7
N M/A Com. Inc.	31 3/4	31 3/8	+ 3/8	+ 1.19	43	1,35
N 3M	86 7/8	85 3/4	+1 1/8	+ 1.31	16	10,24
N Motorola	120	116 1/2	+3 1/2	+ 3.00	27	4,66
N N. American Phillips	65	66 1/4	-1 1/4	- 1.88	12	90
N Oak Industries	11 1/4	10 1/4	+1	+ 9.75	45	18
A Orrox Corp.	5 1/2	6 3/4	-1 1/4	-18.51	5	1
N RCA	29	29 5/8	- 5/8	- 2.10	18	2,36
N Rockwell Intl.	57 1/4	55 7/8	+1 3/8	+ 2.46	13	4,39
A RSC Industries	5 7/8	5 7/8			59	1
N Scientific-Atlanta	19 3/8	18 3/8	+1	+ 5.44	d	45
N Sony Corp.	15	15 7/8	- 7/8	- 5.51	28	3,46
N Tektronix	75 5/8	73 1/8	+2 1/2	+ 3.41	23	1,43
O Telemet (Geotel Inc.)	3 1/2	3 1/4	+ 1/4	+ 7.69	27	1
A Texscan	27 1/8	23 3/4	+3 3/8	+14.21	33	16
N Varian Associates	50 3/4	45 3/4	+5	+10.92	30	1,06
N Westinghouse	48 5/8	47 3/8	+1 1/4	+ 2.63	10	4,25
N Zenith	23 3/4	23 1/4	+ 1/2	+ 2.15	d	45

Standard & Poor's 400 Industrial Average 184.94 183.04 + 1.04

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-Over the counter (bid price shown, supplied by Shearson/American Express, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Stock split. d Deficit. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

Crane gives Extravision update

Teletext service president views recent improvements and lists involved for affiliates

Extravision, CBS-TV's nationally broadcast teletext system, switched to high-resolution graphics last Tuesday (May 24) during a presentation to its affiliates. Offering an update on the system, Extravision President Albert Crane also announced that the first CBS affiliate, WBTV(TV) Charlotte, N.C., is agreed to begin providing a locally produced teletext service, in combination with Extravision.

The switch from alphamosaic to high-resolution alpha-geometric graphics, accomplished shortly after 3 p.m. Tuesday, enables Extravision to present sharper pictures in greater detail. Smoother curves have replaced the boxy, mosaic patterns of the old system and a limited form of animation is possible. "High resolution gives you a palette of 512 colors—a far cry from the eight you had on the air with the earlier systems," said Crane.

Of course, only a handful of decoders, purchased by CBS and installed in public places around the country, are receiving Extravision's signal and Crane, in a colorful presentation that combined slides with live teletext feeds, urged affiliates to promote the system by purchasing a few decoders and installing them in such key locations as shopping malls and libraries.

"Extravision has been designed as an affiliate service from the start," Crane said. It can establish your station as the innovative technological leader, and improve your overall community services," as well as help maintain the vitality of over-the-air broadcasting by enabling stations to compete against textual services provided by hard-wire distributors."

Consumer decoders are not yet available in the North American Broadcast Teletext Standard Specification, the one chosen by CBS for its teletext service, but, according to Crane, several standard manufacturers plan to exhibit at the summer consumer electronics show in Chicago and "consumer models will be in some showrooms this fall." The price for consumer decoders is expected to fall to about \$250 by early 1984, he said.

Professional decoders, to be used at stations to monitor the national signal, are now available and cost from \$1,100 to \$1,300 with a three-month lead time before delivery, said Crane. Vendors currently offering them as well as equipment for originating local teletext service are Norpak and Videographics System of America (VSA). Vendors expected to offer consumer decoders by mid-1984 are Panasonic, Sony, General

Electric and RCA, said Crane, while those expecting to do so by late 1984 are Honeywell, Magnavox and Zenith.

To offer a locally originated teletext service in concert with Extravision, as WBTV(TV) has decided to do, a broadcaster must purchase a small computer and multiplexer, costing from \$125,000 to \$150,000, and hire "a very modest staff," said Crane. A more elaborate service with on-line, real-time updates, would require an investment of "over \$250,000 plus a larger staff."

A local teletext service can allow a station to offer classified ads, graphic portrayals of local traffic conditions, airline flight arrivals and up-to-the-minute information about entertainment available in the market, said Crane. A station can supplement local newscasts with background reports and sidebars and local advertisements with details on sales and specials. Nationally, Extravision offers news, weather, financial information and sports along with special features including information from the Dow Jones news wire and a gossip column from Hollywood. □

New videotext partners: Times Mirror and Post; Knight-Ridder and Newhouse

Four media companies have entered into two separate joint venture agreements in the electronic publishing field. The Washington Post Co. announced it has signed an agreement with Videotex America to explore videotext service opportunities in the Washington area. (Videotex America is a joint venture between Times Mirror, Los Angeles, and Infomart, a Toronto-based database company.)

And Knight-Ridder Newspapers has lined up another partner to share market data from its videotext experiment in south Florida—Newhouse Newspapers.

The Times Mirror-Post agreement calls for TM to share results of its market research test in southern California, scheduled to be launched in the second quarter of next year. "The Post wants to learn all it can about videotext in its infancy," Washington Post Co. President Donald Graham said. "We believe there may be substantial demands for this service in the future and we want to be ready to provide it," he said.

Although most of Washington is not cabled, a company spokesman said videotext could be made available through phone lines. Subscribers could access data through home terminals, either leased or bought.

Times Mirror has concluded a preliminary test in southern California and found videotext is viable and desired. The new commercial venture will be called Gateway.

Videotex America also has struck deals

with the *Arizona Republic/Phoenix Gazette*, *Minneapolis Star & Tribune*, *Florida Times-Union/Jacksonville Journal*, *Sacramento Bee* and *San Francisco Chronicle*.

Knight-Ridder has tested videotext in southern Florida. Results from there will be the basis for future ventures between K-R and Newhouse. If all goes well, the two companies anticipate videotext ventures in New Orleans, Cleveland, Portland, Ore., and Newark, N.J., cities where Newhouse owns newspapers. The papers involved include the *Times-Picayune/States-Item*, the *Oregonian*, the *Plain Dealer* and the *Star-Ledger*, respectively.

The Newhouse agreement adds another major entity with which Knight-Ridder will share information from its Viewtron experiment in Coral Gables, Fla., set for its initial consumer marketing phase in September. The Viewtron experiment is a venture between Knight-Ridder and AT&T, which is supplying the test's hardware.

K-R also has agreements with Affiliated Publications (*Boston Globe*), Capital Cities Communications (*Kansas City Star/Times*) and (*Fort Worth Star Telegram*), the Seattle Times Co. (*Seattle Times*) and Abell Publishing (*Baltimore Sun*). □

Attention...

Radio station owners and operators:

How much non-wired network business are you losing when your national radio reps divvy-up those network buys among many stations in your market?

We're one radio representative with one name and one aim: to sell advertising for your station. Call us. You'll get our immediate and undivided attention.

Selcom radio

Radio Representatives
521 Fifth Avenue
New York, New York 10017
(212) 490-6620

As compiled by BROADCASTING, May 16 through May 20, 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.

New stations

AM Applications

- **Unalaska, Alaska**—Denali Broadcasting Co. Inc. seeks 281.63 khz, 500 w-D, 500 w-N. Address: 1549 East Tudor Road, Anchorage 99507. Principals: John Lindauer, president, who also has 49.1% interest in KVAK(AM) Valdez, Alaska. Filed May 11.
- **Beverly Hills, Calif.**—Cozzin Communications Corp. seeks facilities of KHJ(AM) Los Angeles; 930 khz, 5 kw-U, DA-N. Address: 29425 Chagrin Boulevard, Pepper Pike, Ohio 44122. Principal is owned by Bill Cosby (51%) and Joseph T. Zingale, president (49%). They also are applicants for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see below). It is also applicant for 22 low-power TV's. Filed May 12.
- **Hawthorne, Calif.**—South Jersey Radio Inc. seeks facilities of KHJ(AM) Los Angeles; 930 khz, 5 kw-U, DA-N. Address: 15 Shore Road, Linwood, N.J. 08221. Principals: Howard L. Green and Donald M. Simmons (50% each). They also own WOND(AM) Pleasantville and WMGM(FM) Atlantic City, both New Jersey; WENY(AM)-WLEZ(FM)-WENY-TV Elmira, N.Y., and are applicants for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see below). They will divest one AM or one FM upon approval of this application. Filed May 11.
- **Los Angeles**—Douglas Reed Mathis seeks facilities of KHJ(AM) Los Angeles; 930 khz, 5 kw-U, DA-N. Address: 370 North 730 East, Soda Springs, Idaho 83276. Principal is sales manager at KBRV(AM)-KFIS(FM) Soda Springs, Idaho. Filed May 11.
- **Los Angeles**—First City Communications Inc. seeks facilities of KHJ(AM) Los Angeles; 930 khz, 5 kw-U, DA-N. Address: 1101 15th Street, N.W., Suite 800, Washington, D.C. 20005. Principal is owned by First Cities Properties Inc. (85%), headed by Chester C. Davenport, president, and Early D. Monroe Jr. (15%). It is also applicant for facilities of RKO General Inc.'s stations at Boston; Bethesda, Md.; Ft. Lauderdale, Fla.; Chicago, and Los Angeles and San Francisco (see below), and 14 low-power TV's.
- **Los Angeles**—Hobart Broadcasting Ltd. seeks facilities of KHJ(AM) Los Angeles; 930 khz, 5 kw-U, DA-N. Address: 4929 Wilshire Blvd., 910. Los Angeles 90010. Principal is owned by general partner, Hobart Broadcasting Co. (10%), headed by Johnnie Cochran, president and 80% owner; Wylie H. Whisonant Jr. and Russell H. Long, 19% limited partners, and 22 other limited partners. Filed May 12.
- **Los Angeles**—Los Angeles Broadcasting Co. seeks facilities of KHJ(AM) Los Angeles; 930 khz, 5 kw-U, DA-N. Address: 10660 Wilshire Blvd., Los Angeles 90024. Principals: Tate Smith, president (60%), Dolores Gardner (25%) and Frances Murrietta (10%) and Martha Lorena Alfaro (5%). Latter is citizen of Nicaragua and permanent resident of U.S. Gardner is general manager of KJLH(FM) Compton, Calif.; Murrietta is account executive at K11S(FM) Los Angeles. They are also applicants for facilities of KRTH(FM) Los Angeles. Filed May 12.
- **Los Angeles**—RRT Communications seeks facilities of KHJ(AM) Los Angeles; 930 khz, 5 kw-U, DA-N. Address: P.O. Box 92911, Los Angeles 90009. Principals: Ray R. Thurston (85%), Douglas G. Simon (10%), Amy L. Luther (5%). They are also applicant for facilities of KRTH(FM) Los Angeles (see below). Filed May 12.
- **Los Angeles**—Stephen E. Powell seeks facilities of KHJ(AM) Los Angeles; 930 khz, 5 kw-U, DA-N. Address: Pinkham Notch Road, Box 326, Jackson, N.H. 03846. Principal is also applicant for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see below), and has interest in application for new FM to replace deleted facilities of WXLQ(FM) Berlin, N.H. Filed May 12.
- **Los Angeles**—Valley Radio seeks facilities of KHJ(AM) Los Angeles; 930 khz, 5 kw-U, DA-N. Address: 4072 Township Avenue, Simi Valley, Calif. 9063. Principal is owned by Manuel A. Cabranes, who has CP for new AM at Simi Valley, which he will divest himself of upon approval of this applications. Filed May 6.
- **Pismo Beach, Calif.**—Adelman Communications seeks 1200 khz, 5 kw-D, 1 kw-N. Address: 37639 Clung, Palmdale, Calif. 93550. Principal also is applicant for low-power TV at Ridgecrest, Calif. Filed May 2.
- **Richmond, Calif.**—Cozzin Communication Corp. seeks facilities of KFRC(AM) San Francisco; 610 khz, 5 kw-U. Address: 29425 Chagrin Boulevard, Pepper Pike, Ohio 44122. Principals: Bill Cosby (51%) and Joseph T. Zingale, president (49%), who are also applicants for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles (see above). Filed May 12.
- **Richmond, Calif.**—South Jersey Radio Inc. seeks facilities of KFRC(AM) San Francisco; 610 khz, 5 kw-U. Address: 15 Shore Rd. Linwood, N.J. 08221. Principal is owned by Howard L. Green and Donald M. Simmons, who are also applicants for new AM's at Hawthorne (Los Angeles), Calif.; Bethesda, Md.; New York; Malden (Boston), Mass., and Memphis. (see above). Filed May 11.
- **San Francisco**—Bryan Benware seeks facilities of KFRC(AM) San Francisco; 610 khz, 5 kw-U. Address: 75 East Tabernacle, St. George, Utah 84770. Principal is former advertising sales manager at KTLE-AM-FM Tooele, Utah. Filed May 11.
- **San Francisco**—First City Communications Inc. seeks facilities of KFRC(AM) San Francisco; 610 khz, 5 kw-U. Address: 1101 15th Street, N.W., Suite 800, Washington, D.C. 20005. Principal is owned by First Cities Properties Inc. (85%), headed by Chester C. Davenport, president, and Early D. Monroe Jr. (15%) (see above).
- **San Francisco**—N.T. Media Co. seeks facilities of KFRC(AM) San Francisco; 610 khz, 5 kw-U. Address: 1726 Fillmore Street, San Francisco 94115. Principal: Naomi T. Gray, who has no other broadcast interests. Filed May 12.
- **San Francisco**—Presidio Broadcasters Ltd. seeks facilities of KFRC(AM) San Francisco; 610 khz, 5 kw-U. Address: 550 Battery Street, 1019, San Francisco 94111. Principal is owned by general partner, Bay-West Communications Inc. (10%), headed by John H. Sylvester, president, and 22 other limited partners. Filed May 12.
- **San Francisco**—Stephen E. Powell seeks facilities of KFRC(AM) San Francisco; 610 khz, 5 kw-U. Address: Pinkham Notch Road, Box 326, Jackson, N.H. 03846. Principal is also applicant for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles and San Francisco. (see above). Filed May 12.
- **San Francisco**—Paul J. Growald seeks facilities of KFRC(AM) San Francisco; 610 khz, 5 kw-U. Address: 4 Embarcadero Cent. #2680, San Francisco 94111. Principals: Growald also has interest in new FM at Las Vegas. Filed May 9.
- **Tice, Fla.**—San Carlos Broadcasting Co. seeks 650 khz, 5 kw-D. Address: 7728 Bass Road RR20, Fort Myers, Fla. 33908. Principals: Dorothy Hanner Ratcliff, president, her husband, Robert I. (90% jointly), and Charlie Floyd (10%). They have no other broadcast interests. Filed May 10.
- **Bethesda, Md.**—Classical Arts Committee seeks facilities of WGMS(AM) Bethesda; 570 khz, 5 kw-D, 1 kw-N, DA-2. Address: 9812 Cherry Tree Lane, Silver Spring, Md. 20901. Principals: Anthony W. Rose Jr., Philip S. Brown, Zemira Z. Jones (30% each) and Stephanie Colbert-Hopkin (10%). Rose is sales executive at WKYS(FM) Washington Brown is sales executive at WJZ-TV Baltimore; Jones is vice president and general manager at WRQC(FM) Cleveland Colbert-Hopkins has no other broadcast interests. Filed May 12.
- **Bethesda, Md.**—First City Communications Inc. seeks facilities of KFRC(AM) San Francisco; 610 khz, 5 kw-U. Address: 1101 15th Street, N.W., Suite 800, Washington D.C. 20005. Principal is owned by First Cities Properties Inc. (85%), headed by Chester C. Davenport, president, and Early D. Monroe Jr. (15%). It is also applicant for facilities of RKO General Inc.'s stations at Boston; Bethesda, Md.; Ft. Lauderdale, Fla.; Chicago; Los Angeles and San Francisco (see above), and 14 low-power TV's. Filed May 12.
- **Bethesda, Md.**—Potomac Broadcasting Corp. seeks facilities of WGMS(AM) Bethesda; 570 khz, 5 kw-D, 1 kw-N DA-2. Address: 7000 Wyndale Street, N.W., Washington D.C. 20015. Principal is headed by Joseph C. McLaughlin, president, and Charlene A. Woody (20% each). It is also applicant for WGMS-FM Washington. Filed May 11.
- **Bethesda, Md.**—South Jersey Radio Inc. seeks facilities of WGMS(AM) Bethesda; 570 khz, 5 kw-D, 1 kw-N, DA-2. Address: 15 Shore Road, Linwood, N.J. 08221. Principal is owned by Howard L. Green and Donald M. Simmons (50% each). They are also applicants for new AM's at Hawthorne (Los Angeles) and Richmond (San Francisco), both California; New York; Malden (Boston), Mass., and Memphis. (see above). Filed May 11.
- **Bethesda, Md.**—Stephen E. Powell seeks facilities of WGMS(AM) Bethesda; 570 khz, 5 kw-D, 1 kw-N, DA-2. Address: Pinkham Notch Road, Box 326, Jackson, N.H. 03846. Principal is also applicant for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles and San Francisco (see above). Filed May 12.
- **Bethesda, Md.**—TNR Broadcasting Group seeks facilities of WGMS(AM) Bethesda; 570 khz, 5 kw-D, 1 kw-N, DA-2. Address: 1220 19th Street, N.W., Room 200, Washington 20036. Principal is owned by Martin Peretz (55%) and James K. Glassman (45%). Peretz is editor-in-chief of *The New Republic* magazine. He also has interest in WNEV-TV Boston. Glassman is publisher of *The New Republic*. Filed May 12.
- **Bethesda, Md.**—Washington's Good Music Station seeks facilities of WGMS(AM) Bethesda; 570 khz, 5 kw-D, 1 kw-N, DA-2. Address: 1321 4th Street, N.W., Washington 20024. Principal is headed by Peter Straus, president, who also owns WMCA(AM) New York and has interest in WFTR-AM-FM Front Royal, Va. Filed May 12.
- **Bethesda, Md.**—Washington Metropolitan Broadcasters Inc. seeks facilities of WGMS(AM) Bethesda; 570 khz, 5 kw-D, 1 kw-N, DA-2. Address: 7800 Orchid Street, N.W., Washington 20012. Principals: Donna Lee Ragland, president, Leonade Diane Jones, G. Godwin Oyewole and Fred L. Thomas (25% each). Jones is assistant treasurer of Post-Newsweek Stations, Inc., subsidiary of The Washington Post Co., which owns four VHF TV's; Oyewole is general manager of noncommercial WDCU(FM) Washington. Ragland is general sales manager of WKYS(FM) Washington. Thomas is general assignment reporter and public affairs host with WRC-TV Washington. Filed May 12.
- **Chevy Chase, Md.**—Cozzin Communications Corp. seeks facilities of WGMS(AM) Bethesda, Md.; 570 khz, 5 kw-D, 1 kw-N, DA-2. Address: 29425 Chagrin Boulevard, Pepper Pike, Ohio 44122. Principals: Bill Cosby (51%) and Joseph T. Zingale, president (49%), (see above). Filed May 12.
- **Boston**—Danna May-Lynn Duran seeks facilities of WRKO(AM) Boston; 680 khz, 50 kw-U, DA-2. Address: P.O. Box 414, Tooele, Utah 84074. Principal has no other broadcast interests. Filed May 11.
- **Boston**—Rita F. Hurwitz seeks facilities of WRKO(AM) Boston; 680 khz, 50 kw-U, DA-2. Address: 61 Langdon Street, Newton, Mass. 02158. Principal has no other broadcast interests. Filed May 12.
- **Boston**—The Commonwealth Broadcast Group seeks facilities of WRKO(AM) Boston; 680 khz, 50 kw-U, DA-2. Address: 25 Washington Street, Norwell, Mass. 02061. Principals: Marc L. Berman, Scott J. Bacherman (30.5%

ach), Beth Marie Robinson (24%), Kathleen F. Lynch (10%) and Mary Jane Gregory (5%). Bacherman and Bertan are part owners of WPOE(AM) Greenfield. Gregory is station manager. Principals are also applicant for new FM at Boston. Filed May 10.

Malden, Mass.—South Jersey Radio Inc. seeks facilities for WRKO(AM) Boston; 680 khz., 50 kw-U, DA-2. Address: 5 Shore Road, Linwood, N.J. 08221. Principal is owned by Howard L. Green and Donald M. Simmons, who are also applicants for new AM's at Hawthorne (Los Angeles) and Richmond (San Francisco), both California; Bethesda, Md.; New York, and Memphis, Tenn. (see above). Filed May 11.

New York—Freedom Broadcasting Corp. seeks facilities for WOR(AM) 710 khz., 50 kw-D, 50 kw-N. Address: Room 357 Rockefeller Plaza, New York 10020. Principal is owned by Price Communications Corp., headed by Robert Price, president, which also owns WOWO(AM) Fort Wayne, Ind., and is applicant for new AM for College Park, Va. and Annandale, Va. Filed May 11.

New York—S/G Communications seeks facilities for WOR(AM) 710 khz., 50 kw-D, 50 kw-N. Address: 551 Fifth Avenue, New York 10017. Principal is owned by Harvey arr (50%), Howard M. Squadron (25%), Simon Gourdine and wife, Patricia (12.5% each). They have no other broadcast interests. Filed May 12.

New York—South Jersey Radio Inc. seeks facilities for WOR(AM) 710 khz., 50 kw-D, 50 kw-N. Address: 15 Shore Road, Linwood, N.J. 08221. Principal is owned by Howard L. Green and Donald M. Simmons, who are also applicants for new AM's at Hawthorne (Los Angeles) and Richmond (San Francisco), both California; Bethesda, Md.; Malden (Boston), Mass., and Memphis (see above). Filed May 11.

Scarsdale, N.Y.—Cozzin Communications Corp. seeks facilities for WOR(AM) 710 khz., 50 kw-D, 50 kw-N. Address: 29425 Chagrin Boulevard, Pepper Pike, Ohio 44122. Principals: Bill Cosby (51%) and Joseph T. Zingale, president (49%) (see above). Filed May 12.

Memphis, Tenn.—South Jersey Radio Inc. seeks facilities for WHBQ(AM) 560 khz., 5 kw-D, 1 kw-N, DA-2. Address: 15 Shore Road, Linwood, N.J. 08221. Principal is owned by Howard L. Green and Donald M. Simmons, who are also applicants for new AM's at Hawthorne (Los Angeles) and Richmond (San Francisco), both California; Bethesda, Md.; Malden (Boston), Mass., and New York (see above). Filed May 11.

Duffield, Va.—Duffield Broadcasting Co. seeks 1120 khz., 1 kw-D. Address: Route 3, Gate City, Va. 24251. Principal is owned by W.B. Moore Jr. and J. Marion Smith (50% each). They have no other broadcast interests. Filed May 10.

Applications

Los Angeles—Belvedere Broadcasting Ltd. seeks facilities for KRTH(FM) Los Angeles; 101.1 mhz., 58 kw, HAAT: 2,880 ft. Address: 12228 Arbor Place, Los Angeles, 90044. Principal is owned by Belvedere Broadcasting Corp., general partner, headed by Rev. Johnny Otis, president, and 24 limited partners. Filed May 12.

Los Angeles—Cozzin Communications Corp. seeks facilities for KRTH(FM) Los Angeles; 101.1 mhz., 58 kw, HAAT: 2,880 ft. Address: 29425 Chagrin Boulevard, Pepper Pike, Ohio 44122. Principals: Bill Cosby (51%) and Joseph T. Zingale, president (49%) (see above). Filed May 12.

Los Angeles—Dick Clark Broadcasting Inc. seeks facilities for KRTH(FM) Los Angeles; 101.1 mhz., 58 kw, HAAT: 2,880 ft. Address: 3003 West Olive Avenue, Burbank, Calif. 91505. Principal is owned by Richard W. Clark and wife, Irene. It is also applicant for new FM's at Los Angeles, Chicago and New York (see above). Filed May 12.

Los Angeles—First Community Communications Inc. seeks facilities for KRTH(FM) Los Angeles; 101.1 mhz., 58 kw, HAAT: 2,880 ft. Address: 1101 15th Street, N.W., Suite 40, Washington, D.C. 20005. Principal is owned by First Cities Properties Inc. (85%), headed by Chester C. Davenport, president, and Early D. Monroe Jr. (15%), (see above). Filed May 12.

Los Angeles—Julio Rumbaut and others seeks facilities for KRTH(FM) Los Angeles; 101.1 mhz., 58 kw, HAAT: 2,880 ft. Address: 825 41st Street, Miami Beach, Fla. 33140. Principal is owned by Julio Rumbaut (50%), Norma Martinez de Arizala Levin and husband Herbert M. Levin (5% each). It is also applicant for facilities of RKO General Inc.'s stations at New York; Ft. Lauderdale, Fla., and Chicago (see below). Filed May 12.

Los Angeles—Los Angeles Broadcasting Co. seeks facilities for KRTH(FM) Los Angeles; 101.1 mhz., 58 kw, HAAT: 2,880 ft. Address: 10660 Wilshire Boulevard, Los Angeles 90024. Principal: Tate Smith, president (60%), Doris Gardner (25%), Frances Murrietta (10%) and Martha Arendt Alfaro (5%). They are also seeking facilities of HJ(AM) Los Angeles (see above). Filed May 12.

Los Angeles—Los Angeles Metro Broadcasters seeks facilities for KRTH(FM) Los Angeles; 101.1 mhz., 58 kw, HAAT: 2,880 ft. Address: 1528 Ben Lomond Drive, Glendale, Calif. 91202. Principal: Sam S. Choi (60%), Barbara C. Crain and Ryeon K. Yoo (20% each). Yoo is Korean citizen. He also has interest in CP for new TV at San Bernardino, Calif. Choi is applicant for new TV at Rancho Palos Verde, Calif. Filed May 12.

Los Angeles—Los Angeles Minority Women Broadcasting Co. seeks facilities for KRTH(FM) Los Angeles; 101.1 mhz., 58 kw, HAAT: 2,880 ft. Address: 4207 Enora Drive, Los Angeles 90008. Principal is owned by Emma D. McFarlin, president. She has no other broadcast interests. Filed May 12.

Los Angeles—Mandeville Communications Co. seeks facilities for KRTH(FM) Los Angeles; 101.1 mhz., 58 kw, HAAT: 2,880 ft. Address: 1970 Mandeville Canyon, Los Angeles 90049. Principal is owned by Marla Gibbs, Whitman Mayo, Colin A. (Topper) Carew, Arlene Audrey Beasley, William Burke and wife, Yvonne (16% each), and Donald J. Moore (20%). Beasley is account executive for KFI(AM)-KOST(FM) Los Angeles. She will resign upon approval of this application. Moore has interest in new FM at Newark, N.J.; new TV at Alvin, Tex., and new AM-FM at Washington. Principal is also applicant for facilities of KHJ(AM) Los Angeles. Filed May 12.

Los Angeles—Marisol Broadcasting Ltd. seeks facilities for KRTH(FM) Los Angeles; 101.1 mhz., 58 kw, HAAT: 2,880 ft. Address: 4141 Via Marisol #417, Los Angeles 90043. Principal is owned by Fernando Inzunza, Sandra Serrano Sewell (42.85% each) and Chris Equihua-Holm (14.3%). They have no other broadcast interests. Filed May 12.

Los Angeles—Radio Radio Inc. seeks facilities for KRTH(FM) Los Angeles; 101.1 mhz., 58 kw, HAAT: 2,880 ft. Address: 1052 West Boulevard, Los Angeles 90019. Principal is owned by Valerie Q.E. Woodson, president, who has no other broadcast interests. Filed May 12.

Los Angeles—RRT Communications seeks facilities for KRTH(FM) Los Angeles; 101.1 mhz., 58 kw, HAAT: 2,880 ft. Address: P.O. Box 92911, Los Angeles 90009. Principal is owned by Ray R. Thurston (85%), Douglas G. Simon (10%) and Amy L. Luther (5%). They are also applicants for facilities of KHJ(AM) Los Angeles (see above). Filed May 12.

Los Angeles—Sandusky Newspapers Inc. seeks facilities for KRTH(FM) Los Angeles; 101.1 mhz., 58 kw, HAAT: 2,880 ft. Address: 4460 Morrison Road, Denver 80219. Principal is headed by Dudley A. White, chairman. It owns daily newspapers in Sandusky and Norwalk, both Ohio and Grand Haven, Mich. It also owns four AM's and seven FM's. Upon approval of this application it will divest itself of broadcast interests necessary to comply with FCC rules. Filed May 12.

Los Angeles—Skywave Broadcasters Inc. seeks facilities for KRTH(FM) Los Angeles; 101.1 mhz., 58 kw, HAAT: 2,880 ft. Address: P.O. Box 491251, Los Angeles 90049. Principal is owned by Robert B. Evnen, president; William S. Pearl (26% each); John F. Barcroft, and E. Carson Schreiber (24% each). Pearl is radio talk show host at KAB- C(AM) Los Angeles; Barcroft is chief engineer at KCNN(AM)-KGB-FM San Diego; Evnen, Pearl and Barcroft also have interest in new FM at Evergreen, Colo. Schreiber has no other broadcast interests. Filed May 12.

Los Angeles—South Jersey Radio Inc. seeks 101.1 mhz., 58 kw, HAAT: 2,930 ft. Address: 15 Shore Road, Linwood, N.J. 08221. Principals: Howard L. Green, president, and Donald M. Simmons (50% each) (see above). Filed May 11.

Los Angeles—Stephen E. Powell seeks facilities for KRTH(FM) Los Angeles; 101.1 mhz., 58 kw, HAAT: 2,880 ft. Address: Pinkham Notch Road, Box 326, Jackson, N.H. 03846. Principal is also applicant for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles and San Francisco (see above). Filed May 12.

Los Angeles—Valley Radio seeks facilities for KRTH(FM) Los Angeles; 101.1 mhz., 58 kw, HAAT: 2,880 ft. Address: 4072 Township Ave., Simi Valley, Calif. 93063. Principal is owned by Manuel A. Cabranes, who is also applicant for AM at Los Angeles. He also owns CP for new AM at Simi Valley, Calif., which it will divest itself of should Los Angeles application be granted. Filed May 6.

Los Angeles—Women in Broadcasting Corp. seeks facilities for KRTH(FM) Los Angeles; 101.1 mhz., 58 kw, HAAT: 2,880 ft. Address: 2577 La Cara Avenue, Las Vegas 89121. Principal is owned by Cherie Bazan Sanders, president (90%), Barbara J. Davison (5%), Mila Calmette and Irene Harwood, M.D. (2.5% each). They also have application for facilities of KFRC(AM) San Francisco (see below). Filed May 12.

Fort Lauderdale, Fla.—Cozzin Communications Corp. seeks facilities for WAXY(FM) Fort Lauderdale; 105.9 mhz;

100 kw horiz., 97.5 kw ver.; HAAT: 1,048 ft. Address: 29425 Chagrin Boulevard, Pepper Pike, Ohio 44122. Principals: Bill Cosby (51%) and Joseph T. Zingale, president (49%) (see above). Filed May 12.

Fort Lauderdale—First City Communications Inc. seeks facilities for WAXY(FM) Fort Lauderdale; 105.9 mhz; 100 kw horiz., 97.5 kw ver.; HAAT: 1,048 ft. Address: 1101 15th Street, N.W., Suite 800, Washington 20005. Principal is owned by First Cities Properties Inc. (85%), headed by Chester C. Davenport, president, and Early D. Monroe Jr. (15%), (see above). Filed May 12.

Fort Lauderdale, Fla.—Florida Southern Broadcasters Ltd. seeks facilities for WAXY(FM) Fort Lauderdale; 105.9 mhz; 100 kw horiz., 97.5 kw ver.; HAAT: 1,048 ft. Address: 5730 N.W. 38th Street, Virginia Gardens, Fla. 33166. Principal is owned by Atlantic Coast Broadcasting, general partner (10%) and 24 limited partners. Filed May 12.

Fort Lauderdale, Fla.—Julio Rumbaut and others seeks facilities for WAXY(FM) Fort Lauderdale; 105.9 mhz; 100 kw horiz., 97.5 kw ver.; HAAT: 1,048 ft. Address: 825 41st Street, Miami Beach, Fla. 33140. Principal is also applicant for facilities of RKO General Inc.'s stations at New York; Chicago, and Los Angeles (see above). Filed May 12.

Fort Lauderdale, Fla.—Laudersea Broadcasting Co. seeks facilities for WAXY(FM) Fort Lauderdale; 105.9 mhz; 100 kw horiz., 97.5 kw ver.; HAAT: 1,048 ft. Address: 908 East 35th Street, Sioux Falls, S.D. 57105. Principal is owned by Rosemarie A. Reardon, who has no other broadcast interests. Filed May 12.

Fort Lauderdale, Fla.—Linda W. Foster seeks facilities for WAXY(FM) Fort Lauderdale; 105.9 mhz; 100 kw horiz., 97.5 kw ver.; HAAT: 1,048 ft. Address: 329 Olon Street, Midfield, Ala. 35228. Principal has no other broadcast interests. Filed May 12.

Fort Lauderdale, Fla.—Minority Women in Broadcasting Inc. seeks facilities for WAXY(FM) Fort Lauderdale; 105.9 mhz; 100 kw horiz., 97.5 kw ver.; HAAT: 1,048 ft. Address: 1385 N.W. 50th Street, Miami 33142. Principal is owned by Nancy S. Dawkins, who has no other broadcast interests. Filed May 12.

Fort Lauderdale, Fla.—Stephen E. Powell seeks facilities for WAXY(FM) Fort Lauderdale; 105.9 mhz; 100 kw horiz., 97.5 kw ver.; HAAT: 1,048 ft. Address: Pinkham

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Notch Road, Box 326, Jackson, N.H. 03846. Principal is also applicant for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles and San Francisco (see above). Filed May 12.

■ Chicago—ACJR Radio seeks facilities of WFYR(FM) Chicago; 103.5 mhz; 4.3 kw; HAAT: 1,548 ft. Address: 3003 West Olive Avenue, Burbank, Calif. 91505. Filed May 12.

■ Chicago—Donnie Simpson Enterprises Inc. seeks facilities of WFYR(FM) Chicago; 103.5 mhz; 4.3 kw; HAAT: 1,548 ft. Address: 12808 Saddlebrook Drive, Silver Spring, Md. 20906. Principal is owned by Pamela A. Simpson, president, who has no other broadcast interests. Filed May 12.

■ Chicago—First City Communications Inc. seeks facilities of WFYR(FM) Chicago; 103.5 mhz; 4.3 kw; HAAT: 1,548 ft. Address: 1101 15th Street, N.W., Suite 800, Washington 20005. Principal is owned by First Cities Properties Inc. (85%), headed by Chester C. Davenport, president, and Early D. Monroe Jr. (15%). (see above). Filed May 12.

■ Chicago—Julio Rumbaut and others seeks facilities of WFYR(FM) Chicago; 103.5 mhz; 4.3 kw; HAAT: 1,548 ft. Address: 825 41st Street, Miami Beach, Fla. 33140. Principal is also applicant for facilities of RKO General Inc.'s stations at New York; Ft. Lauderdale, Fla., and Los Angeles (see above). Filed May 12.

■ Chicago—Lakefront FM Radio seeks facilities of WFYR(FM) Chicago; 103.5 mhz; 4.3 kw; HAAT: 1,548 ft. Address: 260 E. Chestnut #1410, Chicago 60611. Principal is owned by Michael A. Benages, who also has majority interest in WDSG(AM) New Albany, Ind.; KXKX(FM) Galveston, Tex.; WMPP(AM) Chicago Heights, Ill., and is applicant for new FM at Liberty City, Fla. Filed May 12.

■ Chicago—Robert Munoz seeks facilities of WFYR(FM) Chicago; 103.5 mhz; 4.3 kw; HAAT: 1,548 ft. Address: 421 Mitchell, Elmhurst, Ill. 60126. Principal is vice president, Midwest manager of CSM Radio Network, Chicago-based radio station sales representative. Filed May 12.

■ Chicago—Stephen E. Powell seeks facilities of WFYR(FM) Chicago; 103.5 mhz; 4.3 kw; HAAT: 1,548 ft. Address: Pinkham Notch Road, Box 326, Jackson, N.H. 03846. Principal is also applicant for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles and San Francisco (see above). Filed May 12.

■ Chicago—Systers Broadcasting Corp. seeks facilities of WFYR(FM) Chicago; 103.5 mhz; 4.3 kw; HAAT: 1,548 ft. Address: 1020 Lawrence Avenue, Chicago 60640. Principal is owned by Doris P. Dawkins (50%), her sisters, Audrey P. Washington and Carol Kearney; Gabrielle Grant, president; Esther Graham, and Willa Smith (10% each). They have no other broadcast interests. Filed May 12.

■ Boston—Cozzin Communication Corp. seeks facilities of WROR(FM) Boston; 98.5 mhz; 5.8 kw; HAAT: 1,190 ft. Address: 29425 Chagrin Boulevard, Pepper Pike, Ohio 44122. Principals: Bill Cosby (51%) and Joseph T. Zingale, president (-49%) (see above). Filed May 12.

■ Boston—Donnie Simpson Enterprises Inc. seeks facilities of WROR(FM) Boston; 98.5 mhz; 5.8 kw; HAAT: 1,190 ft. Address: 12808 Saddlebrook Drive, Silver Spring, Md. 20906. Principal is owned by Pamela A. Simpson, who is also applicant for facilities of WFYR(FM) Chicago, and who has no other broadcast interests. Filed May 12.

■ Boston—First City Communications Inc. seeks facilities of WROR(FM) Boston; 98.5 mhz; 5.8 kw; HAAT: 1,190 ft. Address: 1101 15th Street, N.W., Suite 800, Washington 20005. Principal is owned by First Cities Properties Inc. (85%), headed by Chester C. Davenport, president, and Early D. Monroe Jr. (15%), (see above). Filed May 12.

■ Boston—Nash Communications Corp. seeks facilities of WROR(FM) Boston; 98.5 mhz; 5.8 kw; HAAT: 1,190 ft. Address: 90 Warren Street, Boston 02119. Principal is owned by H. Kendall Nash, president. He also owns WILD-(AM) Boston. Filed May 12.

■ Boston—Professional Communications Partners Ltd. seeks facilities of WROR(FM) Boston; 98.5 mhz; 5.8 kw; HAAT: 1,190 ft. Address: 771 Neponset Street, Norwood, Mass. 02062. Principal is owned by general partner William B. Murray Jr. (73.7%) and nine limited partners. It has no other broadcast interests. Filed May 12.

■ Boston—Rita F. Hurwitz seeks facilities of WROR(FM) Boston; 98.5 mhz; 5.8 kw; HAAT: 1,190 ft. Address: 61 Langdon Street, Newton, Mass. 02158. Filed May 12.

■ Boston—Stephen E. Powell seeks facilities of WROR(FM) Boston; 98.5 mhz; 5.8 kw; HAAT: 1,190 ft. Address: Pinkham Notch Road, Box 326, Jackson, N.H. 03846. Principal is also applicant for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles and San Francisco (see above). Filed May 12.

■ Collegeville, Minn.—Minnesota Public Radio Inc. seeks 88.9 mhz. 100 kw, HAAT: 765 ft. Address: 45 East Eighth Street, St. Paul 55101. Principal: Nonprofit corporation, headed by Thomas J. Kigin, vice president. Filed May 12.

■ New York—BCCL Radio seeks facilities of WRKS-FM New York; 98.7 mhz, 5.4 kw horiz., 3.8 kw ver.; HAAT: 1,220 ft. Address: 3003 West Olive Avenue, Burbank, Calif. 91505. Principal is owned by the Dick Clark Company Inc., headed by Richard W. Clark and wife, Karen. It also is applicant for new FM's at Los Angeles and Chicago. Filed May 12.

■ New York—Julio Rumbaut and others seeks facilities of WRKS-FM New York; 98.7 mhz, 5.4 kw horiz., 3.8 kw ver.; HAAT: 1,220 ft. Address: 825 41st Street, Miami Beach, Fla. 33140. Principal is owned by Julio Rumbaut (50%), Norma Martinez de Arizala Levin and husband, Herbert M. (25% each). Filed May 12.

■ New York—South Jersey Radio Inc. seeks facilities of WRKS-FM New York; 98.7 mhz, 5.4 kw horiz., 3.8 kw ver.; HAAT: 1,220 ft. Address: 15 Shore Road, Linwood, N.J. 08221. Principal is also applicant for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles and San Francisco (see above). Filed May 12.

■ Washington—Classical Arts Committee seeks facilities of WGMS-FM Washington; 103.5 mhz, 47 kw; HAAT: 510 ft. Address: 9812 Cherry Tree Lane, Silver Spring, Md. 20901. Principal is owned by Anthony W. Rose Jr., Philip S. Brown, Zemira Z. Jones (30% each) and Stephanie Colbert-Hopkins (10%). Filed May 12.

■ Washington—South Jersey Radio Inc. seeks facilities of WGMS-FM Washington; 103.5 mhz, 47 kw; HAAT: 510 ft. Address: 15 Shore Road, Linwood, N.J. 08221. Principal is also applicant for facilities of RKO General Inc.'s stations at Boston; New York; Bethesda, Md.; Washington; Ft. Lauderdale, Fla.; Chicago; Memphis, and Los Angeles and San Francisco (see above). Filed May 12.

■ Washington—Washington Metropolitan Broadcasters seeks facilities of WGMS-FM Washington; 103.5 mhz, 47 kw; HAAT: 510 ft. Address: 7800 Orchid Street, N.W., Washington 20012. Principal is owned by Donna Lee Ragland, Leonade Diane Jones, G. Godwin Oyewole and Fred L. Thomas (25% each). They are also applicant for new AM at Bethesda, Md. Filed May 12.

AM action

■ St. Marys, W.Va.—Seven Ranges Radio Co. granted 1570 khz. 1 kw-D. Address: Box 338, Newport, Ohio 45768. Principal: Donally R. Eddy and Thomas P. Taggart (50% each). Eddy is salesman for Marietta, Ohio-based electronic and electrical wholesaler. Taggart is chief engineer for WABJ(AM)-WQTE(FM) Adrian, Mich. They each own 50% of new FM applicant for St. Marys (see below), and 33% of new FM applicant for Zanesville, Ohio. (BP-810204AM). Action May 9.

FM action

St. Marys, W.Va.—Seven Ranges Radio Co. granted 101.7 mhz; ERP: 3 kw; HAAT: 300 ft. Address: Box 338, Newport, Ohio 45768. Principal: Donally R. Eddy and Thomas P. Taggart (50% each). They also each own 50% of new AM applicant for St. Marys (see above) and 33% of new FM applicant for Zanesville, Ohio. (BPH-801027AV). Action May 9.

TV actions

■ Pine Bluff, Ark.—Pine Bluff Television Inc. dismissed application for ch. 38; ERP: 200.9 kw vis., 20.1 kw aur.; HAAT: 552 ft. (BPCT-830218KE). Action May 9.

■ Alvin, Tex.—Chase Communications Ltd. dismissed application for ch. 67; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1,145 ft. ant. height above ground; 1,145 ft. Address: 3201 Milburn Street, Houston 77021. (BPCT-821008KE). Action April 28.

■ Virginia Beach, Va.—Stanley G. Emert Jr. dismissed application for ch. 43; 2,000 kw vis., 200 kw aur.; HAAT: 958 ft. (BPCT-83011KE). Action May 11.

Applications

■ KZMK(FM) Bisbee, Ariz. (FM: 92.1 mhz, 50 v HAAT: 207 ft.)—Seeks transfer of control of Copper Valley Broadcasters Inc. from Morin Scott Jr. and others (100% before; none after) to Ed Boldt (none before; 100% after) for \$283,800. Sellers are Scott (63.5%), George E. Wort (28.6%) and Palmer Stewart (7.9%). Last two also have minority interest in application for new FM at Carson City Nev. Buyer is Tucson, Ariz., lawyer, who has no other broadcast interests. Filed May 10.

■ KCRJ-FM Cottonwood, Ariz. (95.9 mhz; 3 kw)—Seeks assignment of license from Verde Valley Broadcasters Inc. to Central Broadcasting Co. for \$222,130. Seller owned by James C. Sell and Dee Riddell Harris. They have no other broadcast interests. Buyer is owned by Ralph J. Carlson, president (59%); his sons, R. Steve and Brent (8% each); Alan D. Hague (15%), and David B. Cast (10%). Ralph and Steve Carlson also have interest in KRSL AM-FM Salt Lake City and, with Hague, interest in KRJC(FM) Elko, Nev. Casto is manager of KZKZ(AM) Flagstaff, Ariz. Brent Carlson is salesman at KRSP-AM-FM Salt Lake City.

■ KXO-AM-FM El Centro, Calif. (1230 khz, 1 kw-D, 25 w-N; FM 107.5 mhz, 50 kw; HAAT: 75 ft.)—Seeks transfer of control of KXO Inc. from Gordon J. Belson (51.8% before; none after) to Edward H. Muzylyowski and other (48.2% before; 100% after). Consideration: \$89,554 plus 25,000 noncompete agreement. Seller has no other broadcast interests. Buyer is owned by Edward H. Muzylyowski president (56%) Gene P. Brister (29%) and J. Carroll Buckley (15%), who currently own 48.2% of station and have no other broadcast interests. Filed May 18.

■ KDOS(FM) Fremont, Calif. (104.9 mhz, 3 kw, HAAT: 115 ft.)—Seeks assignment of license from Spanish Metro T Leon A. Crosby for \$1.5 million. Seller is owned by Robert L. Williams (85%) and James E. Coyle (15%). They also own KCTY(AM)-KRAY-FM Salinas, Calif. Buyer also owns WFAT(TV) Johnston, Pa., and has interest in new UHF TV at Richardson, Tex. Filed May 18.

■ KIKF(FM) Garden Grove, Calif. (94.3 mhz, 3 kw HAAT: 245 ft.)—Seeks transfer of control of Orange Broadcast Corp. from Ned Lewis Family Trust and others (80% before; none after) to Aries Communications Inc. (20% before; 100% after). Consideration: \$1.4 million. Principal Seller is Ned Lewis, Victor K. Hardin, Jack W. Flamme (24% each) and Richard W. Gay (8%). They have no other broadcast interests. Buyer is owned by Arthur Astor, president and owner of other 20% of station's stock. Astor among applicants for facilities of KHJ(AM)-KRTH(FM) Los Angeles. He promises to divest himself of KIKF if he were to win KHJ(AM)-KRTH(FM) contest. He has also bought, subject to FCC approval, KTIM-AM-FM San Rafael, Calif. (see "Changing Hands," page 61). Filed May 9.

■ KBOQ(FM) Marina, Calif. (92.7 mhz, 900 w; HAAT: 570 ft.)—Seeks transfer of control of Marina Broadcast Corp. from Clintell Porter (100% before; none after) to GLE E. Thompson and others (none before; 100% after). Consideration: \$1,000, plus assumption of \$400,000 debt and additional consulting fee. Principals: Seller has no other broadcast interests. Buyers are Glenn E. Thompson, Laura Elle Hopper, Leo Kesselman, Joe Thompson and Vega Porte who is separated from Clintell Porter. Glen Thompson own 52.5% of KRCQ(AM) Indio, Calif.; Kesselman and Hoppe have interest in permittee for KTJA(FM) Beaverton, Ore. Joe Thompson is station manager of KBOQ, and Vega Porte is bookkeeper there. Filed May 16.

■ KKIS(AM) Pittsburg, Calif., and KDFM(FM) Walnut Creek, Calif. (990 khz, 5 kw-U DA-2; FM: 92.1 mhz, 3 kw HAAT 89 ft.)—Seeks assignment of license from Schofield Broadcasting Co. Inc. to Harry and James Chabin for \$1.1 million including \$100,000 noncompete agreement. Seller is headed by Phillip Hoffman, president, who has no other broadcast interests. Buyer is owned by Chabin brother (50% each). James Chabin is former Western marketing manager. CBS-owned TV stations. Harry Chabin is president of Arvada, Colo.-based oil drilling company. They have no other broadcast interests. Filed May 16.

■ KMKR(AM) Meeker, Colo. (1450 khz, 1 kw-D; 250 w N)—Seeks transfer of control of White River Broadcasters Co. from Robert C. Cooter and R. P. Whitton (100% before; none after) to Jack E. Warkentin and others (none before; 100% after) Consideration: \$80,000 cash. Sellers each own 50%, and have no other broadcast interests. Buyers are Jack E. Warkentin (50%) and wife Joan (45%) and Robert F. Chaffin (5%). Jack Warkentin has interests in cable system a Lawton, Okla., KMID-TV Midland, Tex.; KSWO-AM-TV Lawton, Okla.; KFDA-TV Amarillo, Tex.; KRHD-AM-FM Duncan, Okla., and KGLN(AM) Glenwood Springs, Colo. Filed May 3.

WVCG(AM) Coral Gables, Fla. (1080 khz, 50 kw-D, 2 kw-N)—Seeks assignment of license from Insilco Broadcasting Corp. of Florida to Jordan Ginsburg and Associates for \$1.5 million (BROADCASTING April 25). Seller is owned by Broad Street Communications Corp., which is principally owned by Richard L. Geismar, chairman. It also owns ELI(AM) New Haven, Conn.; KTOK(AM)-KJYO(FM) Oklahoma City, and WGSO(AM)-WQUE(FM) New Orleans. It recently sold WYOR(FM) Coral Gables, for \$3.6 million (BROADCASTING April 18). Buyer is principally owned by Jordan E. Ginsburg, president. It also owns AVS(AM) Fort Lauderdale, Fla. Filed May 17.

WHLY(FM) Leesburg, Fla., WSCR(AM) Hamden, Conn., and WPLR(FM) New Haven, Conn. (WHLY: 106.7 khz, 100 kw; HAAT: 928 ft.; WSCR(AM) 1220 khz, 1 kw-D, DA-D; WPLR: 99.1 mhz, 10 kw [CP: 14.1 kw]; HAAT: 50 ft.)—Seeks transfer of control of General Communicorp. from Robert G. Herpe and others (100% before; none after) to Southern Broadcasting Group Inc. (none before; 30% after). Consideration: \$7,274,000. Principals: Seller owned by Robert G. Herpe, president. He has no other broadcast interests. Buyer is principally owned by Peter H. Starr, president, and brother, Michael E. Starr (one-third each). Starr brothers are former principals, with William F. Uekley, author and columnist, in Starr Broadcasting Group, four AM's, four FM's and four TV's which was merged to Shamrock Broadcasting Co. in 1979 (see "Changing Hands," page 60).

WMFL(AM) Monticello, Fla. (1090 khz, 1 kw-D)—Seeks transfer of control of Horizon Communications Corp. from Kenneth S. Cone and James E. Stokes Jr. (100% before; none after) to Jack P. Hyden Jr. and others (none before; 00% after). Consideration: \$100,000. Sellers are Cone 53% and Stokes (47%), who have no other broadcast interests. Buyers are Jack P. Hyden president (40%), his wife, Beverly A., and his mother, Opal R. Raines (30% each). They have no other broadcast interests. Filed May 4.

WRMJ(FM) Aledo, Ill. (102.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Coleman Broadcasting Co. to Western Illinois Broadcasting Inc. for \$150,000, plus \$50,000 noncompetitive agreement. Seller is owned by Roger H. Coleman, president (70%), and wife, Marilyn (30%). They also own WRAM(AM) Monmouth, Ill. Buyer is owned by 15 Mercer county, Ill., businessmen, headed by William H. Longley, president. It has no other broadcast interests. Filed May 18.

WPCO(AM) Mount Vernon, Ind. (1590 khz, 500 w-);—Seeks assignment of license from Mount Vernon Broadcasting Co. Inc. to Posey County Broadcasting Corp. for \$185,000. Seller is principally owned by Kenneth E. Johnson, president and his wife, Barbara. They have no other broadcast interests. Buyer is owned by Ann M. Nussel 51% and husband, Billy (48%), who is president. They have no other broadcast interests. Filed May 16.

WGNO-TV New Orleans (ch. 26; 2,690 kw vis., 69.9 w aur.; HAAT: 1,015 ft.)—Seeks assignment of license from General Media Corp. to Tribune Broadcasting Co. for 21 million (BROADCASTING, April 18). Seller is owned by 80 stockholders and headed by Earl Hickerson, president. It recently sold 80% interest in KGMC(TV) Oklahoma City (BROADCASTING, March 7) and cable system in Rockford, Ill. Buyer is subsidiary of Chicago-based Tribune Co., which owns Chicago Tribune, New York Daily News and other newspapers, cable systems and broadcast group. James C. Dowle is president of broadcast subsidiary. Filed May 18.

KEPT(FM) Shreveport, La. (96.5 mhz, 100 kw, HAAT: 75 ft.)—Seeks assignment of license from Good News Broadcasting to Triple J. Communications for \$1.85 million. Seller, based in Yukon, Okla., is owned by Gary L. Acker and W.E. Moore (50% each). Acker also owns KWAS(AM) Amarillo, KKOL(AM) El Paso and KPAS(FM) Fabens, all Texas; WROS(AM) Jacksonville, Fla.; KRIZ(FM) Roswell, N.M., and 50% of KLFJ(AM) Springfield, Mo. He is also applicant for new FM at Wichita Falls, Tex. Moore also has interest in WTNN(AM) Millington, Tenn. Buyer is owned by John N. Thomas, John R.L. Vaughan Jr., and Johnny L. Vooley (one-third each). They have no other broadcast interests. Filed May 10.

WHMP-AM-FM Northampton, Mass. (1400 khz, 1 kw-D; 250 w-N; FM: 99.3 mhz, 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Pioneer Valley Broadcasting from Charles W. and Peter L. DeRose (100% before; none after) to Northampton Broadcasting Corp. (none before; 100% after). Consideration: \$1 million. Principals: Seller is owned by DeRose brothers, who have no other broadcast interests. Buyer, based in Middletown, N.Y., is owned by Robert F.X. Miller and Bruce Morrow, who also own two AM's, two FM's and one TV. Filed May 18.

WILS-AM-FM Lansing, Mich. (1320 khz, 5 kw-DC, 1 w-N; FM: 101.7 mhz, 3 kw, HAAT: 180 ft.)—Seeks assignment of license from Lansing Broadcasting Co. to Sentry Broadcasting Inc. for \$1.4 million (BROADCASTING, May 3). Seller is principally owned by John C. Pomeroy, president, and E.L. (Red) Byrd. They have no other broadcast

interests. Buyer, headquartered in Stevens Point, Wis., is headed by Don Colby, president. It also owns six AM's and five FM's. Filed May 20.

WYFC(AM) Ypsilanti, Mich. (1520 khz, 250 kw-D)—Seeks transfer of control of Word Broadcasting Inc. from Henry G. Velker and Walter Dean Ward (90% before; none after) to Louis H. Velker and Duane G. Cuthbertson (10% before; 100% after). Consideration: \$167,400. Sellers have no other broadcast interests. Henry Velker is father of Louis H. Velker. Buyers are Louis Velker, son of Henry Velker, and Cuthbertson (who already owns 10%). They will own 50% each. They have no other broadcast interests.

WJRL(AM) Calhoun City and WCSA(AM) Ripley, both Mississippi (WJRL: 1530 khz, 250 w-D; WCSA: 1260 khz, 500 w-D)—Seeks assignment of license from Calhoun County Broadcasting and Tippah Broadcasting Co. to Kerry Hill for \$105,000. Sellers are principally owned by Jesse Williams, who also owns CP for new FM at Calhoun City, which will be included in sale. He has no other broadcast interests. Buyer owns WTXI(FM) Ripley. Filed May 6.

KDKD-AM-FM Clinton, Mo. (1280 khz, 1 kw-D)—Seeks assignment of license from Clinton Broadcasting Co. Inc. to Clinton Radio Co. for \$525,000, plus \$300,000 noncompetitive agreement. Seller is owned by Randal Boesen and wife, Joan, who have also bought, subject to FCC approval, KFOM(AM) Flat River, Mo. Buyer is owned by John Lockton III (94%) and wife, Cheryl A., and Thomas W. Van Dyke (3% each). John Lockton is Prairie Village, Kan., insurance man. Cheryl Lockton is housewife and Van Dyke is Kansas City, Mo., attorney. Filed May 18.

KIVE(FM) Glendive, Mont. (96.5 mhz, 100 kw; HAAT: 30 ft.)—Seeks assignment of license from Christian Enterprises Inc. to Bighorn Broadcasting Inc. for \$225,000, including \$50,000 noncompetitive agreement. Seller is owned by Harold Erickson, L.E. Wood, Alvin Housep, Alvin Odenbach and Vern Phillips, who also own KGLE(AM) Glendive, KGVW(AM) Belgrade and KURL(AM) Billings, all Montana. Buyer is equally owned by brothers Roger S., John H. and Jeffrey Smither Werner, and Michael D. Waggoner. Roger Werner is local sales manager at KMSP-TV Minneapolis; John Werner is general manager and Waggoner is sales manager at KRSI(AM)-KJJO(FM) Minneapolis. Filed May 11.

WCME(FM) Rochester, N.Y. (96.5 mhz, 20 kw; HAAT: 457 ft.)—Seeks assignment of license from Community Music Service Inc. to Stoner Broadcasting System Inc. for \$4.2 million. Seller is owned by Connix Group Broadcasting Inc., Laconia, N.H.-based group owner. It is headed by Scott R. McQueen, president, and owns three AM's and four FM's. Buyer is based in Des Moines, Iowa, and is principally owned by Thomas H. Stoner, chairman (69.1%). It also owns five AM's and six FM's. Filed May 16.

WRGB(TV) Schenectady, N.Y. (CBS, ch. 6; 93.3 kw vis., 11 kw aur.; HAAT: 1,020 ft.)—Seeks assignment of license from General Electric Broadcasting Co. Inc. to Universal Corp. for \$35 million (BROADCASTING, April 4, 18; May 2). Seller is New York-based subsidiary of General Electric Corp., group owner of three AM's, five FM's and three TV's and also owner of 13 cable systems. GE has put all eight radio stations and two of its TV's up for sale (BROADCASTING, Nov. 22, 1982). Buyer, newly formed venture of Forstmann Little & Co., is private New York investment firm. Backe is also president of Tomorrow Entertainment Inc., television production company he owns jointly with Dancer Fitzgerald Sample Inc. Filed May 17.

WQZQ(FM) Moyock, N.C. (92.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Chesapeake Communications Inc. to Southland Communications Inc. for \$425,000. Seller is owned by Clyde E. Griffith, who has no other broadcast interests. Buyer is principally owned by Jim Hunt, his wife, Lynn, and Klaus Raab. Jim Hunt is salesman at WERA(AM) Plainfield, N.J., and Lynn Hunt is former saleswoman at WKER(AM) Pompton Lakes, N.J. Raab is assistant vice president for steel company in Wayne, N.J. They have no other broadcast interests.

WBFJ(AM) Winston-Salem, N.C. (1550 khz, 1 kw-D)—Seeks assignment of license from Beacon Broadcasting Inc. to WBFJ Radio of Winston-Salem for \$281,000. Seller is owned by Quality Media Corp., headed by William J. Kitchen, president. It also owns WMOC(AM) Chattanooga, and is applicant for new TV at Corpus Christi, Tex. Buyer is owned by Philip T. Watson, Winston-Salem accountant. He has no other broadcast interests. Filed May 4.

WFCB(FM) Chillicothe, Ohio (94.3 mhz, 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Terins Enterprises to Wyandot Radio Corp. for \$285,000. Seller is owned by Ronald Fewster and Burrell Adkins. Adkins is general manager of station. Fewster owns five McDonalds fast food restaurants in south-central Ohio. Buyer is owned by David L. Smith, president (60%) and wife, Annette (40%). David Smith owns 1.41% of Bowling Green, Ohio cable system and has interest in WFOB-AM-FM Fostoria, Ohio. Filed May 16.

WMOA-AM-FM Marietta, Ohio (1490 khz, 1 kw-D, 250 w-N; FM: 94.3 mhz, 3 kw, HAAT: 200 ft.)—Seeks assignment of license from WMOA Inc. to Employe Owned Broadcasting Corp. for \$820,000, plus \$180,000 noncompetitive agreement. Seller is owned by Ray H. Rosenblum, president. He has no other broadcast interests. Buyer is owned by Carl Clovis, president (51%), Robert L. Martin (18%), Ronald K. Bishop (17%) and Thomas O. Hamilton (7%). They also own WBRJ(AM) Marietta. Clovis is also president and part owner of WCKX(FM) London, Ohio. To comply with FCC duopoly rules, EOB will spin off WMOA(AM) to Washington Technical College (see below). Filed May 16.

WMOA(AM) Marietta, Ohio (1490 khz, 1 kw-D, 250-N)—Seeks assignment of license from Employe Owned Broadcasting Corp. to Washington Technical College for \$75,000. Seller is owned by Carl Clovis, president (51%), Robert L. Martin (18%), Ronald K. Bishop and Thomas O. Hamilton (see above). Buyer is nonprofit educational corporation, headed by Donald R. Neff, president. Two of its trustees, Harry Cogswell and Robert Richardson also are principals of WCKX(FM) London, Ohio. Filed May 16.

CP for KRNN(FM) Creswell, Ore. (95.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Creswell Wireless Co. Inc. to Visionary Radio Euphonics of Oregon Inc. for \$60,000. Seller is owned by RNF Holdings Inc., headed by Brian Fernee, president. He also owns KQIQ(AM)-KQYZ(AM) Lemoore, Calif. Buyer is principally owned by John Detz, president (53.3%). It also owns KQTE(AM)-KVRE-FM Santa Rosa, Calif.; KBLC(AM) Lakeport, Calif. It has also bought, subject to FCC approval, KQDQ(AM) Eugene, Ore., and is applicant for new FM at Lakeport and has interest in KOZT(FM), Fort Bragg, Calif. Filed May 16.

WLKK(AM)-WLVU(FM) Erie, Pa. (1260 khz, 5 kw-U; FM: 99.9 kw, HAAT: 400 ft.)—Seeks assignment of license from WERC Inc. to Penn-West Broadcasting Inc. for \$1.5 million including \$100,000 noncompetitive agreement (BROADCASTING, April 4). Seller is owned by Goldman Group; Simon Goldman is president. It also owns WJTN(AM)-WWEF(AM) Jamestown, N.Y.; WVMT(AM) Burlington and WSYB(AM)-WRUT(FM) Rutland, both Vermont. Buyer is owned by Harold G. Fulmer III, president who also owns WSAN(AM) Allentown, Pa. Fulmer owns chain of McDonald's fast food restaurants and is Allentown real estate investor. Filed April 15.

WRCV(FM) Mercersburg, Pa. (92.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Fulton Broadcasting Co. to The Pennsylvania Radioroad Co. for \$275,000 (BROADCASTING, May 9). Seller is owned by Susan Breakefield Fulton and her husband, Richard A. Fulton. They have no other broadcast interests. Buyer is owned by Michael H. Bader and wife, Joan Marie Bader (90% jointly) and Larry D. Sumerville (10%). Michael Bader is Washington Communications attorney. He and Sumerville also have interest in WTID(FM) Suffolk, Va. Filed May 3.

WHAT(AM) Philadelphia (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Independence Broadcasting Co. Inc. to Philadelphia Community Broadcasting Co. for \$1 million (BROADCASTING, May 16). Seller is owned by estate of William Banks. It owns WWDB(FM) Philadelphia, which is also up for sale. Buyer is principally owned by Howard Sanders, president. It also owns WYCB(AM) Washington. Filed May 3.

KEMM(FM) Commerce, Tex. (92.1 mhz, 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Commerce Broadcasting Inc. to KEMM Communications Inc. for \$270,000 cash plus \$80,000 noncompetitive agreement (BROADCASTING, May 23). Seller is headed by Chester Maxwell, general manager of KMEZ-AM-FM Dallas. It has no other broadcast interests. Buyer is owned by Dallas businessmen Joe McHugh, Ira Einsohn and Leland Murphy, who have no other broadcast interests. Filed May 16.

KTEZ(FM) Lubbock, Tex. (101.1 mhz, 100 kw; HAAT: 750 ft.)—Seeks assignment of license from Southwest Record Suppliers Ltd. to Texas Lotus Corp. for \$1.05 million (BROADCASTING, April 11). Seller is principally owned by T. Ray Moran, who also owns KJZZ(TV) Lubbock and KJTV(TV) Amarillo, both Texas. Buyer is owned by Howard A. Kalmenson, president, who also owns seven AM's and five FM's. Filed May 3.

KRZL(AM) Waco, Tex. (1580 khz, 1 kw-D, 500 w-N; DA-2)—Seeks assignment of license from KW Communications Inc. to P.R.V. Broadcasting Co. for \$450,000 cash. Seller is principally owned by Stuart W. Klein, president. It has no other broadcast interests. Buyer is owned by Cindy Parks Vardeman, president and her sister, Lynn Parks Rollins (50% each). They have no other broadcast interests. Filed May 5.

Actions

KWG(AM) Stockton, Calif. (1230 khz, 1 kw-D)—

Granted assignment of license from Best Radio Inc. to Central Valley Communications for \$718,000. Seller is headed by Jack L. Siegel, president, who has interest in KNTF(FM) Ontario and KCKC(AM) San Bernardino, both California. It has sold KWGF(FM) Tracy, Calif. (see below). Buyer is wholly owned subsidiary of Home News Publishing Co., headed by William M. Boyd, chairman, which has interest in WKPT(AM)-WTFM(FM)-WKPT-TV Kingsport, Tenn.; WEVU(TV) Naples, Fla.; WINE(AM), WRKI(FM) both Brookfield, Conn.; WSWG(AM) Torrington, Conn.; New Brunswick, N.J., Home News; three cable systems and is applicant for new TV's at Kannapolis, N.C., and Christiansted, Virgin Islands. (BAL-830308FN). Action May 4.

■ KWGF(FM) Tracy, Calif. (100.9 mhz, 3 kw, HAAT: 350 ft.)—Granted assignment of license from Best Broadcasting Inc. to Central Valley Communications Inc. for \$500,000. Seller is headed by J.L. Siegel, president, who has also sold KWG(AM) Stockton, Calif. (see above). Buyer is wholly owned subsidiary of Home News Publishing Co., which is also buying KWG. (BALH-830308GM). Action May 4.

■ WWQT(AM) Dunedin, Fla. (1470 khz, 5 kw-D)—Granted assignment of license from Newsradio 1470 Inc. to Bay Area Communications Inc. for \$475,000. Seller: Lowell W. Paxson, principal, is also president and principal of Holiday Broadcasting Systems Inc., which is selling WHBS(FM) Holiday, Fla., to Variety Broadcasting Corp. (see below). Buyers: Gary S. Hess, president (25%), Sylvan Taplinger (25%), Michael and Dorothy Spector and their daughters Roslyn Spooner and Ann Lief (12.5% each). Taplinger is former executive vice president at SJR Communications; Michael Spector is Florida-based record retailer, Hess has 25% interest in applicant for new FM's at Middleton, Md., and San Angelo, Tex. (BAL-830224EH). Action May 4.

■ WHBS(FM) Holiday, Fla. (106.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Holiday Broadcasting Systems Inc. to Variety Broadcasting Corp. for

\$800,000. Seller is owned by Lowell W. Taxson, president and major stockholder. He is also president and principal of Newsradio 1470 Inc., which is selling WWQT(AM) Dunedin, Fla., to Bay Area Communications Inc. (see above). Buyer is owned by Gary S. Hess, Sylvan Taplinger, Ann Lief, Roslyn Spooner, Michael Spector and Dorothy Spector, who are also buying WWQT (see above). (BALH-830224HA). Action May 5.

■ WDAT(AM) Ormond Beach, Fla. (1380 khz, 5 kw-D, 250 w-N)—Granted assignment of license from Hunter/Knight Daytona Inc. to Hale Communications for \$393,600. Seller is Richard Y. Clark, court-appointed receiver, who has no other broadcast interests. Buyer is equally owned by Elmer T. Hale, his wife, Emily E. Hale and their son, Thomas E. Hale. Thomas Hale is meteorologist at WCPX-TV Orlando, Fla.; Elmer Hale is engineering consultant for manufacturer of furnace linings; Emily Hale is homemaker. None has other broadcast interests. (BAL-830311FV). Action April 29.

■ KSPT(AM) Sandpoint, Idaho (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Bauer Broadcasting Co. to Blue Sky Broadcasting Inc. for \$250,000. Seller is equally owned by Norman E. Bauer, general manager at KSPT. Buyer is Sandpoint, Idaho-based corporation, headed by Kim Benefield, president, and his wife, Helen, who also own KPND(AM) Sandpoint, and are part owners of low-power TV station in Woodward, Okla., and are applicants for 10 low-power TV stations. (BAL-830314EI). Action May 4.

■ WJDR(FM) Prentiss, Miss. (98.3 mhz, 1 kw, HAAT: 94 ft.)—Granted assignment of license from Jeff Davis Broadcasting Service to John A. Polk for \$56,529. Seller is Albert Mack Smith (100%), who also owns WKPO(AM) (50%) Prentiss; WJRL(AM) (50%) Calhoun City, Miss.; WAF-F(AM)-WCCA(FM) McComb, Miss.; WMDC-AM-FM Hazlehurst, Miss., and KADL-AM-FM pine bluff, Ark. (one-third each). Buyer has no other broadcast interests.

(BALH-830322HS). Action May 11.

■ KTRI-FM Mansfield, Mo. (92.7 mhz, 3 kw, HAAT: 15 ft.)—Granted assignment of license from Kountry Kir Broadcasting Co. to Terry L. Clear for \$75,000. Sellers a Frank Vancil, and wife, Barbara, and Philip S. Huffman, a wife, Sherry, who also are part owners of KOSC-AM-FM Marshfield, Mo. They also have interests in four cable systems. Buyer is station manager at KTRI-FM and has no other broadcast interests. (BALH-830317HG). Action May 11

■ KBHL(FM) Lincoln, Neb. (95.2 mhz, 3 kw, HAAT: 11 ft.)—Granted assignment of license from Sound Experience Broadcasting Co. to Radio Group Inc. for \$500,000. Sell is group of seven shareholders, including David Benwar Glenn Cox and Marion L. McBryde, who are manager directors. Benware owns Dallas-based PRISM Production TV production company. Cox and McBryde have no other broadcast interests. Buyer is owned by Samuel (Sherwood) Sabean, president, and son, Timothy (Kelly) Sabean, vice president. Sam Sabean is vice president and general manager of Metromedia's KHOW(AM) Denver. Timothy Sabean former vice president, programming, of Heftel Broadcast in Chicago. (BALH-830328GF). Action May 30.

■ WHHO-AM-FM Hornell, N.Y. (1320 khz, 5 kw-D; FM 105.3 mhz, 8.3 kw, HAAT: 560 ft.)—Granted assignment of license from Steuben Broadcasters Inc. to Bilbat Radio Inc. for \$450,000. Seller is owned by Jonas Termin and Dona C. Hartman who have no other broadcast interests. Buyer owned by William H. Berry and Richard C. Lyons (50% each), who have interest in WJUN(AM) Mexico, Pa., at WKZA(AM) Kane, Pa. (BAL-830322HT). Action May 4.

■ WILE-AM-FM Cambridge, Ohio (1270 khz, 1 kw-I FM: 96.7 mhz, 1.3 kw, HAAT: 420 ft.)—Granted transfer of control of Cloverleaf Broadcasting Corp. from William F. Coffey and others (100% before; none after) to Grant Hafle (none before; 100% after). Consideration: \$700,000. Principals: Sellers are William R. Coffey, James G. Granitsas and Nicholas Theodosopoulos (one-third each). Granitsas Cambridge based attorney, and Theodosopoulos is Carr bridge accountant. They also have CP for new AM at Tro, Ohio. Buyer owns Cambridge, Ohio-based recording studio and produces programs for local CATV system on lease channel. He has no other broadcast interests. (BTC:H 830321HM,N). Action May 5.

■ WRAW(AM) Reading, Pa. (1340 khz, 1 kw-D, 250 w N)—Granted transfer of control of Camelot Communications Inc. from Stephen A. Levin and Martin Sweren (51.2% before; none after) to Jeffrey J. Levin (48.8% before; 100% after). Consideration: \$12,500. Principals: Stephen A. Levin (48.8%) and Martin Sweren (2.4%). Levin assigne stock to brother, Jeffrey, as part of realignment of family business interests. Latter is station manager at WRAW and has no other broadcast interests. (BTC-830308FL). Action May 4.

■ WNBK-FM New London, Wis. (93.5 mhz, 3 kw, HAAT: 800 ft.)—Granted assignment of license from William Haig Broadcasting Corp. to Goetz Broadcasting Corp. for \$150,000. Seller is principally owned by William Haig and wife, Naomi, who have no other broadcast interests. Buyer is owned by Nathan L. Goetz, president, and brother Robert Goetz (50% each). They own WDLB(AM)-WLJY(FM) Marshfield, and WFAW(AM)-WSJY(FM) For Atkinson, all Wisconsin. They also own 50% of WDRV-AM-Fm Reedsburg, Wis. (BALH-830204HK). Action May 10.

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■ KTRT(1400 khz) Truckee, Calif.—Seeks CP to change frequency to 1180 khz; increase power to 1 kw night and 1 kw day; install DA-2, and change TL. Major environmental action under section 1.1305. Ann. May 18.

■ {CP}KRDZ (1000 khz) Hayden, Colo.—Seeks MP (BI 800527AD, as mod.) to increase power to 10 kw. Ann. Ma 16.

■ WEZJ (1440 khz) Williamsburg, Ky.—Seeks CP to increase power to 2.5 kw. Ann. May 18.

■ WMAX (1480 khz) Grand Rapids, Mich.—Seeks CP to change hours of operations to unlimited by adding night service with 5 kw; install DA-N; change city of license to Kentwood, Mich., and TL. Major environmental action under section 1.1305. Ann. May 18.

■ WRNA (1140 khz) China Grove, N.C.—Seeks CP to change frequency to 770 khz and increase power to 2.5 kw. Ann. May 17.

continued on page 8

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HELP WANTED MANAGEMENT

General manager. Experienced, strong sales, hungry! Top rated, separately staffed/sold, group-owned AM-FM combo. Mid-Atlantic, end of the rainbow locale. Replace retiring GM. Excellent benefits/fringes, stability. Resume, references, salary history to Box W-77. EOE.

Growth-oriented group seeking future sales managers. Aggressive, street-fighting, hard working reps can earn 20% commissions for our AM or FM. EOE. M/F. Send resume to: KDOK, Box 6340, Tyler, TX 75711.

Sales-oriented general manager wanted for attractive two-year-old operation in growing market of over 20,000. Major university with additional 7,000 population. Excellent salary, vehicle furnished, and top benefit plan, including pension. Community-oriented leader will be our first choice. Send resume, salary requirements, sales performance and references to: Dave Laustsen, Vice President, Dakota North Plains Corporation, Box 910, Volga, SD 57071.

Hard-working, innovative, on-air program director for great CHR FM in Northeast college town. Two years experience and the ability to work with people a must. Send letter and resume only to Box W-175 EOE.

Ambitious? Excellent opportunity to be sales manager and then advance to general manager with growing group owner in Midwest. Send resume to Box W-185.

HELP WANTED SALES

South Florida—aggressive, enthusiastic radio salesperson. This is the time to make that move. Ft. Myers, 250,000 metro, AM/FM stations. Our 2 top salespeople made a bundle last year! All replies held in strict confidence. Send complete resume to Sales Position, PO Box 216, Ft. Myers, FL 33902.

Young, progressive company needs self-motivated salesperson. Resort area with unlimited potential. Send resume to KVIN, Box 419, Vinita, OK 74301.

Sales manager. Bonneville easy listening in the beautiful Finger Lakes, Ithaca, NY. Advancement opportunity with growing group owner. Kimmanger Communications, PO. Box 155, Canandaigua, NY 14424.

Bi-lingual A/E needed for Hispanic station. Only experienced A/E's need apply. Send complete resume to David Armstrong, KEYH, 3130 Southwest Freeway, Suite 501, Houston, TX 77098. No phone calls. EOE.

If you can produce sales results without a boss breathing down your neck, we'll show you how you can earn over 50 thousand dollars a year and still have time to develop your tennis game. Call Bob Manley, 806-372-2329. Travel required within your state.

"Here's a rate card. Don't come back until you've sold something." If that's been the extent of your sales training to date, we offer an entry-level position with the opportunity to train in a professional and supportive environment. We'll do everything possible to insure your success and supply you with the tools for career advancement. In return, we'll demand long hours of hard work, extraordinary dedication and exceptional performance. Equal opportunity employer. WHAR Box 621, Hopewell, VA 23860.

Account executive, experienced, proven track record to sell music of your life format for WECK-AM in Buffalo, New York. Earning potential for heavy weight in the S30s and more. Send resume, billing history and references to: Mr. Stephen H. Rall, 2900 Genesee Street, Buffalo, NY 14225. EOE.

HELP WANTED ANNOUNCERS

Fastest growing suburban NYC AC needs experienced personality for expanding staff. Top Island signal. Tape & resume to WALK FM/AM, PO. Box 230, Patchogue, NY 11772. EOE.

WBGO, the New York area's jazz station, has an immediate opening for a 5 to 10AM jazz/information announcer. The successful applicant will have a wide knowledge of jazz, and an ability to handle some news/traffic/weather/information duties. Send a resume and audition tape to Al Pryor, Program Director, WBGO-FM, PO. Box 8, Newark, NJ 07101.

Top-rated contemporary FM station in Midwest market seeking top notch announcers with good production skills for future full time openings. Experience with automation systems a plus! Resume, references, and salary requirements only to Box W-155.

We're looking for the best talent in America. A very rare opening in a major market. Salary and benefits are commensurate. Send tape and resume to: PO. Box 33003, Washington, DC 20033. All inquiries will be kept confidential.

Creative professional announcer for Sunbelt area at one of America's great radio stations. Excellent benefits/working conditions. Prefer at least 5 years' experience in top 50 markets. Smooth delivery for adult radio station. Send resume only to Box W-167. EOE.

Small market modern country radio station looking for experienced disc jockey. Good company benefits. Send tape and resume to WGTO, PO. Box 123, Cypress Gardens, FL 33880. Equal opportunity employer, M/F.

Mature-experienced, announcer-production, early morning. North Alabama power FM, contemporary beautiful, CBS. Tape and resume to: Allen Moore, WRSA, Rt. One, Lacey's Spring, AL 35754.

WSRS, one of New England's top adult music stations, wants tapes & resumes from those interested in future announcer/production and announcer/news positions as they may occur. Beautiful-easy listening format. Tapes & resumes to Box 961, West Side Station, Worcester, MA 01602 EEO.

WGUL-AM, a MOYL station, has immediate opening for experienced professional to do air shift, production, and remotes. Applicants should be creative, promotion-oriented, and have an appreciation for community involvement and public service. Salary commensurate with experience. Send tape and resume to: Les Foerster, WGUL, 7212 US Highway 19, New Port Richey, FL 33552. Equal opportunity employer.

HELP WANTED TECHNICAL

Chief engineer wanted for winning Northeast AM/FM combo in top 50 market. Good salary/benefits. Experience in directional systems a must. Write Box W-132.

Growing NC-based company has an opportunity for an energetic chief engineer to take charge of and maintain an AM/FM combination. Salary commensurate with experience. Send resume and salary requirements to Tommy Walker, Box AJ, Jacksonville, NC 28540. 919-455-5300.

Anxious to move up? If you're an experienced radio engineer who's paid his/her dues in a small or medium market and think you have the expertise to join a competent and innovative staff at a major market leader, here's a chance! Tell us what you know and what you've done in the areas of RF, audio, stereo, automation, STL, remote control, digital, satellite, etc. Include salary desired. Engineering, WBEN, 2077 Elmwood Avenue, Buffalo, NY 14207. EOE.

Chief engineer/announcer for AM/FM in upper Midwest. Excellent benefits, Salary: \$20K+. We require an experienced, hard worker with experience in directional arrays. Resume only in confidence to Box W-159.

Communications engineer for Southeastern Louisiana University. See ad listing under "Television/Help Wanted Technical" in this issue of Broadcasting.

Self-starting chief engineer wanted for a first rat AM-FM station in San Luis Obispo, CA. Moving into brand new building and need a good workman-like technician to make challenging improvements. N closet DJ's please. 3-4 years' experience desired. Send resume to Robert A. VanBuhler, Mesa Radio, Inc. 1167 W. Javelina, Mesa, AZ 85201. Phone: 602-897-9300. Equal opportunity employer.

HELP WANTED NEWS

Newsperson for hot New England station, wit serious news commitment. Must be experienced. Immediate opening. 45 minutes from Boston. Tap resume, samples to Barry Pretzel, WKBR, 155 For Street, Manchester, NH 03102. EOE.

Contemporary FM station in medium size Midwest market seeking experienced full time news director. Responsible for daily gathering, editing, and delivery of news. Resume, references, and salary requirement only to Box W-154.

News director for small market AM/FM combo in northern Illinois. Prefer degree and some experience. Will trade experience for drive. Tapes and resumes (n calls) to Dekalb Radio, PO. Box 448, Dekalb, IL 60111.

We seek a candidate with a wide range of interest who is capable of great interviews, exciting production, and has a mature and professional air sound. Telephone talk experience is a plus. We offer challenging position with a competitive salary, good facilities, and an unbeatable benefit package. Tap and resume to Mike St. Peter, News Director, WEBR, 2 North Street, Buffalo, NY 14202. An equal opportunity employer.

Wanted: experienced broadcast/print correspondent to work for minimum three months (\$5250), the possibly full-time for large, independent Washington news bureau serving U.S., Canadian radio, TV, newspaper. Resume, written work samples only to Box W-191

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

South Florida full time production—need experienced, creative, professional to produce great radio commercials. High compensation for that outstanding person. Send resume, tape and availability date to PO. Box 216, Fort Myers, FL 33902. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Retired network executive will operate your station on a straight profit and loss basis with no salary. Experienced in all phases of station operation. Former owner. Looking for absentee—run station requiring improvement and profits. Toll free 800-327-2780, Ray In Florida, collect, 305-968-4100.

Dedicated professional with exceptional performance record in station and group management, major and medium markets, various formats. Substantia rebuilding experience, excellent administrator, strong sales management. Finest credentials. Currently employed. Carefully seeking long term associator with quality organization. Write Box W-119.

Available now. General manager with experience in sales, programing, operations and engineering. Stable employment history, excellent track record and references. Prefer Midwest/Mid-Atlantic regions. All markets considered. Let's talk today; tomorrow may be too late. Randy Swingle, 703-743-4371.

12 year radio veteran, currently general manager seeks step up. Experienced in all areas, super track record. Family man, mid 30s. Write Box W-171.

Mature family man. Ten years' experience, all phases, including management. Disciplined. Don Fregeau, PO. Box 432, Dexter, MO 63841. 314-624-7260.

SITUATIONS WANTED MANAGEMENT CONTINUED

35 year pioneer seeks general manager's job. Looking to purchase in, if you're looking toward retiring. After 6 PM, Call 912-723-5229, or write Box W-181.

Experienced general manager seeks new challenge in small to medium SE market. Strong sales, programming & promotional abilities, plus complete appreciation for P&L. Robert E. Powell, 161 Spanish Point Drive, Beaufort, SC 29902. 803-524-6138, after 6PM.

One minute manager seeks country FMPD position. West Coast. Write Box W-183.

SITUATIONS WANTED ANNOUNCERS

Professional sound. Rich voice. Excellent reader. Jim Neuwith, 10243 W. Parkridge, Milwaukee, WI 53222. 414-666-2567.

Can wear 2 hats. 9 years computer operator, now a trained broadcaster with writing skills. All markets. Salary negotiable. Guy Hamilton, 212-784-7484.

Radio news announcer with sportscasting experience just wasting away! Looking for full-time sports position, PBP experience, two years, production experience, 2 yrs; interview experience with commercial stations. Almost 3 full years in radio. Want to stay in New England region. Call Mark Merrill after 2 pm weekdays, anytime weekends, 207-872-5279, for tape & resume.

Country or oldies format. Announcer with 7 years' experience seeking East Coast or Ohio medium market. BA, family man. Presently employed. Live formats only. Write Box W-130.

I've reached a plateau. Small market radio professional seeks job, preferably in Florida. I have done it all. 3 yrs' experience. 2 in the Sunshine State. Dedicated, serious. 904-786-7577.

Creative Writer/Female Broadcaster. DJ/interviews/talk/news. First opportunity wanted now. Tape. Adrian, 201-773-3492.

Experienced programmer looking to settle in Florida. Excellent track record, PD, MD or drive time air personality position sought. Country, A/C or nostalgia. Write Box W-162.

Go anywhere. Production, copy, news writing, PBP, DJ. Want sales. Lee Ales, 309-755-7533, evenings; 319-355-6456, days.

Sincere, creative, mature announcer/engineer. Graduate of broadcasting school is seeking fulltime entry level position. I have practical hands on training. I have earned FCC general and SBE certification. Willing to relocate. William Hall, 5917 Willowynd, Rocklin, CA 95677. 916-624-4758.

An arrogant ego-maniac I'm not. An experienced, number one rated medium market announcer I am. Currently morning man, assistant PD, music director for contemporary country powerhouse. Seeking medium/major market programming and/or announcing position. Proven, stable background in all phases of broadcasting. Reply Box W-166.

Mature family man. Ten years' experience, all phases, including management. Disciplined. Don Fregeau, PO, Box 432, Dexter, MO 63841 314-624-7260.

Announcer/sportscaster. Seven years' experience, know rock format. Southern Rockies, West Coast leave message. 303-651-3079.

Veteran Personality jock—one to one communicator. Rock or country format. Prefer Western states 703-483-7406.

College degree and experience including 50,000 watt KGA and Apple FM in Spokane, seeking MOR or country format, small or medium market. Prefer Northwest, but will consider anywhere. No automation. Tape and resume upon request. Rich, 509-326-2354.

Aspiring female desires entry level position in small market. Enthusiastic, dependable, eager to learn and willing to work hard. A/C, MOR, country, News, production, passionate community involvement. Will relocate. Jenny Zablocki, 312-560-0172, evenings and week-ends.

Announcer. General license. Looking for work. Good skills. Write Box W-179.

"Person who says 'it can't be done', should not interrupt person who is doing it". We have excellent broadcasters who understand radio is a business—excellent announcers, production people, salespersons and engineers—both radio and TV. Hire our people. The Radio School, 1452 Del Paso Blvd., Sacramento, CA 95815. 916-920-2090.

Some experience. Professional sound. Team player anxious to please and learn. Troy Sass, 419-468-9259; 414-242-2033.

SITUATIONS WANTED NEWS

Six year sports pro seeking station committed to community involvement. Strong PBP, innovative reporting. Will consider news combo. Write Box W-87.

10-year sports enthusiast. Football, basketball, baseball PBP. Superb sports reporter. Ready to hustle for your station. Call Mark, now. 414-744-1428. Tape and resume upon request.

Experienced NCAA football and basketball play by play man seeks SD/PBP position. Contact Pat Foss, 912-537-9716.

College grad looking for position as talk show host/newsreader. Great delivery, witty and a skilled ad/lbber. Newstalk format would be perfect. Steve, 212-336-6835.

I love sports! 8 months' experience reporting—sportscasting. Ready to move. Jay Hummer, Box 201, Mansfield Ctr., CT 06250. 203-423-2247.

News director looking for reporter position in larger market. 602-956-9414.

Attention Oklahoma/Texas: award-winning news director, with sales background & 20 years' broadcast experience, is looking for permanent roots in small or medium market. I need good liveable salary & benefits. I offer talent & loyalty. Mike Troy, 405-226-4505.

Experienced NCAA football and basketball play by play man seeks SD/PBP position. Contact Dave Waugaman, 412-274-7278.

Sports director looks to move up. PBP experience; fresh and colorful approach; will consider sports-news combo. 201-763-5587, after 4.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

CHR/hot tracks programmer. Bobby Christian, 8 years as PD/OM at WXXX (WHTX), WMET, KKKX (KPKE), KUPD, 16 years in radio. 10 years' experience in audience/market research. Excellent track record. Top references. 303-635-8279.

Family man with ten years broadcasting and seven years of management experience seeking station manager, operations, or programming position. Solid background with success in inside management and numbers. Stable, intelligent and conscientious. Phone 801-776-2887, evenings.

TELEVISION

HELP WANTED MANAGEMENT

General manager. Immediate opportunity in Southwest. Strong Hispanic influence, only independent in market. Excellent program line-up with good and growing ratings. All new equipment. Super opportunity for station and personal growth. Must have broadcast management experience, be ambitious and willing to work hard to obtain personal goals. Send resume, including salary/learning history, in confidence, to: Cristo Rey Corporation, c/o Ditchfield, Watson & Williams, Inc., PO, Box 7533, San Jose, CA 95150.

News director for full ENG, 12-person operation in tropical Guam. Most widely known award winning news team in western Pacific. Daily satellite feed and newscasts, 6 & 10 PM. Journalism degree preferred; on-air experience required. Salary open. Outstanding benefits. Send resume and air tape to Jerry Staggs, GM, Guam Cable TV, 530 West O'Brien Drive, Agaña, GU 96910, EOE.

General manager—seeking experienced manager with strong sales background and ability to maintain cost control for group owned UHF station in small Northeast market. Please reply Box W-153.

Traffic manager—VHF network affiliate, major group ownership in SE seeking applications. Candidates should have strong management skills and experience on Bias or Columbine systems. Send resume and salary history/requirements to Box W-146. EOE.

Television general manager—group-owned network affiliate in Southeast market seeking experienced broadcaster for general manager's position. Financial sales and interpersonal skills essential as well as a proven record of performance. Prefer professional broadcaster with stable background interested in long-term commitment. Send resume to Box W-156.

National sales manager. Tampa-St. Petersburg, Florida, WTOG-TV. Applicant must have strong sales background (3-5 years). Individual should have leadership ability and be a good educator and motivator. Interested individuals should forward resumes to GSM, WTOG-TV, PO, Box 20144, St. Petersburg, FL 33742. No phone calls. A division of Hubbard Broadcasting. An equal opportunity employer, M/F.

Business manager—upper Midwest network affiliate. Accounting degree and 2 plus years hands-on experience. Resume and professional references to Box W-172.

KTHI-television in Fargo, North Dakota, is seeking a motivator with a proven record in television sales or management. Great opportunity to grow with aggressive station. Send resume and salary requirements to Greg Holder, KTHI-TV, PO, Box 1878, Fargo, ND 58107-1878.

HELP WANTED SALES

Need aggressive, stable local salesperson for Southeastern ABC affiliate (market rank 50-75). Excellent opportunity for person with creative professional approach. Station has excellent local track. Jumpers need not apply. EOE. Resume to Box W-92.

Sales trainee. National rep firm seeks ambitious, well-spoken, assertive people for training program. Career opportunity with high earning potential. Resume to Box W-93.

General sales manager. UHF independent is looking for an energetic and result-oriented person to develop a winning sales department. The person we're looking for has leadership skills, a winning attitude and sales experience selling independents. We are a station with a great future. Forward resume to General Manager, WLRE-TV, PO, Box 26, Green Bay, WI 54305. An EOE.

KTRK-TV, ABC in Houston, seeks a professional account executive with broadcast sales experience. Must have thorough knowledge of advertising/marketing, a record of superior performance, and the highest personal and professional standards. This is not a beginning position. Contact Mr. Winfred Frazier, Local/Regional Sales Manager, 713-663-4517. KTRK-TV, PO, Box 12, Houston, TX 77005.

Experienced television sales person needed. No order takers need apply. If you know the business and can sell, this may be just the place for you. Reply Box W-189. EOE.

HELP WANTED TECHNICAL

Maintenance engineer: minimum 2 years' experience in repair and maintaining Sony EFP/ENG equipment, Sony 1" and associated terminal equipment. Modern PTV facility in Nashville. Send resume and salary requirements to Chief Engineer, WDCN-8, PO, Box 120609, Nashville, TN 37212.

Maintenance technician—KCRA-TV/Sacramento seeks a maintenance technician for our production/post production facility. Applicants must have experience with 1" type C videotape equipment, as well as the ability to maintain associated switching, editing and terminal equipment. Proper FCC documentation required. Union position. Apply to: Don Duncan, Chief Engineer, KCRA-TV, 310 Tenth Street, Sacramento, CA 95814-0794. 916-325-3247. EOE, M/F.

HELP WANTED TECHNICAL CONTINUED

Engineer: major East coast production facility needs engineer with working knowledge of control room systems, location and studio production. Must trouble shoot and repair the latest state-of-the-art television production equipment. Send resumes and salary requirements to: Paul Wilkinson, 3700 Malden Avenue, Baltimore, MD 21211.

Communications engineer to coordinate installation of brand-new 1" video production center, serve as chief operator of university's public radio station, repair and maintain broadcast communications equipment. State of the art test equipment. Small university town close to New Orleans and Baton Rouge. Salary: \$30,000, plus liberal fringe benefits. Bachelor's degree and radio/television engineering experience required. Send resume and references to Dr. James V. Paluzzi, Director of Broadcasting, Southeastern Louisiana University, Box 347, Hammond, LA 70402 AA/EOE.

HELP WANTED NEWS

Weathercaster, noon and a.m., Monday-Friday. Medium market, East. Send resume and videotape cassette to: News Director, WOWK-TV, 625 Fourth Avenue, Huntington, WV 25701. Equal opportunity employer.

Experienced news director for top 25 Northeastern market. Detailed resume only to Box W-127. Equal opportunity employer.

Assignment editors! Knowledge of Pacific Northwest and 2 years' broadcast experience a must. Looking for aggressive and dedicated news journalist. Send resume to Mike Gudgell, KOMO-TV, 100 4th Avenue North, Seattle, WA 98109. No telephone inquiries please. EOE.

You can break into the top 10 markets! Major market openings for reporters, anchors, producers now working in small/medium markets. Send resume to: Professional Video Services, 930 Granite Court, Martinez, CA 94553.

Meteorologist—for one of the Midwest's fastest-growing news departments. Work with the best computer graphics system. Nafax, Goes, etc., as weekend talent and back-up to one of America's best TV meteorologists. Medium market, network affiliate. Resume only to Box W-158.

Sportscaster—fulltime for weekday features and weekend anchoring. Minimum two years' broadcast experience preferred. Strong writing and video tape editing skills necessary. Send resume, tape, and salary required to Steven Hammel, News Director, WSTM-TV, 1030 James Street, Syracuse, NY 13203. WSTM-TV is an Equal Opportunity Employer.

News anchor-reporter for No. 1 news station in market. Great recreation area. Latest equipment—strong news commitment. Experienced only, send resume and tape to News Director, KIFI-TV, Box 2148, Idaho Falls, ID 83401 EEO station.

Producer/reporter—for award winning statewide public TV network. Cover state legislature daily, produce issue-oriented reports/documentaries. BA—broadcast journalism/mass communications, plus three years' related experience. Salary \$19,923, minimum. Send resume/tape by June 30 to Paul E. Few, University Television, Box 83111, Lincoln, NE 68501 AA/EOE.

Executive news producer, for 6PM and to supervise 11PM; responsibility for special programs, scripts, graphics and overall look. Contact Tom Bigler, WBRE-TV, 62 S. Franklin St., Wilkes-Barre, PA 18773.

News anchor for quality, well-equipped news operation. Tired of the rat race? Settle in the Ozarks! Send tape, resume, references and salary requirements to: Keith Fry, KHBS-TV, P.O. Box 4150, Fort Smith, AR 72914. EOE.

Anchor: male and female anchors for Southeastern market. Looking for bright, experienced, upbeat anchors for daily newscasts. Must have minimum 3 years' experience as anchors, as well as general assignment reporting. Resume only to Box W-177. EOE.

Assignment editor/broadcast journalism instructor. KOMU-TV and University of Missouri School of Journalism are seeking experienced television journalist to make assignments, supervise and critique student reporters, photographers, producers in newsroom of our commercial ABC-affiliated television station. Little or no classroom teaching. Applicants should have at least 3-4 years' broadly-based experience in reporting, producing, shooting, and editing. Master's degree preferred, but Bachelor's degree and additional experience will qualify. Excellent opportunity to begin management career. Minorities and women encouraged to apply. Send letter and resume to Dick Nelson, KOMU-TV, Highway 63 South, Columbia, MO 65201.

Assistant news director to help supervise 7 student employees in production of a 30-minute TV newscast. In addition, he or she produces and anchors two radio newscasts daily and one public affairs program weekly. Applicants should have experience in both radio and television, two to three years preferred. M.A. in journalism, communications or telecommunications desired. Salary \$13,000-\$14,000. Contact Personnel Department, Texas A&M University, College Station, TX 77843.

Meteorologist—good and friendly delivery, experienced, credible. EOE. Resume only to Box W-184.

Wanted: farm reporter. NAFB member, currently producing farm reports for television preferred. Midwest location. Writing skills essential. Feature producer a plus. Send resume and salary requirements only to Box W-186.

Evening newsroom supervisor/broadcast journalism instructor. KOMU-TV and University of Missouri School of Journalism are seeking experienced television journalist to supervise and critique student reports, photographers, producers in newsroom of our commercial ABC-affiliated television station. Applicants should have at least two years' broadly-based experience in reporting, producing, shooting and editing. Anchoring ability helpful, but not required. Bachelor's degree required. Opportunity to pursue advanced degree. Minorities and women encouraged to apply. Send letter and resume to Dick Nelson, KOMU-TV, Highway 63 South, Columbia, MO 65201.

Anchor/reporter. Must be experienced reporter and good on the air. Opening is not immediate. Resume only to Box W-188. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Promotion manager. San Diego, California. Fastest growing independent station in America's finest city, looking for creative, hands-on promotion person who can be tops in a promotion minded station and city. Only the experienced professional with a minimum of five years' experience should apply. Send complete information and samples of work to: Personnel Director, KUSI-TV, P.O. Box 11985, San Diego, CA 92111. No phone calls. An EOE.

PM Magazine creative writer/story-producer needed for No. 1 rated show. Send tape and resume to Program Manager, WFMY-TV, Greensboro, NC 27420.

Operations manager. Midwest UHF independent seeks a person who is aggressive, confident, able to plan, motivate, organize. Experienced in post production, good technical background, producer skills for live programming. Send salary requirements and resume only to Box W-131. An EOE.

Film director for ABC affiliate in south Florida. Experience in film and tape editing and knowledge of NAB, FCC and broadcast standards and practices required. Will assist program manager in scheduling and securing program materials for airing. Send resume and salary requirements to Personnel Director, WPEC-TV, Fairfield Drive, West Palm Beach, FL 33407 EOE, M/F

Co-host. KOMO-TV, Seattle. Award winning, locally produced magazine show seeking co-host to join current female co-host. Anchor/co-host experience preferred. Strong news & feature writing & reporting skills required. Send audition tape and resume to Personnel Department, KOMO-TV, 100 4th Ave. No., Seattle, WA 98109, ABC-TV network affiliate. No telephone inquiries, please. EOE.

Art director. Major market group owned station looking for the best there is. Prior art management experience required. Must have working knowledge of Chyron IV, DVE, color graphics system. Must work with people and understand deadlines and priorities. Set design, advertising and computer background helpful. This is a top management position. The successful candidate will be responsible for station's advertising and on-air look. Send resume, tape and samples of work, along with employment history and personal background to WISN-TV, Employee Relation Director, P.O. Box 402, Milwaukee, WI 53201. An equal opportunity employer.

Director/producer. Southwest Florida NBC affiliate seeks highly creative individual with 2 years' experience in producing, directing and editing commercial and promotional productions to join creative services department. One-inch editing experience necessary. Strong background in remote and studio production required. EOE. Send resume, tape and salary requirement to Creative Services Dept., WBBF-TV/20, 3719 Central Avenue, Fort Myers, FL 33901.

Hosts/producer for daily live noontime news/talk program. Two hosts to handle news anchoring-interviewing and field production. Also need producer who knows how to make this show fly. Good topic and guest selection skills plus production know-how necessary. Prior TV news or talk show experience required for these positions. Send resume and salary requirements only to Box W-168. EOE.

Field producer/reporter for sophisticated public affairs weekly, airing on the Minneapolis/St. Paul PB station (Channel 2). We're looking for a very special creative journalist to join a national and international award winning series. Must have demonstrated ability in producing, writing and directing field pieces, ranging from hard issues to lighter features. On air ability not required, but a plus. Sense of humor and feeling for the irony of life a necessity. If you're tired of being forced to do the ordinary, this is an extraordinary opportunity to grow and do outstanding work. Salary \$18,000-\$23,500. Videotape must accompany application. Apply to: Dianne Hinkle, Producer, KTCA-TV, 1640 Como Ave., St. Paul, MN 55108. An EOE/AA employer.

Prominent Chicago production company desires: creative personable editor for new computer off-line system. Previous computer editing experience necessary. Film cutting experience desirable. Send resume and salary requirements only to Box W-176.

Production manager: must know latest production equipment and be capable and willing to teach others Northwest market. Competitive salary. EOE. Resume only to Box W-187.

SITUATIONS WANTED MANAGEMENT

Local sales manager in radio seeks supervisor and motivation position for Penna. TV station. Write Box W-54.

GM/GSM. Experience in all areas of management including start up & station relocation, heavy sales emphasis. Proven record in increasing sales, ratings & recruiting achievers. Leadership creates successful teamwork & delivers improved bottom line. Depending on station, market & opportunity interested in GSM or GM. Write Box T-134.

Production/operations manager experienced in news, spot, promotion, PSA, programming, sports scripting, production and direction. Also proficient in computerized traffic, promotion planning, master control operations, engineering. Innovative, organized solid people motivator. Seeking challenge in well-equipped, medium/large market. Write Box W-163.

SITUATIONS WANTED TECHNICAL

Production school graduate with audio and college background seeks entry position in broadcasting. Will relocate. Eastern states preferred. Richard Clark 516-261-2875.

Chief engineer. I have built UHF and VHF transmitters, studio complex and STL. I establish maintenance procedures and record keeping methods. My departments are happy. Write Box W-145.

SITUATIONS WANTED NEWS

eteorologist- proven weather forecaster with cable television experience, including chromakey. Eager to explain the weather and its effects on your viewers. or tape/resume, contact John Schmit, 312-75-4942.

xperienced professional seeks reporter/anchor position with station committed to news. Write Box W-94.

ward-winning sportscaster. Very popular. Entering. Anchoring, reporting. Call now! 713-33-1777.

ersatile sportscaster, 29, five years sports director ready for top 75 market as reporter/weekend anchor. From statewide PBP to producing, basketball, bowling, I'll get it done. Strong previous newspaper background. Write Box W-95.

eteorologist—looking to settle in top 100 market. Low in small market with very large following. Write Box W-135.

ffbeat feature reporter—does hard news too. Five years in top 100 market. Wants top forty market. Box W-148.

nchorman. 8 years, proven ratings, award-winner. Team player seeking position in Western states. Excellent appearance, strong communicator. Best references. Will consider PM Magazine. 805-57-9649.

ports. Looking for top 70 market, anchor plus P-B-TV-radio combo ideal. Nine years' radio and TV experience. Write Box W-149.

V reporter, 7 years' experience. Fluent Spanish, extensive knowledge of Caribbean and Central America, Miami-based. Christopher Peake, 21 Edgewater Dr., O. 25, Coconut Grove, FL 33133. 305-661-9483.

xperienced TV anchor/reporter w/major college BP. All sports, plus AAA Baseball. Good production, editing skills. 401-683-2276. Available immediately.

IUC '83 grad with experience in all areas of TV news seeks anchor-reporter position in small to medium market. Call Richard, 312-825-8570.

eporter. 3 years' experience. Out now, want back in. Iso experienced anchor, producer, photographer. Ron, 38-256-7580.

arge market meteorologist. AMS seal. Talents: Jiting, top of the line computer graphics & artwork, >-beat personality. I'm the all-in-one package your p 30 market is looking for. Write Box W-173.

liddle market executive producer. Major market producing experience, Master's journalism, wants to relocate. Write Box W-174.

xperience reporter/writer seeking return to TV. All markets considered. Call Rob, 213-887-5374.

lative American female anchor/reporter, creative, aware, assertive, natural communicator. 5 yrs' experience. Write Box W-180.

lot your average grad. Young, energetic self-starter with degree seeks reporter/photographer position with small/medium market with heavy commitment to local news/sports. Extensive knowledge of NG. Tape/resume, contact John Horan, 712-28-7575.

ield producer, photographer, reporter, writer, editor, specialty-sports coverage. Wanting to relocate in San Francisco area to be near family. 4 yrs' television experience in top 40 market of doing it all. Prefer sports, fill do news, mini-docs, special projects. 26-yr.-old male. Career minded. Write Box W-182.

roadcasting news, sports, celebrity or feature interviewer available June '83 for radio, TV, cable. 215-58-8429.

small market TV. Mature, talented, hard-working, ambitious, intelligent, well-trained young married man, recent Master's Degree (Boston University) in news seeks entry level news. Three years radio. Give me the opportunity-you will not regret it. Anywhere, USA. Mike Wright, 54 Sand Dollar Lane, Mashpee, MA 02649. 17-477-0608.

Anchor/producer/reporter. Credibility, personality, vitality, looks, voice, experience. 815-455-5797. Best time is noon central.

Tired of watching tapes? Hire an innovative, mature female anchor/producer/reporter without placing an ad. Call 301-434-2704.

Seasoned Statehouse radio reporter with 6 years' experience in three state capitals wishes to cross into TV as general assignment reporter or producer. Excellent references. 419-634-8661.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

NYC hard working female. Recent graduate of television production with photographic background, is seeking entry level position with television or cable company. Will relocate. Call Chris, 212-332-9674.

Sports—recent grad. of Ohio University seeking entry level position in sports production and/or programming. Cable and educational television experience. Extensive sports production knowledge. Willing to relocate. Michael E. Pierce, 614-592-1445 or 513-474-0795.

I've done it all. Producer, director, camera, editing, teaching. Want to do it all again. Serious only. Will relocate. Ray, 6203 Traymore Ave., Brooklyn, OH 44144.

Promotion team member—strong right arm to promotion manager. Solid professional experience: heavy marketing, promo writing (TV, print) & on-air. Creative with strong organizational skills. Degree broadcasting—Boston University. Will relocate. 203-453-5719.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Marketing representative wanted for a small but growing film and video design and production company. Must want to be a marketing representative, not a production person. Must be self motivated on the positive side. Two years' minimum experience required in marketing a production company. Send resumes to Ron Smiley, RSVP, Inc., 1728 Cherry Street, Phila., PA 19103.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Major furniture retailer seeks on-camera talent and/or radio voice talent. Please send demo cassettes of previous work (will be returned), to: L. Krinsky, 7561 N.W. 16th Street, No. 2411, Plantation, FL 33313.

HELP WANTED INSTRUCTION

Mass communication, tenure track, assistant/associate professor. Salary negotiable. Teach public relations, advertising, market research, media sales and theory. Ph.D. in mass communication or related field. M.A. with outstanding industry experience considered. Send vita and letters of recommendation to: Leonard Lee, Chair, Mass Communication, Telecommunications Center, University of South Dakota, Vermillion, SD 57069. Telephone: 605-677-5477. Equal opportunity/affirmative action employer.

Washburn University. Communication arts: associate/assistant professor/instructor of telecommunications, tenure-track position. Ph.D. in broadcasting or telecommunications preferred, with some university level teaching experience. Ph.D. required for associate/assistant professor rank. ABD will be considered for instructor rank. Substantial teaching/professional experience required for associate rank. Responsibilities will include teaching undergraduate courses in TV and radio production, advanced broadcast production, TV directing, writing, electronic news gathering techniques, portable video format, and introduction to radio/TV. Salary is competitive at all ranks. Starting date is Fall semester, 1983. A complete application includes a professional resume, an academic transcript, and three references. Send to: Dr. Paul Salter, Dean, College of Arts and Sciences, and Acting Chairperson, Department of Communication Arts, Washburn University, Topeka, KS 66621. Application deadline extended until June 20, 1983, or until suitable applicant is identified. Washburn University of Topeka is an equal opportunity/affirmative action employer.

Administrative/instructor position in telecommunications. The department of telecommunications, Indiana University anticipates one new position at the rank of studio supervisor/instructor, beginning July 1, 1983. Salary: \$20,000 or more, depending upon qualifications, for 12 months. Qualifications: (1) M.A. or M.S. or equivalent thereof. (2) Two or more years college teaching experience desired, but not required. (3) Ability to supervise radio and television studio and field equipment; schedule use, maintenance and assist with decisions on purchasing new equipment; and teach production/performance courses. This person will supervise our production studios and teach three small-enrollment courses per semester and two courses in the summer. It is a non tenure-track position. Applications should include (1) a description of previous teaching experiences and future teaching interest, (2) a description of previous telecommunications administrative experience, and (3) three letters of recommendation submitted directly by reference or from recognized placement services. Please send your applications to: Rolland C. Johnson, Chairman, Department of Telecommunications, Indiana University, Bloomington, IN 47405. Indiana University is an equal opportunity/affirmative action employer.

SITUATIONS WANTED TECHNICAL

Programmer/analyst: 6 yrs: exp. with IBM and HP B'cast exp. as PD, MD, and on-air. Seeking systems development position in communication/entertainment industry. Write Box W-129.

Satellite technician wishing to relocate. Licensed, with 8 years' broadcast and 3 years' satellite maintenance experience. Call 213-716-9765.

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.

Good useable broadcast equipment needed: all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Instant cash-highest prices for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Bill Kitchen, Quality Media Corp., 404-324-1271.

Public radio annrc./engineer wants old, but good, 16-inch turntable with lateral/vertical pickup head (preamp optional). Also, small mono-console. Will pay shipping. Reasonable fee, if good condition. Ribbon mike wanted also. Write: Bob Cone, Box 14305, Omaha, NE 68114. Prepaid calls (can't accept collect) 402-556-2770, after 6:00 PM, Saturday thru Wednesday, CDT.

Stationless Caribbean island (Saint Eustatius) looking for all kinds of equipment: AM transmitter, board, etc to set up station. Limited budget, but can pay freight. Please help. USA contact: Bob Bitner, Box 313, Needham Heights, MA 02194. 617-449-5618.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5KW AM Collins 21E (1962), also RCA BTA-5H. Both w/proofs. M. Cooper, 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Gates 1 KW AM transmitter, model BC-1G. Will make full power and pass proof. M. Cooper, 215-379-6585.

20KW FM transmitter, 1977 CSI T-1-A, on-air, mint cond. Also, Collins 830F 10KW FM. M. Cooper, 215-379-6585.

Automation IGM basic A computer, encoder, logger, 2 latest 78 tray co-cart II. System like brand new, near Chicago. 214-843-5565.

Super highspeed machine language logging program for TRS-80, 64K tape or disc. \$300. Call 813-382-4444.

**FOR SALE EQUIPMENT
CONTINUED**

Complete UHF television station transmitting plant. Modern 30 KW transmitter complete with good klystrons, 30 KW RCA Filterplexer, 12.5 KW standby transmitter complete with spare finals, 475' transmission line and Cetec Omni-directional antenna, rated at 35 KW. All equipment presently on air and in excellent condition. Available late July. Contact L.R. Evans, WLRE-TV, P.O. Box 26, Green Bay, WI 54305. 414-437-2626.

Gates 10kw FM, SCA, stereo, spare tube, wide band interface, excellent. \$25,000. 618-498-3154.

Equipment for sale: AVR-II. Gates film chain & multiplexer. RCA TP-66 16mm projector. Simplex 35 mm projector. Hitachi SK 70 color camera. RCA TKP 45 color camera. Grass Valley 1400 switcher. Call Jim Riley, 214-630-4848.

Ampex recorders, AG440-4, AG440-2, AG440-1 and 351 trade-ins priced to sell today. We are an Ampex dealer. Northwestern, Inc., 800-547-2252.

Transmitters-antennas-towers. Call us for great prices on new & used equipment. Quick delivery. Several used items in stock; best deals on new equipment. Bill Kitchen, Quality Media Corp., 404-324-1271.

New TV startups- let Quality Media show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corp., 404-324-1271.

Studio equipment- cameras, VTRs, film chains, thousands of items available. Best deals on new & used. Bill Kitchen, Quality Media Corp., 404-324-1271.

Ikegami HL-77, Canon 10-100 mm lens, AC supply, excellent. \$10,000 or B/O. US Video, 212-473-6947.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Chyron III—character generator, JVC editing system (1) CP 8200 (used), (1) CP 5500 (used). 408-422-3500.

For sale: 3 1/8 rigid transmission line. \$55.00 per twenty foot section, or best offer. Call 913-232-1840.

Ikegami HL-79A, personal camera, good condition with Canon 13X zoom, new Nicads. \$18,000. Call Neil, 215-864-0658.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

Proven radio comedy! Guaranteed! Free sample! Write on station letterhead to: Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Free sample. Jokes by comedy writing team. Robert Makinson, GPO Box 3341, Brooklyn NY 11202. 212-855-5057.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122 303-795-3288.

CONSULTANTS

Overtake competition. Major-market radio pro can help. Give your audition tape a thorough test, before it hits the street. Two-week service. Send tape and fifteen dollar check to Tapesop, Box 52801, Houston, TX 77052.

Situations Wanted Technical

**DIRECTOR
OF
ENGINEERING**

for a well known major station group is looking for a new challenge. 20 years' experience, present position for the last 9. Highly experienced in all areas including applications, facility planning and construction, state of the art RF and dominant audio as well as personnel recruitment and supervision. Will seriously consider any interesting situation as either DE or CE. Box W-190.

TELEVISION

Help Wanted Sales

NATIONAL SALES REP

The nation's leading private weather service is looking for additional representation for its wide range of weather-related products and services. Only sales people with proven credentials in radio and/or TV should apply. Send resume and salary history to Accu-Weather Inc., Department B, 619 W. College Avenue State College, PA 16801. No phone calls please. Accu-Weather Inc., is an equal opportunity employer.

Help Wanted Technical

**ENGINEERING
SUPERVISOR**

For transmitter and studio maintenance. 5 years' experience. Openings in Dallas and Houston. Join fast growing chain. You will be given authority and support to build a successful operation. \$30,000. Call or write Ed Reid, Director of Engineering, 1712 E. Randol Mill Rd., Arlington, TX 76011. 817-265-2100.

**NUMBER
ONE
MARKET**

4-station Public Television network needs maintenance engineer for state-of-the-art teleproduction facility. Heavy experience with TK-76, BVU-200, TK-27, BVU-110 and Ampex 4100 switcher. Some operating duties. General class FCC license. Contact Jeff Friedman, Station Manager, NEW JERSEY NETWORK, 980 Broad Street, Newark, NJ 07102. EEO.

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IS AVAILABLE
IN MICROFORM**

**University Microfilms
International**

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

RADIO

Help Wanted Sales

**ACCOUNT
EXECUTIVE**

We are looking for an account executive who is aggressive, self-motivated and a self-starter. Minimum three years' broadcast or other intangible sales experience. Qualified applicants should submit resumes to: Scott Meier, KSTP-AM Radio, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer, M/F.



Help Wanted Announcers

**LIFETIME
DREAM**

To live in Austin, Texas, one of America's great cities. To work at KHFI (K-98), a great radio station with dynamite numbers. You will be replacing our outstanding morning personality. If you are warm, humorous, topical, with strong ad-libs and one-to-one personality, you could be the person we are looking for. The position is open after this rating sweep (mid-June). K-98 is CHR. Send T&R to Roger Garrett, 1219 W. 6th, Austin, TX 78703. EOE.

**Help Wanted Announcers
Continued**

ON-AIR PERSONALITY

"Music Of Your Life" talent search. Work in Palm Beach under the Florida sun in one of the nation's most competitive markets for the company that premiered "Music Of Your Life." WNJY FM Joy 94 offers the best working conditions, TV, magazine and newspaper promotional. Send tape and resume to: Joe Nuckols, WNJY-FM, Box 10386, West Palm Beach, FL 33404. 305-842-4616.

**Help Wanted Programing,
Production, Others**

TARZAN OR JANE WANTED!

Somewhere out there in the radio jungle is a person who eats, sleeps and breathes creative production wanting to swing from bigger vines! We're on the prowl for a hands-on production/copywriter who can do it all for our top rated AM/FM combo in the Sunbelt. Do your career a favor by sending a tape with representative production, scripts, resume, and other pertinent information to P.O. Box 171141, Arlington, TX 76017. EOE.

Situations Wanted News

NETWORK VETERAN

Major network sportscaster in New York City with excellent professional and character background seeks full time play-by-play and sports anchor/reporter position. Football, basketball, or other play-by-play is vital. Market size and money are not major concerns. Write Box W-178.

Help Wanted Technical Continued

AUDIOVISUAL MANAGEMENT & TECHNICAL POSITIONS

Army branch of Armed Forces Radio & Television Service (AFRTS) manages radio & TV networks in West Germany, Italy, Republic of Korea, Panama & the Marshall Islands. Candidates will be working in the Arlington, VA, office of Army Broadcasting Service. Occasional travel required. Familiarity with AM, FM & TV broadcast equipment required. Experience with STL & ENG helpful. Military or civilian experience at an AFRTS outlet would be beneficial.

Position one: Audiovisual systems management specialist. GS 1001-11. \$24,508-\$31,861. Job requirements include: experience as a maintenance/planning broadcast engineer for a radio-TV broadcasting facility; knowledge in developing equipment requirements & engineering radio-TV systems for broadcast facilities; ability to plan & conduct technical seminars on broadcast engineering requirements; ability to research & write technical specifications.

Position two: Audiovisual equipment specialist. GS 1670-11. \$24,508-\$31,861. Job requirements include: knowledge of technical maintenance & logistic/procurement operations in support of radio-TV broadcast facilities; knowledge of govt. contracting & procurement regulations applicable to the procurement of nonstandard commercial radio & TV equipment & repair parts; ability to plan & conduct maintenance logistical seminars.

Contact

MARY ANNE SMITH
DEPT. OF ARMY PERSONNEL & EMPLOYMENT SERVICE
WASHINGTON, DC 20310
202-697-4213.

An EOE, M/F/H/V

Help Wanted News Continued

WDIV / DETROIT

NEWS PRODUCER-WDIV, the Post Newsweek station in Detroit, is looking for an exceptional person to produce newscasts. The person we seek is an excellent journalist, a leader and motivator, creative, and well versed in all aspects of the technology.

This is **NOT** a job for a novice or a stacker and a packer. If you've had 3-5 years television news producing experience, and understand what it takes to orchestrate all elements of a newscast, please send resume and tape to:

Mark Efron, Executive News Producer
WDIV
550 West Lafayette Blvd
Detroit, Michigan 48231

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Help Wanted Programing, Production, Others



ASSOCIATE PRODUCER

KABC-T. V.

Dynamic, southwest ABC O&O station KABC-T. V. has an exceptional opportunity available for a creative field producer to participate in the multi-faceted production activities of a top-rated magazine show.

The experienced candidate we seek will possess strong story producing skills with the demonstrated ability to coordinate production from inception to completion.

We require industry-related experience in videotape field producing, direction, writing, and supervision of editing. Some location travel may be required.

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Diane Silva
ABC - Personnel
4151 Prospect Ave.
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PROJECT MANAGER

Decisive, self-motivated. Minimum 8 years' experience in all areas of TV production. Capable of estimating production budgets. Skilled in assisting and dealing positively with clients. Attentive to detail. If you feel lead to serve, send resume and salary history to:

Christian Broadcasting Network
Personnel Dept., Box RB
CBN Center
Virginia Beach, VA 23463

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Help Wanted News

ASSISTANT NEWS DIRECTOR

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Box W-133

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will fit into our award-winning TV news department. We're looking for the success-oriented professional who knows news inside & out, & can combine highly developed creative expertise & leadership talents with solid news judgment. We're a progressive, California, independent VHF station, with a leadership reputation in news coverage & with modern technical resources. If you possess the ability to work under minimal supervision & can be flexible & spontaneous in building a newscast, we'd like to talk with you. For further information on our excellent salary & benefits program, & to arrange a convenient interview, please forward your resume & salary requirements to

TV NEWS DIRECTOR
PO Box 1856
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EOE, M/F/H/V

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Television-radio-CATV. National/international level. Top credentials/achievements. Write Box W-170.

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ALLIED FIELDS

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Manager of Network Services

American Hospinet, the satellite video teleconferencing network of American Hospital Supply Corporation, has an opening for a manager of network services. With annual sales of nearly \$3 billion, AHSC is the leading manufacturer and distributor of health care products.

Located at the executive offices in the Chicago suburb of Evanston, Illinois, this position reports directly to the Director of American Hospinet. The position offers highly competitive compensation plus top corporate benefits.

As part of the Hospinet team, you will be responsible for scheduling the operation of the corporate video teleconference network. Serving 19 sites across the country, Hospinet will provide interactive videoconferencing and video outreach to the company's 35,000 employees.

A background in traffic management is required, with experience in satellite network operations a plus.

Evanston is a pleasant Chicago suburb located on the shores of Lake Michigan. The home of Northwestern University, it is conveniently located for access to the sports and cultural events of Chicago, as well as the recreational opportunities of Lake Michigan, northern Illinois and Wisconsin.

For immediate and confidential consideration, please send resume to:

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Livonia, MI 48150

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Public Notice

PUBLIC NOTICE

Applications for cable television license, Belchertown, Massachusetts. The Town of Belchertown will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 5:00 p.m. June 27, 1983. Applications must be filed on the Massachusetts CATV Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Belchertown. A copy of the application shall also be filed with the Massachusetts CATV Commission. All applications received will be available for public inspections in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Board of Selectmen, Town of Belchertown, 2 Jabish Street, Belchertown, MA 01007.

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SE	Major	Cl.IV	600K	Cash	Paul Crowder (615) 298-4986
MW	Medium	FM	550K	33%	Jim Mackin (207) 623-1874
M.AtI.	Metro	Cl.IV	500K	Cash	Mitt Younts (804) 355-8702
SW	Small	Fulltime	450K	\$125K	Bill Whitley (214) 680-2807
MW	Small	FM	450K	Terms	Bill Lochman (816) 254-6899
SE	Suburban	Cl.IV	350K	\$175K	Bill Cate (904) 893-6471
R.Mt.	Small	Cl.IV/FM	325K	75K	Greg Merrill (801) 753-8090

To buy or sell, for appraisals or financing—contact John D. Emery, President, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.

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For Sale Stations Continued

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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 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 num-

ber), c/o BROADCASTING, 1735 DeSales St., NW, 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: 85c per word, \$15 weekly minimum. Situations Wanted (personal ads): 50c per word, \$7.50 weekly minimum. All other classifications: 95c per word, \$15 weekly minimum. Blind box numbers: \$3 per issue:

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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 including area code or zip code counts as one word each.

continued from page 72

1 WOKG (1570 khz) Warren, Ohio—Seeks CP to change frequency to 830 kw; change power to 5 kw and make changes in ant. sys. Major environmental action under section 1.1305. Ann. May 12.

Accepted

1 WSHN (1550 khz) Fremont, Mich.—Seeks CP to make change in antenna system and to increase height. Ann. May 1.

1 WECB (1080 khz) Carthage, Miss.—Seeks CP to make changes in antenna system. Ann. May 11.

1 WNYC (830 khz) New York—Seeks modification of license to change SL and to operate transmission by R.C. from proposed S.L. Ann. May 18.

1 KYJC (1380 khz) Medford, Ore.—Seeks MP (BP-81011AA) to make changes in nighttime standard radiation pattern. Ann. May 12.

1 WNAM (1280 khz) Neenah-Menasha, Wis.—Seeks MP BP-810225AN, as mod.) to increase RMS of nighttime pattern. Ann. May 11.

FM applications

Tendered

1 KEZQ (100.3 mhz) Jacksonville, Ark.—Seeks CP to change HAAT to 504 ft. Major environmental action under section 1.1305. Ann. May 9.

1 KWSB-FM (91.1 mhz) Gunnison, Colo.—Seeks CP to change frequency to 91.1 mhz.; change TL; change ERP to 1340 w and make changes in ant. sys. Ann. May 2.

1 WFUZ (93.7 mhz) Ocala, Fla.—Seeks CP to change HAAT to 540 ft. Major environmental action under section 1.1305. Ann. May 19.

1 WWGC (90.7 mhz) Carrollton, Ga.—Seeks CP to change TL.; change ERP to 500 w; change HAAT to 494 ft. and make changes in ant. sys. Ann. May 16.

1 WRVG-FM (89.9 mhz) Georgetown, Ky.—Seeks to change frequency to 89.9 mhz. Ann. May 16.

1 *WSCC-FM (92.1 mhz) Somerset, Ky.—Seeks CP to change frequency to 92.1 mhz. Ann. May 10.

1 WEGS (95.3 mhz) Gaylord, Mich.—Seeks modification of CP (BPH-821102AA) to change TL; change HAAT to 325 ft., and make changes in ant. sys. Ann. May 9.

1 WMGM (103.7 mhz) Atlantic City, N.J.—Seeks CP to change ERP to 50 kw and change HAAT to 347 ft. Ann. May 2.

1 WAYZ-FM (101.5 mhz) Waynesboro, Pa.—Seeks CP to change ERP to 50 kw and make changes in ant. sys. Ann. May 16.

1 KIPR-FM (95.5 mhz) Diboli, Tex.—Seeks CP to change FL; change ERP to 100 kw; change HAAT to 521.93 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Ann. May 16.

Accepted

1 KUUZ (95.9 mhz) Lake Village, Ark.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Greenville, Miss." Ann. May 12.

1 KEWB (94.3 mhz) Anderson, Calif.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Kewb Anderson-Redding." Ann. May 12.

1 KGBA-FM (100.1 mhz) Holtville, Calif.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Holtville-EL Centro, Calif." Ann. May 4.

1 KOKQ (95.1 mhz) Oakdale, Calif.—Seeks CP to decrease ERP to 32.3 kw; increase HAAT to 620.1 ft. Ann. May 4.

1 KSHA (104.3 mhz) Redding, Calif.—Seeks CP to make changes in antenna system and increase ERP to 100 kw. Ann. May 2.

1 KVRE-FM (101.7 mhz) Santa Rosa, Calif.—Seeks CP to make changes in antenna system; decrease ERP to 3 kw; decrease HAAT to 300 ft., and change TL. Ann. May 11.

1 KJAX (99.3 mhz) Stockton, Calif.—Seeks CP to make changes in antenna system; increase ERP to 2.63 kw, and increase HAAT to 331 ft. Ann. May 13.

1 WMKM (105.5 mhz) St. Augustine, Fla.—Seeks CP to make changes in antenna system; decrease ERP to 2 kw and increase HAAT to 378 ft. Ann. May 12.

1 WSBI-FM (100.7 mhz) Brunswick, Ga.—Seeks waiver of section 73.1301 (b)(2) of rules to identify as "Brunswick-St. Simons Island, Ga." Ann. May 2.

1 WWLT (106.7 mhz) Gainesville, Ga.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Gainesville-North Atlanta." Ann. May 5.

1 KABI-FM (98.3 mhz) Abilene, Kan.—Seeks CP to make changes in ant. sys.; change frequency to 98.5; change TL; increase ERP to 100 kw; increase HAAT to 443 ft., new coordinates. Ann. May 18.

1 WSHN-FM (100.1 mhz) Fremont, Mich.—Seeks CP to make changes in antenna system; decrease ERP to 2 kw, and increase HAAT to 355 ft. Ann. May 13.

1 KOOZ (106.3 mhz) Great Falls, Mont.—Seeks CP to make changes in antenna system; change frequency to 106.1 mhz. and increase ERP to 30 kw. Ann. May 13.

1 WDHAFM (105.5 mhz) Dover, N.J.—Seeks CP to make changes in antenna system; decrease ERP to .8 kw, and increase HAAT to 1,168 ft. Ann. May 11.

1 WCMF (96.5 mhz) Rochester, N.Y.—Seeks CP to make changes in ant. sys. and increase ERP to 50 kw. Ann. May 16.

1 WUUU (102.5 mhz) Rome, N.Y.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Rome-Utica." Ann. May 5.

1 KIZZ (93.7 mhz) Minot, N.D.—Seeks CP to make changes in ant. sys.; increase ERP to 98 kw and decrease HAAT to 565 ft. Ann. May 20.

1 WSEG (102.3 mhz) Erie, Pa.—Seeks CP to make changes in ant. sys.; change TL. Ann. May 18.

1 WANB-FM (103.1 mhz) Waynesburg, Pa.—Seeks CP to make changes in antenna system and install new antenna. Ann. May 10.

1 WASL (100.1 mhz) Dyersburg, Tenn.—Seeks CP to make changes in antenna system and increase ERP to 3 kw. Ann. May 12.

1 KLOZ (102.1 mhz) El Paso, Tex.—Seeks CP to make changes in antenna system; change TPO; increase ERP to 100 kw, and increase HAAT to 1,190 ft. Ann. May 4.

1 KRLY (93.7 mhz) Houston—Seeks CP to make changes in ant. sys.; increase HAAT to 1,779 ft. and new coordinates. Ann. May 17.

1 KISS (99.5 mhz) San Antonio, Tex.—Seeks CP to make changes in ant. sys.; change TL; decrease ERP to 97 kw; decrease HAAT to 1,480 ft., new coordinates. Ann. May 18.

1 KPCQ-FM (92.9 mhz) Powell, Wyo.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Powell-Cody." Ann. May 12.

TV applications

Tendered

1 KHBS (ch. 40) Fort Smith, Ark.—Seeks CP to change ERP to 3,160 kw vis.; 316 kw aur.; change HAAT to 2,000 ft., and change TL. Ann. May 12.

1 KHA1-TV (ch. 20) Honolulu—Seeks amendment to change ERP to 538 kw vis., 53.8 kw aur., change HAAT to minus 150 ft.; change TL. Received May 19.

1 WKMJ-TV (ch. 68) Louisville, Ky.—Seeks CP to replace ant. sys. Ann. May 18.

1 *KOAP-TV (ch. 10) Portland, Ore.—Seeks MP to change ERP to 316 kw vis., 3.16 aur.; change HAAT to 1,740 ft.; change TL and change ant. sys. Ann. May 20.

1 WIRF (ch. 56) Scranton, Pa.—Seeks MP (BPCT-801121KL) to change ERP to 3,653 kw vis., 365.3 kw aur.; change HAAT to 1,627 ft. and change TL. Ann. May 12.

1 WCCT-TV (ch. 57) Columbia, S.C.—Seeks CP to change ERP to 637 kw vis., 63.7 kw aur.; change HAAT to 582 ft. and change direction to nondirectional ant. sys. Ann. May 18.

Accepted

1 KTVJ (ch. 14) Boulder, Colo.—Seeks MP (BPCT-790130KS) to change ERP to 5,000 kw vis., 500 kw aur.; change TL, and change HAAT to 996 ft. Ann. May 10.

1 *WLAETV (ch. 32) New Orleans, La.—Seeks MP (BPCT-810710KG, as mod.) to change ERP to 2,290 kw vis., 229 kw aur. and change TL. Ann. May 10.

1 KVNJ-TV (ch. 15) Fargo, N.D.—Seeks MP (BPCT-811125KK, as mod.) to request dual city identification as "Fargo-Moorhead." N.D. Ann. May 12.

1 KBVO-TV (ch. 42) Austin, Tex.—Seeks MP (BPCT-791025KE) to change ERP to 2,510 kw vis. and 251 kw aur. and correct geographic coordination and site elevation and change HAAT to 1,290 ft. Ann. May 5.

1 WCIX-TV (ch. 6) Miami—Seeks CP to change HAAT to 1,802 ft. Ann. May 16.

1 WQTV (ch. 68) Boston—Seeks CP to change ERP to 1,337 kw vis., 200 kw aur., and change HAAT to 773 ft. Ann. May 17.

AM actions

1 KYDE (1590 khz) Pine Bluff, Ark.—Granted CP to change hours of operation to unlimited by adding night power with 5 kw; increase day power to 5 kw; install DA-N, and make changes in ant. sys. Major environmental action under section 1.1305. Action April 22.

1 KFMB (760 khz) San Diego—Returned CP to increase day and nighttime power to 50 kw, and install DA-N. Action April 29.

1 KDKO (1510 khz) Littleton, Colo.—Granted MP (BP820802AM) to change TL. Action April 20.

1 WORL (1270 khz) Eatonville, Fla.—Granted application to change SL; change hours of operation to unlimited by adding nighttime service with 5 kw DA-N and make changes in ant. sys. Major environmental action under conditions. Action April 5.

1 WWBC (1510 khz) Rockledge, Fla.—Granted CP to change hours of operation to nighttime service with 500 w, DA-2; increase daytime power to 5 kw, and change city of license to Rockledge, Fla. Action April 25.

1 WJNO (1230 khz) West Palm Beach, Fla.—Denied CP to change city of license to Palm Beach, Fla.; change frequency to 1040 khz; increase day power to 10 kw and night power to 1 kw; install DA-N, and change TL. Major environmental action under section 1.1305. Action May 5.

1 WAEC (860 khz) Atlanta—Granted CP to increase power to 5 kw. Action May 16.

1 WPPI (1330 khz) Carrollton, Ga.—Dismissed application for CP to change frequency to 1100 khz and change power to 1 kw; requesting facilities of WLBB(AM) Carrollton. Action April 24.

1 WDGR (1520 khz) Dahlonega, Ga.—Granted CP to change frequency to 1210 khz and increase power to 10 kw/2.5 kw (CH) and make changes in ant. sys. Action April 19.

1 WIZY (1560 khz) Gordon, Ga.—Granted CP to change frequency to 1120 khz and change to non-DA. Action April 27.

1 WLTH (1370 khz) Gary, Ind.—Granted modification of CP (BP-20466, as mod.) to make changes in TL (nighttime site only). Action April 20.

1 KLNI (1380 khz) Pearl City, Hawaii—Granted modification of CP (BP-790330AA) to change TL. Action May 6.

1 KADR (1400 khz) Elkader, Iowa—Granted MP (BP-820628BA) to change SL; and request waiver of section 73.1125. Action April 21.

1 KIXL (970 khz) Austin, Tex.—Granted CP to change city of license to Del-Valle, Tex.; change hours of operation to unlimited by adding night service with 1 kw; install DA-2, and make changes in ant. sys. Major environmental action under section 1.1305. Action April 22.

1 WOMET (1240 khz) Manitowoc, Wis.—Dismissed CP to make changes in ant. sys. and to change TL. Action April 20.

Summary of broadcasting as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses

Media

Larry Rhodes, VP and general manager, Meredith Corp.'s WTVH(TV) Syracuse, N.Y., joins Meredith's KSEE(TV) Fresno, Calif., in same



Rhodes



DeRoche

capacity. **John DeRoche**, general sales manager, Meredith's KCMO-TV Kansas City, Mo., succeeds Rhodes.

H. Irwin Levy, chairman, Communications & Cable Inc., West Palm Beach, Fla.-based MSO, assumes additional post of president, succeeding **John Raines**, resigned.

Robert Hippler, general sales manager, WHBC-AM-FM Canton, Ohio, joins WNYN(AM) there as president and general manager.

Scott Vaughan, VP and general manager, KGUN-TV Tucson, Ariz., joins KKTU(TV) Colorado Springs in same capacity.

John Schmuhl, president and general manager, Warner Amex's Qube system, Columbus, Ohio, joins Tribune-United of Montgomery County, Md., as VP and general manager.

Vickie Street, program director, KSTU(TV) Salt Lake City, named general manager.

Ronald Gilbert, VP and general manager, WSTC(AM)-WYRS(FM) Stamford, Conn., joins WNVN(AM) Naugatuck, Conn., in same capacity.

Peter Robinson, VP, cable investments, American Television & Communications, Denver, joins Manhattan Cable TV, New York, as senior VP.

Tom Bonner, VP and director of broadcasting, KARK-TV Little Rock, Ark., named executive VP.

Jonathan Pinch, general manager, WMGF(FM) Milwaukee, joins WMGG(FM) Clearwater, Fla., in same capacity.

Bob Campbell, operations director, WAPE(AM) Jacksonville, Fla., named VP and general manager, succeeding **Ric Marcellan**, resigned.

David Herman, VP, general sales manager, KOB-TV Albuquerque, N.M., named VP and station manager.

Richard Moore, director of national productions, noncommercial KTCA-TV and KTCI-TV,

both Minneapolis-St. Paul, named president and general manager of both stations.

Larry James, air personality, WWAX(AM) Mobile, Ala., named operations manager.

Dee Wanna Pate, administrative assistant and business manager, WDCG(FM) Durham, N.C., assumes additional responsibilities as operations manager for WDNC(AM)-WDCG(FM) Durham.

F. Dayton Chapin, VP, investment services, investment banking division, Daniels & Associates, Denver, named VP, acquisitions, corporate development department.

Stephen Solomon, VP, human resource planning and development, ABC Inc., New York, named VP, real estate and construction.

Raymond Rajewski, VP, general manager, WGR-TV Buffalo, N.Y. (Taft station recently traded to General Cinema Corp. for WCIX-TV Miami), named VP, business affairs, television, for Taft Broadcasting, Cincinnati.

Robert Rees Davis, director of radio research, WCCO-FM Minneapolis-St. Paul, named manager of corporate research for parent, Midwest Communications.

Wayne Bearor, business manager, WGAN-AM-FM-TV Portland, Me., named director of data systems for parent, Guy Gannett Broadcasting Services there.

George Miles, station manager, WBZ-TV Boston, joins National Public Radio, Washington, as special assistant for finance and administration.

Shirley Carrroll, from North American Biological Inc., Miami, joins noncommercial WPBT(TV) there as controller.

Marketing



O'Brien

named senior VP's.

Carol Dyches, copy supervisor, Ensslin & Hall Advertising, Tampa, Fla., named VP, associate creative director

Marilee Jacobi, from Smith Badofsky & Raffel, Chicago, joins Tatham, Laird & Kudner there as art director. **Cheryl Balan** and **Sue Ellen Bohac**, research analysts, TL&K, Chicago, named account research managers.

Anne Sinclair, senior art director, Wyse Advertising, New York, joins Foote, Cone & Belding/Honig, San Francisco, as art director.

Richard Landesman, research manager, Eastman Radio, New York, joins CBS Radio there as manager, research.

Gary Andon, VP, Dallas; **Dan Prodanovich**, VP, Los Angeles, and **David MacAllister**, VP, St. Louis, Eastman Radio, elected to board of directors.

Peter Logli, general sales manager, KCBRTV Des Moines, Iowa, joins Katz Television Kansas City, Mo., as sales manager. **James Leary**, assistant sales manager, Avery-Kno del, New York, joins Katz American Television there as member of stars sales team. **Karen Baner**, account executive, Katz American Television, New York, named to same position, San Francisco office.

Appointments, The Marschalk Co., New York: **Leslie Green**, VP, account supervisor to associate director, new products group; **P.J. Berezney** and **Dan Rank**, media supervisors to media group heads; **Pat McCloskey**, **Robert Meeker** and **Robert Rose**, senior media planners, to media supervisors; **Ann Cleveland** and **Marc Seidman**, media planners, to senior media planners, and **Kathy Katemopoulos** budget coordinator, to media assistant.

Karen Schmidtke, VP, branch manager, MMT Sales, Dallas, named to same position, Los Angeles office. **Mike Brooks**, account executive, Dallas, succeeds Schmidtke.

Jan Lori Silver, executive VP and controller, Jan Kelly Creative Services, producer of radio and television commercials, Chicago, named president and chief executive officer.

Regina Hiyamoto, manager, television and video advertising and promotional services, domestic and international distribution, Paramount Television, Los Angeles, joins Westgate/World Information Service, television commercial producer there, as VP, television and video services.

Terry Kozikuski, from Thomas Cadillac, Tulsa, Okla., joins Green Country Advertising there as media director.

Guyanne Hines, from Corinthian Television Sales, New York, joins Harrington, Righter & Parsons, Dallas, as account executive.

Carol Cannon, public relations account coordinator, The Marketing Group, advertising agency, Dallas, named account executive.

John Cravens, sales manager, ABC-owned WLS-AM-FM Chicago, joins ABC's WABC(AM) New York as general sales manager. **Jerry Ryan**, account executive, WLS-AM-FM, succeeds Cravens.

Greg Shelby, local sales manager, KSTU(TV) Salt Lake City, named general sales manager.

ol Forester, local sales manager, WJEA(AM) Jacksonville, Fla., named general sales manager.

iona McCray, director of sales, RadioRar, CBS, New York, joins WQXR-FM there as general sales manager.

sine (Ray) Heacox, local sales manager, WJTV Portland, Ore., joins KPDX-TV Vancouver, Wash., as general sales manager.

an Keith, sales manager, WREN(AM) Topeka, Kan., joins KYNN-AM-FM Omaha, Neb., as general sales manager.

oyd, sales manager, WDCG(FM) Durham, N.C., assumes additional duties as sales manager for co-owned WDCN there.

f Williams, assistant general manager, SU-TV New Orleans, joins KFWB(AM) Los Angeles as sales manager.

McKernan, account executive, WOW(AM) Omaha, Neb., joins KWMT(AM)-KKEZ(FM) Dodge, Iowa, as regional sales manager.

en Boylan Weinert, sales research analyst, A-TV Denver, joins KOAA-TV Colorado Springs as regional sales manager.

ink Taylor, member of sales department, GN(AM) Birmingham, Ala., named local sales manager.

ven Shifman, from KRBO-AM-FM Denver, joins WRKS-FM New York as account executive.

ry Donohue, from WPX-FM Woodbridge, N.J., joins KRBO-AM-FM Denver as account executive.

lia Garcia, from Leigh Communications, advertising agency, Chicago, joins WLS-AM there as account executive.

ott Harrison, from WTMJ(AM) Milwaukee, joins WEZW(FM) Wauwatosa, Wis., as account executive.

Programming

rry Thurston, VP, programming, Field Communications, San Francisco, joins Embassy Communications, Los Angeles, as VP, domestic syndication.



Thurston



Shenker

Bill Shenker, director of business affairs, West Coast, NBC, Los Angeles, joins Home Office there as director, business affairs, West Coast.

rol Isaacs, editor and senior editor, daytime and prime time departments, program practices, CBS/Broadcast Group, Los Angeles,



One down. Notables gathered at the Decatur House in Washington May 24 to celebrate the first anniversary of NBC-owned WRC-TV's public affairs program, *McLaughlin Group*. Pictured at reception are (l-r): John McLaughlin, moderator and panelist; Vice President George Bush, and Patrick Buchanan, syndicated columnist and panelist.

les, named manager, administration, program practices. **Raymond Wong**, editor, broadcast standards and practices, ABC-TV, Los Angeles, joins CBS/Broadcast Group there as editor, prime time, program practices.

Cy Schneider, VP, Nickelodeon, Warner Amex Satellite Entertainment Co., New York, named VP and general manager.

Sharon Black Kozloff, account executive, ABC Radio Network, New York, named director of program coordination and assistant to senior VP, ABC Sports.

Gary McCarthy, VP, finance, planning and administration, CBS Theatrical Films, Los Angeles, named VP, finance and business affairs.

J. Mark Hattendorf, controller, 20th Century-Fox, Los Angeles, named VP, controller.

Joe Hardy, independent producer-director, Los Angeles, joins ABC Entertainment, New York, as executive producer, *Ryan's Hope*, daytime serial.

Charles Grinker, president and co-founder, Corporation for Entertainment and Learning, New York, named vice chairman and creative director. **Sanford Fisher**, executive VP, succeeds Fisher, and becomes chief operating officer.

Jim McGillen, head of sales for N.I.W.S. (News Information Weekly Service), Telepictures Corp., New York, named general sales manager, Telepictures.

Dominick Quinn, air personality, WWDB(FM) Philadelphia, named program director.

Shawn Ward, from WAYD(AM)-WORJ(FM) Ozark, Ala., joins WDHN(TV) Dothan, Ala., as program director.

Craig Johnston, producer-photographer, KING-TV Seattle, named production manager.

Leon Moniot, independent producer-director and post-production consultant, joins KARK-TV Little Rock, Ark., as production manager.

Carol Mason, from WKHK(FM) New York, joins WYNY(FM) there as air personality.

George Commo, from WDOT(AM) Burlington, Vt., joins WVNY(TV) there as sports anchor-reporter.

Connie Calomiris, associate producer, *Good Morning Washington*, WJLA-TV Washington, named public affairs assistant and production researcher.

News and Public Affairs

Appointments, United Press International: **Malcolm (Mike) Hughes**, general executive, metropolitan New York area, to VP and general manager, international division; **Arthur Tsang**, from Hong Kong headquarters, to manager, newly opened Bangkok operation; **Mathis Chazanov**, Moscow bureau, named bureau manager, succeeding **Walter Wisniewski**, resigned, and **Esteban Morales**, field engineer, San Juan, to communications manager there.



Rosenthal

Arnie Rosenthal, executive VP, Telefrance, USA, New York, joins Financial News Network there as VP, marketing and affiliates.

Appointments, KCCI-TV Des Moines, Iowa: **Russ Van Dyke**, news director, retires; **Paul Rhoades**, VP, news and public affairs, assumes additional duties as news director;

Mike Reynolds, assignment editor, to managing editor, news operations, and **Dave Busiek**, reporter, to 10 p.m. co-anchor.

Richard Mallary, news director, WSB-TV Atlanta, joins KBT(TV) Denver in same capacity.

Pat McCarthy, news director, WQAD-TV Moline, Ill., joins KMBC-TV Kansas City, Mo., in same capacity. **John Riches**, assistant news director, WQAD-TV, succeeds McCarthy.

Tony Ballew, news director, WSOC-TV Charlotte, N.C., joins WKW-TV Cleveland in same capacity. **Dick Moore**, news director, WHBQ-TV Memphis, joins WSOC-TV, succeeding Ballew.

Bill Powell, assistant sports director, KTVH(TV) Little Rock, Ark., joins KLRT(TV) there as news director.

Thomas Loebig, news director, WTAJ-TV Altoona, Pa., joins WLWT(TV) Cincinnati as 6 p.m. news producer.

Allan Loudell, morning news anchor for WMP(AM)-WHRK(FM) Memphis, joins WHBQ(AM) there as news director for station.

John Cathoun, reporter, WRC(AM) Washington, named news manager.

Bill Oltman, anchor, KTVX(TV) Salt Lake City, joins KCPQ(TV) Seattle as news editor.

Joe Ramirez, reporter, KNBC(TV) Los Angeles, named producer.

George Schneider, assignment editor, KRDO-TV Colorado Springs, joins KKT(TV) there in same capacity.

Mark McNulty, anchor, Tennessee Radio Network, Memphis, joins WWEE(AM) there as assistant news director and anchor.

Mitchell Krauss, correspondent, Cairo bureau, CBS News, named anchor, CBS Radio's *News-on-The-Hour* broadcasts, New York.

Kathleen Burke, anchor-reporter, WBSM(AM) New Bedford, Mass., joins WSNE(FM) Taunton, Mass., in same capacity.

Lynette Taylor, anchor-reporter, KVBC(TV) Las Vegas, joins KNOE-TV Monroe, La., in same capacity.

Susan Kidd, from KTVI(TV) St. Louis, joins WRC-TV Washington as weekend co-anchor, succeeding **Pat Lawson**, who will be reassigned to reporting and other duties. **Joseph Johns**, from WSOC-TV Charlotte, N.C., joins WRC-TV as reporter.

John Pertzborn, from WSAW-TV Wausau, Wis., joins WBAY-TV Green Bay, Wis., as reporter.

Technology

Vito Brugliera, manager, value engineering, Zenith Radio Corp., Glenview, Ill., named director of marketing and product planning, cable television, subscription TV and communications products division. **George R.J. Green**, from Rogers Cablesystems, London, Ont., joins Zenith as manager, applications engineering, cable television products.

Tom Soulsby, VP, Commco Construction Co., Austin, Tex., named director of marketing, Splice-Comm, joint venture between Commco and Spliceo Inc. for construction of cable television systems.

Dave Friedley, executive VP and general manager, Grass Valley Group, Grass Valley, Calif., named VP and general manager, communications division, Tektronix, Beaverton, Ore., parent of GVG. **Dan Wright**, production systems division manager, GVG, succeeds Friedley.

Stephan Dufala, national sales manager, dedicated network systems, GTE Telenet, Vienna, Va., joins Local Digital Distribution, subsidiary of M/A-Com Inc., Rockville, Md., as VP, marketing. LDD produces high speed data transmission systems.

Allied Fields

Dave Milner, VP and general manager, WDAE(AM) Tampa-St. Petersburg, Fla., appointed to national affiliates board of ABC Radio Information Network.

Robert Bubniak, former commander, American Forces Network, Europe, named executive VP and chief operating officer, Armed Forces Broadcasters Association, Arlington, Va.

Richard Dudley, chairman of board and chief executive officer, Forward Communications, Wausau, Wis., to receive honorary degree of doctor of humane letters, Wheeling College, Wheeling, West Va., for "his continued ser-

John Portwood Blair, 83, founder and honorary chairman emeritus of John Blair & Co., New York, died May 25 in Naples (Fla.) Memorial hospital. He suffered a stroke in early May.

Blair was born in Chicago in 1899. Following high school, he attended the University of Wisconsin, but left after two years to start his career in the merchandising department of Montgomery Ward. After stints in the advertising department of the *Chicago American*, and with the General Outdoor Advertising Co., he moved to J. Walter Thompson, where he was put in charge of new business development, Pacific Coast, in the San Francisco office. Within a year, the new business Blair had obtained more than doubled Coast billings. He left Thompson in 1929, and soon after made his first contact with radio, in transcription and time placement sales with MacGregor & Sollie, San Francisco.

John Blair & Co. was among the first representative firms when early in 1933, with capital borrowed against his life insurance policy, Blair, along with Humbolt J. Greig, founded Greig, Blair & Co, San Francisco, a local partnership for exclusive radio station representation, with KNX(AM) Los Angeles as its first client. Following initial success with that station, and at KNX's urging, a national company was formed, Greig, Blair & Spight, with the addition of Lindsey Spight, who had been instrumental in NBC's first spot sales efforts in its Pacific division, and the addition of New York and Chicago offices. Blair acquired majority interest in the firm in 1935, and incorporated as John Blair & Co. By 1937, a fourth office was added, and by the early 1940's, that number had grown to eight. In 1948, Blair expanded into station representation with WTVR-TV Richmond, Va., as its first client. Today, Blair's broadcast representation division (it also has marketing and printing interests) represents 120 television and 196 radio stations served by 19 sales offices. In addition, the company owns three television and four radio stations, and has announced its proposed acquisition of five more station properties.

Harry Smart, board chairman and chief executive officer of John Blair Television, was the company's first television salesman when he joined the firm in 1949. He recalls Blair as "a good businessman and teacher" and adds that perhaps Blair's greatest asset was that he had a "gut feeling" about hiring employees, and "his instinct was invariably right." Blair retired as chairman of the board in 1966, but remained a director, with the title of honorary chairman, until his retirement from the board in 1976. Blair had resided in Naples, Fla., since 1966, pursuing his passions for golf, sailing and conservation. Blair was a past president of the Station Representatives Association, which he helped found, and was a contributing force in the creation of The Radio Advertising Bureau and The Television Bureau of Advertising. Jack Fritz, Blair's president and chief executive officer, says of John Blair: "Where others saw obstacles, he saw opportunity. But above all, John was a strong leader who gave everyone who worked for him a sense of dignity and intense pride in the organization we all helped him build." Blair is survived by his wife, Dorothy, and brother, Edward.



vice in the field of radio and television and community involvement."

Trudi Cowlan, VP, agency account executive, A.C. Nielsen, Northbrook, Ill., joins Birch Radio, Coral Springs, Fla., as national advertiser-agency sales manager. **Fern Bratten**, from KSFO(AM) San Francisco, joins Birch Radio as Southeast advertiser-agency sales representative.

Deaths

Bernice (Tudy) Judis, 83, former general manager, WNEW(AM) New York, died of heart ailment May 24 at North Beach hospital, Fort Lauderdale, Fla. She joined station in 1934 as station manager and within year was named general manager, post she held until 1954, when she left to operate, with her husband, late Ira Herbert, sales manager for WNEW, radio stations in Birmingham, Ala. and Atlanta. During her tenure at WNEW she introduced Martin Block, whose *Make Believe Ballroom* made him among radio's first disk jockeys, and *Milkman Matinee*, all-night program, which was among first of that genre. She is credited with helping build strong independent station in face of powerful network competition.

David J. Shurtleff, 62, VP and general manager, WSTM-TV Syracuse, N.Y., died of heart attack May 18 at Community General hospital, Syracuse. He is survived by his wife, Virginia.

R.J. (Bob) Bennett, 66, former station manager at WAYE(AM) Baltimore, WASL(AM) (now WYRE(AM)) Annapolis and WISZ(AM) (now WJRO(AM)) Glen Burnie, Md., died of injury sustained in auto accident May 16, in Baltimore. He is survived by his wife, Anita, and daughter.

George Bruns, 69, composer of music for Walt Disney Studios *Zorro*, *Wonderful World of Color* and later-renamed *Wonderful World of Disney* television series, including song "Bilad of Davy Crockett," and music director for *Mickey Mouse Club*, died of heart attack May 23 at Portland (Ore.) hospital. He is survived by his wife, Dorothy, and six children.

Kate Black, 63, legislative executive, American Association of Advertising Agencies, Washington, died of heart attack May 12 her home in Washington.

Alfred Kleist, 79, retired engineer, FC Washington, died of pneumonia May 15 his home in Phoenix. He is survived by his wife, Ruth.

Cable News Network: Schorr thing

Before the Cable News Network had purchased its first camera, before it had signed up its first cable affiliate, before it had scored its first beat, Ted Turner's ambitious and unprecedented venture had a measure of credibility. That credibility was Daniel Schorr.

Schorr, who was hired an hour before Turner laid out his plans for CNN at a press conference at the National Cable Television Association convention in May 1979 and more than a year before the service made its debut, was a 55-year news (and a 23-year CBS News) veteran with a reputation as a probing reporter and an unwavering defender of the First Amendment. His was a name Turner needed to ameliorate the skepticism that was sure to greet CNN in the journalistic and advertising communities.

But if CNN needed Schorr, it was also true that Schorr needed CNN. In some ways, Schorr was reborn on June 1, 1980, the day CNN went on the air. It allowed him to put behind him the controversy that had ended his career at CBS and gave him a new medium through which to practice his life-long trade of gathering and reporting the news. And after three years on the job, the reincarnated Schorr, CNN senior correspondent, seems to be enjoying his new life. "I have more freedom than I've ever had in my career," the 66-year-old reporter says, sunk in the sofa of his modest office in CNN's Washington bureau. "It is more likely that they will call up and say: 'What are you planning to do today?' than call up and suggest that I do something. They defer to my age, seniority and experience a lot."

Schorr's problems at CBS (as detailed in his 1977 book, "Clearing the Air") began in 1964 when he reported on the eve of the Republican National convention in San Francisco that Arizona Senator Barry Goldwater, whom the convention would ultimately nominate for President, planned a post-convention trip to West Germany where he would "link up" with right-wing elements. As Schorr later learned, the story (and Goldwater's violent reaction) embarrassed CBS Chairman William Paley, who was in San Francisco at the time and who was then active in Republican politics.

Schorr's problems mounted in 1974, when he criticized CBS News' handling of Nixon's resignation, and culminated in 1976 when the House voted not to release a House Intelligence Committee report on the activities of the Central Intelligence Agency. Prior to the vote, Schorr had obtained a copy of the report and had summarized some of its findings on the air. After the vote, he urged CBS to publish the report as a "First Amendment demonstration," but the network rejected the idea. Feeling that the report "belonged to the public," Schorr gave it anonymously to the *Village Voice*, which promptly published it. Schorr exacerbated his situation at CBS by permitting CBS executives to believe on the day of publication



Daniel Louis Schorr—senior correspondent, Cable News Network, Washington; b. Aug. 31, 1916; BSS, City College of New York, 1939; reporter, Jewish Telegraphic Agency (1934-41), *New York Journal-American* (1941), Dutch News Agency (1941-42 and 1945-46); sergeant, U.S. Army, 1942-45; freelance correspondent in Low Countries, 1946-53; reporter-correspondent, CBS News, 1953-76; present position since May 1979; m. Lisbeth Bamberger, Jan. 7, 1967; children—Jonathan, 15; Lisa, 13.

that reporter Lesley Stahl had slipped the copy to the New York paper.

The next day, Schorr admitted his responsibility and he soon found himself at the center of a storm of controversy. CBS affiliates called for his immediate dismissal, and Congress began contempt proceedings. Not wanting to fire Schorr while he was being investigated by Congress, CBS struck a deal with Schorr by which he would resign as soon as he was cleared of the contempt charges. That came in the fall of 1977, soon after he had eloquently defended himself and the First Amendment in testimony before the House Ethics Committee. Following the performance, CBS seemed willing to take Schorr back, but he no longer wanted back.

There was a sense of "fatal inevitability" about his deteriorating situation and ultimate departure from CBS, he says now. "There is no animus. I feel everybody was acting as they had to. I did what I had to do as a reporter and they did what they had to do to protect an important institution."

Two roads diverged before Schorr after he left CBS. "If you are willing to lean in the direction of exploiting notoriety, you can do quite well. You can become and remain a controversial figure," he says. "There is a big market for that [he gave 73 lectures in the first year after leaving CBS], but it is not reconcilable with what I had done all my life, which was being a reporter, perhaps more investigative than most, perhaps more probing than most." To get back on the right road, Schorr says, he had to shed his controversial image. Recalling battles with Presidents Nixon and

Ford, the CIA and eventually CBS and the rest of the broadcast industry, Schorr says in 1977 he "was known more as an enemy than as a reporter. I had to wend my way back."

Although ABC and NBC would not touch him, Schorr stayed close to his trade. After writing his book and teaching journalism briefly at the University of California at Berkeley, he began reporting regularly for National Public Radio (he still does one commentary a week for the network) and the Independent Television News Association and wrote a "not immensely successful" column for the *Des Moines Register and Tribune* syndicate. "They wanted a very controversial column," he says. They didn't understand that "I was a journalist and did not write highly opinionated things."

Schorr says he had "strong reservations" about CNN at the start, even as he sat next to Turner at the 1979 NCTA press conference, but adds that the skepticism dissipated long ago. "I am one of those who have to admit that they have succeeded beyond what I thought they could do." He is still, however, full of criticism of the network, which he is reluctant to share. "My bosses . . . don't like me to do a lot of public criticism," he says. Nonetheless, he says he would like "to see more perfection in style and language. We have a lot of very young people and not all of them write as professionally or as thoughtfully as I would like." He also believes CNN should supplement its fast-breaking news with "a more thoughtful sit-back-and-look-at-it journalism."

One of the allegations in "Clearing the Air" was that undue influence was exercised by Paley and other CBS corporate executives on the network's news judgments. So although Schorr is keeping attuned to such pressure, he claims that Turner, who, for his own economic good, is extremely active in lobbying Congress, is not guilty of it. "He has not been a problem in Washington," he says, "and he has not been a problem for any of the news executives." Schorr also says he makes a conscious effort not to become involved in Turner's lobbying forays. He says he has made it a point to turn down invitations to social functions whose purpose is to sell a Turner opinion on Capitol Hill. Turner "would like every now and then to dangle this watch fob of an ugly correspondent," he says.

CNN and Schorr are good for each other. Each has profited from their four-year relationship. For Schorr, it provided the vehicle for returning full time to the medium he "really loves." And nowhere is that love more apparent than on his Saturday afternoon show, *Washington Dialogue*, during which he talks with viewers who call in from around the country. "I have the feeling of being a teacher," he says. "They raise questions and I try to bring all my experience to bear to explain how it works and what it is all about. When that half hour is over, everybody sees me beaming. I am very happy." ■

House Appropriations Committee adopted annual appropriations measure (H.R. 3134) last week, which includes funds for Federal Trade Commission and FCC for fiscal 1984. **FCC received \$86.9 million for FY 1984**, up from \$86.2 million recommended by administration. **FCC appropriation for FY 1984 was \$65.1 million**, \$5.6 million increase over administration proposal.

National Public Radio announced **84 staff cutbacks** last Friday afternoon including **resignation of Barbara Cohen**, vice president of news and information, **who will join NBC News** as Washington manager for political coverage. Network is facing serious financial problems and 35% reduction in 1984 fiscal budget (see story, page 50).

FCC has granted RKO General Inc. waiver of rules permitting it to maintain studio of WOR-TV in New York for 15 months after commission's decision granting RKO license to move to Secaucus, N.J., becomes final. At same time, FCC declined to stay its reallocation decision. Multi-State Communications Inc., long-time competitor for WOR-TV facilities, had requested stay pending court review.

MGM/UA Television is lining up television stations to carry on **syndicated barter basis** one-hour **Fame** series, which has been canceled by NBC-TV after two seasons on air. MGM/UA said **Metro-media Television** has agreed to **carry series** on its television stations and SSC&B Inc. will sell all five minutes of national advertising to its clients (stations will retain other five minutes). MGM/UA added that other stations have cleared series and announcement of additional stations will be made within next few weeks. MGM/UA intends to retain financial and artistic control of series but is seeking foreign co-production agreements with England's BBC and Italy's RAI. Spokesman said it is "virtually certain" MGM/UA will proceed with plans to produce 24 original hours, with 24 repeats.

Oak Media Corp. will provide **pay-television programing for 55,000 subscribers of HEN Inc. STV systems in Minneapolis and Cincinnati**, under terms of an agreement reached by San Diego-based pay-TV operator and HEN, subsidiary of United Cable Television Corp. Twenty-four-hour satellite-delivered service will be transmitted by both services beginning June 1.

Hail to the chief. *Robert S. Powers, FCC acting chief scientist since Oct. 1, 1982, has been named chief scientist, effective June 2. Powers, who received a Ph.D. in physical chemistry from the University of Wisconsin in 1960, has worked at the commission since 1975. He was senior scientist in the former Cable Television Bureau from 1975 until 1979, when he became a member of the Office of Science and Technology's technical planning staff. Since then, he has served as chief of OST's research and analysis division and as deputy chief scientist.*



In an interview last week, Powers told BROADCASTING one of the most important items before his shop is finding spectrum for the microwave users that will be displaced by the direct broadcast satellite service. That docket is especially important, he said, since in it OST is also reviewing the way it licenses microwave spectrum, having proposed to license that by the technical characteristics of the use it's put to, instead of by type of service, as it does now. Topping his personal agenda, he said, will be attempting to accommodate the increasing demands for spectrum.

Change of venue. *A meeting of NATPE associate members convened last week in New York where a heated debate took place concerning the intention of several big-name TV program syndicators not to exhibit on the floor of the 1984 NATPE convention to be held at San Francisco's Moscone Center. Three years ago, the NATPE leadership said that all members participating in the group's annual convention would be required to rent booth space beginning with the 1984 show. However, MCA has given NATPE notice that it will not exhibit on the floor but will instead establish a suite at the Fairmont hotel, some 15 blocks from Moscone Center. And a number of other syndicators have also reserved suites at the Fairmont—including 20th Century-Fox Television, Paramount Television, Columbia Pictures Television, SFM, Westworld Television, Claster Television, Jim Victory, D.L. Taffner, MGM/UA, Televisa, PSI and ASI Market Research—but have not officially ruled out exhibiting on the convention floor as well. Beverly Partridge, president of Cinema Shares International Television, emerged as the leader of a group of medium and smaller syndicators at the meeting calling for the expulsion of those companies that refuse to comply with the NATPE rules and exhibit on the floor. Partridge said those taking suites at the Fairmont, labeled at last week's meeting as "the defectors," were "by design" attempting to diminish traffic on the exhibit floor. "They would love to show their product all by themselves," she said. However, at last week's meeting, Stan Marinoff, director of broadcast operations at WISN-TV Milwaukee, and this year's NATPE president, said expulsion "would do more harm than good." He also said that companies doing business in suites could still get listed in the official NATPE exhibitor's guide by banding together and renting a small booth on the exhibit floor. MCA's Carl Russell explained that his company had informed NATPE "from the start" that it preferred the suite environment to the exhibit floor. "We've always felt that NATPE is not a selling organization," said Russell. He added that MCA uses the convention as an opportunity "to create good will and hospitality," for which suites are better suited.*

Field hearing is scheduled June 1 in Los Angeles by House Telecommunications Subcommittee on Waxman-Wirth bill (H.R. 22) that would prohibit any change to FCC's network syndication and financial interest rules. Hearing to be held at Museum of Science and Industry includes: actor, Sidney Poitier; Jack Valenti, president, Motion Picture Association of America; Anthony Thorpoulos, president, ABC Entertainment; Roger Colloff, vice president, policy and planning, CBS Broadcast Group; Cory Dunhe, NBC executive vice president and general counsel.

NBC News's investigative team of Brian Ross and Ira Silverman moving to ABC—apparently. Although neither they nor ABC announced anything, NBC News President Reuven Frank issued statement Friday saying that through their agent and by personal confirmation they had agreed to new four-year contract with NBC on May 17 that "by all practices of the industry" was a "final and complete arrangement." But nine days later—last Thursday—th said they'd changed their minds, Frank said, and were going ABC. "We are disappointed," Frank said, "not only in what happened, but in the way it was done." Ross and Silverman have been working as NBC team since January 1976. Among their credited Breaking story of government's Abscam investigation on *Nightly News* in February 1980. ABC News spokesman said Friday that ABC News officials had been "talking with" Ross and Silverman but that "there is nothing final between them and us at this point."

Times Mirror Co. executives told shareholders at annual meeting Los Angeles last week that **start-up costs of new cable system were depressing profits**, but they didn't expect drag to affect company's overall 1983 profit picture. Although cable revenue increased, reported Times Mirror President Robert Erburu, "the operating gains will not be reflected in the company's net

e." Erburu added: "We will incur sizable losses, without any offsetting tax benefits, in several of our joint venture systems and will affect our earnings for the balance of the year." Erburu also said the company is poised to meet its **goal of one million basic subscribers by beginning of 1984** as well as 750,000 pay subscribers—at end of 1982 Times Mirror reported it had close to 800,000 c subscribers.

uses of seven stations owned or controlled by Spanish International Communications Corp. and its principals were **put in jeopardy** last week by **FCC**, following investigation into allegations SICC is an alien—that is, Mexican—control. Allegations were made by the National Radio Broadcasters Association, which also charged that SICC had misrepresented facts to commission regarding ownership of earth stations. After two-year investigation into relationship with Spanish International Network, which is 75% owned by Mexico's Televisa, and SICC, commission staff recommended that SICC sever ties to avoid likelihood of SICC renewals being granted for hearing (BROADCASTING, Aug. 23, 1982). Companies listed.

let Co. announced its **first-quarter profits increased 40%** to \$731,000, or 59 cents per share, as compared to \$1,951,000, or 42 cents per share year ago. First-quarter revenue for 1983 was \$1,103,000 compared to \$20,175,000 last year. Bruce G. Sundlun, outlet president, reported at annual shareholder's meeting last week that **Outlet's board of directors approved Rockefeller Center's \$332 million offer to buy company.** Sundlun said he anticipated definitive agreement to be drawn up in June, with FCC application to follow in July and proxy statement calling for shareholders' meeting to be mailed in August.

After 17 years after owners of **wkuli (AM) Cullman, Ala.**, filed what was said to be strike application, **U.S. Court of Appeals** in Washing-

Within reach. The U.S. and Canada are said to be getting "closer and closer" to resolving differences regarding the respective proposals they have developed for presentation at the five-week conference of Western Hemisphere nations, beginning in Geneva on June 13, on developing a plan for direct broadcast satellite use of the 12 ghz band. "We're so close," said the FCC's Calmann Schaefer, vice chairman of the U.S. delegation, "we're seriously considering marriage."

Ambassador Abbott Washburn, who will head the U.S. delegation, and Edward DuCharme, general coordinator of the Canadian delegation, were not quite as blissful following a day and a half of talks in Washington, last week. But they both agreed progress had been made and expressed optimism regarding eventual agreement.

At issue is the question of how the U.S. can satisfy its need for eight orbital slots, Canada's for six, Mexico's for two and France's for one, to serve two islands it owns off the east coast of Canada, in a manner acceptable to those countries and compatible with the needs of all others in the hemisphere. That, DuCharme said, would be the "magic plan."

U.S. and Canadian officials critiqued each others plans at the meeting last week, and experts discussed the technical parameters on which they are based. Those provide the basis for remaining disagreement. Officials say they will continue studying the respective plans and keep in touch by telephone. They hope to reach final agreement before the start of the conference.

Schaefer said the U.S. feels confident its plan would satisfy the requirements of all 30-odd countries in the region. However, he said it requires some "refining." What is essential, he said, is the development of a "uniform set of parameters."

Despite the expressions of optimism, there is an awareness that failure to close the gap between the U.S. and Canada could cause serious problems at the conference. And even if the U.S. and Canada reach agreement, requests by other countries of any change in the parameters on which the plan is based could, if granted, cause it to unravel.



TV council. FCC Commissioner Mimi Weyforth Dawson last week received a briefing on children's television from about 40 children from the University of the District of Columbia's Early Childhood Learning Center. No clear consensus emerged, but Dawson said she was considering having the children file notices of the meeting, as a class project, in the commission's pending children's television docket to comply with FCC ex parte rules.

ton on May 20 **affirmed commission's ruling**—issued in 1977—that **Hudson C. Millar Jr. and James Jerdan Bullard had indeed engaged in strike conduct.** Review Board, in decision commission made final, had found that Millar and Bullard had instigated formation of Sumiton Broadcasting Co. and its application for new AM on 1540 khz at Sumiton for purpose of blocking application of Cullman Music Broadcasting Co. for frequency at nearby Cullman. Cullman Music's station would have competed with WKUL. Millar and Bullard contended that application of strike policy was contrary to public interest in their case since they brought what turned out to be winning applicant to commission's attention. However, court—in aspect of decision that disappointed commission officials—declined to rule on validity of strike policy. It said that question had not been raised before commission.

In its ongoing attempt to stem **affiliate dissatisfaction with performance of Today.** NBC has undertaken yet another study of that program. Project is just getting under way and will start with focus groups to determine how viewers perceive show. Results of focus groups will determine methodology for rest of study, which, when complete, will be presented to news management for evaluation in making possible changes.

United Video, common carrier for superstation WGN-TV Chicago, is **launching drive to gain support for House copyright bill** (H.R. 2902). Firm has sent out information kit to cable companies which include news release, newspaper ad, information flier and checklist to be used in planning campaign. Bill would permit all cable systems, regardless of size, to carry three distant independent signals without paying fees based on Copyright Royalty Tribunal's 3.75% rate hike (BROADCASTING, May 9).

James W. O'Neill, president of Blairsat, New York subsidiary of John Blair & Co. satellite communications venture that was discontinued last January, named to new post of chairman and chief executive officer of **Quantiplex,** broadcast and market research division of Blair. William A. Morris, president of Quantiplex, continues in that post.

Ron Castell, senior vice president, marketing, Group W Satellite Communications, is **leaving GWSC** at end of June to **join Comsat's DBS subsidiary, Satellite Television Corp.,** in same capacity.

Benjamin Hooks, former FCC commissioner, was **reinstated as executive director** of National Association for the Advancement of Colored People after eight-day suspension by NAACP Chairman, Margaret Bush Wilson.

Editorials

The real thing

The discord between the National Association of Broadcasters and the National Radio Broadcasters Association has progressed well beyond the "Dear Eddie" and "Dear Sis" stage when it was last put on display in a discussion of rival radio conferences (BROADCASTING, April 11). To call the situation open warfare is no exaggeration.

It started last week with an open letter to radio broadcasters in the May 23 *Monday Morning Memo* issued weekly by the NRBA. In the letter, Harriet A. (Sis) Kaplan, principal in WAYS-AM)-WROQ(FM) Charlotte, N.C., and president of the NRBA, declared that the NAB had "de-railed" the NRBA's "long-standing campaign to achieve the full deregulation of radio." The quantification of program standards now attached to legislation with the NAB's connivance, she said, "is likely to prove a retrogression into the control of program content by the FCC and a balm to would-be regulators."

The next day Kaplan appeared as a witness before the House Telecommunications Subcommittee and, to the surprise of readers of her letter, accepted quantification for radio "as a compromise." At the same hearing, Eddie Fritts, president of the NAB, accepted the principle of quantification for television deregulation but not for radio.

On the day after that, a letter was sent to "Dear Fellow Radio Broadcaster[s]" by the chairmen of the NAB board, the NAB radio board and principal NAB radio committees. "We were shocked to hear Sis Kaplan . . . testify that they [the NRBA] would accept program percentages for radio," the letter read. "To us, this is the final straw." The letter noted that Kaplan's open letter on May 23 had omitted mention of the NRBA's willingness to accept a spectrum fee, called by other names, as a quid pro quo for radio deregulation. The NAB chairmen asserted that the NAB had consistently opposed a spectrum fee, the implication being that the NAB had saved radio deregulation at no quid pro quo whatever, now that attention had been diverted to a quantification for television as the price of relief.

As is reported elsewhere in this issue, radio members of both the NAB and NRBA are beginning to choose sides. The signs of escalation in the warfare are everywhere.

Nor is the divisiveness confined to radio. As was reported earlier (BROADCASTING, May 23), major television station groups have scheduled a meeting in Washington on June 9 to discuss what to do about the representation of their peculiar interests. Their itchiness will hardly be relieved by the NAB's testimony that radio competition is extensive enough to justify radio's escape from program standards and the NAB's implication that the television marketplace isn't ripe yet for deregulation on the radio scale.

Not much has been heard publicly from the television networks, but it is no secret that they see trouble ahead on the NAB's present course. They are especially worried by the prospect that the concept of quantification will be enlarged to include standards for minority employment and representation in programming. Their keen-eared representatives were there last week to hear Congressman Mickey Leland (D-Tex.), a vociferous spokesman for blacks, refer repeatedly not to equal opportunity but to "compensatory" opportunity.

There is no doubt that the NAB management has substantially improved the acceptance of the organization by some members of the House Telecommunications Subcommittee and the parent Energy and Commerce Committee. It is equally apparent that it has antagonized others, including the subcommittee chairman who

recaptured control of broadcast deregulation despite the best efforts to outflank him by dissident subcommittee members and the NAB.

At this point there is no way to predict what will be left of the legislation or the broadcasters when the legislative meatgrinder has done its work. The trick for the broadcasters now is not to lose control of the meatgrinder.

Goodbye please

Believers in the First Amendment have to swallow hard when people like Nellie and Charlie Babbs come along. The Babbses have let their K TTL(FM) Dodge City, Kan., be used for hatemongering on a psychopathic scale. They are objects of petitions to deny the license renewal of their station and of a competing application for its facility. Whether insensitive or sympathetic to the ethnic and racial abuse they aired, and there are signs of both conditions, they deserve the trouble they're in.

That said, it must be added that the record that has emerged so far fails to disqualify them from the protection of the First Amendment. Absent other disqualifying transgressions that have yet to come to light, they should be allowed to sell their station and get out of the business, fast.

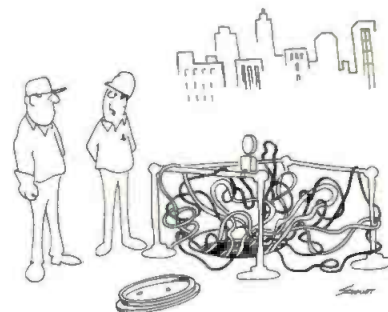
So far official Washington has appraised the K TTL case for what it is: an aberration. Before the case acquires larger status, it ought to be closed.

Memorials

The news of John Blair's death summons up a legion of images of the men and women who strode boldly into the era of electronic media when it and they were young together. There were no paths for them to follow—and, come to think of it, few rules for them to break. For those with the entrepreneurial spirit—and John Blair was in their first rank—the times could not have been more compatible.

John Blair & Co. reported revenue of \$321 million last year. That was six times the billings of the whole broadcasting business in the year the company was founded. The company is still acquisition-minded. It bought WKAQ-TV San Juan, P.R., last month for \$55 million cash.

Those who have followed in the footsteps of John Blair and his fellow venturers, while continuing to pioneer on their own, might well take a moment to reflect upon the sturdiness of the foundations that were bequeathed to future generations of the Fifth Estate.



Drawn for BROADCASTING by Jack Schmidt

"The cable guys got into a fight with the electric guys."

EXPOSING TOWING RIPOFFS

Having an auto accident is serious enough, but if the driver's car is vandalized when it is supposed to be impounded for its protection, something is very wrong.

Yet some former employees of the towing firm contracted by the city of Denver admitted to KBTV, the Gannett television station there, that they often towed cars to the contractor's lot—at added expense to the owners—where they systematically stole personal belongings, parts and even gasoline.

KBTV investigated and aired videotape of tow-truck drivers stealing from impounded cars and siphoning gasoline. The station disclosed that the towing company frequently overcharged and double-billed the city.

KBTV advised Denver accident victims of their right to demand their cars be towed at a low fixed rate to the city impoundment lot. And officials responded by tightening controls, launching their own investigation, ending the towing contract and preparing to solicit bids for a new one.

Investigative reporting to help the public is a regular part of news programming at the seven television stations of Gannett. And, in Denver, the reporting by KBTV is helping remove a ripoff that has cost unlucky accident victims many thousands of dollars.



GANNETT

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