

Broadcasting Sep 26

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Better Than Ever In '84!
Book a winner this year. Better yet—
book two!**

**"The Stableboy's
Christmas"
and
"The City That Forgot
About Christmas"
Two Beloved Holiday
Traditions**

No program charge
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Both available in Spanish
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or PSA • "City": 4 minutes for sales or
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52d Year, 1983
 IN THE NEWS
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 Financial interest
 RTNDA 1983



We bring you the music that brings in your audience.

It's an American tradition. In every one of the past five years, the majority of the music on the charts was licensed by BMI.

Another tradition: for over forty years, BMI, the world's largest performing rights organization, has been making it easy for you to use music of every kind.

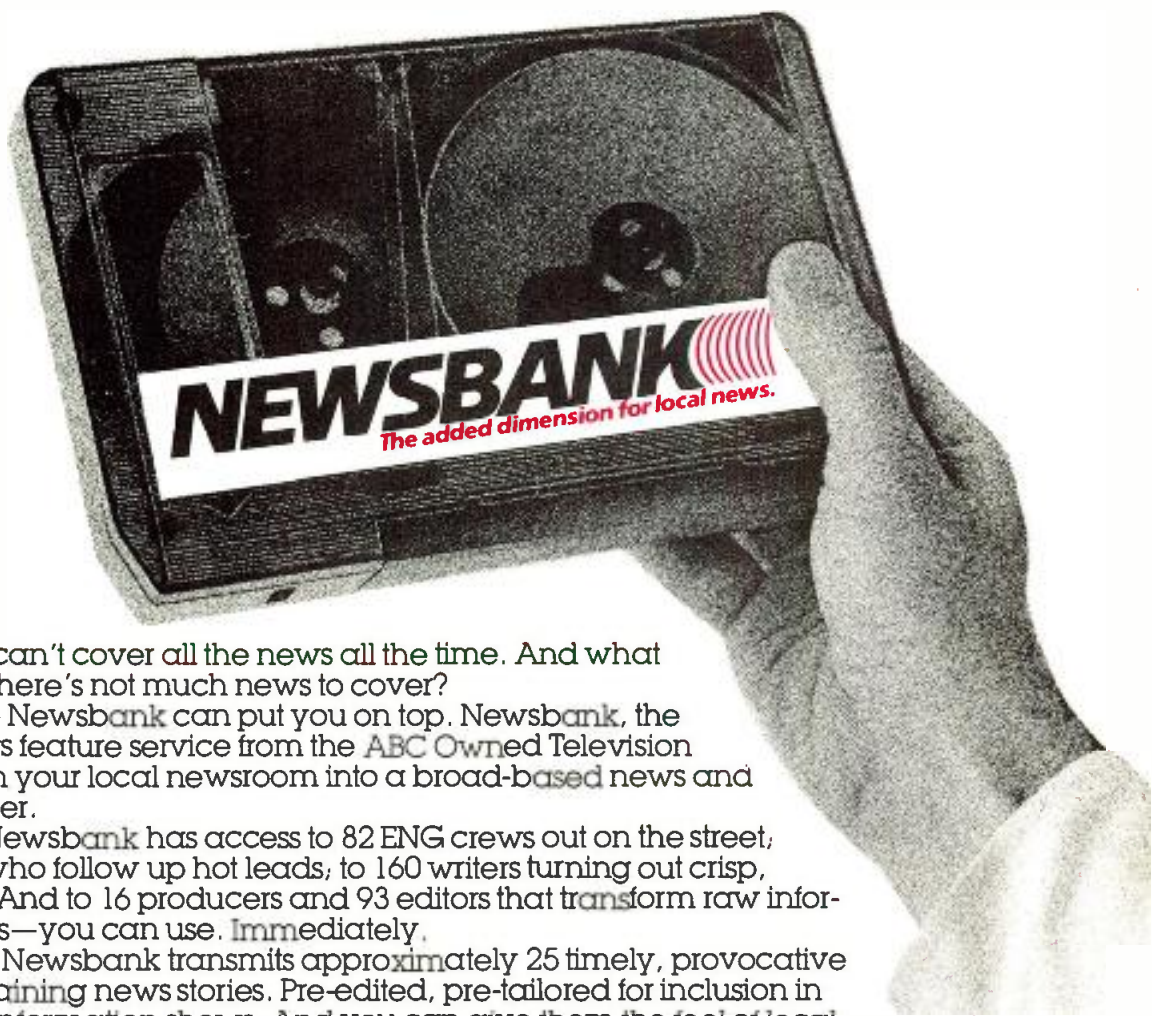
That's because BMI, a non-profit-making organization, has always been dedicated to meeting the needs of creators, publishers and all users of music.



So when you're looking for that bigger share, remember BMI is always helping you, every step of the way.

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Newsbank cannot be a substitute for your own network feed or your own programming. Newsbank is simply the most valuable news feature enhancement that's ever been developed. It doesn't just give you less to do. It gives your viewers more to see. And that's good news for everyone.

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ABC OWNED TELEVISION STATIONS  

“The Research Group helped us to be even more successful.”

“Both of our stations, owned by Katz Broadcasting, were doing quite well in the ratings. WYYY (formerly WSYR-FM) was AOR, and overall number two in Syracuse. WWKA (formerly WDBO-FM), which was Beautiful Music, was number three in Orlando.

After the Strategic Market Studies that we did with The Research Group, we discovered holes in both our markets for formats that would help us get *even better ratings*.

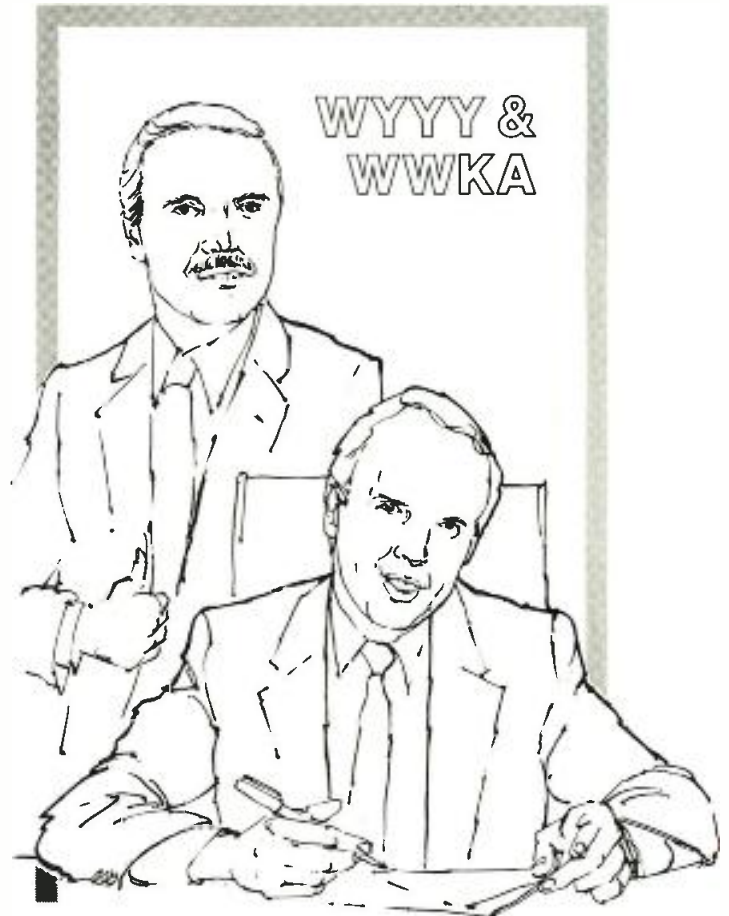
It was not an easy decision to switch formats. But based on the excellent work of The Research Group, we had the tools to plan winning strategies in both markets.

The results? Tremendous! Both stations switched formats in January of this year. And in the spring 1983 Arbitrons, WWKA debuted with an 11.0 share, 12+, number two in Orlando. WYYY achieved an 11.1 share, 12+, number one in Syracuse.

We believe in the value of good research, and the success of our stations is the proof. We consider The Research Group as partners in our success.”

Hugh Barr
General Manager
WYYY

Bob Longwell
General Manager
WWKA



In almost every field there is a company that has *earned* a reputation as the leader.

The Research Group

Radio's Strategic Research Team

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Broadcasting **Sep 26**

FCC moves to rewrite rule of sevens □ Gut fighting shifts to Hill on financial interest-syndication rules □ SNC and CNN Headline News may merge □ RTNDA in Vegas □

GOING, GOING... □ FCC votes to begin rulemaking to lift 7-7-7 multiple ownership limits. **PAGE 27.**

CONCENTRATED LOBBYING □ Fast-paced Hill action on FCC financial interest and syndication rules finds Hollywood winning momentarily but outcome still in doubt. **PAGE 28.**

WOMETCO BUYER □ Firm that bought KTLA(TV) Los Angeles antes up \$842 million to buy cable MSO, broadcaster and bottler, Wometco Enterprises. **PAGE 29.**

DAY ON HILL □ Week of testimony on Capitol Hill centers on minority opportunities in entertainment industry. **PAGE 30.**

NEWS MERGER? □ Satellite News Channel and CNN Headline News engage in preliminary discussions on combining two news services. **PAGE 31.**

RTNDA's VEGAS SHOW □ Panelists discuss fallout from Christine Craft case. CBS executives discuss era of litigation. *60 Minutes's* Hewitt blasts newspaper television critics' views on television news. **PAGES 32-34.**

VIEWER EROSION □ Syracuse, N.Y., market survey by *Reader's Digest* claims further inroads on network audience made by competing media. **PAGE 44.**

MORE WORDS □ Parties take familiar sides in reaction to FCC tentative decision on financial interest and syndication rules. **PAGE 48.**

ASCERTAINMENT SCUFFLE □ CBS agrees to turn over programing information to Wirth; earlier problems termed "misunderstanding." **PAGE 58.**

REGIONAL RELOOK □ FCC rulemaking to lift regional concentration limits draws applause from broadcasters. **PAGE 58.**

LOOKING UP □ CBS's Jankowski describes upbeat fourth-quarter scatter market, sees network unit prices up 15% over upfront selling season. **PAGE 62.**

NO ON ADS □ Committee charged with examining alternative funding for public broadcasting gives advertising unfavorable recommendation. **PAGE 64.**

MINORITIES AND MEDIA GATHERING □ Leland reminds broadcasters of EEO guidelines, blasts programing stereotyping. **PAGE 66.** Minorities hear list of present and potential business ventures. **PAGE 66.** Jackson urges media to use their influence and push for voter registration. **PAGE 70.**

NORTH AMERICAN AGREEMENT □ Canadian, Mexican and American broadcasters meet in San Diego; pass resolutions on Cuban interference, copyright. **PAGE 75.**

HDTV BREAKTHROUGH □ CBS develops new high-definition system that could be used for DBS, cable or MDS on conventional sets. **PAGE 77.**

CABLE COLONIST □ Jack Clifford has led the building of Colony Communications' cable fortunes and is setting his sights on helping the entire cable industry sell advertising. **PAGE 95.**

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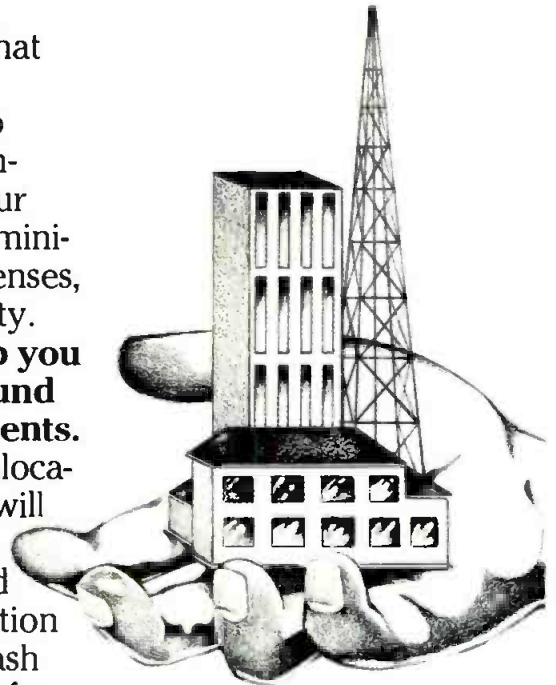
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Turf

Jurisdictional dispute is brewing between Senate Commerce and Appropriations Committees over what to do, if anything, to head off FCC repeal of financial interest and syndication rules. Commerce Committee Chairman Bob Packwood (R-Ore.) says issue belongs there. Senator Ted Stevens (R.-Alaska), ranking member of Appropriations Committee, is thinking of offering restrictive measure as part of funding bill in Appropriations bailiwick, as was done in House last week (see page 28). Packwood is expected to protest Stevens's move in letters to Majority Leader Howard Baker (R-Tenn.) and Minority Leader Robert Byrd (D-W.Va.).

In the pile

Dennis R. Patrick, associate director of White House's presidential personnel office, is *still* going to be nominated to succeed resigned FCC Commissioner Anne Jones, but paperwork is caught in bureaucracy. Background checks have been completed. Announcement is still expected "any time."

Bench strength

As new season of first-run and off-network syndicated programs gets under way, first signs of new product to be offered to stations as backup or for 1985 season are beginning to surface. First-run series proposals include pack of game shows for prime access, including return of *Jeopardy* from King World Productions, which hopes to bank on early signs of success for its just-launched *Wheel of Fortune*; *Price is Right* from Viacom; return of *Hollywood Squares* from Orion, and second game show of *Dating Game* genre from Telepictures, which is producing show as backup for just-launched *Love Connections* but could market it next year if *Connections* is successful. Other first-run shows include youth-oriented soap opera targeted for early fringe from Telepictures. New off-network offerings are said to be *Magnum, P.I.* and *Gimme a Break*, from MCA-TV, *Facts of Life*, from Embassy.

Bird bugs

Public relations departments at NBC and Comsat have been primed to announce contract by which Comsat would provide complete satellite distribution service for

network, but last-minute problem in negotiations came up two weeks ago and put everything on hold. (Companies signed contract for service involving 24 affiliates last spring.) Comsat official said sticking point is "minor," but it will take meeting in New York Tuesday (Sept. 27) of Comsat President Irving Goldstein, NBC Chairman Grant Tinker and others to work it out. Official was confident contract would be set by end of this week.

Boston deal

CBS is expected to announce this week sale of WEEI(AM) Boston to small group of Boston investors. One principal in buying group is current station vice president and general manager, Jack Baker. Purchase price will probably fall between \$5.5 million and \$7 million. WEEI(AM) has been on block since last April when CBS agreed to buy KRLD(AM) Dallas along with Texas State Networks from Metromedia for \$27 million, putting it over FCC's seven AM station limit (BROADCASTING, April 25).

Turner to sue

Turner Broadcasting System plans to file lawsuit charging FCC with failure to act on TBS's petition filed three years ago to eliminate broadcast must-carry rules for cable. In U.S. District Court in District of Columbia, TBS plans to argue that FCC's failure to act constitutes violation of Administrative Procedures Act and that FCC could have used less restrictive means for regulating freedom of cable operators to choose content.

In the wings

CBS Inc. spokesmen insist Chairman-President Thomas H. Wyman has no plan to give up presidency any time soon, but speculation about choice for that job persists anyway. Gene F. Jankowski, president of CBS/Broadcast Group, is often if not usually seen as front-runner, but he is not alone. Others mentioned last week: William Lilley III, corporate affairs vice president; Broadcast Group Executive Vice Presidents Thomas F. Leahy and Van Gordon Sauter; James K. Parker, CBS Inc. senior vice president and general counsel, and Peter A. Derow, president of CBS/Publishing Group.

Speculators tended to agree that Leahy's and Sauter's chances were better long-term than short, since they've just received

major new assignments in reorganization of broadcast group, and that it might be similarly hard to promote Jankowski until group's reorganization has jelled. Speculation may be both idle and premature: CBS Inc. board said year ago, in announcing that Wyman would become chairman as well as president, that "no other changes in titles or positions within CBS are contemplated" (BROADCASTING, Sept. 13, 1982).

Dickering

Mutual Broadcasting may be looking to sell WHN(AM) New York as well as its Chicago property, WCFL(AM)—availability of which has been known for some time. Viacom International is said to have made "informal" offer for WHN but reportedly balked at price tag of \$15 million. Mutual is also reportedly thinking of including WHN with WCFL as package deal for potential buyer. Mutual Broadcasting senior vice president, Jack Clements, late last week denied that WHN was up for sale.

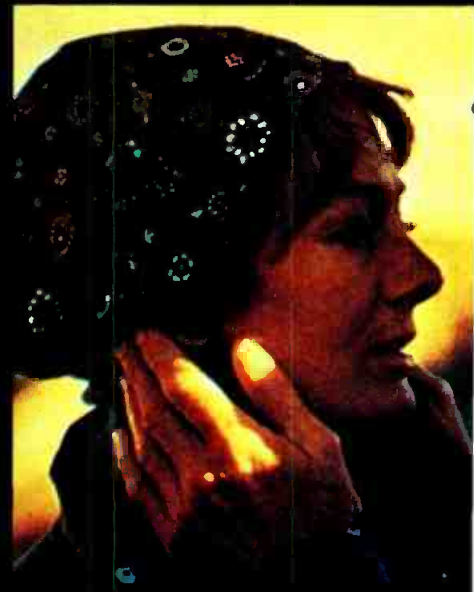
Sight unseen

Peoples Republic of China has yet to send delegation to CBS/Broadcast International in New York to select programs for airing on that country's Central Television Network (BROADCASTING, June 6). Delay, said to be caused in part by illness of Chinese communications minister, has not prevented two major-U.S.-based multinational companies from buying \$300,000 packages of advertising time in time periods promised by CTN. Number of other companies, some Japanese-based, are said to be waiting for program selection. In accord with Chinese contract, CBS won't identify advertisers.

No shows

A campaign to end South Africa's system of apartheid may soon try to enlist television syndication sales as weapon. Artists and Athletes Against Apartheid, whose executive committee includes actors/producers Joseph Bologna and Ivan Dixon and actor Tony Randall, plans to urge actors, producers, writers and directors to negotiate restrictive clause in contracts forbidding syndication of material to offending country. British Actor's Equity Association, actor's union, has for years prevented BBC and ITV from selling television or radio material there.

ESCAPE



Escape from the everyday to far off places - to secret passions and perilous encounters - to lost worlds at the ends of the galaxy... and beyond!

Introducing LORIMAR II
- 25 major titles including:

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A MAN CALLED INTREPID

WHO IS KILLING THE
GREAT CHEFS OF EUROPE

STUDS LONIGAN • STARCRAH

THE DARING DOBERMANS

THE MAN WHO WOULD BE KING

LORI

APE



MAR II

Cable castings

The HAVES

The merger of the Cable Health Network and Hearst/ABC's Daytime basic-cable program services is expected to be approved by the boards of the companies involved within the next few weeks. The proposed venture has been dubbed HAVES, which stands for Hearst/ABC-Viacom Entertainment Services, and a spokesman acknowledged that the new service will probably be launched around the end of the year. The program mix is currently being put together by a task force headed by Bruce Johnson, president of HAVES, and Mary Alice Dwyer-Dobbin, vice president, programming. The on-air title of the new program service has not yet been chosen, but Lifetime is said to be a leading contender.

In a separate development, negotiations between Hearst/ABC and Rockefeller Center Inc. and RCA Corp., which hope to sell

their library of programming for The Entertainment Channel, which folded earlier this year, are said to be ongoing. Should a deal be concluded (and at this point the parties appear optimistic that one will), the TEC programming would be rolled into Hearst/ABC's ARTS cultural cable service, resulting in a "significant expansion" of that service's programming day from the present three-hour schedule.

Up for sale

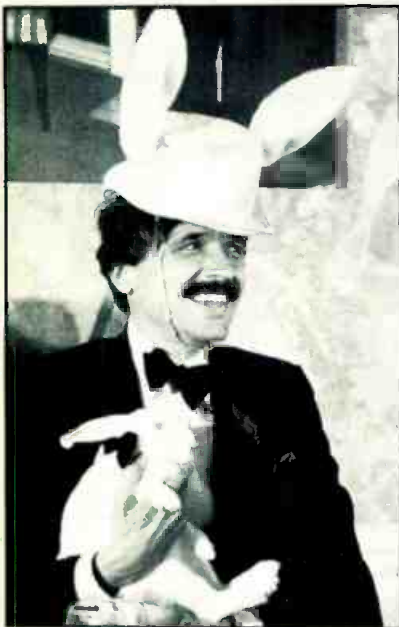
The fate of Eastman CableRep, which was established more than three years ago, will be decided by the end of the month. William Burton, president of CableRep, said that he is now in negotiations with "an interested party" and should know soon if the sale of the representative company can be completed. Presumably, Eastman CableRep will be discontinued if no sale is consummated.

Burton acknowledged that advertising sales at Eastman CableRep have been sparse, with advertisers placing what he called excessive emphasis on ratings. He said he has confidence that a well-managed cable rep can survive but added that ERI Communications Group, the parent company, has no intention of pouring more money into CableRep. ERI also owns Eastman Radio, which represents radio stations.

"Our hearts are really into radio," Burton said. "We have been successful in radio sales for more than 25 years and that is an area in which we intended to concentrate our attention."

Follies time

The New York chapter of Women in Cable put on its second annual Cable Follies for a



Wheeler



Valenti



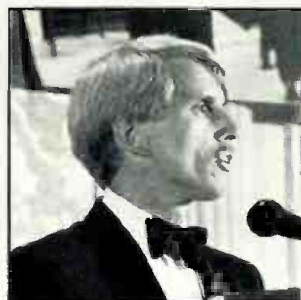
Mooney



Wirth



Creech



Walsh



Loftus

Wheeler's big night. Cable leaders gathered at the Shoreham hotel in Washington last Wednesday evening to honor National Cable Television Association President Tom Wheeler in a peculiarly American way—by "roasting" him. The gala event, organized by the Washington chapter of Women in Cable, raised \$15,000 for Washington's Capital Children's Museum. Richard Loftus, president of Trident Communications and the evening's master of ceremonies, led the official roasters in twitting Wheeler before a crowd of around 350 and a national television audience provided by C-SPAN.

Eddie Fritts, president of the National Association of Broadcasters, didn't attend, but sent Wheeler reminders of a medium older and more pervasive than cable: two pairs of rabbit ears (left). Loftus, who said Wheeler "ranks among the incurably tall," picked on Wheeler's personal habits, noting that he "dresses like Barbie's friend Ken, changes clothes three or four times a day and throws out his shoes as soon as they get scuffed." Charles Walsh, a Washington communications attorney, suggested that the "superjock" image Wheeler tries to convey has little basis in fact: "Tom has a big collection of shirts and jackets with

the names of different athletic events and wears them every chance he gets. But Tom's secret is that he almost never participates in [the events]." House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.), who thought it "wonderful" to see Wheeler so "uptight," commented on his lobbying skills: "Tom is cable television's version of *American Bandstand's* Dick Clark. No matter what kind of music is popular, Tom can dance to it and sell it." On behalf of AT&T (or so he said), Wirth presented Wheeler with a push broom, which he thought looked a lot like him. Kathryn Creech, who worked for Wheeler at NCTA and who is now president of the Council for Cable Information, found her former boss to be an "executive's executive": "He has the ability to delegate all the authority, shift all the blame and take all the credit." Jack Valenti, president of the Motion Picture Association of America, was puzzled: "Why is this man having a dinner? I never had a dinner." Jim Mooney, executive vice president of the National Cable Television Association, was restless: "Eight years [Wheeler tenure at NCTA] is a long time. If you're waiting for him to leave, it seems like a long time."



New options. Four new services—children's, country music, public access and cultural programming—have been added to the Group W Cable systems serving the Los Angeles area franchises of Westside, Eastside and San Fernando Valley, effective Oct. 1. The services—Nickelodeon, Nashville Network and ARTS—will be offered as part of a "super basic" package. On hand for the announcement were (back row, l-r): John Jensen, Group W's Los Angeles sales/marketing manager; John Wasielewski, regional public affairs director; Marty Lafferty, programming VP; Craig Chambers, Group W Satellite division manager, and Cy Schneider, Nickelodeon VP. Front row (l-r): Robin Gee, public access coordinator; Norman Nelson, Southwest VP, and Curtis Davis, ARTS programming director.

full house in the Grand Ballroom at the Plaza hotel, Monday evening, Sept. 12. The theme of this year's show was "mergers and acquisitions," according to Ellen Braver, manager, program and affiliate publicity, Showtime, who was co-executive producer of the program along with Linda Brodsky, vice president, public relations, Broadband Communications.

With song and dance routines, the Follies paid tribute to a number of industry executives, including NCTA President Thomas Wheeler; Drew Lewis, chairman and chief executive officer, Warner Amex Cable Communications; Ralph Baruch, chairman and chief executive officer, Viacom International, and Charles Dolan, chairman and chief executive officer of Cablevision Systems.

Some 470 cable executives attended the Follies, including Lewis, Kay Koplovitz, president, USA Cable Network; Tony Cox, president, HBO Network Group; Mike Weinblatt, president, Showtime; Bill Brennan, chairman and chief executive officer, Group W Cable; Bill Daniels, founding chairman, Daniels & Associates; Irving Kahn, chairman, Broadband Communications, and Kathryn Creech, president, Council for Cable Information. The '83 Follies cost between \$30,000 and \$40,000 to produce, with most of the funds coming from corporate sponsors within the cable industry.

Final award

The Los Angeles city council has awarded the city's south central cable franchise to ACCESS (A Community Entertainment/Services System), which is 20% owned by a group of local investors and 80% owned by Sun Cable, a subsidiary of the Los Angeles real estate and insurance company, Kaufman & Broad. ACCESS was the only bidder for the 210,000-home system, the last major franchise to be awarded in Los Angeles. The proposal was originally submitted to the city last December and a scheduled August decision by the city council was delayed to obtain more information about the firm's financial qualifications.

In a separate action, the council affirmed an earlier vote (BROADCASTING, Sept. 12) to award the East San Fernando Valley cable franchise to United Cable Television. The council members turned down a proposal to impose new financial requirements on United put forward by council supporters of East Valley Community Cable, the losing firm. Construction of the 165,000-home East Valley system is expected to begin within the next 60 days.

"With the help of these 3 lines..."

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3 hour extravaganza
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My birthday was really a smash...



Bob

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It isn't every day that you get to celebrate 80 years of making America laugh. It isn't every ad medium that can keep delivering for over 20 years. But TV Log has. We've long used TV Log to promote Bob Hope Specials. Why? Because for over 20 years TV Log has worked. That's why when there's Hope, there's TV Log. TV Log, thanks for the memories.

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The right time
The right place
The right audience

For more information
about one or more
of TV LOG'S
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WINNER OF 3 ACADEMY AWARDS
BEST ACTOR BEST ACTRESS BEST SCREENPLAY

 **On
Golden
Pond**



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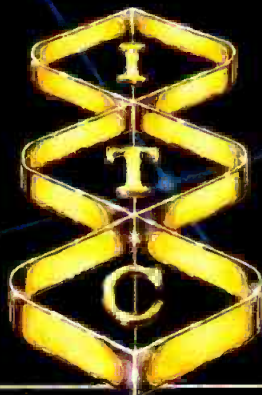
when love is at its fullest...

**...and 15 Other Extraordinary
Motion Pictures**

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Dallas/Fort Worth	KTVT	Houston	KHTV	Little Rock	KARK-TV
Cleveland	WUAB-TV	Indianapolis	WPDS-TV	Fresno/Visalia	KMPH-TV
Detroit/Windsor	CBET	Orlando/Daytona Beach/ Melbourne	WOFL	West Palm Beach/ Palm Beach	WPEC
Boston	WXNE-TV	Columbus OH	WTTE-TV	Rochester	WROC-TV
Kansas City	KCMO-TV	Albuquerque	KNAT-TV	Spokane	KREM-TV
Phoenix	KPHO-TV	Grand Rapids/Kalamazoo/ Battle Creek	WUHQ-TV	Chattanooga	WDSI-TV
San Diego	KFMB-TV	Greenville/Spartanburg/ Asheville	WLOS-TV	Youngstown	WKBN-TV
Atlanta	WATL-TV	Oklahoma City	KGMC	Tucson	KGUN-TV
Seattle/Tacoma	KSTW-TV	Macon GA	WMAZ-TV	Fort Wayne	WPTA
St. Louis	KPLR-TV	Louisville	WDRB-TV	Lansing/Jackson	WFSL
Baltimore	WBFF-TV	Dayton	WHIO-TV	Las Vegas/Henderson	KVVU-TV
Nashville	WZTV	Flint/Saginaw/Bay City	WEYI-TV	Fargo	KXJB
Sacramento/Stockton	KTXL			Eugene OR	KVAL-TV
Hartford/New Haven/ New Britain/Waterbury	WFSB-TV			Boise	KBCI-TV
Providence/New Bedford	WPRI-TV			Mobile/Pensacola	WPMI-TV
Miami	WDZL			Jacksonville	WAWS-TV

...and more



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NEW YORK LOS ANGELES LONDON TOKYO SYDNEY TORONTO PARIS
ROME MEXICO CITY and Principal Cities Around The World.

Business Briefly

TV ONLY

3M Co. □ Scotch videocassettes will be promoted in 10-week flight in 10 major markets to start later this week. Spot television is part of \$10-million advertising campaign, including network television and print media. TV spots will air in late news and major sports programming. Target: men, 25-54. Agency: Grey Advertising, New York.

Doric Foods □ Sunny Delight citrus punch will be highlighted in four-week flight to start at varying dates in October in 34 markets. Commercials will be carried in early fringe, daytime, prime time and weather programs. Target: women, 18-49. Agency: Gumpertz/Bentley Fried, Los Angeles.

Anderson-Little Co. □ Clothing retail chain will start five-week flight in eight to 10 markets in New England and mid-Atlantic states in early November. Commercials will be carried in all dayparts. Targets: adults, 25-54. Agency: Harold Cabot & Co., Boston.

Turco □ Gas heaters will be advertised in four test markets for six weeks, starting in early October. Commercials will run in fringe periods and on news programs. Target: men, 25-54. Agency: Grey-North, Chicago.

Brooks Foods □ Chili Hot beans will be featured in three-week flight to run in 17 markets in Midwest, starting in late October. Commercials will appear in daytime and fringe periods and on weather programs. Target: women, 18-49. Agency: Hutchins/Young & Rubicam, Rochester, N.Y.

Ralston Purina □ Sup-R-Bloc cattle nutrient will be spotlighted in two five-week flights beginning Oct. 3 and Nov. 14, respectively. Spots will air in 38 Midwest and Southern markets during early morning daypart and noon farm reports. Target: cattle farmers. Agency: Advanswers, St. Louis.

RADIO ONLY

Pepperidge Farms □ Croissants will be featured in four-week flight to start in late



Copier challenge. New spot television flight for Ricoh of America makes the point that Ricoh is a bigger manufacturer of copiers than either Xerox or IBM. Commercials, created by Ricoh's agency, Cunningham & Walsh, New York, began last week in 29 major markets. Campaign will continue for several months. Spots will be carried during news and sports programming to reach predominantly male audience. TV campaign will be supported with radio advertising by local Ricoh dealers.

October in four markets. Commercials will be carried in all dayparts during weekends and weekdays. Target: women, 25-54. Agency: Ogilvy & Mather, New York.

Pitney Bowes □ Three-week flight for business machines set to start this week in about 10 Southern markets, supplementing network radio. Commercials will run in morning and afternoon drive time and weekends. Target: men, 25-54. Agency: D'Arcy-MacManus & Masius, Atlanta.

Wild Pair Shoes □ Two-week flight beginning Nov. 21 will air in 80 markets in all dayparts. Target: women and men, 18-34. Buying service: Media Marketing Service, Chicago.

RADIO AND TV

Perkins Restaurants □ Four-week flights are scheduled to start in November in 25 markets. Commercials will run on radio in all dayparts and on television in early and late fringe and prime time. Target: adults, 18-49. Agency: Chuck Ruhr & Associates, Minneapolis.

Empire Vision Center □ Fashion eyewear, contact lenses and family fittings will be promoted in fourth-quarter buys in Albany, Rochester and Syracuse, all New York. Ten- and 30-

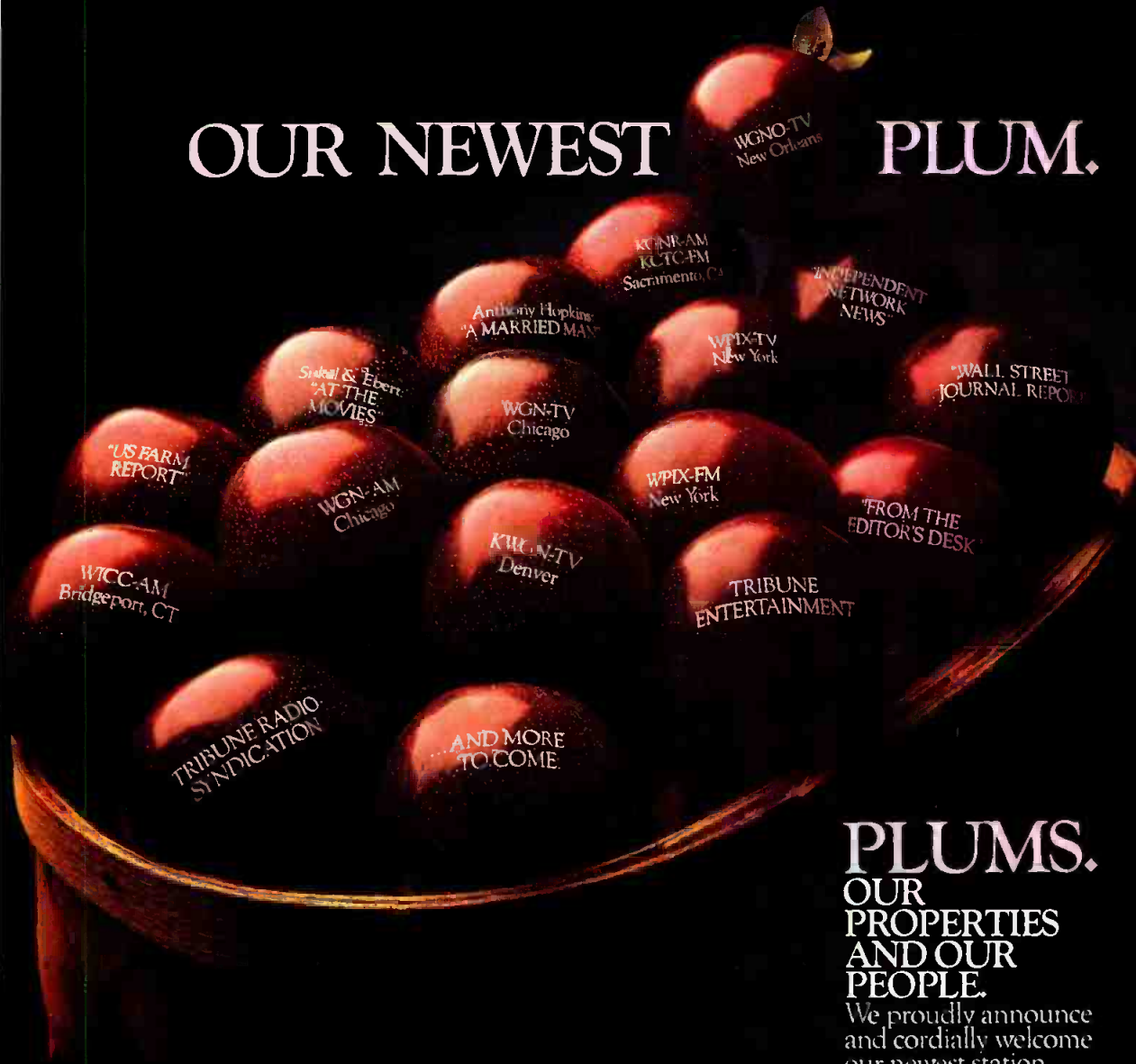
Before you write
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get it from the
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202-835-9555.

This press hotline is presented by the rail supply companies of the American Railroad Foundation.

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We proudly announce
and cordially welcome
our newest station,
WGNO-TV,
New Orleans.

TRIBUNE
BROADCASTING
Company

THE JEFFERSONS

4

Source: NSI/Castrolia Ranking Report, May 1983

And many more to come!



COLUMBIA PICTURES TELEVISION

second commercials will begin in morning drive time and continue until 7 p.m. on radio. On TV, 60-second spots will air in early morning, daytime, prime access and early and late news. Target: men and women, 18-plus. Agency: Herb Gross Inc., Rochester, N.Y.

Wickes Furniture □ Campaign will begin Sept. 29 in four Eastern markets for four days. Commercials will air in evenings and weekends on radio and in varied TV dayparts according to market. Target: women, 25-49. Agency: Ed Libov, New York.

Broadcasting Publications Inc.

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

**The Fifth Estate
Broadcasting**

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

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

Editorial
Donald V. West, managing editor

AdVantage

Peoria is out. Dancer Fitzgerald Sample has issued 1983 edition of its *Guide to Test Marketing*, which includes listing of 46 recommended markets, test market standards and

Datebook

This week

- Sept. 25-27—Kentucky CATV Association** fall convention. Marriott Resort, Lexington, Ky.
- Sept. 25-28—Broadcast Financial Management Association** 23rd annual conference. Hyatt Orlando, Kissimmee, Fla.
- Sept. 26—New York TV Academy** dinner. Topic: "New York Production Update." Copacabana, New York.
- Sept. 26-27—Practising Law Institute** seminar, "Campaign '84: Advertising and Programming Obligations of the Electronic Media." Embassy Row hotel, Washington. Information: Nancy Hinman, (212) 765-5700.
- Sept. 27—International Association of Satellite Users** monthly meeting. Speaker: Otto Hoemig Jr., assistant VP, American Satellite Co. Twin Bridges Marriott, Arlington, Va.
- Sept. 27—Programming seminar** sponsored by *Bay Area Cable Club* and *Northern California chapter of*

■ Indicates new or revised listing

- Women in Cable.** Gallagher's, Jack London Square, Oakland, Calif.
- Sept. 27—Radio Advertising Bureau** retail and co-op workshop. Drawbridge Inn, Cincinnati (Fort Mitchell, Ky).
- Sept. 27-29—University of Wisconsin-Extension** 29th annual "Broadcasters' Clinic." Sheraton Inn and Conference Center, Madison, Wis.
- Sept. 28—Orlando (Fla.) Radio Broadcasters Association** seminar. "Radio: The Sound Alternative." Harley hotel, Orlando, Fla.
- Sept. 28—New York TV Academy** luncheon. Speaker: Natalie Hunter, VP-corporate planning, NBC. Copacabana, New York.
- Sept. 28-30—Southeastern regional convention of National Religious Broadcasters.** Stone Mountain Inn, Atlanta.
- Sept. 29—Radio Advertising Bureau** retail and co-op workshop. Hilton Inn, Florida Center, Orlando, Fla.
- Sept. 29-Oct. 2—American Advertising Federation** Western region conference. Vacation Village, San

- Diego.
- Sept. 30—Deadline** for entries in Ohio State Awards, recognizing excellence in educational, informational and public affairs programs, sponsored by Institute for Education by Radio-Television, *Ohio State University*. Information: IEFT, 2400 Orlentangy River Road, Columbus, Ohio. 43210; Phyllis Madry, (614) 422-0185.
- Sept. 30—National Academy of Television Arts and Sciences, Philadelphia chapter, Emmy Awards.** Adam's Mark hotel, Philadelphia.
- Sept. 30-Oct. 1—Massachusetts Broadcasters Association** annual convention. Sheraton Regal, Hyannis, Mass.
- Sept. 30-Oct. 1—American Advertising Federation** district nine conference. Holiday Inn, Topeka, Kan.
- Sept. 30-Oct. 2—"Voting for Democracy"** symposium on American voter participation and election reform, sponsored by *John F. Kennedy School of Government of Harvard University* and *ABC News*. Former Presidents Gerald Ford and Jimmy Carter are scheduled to address symposium. Wilson Center, Smithsonian Institution, Washington.
- Sept. 30-Oct. 2—American Women in Radio and Television** Southeast area conference. Clearwater Beach, Fla.
- Sept. 30-Oct. 2—National Federation of Local Programmers** Midwest regional conference and business meeting. Julien Motor Inn, Dubuque, Iowa.
- Oct. 1—"East Coast Hispanics in Telecommunications"** symposium, sponsored by *National Association of Broadcasters' minority and special services department*. New York Hilton, New York. Information: Dwight Ellis, NAB, 1771 N Street, N.W., Washington, 20036; (202) 293-3584.
- Oct. 1—California AP Television-Radio Association** conference, "How Sure Is Offshore [Oil Drilling]?" Santa Barbara Sheraton, Santa Barbara, Calif.
- Oct. 1—Deadline** for entries in *U.S. Television Commercials Festival*. Information: 841 North Addison Avenue, Elmhurst, Ill., 60126; (312) 834-7773.
- Oct. 1—National Federation of Local Cable Programmers** Northeast regional meeting. Elmwood Community Center, West Hartford, Conn. Information: Muriel Fleishmann, (203) 561-1260; Ted Gipstein, (203) 236-2264.

Major Meetings

- Sept. 25-28—Broadcast Financial Management Association** 23rd annual conference. Hyatt, Orlando, Fla. Future meetings: May 20-23, 1984, Grand Hyatt, 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. Future conference: Sept. 16-19, 1984, Westin Bonaventure hotel, Los Angeles.
- Oct. 2-5—Association of National Advertisers** annual meeting. Homestead, Hot Springs, Va. Future meeting: Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.
- Oct. 29-Nov. 3—Society of Motion Picture and Television Engineers** 125th technical conference and equipment exhibit. Los Angeles Convention Center.
- Nov. 1-3—Atlantic Cable Show**, Convention Hall, Atlantic City, N.J.
- Nov. 3-5—Society for Private and Commercial Earth Stations (SPACE)** second annual convention and international exhibition. Sheraton Twin Towers, Orlando, Fla. Information: (202) 887-0600.
- Nov. 7-10—AMIP '83, American Market for International Programs**, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach. Information: Perard, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.
- Nov. 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. 11-12—National Cable Television Association's** National Cable Programming Conference. Biltmore, Los Angeles.
- Dec. 13-15—Western Cable Show.** Anaheim Convention Center, Anaheim, Calif.
- Jan. 14-16, 1984—Association of Independent Television Stations (INTV)** annual convention. Biltmore hotel, Los Angeles.
- Jan. 15-20, 1984—National Association of Broadcasters'** winter board meeting. Westin Wailea Beach hotel, Maui, Hawaii.
- Jan. 26-31, 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. 9-14, 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; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.
- May 7-9, 1984—ABC-TV** annual affiliates meeting. Century Plaza, Los Angeles.
- May 13-16, 1984—CBS-TV** annual affiliates meeting. Century Plaza, Los Angeles.
- May 20-22, 1984—NBC-TV** annual affiliates meeting. Century Plaza, Los Angeles.
- 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.
- June 2-6, 1984—American Advertising Federation** national convention. Fairmont hotel, Denver. Future conventions: June 8-12, 1985, J.W. Marriott, Washington, and June 14-18, 1986, Hyatt Regency Chicago, Chicago.
- June 3-6, 1984—National Cable Television Association** annual convention, Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.
- June 10-15, 1984—Broadcasters Promotion Association/Broadcast Designers Association** annual seminar. Caesars Palace, Las Vegas. Future conventions: June 5-9, 1985, Hyatt Regency, Chicago; June 10-15, 1986, Loew's Anatole, Dallas.
- Aug. 26-28, 1984—National Association of Broadcasters'** Radio Programming Conference. Atlanta Hilton and Towers, Atlanta. Future conference: Aug. 25-28, 1985, Doryland hotel, Nashville.
- Sept. 6-8, 1984—Southern Cable Television Association** Eastern show Georgia World Congress Center, Atlanta. Future show: Aug. 25-27, 1985, Georgia World Congress Center.

October

- Oct. 2-5—Association of National Advertisers** annual meeting. Homestead, Hot Springs, Va.
- Oct. 2-5—National Radio Broadcasters Association** annual convention and exposition. Hilton hotel, New Orleans.
- Oct. 2-7—VIDCOM/MIJID**, international conference and exhibition for cable, home video and video games. Old Palais and New Palais des Festivals, Cannes, France.
- Oct. 3—Syracuse University Student Affiliate of New York chapter of National Academy of Television Arts and Sciences**, "media professionals series." Speaker: Gene Jawkowski, president, CBS/Broadcast Group, S.I. Newhouse School of Public Communications, Syracuse, N.Y.
- Oct. 3-5—Ohio State University's** third annual conference on videotext. "Vidcotext III: Implications for Marketing." Hyatt Regency hotel, Columbus, Ohio.
- Oct. 3-5—Electronic Industries Association** 59th annual fall conference. Fairmont hotel, San Francisco.
- Oct. 3-6—Southern Educational Communications Association** 15th annual conference, hosted by WKNO-FM-TV Memphis. Peabody hotel, Memphis.
- Oct. 4—Radio Advertising Bureau** retail and co-op workshop. Holiday Inn-O'Hare, Chicago.
- Oct. 4—Women in Cable, southern California chapter**, meeting. Speaker: Bruce Johnson of H.A.V.E.S., new joint venture between Hearst/ABC and Cable

Health Network, Marina Marriott, Los Angeles. Information: (213) 258-7681.

■ **Oct. 4**—*Washington Journalism Center* conference for journalists. "Changes in the Telephone Industry: What Do They Mean?" Watergate hotel, Washington.

Oct. 4-6—LPTV East, fourth national conference sponsored by *National Institute for Low Power Television*. Sheraton Washington hotel, Washington.

Oct. 5—*National Press Club* luncheon. Speaker: FCC Chairman Mark Fowler. National Press Club, Washington.

Oct. 5—*New York TV Academy* luncheon. Speakers: Robert MacNeil, executive editor and co-anchor, and Lester Crystal, executive producer, *MacNeil/Lehrer NewsHour*. Copacabana, New York.

■ **Oct. 5**—*Washington Journalism Center* conference for journalists. "Banking: New Directions. New Issues." Watergate hotel, Washington.

Oct. 6—*National Coalition on Television Violence* conference. "Violence on Television: A National Health Issue?" George Washington University, Washington.

Oct. 6—*Radio Advertising Bureau* retail and co-op workshop. Sheraton Denver-Airport, Denver.

Oct. 6—*Cabletelevision Advertising Bureau* local advertising sales workshop. East Hartford Holiday Inn, Hartford, Conn. Information: Susan Levin, (212) 751-7770.

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. 6-9—*National Black Media Coalition* 10th anniversary media conference. "Trends, Changes and New Directions." Speakers include: FCC Commissioner Henry Rivera; Representatives Tim Wirth (D-Colo.) and Mickey Leland (D-Tex.); National Cable Television Association President Tom Wheeler; Al Neuharth, Gannett; Joel Chaseman, Post-Newsweek; Ed Pfister, Corporation for Public Broadcasting, and Felicia Jeter, CBS's *Nightwatch*. Hyatt-Regency, Washington.

Oct. 7-9—"Economic Issues" conference for journalists sponsored by *Foundation for American Communications* and co-sponsored by *Gates Foundation* and *Colorado Broadcasters Association*. Keystone Conference Center, Keystone, Colo. Information: (213) 851-7372.

Oct. 8—*Illinois News Broadcasters Association* annual meeting. Speaker: Joseph Dembo, VP, CBS Radio News. Holiday Inn Convention Center, Decatur.

Oct. 8-9—Third annual National Video Festival. sponsored by *Sony*. Kennedy Center, Washington.

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

Oct. 9-11—Southwestern regional convention of *National Religious Broadcasters*. 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. 10-12—"Children's Television: Still Growing Strong." conference sponsored by *National Association of Broadcasters' Children's Television Committee*. Hyatt Regency, Washington.

Oct. 11—*Radio Advertising Bureau* retail and co-op workshop. Hilton Inn, Springfield, Va.

Oct. 11—*Cabletelevision Advertising Bureau* local advertising sales workshop. Airport Holiday Inn, San Antonio, Tex. Information: Susan Levin, (212) 751-7770.

Errata

Application for new TV station on channel 25 at Rapid City, S.D., by Haynes Communications Co., incorrectly reported as returned, in Sept. 12 "For the Record," page 72, is still pending.

Stay Tuned

A professional's guide to the intermedia week (Sept. 26-Oct. 2)

Network television □ PBS (check local times) *Princess Grace Remembered*, Monday, 9-10:30 p.m.; Masterpiece Theater (season opener): *Pictures** (seven-part comedy), Sunday, 9-10 p.m.; NBC: *Boone** (adventure), Monday, 8-9 p.m.; *Live... And In Person* (three-night entertainment special), Tuesday, Wednesday, Thursday, 10-11 p.m.; *Manimal** (action), Friday, 9-10 p.m.; *Rousters** (drama), Saturday, 9-10 p.m.; *Yellow Rose** (serial), Saturday, 10-11 p.m.; CBS: *AfterM*A*S*H**, Monday, 9-9:30 p.m.; *Emerald Point N.A.S.** (serial), Monday, 10-11 p.m.; *The Mississippi** (law-drama), Tuesday, 8-9 p.m.; *Cutter to Houston** (medical drama), Saturday, 8-9 p.m.; ABC: *Oh Madeline!** (comedy), Tuesday, 9:30-10 p.m.; *It's Not Easy** (drama), Thursday, 9:30-10 p.m.; "Heaven Can Wait" (1978), Sunday, 9-11 p.m.

Radio □ (check local times) NBC Source: *The Doors Profile*, Friday-Sunday, two hours; Mutual: *Dick Clark Presents Lionel Ritchie*, Saturday or Sunday, three hours; CBS Radio: *Newsmark: Prison Overcrowding—The Crunch Follows the Crackdown*, Friday, 9:15-9:45 p.m.

Cable □ WTBS: *America's Music Tracks** (country music videos), Sunday, 8:05-9:05 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *The Early Days*, Beatles documentary, now-Saturday; *Sid Caesar—Master of Comedy*, return of earlier exhibit, now-Nov. 26; *Toscanini—The Television Concerts*, now-Nov. 12

*indicates a premiere episode

Oct. 11—Technical seminar sponsored by *Bay Area Cable Club* and *Northern California chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Oct. 11-15—*Grand Ole Opry* 58th birthday celebration and annual country music celebration. Grand Ole Opry, Nashville.

Oct. 12—*Radio Advertising Bureau* retail and co-op workshop. White Plains hotel, White Plains, N.Y.

Oct. 12-13—*National Association of Broadcasters'* 16th AM directional antenna seminar. Airport Marriott Inn, Cleveland.

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—*Radio Advertising Bureau* retail and co-op workshop. Sheraton Tara, Braintree, Boston.

Oct. 13—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton KCI hotel, Kansas City, Mo. Information: Susan Levin, (212) 751-7770.

Oct. 13—*New York TV Academy* luncheon. Speakers: John von Soosten, VP-program manager, WNEW-TV New York, and executive producer, *PM Magazine*; Steve Schwartz, producer, *PM Magazine*, and Dani Folquet and Jim Caldwell, co-hosts, *PM Magazine*. Topic: "The New *PM Magazine*—The Phenomenon Continues." Copacabana, New York.

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

■ **Oct. 14**—Presentation of 19th annual Armstrong Awards of *Armstrong Memorial Research Foundation at Columbia University*, recognizing excellence and originality in radio programming. Fordham University at Lincoln Center, New York.

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

■ **Oct. 17**—*National Academy of Television Arts and Sciences* news and documentary Emmy awards presentation. Roosevelt hotel, New York.

Oct. 17—*Syracuse University Student Affiliate of New York chapter of National Academy of Television Arts and Sciences*, media professionals series. Speaker: Pierson Mapes, president, NBC-TV. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Oct. 18—*Connecticut Broadcasters Association* annual meeting and fall convention. Wesleyan University, Middletown, Conn.

Oct. 18—*International Association of Satellite Users*

monthly meeting. Twin Bridges Marriott, Arlington, Va.

Oct. 18—*Southern California Cable Association* meeting. Speaker: Ed Horowitz, vice president, operations, Home Box Office. Airport Hilton hotel, Los Angeles.

Oct. 18—*Radio Advertising Bureau* retail and co-op workshop. Radisson Plaza, Charlotte, N.C.

Oct. 18—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Atlanta, Atlanta. Information: Susan Levin, (212) 751-7770.

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

Oct. 18-20—*Washington Journalism Center's* conference for journalists. "Excellence in Education: How to Achieve It." Watergate hotel, Washington.

Oct. 19—*New York TV Academy* luncheon. Speaker: John Gault, president, Manhattan Cable TV. Topic: "The Outer Boroughs." Copacabana, New York.

Oct. 19-20—*Kentucky Broadcasters Association* fall convention. Hyatt Regency, Lexington, Ky.

Oct. 19-21—Eightth annual conference of *Public Service Satellite Consortium* and its subsidiary, Services by Satellite Inc. (SatServe). Keynote speaker: Richard Colino, director-general, Intelsat. Washington Hilton, Washington.

Oct. 19-21—*Tennessee Association of Broadcasters* annual convention. Marriott hotel, Nashville.

Oct. 19-22—*National Broadcast Association for Community Affairs* convention. Sir Francis Drake hotel, San Francisco.

Oct. 20—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Oct. 20—*Radio Advertising Bureau* retail and co-op workshop. Hilton Airport Inn, Pittsburgh.

Oct. 20-21—*Pittsburgh chapter of Society of Broadcast and Communication Engineers'* 10th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 20-22—*National Federation of Local Cable Programmers* Central states regional meeting. Allen County Public Library, Fort Wayne, Ind. Information: Pam Bieri, (219) 424-7241.

Oct. 21—*Caucus for Producers, Writers and Directors* annual general membership meeting. Chasen's, Los Angeles.

Oct. 21—*Radio-Television News Directors Association* meeting with region 12. Sheraton Center, New York.

Oct. 21—*New York Women in Communications* meet-

ing, "The Video Communications Revolution," co-sponsored by *New York University*. Speakers include Drew Lewis, Warner Communications; Daniel Ritchie, Westinghouse Broadcasting and Cable; Gerald Levin, Time Inc.; William Scott, Satellite News Channel; Mary Alice Dwyer, *Daytime/Arts*, and Mary Alice Williams, Cable News Network. New York University, Washington Square campus, New York.

Oct. 21—12th annual Broadcast Day, sponsored by *Colorado State University*. Speaker: Edward McLaughlin, president, ABC Radio Networks. CSU campus, Fort Collins, Colo. Information: (303) 491-6140.

Oct. 21—Deadline for entries in *Women in Cable, Chicago chapter*, annual video competition. Information: (312) 674-4600.

Oct. 21-22—"First Amendment Rights and the Cable Television Industry," seminar sponsored by *Communications Media Center of New York Law School and Communications and the Law magazine*. Speakers include Glen Robinson, former FCC commissioner; Tom Krattenmaker, former director of FCC network inquiry study; Morris Tarshis, director of franchises of New York City, and Douglas Ginsburg, U.S. Department of Justice, antitrust division. New York Law School, New York.

Oct. 23-25—*Televent U.S.A.*, second international telecommunication conference, sponsored in part by E.F. Hutton. Speakers include Richard Colino, Intelsat; William Ellinghaus, AT&T; Richard Butler, ITU; Mark Fowler, FCC; Senator Robert Packwood (R-Ore.); Eddie Fritts, National Association of Broadcasters; Tom Wheeler, National Cable Television Association, and Irving Goldstein, Comsat, Montreux, Switzerland. Information: Marianne Berrigan, Televent executive director, Suite 1128, 1120 Connecticut Avenue, N.W., Washington, 20036; (202) 857-4612.

Oct. 23-25—*Canadian Association of Broadcasters/Central Canada Broadcasters Association* joint confer-

ence and trade show, "Communications Expo '83," Sheraton Center, Toronto.

■ Oct. 24—*Washington Journalism Center* conference for journalists, "Japan and America." Watergate hotel, Washington.

Oct. 24-29—*National Federation of Local Cable Programmers* "Access coordinator training program." NFLCP national office, 906 Pennsylvania Avenue, S.E., Washington. Information: Joan Gudgel, (202) 544-7272.

Oct. 25—Marketing seminar sponsored by *Bay Area Cable Club and Northern California chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Oct. 25—*Radio Advertising Bureau* retail and co-op workshop. Red Lion Inn-Airport, Seattle.

■ Oct. 25—First general meeting of *Direct Broadcast Satellite Association*. Four Seasons hotel, Washington. Information: John Egan, (202) 822-4104.

■ Oct. 25—*Louisiana Association of Broadcasters* radio sales seminar. Travelodge North, Lafayette, La.

■ Oct. 25—*Washington Journalism Center* conference for journalists, "Asian-American Relations." Watergate hotel, Washington.

Oct. 25-26—*New York Broadcasters Association* 29th annual meeting. Americana Inn, Albany, N.Y.

Oct. 25-27—Telecommunications symposium sponsored by *American Newspaper Publishers Association and Newspaper Advertising Bureau*. Amfac hotel, Dallas-Fort Worth Airport.

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 Broadcast Corp.)* Tokyo Ryutsu Center, Tokyo.

Oct. 25-29—Midwest Radio Theater Workshop, spon-

sored by *noncommercial KOPN(FM) Columbia, Mo.*, with funding provided by *National Endowment for the Arts and Missouri Arts Council*. Broadway Inn, Columbia, Mo.

Oct. 26—*New York TV Academy* luncheon. Speaker: Neal Pilson, president, CBS Sports. Copacabana, New York.

Oct. 26—*Syracuse University Student Affiliate of New York chapter of National Academy of Television Arts and Sciences*, "Distinguished Visiting Professor Lecture Series." Speaker: Bob Blackmore, VP, NBC-TV Network Sales. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Oct. 26—*Radio Advertising Bureau* retail and co-op workshop. Plaza Airport Inn, San Francisco.

Oct. 26—*Cabletelevision Advertising Bureau* local advertising sales workshop. Drake Oakbrook hotel, Chicago. Information: Susan Levin, (212) 751-7770.

■ Oct. 26—*Louisiana Association of Broadcasters* radio sales seminar. Holiday Inn-Airport, Kenner, La.

Oct. 26-28—*National Cable Television Association's* second annual business development symposium, "Minorities and Cable: The Interconnect of the 80's." Ramada Renaissance hotel, Washington.

■ Oct. 26-Nov. 1—Telecom 83, communications exhibition and conference, sponsored by *International Telecommunication Union*. Exhibition and Conference Center, Geneva, Switzerland.

Oct. 27—*Radio Advertising Bureau* retail and co-op workshop. Travelodge-Airport, Los Angeles.

Oct. 27—*Cabletelevision Advertising Bureau* local advertising sales workshop. Daytonian Hilton, Dayton, Ohio. Information: Susan Levin, (212) 751-7770.

■ Oct. 27—*Philadelphia Cable Club* luncheon meeting. Spectrum, Philadelphia.

Oct. 28—*Montana Broadcasters Association* sales clinic. Holiday Inn, Bozeman, Montana.

Oct. 28-30—"Latin American Affairs" conference for journalists, sponsored by *Foundation for American Communications* and co-sponsored by *Tinker Foundation and Dallas Morning News*. Anatole, Dallas. Information: (213) 851-7372.

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. 1—Multimedia teleconferencing conference sponsored by *Institute for Graphic Communication*. Andover Inn, Andover, Mass.

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.

Oct. 31—*Cabletelevision Advertising Bureau* local advertising sales workshop. Airport Hilton, San Francisco. Information: Susan Levin, (212) 751-7770.

November

Nov. 1—*Radio Advertising Bureau* retail and co-op workshop. Holiday Inn North-Airport, Atlanta.

■ Nov. 1—*Cabletelevision Advertising Bureau* local advertising sales workshop. Airport Hilton, Seattle.

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. 2—*Radio Advertising Bureau* retail and co-op workshop. Fairmont hotel, New Orleans.

■ Nov. 2—*Cabletelevision Advertising Bureau* local advertising sales workshop. Airport Hilton, Los Angeles.

Nov. 3—*Radio Advertising Bureau* retail and co-op workshop. Amfac hotel-Airport, Dallas.

Nov. 3-5—*SPACE (Society for Private and Commercial Earth Stations)* second annual convention and international exhibition. Sheraton Twin Towers, Orlando, Fla. Information: (202) 887-0600.

Nov. 7—*Syracuse University Student Affiliate of New York chapter of National Academy of Television Arts and Sciences*, media professionals series. Speaker: Bill Kurtis, anchor, *CBS Morning News*. S.I. Newhouse School of Public Communications, Syracuse, N.Y.



Anybody remember?

EDITOR: Hold it. Let's back up a couple of decades in the quest to find the first American all-news radio station.

KFAX(AM) San Francisco's 1960's venture, interestingly reported by John Schneider ("Open Mike," Sept. 12), was preceded by at least one station during World War II. As a sub-teen in the New York City market, I did not retain the call letters of the all-news operation avidly listened to by my father and his friends.

I can remember that it had (effective) lower power than the network flagship stations, clustered as they are on the lower half of the AM dial. Higher in frequency, this station utilized a series of readers delivering blocks of wire service reports. They identified the material with phrases like, "And now, these Associated Press reports. . ."

I remember asking my dad what the Associated Press was. An immigrant green-grocer, he replied, "Those are the ones you can believe."

As a broadcast consultant, I've had the opportunity to query a number of fellow broadcasters who also grew up in the New York area during the war, recounting to them some of the letters you've published. Regrettably, those I've talked to were old enough to be off to war themselves, or young enough to have been as inattentive as I was.

Perhaps another reader from the Gabriel

Heatter era can remember the call sign.—*Roy Nilson, president, Wrenpro Corp., St. Petersburg, Fla.*

AM excitement

EDITOR: To all AM radio stations: Take heart!

Yesterday I excitedly purchased a new Sony SRF-A100 AM stereo-FM stereo portable radio, one of the first to arrive in this area. The sound of AM stereo is superb. I found it comparable to FM stereo, a discovery that astounded me. The separation is fantastic. The clarity is beyond belief.

I tuned in WOOD, 1300 khz—AM stereo here in the Grand Rapids, Mich., market, which is using the Kahn system. I listened to "Even the Nights Are Better" by Air Supply and couldn't believe my ears were tuned to the AM dial. Then I dialed WMAQ(AM) in Chicago, 165 miles away, and picked it up in stereo—with remarkable separation.

The fact that I was listening to a stereo station 165 miles away amazed me. I was so excited I eagerly called their program director, who was just as pleased to hear from me.

It's true, some of the interference problems still remain, but congratulations go to Sony for a marvel in engineering and to all AM radio stations in the country. From firsthand, personal listening experience, I am firmly convinced your future is more exciting than ever.—*Ed VerSchure, chief announcer, WZZM-TV Grand Rapids, Mich.*



This is one dish you can't put on a back burner.

Considering what satellite technology can do for a radio station, it's no wonder that satellite dishes are hot items.

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A First Amendment commentary from Sol Schildhouse, Farrow, Schildhouse, Wilson & Rains, Washington

Cable and the quest for First Amendment freedom

All that talk about First Amendment rights for broadcasters is more tease than foreplay. It won't be delivered.

Now, this is not meant to be critical of FCC Chairman Mark Fowler, who has announced his crusade "to get the job done—to bring full First Amendment rights to broadcasters." I don't criticize because I still have relatives living there. And you know the rule: There *have been* bad commissioners. There *will be* bad commissioners. But there *are* no bad commissioners.

That rule carries all the ingredients of the message that there can be no true independence, no free speaking, so long as there is a government agency to which the speaker or the publisher must look for privileges.

The tussle with the government over the sovereign urge to control the medium of public expression is as old as history. Totalitarian administrations go right to the jugular, taking ownership and direction out of private hands. Other administrations are more subtle; some that drift into relationships with the media end up silently but effectively repressing ideas.

Henry VIII, for example, thought licensing of printing presses appropriate for two reasons: (1) it would raise revenue and (2) it would keep things tidy. (The chances of finding a printer to back a book, pamphlet or handbill criticizing Henry VIII were on the order of those of that famous snowball.)

Today, regulation is less knavish, yet tuned to the conflict of a private ownership system saddled with public obligation to decency and decorum. Resulting inhibitions are as discernible and meaningful as those resulting from outright curbs on speech. To make the point bluntly: When was the last time (or the first, for that matter) you witnessed a serious criticism of the FCC over the air or in a prominent newspaper or journal? Now, I'm not suggesting that a knock is warranted. But if it were, do you really believe much would be made of it on tonight's network news or in tomorrow's paper? That's because there's an FCC license at risk in there someplace.

How did we get that way? Well, when you part the thicket it comes down to this: Back in the old days, Congress perceived a problem with all those radio users falling all over one another. It created a new government agency called the Federal Communications Commission (strictly speaking, the Federal Radio Commission came first) to regulate in the public interest—saying the equivalent of, "We've got a problem here; do something about it." Before long, there were thousands of rules and a few hundred volumes of case decisions with the force of law.



Sol Schildhouse heads the Washington office of the Farrow, Schildhouse, Wilson & Rains law firm that represents broadcast, cable and common carrier clients before the FCC and in a variety of municipal and public utility commission litigation nationwide. A graduate of the Harvard Law School, Schildhouse in 1973 completed a career at the FCC where, among other activities, he was an administrative law judge and the first chief of the Cable Television Bureau.

There is now a minefield that only the foolish move across—at a pace less cautious than wary. And wary means, "Don't take chances," which is equivalent to: "Stick to baseball, hot dogs, apple pie and Chevrolet, and don't arouse anyone to an emotional pitch higher than slight annoyance."

The irony is that the social engineers—some of the nicest people in the world, and ordinarily outspoken defenders of the right to free speech—have been the inadvertent designers of this system. Hard lines on fairness, codes for phonograph record playing and advertiser satisfaction, and purification of radio and TV station owners' characters have bred a type of broadcast speech not foreseen by those first social engineers, who focused on the commission's "responsibility for improved program service."

Sadly, we may be terminally locked into the broadcast system. There's no escaping the evil of licensing, a ceremony that demands complete submission by the applicant. And rooting out precedents accumulated through application of rules full of mushy and boneless language looks impossible.

Does this signal the end of any hope for true journalistic freedom in the electronic media? The answer is no. There is an alternative, a real opportunity. Cable television is that hope. It is both cable and television, and can be valuable if we learn to overcome bitterness. But the FCC had better get cracking: Other levels of government are rapidly moving to make cable systems in every city, county, town and hamlet serve at the will and

fancy of local government.

The situation in the back country certainly doesn't encourage journalistic boldness. Who can expect investigative reporting of city hall shenanigans with broadcasters fighting for their lives and property at renewal time? Newcomers want to replace rather than compete. And in cable the refranchising contest is conducted before local government bodies advised by "experts" who may not be able to tell you how to improve the picture your system distributes, but who *are* ready to show local officials how to extract more giveaways in the franchise process. Those same advisers also counsel cable operators on how to prepare for and survive the refranchising process. The advice? "Start early to be nice. Don't antagonize. Play up to the powerful. Smile a lot, or they'll get you."

The local process is far worse than anything visited on cable in the early days of federal intervention. Their brand of licensing, rate control and license renewal is developing an industry even less likely than broadcasting to accept the task of keeping government on its toes, open and honest. Government can fight wars, maybe even occasionally deliver mail. But it doesn't belong in the business of controlling the media.

Last year, former Mass Media Bureau Chief Larry Harris told a cable convention audience that if they were expecting local governments to deal fairly, "You'd better make new arrangements for your family." Harris was certain that the only solution was federal preemption, and he coaxed the conventioners to press for it at the FCC. (Government officials often seem to be egging others on to undertake what they themselves could provide.) Harris zeroes in on federal pre-emption out of long experience with local governments. He is clearly on target, and only makes claim to what the commission already knows how to do.

And so the course is marked out and a finish line drawn. The spear carriers can do no more. It's now up to the featured players to prove that they're serious about freeing up an electronic medium with the means and the will to deliver to America the goods of a truly free press. Broadcast television is shackled to the mythology of spectrum and seems unable to escape. The cable technology has none of that handicap. The road to realization of full First Amendment rights is difficult enough. It makes sense, then, to start with something like cable that at least isn't weighed down by the laws of physics.

If the federal government will not come to the rescue, then cable will just have to press on alone. Profitability won't be affected so much as an unavoidable repetition of the broadcast experience will be guaranteed.

It may also teach you something about anticipation and disappointment. ■

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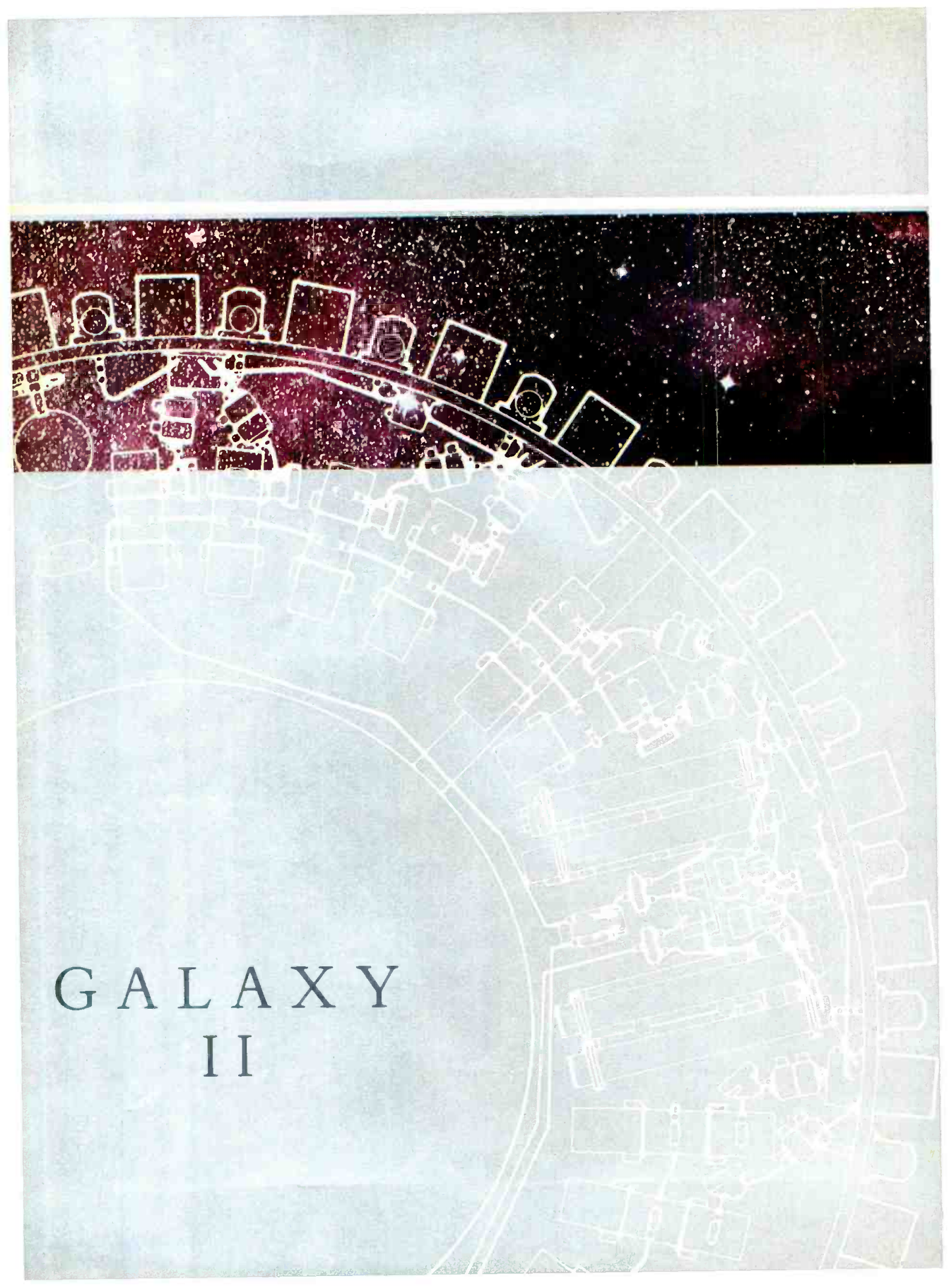
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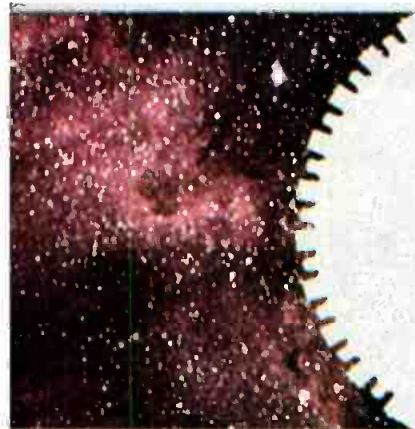
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Vol. 105 No. 13

TOP OF THE WEEK

Taking the lid off multiple ownership

Commission issues rulemaking seeking comments on proposal to either eliminate 'rule of sevens' or drastically modify it; different standard may be devised for networks

Group owners interested in adding broadcast stations to their portfolios should probably start thinking about which ones they want.

For the FCC last week adopted a notice of proposed rulemaking aimed at eliminating—or at least loosening—its rule of sevens, which limits broadcast ownership to seven AM's, seven FM's and seven TV's (no more than five of them VHF's).

And although the vote broke 3-1 (with Commissioner Henry Rivera dissenting vehemently), the majority left little doubt that it is prepared to hack that rule as much as it can.

Precisely how the rule will be modified, the commission said, will depend on the comments that it invited. But two commissioners telegraphed an interest in special limitations for the networks. (Both Commissioners James Quello and Mimi Dawson made a point of asking that the question of whether the networks should be subjected to different limitations be "spelled out" in the rulemaking. Quello added that he thought the proposal should stress the idea of encouraging competition for the networks.)

Rivera, in his first dissent to a notice of proposed rulemaking, said he couldn't go along with the majority because of the notice's "blatant" favoring of total elimination. "Lip service only is paid to other alternatives," he said.

He also criticized the notice for failing to address the impact of the proposal on minorities and other new entrants getting into broadcast ownership. (The staff later said the item would be amended to ask that question.) "I really doubt the public will be better served by fewer players," he said.

After the meeting, Rivera said he wouldn't have had the same problem if the commission had only proposed relaxation of the limitations on radio. TV, he said, is "still a dominant medium."

FCC Chairman Mark Fowler gave the item his endorsement. "It's long overdue," he said, noting the "tremendous changes" in the communications marketplace since the rules were originally adopted.

Steven Bookshester, the attorney for the FCC's Office of General Counsel who presented the item, said that even the commis-

sion that originally put the current limitations into effect in 1953 had acknowledged their "arbitrary nature." For starters, Bookshester noted, the limitations didn't take into account the size of the stations' markets.

The number of broadcast outlets has increased dramatically since then, and so has the availability of new technologies such as cable, he added. (He said the number of TV stations has increased from 199 to 1,127 since 1953 [a 469% increase]; AM stations had increased from 2,458 to 4,720 [92%], and FM's from 686 to 4,532 [561%]. Cable penetration has increased from about 30,000 subscribers to about 30 million over the same period, according to the FCC.)

Moreover, the rule, which was intended to increase economic and programming diversity, may actually have a stifling effect, Bookshester said. The rule may be dampening the possibility of creating new networks; it also may be stifling new programming that could result from the economies of scale in production and distribution that might be had from permitting the formation of larger station groups, he said.

After the meeting, Bookshester said the broadcasting industry was "incredibly un-concentrated" compared to others. In 1972, he said, the top four cereal manufacturers had 90% of the cereal sales; the top four refrigerator manufacturers had 85% of the refrigerator sales. The top three group television owners, however, only had 14.2% of all TV station revenues in 1980, he said.

In its rulemaking, the FCC will seek comment on a range of alternatives from outright elimination to treating radio differently than TV, and networks differently from everything else.

As an "interim" step, the commission said it might consider increasing the ceiling to 36 radio stations and 14 TV's (which an FCC attorney said would represent a proportional increase coinciding with the increase in numbers of those broadcast outlets since the seven-station limits were put into place in 1953).

Among the specific questions the proposal will ask is whether maximum diversity of ownership is necessary to spawn maximum diversity of viewpoints; what markets the



All the President's women. He wasn't on the agenda, but Ronald Reagan became the surprise hit of a White House reception for participants of the American Women in the Telecommunications Marketplace symposium held in Washington last week. He's pictured here greeting FCC Commissioner Mimi Weyforth Dawson (l) and actress Jean Stapleton, the first a key conference organizer, the second stopping by to show her support. In a brief address to the group, the President emphasized his administration's desire "to decrease government interference" in broadcasting and said he hoped the exchanges that would take place at the symposium would "result in advances not only in the traditional communications areas, but in new services and technologies as well." The symposium, which was sponsored by the American Women in Radio and Television and the FCC, drew about 150 women from around the country to discuss the government's role in promoting women in telecommunications and business opportunities in that industry. Commissioner Dawson and others, including Senator Nancy Kassebaum (R-Kan.), stressed the importance of creating a "network of opportunity" and establishing an "old-girl network" to help women break into the telecommunications field.

commission should be concerned with if it is to continue to involve itself with matters of economic concentration; how the FCC should assess the market for information diversity, and whether the commission should defer to the Department of Justice and the Federal Trade Commission on matters of economic concentration.

In a press release, the FCC said it "might" be appropriate to defer to Justice and the FTC on national antitrust concerns. It also said, however, it might choose to develop a methodology to assess economic concentration, "in the market(s) relevant to national broadcast ownership," to determine whether particular acquisitions might lead to unacceptable levels of concentration."

It added that it intended, "at the conclusion of this proceeding, to reduce its national broadcast ownership restriction . . . to the maximum extent feasible consistent with the record developed."

After the meeting, Erwin Krasnow, senior vice president and general counsel for the National Association of Broadcasters, said the association's radio and TV boards already had approved a resolution to ask the FCC to consider revising the rule of sevens, with the "clear consensus" that the seven-station limitation is arbitrary. Precisely how the NAB will come down on the issue is unclear, however. That, Krasnow said, will be up to the NAB executive committee and the board. And Krasnow said they won't act

until after the full text of the decision is released.

Said Preston Padden, Metromedia assistant general counsel: "We just think it's overdue."

An NBC spokesman declined to say how the network felt about perhaps being subjected to separate limitations, and released only a terse statement: "We believe the commission's restrictions are outdated. They were adopted many years ago when there were many fewer stations than today and fewer other media."

Bookshester said comments would be due 60 days after the notice is published in the *Federal Register*, which he said should happen within the next several weeks. □

Hollywood's short-lived win on fin-syn

House Appropriations Committee passes Fazio amendment barring FCC from spending money to repeal rules; next day Tip O'Neill orders new bill

Hollywood scored a fleeting victory over the networks in Congress last week in the battle over the FCC's financial interest and syndication rules. The House Appropriations Committee—by a 26-to-25 vote—approved an amendment, attached to a stopgap spending measure (H.R. 367), that would prohibit the FCC from spending any funds for one year to repeal its financial interest and domestic syndication rules. The next day, however, Speaker of the House Thomas P. (Tip) O'Neill Jr. (D-Mass.) ordered the committee to come up with a new funding measure without special-interest amendments. A new resolution (H.R. 368), with the financial interest amendment missing, was introduced the next day.

A committee spokesman said the new resolution will come before the committee again but that no meeting was scheduled. (The 45-day funding measure is known as the continuing resolution and is intended to keep the government operating after Oct. 1, the start of the fiscal year.) The committee's action was just one of a series of legislative skirmishes between the motion picture industry and the networks over the repeal of the rules. Last week a five-year moratorium on any change in the financial interest and syndication rules was voted by the House

Telecommunications Subcommittee (see below).

The amendment to the stopgap funding bill in the Appropriations Committee was offered by Congressman Vic Fazio (D-Calif.) and reflected the wishes of Hollywood producers, which oppose repeal of the rules. "Everything is on hold right now, we don't know what we'll do," a Fazio spokesman said about the replacement resolution.

The purpose of the Fazio amendment was to give the Congress more time to address the issue," said a spokesman for the Committee for Prudent Deregulation, which represents the producers. "If the commission weren't on such a fast track, we might not have had to pursue this route." The FCC is scheduled to issue a final decision on the rules before the end of the year. Last week it accepted another round of comments on its tentative decision (see story, page 48).

CPD opposes the commission's tentative decision, which proposes to abolish the rule that now prohibits networks from acquiring financial interests in programs they buy and modify the rule that has kept them out of domestic syndication (BROADCASTING, Aug. 8).

Several appropriations members rose in opposition to Fazio's amendment. Congressman Edward Boland (D-Mass.) argued that the legislators should not "interfere" with the FCC's judgment.

"Don't let anyone tell you that this is not a controversial matter. This kind of thing has

no place on this bill," said Boland. Neal Smith (D-Iowa), chairman of the appropriations subcommittee with jurisdiction over the FCC, also objected to the amendment. Smith argued that the funding resolution will be much harder to move if it contains controversial amendments. Appropriations Chairman Jamie Whitten (D-Miss.) also voted against the measure.

The networks took strong issue with the Fazio amendment. "We deplore the committee's action to block the orderly process of rulemaking by the FCC, which has spent seven years considering the issues involved in this proceeding," an NBC spokesman said.

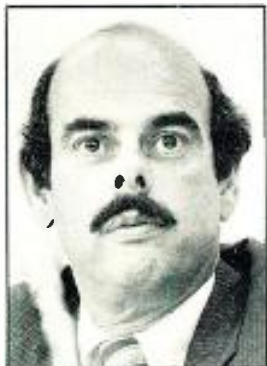
Also in the House, the Telecommunications Subcommittee, by a 10-to-4 vote, passed H.R. 2250, which would bar the FCC from changing the financial interest and syndication rules for five years. In August the subcommittee failed to mark up the bill (although 10 of the subcommittee's 14 members are co-sponsors), due primarily to the three commercial networks' successful lobbying campaign (BROADCASTING, Aug. 8).

Chief backers of the bill were Chairman Tim Wirth (D-Colo.) and the measure's author, Henry Waxman (D-Calif.).

Other subcommittee members, however, objected to what they called "rushing" the bill through. Representatives Al Swift (D-Wash.), Tom Tauke (R-Iowa), Michael Oxley (R-Ohio), and Matthew Rinaldo (R-



Fazio



Waxman



Boland



Stevens



Wilson

N.J.), ranking minority member of the subcommittee, voted against the measure. They registered similar complaints during the last markup. The congressmen complained that the hearing record was inadequate and that they didn't have enough information to make a decision. "I have a difficult time figuring out who the bad guys are and who the good guys are," said Swift. "I am voting against this bill not necessarily because I have made a decision on substance, but because I don't have enough information to make a decision," Tauke stated.

Congressmen Wirth, Waxman, Edward Markey (D-Mass.), Cardiss Collins (D-Ill.), Albert Gore (D-Tenn.), Mickey Leland (D-Tex.), John Bryant (D-Tex.), Jim Bates (D-Calif.), Carlos Moorhead (R-Calif.) and Jim Scheuer (D-N.Y.) supported the bill. The measure is now referred to the subcommittee's parent, the Energy and Commerce Committee. "We have the votes in the full committee," said Waxman. But the bill's opponents feel differently. They maintain that the measure may never come up before the end of the year because the committee's agenda is full. The committee is faced with such unfinished legislative business as telephone legislation, broadcast deregulation and natural gas deregulation.

The subcommittee also passed an amendment that would void any action by the FCC after Aug. 1 and before enactment of H.R. 2250 if it is inconsistent with H.R. 2250. The amendment also exempts television networks other than ABC, CBS and NBC from being lumped with the big three in FCC actions.

CPD, a spokesman noted, will probably

The following is the roll call on vote on the Fazio amendment.

Yes

Joseph Addabbo (D-N.Y.)
 Bill Alexander (D-Ark.)
 Bob Carr (D-Minn.)
 Bill Chappell (D-Fla.)
 Julian Dixon (D-Calif.)
 Mickey Edwards (R-Okla.)
 Vic Fazio (D-Calif.)
 Jack Hightower (D-Texas)
 Steny Hoyer (D-Md.)
 Tom Loeffler (R-Tex.)
 Clarence Long (D-Md.)
 Joseph McDade (R-Pa.)
 Matthew McHugh (D-N.Y.)
 Robert Mrazek (D-N.Y.)
 John Murtha (D-Pa.)
 John Myers (R-Ind.)
 John Porter (R-Ill.)
 Carl Pursell (R-Miss.)

Where they stood on Sept. 21

William Ratchford (D-Conn.)
 Edward Roybal (D-Calif.)
 Eldon Rudd (R-Ariz.)
 Martin Sabo (D-Minn.)
 Bob Traxler (D-Miss.)
 Charles Wilson (D-Tex.)
 Sidney Yates (D-Ill.)
 Bill Young (R-Fla.)

No

Daniel Akaka (D-Hawaii)
 Tom Bevill (D-Ala.)
 Lindy Boggs (D-La.)
 Edward Boland (D-Mass.)
 William Boner (D-Tenn.)
 Silvio Conte (R-Mass.)
 Lawrence Coughlin (R-Pa.)
 Bernard Dwyer (D-N.J.)
 Joseph Early (D-Mass.)
 Jack Edwards (R-Ala.)
 Bill Green (R-N.Y.)
 Bill Hefner (D-N.C.)

William Lehman (D-Fla.)
 Bob Livingston (R-La.)
 Clarence Miller (R-Ohio)
 William Natcher (D-Ky.)
 David Obey (D-Wis.)
 George O'Brien (R-Ill.)
 Ralph Regula (R-Ohio)
 Kenneth Robinson (R-Va.)
 Harold Rogers (R-Ky.)
 Neal Smith (D-Iowa)
 Virginia Smith (R-Neb.)
 Wes Watkins (D-Okla.)
 Jamie Whitten (D-Miss.)

Not voting

Les AuCoin (D-Ore.)
 Norman Dicks (D-Wash.)
 William Gray (D-Pa.)
 Jack Kemp (R-N.Y.)
 Jerry Lewis (R-Calif.)
 Louis Stokes (D-Ohio)

pursue the same legislative route in the Senate. The Senate Appropriations Committee is scheduled to mark up a continuing resolution this week, and Senator Ted Stevens (R-Alaska) is considering offering his own version of the Fazio amendment. Stevens is assistant majority leader, a ranking member of the Appropriations Committee and a member of the Senate Commerce Committee, which has jurisdiction over the FCC.

It is uncertain just how successful CPD will be in the Senate Appropriations Com-

mittee. Chairman Mark Hatfield (R-Ore.), an aide said, is undecided on the issue. Sources familiar with the issues, however, say that Hatfield may be sympathetic to the producers' concerns. Senator Paul Laxalt (R-Nev.), chairman of the appropriations subcommittee with jurisdiction over the FCC, is another key player but is reportedly undecided on the issue. Also in the Senate, Pete Wilson (R-Calif.) introduced a measure (S. 1707) that mirrors the House's H.R. 2250. □

Wometco purchased for \$842 million

Group owner MSO, and soft drink bottler is being bought by investment group that owns KTLA(TV) Los Angeles; with assumption of debt, price could hit \$1 billion

The same group that paid the highest price in broadcasting history for an independent television station earlier this year has now agreed to pay \$842 million for Wometco Enterprises, ending more than a year of guessing as to the fate of the Miami-based station group owner, MSO and soft drink bottler.

Wometco said last week that it had an agreement in principle to be acquired by a group of investors led by Kohlberg Kravis Roberts & Co. in a cash transaction valued at \$46.50 per share. Including assumption of debt, the total deal is valued at more than \$1 billion, Wometco said.

Kohlberg Kravis Roberts & Co. is an investment banking firm founded in 1976 by Jerry Kohlberg, Harry Kravis and George Roberts, all former partners in the Wall Street investment banking firm of Bear Stearns & Co. In October 1982, the firm broke into broadcasting by announcing it had reached an agreement to acquire

KTLA(TV) Los Angeles from Gene Autry and The Signal Companies for \$245 million (BROADCASTING, Nov. 1, 1982). By the time the deal closed this spring, KKR had assembled a group of institutional investors, pension funds and insurance companies as part of a leveraged buy-out vehicle—which is where the investors put up very little of their own money—to acquire the station. In a leveraged buy-out most of the purchase money comes from a loan which is secured with the assets of the company being purchased and the loan is paid from the company's earnings.

Wometco said the agreement calls for the acquisition to be achieved by a merger between Wometco and a new private company to be formed by KKR. Like the KTLA deal, it will be structured as a leveraged buy-out and the acquiring corporation will be owned by KKR and other investors.

Wometco also said that certain members of its management and directors "will have the opportunity" to become investors in the acquiring corporation.

In addition, KKR also announced that upon consummation of the deal it would cause Wometco Enterprises to acquire the outstanding stock of Wometco Cable TV

Inc. for \$25 per share. Wometco Cable TV is publicly traded over the counter and 86% owned by Wometco Enterprises. There are about 1.1 million shares not owned by Wometco Enterprises. Wometco Cable owns or is building 46 systems in 159 communities with a total of 253,000 basic subscribers. Cable revenues in 1982 were \$46 million.

The agreement also stipulated that should Wometco accept a tender offer from "another company on more favorable terms," it will pay KKR 35 cents per share "plus certain expense reimbursements."

For the first half of this year, Wometco reported operating income of \$12,022,000, or 69 cents per share, on revenue of \$228,457,000. The company's 1982 revenue totaled \$493,400,000. Of 1983's first-half revenue, broadcasting accounted for 15.7%, cable 11.1% and subscription TV operations 6.8%. Brokers and analysts estimated the value of the station group, which comprises four V's, two U's, both of which are STV operations, and an FM, to be in the range of \$300 million to \$325 million.

Wometco, founded in 1925, has been the target of considerable speculation since its founder and chairman, Mitchell Wolfson, died last January. About one-third of the

company is still owned by his heirs, who are not involved in the day-to-day operations and whose interests are represented by current Chairman Elton Carey, a family member by marriage.

Although Wall Street analysts have debated the value of Wometco's stock over the past year as various potential suitors were identified—Coca-Cola at one point was said to be interested because Wometco is a major Coca-Cola bottler—they seem to accept the KKR proposal favorably. Mario Gabelli, president of Gabelli & Co., pointed out that plus or minus a dollar on a per share estimate in the end didn't mean much in a \$1 billion-plus transaction. He said that the "management of Wometco did a responsible thing" in accepting the KKR offer, which leaves room for the current management to stay in place. He called the leverage buy-out a "perfect solution" and a "very soundly conceived deal," and \$46.50 per share a "fair value." Wometco stock on the NYSE closed Wednesday, Sept. 21, the day of the announcement, at \$42.50 per share, down 25 cents. Wometco Cable in OTC trading closed at \$23.75.

The agreement is still subject to a definitive agreement and FCC, shareholder and various other government approvals. □

Minorities' role in broadcasting headlines hearings on Capitol Hill

Leland and Collins announce plans to introduce legislation blocking the FCC from repealing rules on multiple station ownership

The role of minorities in the media and the impact of broadcast deregulation on minority participation in the industry were the focus of two days of congressional hearings last week. The House Telecommunications Subcommittee, in conjunction with the Black Caucus Communications Braintrust, held the hearings, which featured leading black actors, producers, broadcasters and activists.

Representative Mickey Leland (D-Tex.) chaired the first hearing where witnesses called for legislation that would enlarge the role of minorities in broadcasting and motion pictures. The witnesses, led by actor Sidney Poitier, also asked the legislators to investigate what they alleged was a "conspiracy among producers, networks and studios to exclude minorities from fair and meaningful participation in motion picture and TV programming."

Robert Hooks, chairman of the National Alliance for Black Advancement in Communication, warned that if the treatment of minorities doesn't improve soon, a boycott of the motion picture and television industries may ensue.

"Such callous, willful disrespect and unfair treatment by the telecommunications in-



Leland



Poitier



Collins



Jackson

dustry may not, by itself, cause a long, hot summer, but it could bring about a long, cold winter, in which blacks and other minorities combine their resources, collectively deciding not to patronize the film and broadcasting industry, collectively deciding not to support those advertising sponsors," Hooks said.

Leland and Representatives Henry Waxman (D-Calif.), John Bryant (D-Tex.), Jim Bates (D-Calif.) and Subcommittee Chairman Tim Wirth (D-Colo.), shared the witnesses' concerns. They indicated that minority participation in the telecommunications industry would be included in the broadcast deregulation legislation expected to emerge from the subcommittee next month. Republican subcommittee members, however, do not appear to agree. Representative Carlos Moorhead of California was the only Republican on the subcommittee present during the hearing.

Leland called the record of minority participation in the television industry "abysmal." He charged the industry with failing to adequately portray minority life in America. "I am concerned with the impact television programming has on the minds of our populace at large, but I am particularly concerned about the effect this programming has on the young, both minority and nonminority," said Leland. The richness and vitality of the minority experience in America is rarely, if ever, depicted on television. Because of this omission, the American public is denied the opportunity to view realistic and socially meaningful programming and young children of all races are denied minority role models," Leland said.

Leland restated his charges later that day to members of the National Association of Black Owned Broadcasters (see page 66).

Willis Edwards, president of the National Association for the Advancement of Colored People, also criticized the industry. "The minority entrepreneur who has sought to supply the networks with programming can account for only .0086% of prime time hours for the past 15 years," Edwards said.

Wilhelmina Reuben Cooke, Citizens Communications Center, argued against the removal of ownership restrictions. "Any deregulatory legislation proposed by this subcommittee must also be tied to strong ownership restrictions and EEO regulations," said Cooke, "if full and effective minority participation throughout all phases of the telecommunications industry is to be more than today's media event."

The Hispanic view was also offered to the hearing. Arnoldo Torres, national executive director of the League of United Latin American Citizens (LULAC), said the roles given to Hispanic actors and actresses in-grain stereotypes. "Further, these negative role models provide bad influences [for] Hispanic children to follow as they grow and strive to become productive members of society," Torres said.

Peggy Charren, president, Action for Children's Television, asked the legislators to establish minimum time requirements for children's television. She also called for retention of the FCC's financial interest and

domestic syndication rules to encourage diversity of TV producers. "Leased access is another way of keeping control of those 50 or 100 cable channels in more hands than that of the cable operator," Charren said.

□

The impact of broadcast deregulation on minority participation in the media was the primary focus of the second hearing, chaired by Congresswoman Cardiss Collins (D-Ill.). During the hearing Leland announced that he and Collins planned to introduce a bill that would block the FCC from repealing its multiple ownership rules.

Collins stressed the importance of the comparative renewal process, saying it is a "valuable tool" for minorities. "Minorities stand to lose if the comparative renewal process is repealed," Collins said, "If the broadcast deregulation legislation repeals the process it must also encourage minority ownership and participation in the industry." Cable legislation, she added, must also ad-

dress the same issues.

The congressman praised the National Cable Television Association and its president, Thomas Wheeler, who also testified, for initiating discussions on including EEO requirements in the cable bill. A cable bill is expected to emerge from the subcommittee this week. Although NCTA has not agreed to specific language, Collins and Leland were encouraged by the discussions.

Collins, however, blasted the broadcasting industry for failing to meet the needs of minorities. She accused the National Association of Broadcasters of refusing to discuss EEO language. Erwin Krasnow, NAB senior vice president and general counsel, denied the charge during a question and answer session with the congresswoman. He said the association would favor an affirmative action plan rather than specific EEO language. Krasnow noted that NAB favors provisions in Leland's and Collins's bill (H.R. 1155) that would codify the FCC's tax certificate

and distress sale policies, tax credits and other investment incentives.

"I salute NCTA for its support of the EEO requirements, but I don't understand why NAB is taking a hard line. I find these differences very disturbing," said Collins.

Representative Bates, also attending the second hearing, accused broadcasters of "being powerful and arrogant" and insensitive to the concerns of minorities. Bates asked Krasnow if he "perceived a problem of racial discrimination in the broadcast industry." Krasnow told Bates: "Broadcasters like all industries have a long way to go. But based on the call we get at the NAB, I don't see any overt discrimination."

Lead witness Reverend Jesse Jackson, president, Operation Push, and Bates discussed the possibility of a commercial boycott to persuade the media to recognize minorities. Jackson suggested that Congress use its subpoena powers and through selective boycotts it "could work." □

SNC and CNN Headline News talking merger

Discussions are under way to combine Group W/ABC service with Turner's second offering since both are losing money

A merger between CNN Headline News and Satellite News Channel? Although from a business standpoint it would seem the logical course to pursue due to the losses that both services are still incurring, most in the industry would scoff at such a proposal, given the backbiting, mudslinging and general ill will that has existed between Turner Broadcasting System and Westinghouse Broadcasting and Cable, since Group W, in partnership with ABC, announced plans to launch SNC more than two years ago. Nevertheless, both sides confirmed last week that the possibility of a merger between the two cable news services was being explored. Daniel Ritchie, chairman and chief executive officer of Westinghouse Broadcasting and Cable, said reports of the talks were "accurate," but declined to elaborate on the nature of the talks that have gone on so far, except to indicate that they evolved out of meetings between lawyers for both sides who are attempting to settle out of court a lawsuit initiated by TBS claiming anticompetitive behavior by Group W in attempting to keep both Turner's Cable News Network and CNN Headline News off certain Group W cable systems. Group W, in turn, countersued, alleging anticompetitive behavior and harassment by TBS, not only against Group W, but also against certain cable systems, if they carried the SNC service.

One high-level executive at TBS was a little more informative than Ritchie. "The talks are very serious," he said, although he added that there is a "long road" ahead before any definitive agreement is reached. Nevertheless, the TBS executive expressed optimism that a deal would be reached. "The principals want to do it," he said, "and there's over a 50% chance" of putting something together in the next several months. "It

may take some time because you've got to get the financial people and the lawyers in there."

It may also take "some time" because TBS Chairman and Chief Executive Officer Ted Turner has fairly exacting demands on the table for any deal that's struck. Essentially, he wants SNC, as an entity, out of the picture, with "some form of partnership" being formed between TBS and Group W/ABC to operate the surviving CNN and CNN Headline News Services. Details as to what roles the parties envision taking on and of the equity split among the companies in a possible partnership remain unclear.

And while the SNC executives were reserved in their comments about whatever talks have gone on so far, they may have a more compelling reason to embrace the merger concept than just the \$35 million they expect SNC to lose this year—a possi-

ble erosion within the ranks of the 25 regional broadcast affiliates, which provide SNC with hourly news reports. It's understood, for example, that the affiliates serving the metropolitan New York and southern California regions—WNEW-TV New York and KTTV(TV) Los Angeles—both owned by Metromedia, will pull out of SNC soon. An SNC spokesman said that he was not aware of that development or of any other defections.

One related development, however, could scotch merger plans between SNC and CNN Headline News. That would be a marriage between TBS and Metromedia, which has news ambitions. Conversations between those two have occurred recently, which could explain the forthcoming withdrawal of WNEW-TV and KTTV(TV) from the SNC operation as well as closer ties between CNN and Metromedia's news division. □

Time trims teletext expectations. Time Inc. President J. Richard Munro, fresh from writing off Time's TV-Cable Week magazine as a \$47-million loss (BROADCASTING, Sept. 19), indicated last week that the company's near-term enthusiasm for teletext is cooling, too.

"You'll see us winding [teletext] down," Munro was quoted as telling a luncheon audience at Durham, N.C. "We got into it too soon."

He emphasized, however, that "I'm not announcing the closing of teletext today."

The remarks, off the cuff after a speech at a Duke University colloquium, were quoted in a story in the *Washington Post*. Through a Time Inc. spokesman, Munro subsequently confirmed the accuracy of those and other statements attributed to him in the story but said they were taken out of context and conveyed an impression inconsistent with the thrust of his speech.

Munro also said that although he had used the phrase "winding down" in connection with Time's plans for its teletext tests, it was "too strong" a term and that Time certainly has no plans to close its teletext tests. The tests are being conducted in cable systems in Orlando, Fla., and San Diego, and the plan has been, and is, according to the spokesman, to continue them into 1984.

In his off-the-cuff remarks at Duke, Munro gave one clue to the findings of a Time teletext study, saying the typical subscriber used the teletext service only 15 minutes a day. "We're still exploring consumer needs here," he said, "and teletext may be ahead of its time—but we think we're onto something important."

Munro said that "clearly, Time Inc. is betting on a bright future for the communications industry. And it will be a bright one. But I also know that it won't be without a lot of false starts, miscues and outright failures."

R □ T □ N □ D □ A

Upbeat in Las Vegas

For some news directors attending the Radio-Television News Directors Association's 38th annual conference at Caesars Palace, the sessions offered proof—for those who needed the reassurance—that they are emerging as a major, respected force in the industry.

The conference, which has served so often over the years as a forum for network executives and newsmen who hammered hard at their pride and egos in speeches about incompetence and blow-dried anchors, last week offered a platform for a network executive who came to praise them. Not that there wasn't a target for another network executive's invective—but it was the newspapers. And the news directors loved that speech.

Even the radio news directors—who over the years have felt increasingly isolated from the main stream of an organization they see dominated by television—were given a measure of respect and recognition. A state-of-the-art radio studio—a facility that had been acquired by KSL(AM) Salt Lake City and that was being shipped there after the show—was a major feature of the conference.

It wasn't that the news directors had reason to believe it was all smooth sailing. The attacks on the media through the courts were a matter of concern. There was a vigorous, some would say healthy, debate among corporate public relations types and news directors at a session on the relationship between PR experts and the media. But the one problem that may have dominated all others in the minds of the news directors was the fallout from the Christine Craft case (see below). Sig Mickelson, the first head of CBS News and Sports, in accepting the RTNDA Distinguished Service Award, said he was "appalled" by what had come out at the trial of Craft's suit against

Metromedia Inc.

For all of that, one of the memories many of the news directors were taking with them from Las Vegas was the message of Edward M. Joyce, the new president of CBS News, who delivered the keynote address. The main thrust of the speech was the problem litigation is causing CBS and the rest of the media. But he also had some kind words for the local news directors.

"What has not been noted often enough," he said, is the unifying effect local radio and television news exerts on local communities. "In these past several years of severe economic difficulties across America, for example, local news operations have often performed heroic services," Joyce said. And it wasn't only in emergencies that they make their presence felt. He cited BROADCASTING's July 25 special report on local television news operations, and said the number of accomplishments summarized was "astounding."

One of those impressed by the speech was Jim Snyder, news director for the Post-Newsweek Stations Inc. "Here's a network guy saying something nice about local news," Snyder said later. "They're learning. In past sessions, it was customary for network executives to knock local news."

If Joyce was the nice guy, Don Hewitt, executive producer of CBS's *60 Minutes* was the tough guy. He ripped into newspapers for what he saw as the hypocrisy of their attacks on television news, particularly local television news. But he didn't let the occasion of his luncheon speech pass without offering a plug for electronic news. Given the amount of information it provides, he said, "This is the golden age of television news." And he included local television as among the elements contributing to it. □

Critiquing the Craft case

Several hundred broadcast news directors filled one of the larger meeting rooms of Caesars Palace, in Las Vegas, last Thursday, in hopes of learning the answer to one of the most vexing questions plaguing the local television news business these days: What does the Craft decision really mean? At the conclusion of the two-hour panel session, which ran into the dinner hour, one of the prime features of the RTNDA annual conference, one answer that appeared to emerge was the old-fashioned one that honesty is the best policy in management-employee relations. But the news directors also heard that the "black eye" dealt local television by the outcome of the trial was undeserved.

Christine Craft, who won a \$500,000 judgment against Metromedia Inc. on the ground it had dealt with her fraudulently, was not present. Skip Haley, of WFSB-TV Montgomery, Ala., who moderated and produced the panel, said she had not been invited because of a determination not to "retry" the case. However, one of the panelists, representing the consulting field, was Willis Duff, of Audience Research & Development, of Dallas, the consulting firm that provided Metromedia with the research that re-

sulted in its decision to demote Craft from her co-anchor job at KMBC-TV Kansas City, Mo., to reporter. Duff took the occasion to make the public defense AR&D had decided against making while the trial was under way.

Craft maintains that Metromedia has said it was interested only in her credentials as a journalist when it hired her for the co-anchor job on Dec. 2, 1981, but demoted her nine months later after deciding, she said, she was "too old, unattractive and not deferential to men." She quit, rather than accepting the reporter's job, and sued Metromedia. A federal court jury agreed that Metromedia had been guilty of fraud.

Sig Mickelson, the CBS News pioneer who received the RTNDA Distinguished Service Award, helped focus attention on what was already a matter of surpassing interest at the conference, with his remarks in accepting the award, on Thursday morning. He said he was "appalled" at what had come out of the Craft trial. He said the evidence indicated that appearance was "the number-one qualification," and that no mention was made of any importance being attached to journalistic competence. And he said it appeared the aim of television news is to "create the illusion of credibility, not credibility itself." News directors, he said, "are the key link in the chain of decision-making in a democratic society. If only the illusion of credibility is created, then the purpose of the

news director is lost."

But Duff said there had been "two Christine Craft trials"—one in the court and one in the media—and whatever happened in court, Metromedia had lost in the media. He said the media's "distortions" have caused much of the "fallout" now afflicting local television news. As an "institution," he said, it "has taken a bad and undeserved rap." For Craft's allegation as to the reason for her demotion—an allegation that has led the public to believe local news directors and stations "are antijournalist, ageist and sexist"—"has no basis in fact."

Duff said the consulting firm had decided, on the basis of "client relationship," not to accept offers to present its side of the case on *Nightline* or *Donahue*, during the trial. Given a second chance, he said, the response would be different, for the press failed "to present a balanced picture." And while the guidelines for the panel were designed to bar retrial of the case, Duff proceeded to attack Craft's allegation.

"At no time in the research or in the consulting firm's recommendations to the client," he said, "was there a word about age." He said he had reviewed all the research. As for the charge that Craft was "unattractive," he said Kansas City viewers did not find Craft unattractive but did feel she did not like Kansas City, and preferred her home town of Santa Barbara, Calif. As for her attitude toward men, Duff said Craft had

problems with colleagues on the set—"she stepped on their lines" and injected herself into situations about which, Duff said, she had little knowledge—and the colleagues "happened to be men."

But those arguments aside, what does the decision mean to the news director faced with a decision of whether to hire a woman as a reporter or anchor, or fire one?

Mary McCarthy, of WYFF-TV Greenville, S.C., one of the few women news directors in the country, had no hard answer. But she expressed concern that—contrary to the claims of victory of some in the women's movement—the Craft decision "may have done a disservice to women in the industry." She said she had heard news directors talk of a "return to conservatism" in hiring women. "People are getting worried," she said. "I'd hate to see them more conservative in putting women on the air."

One point on which she and other broadcast industry representatives on the panel—Gail Westrup, anchor and producer at KLAS-TV Las Vegas, and Joel Chaseman, president of Post-Newsweek Stations Inc.—agreed was that the Craft decision would require management to be more forthright and honest in dealing with employees and prospective employees. No more easy promises to a hot reporter prospect about an assignment covering Afghanistan, McCarthy said.

Westrup, who feels the generation of young women beginning careers in broadcast journalism has "a lot to look forward to," nevertheless feels management must be frank in dealing with staffers. "We're there as communicators," she said. "If you want us to be actors instead of reporters, say so." She also thought management should step in at the first sign of ratings slippage to offer assistance to an anchor.

To Chaseman, "the flip side of the Christine Craft story is that part of what is going on is because the opportunities for women [in broadcast news] have accelerated, and in hiring women as reporters and anchors, mistakes are made." And if "the only effect of the case is to make management more rational and honest," he said, "it will have had a more positive effect. You should help people," said Chaseman, a former news director. "Be rational, careful and calculating when it comes to setting up criteria for a job or changing standards."

For all of the headlines and broadcast time the Craft case consumed, it was not the first case of its kind. The plaintiff in a similar suit filed seven years ago was in the audience—and helped make the point that men are not immune to the kind of discrimination Craft says she suffered. Ralph Combes, who had been anchor for KWTW(TV) Oklahoma City, stood up to relate the story that attracted very little attention at the time—how he was fired because the station wanted "younger demographics," not because he was not performing well, and how he sued in court and won a jury award for back pay (BROADCASTING, Aug. 2, 1976). But the judge did not order the station to reinstate him. With some minor variations—and the major one of the gender involved—the Craft case was one of *deja vu* for Ralph Combes. He is now with KO-CY(AM)-KXXY(FM) Oklahoma City. □



State of the art newsroom. Among the exhibits of the RTNDA conference in Las Vegas last week was a state-of-the-art radio newsroom, consisting of equipment and software available to today's news departments. Highlighting the exhibit was a telephone talk show production studio designed by Pacific Recorder & Engineering of Carlsbad, Calif., for future installation at KSL(AM) Salt Lake City, following the convention.

On Thursday and Friday nights, the studio was used for a live broadcast of *The Bob Lee Show* over KSL, including listener call-ins and interviews at the convention site with news executives. The program originated from Las Vegas from 5:30-11 p.m. both nights. Topics included the state of radio news nationally and the implications for television of the Christine Craft case.

Pacific Recorders had other studio equipment on display, as did computer system manufacturers, wire services, and recording equipment suppliers. A special listening post was set up to allow private monitoring of radio news networks and feature productions.

The radio production complex—a first at an RTNDA convention—allowed radio news directors to obtain hands-on experience in the use of newly-available equipment.

The journalist as defendant

For local broadcast journalists attending the Radio-Television News Directors Association annual conference, in Las Vegas last week, the word from the network executives was that the problem the media currently face is not a hostile government—that problem of other years—or an indifferent public but costly litigation. And the executives spreading the word were with the network most painfully aware of that fact—CBS.

"This new legal climate demands of us all not only our traditional devotion to accuracy but also a new vigilance in defense of our professional rights," said Edward M. Joyce, the new president of CBS News, in the keynote address, on Thursday. And Gene F. Janowski, president of CBS/Broadcast Group, in remarks before the RTNDA board and news directors of CBS-owned and affiliated stations, said the suits filed against the news division's operations will not cause the network to flinch. "We will take on the tough cases, come what may," he said. "We are not going to back away from the fire."

CBS has been vigorous in its defense of what it perceives as its "professional rights." Earlier this month, it won an important round in a case in which a federal judge in New Orleans had sought to force the network to submit for review, prior to broadcast, the transcript of a *60 Minutes* segment. It won a jury verdict in a case in which a Los Angeles doctor was suing for libel because of another *60 Minutes* piece. And it is now

defending itself in a \$120-million libel suit brought by retired General William Westmoreland because of a CBS News documentary on alleged doctoring of enemy troop strength estimates during the Vietnam war.

Joyce—substituting for ABC's David Brinkley, who was unable to fill the keynoter's role because of an assignment in London (he was interviewing Prime Minister Margaret Thatcher)—saw the filing of such suits against news organizations as "becoming fashionable." What's more, he expressed the view that the courts are not "unreceptive" to them. But he also noted that, in fighting them, CBS has an advantage—the necessary financial and legal resources. "The great threat facing journalists today," he said, "is not the cases that are won by the plaintiffs; it is the cases that are settled out of court because the news organizations cannot afford the expense of a lengthy trial, or worse than that, the news stories are never on the air because of the fear of a libel suit against the news organization." □

Late-breaking results. Lou Adler of WOR(AM) New York was chosen president-elect of RTNDA late Friday (Sept. 23) afternoon, during the association's annual convention in Las Vegas. He defeated John Spain of WBRZ-TV Baton Rouge, La., by a vote of 139 to 127, in the group's largest voter turnout.

Hewitt hits back at newspaper criticism

In speech at RTNDA, '60 Minutes' executive producer answers print attacks on broadcast news

For 35 years, resentment of what he considers being told by newspapers how to do his job has been building up in Don Hewitt, executive producer of CBS News's *60 Minutes*. Last week, in a luncheon speech at the RTNDA conference, he let it all boil over. His speech, for the most part, was a lecture that television journalism is being bombarded with rocks thrown by people living in glass houses. To the news directors in the audience, the attack on the press was a tonic to which they responded with applause and laughter.

Hewitt made his point with several examples.

He noted that the *New York Times*, in a recent follow-up to the Christine Craft story, said that "local television news is influenced by show business values" and that journalists "who make it on camera as celebrity anchors" have been hired not because of their journalistic skills "but because they lure people to their channels just as surely as Clint Eastwood lures them to his movies."

But Hewitt noted that newspaper did not report that the *Times* owns three television stations—"complete with what the *New York Times* calls 'celebrity anchors' to lure viewers to its channels. . . ."

And if "the quality of reporting at local television stations is incidental to making money," he added, "what . . . has the *Times* done to see that at the stations it owns that is not the case, that at their stations the quality of reporting is what counts—not financial success?" Surely, he said, a news director at a *Times*-owned station will soon be out of work if his anchors do not lure viewers to his

channel.

Then Hewitt cited an editorial in the Aug. 11 issue of the *Memphis Appeal*, which, as he noted, is a Scripps-Howard publication. The editorial asked, "How many old, fat, balding men appear on screen each night reciting the news?" Hewitt replied to the question with one of his own: How many men of that description are seen on the screen each night "reciting the news on, for instance, WMC-TV, the Scripps-Howard station in Memphis? Not many, huh?"

The stir created in the press when it was announced that ABC would pay Barbara Walters \$1 million a year still rankles Hewitt. He recalled his "newspaper friends" saying, "It just isn't right, it just isn't right." Well, he asked, if it is not proper to make money from journalism, "how do you suppose the Hearsts, the Scripps, the Howards, the Chandlers, the Grahams, the Sulzbergers and the Luces managed to amass those fortunes?"

Hewitt also suggested that newspapers and broadcast news organizations are driven by forces that are compelling. "If the *CBS Evening News* were the name of a newspaper and the *New York Times* were the name of a newscast," he said, "we'd most likely end up running our newspaper like the *New York Times* and they'd most likely end up running their newscast like the *CBS Evening News*."

Which led Hewitt to a journalistic judgment that puzzled some in his audience. If the *Evening News* did put out a newspaper, he said, it would indeed "stoop" to having a columnist on the staff "beating up on television"—"not because there is any sound journalistic reason to have one. . . . Journalistically, it's baloney." But "financially," he said, "it makes nothing but sense." He said



Hewitt

television newscasts do not run "newspaper columns" because "no one gives a damn."

For all of that, Hewitt said he does not object to newspapers writing about television news. What he objects to is that the writing is done by a columnist "whose area of expertise is Gomer Pyle. 'Who else but a television columnist is an expert one day on David Bowie and the next day on David Brinkley?'" he asked. "Who is good enough to be that?"

Hewitt didn't spend all of this time on the attack. He said television is providing an enormous amount of news every day, several times a day. And while he cited primarily network programs, he noted that local television stations offer several hours a week—in some cases several hours a day—of news. "Take it from someone who has been in television since 1948," he said, "this is the golden age of television news." □

The 'can't live with 'em, can't live without 'em' relationship between journalism and public relations

RTNDA panel airs complaints and suggestions from news and PR people

Corporations must overcome a level of mistrust among journalists that is higher than that accorded other major American institutions, including the government, argued members of a panel representing the public relations experts for some of the nation's largest industrial concerns at the RTNDA convention last Thursday. "Why is business singled out for such scrutiny," asked Phillip Schneider, a public relations executive for Dow Chemical Co.

Typical among responses from news directors during the two-hour session was the comment: "I get very tired of doing commercials for companies. Is that what you want from us?" Herbert Schmertz, representing Mobil Oil Corp., conceded that "99 out of 100 times" the material put forward by a corporation's public relations office will be favorable to the company, but asked, "Where else can you get it?"

In reaction to the declaration by many ra-

dio news directors in the room that they did not accept "audio hand-outs," Schmertz urged them to "let the public make the judgment" about the value of such material. "Why must you be the gatekeepers?"

Schmertz used the example of 1973 reporting during the oil crisis on oil company profits. He accused the broadcast media of not doing their homework in determining whether or not the profits were truly extraordinary, where they came from and how they compared with those of other industries. The alleged shortcomings in reporting have prompted Mobil to allocate \$7 million to \$8 million a year for issue-oriented advertising, according to Schmertz, and employ seven people full time for news media relations. And Schneider said Dow has started an aggressive information campaign directed at news directors that will employ three staffers full time.

The most intense debate concerned the distribution of prerecorded interviews or sound actualities by PR offices to stations. Most news directors denied using such ma-

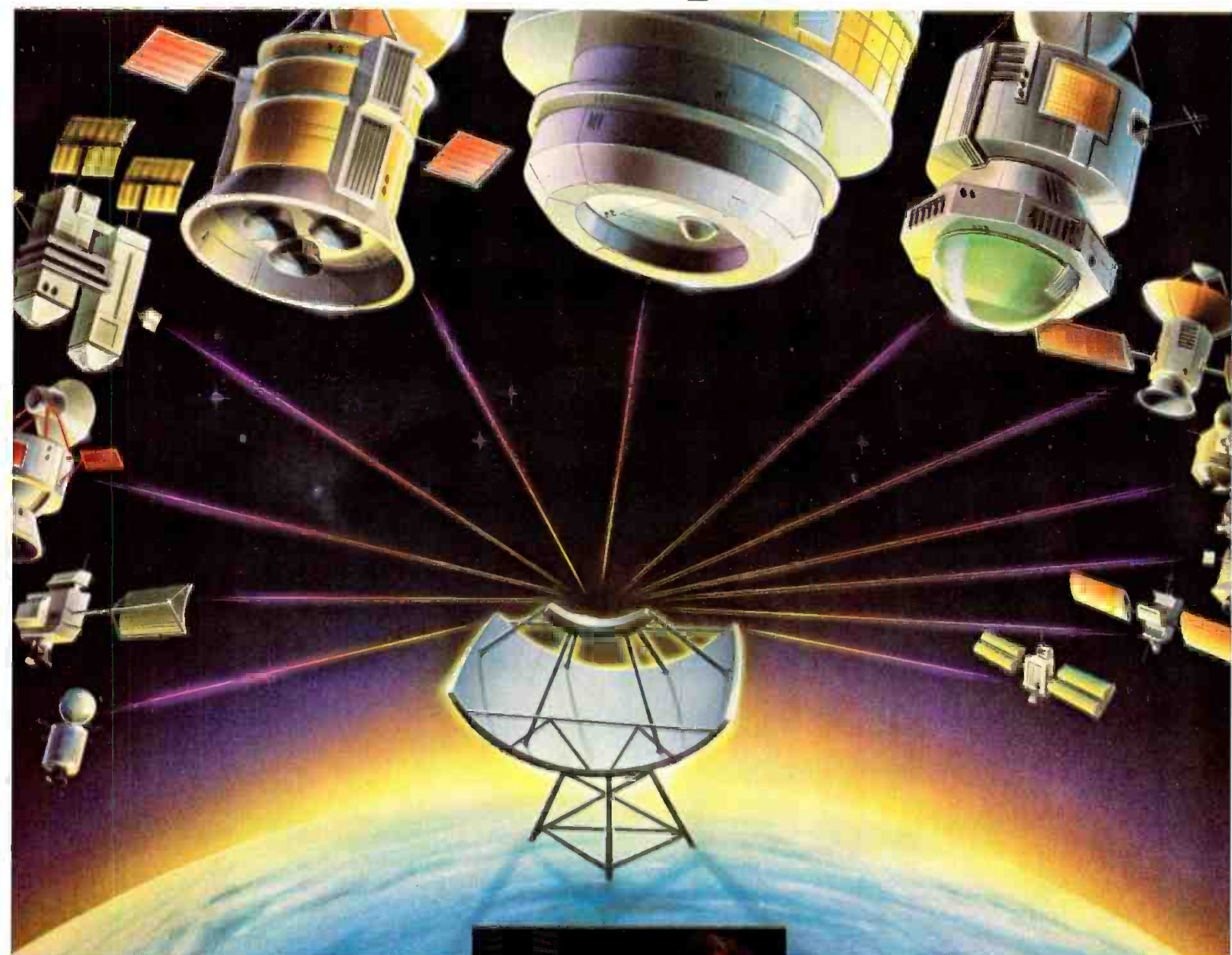
terial. One implied he would not even listen to any such material, leading Schmertz to counter: "That seems anti-intellectual . . . I'm not suggesting that you put it on the air. I'm just saying, as a journalist, you might be interested in hearing what the company has to say."

Another news director in the audience advised the company representatives that many stations may actually pretend to tape "canned" audio feeds, "just to get you off their necks."

George Glazer, of the New York-based public relations firm, Hill & Knowlton, said there are occasional problems with a print orientation among staffers at PR agencies. This may turn off news people to solicitations because the needs of the stations are misunderstood or unknown.

Michael Klepper, of New York's Michael Klepper & Associates, said public relations representatives for major corporations "think of ourselves as media attorneys." What they are seeking, he continued, "is fair representation of our clients' point of view."

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Mr. Rees Roberts
Chief Engineer
WJRN
ABC Affiliate
A division of Sentry Broadcasting
Racine, Wisconsin

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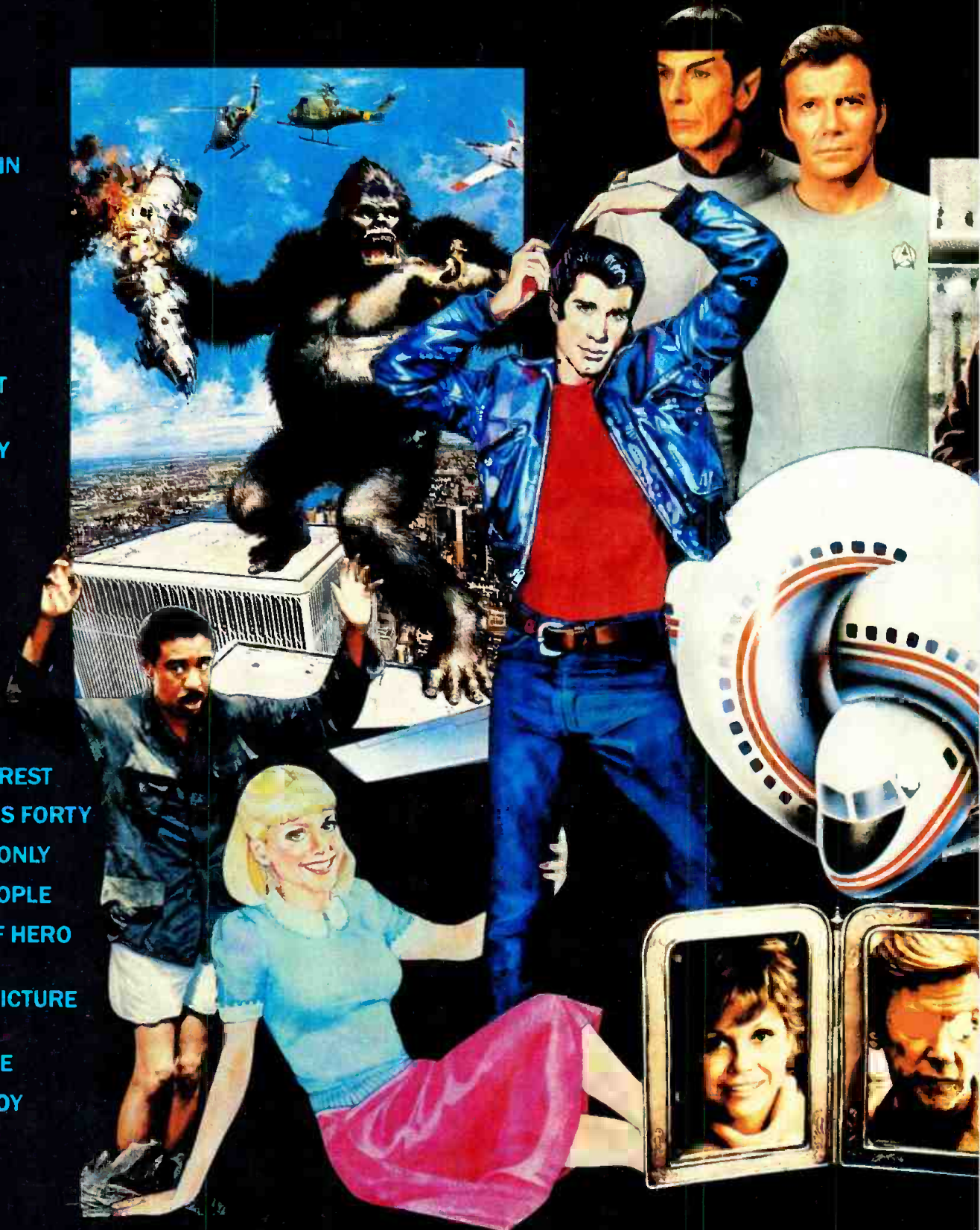
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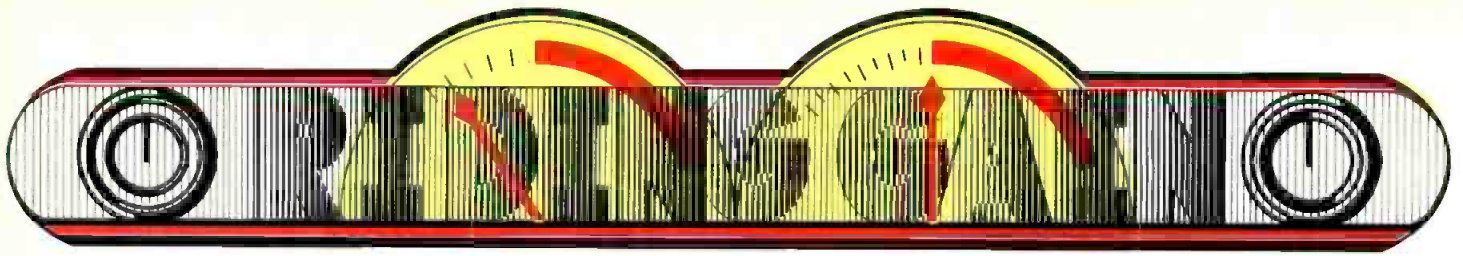
That's a huge 24% more than the closest competitive package—it means even PORTFOLIO X's "bottom" titles are top attractions! And they're recent—all are post-'76 and 60% were released in the last 2 years!

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TELEVISION DOMESTIC DISTRIBUTION



President-elect

The Radio Networks Association took a major step toward its objective "to foster and promote the status of national radio networks as a communications and advertising medium" with the announcement that it will appoint Arthur Kriemelman, vice president in charge of sales for Mutual Broadcasting, as its first full-time president during a board



Kriemelman

meeting this Wednesday (Sept. 28) in New York.

Kriemelman, who joined Mutual in November 1980, resigned his post last Monday (Sept. 19) to accept the new position, which takes effect Oct. 3. At Mutual, Kriemelman was responsible for the network's national sales operations with offices in New York, Chicago, Detroit, Dallas and Los Angeles. Before joining Mutual, Kriemelman served as general sales manager for ABC's owned KSRR(FM) Houston and, prior to that, spent nearly six years with the ABC Radio Network in Chicago where he first served as an account executive and was later promoted to vice president and central division sales manager.

Joseph Larsen, who is serving as RNA's executive director—primarily on a part-time basis—is expected to remain through the end of October.

The motivating force behind the formation of the association, which will be two years old next month, is its current chairman, Edward F. McLaughlin, president, ABC Radio Networks. Vice chairman of the association is Thomas Burchill, president, RKO Radio Networks. RNA's membership includes ABC, CBS, NBC, RKO, The United Stations, Westwood One, Satellite Music Networks and the Transtar Radio Network.

Penetrating gathering

A large turn-out of New York radio sales executives is expected for at the Guild Theater in Manhattan next Wednesday (Sept. 28) when the Radio Advertising Bureau in

conjunction with the Station Representatives Association will hold a joint "rally for radio." The one-hour event will feature key findings from the RAB-commissioned national "Target Marketing and the Media" study, conducted by the R.H. Bruskin Co. last year. The presentation, to be delivered by Lew Greist, RAB director of marketing and research, will center on radio's "effective market penetration in the real world of broadcast media." More than 60 area radio stations are expected to send management representatives, as are all SRA-member rep firms.

"This campaign to inform, educate and motivate radio sales executives is a reflection of our renewed commitment to industry unity and selling," said William Stakelin, RAB president and chief operating officer. "We plan similar campaigns with radio stations and sales representative firms in markets across the country," he added.

Radio games

For radio stations tired of the same old sound comes a new format syndicated by Akron, Ohio-based Media-Com called "Gameradio, America's Audio Arcade." The new service made its debut over the company's talk-formatted WNR-FM Akron last Monday (Sept. 19), airing from 3 p.m. to 8 p.m. But, according to Media-Com's national marketing director, Bill Klaus, stations can subscribe to "Gameradio" on a 24-hour

basis as well. The format is locally produced with all support materials sent to stations by Media-Com. Klaus said the company hopes to offer a 24-hour national satellite feed of the service next year. All the games played involve telephone call-ins from listeners, Klaus said.

Minnesota's covered

The satellite-delivered Minnesota News Network, based in St. Paul, has signed seven new stations, to bring its affiliate count to 39 and, according to MNN, the service can now be heard anywhere in the state. Affiliate enrollment for Minnesota News Network has exceeded projections of 20 stations for its first year of operation which ends Dec. 31 as well as for next year (30 to 35), said a network spokeswoman. The news service, which is operated by Minnesota Public Radio, provides stations with hourly newscasts, sports and agricultural news and market reports of statewide interest.

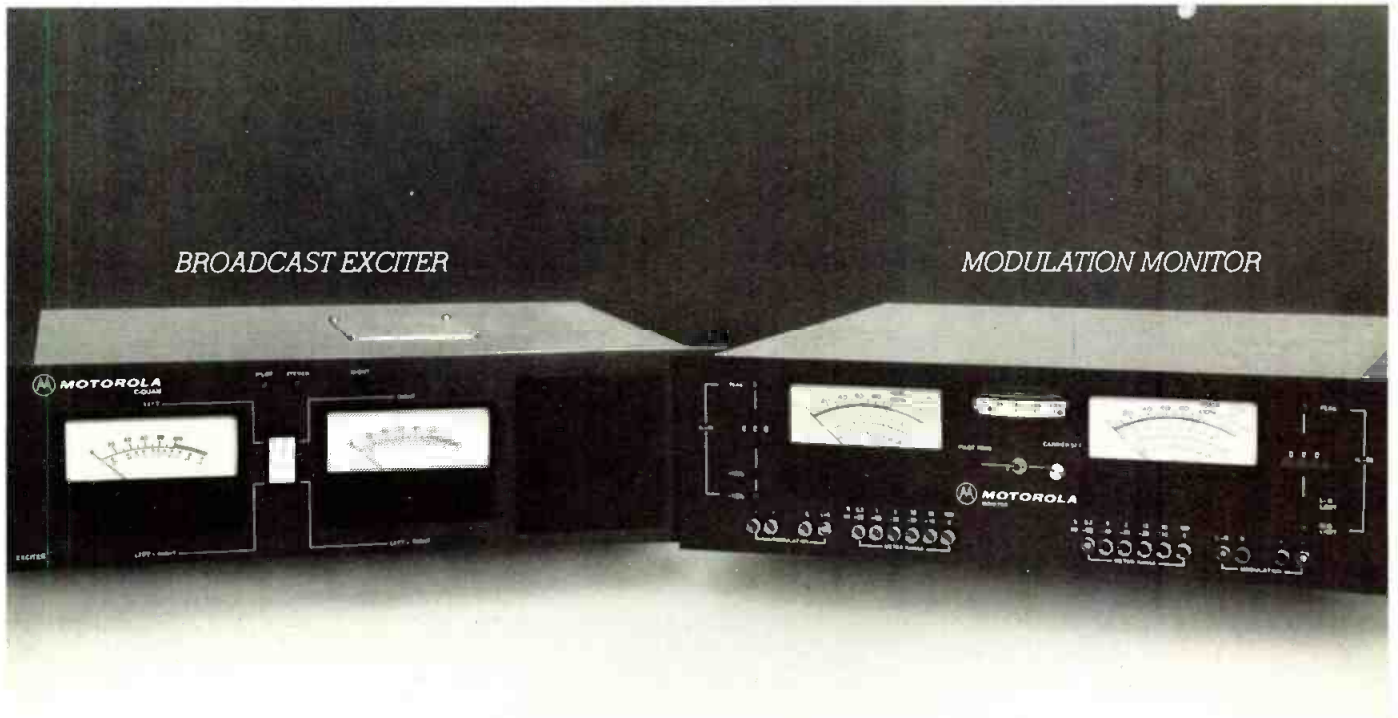
Alphabet anxiety

The FCC has denied KVI Inc., licensee of KVI(AM) Seattle, review of a staff action approving a change in call letters requested by noncommercial KPEC-FM Tacoma, Wash., to KVTI. KVI had contended the two calls are similar enough to confuse the public. The FCC, however, said that even though the

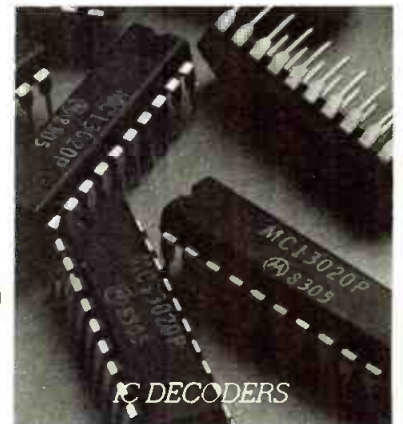


Plaque man. Retiring CBS Radio Network affiliates board member Jerry Bretey, general manager of KGLO(AM) Mason City, Iowa, received a special plaque during the biannual board meeting in New York earlier this month. At the award presentation are (l-r): Michael Ewing, vice president and general manager, CBS Radio Network; CBS News Correspondent Dan Rather; Bretey and Robert Hosking, president, CBS Radio.

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For the fastest, most efficient way to manage your money, we provide SCAN, our electronic cash management system. SCAN gives you a direct line to the bank for balance reporting, electronic money transfer and other services.

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YORK**
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two calls shared three letters, VI and VTI were different enough. In addition, the FCC noted that KVTI will not be providing primary service to Seattle, a factor it said should lessen any likelihood of confusion.

More research

Drake-Chenault Enterprises is expanding the work being done by independent research consultant Bob Lowry to include the Canoga, Calif.-based company's XT-40 (top 40), Contempo 300 (adult contemporary) and Great American Country formats. "Valuable information has already been generated by the first research project on the Hitparade [MOR] format which will help us guarantee it remains on target," said Drake-Chenault President Jim Kafford.

On the Horizon

DIR Broadcasting, New York-based radio program producer/distributor, will produce the first special highlighting the Country Music Association's annual Horizon Award, which recognizes developing country artists. The one-hour show, called *The Silver Eagle/CMA 1983 Horizon Award Special*, is scheduled to air the weekend of Oct. 8-9 via the ABC Entertainment Network on more than 400 stations, in place of the regular *Silver Eagle Cross Country Music Show*. Featured will be performances and interviews of five finalists for the award: John Anderson, Vern Gosdin, Reba McEntire, George Strait and the White family. The 1983 Horizon Award, along with CMA awards in 10 other categories, will be presented at CMA's 17th

annual awards show Oct. 10 in Nashville.

Playback

KIIS-FM Los Angeles morning air personality Rick Dees, through his Dees Creation Inc., will begin national syndication of *Weekly Top 40 Countdown* beginning Oct. 7. The four-hour series, hosted by Dees, will be distributed on a barter basis, with 24 60-second availabilities offered to stations. *Weekly Top 40 Countdown* will be produced by Ron Cutler, whose weekly *Musical!* series has been distributed by ABC/Watermark.

□

Three 60-to-90-second daily features are in final development for expected winter syndication by Barnett-Robbins Enterprises, in association with The Creative Factor, a Hollywood-based production/syndication firm.

According to Lance H. Robbins, he and Bill Barnett will act as a packaging, sales and marketing arm for The Creative Factor, which has primarily been involved in production of music specials. Programs scheduled include: *Sports Doctor*, dealing with health and sports medicine; *Portraits of Achievement*, highlighting outstanding Olympic athletes and sports legends; and *Behind the Wheel*, an automotive care series. All shows will be offered on a barter basis, and stations will be provided merchandising and promotion support. In addition, a 90-second daily beauty/health strip, *Look Good, Feel Good*, has been cleared in 60 of the top 150 markets for a Jan. 1 debut. The barter series is hosted by Los Angeles radio personality Michelle Roth.



Festive three. The New York Market Radio Broadcasters Association (NYMRAD) seventh annual radio festival, held Sept. 15 in the exhibition hall at New York City's Sheraton Center hotel, attracted a record 1,660 radio and advertising agency executives. More than 30 NYMRAD member stations, networks and rep firms had booths with carnival-type games ranging from "Name that Tune" to a news trivia quiz awarding prizes of tote bags and cordless telephones. Pictured (l-r): festival chairman, John Waugaman, vice president and general manager, WINS(AM) New York; NYMRAD chairman, Nancy C. Widmann, vice president and general manager, WCBS-FM New York and Maurie Webster, executive director of NYMRAD.

□

London Wavelength, New York, is distributing a three-hour special on the rock group Genesis, tracing the band's history through music and interviews. Titled *Three Into One*, the program features a London promoter, Alan Freeman, as host. It was produced in London by Tim Blackmore. The special is available to radio stations via trade/barter between Oct. 14 and Oct. 31.



Rock reporting. A series of on-the-scene reports of two benefit concerts from London's Royal Albert Hall last Tuesday and Wednesday evenings (Sept. 20,21) were filed by ABC Radio's "reporter-on-the-road" Mark Scheerer for the affiliates of ABC's three youth-oriented networks: Contemporary, Rock and FM.

The first night's concert was a benefit for ARMS (Action for Research into Multiple Sclerosis), with money raised on the second night going to Prince Charles's Trust—a charitable foundation. Pictured above is British rock guitarist Eric Clapton (left) being interviewed by Scheerer. Other performers during the two-day event included Stevie Winwood, Jimmy Page, Jeff Beck, Bill Wyman and Charlie Watts. About \$150,000 was expected to be raised from the performances.

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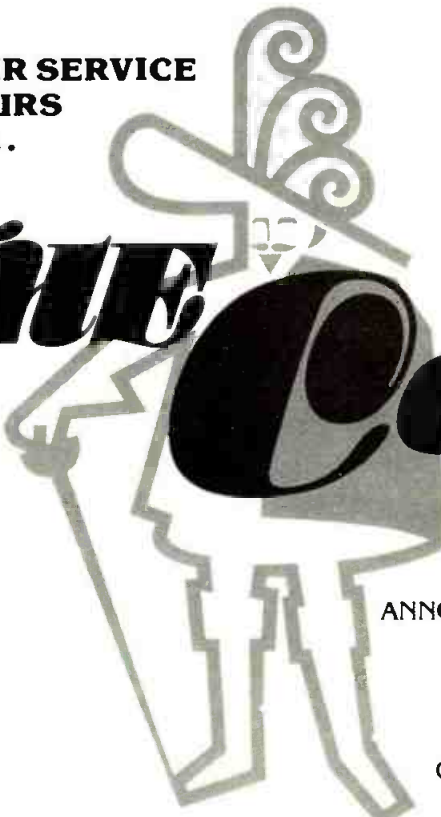
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Second 'Digest' study claims network TV erosion

Magazine survey of Syracuse says cable homes spend less time watching networks; TVB questions accuracy of research

The latest salvo fired by *Reader's Digest*, purportedly demonstrating that network television shares have substantially eroded in markets where cable television coexists, seems to be arousing little interest or formal counterarguments from the three major networks.

In a back cover advertisement in the Sept. 5 issue of *Advertising Age*, *Reader's Digest* proclaimed: "If you think the Tulsa study

showed network erosion, wait'll you read the Syracuse study." The advertisement was the first public release of a study *Reader's Digest* commissioned from New York-based Audits and Surveys on the erosion of network television viewing in the Syracuse, N.Y., market. Conducted in June, the Syracuse study is similar to one done by Audits & Surveys in Tulsa, Okla., for *Reader's Digest* last January (BROADCASTING, Feb. 28).

According to the Syracuse study, the network share of prime time viewing averaged 89% in noncable homes, while in cable homes it dropped to 51%. In the Tulsa study, an A.C. Nielsen report was cited which

found the network shares in prime time averaged 90% in noncable homes, 74% in 12-channel cable homes and 56% in 36-channel cable homes. In Syracuse, cable penetration is almost 60%, with all three systems of 36 channels or more.

The advertisement said Syracuse "confirms what we've been saying: Network erosion isn't a geographic or temporary fluke; it's a nationwide, permanent, snowballing effect." The advertisement went further, claiming that the Syracuse study "confirms something else: the rising threat of commercial 'zapping.'" ("Zapping" is the switching from one channel to another with a remote control unit to avoid commercial interruption.)

However, according to the study, only the incidence of remote control units in cable and noncable homes was measured—not the

Specials and new shows give ABC ratings win

ABC-TV captured a solid win in the prime time ratings race for the week ended Sunday, Sept. 18, the second-to-last in the 1982-83 season and one sprinkled with nine specials and the new-season premieres of the seven new and returning network series. It was the second consecutive weekly win for ABC, which has trailed both CBS-TV and NBC-TV in the ratings for much of the summer.

For the week, ABC averaged a 16.2 rating/27.8 share, according to A.C. Nielsen's National Television Index. CBS was second but more than two rating points behind, averaging a 14/23.9, while NBC, which began the week with nightly wins on Monday and Tuesday but finished with unusually poor showings on Friday and Sunday, averaged a 13.8/23.5.

ABC finished first on Wednesday, Friday, Saturday and Sunday and second on Monday and Tuesday. Its only third-place performance came Thursday, when a special NFL football broadcast of the Cincinnati Bengals vs. Cleveland Browns (12.0/23) and a repeat episode of its cancelled comedy, *Too Close For Comfort* (9.7/17) produced a nightly average of 12.7/24.6. CBS finished first on Thursday (17.5/29.8) with repeat episodes of its regular lineup and NBC came in second (16.0/27.1) with episode two of its new half-hour comedy, *We Got It Made* (17.3/27) plus repeats of the rest of its regular lineup.

ABC's strongest performance came Sunday, when a one-hour, 8 p.m. special, *Life's Most Embarrassing Moments* (21.7/35), nearly

tied the premiere installment of CBS's *60 Minutes* (21.7/37), which began airing nearly 30 minutes late, due to a football game overrun. At 9 p.m. Sunday, ABC aired the week's highest-rated program, the two-hour special premiere of its new action adventure series, *Hardcastle & McCormick* (26.7/43), which yesterday (Sept. 25) began airing in its regular, 8 p.m. Sunday slot.

NBC captured Monday and Tuesday nights with repeats of parts two and three of the mini-series, *Beulah Land*, which averaged 18.3/29 on Monday and 19/31 on Tuesday. Monday's lead-in, a one-hour special, NBC's *All-Star Happy Hour* (18.1/29) flattened not only a pair of half-hour repeats on CBS (10.8/17) but the premiere episode of ABC's *That's Incredible* (11.8/19). ABC's *Monday-Night Football*, a game between the San Diego Chargers and Kansas City Chiefs (16.5/29) came in third time period, and, as did the NFL season opener the week before, averaged ratings below those captured for the second Monday-night game of last season, a contest between the Green Bay Packers and the New York Giants (19.9/34).

After *Hardcastle* and *60 Minutes*, the week's highest-rated premiere was that of ABC's new half-hour comedy, *Webster* (19.2/34), which aired Friday at 8:30 p.m. following the premiere of the returning half-hour, *Benson* (15.8/30). Ranked behind *Benson* was a 90-minute special premiere of NBC's *Real People* (14.6/25). The week's lowest-rated premiere and program was NBC's *First Camera*.

1. <i>Hardcastle & McCormick</i>	ABC	26.7/43	23. <i>One Day at a Time</i>	CBS	17.0/26	45. <i>Trapper John, MD</i>	CBS	12.9/26
2. <i>60 Minutes</i>	CBS	21.7/37	24. <i>Cagney & Lacey</i>	CBS	16.9/28	46. <i>NFL Thursday Football</i>	ABC	12.9/23
3. <i>Embarrassing Moments</i>	ABC	21.7/35	25. <i>Monday Night Football</i>	ABC	16.5/29	47. <i>Gimme A Break</i>	NBC	12.4/11
4. <i>A Team</i>	NBC	20.9/35	26. <i>TV Censored Bloopers</i>	ABC	16.4/29	48. <i>Joanie Loves Chachi</i>	ABC	12.2/20
5. <i>NFL Football Post-Game</i>	CBS	20.6/40	27. <i>Hart to Hart</i>	ABC	16.2/28	49. <i>St. Elsewhere</i>	NBC	11.8/22
6. <i>Miss America Pageant</i>	NBC	20.5/40	28. <i>Cheers</i>	NBC	15.9/25	50. <i>That's Incredible</i>	ABC	11.9/19
7. <i>Three's Company</i>	ABC	20.0/32	29. <i>Benson</i>	ABC	15.8/30	51. <i>No Man's Valley</i>	CBS	11.0/18
8. <i>Simon & Simon</i>	CBS	19.5/31	30. <i>My Bodyguard</i>	CBS	15.6/28	52. <i>Happy Days</i>	ABC	10.6/18
9. <i>Magnum P.I.</i>	CBS	19.4/33	31. <i>Maid in America</i>	CBS	15.2/26	53. <i>Square Pegs</i>	CBS	10.6/17
10. <i>9 to 5</i>	ABC	19.4/31	32. <i>Love Boat</i>	ABC	14.9/27	54. <i>Ripley's Believe It Or Not</i>	ABC	10.5/19
11. <i>Webster</i>	ABC	19.2/34	33. <i>Fall Guy</i>	ABC	14.8/27	55. <i>The Bunker</i>	CBS	10.3/17
12. <i>Beulah Land, part 3</i>	NBC	19.0/31	34. <i>Real People</i>	NBC	14.6/25	56. <i>Too Close for Comfort</i>	ABC	9.7/17
13. <i>Lottery!</i>	ABC	18.6/33	35. <i>Love Boat Preview</i>	ABC	14.5/28	57. <i>Bugs Bunny Special</i>	CBS	9.3/16
14. <i>Newhart</i>	CBS	18.5/28	36. <i>Two Marriages</i>	ABC	13.9/23	58. <i>Saturday Morning Preview</i>	CBS	8.8/16
15. <i>Hill Street Blues</i>	NBC	18.3/34	37. <i>Alice</i>	CBS	13.8/22	59. <i>Best of Everything</i>	NBC	8.8/14
16. <i>Beulah Land, part 2</i>	NBC	18.3/29	38. <i>Mama's Family</i>	NBC	13.8/22	60. <i>Walt Disney</i>	CBS	8.7/17
17. <i>M*A*S*H</i>	CBS	18.3/28	39. <i>Knots Landing</i>	CBS	13.6/25	61. <i>Silver Spoons</i>	NBC	8.7/16
18. <i>Monday Night Football</i>	CBS	18.2/36	40. <i>Goodnight, Beantown</i>	CBS	13.5/22	62. <i>Diff'rent Strokes</i>	NBC	8.3/16
19. <i>All-Star Happy Hour</i>	NBC	18.1/29	41. <i>Dynasty</i>	ABC	13.3/24	63. <i>Senior Trip</i>	CBS	8.1/15
20. <i>Jeffersons</i>	CBS	17.9/27	42. <i>Dukes of Hazzard</i>	CBS	13.1/24	64. <i>Yummy Awards</i>	NBC	7.0/13
21. <i>Matt Houston</i>	ABC	17.7/33	43. <i>Family Ties</i>	NBC	13.1/22	65. <i>Young Frankenstein</i>	NBC	6.9/13
22. <i>We Got It Made</i>	NBC	17.3/27	44. <i>Knight Rider</i>	NBC	13.0/21	66. <i>First Camera</i>	NBC	6.0/11

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WTVH-TV, Syracuse

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KOIN-TV, Portland, OR
KMOL-TV, San Antonio
KUSI-TV, San Diego
WGBS-AM, Miami

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Up to 12 fellowships will be awarded each year—beginning in September, 1984—to full-time employees of newspapers, wire services, radio or television news departments, magazines in the area of news/commentary/public affairs, film and television documentarists, and photo-journalists. No more than two of these may be awarded to employees in business/management positions who are interested in broadening their educational background, as opposed to developing further a particular skill, and who are likely to move into positions where their decisions will affect the editorial quality of the mass media (e.g., publishers, general managers, station managers).

The program seeks applicants who have demonstrated uncommon excellence in their work and who have the potential of reaching the top ranks in their specialization. Nominations are encouraged from employers as well as applications from individuals.

All candidates must have at least seven years full-time news experience and must be U.S. citizens employed by U.S. news organizations. Stipend is \$20,000 for nine months plus tuition and a book allowance. Deadline for applications is February 1 of each year.

For complete information and application forms, write:

Director
John S. Knight Fellowship Program
Department of Communication
Stanford University
Stanford, California 94305-2069

frequency with which those devices were used. The study found that in noncable homes 16.8% reported they had remote control units, while 79.9% reported they did not. The 3.3% balance made no reply. In cable homes, Audit & Surveys found, 73.6% reported they had remote control units, while 26.2% reported they did not.

The advertisement then says that the "network defectors" who are turning to cable—only to interrupt a commercial with a remote control anyway—can best be reached by advertising in magazines. And *Reader's Digest*, it notes, has an "astonishing 36% coverage of cable TV homes."

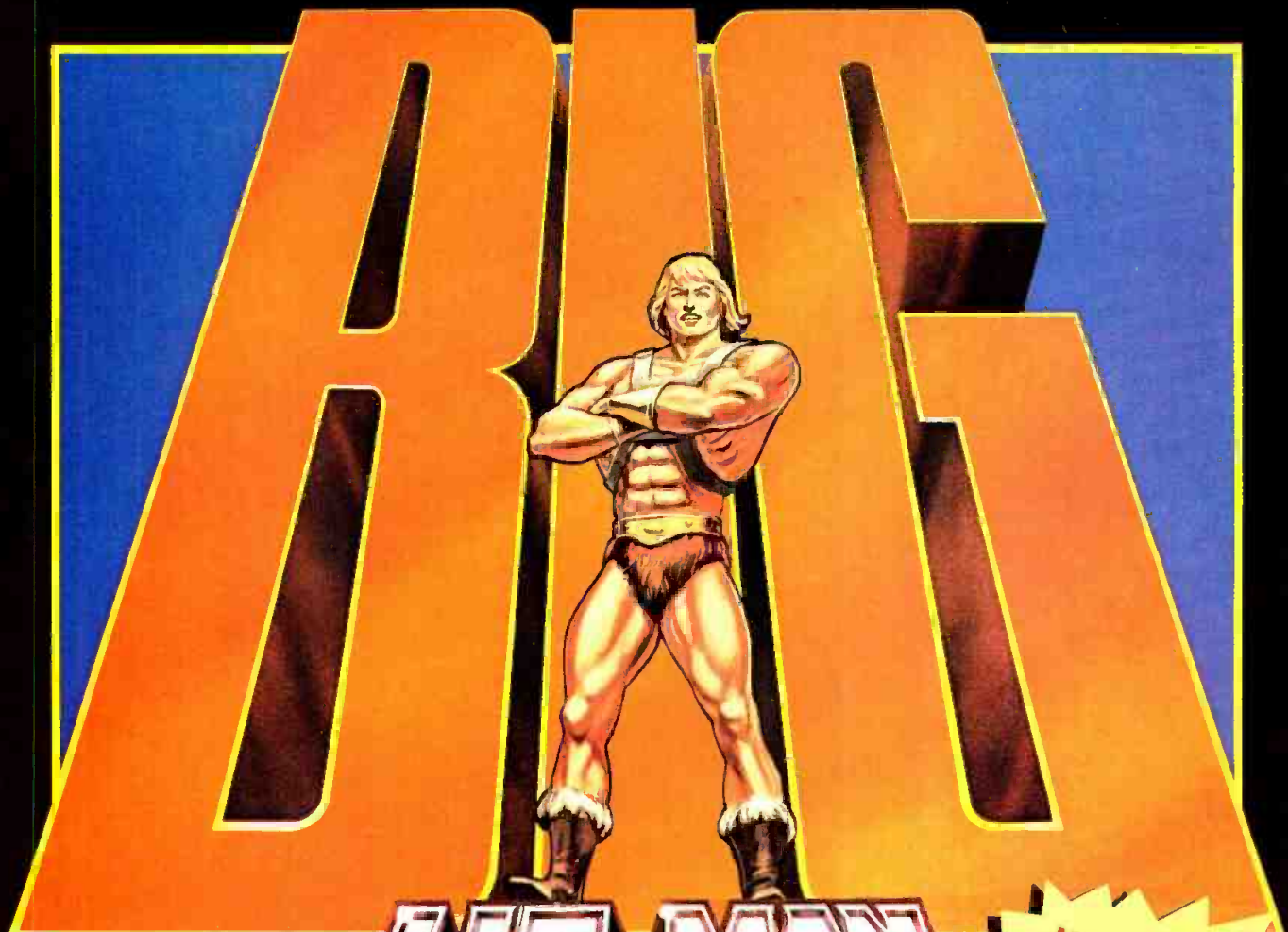
Jack Nephew, director of research for *Reader's Digest*, acknowledged that Audits & Surveys' Syracuse study did not measure commercial elimination by cable viewers with remote control units, but added that the advertisement was only supposed to show the "potential" for such an occurrence by referring to the Information Resources' Eau Clair study.

But according to David Poltrack, vice president, research, CBS/Broadcast Group, that's not telling the whole story. He pointed out that the 26,341 figure is based on a gross total of 30-, 60- and 90-second commercials that were found to be interrupted in a sample of 575 homes, all with remote control units. The 26,431 measured "commercial eliminations" represented only 6% of the total commercial universe available for exposure to the test sample during the two-week period. Poltrack termed 6% "acceptably low."

In response to the advertisement, Roger Rice, president of the Television Bureau of Advertising, said: "It's ho-hum; there's nothing factual to it." He cited the strength of the recent upfront buying season as evidence of the medium's health. "They automatically assume the audience zaps commercials because they have that equipment," Rice said. □

Washington cutbacks. Metromedia Television is cutting the staff of its Washington news bureau, which had been assembled in January in anticipation of the start-up of a proposed national newscast called *Prime Time News*. The company said it will attempt to relocate some of the displaced staffers, perhaps 16 or so out of a total of 46, to the news operations of its local TV stations around the country.

Prime Time News, while still a "top priority" at Metromedia, according to Dick Block, executive vice president, Metromedia Television, has been delayed until late 1984 because of the difficulty in obtaining the services of a prominent national anchor, and because additional research needs to be done concerning the exact format that will be adopted for the news program. Metromedia said that it will announce soon the appointment of a news professional to head the research and development operation. Also in anticipation of the program's start-up, Metromedia had established small international bureaus in London and Jerusalem, which have also been shut down. *Prime Time News*, if it does start, will rely on the CNN for international reports.



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Rerunning differences of opinion over network syndication and financial interest repeal

Comments on FCC's 'tentative' solution once again have networks in favor while independent stations and producers like things the way they are

The battle over the network syndication and financial interest rules at the FCC would appear to be far from over—at least in the minds of those who stand to lose from rescission.

The FCC's "tentative" solution (BROADCASTING, Aug. 8) aimed at bringing its controversial proceeding on the rules close to conclusion, has produced much the same reaction that its original proposal to repeal the rules produced.

In comments at the FCC, the independent television stations that the commission says the tentative decision is designed to protect are calling it "fatally flawed." The Committee for Prudent Deregulation, which is arguing for retaining the rules as they stand, asserts that the commission's tentative decision would undermine the prime time access rule. Representatives of the "creative community" are using words like "nightmare" to describe the dire impact they say the tentative decision would have on their businesses.

Coming from the other direction, the networks are insisting they deserve more than the FCC has indicated it's willing to give. Apparently not buying CPD's argument that PTAR is hanging in the balance, the affiliates, as in the past, are supporting the networks. The National Telecommunications and Information Administration has reiterated its support for complete elimination of both rules. And the Department of Justice endorsed a modified version of the commission's tentative plan.

While many of the commenters simply repeated the same arguments they have presented in the past, some movement is apparent. The Association of Independent Television Stations (INTV), for example, is still arguing for retention of the current syndication bar. But it also said it would be willing to permit the networks to negotiate for a maximum 30% financial interest in independently produced programing. Similar recommendations were endorsed by others who have argued for complete retention of the rules in the past.

Under the commission's tentative decision, the financial interest rule, which prohibits the networks from acquiring commercial interests in independently produced programing, would be eliminated entirely. It also proposed to gut much of its rule that put the networks out of the syndication business.

The decision would permit the three major television networks—ABC, CBS and

NBC—to negotiate for as much financial interest in independently produced programing as they want; they also would be able to negotiate for syndication rights.

The decision would prohibit networks from engaging in their own syndication of entertainment series that had been given network exhibition in prime time (7-11 p.m.). Network domestic syndication of all other kinds of programing would be permitted. In addition, the commission proposed to "sunset" whatever remains of those rules, abolishing them altogether on Aug. 4, 1990, unless the FCC determines that some "public interest" reason requires their retention.

Under the tentative decision, the networks—through unrestricted financial interests in that prime time entertainment programing—would be able to participate in syndication profits, but would be prohibited from retaining "active" interests in that programing. The networks would be required to

sell their syndication rights in prime time entertainment series to an independent syndicator within six months of the time the series has ended its network run. If a series ran beyond five years on a network schedule, the network would have to sell all of its syndication rights in that program to an independent syndicator at the end of the fifth year of its network run.

The commission also proposed that the networks be required to file a notice at the FCC within 30 days of a sale or transfer of such a program; they would be required to certify that they hadn't imposed any restriction on when those programs may be broadcast—or by whom—on the syndicator.

In its comments, INTV said that, at a minimum, the tentative decision would have to be modified to retain the existing syndication rule. INTV asked that the rule also be modified to limit a network's financial interest in television programs to 30%, and to delete the proposed "sunset" provision. "The commission is mistaken in assuming that its proposed syndication rule would provide adequate protection to independent stations and television viewers," it said.

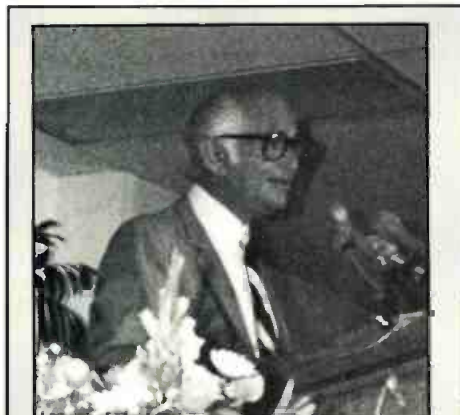
The proposed syndication rule, INTV continued, would permit the networks to select the syndicators of off-network programing, which it said would lead to "a dramatic increase" in concentration in the syndication business, leaving only three syndicators of off-network programs. "Those syndicators would be beholden to the networks and would favor the respective networks' affiliates even to the point of loss of some short-term syndication revenues, in the expectation of future syndications of additional programs," it said.

It also criticized the proposed rule for permitting the networks to syndicate the miniseries and made-for-television movies "that are needed by independent stations for use in competition with network affiliates in all broadcast dayparts."

The sunset provision, it said, was "totally" illogical. "For the most popular off-network series beginning next season and running five years, the rule would be operative for only one year prior to its sunset in 1990."

INTV also said the tentative proposal would fail to prevent the networks from directing syndication decisions in several ways. First, it would allow the networks to increase concentration in the syndication market. "The networks would be likely to establish close relationships with only a few syndicators, with the result that these favored syndicators would engage in strategic behavior advantageous to the networks' overall interests," INTV said.

Also, INTV said, the proposed rule's abo-



Impressing upon the press. Drawing on his encounters with the networks, as a writer, producer and director, Norman Lear last week opined about the dangers of allowing the networks ownership and syndication rights. At a National Press Club luncheon in Washington he said such action would "insure still more of a homogeneous, institutional and undiversified kind of television that so many complain about even now." Relating conflicts with the networks over the content of *M*A*S*H*, *Mary Tyler Moore Show* and his own *All in the Family*, Lear said that there were "no villains" among network programing executives. He explained: "They must pay attention to the market imperative but they must pay attention to the creators... that's why there is always a struggle." He said that in that struggle "writers who will not compromise their scripts are responsible for... virtually every one of the shows you have applauded."

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lition of any restriction on network financial interests would enable networks to exert greater control over syndication and would encourage O&O and affiliate use of syndicated programming in order to drive up advertising rates.

CPD said the record in the proceeding demonstrated that the current rules were the "most efficient and effective means of accomplishing the goals" of the rules.

The rule proposed in the tentative decision, CPD said, would be "ineffectual" for a number of reasons. For starters, CPD said, the financial interests networks would be permitted to obtain would not be passive, as the commission suggests. "The bans on networks obtaining syndication rights and financial interests are intertwined. A network having any financial interest inevitably will influence or even control syndication, giving the network a managerial instead of passive financial interest," CPD said.

As it had the week before (BROADCASTING, Sept. 19), CPD contended that the proposed rule calls into question the prime time access rule. "Additionally, the proposed rule is complex rather than clear and direct, is not self-effectuating, will engender numerous waiver and clarification requests, will force the commission to become involved in day-to-day operations of the television industry and thus will lead to high enforcement and transition costs," CPD said.

Although the Mass Media Bureau released an order stating that PTAR is not at

issue in this proceeding (BROADCASTING, Sept. 19), CPD contended in its comments that the bureau's action is immaterial. "The fact is . . . the tentative decision has implicated the PTAR. The commission cannot avoid the PTAR question merely by asserting . . . that the PTAR is not involved because the commission says it is not. To the contrary, the commission must admit that the tentative decision has an impact—however unintentional—on the PTAR. The commission must allow for public comment on that fact unless it should decide, as it should, that the current financial interest and syndication rule is to be retained."

According to CPD, a basic tenet of administrative law is that a regulatory agency must demonstrate a rational connection between its rules and its statutory purposes to serve the public interest. "Having implicated the PTAR by issuing the tentative decision, the commission must rectify this error by retaining the current financial interest and syndication rule, at the very least until commission articulation of its views and further notice and comment occur."

Group W proposed a number of changes to the tentative decision. First, it said, the commission should "clearly" state that its findings are not applicable to PTAR and the first-run program syndication market.

It also asked that the prohibition on network syndication of first-run programming be retained. "The existing syndication rule bars the networks from a business activity which

provides local television stations with their only other source of nationally produced programming. Independent sources of programming are essential to a competitive marketplace and a healthy and vital television station industry. No findings have been made, or analysis undertaken, of the first-run syndication market on which a repeal of this important rule could be based."

In addition, it said, no automatic sunset provision should be adopted. "Future market conditions and developments are simply too uncertain and subject to change to justify this type of an approach."

Metromedia said the interests of television viewers and advertisers would best be served by retaining both rules. "If the commission is determined to make some changes in the rules, it should retain the syndication bar intact but allow the networks to secure truly passive financial interests up to maximum of 25%.

Taft Broadcasting Co. said the public interest could only be harmed by the tentative decision. "The proposed rule would not protect against network control of off-network syndicated product by the gateway monopoly control on network exhibition. The 'forced sale' provisions would not prevent such control."

Capital Cities Communications Inc. asked that the FCC provide a "principled" explanation establishing that the PTAR is unaffected and to reconsider the proposed new syndication rule. "The better course . . . is to limit the percentage of syndication profits that the networks may acquire."

Malrite Communications Group Inc., licensee of several independent TV stations, also opposed the tentative decision. "Rather than promoting the cherished national goal of marketplace diversity and enhanced competition, the tentative decision would have the contrary and invidious effect of concentrating economic and marketplace leverage in the hands of three already powerful entities."

Cox Communications Inc. urged the FCC to eliminate the sunset provision. "Even if the commission decides to retain only a modified syndication rule, the proper course of action is to adopt the rule without a sunset date and then, if future conditions suggest the need for further modification or repeal, to conduct full notice and comment rulemaking proceedings proposing such action. Cox also urges the commission to reaffirm the staff's interpretation of the tentative decision's impact on PTAR with respect to any final rules adopted as the result of this proceeding. Finally, the commission should retain a financial interest rule, modified to permit networks to acquire only noncontrolling interests in programs."

WXON-TV Inc., licensee of independent WXON-TV Detroit: "Since we believe the commission has already made up its mind to eliminate the financial interest rule, we urge it, at least, to preclude the networks from engaging in syndication through entities in which it has any interest."

The Motion Picture Association of America said the findings of fact in the tentative decision are not supported by the record of the proceeding and that the proposed rule would not stand up against judi-

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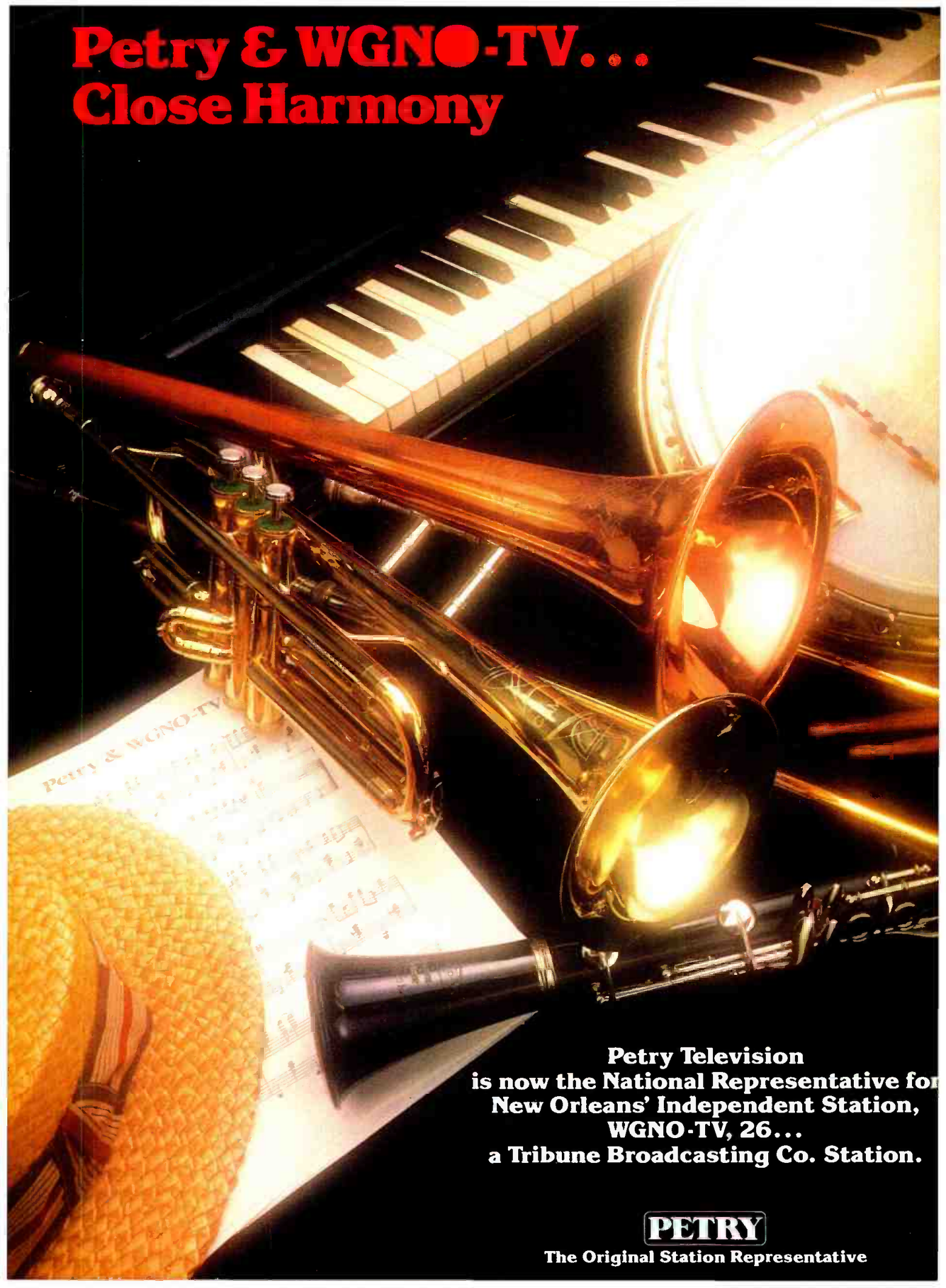
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Antirepeal rally. A pep rally exhorting the troops to oppose repeal of the FCC's network syndication and financial interest rules was held by the Association of Independent Television Stations (INTV) last week, coincident with the filing of INTV's comments on the commission's tentative decision to modify the rules (see page 48). The rally took the form of a half-hour briefing by key repeal opponents, sent to INTV member stations in a live satellite transmission at noon Tuesday.

Herman Land, INTV president, told his members that the FCC's tentative decision was "a formula for disaster" and that INTV rejects it totally. Dean Burch, former FCC chairman, now INTV counsel, said the decision would lead to "doom" for the prime time access rule "in the very near future." Gene McCurdy of WPHL-TV Philadelphia, vice chairman of INTV, said the repeal question was the "most important issue ever faced by independent stations." Tony Cassara of Golden West Broadcasters said the tentative decision "offers no protection to any independent in any city in America" and said the networks would become like OPEC in monopoly power, calling them "TPEC—Television Producing and Exhibiting Companies." Jack Valenti, president of the Motion Picture Association of America, warned independents that "if the networks get away with this, you have a very cheerless future."

The bottom-line advice was for independent stations to get busy and get in touch—not only with the FCC but also with their senators and congressmen. Valenti suggested they also get in touch with their local newspapers, saying that if the public understood what is at stake they would "storm" the FCC. Ted Adams of WCIX-TV Miami, chairman of INTV, who opened and closed the briefing, summed up: Independent stations must get out and see the people and they must do it now.

INTV said satellite time for the briefing was made available by the Committee for Prudent Deregulation, for which Burch is also counsel. In advising INTV members that it would be held, Land also urged them to get in touch with FCC members and with congressmen, and offered a number of "sample letters" that they might use with appropriate modification in gaining support by local advertisers and newspapers.

Land had also suggested that members might want to invite local newspaper people and advertisers in to watch the briefing. At the one BROADCASTING covered, at WNEW-TV New York, the outsiders attending were two trade press reporters, one of whom arrived late, and a student at Columbia University Graduate School of Journalism, who arrived early and stayed late.

cial review. "The proposed rule would inevitably tend to produce a marketplace composed of only three syndicators of off-network series—one syndicating ABC product, one syndicating NBC product and one syndicating CBS product. Each network would be inclined to channel its series through syndicators whose activities are not antagonistic to the network's interests, and each syndicator would be inclined to insure its business future by serving the interests of its network supplier," MPAA said.

"The only practical method of assuring that the networks will not exercise either direct or indirect control over the syndication of off-network prime time series is to insure that the networks do not have the ability to choose the syndicators of this product. The tried and proved most efficient and effective regulation to prevent the networks from choosing 'sweetheart' syndicators is one that precludes the networks from acquiring a fi-

ancial interest in programs that would permit them to influence the selection of the syndicator who will ultimately syndicate those programs. The financial interest rule cannot be severed from the syndication rule without rendering the syndication rule impotent."

Paramount Pictures Corp. said adoption of the tentative decision would lead to the networks demanding up to 100% of a financial interest in a program, as well as all foreign and domestic syndication rights. "The networks need not pay for these rights; program producers can be forced to give them up as a condition of the networks either accepting a program initially or renewing it in subsequent years," Paramount said.

Paramount also said the networks may demand financial interest and syndication rights retroactively in programs that already have been licensed. "The 1990 'sunset' deadline means that networks effectively

would control syndication of all program series produced hereafter since those programs generally will not be 'ripe' for syndication until the end of the decade anyway," it said. "Until producers actually do have alternative avenues for distributing their entertainment programs to the public—in fact rather than theory—it is critical that the safeguards of the rules remain in place."

MCA said the current rules should be retained. But, if the commission continues down the path it's traveling, any modification of the rules should limit the networks to taking profit participations in series; should give an independent producer the right to control, as a general partner, the choice of syndicator for each series in which a network obtains a financial interest; should entitle an independent producer to a share of profits from the advertising revenues obtained during a program's network run, and provide that the modified rules would only apply to prime time entertainment series programs for which no contractual relationship already exists between the networks and the producer at the time the rule becomes final.

The Association of National Advertisers proposed that the final rule contain provisions to guarantee that the independent producer of a program, not the network, will have effective final control over the price, form and manner in which an off-network program is syndicated. "ANA suggests that the most assured as well as straightforward means to guarantee control by independent producers would be to limit the networks to a less than 50% financial interest in programming which they do not produce."

Representative Thomas Downey (D-N.Y.), chairman of the Congressional Arts Caucus, was for the status quo. "Implementation of this regulatory scheme will cause immediate harm to independent stations, producers, advertisers and syndicators. Maintaining the status quo while the new video landscape is permitted to unfold, however, will cause no public interest harm."

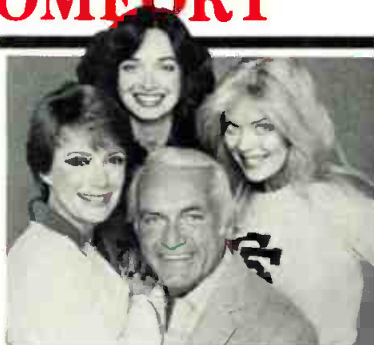
The Caucus for Producers, Writers and Directors found plenty wrong with the tentative decision as well. "To alter the rules, as contemplated, is to strengthen the three powerful networks at the expense of the creative community and the public interest, therefore enhancing present network domination of the people's time—domination that already helps shape the people's taste and views and has already helped control their access to news and opinion."

The National Association of Independent Television Producers and Distributors also came out against the tentative decision. "In declining to apply its own wisdom and common sense to the practical realities of a unique industry, and choosing instead to give controlling weight to the abstract and wholly foreign economic theories of academic observers of that industry, the commission has disregarded the staff and agency expertise. In the process, it has deviated unlawfully from its statutory mandate; ignored the critical and interrelated purposes of these rules; engaged in an analysis of both the rules and industry behavior which fragment the indivisible, and ultimately defined the problem of network dominance as its own solution."

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commission to retain the financial interest rule, or at least to "specify that repeal or amendment of the rule applies only prospectively to revenues and profits collected pursuant to contracts negotiated and executed after the effective date of such repeal, and that the networks may not share in domestic syndication revenues collected pursuant to contracts entered into under the old rule."

A group of organizations, including Action for Children's Television, the American Civil Liberties Union and Public Media Center, urged retention of the rules. Citizens Communication Center asked for the same.

The Office of Communication of United Church of Christ and the Communication Commission of the National Council of Churches of Christ in the USA echoed that sentiment. "We would urge that the commission eliminate the 'sunset' provision of the new proposed rule, and instead commit itself to revisit the rules in five years on the basis of future experience."

The Department of Justice, meanwhile, suggested modifications to the FCC's proposal.

For starters, it felt that network reporting requirements should be beefed up. Under Justice's proposal, the networks would have to include a nonpublic filing that discloses the terms negotiated with the syndicator of each off-network program with the reports they submit to the commission when they turn a program over to a syndicator. "This data would verify that programs in which networks hold a large financial interest do not feature systematically different and pos-

sibly anticompetitive syndication terms," Justice said.

The commission also should modify its tentative syndication rule to give the networks some control over syndication of programs during their network runs, Justice said.

According to Justice, the FCC's proposed rule should be modified to permit the networks to restrict the time of day in which a program is broadcast, or the frequency with which it may be broadcast, during the network run. "This modification would allow the networks to capture any efficiencies resulting from coordination of new and syndicated episodes, thereby giving the networks an incentive to put programs into syndication most efficiently," Justice said. "Failure to allow such network controls may lead to effects counter to the commission's intent by causing networks to refuse to syndicate programs that they otherwise would have released had they been able to exercise such control.

"The most obvious restriction of this type is the right to exclusive exhibition of a program's episodes in prime time. It has long been standard industry practice for the networks to obtain such rights to assure that syndicated episodes do not 'free ride' on the network's prime time first-run exhibitions. Thus, at a minimum, the rule should be modified to enable the networks to obtain exclusivity in prime time during the network run."

Justice also said there was no need to require that the networks relinquish syndica-

tion rights five years after a program begins its network run. "There is no basis in the record suggesting the existence of a serious competitive risk of 'warehousing' between a program's fifth year on the network and cancellation," Justice said. "The five-year 'forced-sale' provision in the proposed rule should be deleted."

Justice also supported the sunset provision. "The department would not want the rule to be retained in perpetuity due merely to institutional inertia," it said. "The 'sunset' will force the commission to consider the efficacy of the rule and either act to continue it as adopted, to modify it or to allow it to expire by inaction. Moreover, if the rule is terminated and a problem were later to develop, the commission could act to reinstate an appropriate rule."

The National Telecommunications and Information Administration said it continued to believe the commission should have gotten rid of the rules altogether. "Although there is not clear evidence of a need for a prophylactic restriction on network syndication, we recognize the commission's concerns and thus do not oppose the proposed rule change."

ABC suggested some changes. For example, it noted it was concerned that it not be foreclosed—in the case of a long-running series—from reserving from syndication a few episodes from the series' earlier years, for repeat broadcast as part of the mix of episodes in the sixth year or later. It also requested that the FCC clarify when a prime time series is deemed to have begun its network run.

"The tentative decision is a well-reasoned analysis of the issues, and the proposed rule changes, with the minor modifications suggested herein, represent both a recognition of the failure of the existing rules and a reasonable accommodation of the identified public interest considerations," ABC said.

"To the extent the commission has chosen to retain a limited restriction against network participation in the domestic syndication market, it is entirely appropriate that such restriction be viewed as temporary. By 1990, clearly foreseeable changes in competitive conditions in the television industry will have rendered any restriction obsolete."

CBS said it would be difficult to justify any regulation. "The commission's proposal to return gradually to free competition in syndication may be defensible, but only if the final rule contains the automatic expiration provision discussed in the tentative decision.

"A modified syndication rule of limited duration would give marketplace participants a generous 'grace period' in which to adjust to network re-entry into different facets of the syndication business.

"By adopting the proposed 'sunset' provision, the commission would properly be requiring those who favor continued regulation to come forward with concrete evidence of marketplace dysfunctions which necessitate the initiation of further proceedings," CBS said.

NBC said it was "disappointed" that the FCC proposed a new syndication rule in its tentative decision, contending that, under the commission's own reasoning, the new

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20-VISION

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No, Hope. Bob Hope, in response to NBC's removal of Senator John Glenn (D-Ohio) from the comedian's *Salute to NASA* special, sent a telegram to FCC Chairman Mark Fowler requesting a waiver of the equal-time provision of its political broadcasting rules so that Glenn could be reinstated. The commission's response was that, as far as it could determine, no one had, as yet, qualified under the FCC's rules as a candidate for the Democratic nomination for President, meaning that the question of equal time would not apply. Nonetheless, the 90-minute program, broadcast last Monday (Sept. 19), went Glenn-less. The show was originally scheduled to include footage of Glenn, one of the original Mercury 7 astronauts and the first American to orbit the earth. However, it was feared that including Glenn in the broadcast would trigger the equal-time rule since Glenn is seeking the Democratic presidential nomination. During the program, Hope noted the absence of Glenn with the observation that the astronaut "took off from Cape Canaveral and now wants to land in the Oval Office."

rule was unnecessary. Broader restrictions could not be justified by the record, it said.

"The commission's findings concerning the accelerating changes that are taking place in the television industry are clearly supported by the record. These findings mandate a phaseout of the commission's new syndication rule, perhaps by 1986, certainly by 1988, and in any event no later than the 1990 'sunset' the commission has proposed. Any longer transition would clearly be inappropriate and inconsistent with the commission's own findings and reasoned conclusions."

The ABC Television Affiliates Association gave its support, noting that it had been "encouraged" by the staff's determination that PTAR was not at issue. "We do believe, however, that the tentative findings should be clarified to reflect that while the video marketplace is becoming increasingly competitive, the need for PTAR is as great as—if not greater than—ever before.

"Aside from assuring the crucial window in prime time for the production, syndication and broadcast of independently produced programming, PTAR serves as a protective shield against dominance by the networks of their affiliates. None of the changes in the marketplace subsequent to adoption of PTAR have in any way altered those circumstances."

The CBS Television Network Affiliates Association registered its general support for the tentative decision, noting that it found little justification for the limitation on syndication. "Nevertheless, in light of the sunset provision and in the interest of expediting the conclusion of this proceeding, the CBS Affiliates will not object to this aspect of the FCC's cautious compromise proposal."

The NBC Television Affiliates said it still supported repeal of both rules and didn't think the tentative decision would change the PTAR.

Fisher Broadcasting Inc. gave its support to the networks. "It is unfair to restrict the ability of the networks to fully profit from their investment in capital and creativity, while not similarly limiting other services."

Shooshan & Jackson, a consulting firm, agreed. "What the commission should do now is to repeal the existing rules and permit the program supply and distribution marketplace to function without regulatory intervention for the first time in over a decade. If that is not possible, we urge the commission to adopt a narrowly focused rule, such as the one proposed in the tentative decision, and to provide for a short transition period after which that rule would be withdrawn." □

CBS gives Wirth programming data

After stern letter from House Telecomsubcom chairman, network agrees to supply station information

CBS yielded last week to a request for programming data from House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) after it refused to comply weeks earlier on the grounds that the request violated the First Amendment. After an exchange of letters between Wirth and CBS President Thomas Wyman, CBS agreed to provide the data for its five owned-and-operated television stations and two of its radio stations that Wirth originally requested.

In a strongly worded Sept. 19 letter to Wyman, Wirth demanded that CBS supply the data within 48 hours. "To refuse to provide the requested data to the subcommittee responsible for oversight of the broadcast industry, oversight of the regulatory system under which it operates, and oversight of the agency which regulates it, suggests a remarkable and surprising disregard by CBS of the role of its stations as public trustees, and of the role of the United States Congress in obtaining information necessary to develop policy that will preserve and promote the public interest," Wirth wrote. Subcommittee aides denied reports that Wirth's letter hinted he would subpoena the information.

The next day CBS said it would provide the data. Neither CBS nor the subcommittee would comment further about the decision and the incident is being described by both parties as a "misunderstanding."

"Press reports of a threatened subpoena against CBS were in error," CBS said in a brief statement. In fact, there was a mutual misunderstanding between the subcommittee and CBS, which has been resolved to the satisfaction of both parties." Both NBC and ABC complied with the request.

CBS declined in a letter to Wirth from Roger Colloff, CBS vice president policy and planning (BROADCASTING, Aug. 22). The network objected, Colloff wrote, because it felt that "governmental attempts to insure what it considers to be good programming are contrary to the sound public policy embodied in the First Amendment, a policy which reflects our society's view that government involvement in the selection of information intended for public distribution is ultimately inconsistent with the maintenance of a free society." □

Broadcasters urge FCC regional concentration limits be lifted

An FCC proposal to eliminate its regional concentration rule has drawn overwhelming support from broadcasters in comments at the FCC, but public interest representatives don't agree. The rule prohibits ownership of three broadcast stations where two of the three are within 100 miles of the third.

In a petition that precipitated the rulemaking, the National Association of Broadcasters said the rule was incompatible with the FCC's marketplace philosophy and arbitrarily prohibited station acquisitions and improvements that would serve the public interest (BROADCASTING, Aug. 15).

In comments last week, ABC agreed, and suggested that the commission consider the rule's elimination in its proceeding aimed at modifying its rule of sevens, which limits broadcast ownership to seven AM's, seven FM's and seven TV's, no more than five of the last VHF's. (The rule of sevens was under FCC study last week [see "Top of Week"].) "Whether this is dealt with in the same proceeding...or in a separate proceeding, NAB has made a strong enough case to warrant the institution of rulemaking," ABC said.

Viacom International Inc. offered its support, contending that the rule's strictures "arbitrarily restrain broadcast licensees while no other telecommunications service is subject to similar restrictions."

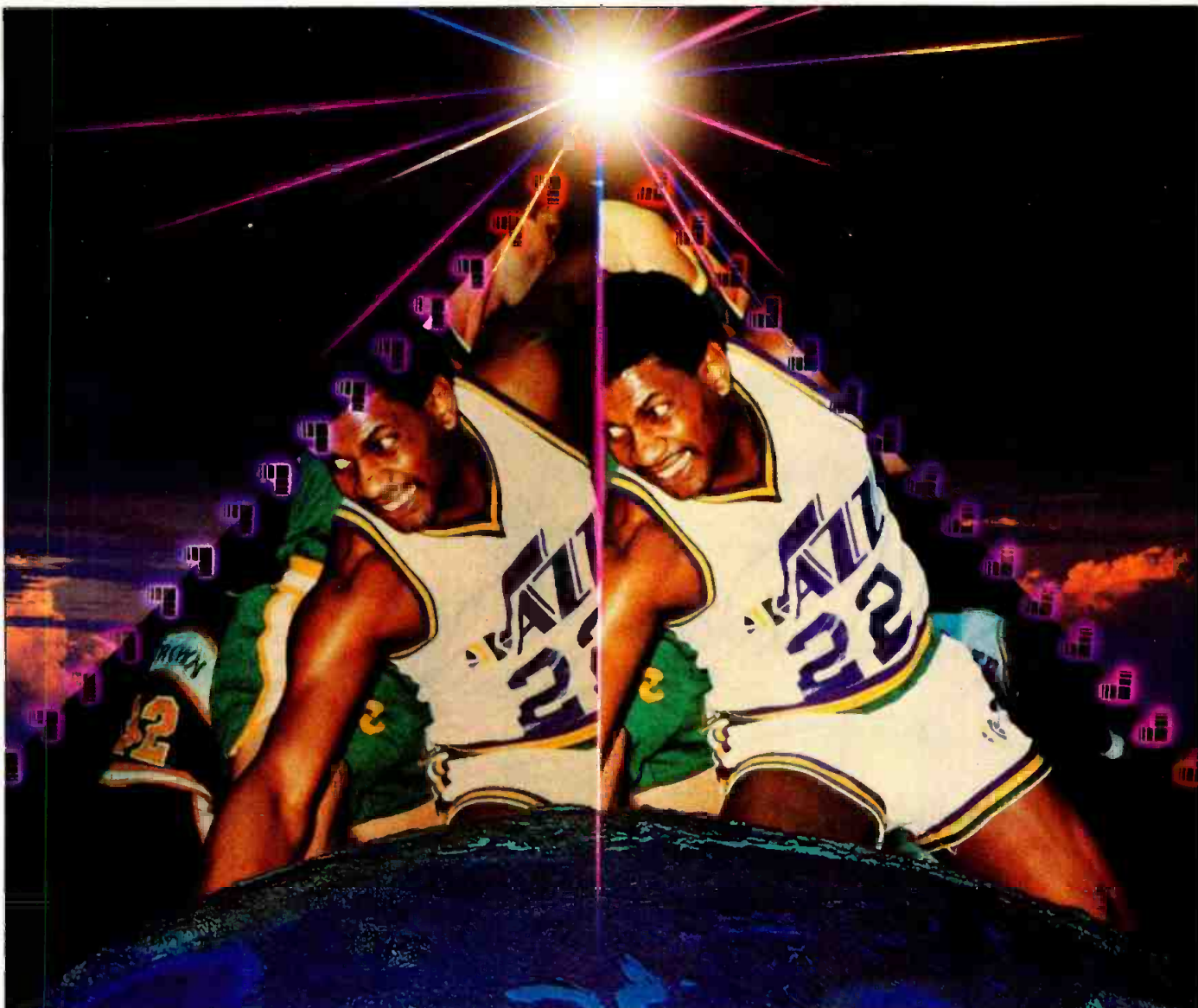
The National Radio Broadcasters Association said the rule was "ripe" for re-evaluation, "in light of the tremendous changes that have taken place in the telecommunications marketplace in the past decade."

A group of TV licensees, including Forward Communications Corp., May Broadcasting Co. and Wilson Communications Inc., agreed. "NAB has persuasively shown that the regional concentration rules are arbitrary and are not necessary to deal with any public interest problem."

Great Trails Broadcasting Corp. said the rule was based on "archaic principles no longer valid in light of today's plethora of broadcast signals and other media interests available."

Beasley Broadcasting Corp. was of a similar mind. "It is this broadcaster's experience that the regional concentration rule is applied without regard to actual concentration of control, or the potential to acquire a true monopoly over mass media in a particular community and thereby cause any harm to the public interest."

The Citizens Communications Center, however, was opposed: "While the NAB has made clear the fact that it is less than enchanted with those rules, it has utterly failed to provide any factual or legal basis for their repeal. Hence, a proceeding...would simply be a wasteful expenditure of the commission's limited resources." □



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Stock Index

Closing Closing Net Percent Market
Wed. Wed. Change Change Capitali-
Sep 21 Sep 14 in Week in Week P/E zation
(000,000)

BROADCASTING

N ABC	57 1/4	55 3/4	+1 1/2	+ 2.69	10	1,660
N Capital Cities	149 3/4	145 1/2	+4 1/4	+ 2.92	17	2,007
N CBS	72 1/2	72 1/4	+ 1/4	+ .34	10	2,151
N Cox	48 3/4	47 5/8	+1 1/8	+ 2.36	18	1,382
A Gross Telecast	58 3/4	59	- 1/4	- .42	13	47
O LIN	22 3/4	20 5/8	+2 1/8	+10.30	23	474
N Metromedia	37	39	- 2	- 5.12	3	1,035
N Outlet Co.	42 3/4	42 7/8	- 1/8	- .29	33	175
O Scripps-Howard	27 1/2	27 1/4	+ 1/4	+ .91	16	284
N Storer	30 3/8	30 3/4	- 3/8	- 1.21	0	498
O SunGroup Inc.	5 3/4	6	- 1/4	- 4.16	0	4
N Taft	51	48 1/2	+2 1/2	+ 5.15	11	463
O United Television	12	12			16	141

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	26 1/2	25 1/4	+1 1/4	+ 4.95	26	160
A Affiliated Pubs.	42 1/4	39	+3 1/4	+ 8.33	19	341
N American Family	22 1/4	21 1/2	+ 3/4	+ 3.48	14	303
O Assoc. Commun.	12 1/2	12 1/2			0	60
O A.H. Belo	41 1/2	38 1/4	+3 1/4	+ 8.49	14	388
N John Blair	44 3/4	44 1/4	+ 1/2	+ 1.12	19	353
N Chris-Craft	23 5/8	23 1/8	+ 1/2	+ 2.16	47	146
N Cowles	20 1/4	19	+1 1/4	+ 6.57	20	80
N Gannett Co.	62 3/8	61	+1 3/8	+ 2.25	17	3,326
N General Tire	35 3/8	31 1/4	+4 1/8	+13.20	14	745
O Gray Commun.	59	57	+ 2	+ 3.50	17	28
N Gulf United	27 1/2	27	+ 1/2	+ 1.85	8	776
N Harte-Hanks	24	24 1/4	- 1/4	- 1.03	15	1,050
N Insilco Corp.	22 1/2	22	+ 1/2	+ 2.27	19	363
N Jefferson-Pilot	36 3/4	36	+ 3/4	+ 2.08	8	789
O Josephson Intl.	17 1/4	18	- 3/4	- 4.16	12	83
N Knight-Ridder	57 3/4	59 1/4	-1 1/2	- 2.53	15	1,885
N Lee Enterprises	24 7/8	24 7/8			16	335
N Liberty	22 1/8	21 3/4	+ 3/8	+ 1.72	13	217
N McGraw-Hill	49 1/2	44 3/4	+4 3/4	+10.61	21	2,468
A Media General	58 1/4	57 1/8	+1 1/8	+ 1.96	11	405
N Meredith	40 7/8	38 3/4	+2 1/8	+ 5.48	13	363
O Multimedia	37 1/2	36 1/2	+ 1	+ 2.73	19	624
A New York Times	86 3/4	85 7/8	+ 7/8	+ 1.01	18	1,125
A Post Corp.	58 1/2	58 3/8	+ 1/8	+ .21	24	107
N Rollins	17	17 3/4	- 3/4	- 4.22	21	441
N Schering-Plough	41	40	+ 1	+ 2.50	11	2,186
T Selkirk	13 3/4	14	- 1/4	- 1.78	30	112
O Stauffer Commun.	46 1/2	46	+ 1/2	+ 1.08	12	47
A Tech Operations	36 3/8	37 1/4	- 7/8	- 2.34	6	30
N Times Mirror	86 1/2	81 3/8	+5 1/8	+ 6.29	18	2,968
O Turner Bcstg.	19 3/4	19 1/2	+ 1/4	+ 1.28	132	403
A Washington Post	65 3/4	65 1/2	+ 1/4	+ .38	16	932
N Wometco	42 1/2	39 7/8	+2 5/8	+ 6.58	21	740

SERVICE

O Barris Indus.	6 1/2	6 3/4	- 1/4	- 3.70	34	36
N Coca-Cola	49 7/8	48 1/4	+1 5/8	+ 3.36	11	6,785
N Disney	61 5/8	58 1/4	+3 3/8	+ 5.79	18	2,130
N Dow Jones & Co.	55	53 1/4	+1 3/4	+ 3.28	32	3,524
O Four Star	6 1/2	6 1/2			7	5
N Getty Oil Corp.	64 1/8	65 1/4	-1 1/8	- 1.72	12	5,074
N Gulf & Western	27 1/4	26 1/8	+1 1/8	+ 4.30	8	2,097
O Lorimar	21 3/4	20 1/4	+1 1/2	+ 7.40	16	109
N MCA	35 1/4	34 3/4	+ 1/2	+ 1.43	9	1,699
N MGM/UA Ent.	14 1/4	14 1/8	+ 1/8	+ .88	13	709
N Orion	18 7/8	18 5/8	+ 1/4	+ 1.34	22	174
O Reeves Commun.	13 3/4	14 1/4	- 1/2	- 3.50	22	170
O Telepictures	15 3/8	15 3/4	- 3/8	- 2.38	19	89
O Video Corp.	10 3/4	11 1/4	- 1/2	- 4.44	19	18
N Warner	22 1/8	23 5/8	-1 1/2	- 6.34	9	1,428
A Wrather	37 1/8	37 1/4	- 1/8	- .33	0	83

Closing Closing Net Percent Market
Wed. Wed. Change Change Capitali-
Sep 21 Sep 14 in Week in Week P/E zation
(000,000)

PROGRAMING

O BBDO Inc.	42	38 1/4	+3 3/4	+ 9.80	15	244
O Compact Video	6 5/8	5 7/8	+ 3/4	+12.76	30	22
N Comsat	40 1/8	39 1/2	+ 5/8	+ 1.58	13	722
O Doyle Dane B	21 1/2	21 1/4	+ 1/4	+ 1.17	18	130
N Foote Cone & B	49	47	+ 2	+ 4.25	13	138
O Grey Advertising	105 1/2	105 1/2			9	62
N Interpublic Group	59 3/4	55 3/4	+ 4	+ 7.17	13	297
N JWT Group	36 1/8	34 1/2	+1 5/8	+ 4.71	21	214
A Movielab	6 1/8	6	+ 1/8	+ 2.08	0	10
O A.C. Nielsen	33 1/4	32 3/4	+ 1/2	+ 1.52	16	747
O Ogilvy & Mather	48 1/2	45 3/4	+2 3/4	+ 6.01	15	211
O Sat. Syn Syst.	8 3/4	8 3/4			175	50
O Telemation	7 3/4	7 3/4			8	9
O TPC Commun.	2 5/8	2 5/8			0	3
A Unitel Video	10 1/4	10 3/4	- 1/2	- 4.65	14	20
N Western Union	34 1/2	33 1/2	+ 1	+ 2.98	10	829

CABLE

A Acton Corp.	7 3/4	8 1/8	- 3/8	- 4.61	41	43
O AEL	39	38 1/2	+ 1/2	+ 1.29	163	78
O AM Cable TV	9 1/2	9 1/4	+ 1/4	+ 2.70	56	1,881
N American Express	40	38 3/4	+1 1/4	+ 3.22	8	7,921
N Anixter Brothers	25 1/2	25 1/2			32	457
O Burnup & Sims	7 1/2	7 3/8	+ 1/8	+ 1.69	0	66
O Comcast	21 1/4	22 1/4	- 1	- 4.49	21	174
N Gen. Instrument	37	37 3/4	- 3/4	- 1.98	16	1,162
N Heritage Commun.	14	13	+ 1	+ 7.69	30	103
T Maclean Hunter X	17 1/8	17 7/8	- 3/4	- 4.19	24	631
A Pico Products	15 5/8	13 3/4	+1 7/8	+13.63	52	44
O Rogers	9 1/8	9	+ 1/8	+ 1.38	0	201
O TCA Cable TV	12 3/4	13	- 1/4	- 1.92	26	84
O Tele-Commun.	16	16 1/2	- 1/2	- 3.03	41	691
N Time Inc.	72 3/4	67 1/4	+5 1/2	+ 8.17	20	4,174
O Tocom	3 7/8	4	- 1/8	- 3.12	0	27
N United Cable TV	24 1/8	23	+1 1/8	+ 4.89	0	267
N Viacom	34 1/8	33 1/4	+ 7/8	+ 2.63	18	397

ELECTRONICS/MANUFACTURING

N Arvin Industries	27 3/4	26 5/8	+1 1/8	+ 4.22	11	200
O C-Cor Electronics	14 1/2	14 3/4	- 1/4	- 1.69	14	51
O Cable TV Indus.	6 3/8	6 1/2	- 1/8	- 1.92	38	19
A Cetec	10	10 1/2	- 1/2	- 4.76	23	22
O Chyron	23 3/4	24 1/2	- 3/4	- 3.06	26	97
A Cohu	7 1/2	8	- 1/2	- 6.25	17	13
N Conrac	19 3/8	19 1/4	+ 1/8	+ .64	14	118
N Eastman Kodak	67 3/4	68 1/2	- 3/4	- 1.09	14	11,217
O Elec Mis & Comm.	10 3/4	11	- 1/4	- 2.27	0	31
N General Electric	50 1/8	50	+ 1/8	+ .25	11	22,823
O Geotel-Telemet.	2 3/8	2 3/8			22	7
N Harris Corp.	37 1/4	36 3/4	+ 1/2	+ 1.36	21	1,176
N M/A Com. Inc.	28 1/4	27 1/2	+ 3/4	+ 2.72	33	1,212
O Microdyne*	11 1/4	13 1/4	- 2	-15.09	29	52
N 3M	80 5/8	79	+1 5/8	+ 2.05	13	9,505
N Motorola	138 1/2	135 1/4	+3 1/4	+ 2.40	24	5,408
N N.A. Phillips	71 1/2	69 1/2	+ 2	+ 2.87	13	997
N Oak Industries	6 7/8	7 7/8	- 1	-12.69	0	112
A Orrox Corp.	4 1/8	3 7/8	+ 1/4	+ 6.45	0	9
N RCA	29 1/4	28 1/8	+1 1/8	+ 4.00	14	2,388
N Rockwell Intl.	29 5/8	29 5/8			12	4,573
A RSC Industries	5 5/8	5 7/8	- 1/4	- 4.25	188	18
N Sci-Atlanta	17 1/2	17 5/8	- 1/8	- .70	875	419
N Signal Cos.	37	35 1/2	+1 1/2	+ 4.22	25	3,959
N Sony Corp.	14 7/8	14 7/8			35	3,430
N Tektronix	82 1/8	78 5/8	+3 1/2	+ 4.45	32	1,563
A Texscan	20 1/8	20 1/2	- 3/8	- 1.82	23	124
N Varian Assoc.	59 1/2	56 7/8	+2 5/8	+ 4.61	27	30,935
N Westinghouse	47 5/8	46 3/4	+ 7/8	+ 1.87	9	4,170
N Zenith	31 3/8	31 3/4	- 3/8	- 1.18	14	601

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Notes: A-American, N-N.Y., O-Over the counter T-Toronto (some bid prices by Shearson/American Express, Washington) Prices are for Common A stock unless otherwise noted. Price/Earnings ratios based on Standard & Poor's estimated new year earnings. If no estimate is available, figures for last 12 reporting months used (0 is deficit). Wherever possible earnings figure exclusive of extraordinary gain or loss.

NASDAQ: Wometco Cable TV and Multimedia both added to the National Market System last week. Footnote: * Decline on heavy trading following Sept. 19 announcement of third-quarter results. Sales declined 15.5% from last year's third quarter to \$5,440,943 and net income declined 64.4% to \$197,717. According to official of Ocala, Florida company, sales of terrestrial microwave antennae are soft.

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Fourth-quarter scatter market strong, CBS says

Network reports 60%-65% sold out at increases of 15% over upfront prices

In a meeting with financial analysts last week, CBS/Broadcast Group executives reported that 60% to 65% of the fourth-quarter scatter market has been sold, with television network units commanding prices 15% greater than in the upfront selling session earlier this summer.

In addition, CBG President Gene F. Jankowski said he expects 1984 network unit price increases to be in the "16% to 17% range," on average, helped measurably by the Olympics, which he estimated included an after-burner boost of 3% to 4%. On the cost side, Jankowski said he expects CBG to hold the line at 10%. "Margins should be up in 1984," he predicted.

Jankowski added that "60%-plus" of the network's commercial inventory was sold during the upfront session and termed this year's drive as "very aggressive."

But the big gain was in daytime, according to James H. Rosenfield, newly appointed group senior executive vice president. He said the network was able to post unit price increases of 27% to 30%. Unit increases in prime time, however, were "less dramatic." Rosenfield attributed the price increases to better ratings and demographics—CBS had placed first or tied for first during daytime ratings over the past 11 weeks—along with a notion that "the marketplace sees us continuing to climb."

Asked if the 1983 cost increase target of 12% was "on track," Jankowski replied: "We're not doing too badly."

Jankowski said the network was estimating revenue would increase on the average 12%-13% a year over the next three years. Commercial inventory has been added to daytime, prime time and sports programs, he said, while prices historically have increased on the average 6%-8%.

In a word about programing, Jankowski maintained that series would continue to be the "backbone of the network's schedule." He noted that the addition of a third movie night in the network's prime time schedule was "by design," and that the "best success in introducing new shows comes after the beginning of the season." Donald Grant,

president of CBS Entertainment, said that once the season gets under way, and the network can measure its best 8-9 p.m. lead-in, "We'll take one of those movies off." Explaining why CBS stayed out of original new entertainment programing for the summer, Grant said: "We saw no worthwhile projects." He added that "summer numbers are misleading."

Grant also said that CBS's investment in theatrical motion pictures would be about \$8 million-\$8.5 million per picture. CBS is expected to invest about four or five theatricals a year. The first, "Windy City," will be released this spring.

In sports, Neal Pilson, group executive vice president, said all the network's contracts, with the exception of college basketball, are in place for the next four to five years. This year "probably" would not be profitable, Pilson said, but he is "firmly of the belief" that the sports division will meet sales and cost goals over the life of the four-year agreement. □

BFM conference looks at media of tomorrow

Business side of broadcasting meets in Florida; Cox's Kirtland, RAB's Stakelin to speak

Business managers and accountants of the broadcasting industry are converging at the Orlando Hyatt in Orlando, Fla., this week for the 23d annual conference of the Broadcast Financial Management Association. The theme of this year's gathering—expected to be one of the largest in the association's history—is "BFM to EPCOT-T," which stands for "Bringing Financial Managers to Explore Prototype Communications of Tomorrow-Today."

Over 600 paid registrants, 150 guests and exhibitors, and 200 spouses are expected to attend the four-day event from Sunday, Sept. 25, to Wednesday, Sept. 28, reports BFM executive director, Robert E. McAuliffe. Seventeen general sessions, workshops and luncheon addresses are scheduled.

McAuliffe characterizes this year's BFM gathering as a "good nuts and bolts conference."

The keynote speaker will be Clifford M. Kirtland, former BFM director and recently retired chairman of Cox Communications. Kirtland will reflect on the changes broadcasting has gone through during his 28 years in the business. William Stakelin, president of the Radio Advertising Bureau, will discuss the future of radio at the Sept. 28 luncheon.

Other speakers include Alan R. Griffith,

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senior vice president of the Bank of New York, who will discuss "discounted cash flow analysis"; George L. Borelli, a clinical psychologist and lecturer who will lead a session on stress management, and Paul C. Craig, professor of public administration and economics at Ohio State University, who will present a "common sense" analysis of the current economy and its effect on broadcasting.

Workshop topics include microcomputers for radio, TV music license fees, the costs of syndicated and local TV programming, cable TV accounting procedures, co-op advertising and balancing effectiveness of TV news automation.

BFM and its subsidiary, BCA-Credit Information Inc., will be electing a new slate of officers and directors. Outgoing BFM President Robert Steinberg is expected to be succeeded by current BFM vice president and conference chairman, Willard Hoyt, treasurer of group owner Nationwide Communications, Columbus, Ohio. Steinberg, vice president of finance and administration at Meredith Broadcasting, New York, is expected to step up to the BFM board chairmanship, which is being vacated by William J. Key, who is retiring.

Exhibitors principally will be collection and insurance companies plus several data processing firms. The last group includes Columbus Systems, Golden, Colo.; Cox Data Services, Atlanta; Custom Business Systems, Memphis; Jefferson Data Systems, Charlotte, N.C.; Kaman Science Corp., Colorado Springs; Magnicom Systems (formerly Station Business Systems), Greenwich, Conn., and VariCom, a San Francisco-based microcomputing firm. □

NPR raises '84 budget

An increase in the fiscal 1984 operating budget from \$17.6 million to \$18.7 million and the announcement that acting National Public Radio President Ronald Bornstein's contract has been extended one month until the end of October, were among the key items approved during a special NPR board session in Washington.

Highlighting the meeting was the board's decision on how to allocate monies raised through contributions from various sources, including \$100,000 raised by the Friends of Public Radio ("In Brief," Sept. 19) and approximately \$800,000 the network will receive as a result of an August "Drive to Survive" on-air national fund-raising campaign ("Riding Gain," Aug. 15). The board decided to allocate the income in two phases. The first phase designates \$350,000 for news programming; \$55,000 for NPR Plus, the network's classical music and jazz service, and \$277,000 for debt retirement, which according to an NPR spokeswoman, now looks to be less than the \$9.1 million working-capital deficit which was announced earlier this year. The second phase will be discussed at an Oct. 27-28 board meeting.

In other actions, a series of new procedural policies were approved by the board for both its members and NPR staff, as well as improved audit policy and a year-long plan to evaluate NPR's structure. The evaluation,

which will begin in October, will be the focus of the public radio conference in spring 1984.

For member stations, the board unanimously approved a formula whereby affiliates will be able to obtain refunds for undelivered news portions of the NPR Plus services, which was terminated at the end of April. □

TCAFPT comes out against ads on public broadcasting

Members of the Temporary Commission on Alternative Financing for Public Telecommunications, the congressional task force created in 1981 to find supplemental revenue sources for public broadcasting, agreed last Tuesday that advertising should be kept off public television and public radio, except in the form of enhanced underwriting and if it can be clearly established that "overall benefits [of advertising]... will exceed the costs" to public broadcasting.

The committee, chaired by FCC Commissioner James Quello and comprising representatives from Congress, the FCC and the commercial sector, recommended in its final report that a modified or "enhanced" form of underwriting be permitted to allow public broadcasters to identify supporters by using brand names, trade names, slogans, brief institutional-type messages and public service announcements. It added that the advertising ban should continue unless it also can be shown that stations that do not choose to carry limited advertising will not share the risks associated with advertising while not receiving direct benefits. These risks include the possible increase of copyright and union labor costs.

The task force also concluded that "private volunteerism and auxiliary business ventures... will not provide net revenues fast enough, and in sufficient quantity, to meet intensified financial requirements." While public broadcasting should continue its increasing self-sufficiency, "there is no substitute for continued federal support," it said.

Nonfederal revenue could be supplemented, according to the committee, by the repeal of the unrelated business income tax penalty incorporated in Public Broadcasting Amendments Act of 1981, which requires public broadcasters to refund to Corporation for Public Broadcasting that portion of their community service grants equal to the tax the station pays. This, according to the task force report, "double-taxes" stations that earn unrelated business income. TCAFPT recommended that CPB make refunds to stations that have returned money as a result of this provision. It also encouraged reinforced support for regulatory policies that promote the effective distribution of public broadcast signals.

Final revisions of the report will be made this week, according to Ken Howard, assistant to Quello, and recommendations should be delivered to Congress by Oct. 1. □

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Leland blasts broadcasters on EEO issues

He tells NABOB conference any deregulation bill will have 'strong language' on EEO and affirmative action

Representative Mickey Leland (D-Tex.) came out swinging at the broadcasting industry last week, charging that minority ownership there is "abysmally" low and must increase if broadcasters are to live up to their promise of service to the entire community. Leland was speaking to members of the National Association of Black Owned Broadcasters at their annual convention in Washington.

Moreover, the congressman promised that any broadcast deregulation bill that emerges from the House will have "strong language" concerning equal employment opportunities and affirmative action. "If the industry is to be deregulated, there must be assurances that the current employment situation will be remedied," Leland said.

Leland also told the group he opposes repeal of the FCC's multiple ownership rules. "I believe it is premature to consider repeal of the multiple ownership rules," he said. "Broadcast deregulation legislation will, for

all intents and purposes, provide broadcasters with licenses in perpetuity. It seems unconscionable that, as we consider such legislation, we also should increase media concentration. If the commission introduces a rulemaking or inquiry into the multiple ownership rules, I will make certain that the Congress also addresses the issue," Leland said.

Leland sharply criticized current television programming for inaccurate portrayal of minorities. "There has been very little educational or informational programming geared toward minority audiences on either local or network television. The richness and vitality of the minority experience in America is rarely, if ever, depicted on television," he said. Leland charged that the networks' fall schedule is devoid of minority cast members in either leading or supporting roles. "One of these shows features, and I quote, 'Shabu, a hip black genie with jive magic.' This is just what television needs in 1983: a black slave happily doing the bidding of his white master. Is this really the best the industry has to offer its viewers, much less its minority viewers?" he asked.

The congressman also discussed H.R. 2331, a bill he introduced to amend the Internal Revenue Code by raising to a maximum of \$500,000 the investment credit that can be claimed against tax liability for the purchase of a used telecommunications property. Also under Leland's bill, the pur-

chase of an existing telecommunications property by a minority-owned or controlled business, either directly or through a limited partnership, would qualify for the higher investment tax credit.

"Our legislation would also allow tax certificates, now granted by the FCC to sellers of broadcast properties when the sale involves minority purchasers, to be issued for sale to minorities of nonbroadcast properties such as specialized mobile radio systems, multipoint distribution systems, cellular radio and other private land, mobile and common carrier systems," Leland said. The congressman noted that the legislation has been endorsed by the National Association of Broadcasters and the National Cable Television Association.

And to insure greater minority participation, Leland suggested that new licenses created by the FCC through drop-ins in radio and television should be made available to qualified minority applicants. "This could be accomplished either by setting aside a certain percentage of new licenses for minority applicants, or by creating a minority preference, as the Congress established for low power television," he said. □

Ventures cited for minorities

Annual NABOB conference offers entrepreneurs words of caution as well as encouragement

There are opportunities for blacks in the new telecommunications technologies as well as the old. At the same time, black entrepreneurs must realize that opportunities can turn into losing propositions, according to panelists at the National Association of Black Owned Broadcasters' seventh annual fall Broadcast Management Conference in Washington last week.

Narrowcasting black programming over cable is one area that blacks might want to investigate, the conference was told. But Bob Johnson, president, Black Entertainment Television, was downbeat about the prospects of narrowcasting black programming over cable—at least for the near future.

According to Johnson, cable programming, now a huge business, is dominated by the large players that have dominated broadcast programming in the past. "They're not going to let that money get away from them," he said.

The majority of cable systems offer 12 channels or fewer, he noted, so competition to get on those channels is fierce. Pay-per-view, which he thought would be extremely lucrative, was going to "keep the big players where they are." As a result, there isn't much opportunity except for "mass appeal" programming. "I frankly don't see an opportu-



From the FCC. FCC Commissioner Henry Rivera is "fairly optimistic" about the legislative chances of H.R. 2231, which is intended to make it easier for minorities to buy telecommunications properties.

While bill backers thus far only have support from Democrats, they are trying to interest the Reagan administration in the bill, Rivera said at the National Association of Black Owned Broadcasters seventh annual fall broadcast management conference in Washington last week.

"We're continuing to work on it," he said. "It's not going to happen overnight."

The bill, which evolved from recommendations by the FCC's Advisory Committee on Alternative Financing for Minority Opportunities, which Rivera chaired, would permit the use of tax certificates for nonbroadcast facilities and increase the amount of used equipment that can be written off by buyers of existing facilities.

While on the subject, Rivera noted that the James Rivers Stations—WJIZ(FM) Albany, WJUM(AM)-WFAZ-FM Cordele and WTJH(AM) East Point, all Georgia—have been designated for hearing. Although Rivers has applied for distress sales, no buyers have been found, and if no buyers are found, an opportunity for minorities may be lost, Rivera said.

Rivera also pointed out that Satellite Television Corp. is starting a minority enterprise small business investment company to help minorities get involved in STC's direct broadcast plans and will start accepting applications in September.

"Also, you know, we're holding the line on EEO." Pictured to Rivera's left is Pierre Sutton, president, Inner City Broadcasting.

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Future view. The different parts of the telecommunications industry—over-the-air broadcast, cable and other new technologies and a variety of telephone services—are converging in a marketplace defined by far fewer government regulations, according to FCC Chairman Mark S. Fowler, who predicted last Wednesday (Sept. 21) that it will be up to each faction of the industry to define a new role. At the first newsmaker luncheon of the

International Radio and Television Society's new season, held at New York's Waldorf Astoria hotel, Fowler reviewed his commission's deregulatory accomplishments over the past two years and promised the Reagan administration would continue to decrease its involvement in regulating the marketplace and to promote the development of new competition in telecommunications.



At the IRTS's first newsmaker luncheon of the season, 70 telecommunications industry leaders filled the dais. They are (first row, bottom, l-r): David Allen, Petry Television; Frank Boyle, Eastman Communications; Arthur J. Carlson, Susquehanna Broadcasting Co.; John Conomikes, Hearst Corp.; Jim Dowdle, Tribune Broadcasting Co.; Alvin G. Flanagan, Gannett Broadcasting Group; Ro Grignon, Taft Broadcasting Co.; Ralph Guild, Interep & McGavren Guild; Dick Harris, Westinghouse Broadcasting & Cable; David Henderson, Outlet Broadcasting; Ragan Henry, Broadcasting Enterprises National Inc.; Stanley S. Hubbard, Hubbard Broadcasting; Paul Hughes, Viacom Broadcast Group; Jim King, Corinthian Broadcasting Co.; Alfred Masini, TeleRep Inc. and Television Program Enterprises; Roy H. Park, Park Communications Inc.; Donald A. Pels, LIN Broadcasting Corp.; Bill Schwartz, Cox Communications Inc.; Jack Schneider, Warner Amex Satellite Entertainment Corp.; Gary Stevens, Doubleday Broadcasting Co.; Percy Sutton, Inner City Broadcasting Corp., and Jay Walters, Harrington, Righter & Parsons.

Second row, l-r: Edward Bleier, Warner Bros. Television; James L. Greenwald, Katz Communications Inc.; Lawrence K. Grossman, Public Broadcasting Service; Irwin Segelstein, NBC Inc.; Thomas S. Murphy, Capital Cities Communications; Thomas F. Leahy, CBS/Broadcast Group; Gerald M. Levin, Time Inc.; FCC Chairman Mark S. Fowler, IRTS President Ralph M. Baruch, Viacom International Inc. (at podium); Grant Tinker, NBC Inc.; Tony Thomopoulos, ABC Broadcast Group; Jim Rosenfield, CBS Broadcast Group; Terry Elkes, Viacom International Inc.; Drew Lewis, Warner

Amex Cable; Bob Mulholland, NBC; Shane O'Neil, RKO General; Jack W. Fritz, John Blair & Co., and David H. Polinger, WPIX Inc.

Third row, l-r: Paul Fitzpatrick, Titsch Communications; Bob Kalthoff, Avery-Knodel Television, Herman Land, Association of Independent Television Stations; Glenn R. Mahone, Sheridan Broadcasting Network; Ralph Mann, International Creative Management; Stan Marinoff, WISN-TV Milwaukee; Tom E. Paro, Association of Maximum Service Telecasters; Sol J. Paul, *Television/Radio Age* and *Cable Age*; Robert M. Rosencrans, UA Cable-systems Inc.; Marty Rubenstein, Mutual Broadcasting System; Patricia Scott, New York Mayors Office of Film, Theater & Broadcasting; Ted Shaker, Arbitron Ratings Co.; William L. Stakelin, Radio Advertising Bureau; Lawrence B. Taishoff, BROADCASTING Publications Inc.; Sherrill W. Taylor, Bonneville International Corp.; Albert Warren, TV Digest Inc., and Nancy Widmann, WCBS-FM New York.

Fourth row, l-r: Bob Alter, Cabletelevision Advertising Bureau; Robert Batscha, Museum of Broadcasting; Ave Butensky, Ed Libov Associates; John Cannon, National Academy of Television Arts & Sciences; Rance Crain, Crain Communications Inc.; Roy Danish, Television Information Office; John Dimling, Electronic Media Rating Council; Terri Eisman, Viacom International Inc.; Jerome Feniger, Station Representatives Association; Robert C. Gardner, *Marketing & Media Decisions*; Bill Grimes, ESPN; William S. Hamill, A.C. Nielsen Co.; Bettye Hoffmann, NBC Inc.; Bruce Johnson, Hearst/ABC/Viacom Entertainment Services, and Robert L. Johnson, Black Entertainment Television.

nity for minorities in programing," he said.

Bill Johnson, president, KBLE Cable Television, Columbus, Ohio, disagreed. "The jury's out on whether narrowcasting will work with respect to black programing. I happen to believe it will work. I have to believe we can affect the success or failure of a number of services... I would be shocked if we take a defeatist attitude."

H. Russell Frisby, former legal assistant to former FCC Commissioner Joseph Fogarty and now in private practice, urged blacks to consider moving into areas outside standard broadcasting. Frisby suggested that blacks who already own broadcast facilities were well positioned to expand. They already have antenna locations that may be useful for other services; they also have marketing experience, he said. "You know how to get to the people; you know how to sell them things," he said.

Frisby said direct broadcast satellite oper-

ation—both in its full-power and medium-power forms—would present employment opportunities, since operators will need people to market their services and install dishes. He added that DBS should do well in uncabled areas, such as inner cities.

Although bidding for the first round of multichannel multipoint distribution service licenses is closed, the commission will accept more applications after it has processed the up-to 30,000 applications it already has received, he said. "I'd encourage everyone to apply."

Black broadcasters also should consider offering services over their subcarriers, since they already have much of the machinery they need to offer those services, he said. He wasn't high on the prospects for teletext or videotext. "The potential here is questionable," he said. "It's at least something that should be investigated."

Frederick Cooke, another Washington

communications attorney, agreed that the commission would open MMDS for applications again. Regardless, he said, programing MMDS would be where the real money is, and, under the MMDS rules, entrepreneurs don't need licenses to program MMDS channels. They also can lease excess capacity from instructional television fixed service licenses, he noted. "So, again, it's closed, but it's not," he said.

Cooke also suggested that black entrepreneurs start planning to apply for the up to 1,000 new FM allocations that could result from the FCC's action in docket 80-90 (BROADCASTING, May 30), thinking about putting together an application package "that looks like it can win."

The commission, moreover, will start accepting applications for all remaining cellular radio markets—those outside the top 90 markets—on Dec. 1, he added.

KBLE's Johnson urged blacks to invest in

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cable systems for the big cities. "Then we're going to be a force to deal with," he said.

Johnson also thought teletext would present "tremendous" opportunities in cable, especially when systems are linked by mi-

crowave or satellites so they have end-to-end capabilities and there will be an alternative delivery system for such things as mail, data and videoconferencing. "Cable is more than what you're seeing," he said. □

Black broadcasters urged to promote voter registration

NABOB hears Riegle push for Reagan's defeat; Jesse Jackson stresses importance to blacks of gaining power through voting

Black broadcasters at the annual convention of the National Association of Black Owned Broadcasters in Washington last Tuesday were called on to help defeat President Reagan in 1984 and to help increase black political power through voter registration.

Calling the 1984 elections "absolutely critical," Senator Donald W. Riegle (D-Mich.) urged the fewer than 50 broadcasters on hand to point out to their listeners and viewers the differences between Reagan and the Democratic alternatives and to persuade them to vote for the Democratic nominee.

Jesse Jackson, president of Operation PUSH and a possible independent Presidential candidate, asked the broadcasters for their support in PUSH's nationwide effort to register black voters.

When Reagan was elected in 1980, Riegle said, the country "moved off on a very different course" that has caused "tremendous

damage," particularly among minorities. "The rich are getting richer and the poor are getting poorer," the Michigan senator said. What's more, the middle class is "getting squeezed." It's finding it increasingly difficult to afford homes, college education and good medical care and to launch new businesses, he said. "The whole weight of policy [of the Reagan administration] has worked fundamentally against the long-run best interests of this country," he said.

As bad as the Reagan administration has been for the country, he said, it would have been worse had it not moderated its decisions and behavior in deference to the voters of 1984. But if Reagan is re-elected, he said, the constraints will be removed. "The impulse of this administration to just do what it wants to do without any restraint at all will be 10 times greater than it is today," he said. "The next four years have the potential for being far more damaging to the interests of this country than the four years we are finishing up now."

According to Riegle, it's not just the executive branch of the federal government

that is at stake in 1984. Whoever is elected president will determine through appointments the makeup and the philosophical bent of the Supreme Court for decades to come, he said. In addition, there is a chance that the Democrats could recapture the Senate, he said. Twenty of the 33 seats that will be on the ballot in 1984 are now held by Republicans, putting the Democrats in a strong position to boost their number from the current 45 to over 50 and regain Senate control. Even if Reagan is re-elected, he said, a Democratically controlled Senate would act as "a check against the worst excesses of Reagan."

Any one of the growing group of candidates for the Democratic nomination would be a "positive" alternative to Reagan, Riegle said. "Each represents a measurable improvement, some an absolutely profound change for the better. If you don't think they are good enough maybe you ought to catch up with them and talk to them and help them turn their candidacy into something that is bigger, stronger and more relevant."

"It seems to me that [radio and television] are able to help focus on the choices we are going to be called upon to make and . . . to make an impact on what we have to choose between."

As a member of the Senate Commerce Committee, Riegle promised the black broadcasters that he would consider voting against the appointment of Dennis Patrick, associate director, White House presidential personnel office, as an FCC commissioner. "I have voted against more Reagan appointees than any other Senator," he said. He advised the NABOB members, who seemed serious about blocking the appointment, to lobby all the Committee members, starting with the Democrats and following up with the "reasonable people on the Republican side." Particular attention, he said, should be paid to those up for re-election next year.

Jackson told the broadcasters that they could help the PUSH registration drive in several ways. First of all, he said, disk jockeys should use their influence with young people to persuade them sign up to vote. "Disk jockeys have more access to our children's minds than any other element in the entire society," he said. Station owners should also get together and agree on a national theme and a song to go with it. "We need to be marching to the beat of the same drummer," he said. Finally, the broadcasters should contribute \$1,000 immediately and raise another \$10,000 by the end of November. Many broadcasters pledged their support.

Although Jackson has yet to announce his candidacy, he laid the philosophical foundation for it in his comments. He suggested that he could serve blacks better than any of the announced Democratic candidates, who are "much too willing to trade off" economic development programs for minorities for campaign contributions. PUSH has persuaded many corporations—sometimes with boycotts—to increase employment of minorities and do business with black businesses, he said. But none of the Democratic candidates has "signed one economic development agreement for black America."

Removing Reagan from the White House will not solve the problems of minorities, he

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KRKR/KFKF	Kansas City, Kansas	\$ 4,000,000
WKDY-AM	Spartanburg, South Carolina	\$ 600,000
WWWQ/WPFM	Panama City, Florida	\$ 2,105,000
WBBB/WPCM	Burlington, North Carolina	\$ 2,625,000
KNDE-FM	Tucson, Arizona	\$ 2,650,000
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said. "The absence of Reagan is not the presence of parity," he said. "But the presence of parity is the absence of Reagan."

Minorities will make economic progress in this country, he said, not by persuading Democratic Presidents to create "programs" for them, but by seizing political power

themselves. "There is a greater correlation between the 1965 Voting Rights Act and the number of black-owned stations we have now than in the fundamental shift between Democrats and Republicans," he said. "We will get our share of stations. . . in proportion to our share of power." □

ests. **Buyer** is owned by Randal J. Kirk, president, who has interest in CP for new TV at Bluefield, Va. He is attorney in Bland, Va. **WPUV** is daytimer on 1580 khz with 5 kw. **WPSK-FM** is on 107.1 mhz with 2.85 kw and antenna 58 feet below average terrain.

KNEX-AM-FM McPherson, Kan. □ Sold by McPherson Broadcasting Inc. to Bengel Broadcasting Inc. for \$400,000. **Seller** is headed by Dorothy B. Krehbiel, president. It has no other broadcast interests. **Buyer** is owned by Bernard M. Brown, president (30%), his wife, Phyllis Ann Brown, and their son, Michael B. Brown (10% each), Joseph L. Engel, and his wife, Cheryl (25% each). It also owns **KKAN(AM)** Phillipsburg, Kan., and has CP for new FM there. **KNEX** is daytimer on 1540 khz with 250 w. **KNEX-FM** is on 96.7 mhz with 3 kw and antenna 245 feet above average terrain.

WKEM(AM) Immokalee, Fla. □ Sold by Sandia Broadcasting Corp. to Explorer Communications Inc. for \$200,000, including \$50,000 noncompete agreement. **Seller** is owned by Mary J. Arthur, president (51%), and six others. It also has interest in **KVTX(TV)** Victoria, Tex. **Buyer** is owned by James F. Hoffman, president, who is former Chicago account executive of John Blair station representative firm and is also applicant for new AM at Portage, Ind. **WKEM** is on 1490 khz with 1 kw day and 250 w night. **Broker: Walker Media & Management Inc.**

WEXM-AM-FM Jamesville/Exmore, Va. □ Sold by Parker-Rew Enterprises to Bay Star Communications Inc. for \$200,000. **Seller** is owned by Creston E. Parker and James A.

Changing Hands

PROPOSED

KVOD(FM) Denver □ Sold by Capitol City Broadcasting Co. to Henry Broadcasting Co. for \$6 million. **Seller** is equally owned by Edwin E. Koepke and Frank E. Amole Jr., who have no other broadcast interests. **Buyer** is owned by Charlton H. Buckley, San Francisco investor who also owns **KYTE(AM)-KRCK(FM)** Portland, Ore. **KVOD** is on 99.5 mhz with 100 kw and antenna 380 feet above average terrain. **Broker: W. John Grandy.**

KGNS-TV Laredo, Tex. □ Sold by Gulf Coast Broadcasting Co. to Alfred T. Burke for \$3 million ("In Brief," Sept. 19). **Seller** is owned by T. Frank Smith Jr., who has no other broadcast interests. **Buyer**, based in Longview, Tex., also owns **KRIS-TV** Corpus Christi, Tex. **KGNS-TV** is NBC and ABC affiliate on channel 8 with 316 kw visual, 42.2 kw aural and antenna 1,021 feet above average terrain. **Broker: Norman Fischer & Co.**

WGWR(AM)-WCSE(FM) Asheboro, N.C. □ Sold by Asheboro Broadcasting Co. Inc. to Dallas M. Tarkenton for \$900,000 cash. **Seller** is owned by the Roy Cox Jr. family and Judy Marlowe. It also owns Asheboro newspaper, *Courier Tribune*. **Buyer** is Athens, Ga., owner of **WJGA-FM** Jackson and **WCOH(AM)-WRNG-FM** Newnan, both Georgia, and recently sold **WIAF(AM)** Clarksville, Ga. (BROADCASTING, April 18). **WGWR(AM)** is on 1260 khz with 5 kw day and 500 w night. **WCSE** is on 92.3 mhz with 20 kw and antenna 650 feet above average terrain. **Broker: Chapman Associates.**

WAEW(AM)-WXVL(FM) Crossville, Tenn. □ Fifty-one-percent interest sold by C. Stanton Hawkins to Michael D. Stone, owner of other 49%, for \$700,000. **Seller** has no other broadcast interests. **Buyer** is Crossville, Tenn.-based publisher of trade shopper journals, who already owns 49% and has no other broadcast interests. **WAEW** is daytimer on 1330 khz with 1 kw. **WXVL** is on 99.3 mhz with 3 kw and antenna 170 feet above average terrain.

WITA(AM) Knoxville, Tenn. □ Sold by Forus Communications of Tenn. Inc. to WITA Inc. for \$675,000. **Seller** is owned by Carl Voth, president, and Simon Rosen (50% each). It also owns **WTIS(AM)** Tampa, Fla.; **KITA(AM)** Little Rock, Ark.; **WSIV(AM)** E. Syracuse and **WOIV(FM)** DeRuyter Township, both New York. **Buyer** is owned by Fred Westenberger, president, and family. Fred Westenberger also owns **WVOG(AM)** New Orleans and **WMQM(AM)** Memphis. **WITA** is on 1490 khz with 1 kw day and 250 w night.

WFXW(AM) Geneva/St. Charles, Ill. □ Sold by Miller Broadcasting Co. to Gamel Broadcasting Inc. for \$580,000. **Seller** is headed

by Howard A. Miller, president. It also owns **WMMB(AM)-WYRL(FM)** Melbourne, Fla. **Buyer** is owned by Gerald W. Gamel and wife, Iva L. (17% jointly); their son, Bennett P. (1%); John E. H. Cassens and brother, John A. Cassens (50% jointly); Louis F. Pignatelli (25%); Bonnie Jean Mullins (5%), and Glenn W. Bostrum (2%). Gerald Gamel is farm director at **WSDR(AM)** Sterling, Ill.; Iva Gamel is housewife, Cassens brothers are Dixon, Ill., businessman and Mullins is businesswoman there; Pignatelli is Rock Falls, Ill., attorney, and Bostrum is Chicago businessman. **Broker: Blackburn & Co. Inc.**

KJIM(AM) Fort Worth □ Sold by The Venture Group Inc. to B.J. Glascock for assumption of \$500,000 in debt. **Seller** is owned by Glascock (37%) and 25 others. He is buying out interests of others. It also owns **KSEY-AM-FM** Seymour, Tex. **Buyer** has no other broadcast interests. **KJIM** is daytimer on 870 khz with 250 w.

WPUV(AM)-WPSK-FM Pulaski, Va. □ Sold by Claytor Lake Broadcasting Corp. to Radiox Inc. for \$415,000. **Seller** is owned by Jimmy R. Lester, who has no other broadcast inter-

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Rew Jr., who have no other broadcast interests. Buyer is owned by Klein G. Leister, president, and William E. Esham Sr. (26% each), James D. Layton and Wayne A. Powell (24% each). It also owns WKHI(FM) Ocean City, Md. WEXM is daytime on 1520 khz with 5 kw. WEXM-FM is on 107.5 mhz with 50 kw and antenna 260 feet above average terrain.

APPROVED BY FCC

KIOI(FM) San Francisco □ Sold by The Charter Co. to Price Communications for \$12.4 million cash. Seller is publicly traded Jacksonville, Fla.-based oil and insurance conglomerate which has sold off its radio station group. KIOI is last of company's stations to be sold. Charter last year sold

tions to be sold. Charter last year sold WDRQ(FM) Detroit to Amaturro Group for \$5 million (BROADCASTING, Nov. 1, 1982) and earlier this year, KYKY(FM) St. Louis, WOKY-(AM) Milwaukee and WMIL(FM) Waukesha, Wis. to Surrey Broadcasting for \$10 million (BROADCASTING, Feb. 21). It sold KCBQ-AM-FM San Diego to Infinity Broadcasting for \$8 million (BROADCASTING, Jan. 31). Buyer is publicly traded New York-based company, headed by Robert Price, president, which also owns WOWO(AM) Fort Wayne, Ind. KIOI is on 101.3 mhz with 125 kw and antenna 1,160 feet above average terrain.

WIIN(AM)-WFPG(FM) Atlantic City, N.J. □ Sold by Eastern Broadcasting Co. to Atlantic County Radio Inc. for \$2.5 million. Seller is headed by Dan Diener, president. It has

no other broadcast interests. Buyer is headed by Allan W. Roberts, president. It owns WWHN(AM)-WUPE(FM) Pittsfield, Mass. WIIN is on 1450 khz with 1 kw day and 250 w night. WFPG is on 96.9 mhz with 50 kw and antenna 300 feet above average terrain.

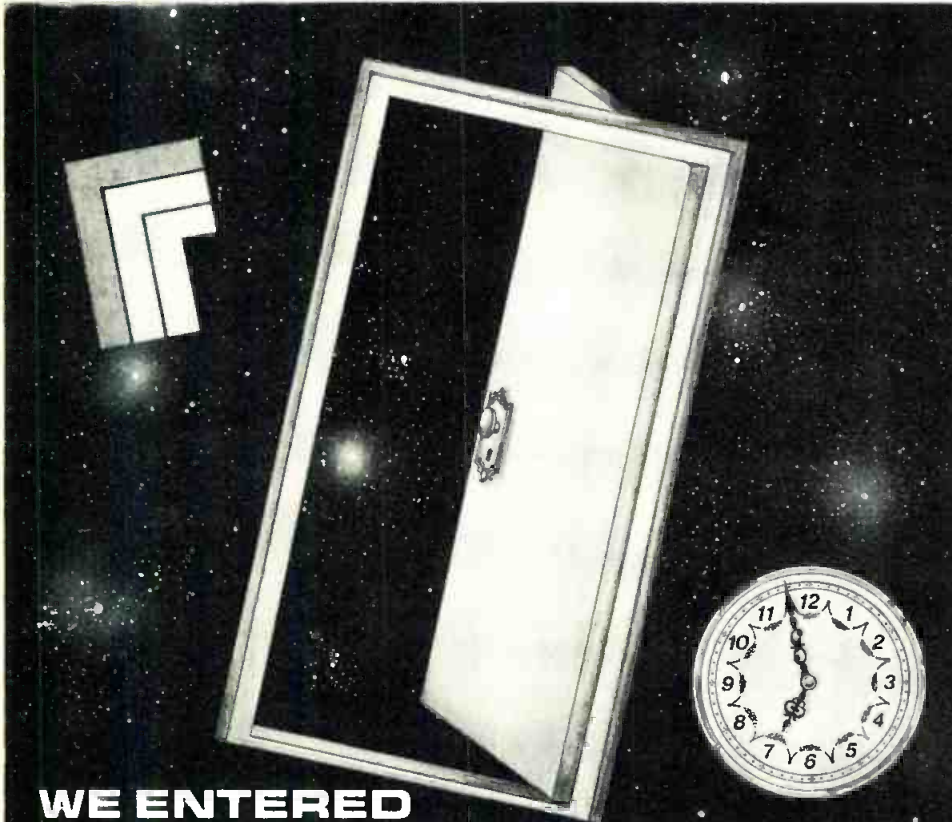
KYST(AM) Texas City, Tex. □ Sold by Henderson Broadcasting Corp. to Vel Communications Corp. for \$2.3 million. Seller is headed by Roy E. Henderson, president. He also owns 50% of WKLT(FM) Kalkaska, Mich. Buyer is owned by Cruz Velasquez (51%) and wife, Rosie. It is applicant for new AM at Houston. Cruz Velasquez is Houston businessman. Rosie Velasquez is homemaker. KYST is on 920 khz with 5 kw day and 1 kw night.

WOWD(FM) Tallahassee, Fla. □ Sold by AM-RAD 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 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

KBOA(AM)-KTMO(FM) Kennett, Mo. □ Sold by KTMO Inc. to KBOA Inc. for \$1.3 million. Seller is owned by Earldun Broadcasting Inc., headed by Charles C. Earls, president and general manager. He also has interest in KREI(AM)-KTJJ(FM) Farmington, Mo. He will remain as general manager following sale. Buyer is owned by Kenneth E. Meyer, president, who also owns 25% of KARD(TV) West Monroe, La.; 42.08% of KMTC(TV)-KTXR(FM) Springfield, Mo., and 100% of KFAL(AM)-KKCA(FM) Fulton and KLEX(AM)-KBK(FM) Lexington, both Missouri. KBOA is on 830 khz with 1 kw day. KTMO is on 98.9 mhz with 100 kw and antenna 370 feet above average terrain.

KFXD-AM-FM Nampa, Idaho □ Sold by Idaho Broadcasting Co. to Boise Broadcasting Ltd. for \$1.1 million. Seller is owned by Wayne C. Cornils (19.7%), Orval Hansen (37%), his brother, Reed Hansen (7.6%), George Freund (26.7%) and Arthur Oppenheimer (9%). Cornils is radio senior vice president of National Association of Broadcasters; Orval Hansen is Washington attorney; Freund is Idaho Falls, Idaho, nuclear engineer; Oppenheimer is Boise, Idaho, businessman, and Reed Hansen is Pocatello, Idaho, farmer. They have no other broadcast interests. Buyer is owned by Philip T. Kelly and Richard L. Voight (50% each). It also owns WDBQ(AM)-KLYV(FM) Dubuque, Iowa; KATE(AM)-KCPI-FM Albert Lea, Minn.; KFGO(AM) Fargo, N.D., and WNFL(AM) Green Bay, Wis. KFXD is on 580 khz with 5 kw full time. KFXD-FM is on 94.9 mhz with 46 kw and antenna 2,520 feet above average terrain.

WACZ(AM) Bangor, Me. □ Sold by Acton Communications of Maine Inc. to The Zone Corp. for \$575,000. Seller is headed by George M. Phillips, president. It also has interest in WDLW(AM) Waltham, Mass. Buyer is owned by Stephen E. King, president, author based in Bangor. He has no other broadcast interests. WACZ is on 620 khz with



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5 kw full time.

WKBJ-AM-FM Milan, Tenn. □ Sold by West Tennessee Broadcasting Co. to Andrew Jackson Broadcasting Corp. for \$550,000 in cash. **Seller** is owned by Ianthus P. Denny, Doris King, Jack Cunningham (26.66% each) and Bill Haney (20%). It has no other broadcast interests. **Buyer** is owned by Andrew Jackson Hendrickson Jr., president (47%), his sons, Stephen Taylor Hendrickson and Andrew Blake Hendrickson (4% each), and Jerry A. Adams (45%). Senior Hendrickson has interest in cable television system at Lebanon, Tenn. Stephen Hendrickson is sales manager and Andrew Jackson Hendrickson Jr. is consultant there. Adams is general manager of WLUY(AM) Nashville and WYHY(FM) Lebanon. WKBJ is daytime on 1600 khz with 1 kw. WKBJ-FM is on 92.3 mhz with 42 kw and antenna 160 feet above average terrain.

KXLR(AM) North Little Rock, Ark. □ Sold by Shamrock Broadcasting Inc. to KEZQ Ltd. for \$500,000. **Seller**, based in Hollywood, is headed by Roy E. Disney, chairman. It also owns WWWW(FM) Detroit; KUDL(FM) Kansas City, Kan.; KMGC(FM) Dallas; KABL-AM-FM Oakland/San Francisco; KITV(TV) Honolulu, and WTVQ-TV Lexington, Ky. **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 KEZQ(FM) Jacksonville, Ark., and WUSQ(AM)-WVAI(FM) Winchester, Va. Understein and Shrinsky

have interest in WXKS-AM-FM Medford, Mass. KXLR is on 1150 khz with 5 kw day and 1 kw night.

□ Other approved station sales include: WXOX(AM) Bay City, Mich.; WSEL-AM-FM Pontotoc, Miss.; KFXZ(FM) Kalispell, Mont.; WKOL(AM) Amsterdam, N.Y.; KKYR(AM) Marshall, Tex.; WRJC-AM-FM Mauston, Wis., and WIBU(AM) Poynett, Wis.

NRBA prepares to fly south for annual convention

Association to elect new president, and many predict it will be Bernie Mann of Mann Media; attendance expected to hit 4,000 for three days in New Orleans

Those attending the 10th annual National Radio Broadcasters Association convention next week (Oct. 2-5) at the Hilton hotel in New Orleans will be greeted by a new association president, who many believe will be Bernie Mann, president of the High Point, N.C.-based Mann Media (WOKX[AM]-WGLD-FM High Point and WKIX[AM]-WYYD[FM] Raleigh, both North Carolina ["Closed Circuit," Sept. 19]). He is expected to be elected by the 35-member board of directors on Sunday morning (Oct. 2), just prior to the kick-off of convention activities.

Current NRBA President Sis Kaplan,

president of Sis Radio Inc., licensee of WAYS(AM)-WROQ(FM) Charlotte, N.C., has reaffirmed her intention to step down, as first announced at the beginning of last year's conference in Reno.

As of last week, paid pre-registration for the three-and-a-half-day event stood at 1,600. Total attendance is expected to hover around 4,000 (including exhibitors, hospitality suite hosts, guests and spouses). There will be 130 booths in the exhibit hall—up from 85 a year ago. "We didn't sell out the exhibit hall last year, but now we're back to a sold-out situation," said NRBA executive vice president Abe Voron. In addition, 80 companies will host hospitality suites—about the same number as last year, according to Voron.

Highlights of the conference will be the opening general session address by FCC Chairman Mark Fowler on Monday morning (Oct. 3) and a three-hour seminar examining SCA (FM subcarrier) opportunities available to radio broadcasters, scheduled to run Tuesday afternoon and again on Wednesday morning.

In addition to the SCA seminar, there will be more than 30 workshops, divided into management, sales, engineering, programming, promotion and research, as well as eight format rooms on Sunday night (nostalgia, adult contemporary, country, beautiful music, AOR, contemporary hit radio/top 40, urban contemporary, news/talk/sports).

Other major activities include the presentation of NRBA's 1983 Golden Radio Award to CBS News special correspondent Walter



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Chairman Gert Schmidt that the Reagan administration is considering mirror legislation that would impose like restrictions on U.S. advertisers on Canadian stations. □

Copyright, distant signal issues caught in Bermuda triangle

The National Telecommunications and Information Administration last week asked the FCC to stay a staff decision permitting United Video Inc. and Eastern Microwave Inc. to retransmit TV signals to Bermuda until the United States has received assurances that "the interests of U.S. copyright owners will be adequately protected."

In a filing at the FCC, NTIA noted that United Video and Eastern Microwave distribute the signals of WGN-TV Chicago and WOR-TV New York via satellite. The FCC staff authorization would permit them to distribute those and other signals to Bermuda, where they would be made available for cable TV and other forms of distribution.

According to the filing, the authorization raised "significant" copyright questions, since in Latin America and the Caribbean, the copyright laws of many countries do not clearly address the liability of cable television systems that retransmit copyrighted broadcast programming.

While NTIA said both Great Britain and Bermuda have indicated a willingness to provide the U.S. with a written "clarifica-

tion" of the rights U.S. copyright owners will be afforded under the copyright law of Great Britain, that clarification has not been received.

"Adequate protection against the unauthorized distribution of programs constitutes an important element of the constitutionally

mandated incentive to produce which our copyright laws seek to safeguard and further," NTIA said. "Absent an assurance that such protection will be afforded American copyright owners, we believe the commission should stay the effectiveness of its August ruling." □

The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this new series, BROADCASTING will examine each of those committees, focusing on their chairmen, members and goals for the coming year.

CHILDREN'S TELEVISION COMMITTEE □ Concern over children's television is in the spotlight again, prompting the NAB to review its children's television committee. Among its next activities: sponsorship of an Oct. 10-12 conference in Washington on the subject. The committee chairman, Crawford Rice, executive vice president of Gaylord Broadcasting, Dallas, said: "I feel very strongly there is an awful lot of children's programming being done that people are not aware of because its not on the networks." It's the committee's job, he explained, to act as a national platform and disseminate the information.



Rice

First, however, the committee needed to find out what stations were airing. It sent a survey to all NAB TV station members asking them what they were doing in the area of children's programming. The results will be used to update the committee's children's programming resource book and to provide material for an idea bank to be shared with other stations. Highlights of the survey (633 questionnaires were mailed and 236 returned) show:

- 85% reported producing local children's programs. (Of the remaining 15%, all carried some type of syndicated children's programming.)
- 67% reported that they produced local PSAs directed to children.
- 64% reported that they were involved in some type of community outreach program involving children.
- 22% reported airing locally produced or syndicated (Multimedia, Capital Cities, etc.) programs in prime time.
- Of the total respondents, 31% reported airing locally produced children's programs on either a regular or occasional (one day a week) basis, Monday through Friday. (Network programs were not included in the survey data.)

The programming conference also will serve as a clearinghouse for programming information. "It's basically going to be a shirt-sleeve conference with a number of workshops where broadcasters can exchange information," said Rice. Network executives responsible for children's programming will moderate many of the sessions, which include panels composed of educators, broadcasters, producers and children's programming activists. FCC Commissioner Henry Rivera will address the group Oct. 12.

Children's programming is a sensitive issue both at the FCC and in Congress. The House Telecommunications Subcommittee is working on legislation that will include quantified programming standards for radio and television. "Broadcasters do have a responsibility to address the needs of children but it should be left up to the individual broadcaster and not the government," Rice said. "I don't think the solution is to impose any artificial programming standards. Quantity is meaningless. Quality is important."

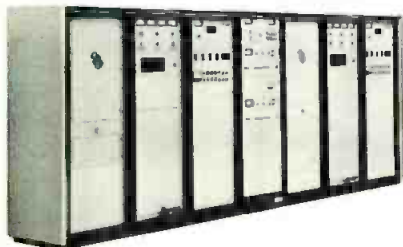
Rice also feels that much of the criticism of children's programming on commercial television is "overblown and unjustified." There are groups, he said, that think TV has to be all things to all people. "It can't be. There is no way to satisfy every group."

As does Rice, committee member William Dilday, general manager of WLBT-TV Jackson, Miss., thinks the government should not establish programming standards. Children's programming, he emphasized, should play an important role on the local and network level. "But I don't know if quantification would accomplish that," he said. Dilday also argued that it is a question of quality not quantity. "Who can judge quality?" he asked. The conference, he said, will show Washington what broadcasters are doing.

Joanne Brokaw, vice president, educational and community services, CBS/Broadcast Group, another committee member, believes children are "watching lots of TV and are getting a lot out of it."

Other committee members are: Dr. Karen Hartenberger, consultant, Potomac, Md.; James McDermott, station manager, KCMC-TV Denver; Jane Paley, director of community relations, ABC, New York; Dr. Ellen Rodman, director of corporate information services, NBC, New York; Charles Sherman, president and general manager, WTRF-TV Wheeling, W.Va.; Donald Snyder, WBNG-TV Binghamton, N.Y., and Greg Stone, vice president and general manager, wsoc-TV Charlotte, N.C.

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CBS breakthrough on HDTV compatibility

New system would make possible reception of high definition signals on conventional TV sets; it's designed for DBS, cable, MDS, not for terrestrial broadcasting; development may answer many, if not all, of industry reservations to medium

A giant step toward compatibility between high definition and conventional television was announced last week by CBS, whose Technology Center has developed a 1050-line system that could be used for direct broadcast satellites, cable, MDS and other transmission media that do not use the standard VHF or UHF spectrums.

In keeping with the definition of HDTV adopted by the Advanced Television Systems Committee, the industry's standard-setting group, the CBS system features 1050 lines of vertical resolution, increased horizontal bandwidth, a five-to-three aspect ratio and stereophonic sound.

The system falls short of full compatibility with existing 525-line NTSC television receivers, however. Although the NTSC sets will be able to display improved 525-line pictures, they will have to be equipped with a special set-top converter to do so. And even with the converter, they will not be able to display the far edges of the HDTV pictures. Special HDTV sets, distinguished primarily by extra-wide screens, will be needed to display the HDTV picture in its entirety.

Despite the best efforts of CBS, the industry has been slow to accept HDTV because it requires extremely wide channels to transmit, regardless of the medium, and because of its perceived incompatibility with existing television receivers. CBS has ameliorated both problems by dividing the HDTV signal in two and transmitting it over two channels. The first channel would carry a 525-line signal with the four-to-three aspect ratio that could be displayed on NTSC sets with the help of the converter. A second channel or, as CBS calls it, an "augmentation channel," would carry an additional 525-line signal with the five-to-three aspect ratio. HDTV receivers would tune in simultaneously to both channels and combine them to create the HDTV display.

According to Renville McMann, one of the developers of the system, the video bandwidth of the 1050-line HDTV signal is 16 mhz. It could be divided and transmitted over two not-necessarily-contig-

uous DBS channels or over three adjacent 6 mhz cable channels. "We are putting up a DBS system to be competitive with cable systems," McMann said, "but we don't want to lose that audience that would receive this via cable."

The system is based on time multiplex component (TMC) video processing. "It's a system in which the luminance (brightness) and chrominance (color) is not mixed together, as is composite NTSC," said McMann, "but is sent in a time sequential form." The system, of which the British-developed MAC system is one variation, eliminates many of the imperfections in the pictures that result from mixing the chrominance and luminance.

It's the use of the TMC transmission scheme that requires the use of converters to display the 525-line picture. The converters transform the TMC signal to either an NTSC signal for display on conventional NTSC television sets or to a baseband NTSC signal or RGB signal for display on a component television monitor.

The need for a converter may not be the problem it seems as all DBS and cable subscribers have to have converters anyway to tune in nonbroadcast frequencies and, in most cases, descramble the signals. As a matter of fact, said McMann, the TMC processing provides a degree of scrambling. To assure that its system is compatible with all DBS converters, CBS is trying to convince

prospective DBS operators to employ a TMC transmission scheme. "It is hoped that a common standard for TMC DBS broadcasts can be established within the U.S. and preferably throughout North America," CBS said in a report announcing the development to the Institute of Electrical and Electronics Engineers in Washington last Thursday (Sept. 22).

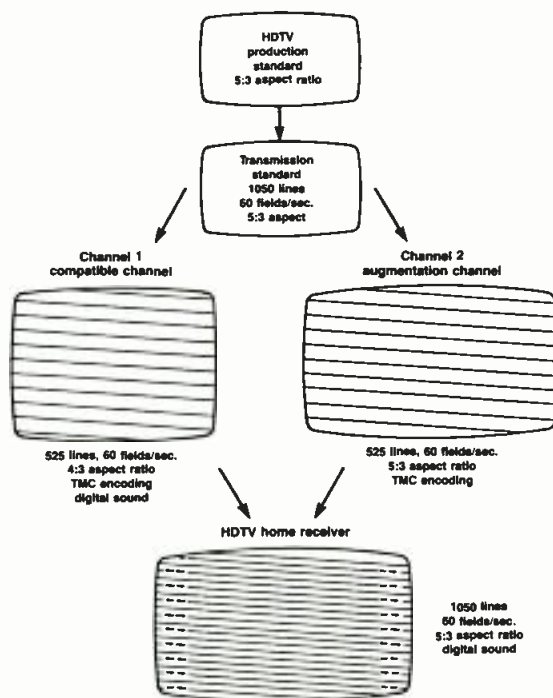
The system is not perfect. Because of the expanded aspect ratio, the edges of the HDTV picture, which account for 20% of the total picture, will have only 525 lines of vertical resolution. But the problem "is not as bad as it seems," McMann said. The HDTV system will be designed to interpolate another 525 lines from the 525 lines that are actually transmitted as part of the augmentation channel. "It doesn't get us back to [true 1050]," he said, "but it gives us a subjective improvement."

The other problem is that if a picture with a five-to-three aspect ratio is broadcast, a receiver with a four-to-three aspect ratio is going to clip off the edges. The loss is simply not great enough to bother most people, McMann said. "We have done some testing on that and our Broadcast Group people don't feel this is an important limitation." Although U.S. broadcasters usually "pan-and-scan" widescreen motion pictures for television to keep the action in the center of the picture, he said, most European broadcasters don't bother and it hasn't caused them many problems.

The CBS system is basically a transmission standard. "It should not be confused with a still-to-be-defined HDTV production standard, which it is hoped will be used throughout the world," the report said. "Major programs will be produced in the HDTV production format and converted to the proposed 1,050-line HDTV standard as well as the 525-line standard prior to broadcasting."

One of the key features of CBS's HDTV design is high-fidelity stereophonic sound. In the CBS system, the sound will be transmitted digitally in time sequence with the video. "The number of the sound channels is still to be determined, but may [end up being] as high as five."

Work on the system is continuing. The report noted that scientists at the Technology Center are building a prototype system that should be operational later this year. Once the system is completed, CBS technicians hope to test it on a "simulated DBS system with RF links." □



DBS HDTV 2-channel system

As compiled by BROADCASTING, Sept. 12 through Sept. 16, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aerial. 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

■ St. Joseph, Tenn.—Raymon and Brenda Chandler seek 1040 khz, s.5. kw-D. Address: R #1, Box 275 B, St. Joseph 38481. Principals are husband and wife, who have no other broadcast interests. Filed Sept. 9.

FM applications

■ Corning, Calif.—McFadden Broadcasting Co. seeks 101.7mhz, 14.3kw, HAAT: 600ft. Address: 2516 Bardolino Lane, Modesto, Calif. 95350. Principal: Virginia Jo McFadden (80%) and husband, Jack L. McFadden Sr. (20%), also have interest in KQKK Manteca, Calif., which has been sold, subject to FCC approval, and is applicant for new FM

(Advertisement)

LPTV Drawing Set

Twelve (12) of the twenty-eight (28) Low Power Television lottery drawings that the Federal Communications Commission will hold September 29 include clients of Edward M. Johnson & Associates, Inc., the nation's largest communications consulting firm.

The first ever public lottery to determine the recipient of new television broadcast station licenses will be held on September 29, 1983 at 9:30 a.m. in Commission Meeting Room in Washington, D.C.

In fact, the very first lottery includes a Johnson client who has 6 out of 10 chances in the borrowed "selective service" drum.

"When our clients are included in 43% of the first drawings, we are certainly pleased", stated Edward M. Johnson, President of the Knoxville, Tennessee based firm who will be on hand to view this historic event.

at Twain Harte, Calif. Filed Aug. 30.

■ Kankakee, Ill.—Wilk Broadcasting seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 2457 North Marmora Avenue, Chicago 60639. Principal is owned by Edward J. Wilk and his brother, Joseph F. (5.0% each). Edward Wilk is broadcast engineer at WGN(AM) Chicago, and Joseph Wilk is broadcast engineer at WJJD(AM)-WJEZ(FM) Chicago. Filed Sept. 7.

■ Titusville, Fla.—Florida Public Radio Inc. seeks 90.3 mhz, 2 kw, HAAT: 300 ft. Address: 505 Josephine Street, Titusville, 32796. Principal is headed by Randy Henry, president. It also owns WPIO FM and is applicant for new FM at Winter Garden, Fla. Filed Sept. 8.

■ Hyannis, Mass.—Puopolo Communications Inc. seeks 103.1 mhz, 3 kw, HAAT: 187 ft. Address: P.O. Box 72, South Attleborough, Mass. 02703. Principal is owned by Dana Puopolo, president (51%) and Nancy J. Rowe (49%), Dana Puopolo is chief engineer at WLKW-AM-FM Providence, R.I. Filed Sept. 2.

■ Brewer, Me.—Richford Broadcasting Co. seeks 106.5 mhz, 100 kw, HAAT: 920 ft. Address: 167 Center Street, Bangor, Me. 04401. Principal is owned by Jean E. Richford, president (51%) and husband, James E. They have no other broadcast interest. Filed Sept. 7.

■ Clarksville, Tenn.—Austin Peay State University seeks 91.7 mhz, 3 kw, HAAT: 154 ft. Address: Dunn Center, Corner of Drain and Marion Streets, Clarksville 37040. Principal is public educational institution, headed by Robert O. Riggs, president. It has no other broadcast interests. Filed Sept. 8.

■ Longview, Wash.—Columbia Heights Christian Academy seeks 90.3 mhz. 856 kw, HAAT: minus 4.5 ft. Address: 3609 Columbia Heights Road, Longview, 98632. Principal: nonprofit educational institution, headed by Melvin Doehne, president. It has not other broadcast interests. Filed Sept. 14.

TV applications

■ Hagerstown, Md.—Western Pennsylvania Christian Broadcasting Co. seeks satellite of WPCB TV Greensburg, Pa. ch. 38; ERP: 1,22.7.4 kw vis., 122.74 kw aur., HAAT: 924 ft.; ant. height above ground: 318.95 ft. Address: Channel 40, Wall, Pa. 15148. Principal is headed by R. Russel Bixler, president. It is also applicant for new TV at Altoona, Pa. (see below). Filed Sept. 2.

■ Billings, Mont.—Dei Gratia Communications seeks ch. 20; ERP: 2,500 kw vis., 250 kw aur., HAAT: 571.5 ft.; ant. height above ground: 347.7 ft. Address: 1278 Vista Del Lago, San Luis Obispo, Calif. 93401. Principal is owned by William V. Johnson, who is also applicant for new TV's at Havre, Mont.; Oshkosh, Wis.; Sioux Falls, S.D., and Charlottesville, Va. and LPTV's at Guadalupe and Victorville, both Calif. (see below) Filed Sept. 2.

■ Havre, Mont.—Apocalypse Television seeks ch. 9; ERP: 100 kw vis., 10 kw aur., HAAT: minus 25.75 ft.; ant. height above ground: 199.6 ft. Address: 1278 Vista Del Lago, San Luis Obispo, Calif. 93401. Principal is owned by William V. Johnson who is also applicant for LPTV's at Guadalupe and Victorville, both California, and new TV's at Oshkosh, Wis. and Billings, Mont. Filed Sept. 2.

■ Altoona, Pa.—Western Pennsylvania Christian Broadcasting Co. seeks satellite facilities of WPCB-TV Greensburg, Pa. ch. 46; ERP: 137.6 kw vis., 13.76 kw aur., HAAT: 1,019.2 ft.; ant. height above ground: 193.2 ft. Address: Channel 40, Wall, Pa. 15148. Principal is headed by R. Russell Bixler, president. It also owns WPCB TV Greensburg, Pa. Filed Sept. 2.

■ Sioux Falls, S.D.—Force Majeur Broadcasting seeks ch. 36; ERP: 1,000 kw vis., 100 kw aur., HAAT: 2,012 ft.; ant. height above ground: 1,954.9 ft. Address: 1278 Vista Del Lago, San Luis Obispo, Calif. 93401. Principal is owned by William V. Johnson, who is also applicant for new TV at Billings, Mont. (see above). Filed Sept. 2.

■ Decatur, Tex.—Wise County Messenger Inc. seeks ch; 29; ERP: 4,500 kw vis., 450 kw aur., HAAT: 425.04 ft.; ant. height above ground: 266.9 ft. Address: P.O. Box 149, Decatur 76234. Principal is owned by Roy J. Eaton, president. It has no other broadcast interests. Filed Sept. 2.

■ *San Antonio—Hispanic Community Education TV Inc. seeks ch. 23; ERP: 1,312 kw vis., 132 kw aur., HAAT: 1,371 ft.; ant. height above ground: 1,406 ft. Address: 7823

Mary Carolyn, San Antonio 78240. Principal: nonprofit corporation, headed by Delfino F. Sanchez, president. He also has interest in LPTV Brownwood, Tex. Filed Sept. 7.

■ *San Antonio, Tex.—San Antonio Educational Television Inc. seeks ch. 23; ERP: 2,037 kw vis., 203.7 kw aur., HAAT: 1,373 ft.; ant. height above ground: 1,514 ft. Address: 8019 South Pan Am Expressway, San Antonio 78224. Principal: nonprofit corporation, headed by Daniel J. Rivera, pres. It has no other broadcast interests. Filed Sept. 7.

■ Cedar City, Utah—CMM Inc. seeks ch. 4; ERP: 100 kw vis., 10 kw aur., HAAT: minus 34.875 ft.; ant. height above ground: 215 ft. Address: 215 Lantana Road, Crossville, Tenn. 38555. Principal is owned by Mike Milller. Filed Sept. 2.

■ Charlottesville, Va.—Locus Poenitentiae TV Center seeks ch. 64; ERPL 1,500 kw vis., 150 kw aur., HAAT: 500.; ant. height above ground: 299 ft. Address: 1278 Vista Del Lago, San Luis Obispo, Calif. 93401. Principal is owned by William V. John, who is also applicant for new TV at Billings, Mont. Filed Sept. 2.

■ Oshkosh, Wis.—Eternal World Telecommunications seeks ch. 22; ERP: 4,000 kw vis., 400 kw aur., HAAT: 301.39 ft.; ant. height above ground: 313.6 ft. Address: aur., HAAT 301.39 ft.; ant. height above ground: 313.6 ft. Address: 1278 Vista Del Lago, San Luis Obispo, Calif. 93401. Principal is owned by William V. Johnson, who is also applicant for LPTV's at Guadalupe and Victorville, both California. Filed Sept. 2.

AM action

■ Daphne, Ala.—MBB Inc. dismissed 960 khz, 5 kw-D. Address: 328 Greenwood Circle, City Beach, Fla. 32407. (BP—780728AH). Action Aug. 10.

TV action

■ Wenatchee, Wash.—Fred Alan Ross granted ch. 27; ERP: 1,000 kw vis., 100 kw aur., HAAT: 1,312.6 ft.; ant. height above ground: 102 ft. Address: 520 11th Street, N.E., #1 East Wenatchee, Wash., 98801. Principal is owned by Fred A. Ross, who is director of marketing and programming at KPQ-AM-FM Wenatchee. (BPCT-830311KM). Action Aug. 10.

Ownership changes

■ WZNG(AM) Cypress Gardens, Fla. (1360 khz, 5 kw-D, 2.5 kw-N; DA-2)—Seeks assignment of license from Vantage Broadcasting Co. to Altair Communications Inc. for \$305,000 (BROADCASTING, Sept. 12.). Seller is owned by David B. Buerger (87.5%), his son, David C., and daughter-in-law, Diane Buerger (6.25% each). It has no other broadcast interests. Buyer is owned by John R. Newman, president, and his wife, Cesta. It also has interest in WGGO(AM) Salamanca, N.Y. Filed Sept. 7.

■ WKEM(AM) Immokalee, Fla. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Sandia Broadcasting Corp. to Explorer Communications Inc. for \$200,000, including \$50,000 noncompete agreement. Seller is owned by Mary J. Arthur, president (51%). It also has interest in KVTX(TV) Victoria, Tex. Buyer is owned by James F. Hoffman, president. It is also applicant for new AM at Portage, Ind. Filed Sept. 8. (Broker: Walker Media & Management Inc., CH)

■ WBSG(AM) Blackshear, Ga. (1350 khz, 2.5 kw-D, DA-D)—Seeks assignment of license from Pierce-Ware Broadcasting Corp. to Micon Broadcasters Partnership for \$40,000. Seller is headed by E. Lloyd Kilday Jr., president. Kilday owns 51% of WBLU(FM) Hinesville, Ga., and WKAA(FM) Ocilla, Ga. Buyer is owned by John M. Powell and Thomas E. Tucker (50% each). It has no other broadcast interests. Filed Sept. 9.

■ KNEX-AM-FM McPherson, Kan. (1540 khz, 250 w-D; FM: 96.7 mhz, 3 kw, HAAT: 245 ft.)—Seeks assignment of license from McPherson Broadcasting Inc. to Bengal Broadcasting Inc. for \$400,000. Seller is headed by Dorothy B. Krehbiel, president. It has no other broadcast interests. Buyer is owned by Bernard M. Brown, president (30%), his wife, Phyllis Ann Brown, and their son, Michael B. Brown (10% each), Joseph L. Engel, and his wife, Cheryl (25%

each). It also owns KKAN(AM) and has CP for new FM at Phillipsburg, Kan. Filed Sept. 9.

■ WAEW(AM)-WXVL(FM) Crossville, Tenn. (1330 khz, 1 kw-D; FM: 99.3 mhz, 3 kw; HAAT: 170 ft.)—Seeks transfer of control of Crossville Broadcasting Inc. from C. Stanton Hawkins (51% before; none after) to Michael D. Stone (49% before; 100% after). Consideration: \$700,000. Principals: Seller has no other broadcast interests. Buyer is Crossville, Tenn.-based publisher, who has no other broadcast interests. Filed Sept. 13.

■ WITA(AM) Knoxville, Tenn. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Forus Communications of Tenn. Inc. to WITA Inc. for \$675,000. Seller is owned by Carl Voth, president and Simon Rosen (50% each). It also owns WTTS(AM) Tampa, Fla.; KITA(AM) Little Rock, Ark.; WSIV(AM) E. Syracuse, and WOIV(FM) DeRuyter Township, both New York. Buyer is owned by Fred Westenberger, president and family. Fred Westenberger also owns WVOG(AM) New Orleans and WMQM(AM) Memphis. Filed Sept. 7.

■ KJIM(AM) Fort Worth (870 khz, 250 w-D)—Seeks transfer of control of Fort Worth KJIM Inc. from The Venture Group Inc. (100% before; none after) to B.J. Glascock (none before; 100% after). Consideration: assumption of \$500,000 in debt. Principals: Seller is headed by Glascock. It also owns KSEY-AM-FM Seymour, Tex. Buyer is insuranceceman in Dallas, who already owns 37%. He has no other broadcast interests. Filed Sept. 7.

■ WEXM-AM-FM Jamesville/Exmore, Va. (1520 khz, 5 kw-D, DA; FM: 107.5 mhz, 50 kw, HAAT: 260 ft.)—Seeks assignment of license from Parker-Rew Enterprises to Bay Star Communications Inc. for \$200,000. Seller is owned by Creston E. Parker and James A. Res Jr., who have no other broadcast interests. Buyer is owned by Klein G. Leister, president and William E. Esham Sr. (26% each), James D. Layton and Wayne A. Powell (24% each). It also owns WKHI(FM) Ocean City, Md. Filed Sept. 12.

■ WPUV(AM)-WPSK-FM Pulaski, Va. (1580 khz, 5 kw-D; FM: 107.1 mhz, 2.85 kw, HAAT: minus 58 ft.)—Seeks assignment of license from Claytor Lake Broadcasting Corp. to Radiox Inc. for \$415,000. Seller is owned by Jimmy R. Lester, who has no other broadcast interests. Buyer is owned by Randal J. Kirk, president, who has interest in CP for new TV at Bluefield, Va. He is attorney in Bland, Va. Filed Sept. 9.

■ WIVI-FM Christiansstead, Virgin Islands (99.5 mhz, 10.5 kw, HAAT: 1,080 ft.)—Seeks assignment of license from CDI Communications to Leisure Market Radio Inc. for \$800,000 (BROADCASTING, Sept. 19, 1983). Seller is principally owned by Gerald P. Mikitka. It also owns WKZN-AM-FM Zion, Ill. (Kenosha, Wis.); WADC(AM)-WIBZ(FM) Parkersburg, W. Va., and KQSA(AM)-KIXY-FM San Angelo, Tex. Buyer is headed by Robert E. Richer, president. It also has interest in WOTB(FM) Middletown, R.I. Filed Sept. 9.

■ WWYQ(AM) Pineville, W. Va. (970 khz, 1 kw-D)—Seeks transfer of control of Wyoming Broadcasting Co. Inc. from Robert D. Bailey III (85.5% before; 8.5% after) to Stephen Keith Browning and Larry Randall Parks. Consideration: Buyers will work to rehabilitate station. Seller has no other broadcast interests. Buyers: Browning is sales manager and Parks is general manager at WWYO. Filed Sept. 12.

Actions

■ WEIS(AM) Centre, Ala. (990 khz, 250 w-D)—Granted assignment of license from Cherokee County Broadcasting Co. Inc. to Weis Radio for \$157,675. Seller is headed by James M. Davis, president. Buyer is owned by Jerry W. Baker and Linda G. Baker. They have no other broadcast interests. (BAL-830705FD) Action Sept. 6.

■ WWLX(AM) Lexington, Ala. (620 khz, 5 kw-D)—Granted assignment of license from Wright, Wright and Sanders to Roger W. Wright for \$4,000. Sellers are dissolving partnership and assigning license and assets to Roger Wright. Buyer is applicant for new FM at Minor Hill, Tenn. (BAL-830718EM) Action Sept. 6.

■ KIEL(AM) Jacksonville, Ark. (1500 khz, 1 kw-D)—Granted assignment of license from KEZQ Ltd. to National Black Media Coalition as donation ("In Brief," Aug. 1). Seller is owned by general partner Robert Understein and group of eight limited partners including Washington communications attorneys Jason Shrinky, Bruce Eisen and James Weitzman. With Eisen and Weitzman, Shrinky also has interest in WUSQ(AM)-WVAI(FM) Winchester, Va., KEZQ(FM) Jacksonville, and KXLR(AM) North Little Rock, Ark. It divested itself of KIEL to comply with FCC duopoly rules. Buyer: nonprofit corporation, headed by Pluria Marshall, chairman. It has no other broadcast interests. (BAL-830725FA) Action Sept. 6.

■ KXLR(AM) Little Rock, Ark. (1150 khz, 5 kw-D, 1

Summary of broadcasting as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.

DA-N)—Granted assignment of license from KXLR Inc. to KEZQ Ltd. for \$500,000, including \$250,000 noncompete agreement (BROADCASTING, May 30). Seller, based in Hollywood, Calif., is owned by Shamrock Broadcasting Co., headed by Roy E. Disney, chairman. It also owns one AM, five FM's and four TV's. Buyer is owned by general partner, Robert Understein and group of eight limited partners, including Washington communications attorneys Jason Shrinky, Bruce Eisen and James Weitzman. They are principals in KIEL(AM)-KEZQ(FM) Jacksonville, Ark. With Eisen and Weitzman, he also has interest in WUSQ(AM)-WVAI(FM) Winchester, Va. (BAL-830621FR) Action Sept. 6.

■ KIOI(FM) San Francisco (101.3 mhz, 125 kw; HAAT: 1,160 ft.)—Granted assignment of license from The Charter Co. to Price Communications for \$12.4 million cash (BROADCASTING, May 2). Seller is publicly-traded Jacksonville, Fla.-based oil and insurance conglomerate that is selling off its radio station group. KIOI is last of company's stations to be sold. Charter last year sold WDRQ(FM) Detroit to Amatur Group for \$5 million (BROADCASTING, Nov. 1, 1982) and, earlier this year, KYKY(FM) St. Louis, WO-KY(AM) Milwaukee and WMIL(FM) Waukesha, Wis. to Surrey Broadcasting for \$10 million (BROADCASTING, Feb. 21). Buyer is publicly-traded New York-based company, headed by Robert Price, president, which also owns WOWO(AM) Fort Wayne, Ind. (BALH-830614GK) Action Aug. 30.

■ KF XD-AM-FM Nampa, Idaho (580 khz, 5 kw-U, DA-N; FM: 94.9 mhz, 46 kw, HAAT: 2,520 ft.)—Granted assignment of license from Idaho Broadcasting Co. to Boise Broadcasting Ltd. for \$1.1 million (BROADCASTING, July 25). Seller is owned by Wayne C. Cornils (19.7%), Orval Hansen (37%), his brother, Reed Hansen (7.6%), George Freund (26.7%) and Arthur Oppenheimer (9%). Cornils is radio vice president of National Association of Broadcasters; they have no other broadcast interests. Buyer is owned by Philip T. Kelly and Richard L. Voight (50% each). It also owns WDBQ(AM)-KLYV(FM) Dubuque, Iowa; KATE(AM)-KCPJ-FM Albert Lea, Minn., KFGO(AM) Fargo, N.D., and WNFL(AM) Green Bay, Wis. (BALH-830715EJ,K) Action Aug. 29.

■ KCBC(AM) Des Moines, Iowa (1390 khz, 1 kw-U, DA-N)—Granted assignment of license from Harry G. Slife, receiver, to KRMB Inc. for \$135,000. Seller also owns KWVL-TV Waterloo and KTVI(TV) Sioux City, both Iowa; KFVS-TV Cape Girardeau, Mo.; WAFF(TV) Huntsville, Ala., and WTOG-TV Savannah, Ga. Buyer is owned by John G. Enoch, president (80%) and wife, Sara L. It has no other broadcast interests. (BAL-830715EI) Action Aug. 29.

■ WQWD(FM) Tallahassee, Fla. (103.1 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from AM-RAD Corp. to Kelly Communications Inc. for \$1.47 million (BROADCASTING, May 30). 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) Poplar Bluff, Mo., and KTGR(AM)-KCMQ(FM) Columbus, Mo. (BALH-830526HA) Action Aug. 30.

■ WGKY-FM Greenville, Ky. (105.5 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Hayward F. Spinks to his daughter, Leesa Spinks Hunt for assumption of \$10,000 in debt. Seller owns WLLS-AM-FM Hartford, Ky. Buyer is manager of WGKY-FM and has no other broadcast interests. (BAPLH-830718GV) Action Aug. 31.

■ WACZ(AM) Bangor, Me. (620 khz, 5 kw-U, DA-N)—Granted assignment of license from Acton Communications of Maine Inc. to The Zone Corp. for \$575,000. Seller is headed by George M. Phillips, president. It also has interest in WDLW(AM) Waltham, Mass. Buyer is owned by Stephen E. King, president, who is author and has no other broadcast interests. (BAL-830627EI) Action Aug. 31.

■ WXOX(AM) Bay City, Mich. (1250 khz, 1 kw-D)—Granted assignment of license from Gateway Broadcasting Co. to Ellerman Broadcasting Co. for \$360,000, including \$100,000 noncompete agreement. Seller is headed by Donald K. Mayle, president. Mayle is also 85% owner of WWWS(FM) Saginaw, Mich. Buyer is owned by Gene Ellerman and wife, Vera (50% each). It has no other broadcast interests. (BAL-830714EC) Action Aug. 29.

■ WSEL-AM-FM Pontotoc, Miss. (1440 khz, 1 kw-D; FM: 96.7 mhz, 3 kw, HAAT: 405 ft.)—Granted assignment of license from Pontotoc Broadcasting Co. Inc. to Joseph D. Lowe for \$310,000. Seller is headed by Lee H. Thompson, president. It has no other broadcast interests. Buyer also has bought, subject to FCC approval, WVLY(AM) Water Valley, Miss. (BALH-830719HC,D) Action Aug. 31.

■ KBOA(AM)-KTMO(FM) Kennett, Mo. (830 khz, 1 kw-D, DA-D; FM: 98.9 mhz, 100 kw, HAAT: 370 ft.)—Granted assignment of license from KTMO Inc. to KBOA Inc. for \$1.3 million. Seller is owned by Earldun Broadcasting Inc., headed by Charles C. Earls, president and general manager. Buyer is owned by Kenneth E. Meyer, president, who also owns 25% of KARD(TV) West Monroe, La.; 42.08% of KMTC(TV)-KTXR(FM) Springfield, and 100% of KFAL(AM)-KKCA(FM) Fulton, KLEX(AM)-KBK(FM) Lexington, all Missouri. (BALH-830719EN,O) Action Sept. 6.

■ KF XZ(FM) Kalispell, Mont. (98.5 mhz, 100 kw, HAAT: 420 ft.)—Granted assignment of license from Glacier Country Broadcasters Inc. to Bee Broadcasting Inc. for \$315,000. Seller is principally owned by Michael A. Roberts and his former wife, Peggy Pillor (one-third each). They have no other broadcast interests. Buyer is owned by Benny Bee, president, who also owns KJJR(AM) Whitefish, Mont., and is applicant for new FM at Billings, Mont. (BALH-830610GF) Action Aug. 31.

■ WIIN(AM)-WFPG(FM) Atlantic City (1450 khz, 1 kw-D, 250 w-N; FM: 96.9 mhz, 50 kw, HAAT: 340 ft.)—Granted assignment of license from Eastern Broadcasting Co. Inc. to Atlantic County Radio Inc. for \$2.5 million (BROADCASTING, July 11). Seller is owned by Daniel Diener. It has no other broadcast interests. Buyer is owned by Allan W. Roberts, president (75%) and his brother, Bertram M. (25%). Allan Roberts also owns WUHN(AM)-WUPE-FM Pittsfield, Mass. (BALH-830722HX,Y) Action Sept. 8.

■ WKOL(AM) Amsterdam, N.Y. (1570 khz, 1 kw-D)—Granted assignment of license from Jedco Broadcasting Corp. to Metter Broadcasting Inc. for \$220,000. Seller is principally owned by Edward Stanley, president (51%). It also owns WSCG(FM) in Corinth, N.Y. Buyer is owned by Michael L. Metter, president, who has no other broadcast interests. Metter is New York-based investment broker. (BAL-830701FA) Action Sept. 6.

■ WTUV(TV) Utica, N.Y. (ch. 33, 53.5 kw vis., 5.35 kw aur.; HAAT: minus 125 ft.)—Granted assignment of license from Broadcast Facilities to Mohawk Valley Broadcasting Associates for \$18,000. Seller is owned by Robert Raide, who also owns WOZO(AM) Penn Yan and WCDO(AM) Sidney, both New York. He also owns CP for new FM at Sidney. Buyer is equally owned by Craig Fox, Joel Friedman and Kevin O'Kane. Fox has interest in permittee for new TV's at Hazleton and Scranton, both Pennsylvania, and at Ithaca, N.Y.; WAQX(FM) Manlius, N.Y.; WOLF(AM) Syracuse, N.Y.; applicant for new AM's at Canton, N.Y., Concord, N.H., and new FM's at Honolulu and Sanibel, Fla. Friedman is general sales manager for WAQX and WOLF. Kane is announcer and operations and programming assistant at WOLF. (BAPCT-830707KF) Action Aug. 31.

■ WKBJ-AM-FM Milan, Tenn. (1600 khz, 1 kw-D; FM:

license from West Tennessee Broadcasting Co. to Andrew Jackson Broadcasting Corp. for \$550,000 in cash. Seller is owned by Ianthus P. Denny, Doris King, Jack Cunningham (26.66% each) and Bill Haney (20%). It has no other broadcast interests. Buyer is owned by Andrew Jackson Hendrickson Jr., president (47%), his sons, Stephen Taylor Hendrickson and Andrew Blake Hendrickson (4% each), and Jerry A. Adams (45%). Andrew Blake Hendrickson has interest in cable TV at Lebanon, Tenn. Stephen Hendrickson is sales manager and Andrew Jackson Hendrickson Jr. is consultant there. Adams is general manager of WLUY(AM) Nashville and WYHY(FM) Lebanon. (BAL-830719HA,B) Action Aug. 31.

■ **WNPC(AM)** Newport, Tenn. (1060 khz, 1 kw-D)—Application dismissed for transfer of control of Newport Broadcasting Co. from Millard V. Oakley and Edward M. Johnson (88% before; 49% after) to Carroll Wayne Harris. (BTC-830620FO) Action Sept. 6.

■ **KKYR(AM)** Marshall, Tex. (1410 khz, 500 w-D)—Granted assignment of license from Citizens Broadcasting Inc. to Gordon Media Corp. for \$225,000. Seller is owned by Stanley Sommers and Herb Graebner. It has no other broadcast interests. Buyer is headed by John Gordon, president. He is former newsman at KMHT-AM-FM Marshall. It has no other broadcast interests. (BAL-830720EW) Action Sept. 6.

■ **KYST(AM)** Texas City, Tex. (920 khz, 5 kw-D, 1 kw-N; DA-2)—Granted assignment of license from Henderson Broadcasting Corp. to Vel Communications Corp. for \$2 million. Seller is headed by Roy E. Henderson, president. He also owns 50% of WKLT(FM) Kalkaska, Mich. Buyer is owned by Cruz Velasquez (51%) and wife, Rosie. It is applicant for new AM at Houston. Cruz Velasquez is Houston businessman. Rosie Velasquez is homemaker. (BAL-830714EF) Action Aug. 29.

FM: 92.1 mhz, 1.8 kw, HAAT: 390 ft.)—Granted assignment of license from George S. Blum to WRJC Broadcasting Co. for \$336,000. Seller owns 50% of KOLV(FM) Olivia, Minn. Buyer is owned by Paul Scott, president (60%), and Allyn Stencel (40%). Scott is assignment editor at WKBT(TV) La Crosse, Wis. Stencel is news reporter at KAGE-AM-FM Winona, Minn. (BAL-H-830715GT,U) Action Aug. 31.

■ **WIBU(AM)** Poynett, Wis.—(1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Robert P. Hansen Broadcasting Inc. to Weinbrenner & Olson Inc. for \$400,000. Seller is owned by Robert P. Hansen. It has no other broadcast interests. Buyer is owned by Randy J. Weinbrenner, president (58%) and Robert W. Olson (42%). Olson is radio announcer at WLAK(FM) Chicago. (BAL-830725FE) Action Sept. 6.

Facilities changes

AM actions

■ **WRHC** (1550 khz) Coral Gables, Fla.—Granted CP to increase night power to 500 w. Action Sept. 1.

■ **WCMQ** (1210 khz) Miami Springs, Fla.—Granted modification of CP (BP-810909AG) to change TL. Major environmental action under section 1.1305 of rules. Action Aug. 31.

■ ***WLCA** (89.9 mhz) Godfrey, Ill.—Granted CP to make changes in antenna system; change type trans.; increase ERP

Action Aug. 29.

■ **WCSJ-FM** (104.7 mhz) Morris, Ill.—Application dismissed for CP to make changes in antenna system; change TL; change type trans; increase ERP to 6.64 kw; increase HAAT to 208 ft., and change TPO. Action Aug. 26.

■ **WRNB** (1490 khz) New Bern, N.C.—Granted modification of license (BL-80123AB) to change main SL. Action Sept. 1.

■ **KFAM** (680 khz) North Salt Lake City, Utah—Granted CP to change city of license to North Salt Lake City, increase power to 50 kw-D and make changes in ant. sys. Action Sept. 2.

■ **WWAX** (840 khz) Mobile, Ala.—application dismissed for CP for major changes. Major environmental action under section 1.1305 of rules. Action July 29.

FM actions

■ **KMCK-FM** (105.7 mhz) Siloam Springs, Ark.—Granted CP to make changes in antenna system; change TL. Action Sept. 6.

■ **KSRF** (103.1 mhz) Santa Monica, Calif.—Granted CP to change TL; change ERP to .562 kw, and change HAAT to 575.5 ft. Action Aug. 31.

■ **KIIQ-FM** (102.7 mhz) Manitou Springs, Colo.—Granted CP to make changes in antenna system and increase ERP to 100 kw. Action Aug. Sept. 6.

■ **KCIR** (90.7 mhz) Twin Falls, Idaho—Granted CP to make changes in antenna system; increase ERP to 20.2 kw; increase HAAT to 2.515 ft, and increase TPO to 10 kw. Action Aug. 29.

■ **WMET** (95.5 mhz) Chicago—Granted CP to make changes in antenna system and increase ERP to 8.9 kw. Action Sept. 7.

■ **WXXQ** (98.5 mhz) Freeport, Ill.—Granted CP make changes in antenna system and change ERP to 25 kw. Action Sept. 6.

■ **WTAO-FM** (104.9 mhz) Murphysboro, Ill.—Granted CP to change ERP to 3 kw and change HAAT to 300 ft. Action Aug. 30.

■ **WFUR-FM** (102.9 mhz) Grand Rapids, Mich.—Granted modification of CP (BPH-820323AJ, as mod.) to make changes in antenna system and change TL. Action Sept. 6.

■ **WOKM-FM** (103.5 mhz) New Albany, Miss.—Granted CP to change TL; increase ERP to 100 kw; change HAAT to 604.5 ft.; change type transmitter and make changes in antenna system. Major environmental action under section 1.1305. Action Aug. 30.

■ **WLNH-FM** (98.3 mhz) Laconia, N.H.—Granted CP to make changes in antenna system; change ERP to 2.1 kw and increase HAAT to 400 ft. Action Sept. 6.

■ **KQAY-FM** (92.7 mhz) Tucumcari, N.M.—Granted CP to change ERP to .27 kw; change HAAT to 842 ft., and change TL. Action Aug. 30.

■ **WYMJ-FM** (103.9 mhz) Beaver Creek, Ohio—Granted modification of license to change community to Beaver Creek, Ohio. Action Aug. 30.

■ **WVXU-FM** (91.7 mhz) Cincinnati—Granted CP to make changes in antenna system; change type trans.; change type antenna; increase ERP to 10.2 kw; increase HAAT to 683 ft., and change TPO. Action Aug. 31.

■ ***WDUB** (91.1 mhz) Granville, Ohio—Granted CP to make changes in developmental FM broadcast station; change frequency to 91.1 mhz; increase ERP to .100 kw, and make changes in ant. sys. Action Sept. 7.

■ **WGVO** (91.5 mhz) Greenville, Ohio—Granted CP to change frequency to 91.5 mhz. Action Aug. 29.

■ **WEOZ** (94.3 mhz) Saegertown, Pa.—Granted modification of CP to change SL and request waiver of section 73.1125(B)(2) of rules. Action Sept. 6.

■ **wnok-FM** (104.7 mhz) Columbia, S.C.—Granted CP to make changes in antenna system; increase ERP to 98 kw and increase HAAT to 1,004 ft. Action Sept. 6.

■ **KFMN-FM** (107.9 mhz) Abilene, Tex.—Granted CP to change TL; change HAAT to 667 ft., and make changes in antenna system. Action Aug. 30.

■ **KRLY** (93.7 mhz) Houston—Granted CP to make changes in antenna system and increase HAAT to 1,779 ft. Action Sept. 7.

TV actions

■ **WBFF** (ch. 45) Baltimore—Granted MP (BPCT-810924KE, as mod.), to change ERP to 3,925 kw vis., 785 kw aur., and change type antenna. Action Aug. 30.

■ **KIVA-TV** (ch. 12) Farmington, N.M.—Granted CP to change ERP to 316 kw vis., 31.6 kw aur., and change HAAT to 410 ft. Action Aug. 31.

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RADIO

HELP WANTED MANAGEMENT

Hot GM needed for our new Sunbelt top 100 class C. The goals are high, but so's the commission. Write Box B-87.

General manager who, while sales-oriented, also understands importance of format and facilities. She/he must be prepared to handle a very short list, be a team leader, and a personal doer. Have knowledge of cash flow management. This AM & FM mid market station is well rated. So, if you have a record of management, are settled and ready for your last job, let's talk. Participation considered after a full get-acquainted period. Write Box B-114.

General manager. Our successful growth oriented company is expanding in the Northwest. To participate, send your presentation to Constant Communications Company, 107 Burnham Rd., Lake Oswego, OR 97034. EOE.

General sales manager- Multimedia Radio, Inc., is seeking an experienced sales manager for 50 KW KEEL & class C FM KMBQ, Shreveport, Louisiana. Both stations are top performers in ratings and revenue. If you have documented sales management successes, can carry and build upon a minimal amount of house billing, and direct our large pro staff, let us hear from you. Contact Carl D. Hamilton, KEEL/KMBQ, 318-425-8692. EOE.

WBEZ seeks director of marketing. Responsible for all development activities (writing grants, seeking underwriting, arranging on-air marathons, membership, promotion, public relations, and volunteer activities.) Supervise staff of six. Must have demonstrated communications, managerial and professional skills, including direct experience in sales/marketing. Salary competitive—to \$35,000. 312—890-8227.

Rapidly growing radio group is accepting applications for future general manager positions. Great growth potential for strong, sales-oriented people. Various markets now being considered in addition to current available positions. Send resume and letter to Box B-135. EOE.

Sales managers. Growth posture corporation expecting acquisitions seeks experienced general sales managers for AM and FM stations. Experienced in national sales, working knowledge of budgeting important. Must be creative motivator with proven training techniques. Send resume, earnings history, salary requirements, and references in first letter to Great Trails Broadcasting, 4 South Main Street, Dayton, OH 45402. All replies confidential. Equal opportunity employer.

Management position open for either a station manager or sales manager at WTAO. Station serves Carbondale and Southern Illinois University. Strong sales background and ability to train and manage sales staff and/or excellent people skills required. This is the #1 contemporary station in area. This could be your next step to a major market. Send resume to: Personnel Manager, 811 Broadway, Mt. Vernon, IL 62864. EOE/MF.

Experienced operations director for A/C formatted class C FM in west Michigan metro. Must be strong in programming and promotion with some technical background. Send tape and resume to: Station Manager, WJFM Radio, 280 Ann, NW, Grand Rapids, MI 49504. Please—no phone calls. Fetzer Broadcasting is an equal opportunity employer.

Managers. We are in a growth posture expecting acquisitions and seek experienced general managers for our stations. Must have had previous managerial experience in AM/FM combos, working knowledge of national sales, budgeting, programming, and all FCC regulations. Send full resume, salary history and requirements, and references in first letter to Great Trails Broadcasting, 4 South Main Street, Dayton, OH 45402. All replies confidential. Equal opportunity employer.

HELP WANTED SALES

FM radio station in Midwest seeking problem-solving sales account executive. Top 10 market. Must be able to plan and implement profitable sales promotions. Will receive major account list. Our sales staff awaits another team player. Submit resumes in confidence to Box B-17.

WOCB/WSOX looking for professionals to sell and live in year 'round vacation community, Cape Cod, Massachusetts. Experience required. Excellent opportunities for aggressive salespersons. Resume to Don Schuette, General Manager, 278 South Sea Avenue, West Yarmouth, MA 02673.

Midwest/Southwest group has openings for experienced small market salespeople interested in sales management training and advancement to management. Excellent compensation and benefits package. Send full details, with sales record. Galen O. Gilbert, P.O. Box 462367, Garland, TX 75040. EOE/MF.

Are you on your way up? We need an enthusiastic, knowledgeable sales person. Leading FM CHR, 60,000 watt station. Call Manager, KQ93, 505-863-4444, in Gallup, NM. EOE.

Sales school, complete training from prospecting thru renewals. Early October. Interviews & positions available. Only \$250 for 5 days. For info, write Box 741323, Dallas, TX 75374-1323.

Central coastal California. AM/FM combo opportunity with one of the largest radio groups. Come live in our beautiful community if you are motivated to make great money and enjoy selling direct retail. Send resume: KSLY/KUNA, P.O. Box 1400, San Luis Obispo, CA 93406. EOE.

Sales manager for immediate opportunity with group owner's newly-acquired AM-FM in growth posture. Long term game plan. RAB support. First-hand New England knowledge an asset. Compensation to \$30K, plus incentives and benefits, depending on experience, credentials, and track record of success. Write in confidence to: Dick Hyatt, President, WRDO/WSCF(FM), One Memorial Circle, Augusta, ME 04330. EOE.

Whiteville NC. WTXY-AM daytimer needs one salesperson. Beautiful area. Established list. Mr. Putnam, Box 1038, Zip 28472.

Live in the scenic Berkshires of western Massachusetts & be part of the top station's dynamic sales team in a growing public company which offers opportunity & good money. Contact Phil Weiner, WUPE-FM, Box 1265, Pittsfield, MA 01202.

Des Moines is one of top 50 cities in United States in annual radio station profits. Strong sales commissions here, too. If you are stymied where you are, now's the time to investigate. Confidentiality assured. Good list. Training. Benefits, salary, commission. Network affiliation, multi-station corporation. EOE. Write Box A-61.

Director of development for KCFR in Denver. Qualifications include demonstrated track-record in public broadcasting fundraising or in commercial broadcasting sales. Contact Max Wycisk, KCFR, 2056 South York Street, Denver, CO 80208, before October 15, 1983. AA/EOE/FM/HV.

Florida 10,000 watt AM in 500,000+ market seeks aggressive salesperson with proven sales record. Opportunity for further advancement for person who proves ability in street sales. 305-425-0623. Box 5519, Orlando, FL 32855.

Opportunity unlimited with Hedberg Group. Sales position open for an ambitious, self-disciplined, self-starter who can sell 100,000 watts of country's best in Sioux Falls, South Dakota. Opportunity to earn and advance is unlimited. New station with aggressive promotion creates a position for a proven sales producer. Must be an 8-5 street-fighter. If you can sell me, you'll have both security and opportunity unlimited. Confidential contact guaranteed. Resume requested: send to Glenn Pederson, KLQL, Box H, Luverne, MN 56156. Telephone: 507-283-4444.

Radio sales—Santa Rosa's number one radio station. Looking for someone with two years' minimum sales experience, successful track record a must. M/F, EOE. Send resume to General Manager, KREO, 1150 Coddingtown Center, Suite D, Santa Rosa, CA 95401. 707-578-9300.

HELP WANTED ANNOUNCERS

Applications now being accepted for future employment at country FM. Tape, resume, requirements to Rex Broadcasting Corp., Attn: Jay Price, PO Box 50006 Tucson, AZ 85703. No phone calls!

New England Opening for mature morning drive personality. Heavy information/AC Station. T & R: Joe Corcoran, PD, WCAP, 243 Central Street, Lowell, MA 01852. EOE.

Gifted morning talent for Midwest medium Market full-service personality A/C. Maintain huge adult audience with conversation, wit, information. Phones a plus. EOE. Resume only to Box B-117.

Announcer—salesperson. Country music format. Air shift plus some sales duties. Send resume to: WMJS, Box 547, Prince Frederick MD 20678. No phone calls.

Christian stations need Announcers and announcer/sales for Virginia-Carolina markets. Send tape and resume to Radio, 1203 W. 4th Street, Winston-Salem, NC 27101.

WSVS has an opening for a qualified announcer. Minimum of three years' experience required. Primary responsibility will be commercial production, with the ability to back up in any area of station operation. Must be available by October 17, 1983. To arrange for an interview, call 804-645-7734 Monday-Friday between 9:00 and 5:00 p.m. EDT. WSVS is an equal opportunity employer and encourages minorities and females to apply for this opening.

WSVA is seeking a mature sounding personality for afternoon drive. Must be familiar with big bands/all time hits format. Must have experience & background in air work and a good commercial voice. Tape & resume to: Box 752, Harrisonburg, VA 22801. EOE.

Rapidly growing radio group in small to medium markets accepting applications for qualified on-air talent. Various shifts and format styles. These positions are for current and future openings. Letters and resumes only to Box B-136. EOE.

HELP WANTED TECHNICAL

Chief engineer- group owned AM/FM, experienced in FM, AM directional, studio maintenance, and FCC reqs. Send resume and salary requirements to WNCT AM/FM, Box 7167, Greenville, NC 27834. EOE.

Looking for permanency? If you are up on FCC regulations, directional AM, FM, and automation, we offer stable employment, congenial staff and surroundings, and excellent salary. Contact Manager, KGAK, Gallup, NM. EOE. 505-863-4444.

Position available for chief/maintenance engineer. Responsive management provides well-equipped shop. State-of art equipment. Back-up transmitters for two-tower, directional, daytimer AM and class B automated satellite-receive FM. Rental home available near station. Very attractive salary and benefits commensurate with qualifications. Location in peaceful community with fine school system. Please send resume to: General Manager, Mount Vernon Broadcasting, Box 348, Mount Vernon, OH 43050. An EOE.

Michigan resort stations looking for capable engineer. (1) 100,000 watt station, total 4-station group with new equipment. Good benefits. Resume and salary requirements to Box B-130.

HELP WANTED NEWS

Good opportunity in a nice community. Experienced newperson wanted to gather, write, and deliver news. EOE. Send tape, resume, and writing samples to Greg Lance, WRJA, P.O. Box 272, Altoona, PA 16603

WUPE/WUHN award winning news needs in-house/street reporter. Experienced team player for competitive market. Join growing chain. Send tape and resume to Phillip A. Weiner, Executive Vice President, WUPE/WUHN, Box 1265, Pittsfield, MA 01202. EOE/MF.

Reporter/Anchor energetic, enthusiastic. Coastal New England community. Resume, writing samples, salary requirements only to Box B-115.

Northern Arizona University is presently seeking a news director for public radio station KNAU, a new 100kw fine-arts and information service in 7000-foot Flagstaff, AZ. Responsible for all daily news programming and direction of student news-staff; production and broadcast of news and public affairs programming; generation of material for NPR. Responsible for news dept. budget. Participates in underwriting and fundraising activities. May include some university teaching. Requires knowledge of broadcast regulations, good voice, and administrative ability. Minimum qualification: Bachelor's degree in journalism, radio/TV or related area, and 3-years broadcast news experience, or an equivalent combination of related education and/or experience. Deadline: Oct. 10, 1983. Apply: Personnel Dept., Box 4113, Northern Arizona Univ., Flagstaff, AZ 86011. NAU is an EEO/affirmative action/Title IX/Section 504 employer.

Looking for the finished product. A news director that has the experience, supervisory capabilities, and has not lost the ability to communicate to the listener. Located in a small market in northern Illinois, our AM is the best around and our FM reaches most of northern Illinois. Send resume only ASAP to Box B-131.

Wanted-sports director. Experience a must. Station has over 30-year sports reputation. West central Minnesota location. Call or write Dan Carlson, KDMA, Montevideo, MN 56265. 612-269-8815.

Missouri broadcast group has openings for experienced programmers with strong interest and background in news. It's a chance to get going with one of the industry's leading radio organizations. EOE. Send resume and tapes to David Shepherd, KWIX Radio, Moberly, MO 65270.

News bureau director. Univ. of Wisc.-Oshkosh. Search extended. Salary to mid-twenties. Writes annually 200+ news releases/features, edits in-house pub., contacts media, supervises secty./student assts., manages budget/planning. Bachelor's degree req. Prefer minimum 7-10 years' experience reporting/editing for newspaper, radio or TV. Preferred candidate in this national search will have excellent journalism & management skills, maturity of judgment, extensive knowledge of print/electronic media operations & procedures. Academic staff position, starts December. Send (1) cover letter stating management experience in delegation/budget/planning and/or statement of management philosophy, (2) copies of 3 published articles (not returnable) or 3 aired tapes, (3) resume, (4) names of 3 references to: News Director Search/Screen Committee, Dempsey 237, Dept. C, UW-Oshkosh, Oshkosh, WI 54901, by extended closing date of October 14. AA/EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production director. Solid announcing/recording/production skills, classical music knowledge, and 2 yrs' broadcasting exp. required at #1 public radio station in Charlotte, NC, market. Resume and tape to: John Clark, WDA-FM, Davidson College, Davidson, NC 28036.

Northern Arizona University is presently seeking a program manager for public radio station KNAU, a new 100kw fine-arts and information service in 7000-foot Flagstaff, AZ. Responsible for all local, syndicated and network programming; direction of student production-staff; management of program/production budget; participation in underwriting and fundraising activities. Possibility of some air-work and university teaching. Requires knowledge of public broadcasting regulations and working knowledge of classical music. Familiarity with jazz and folk-music helpful. Good voice and administrative ability. Minimum qualifications: Bachelor's degree in radio and 3 years programming and/or production experience preferred; or an equivalent combination of related education and/or experience. Deadline: Oct. 1, 1983. Apply: Personnel Dept., Box 4113, Northern Arizona University, Flagstaff, AZ 86011. NAU is an EEO/affirmative action/Title IX/Section 504 employer.

Radio producer. Experience with equipment and working with people. EOE. Send resume to: Producer, 664 N. Michigan, Suite 1010, Chicago, IL 60611.

Program Director-announcer for Virginia medium market. Adult Contemporary. Resume only to Box B-138.

Music director: experienced announcer/manager for iconoclastic "classical" format aimed at younger demographic. Knowledge & experience with radio, audiences, classical music and production. \$16,000 to \$20,000, contingent on qualifications. Tape, resume, references, and statement of interest to: Jim Sprinkle, KCFR-FM, 2056 S. York, Denver, CO 80208. EOE.

SITUATIONS WANTED MANAGEMENT

Small market GM, Southwest, Excellent opportunity for non-resident owner. Country format only. Bill Taylor, 213-791-4836.

Owners and/or brokers: vice president & general manager seeks to own! Promissory note in lieu of down payment. Will turnaround and pay all company debts as well as promissory note within 2 or 3 years. Write Box B-124.

Station owner! Billing down? Cash flow dwindling? Operating costs up? You need a manager who's sales & community oriented. I'll manage your station, with option to purchase, & put it in the black. Hire/train salespeople. 20 years' experience in sales & management. Not a pseudo-intellectual—just street-wise. Write Box B-125.

Chief financial officer. CPA with over 6 yrs', radio experience. Previously owner of radio station. Seeks top financial management position. Write Box B-132.

Four for one sale-team motivator and organizer to make your station a force in the community; winning sales and selling audience promotions; programming innovator and research oriented; and your added bonus, engineering plus. Audio and RF; competitive, quality sound. All for the price of one top administrator, bottom line oriented. Box B-137. Available immediately.

GM, mid-thirties, very aggressive, strong sales, and community oriented. Programming specialist. Took big loser into black in less than a year. Looking for a home. Write Box B-140.

General manager. Employed, but seeking greater opportunity in top 100 market. Proven success in sales, programming, & profits. Box B-141.

Station manager (20 years), Looking for owner in Texas who would like to sell station, and help me get financing. Write Box B-143.

SITUATIONS WANTED ANNOUNCERS

Female announcer looking for position in Indiana. Have training from Columbia School of Broadcasting. Call Ruth Bull, 317-643-7956.

Mature, stable morning man tired of getting up with the cows. Looking for mid-day or afternoon slot with medium market station. I want to settle and make a long term, mutually profitable commitment with the right station. Tape and resume on request, any format. Let's talk soon. Write Box B-78.

Joek with good pipes. Loves gospel & contemporary music. Will go anywhere for first job. Terry Posey, 312-975-0898.

Black disc jockey, 2 years' CHR/AC commercial radio experience. Hard working, dependable team player, with ability to produce your desired results. All markets/formats welcome. Call David, 212-527-6136, for air-check.

Experienced announcer, with excellent production, board operation, and copywriting skills, seeks AOR or progressive airshift. Very dependable; former college station general manager. Tape and resume available. Howie Sylvester, 617-268-6785.

Give a girl a break! I'm beginning my career in Chicagoland as a DJ. Can do news and commercial production. Try me! Call Gia, 312-268-3142.

Christian seeking to segue from secular to contemporary Christian format. PD potential. Aggressive, hard worker. Write Box B-79.

Available now! Trained announcer prefers evening C/W or '60's rock formats. Ohio, nearby state. Doug, 419-387-7761.

Mature personality, proven ratings winner, will build your audience in easy-listening, big-band or classical formats. Box B-113

Can wear two hats. 9 years computer operator, now a trained broadcaster with writing skills. Seeking entry level position. All markets. Salary negotiable. Guy Hamilton, 212-297-4334.

Excellent knowledge of music. Willing to relocate anywhere for entry level position. Call Gary, 201-863-0917.

Dependable announcer with 10 years' experience. Mike, 373 Williams, Daytona, FL 32018. 904-255-6950.

Announcer, 15 yrs.' experience. Out of radio, but desires return. PBP capability, sales, PD background. Robert Paul, 211 S. Lincoln, Monterey Park, CA 91754. 213-288-0511.

Top-flight announcer, two years' experience in major-market area. Let me work for you! Mack, 312-636-1748.

SITUATIONS WANTED TECHNICAL

Experienced chief engineer with varied experience seeking new challenge. Will relocate. Write Box B-77.

Well organized chief engineer with general phone, first phone and advanced amateur licenses. Experienced in AM directionals, FM, stereo, automation, studio construction and maintenance, proofs, and record keeping. Write Box B-121

East Coast resort combo preferred by young talented CE. Experienced with AM directionals, FM stereo, STL, RENG. Announcing, news duties welcomed. Carl Olson, 2835 Terrace Dr., Chevy Chase, MD 20815. Phone 301-588-8934.

SITUATIONS WANTED NEWS

Experienced newscaster. Reporter, anchor, editor, writer, producer, director, programmer. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

Talented, trained newperson and talk show host. Eager for job in Chicagoland area or Arizona, New Mexico, New York area. Call Ellie, 312-538-8492.

Born and raised in Boston and looking to come home. Seven years of major market experience as reporter/anchor and arts and entertainment critic. Call Kim, 305-945-8698.

PBP-over 250 games, TV and radio. NCAA basketball and baseball, plus football, hockey, and more. Young, with degree and major market experience. Ready to go! Call Brent Weber, 404-469-2827.

Experienced sportscaster desires position with quality station. 6 years experience doing major college and high school play-by-play. Outstanding sound. Tape ready. Call Burt, 312-966-3875.

Young, aggressive male. 4 years background in TV/radio: news, announcing, film, production. Wants career move to L.A./CA. Will be in L.A. 10/8-10/22. Set up an interview! Call Dean, 804-359-3510; 804-231-0399.

Sports director who paints a complete and objective picture seeks good PBP opportunity-will consider news combo. 703-943-5939.

Overnight news-major market or all-news, veteran journalist, 27 years, impeccable credentials and references. Box B-144.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

B.S. in Radio-TV/journalism w/experience in public radio and newspaper. Young, bright, talented, and able to handle writing, production: just turn me loose! Mike Becker, 616-429-1097.

10 year radio pro seeks new challenge—experienced program director, chief operator, sales, some news. Background includes CHR, AC, Hot Trax & MOYL. Stable stations with desire to be #1 only!! Midwest medium or aggressive small markets. Currently employed. Chris, 219-745-3777.

Programming pro: 10+ years' experience A/C, country, CHR. Profit oriented. Promotion and marketing knowhow. Degree, first phone. Thom Davis, 704-827-0300.

Professional announcer, production man, copywriter with ad agency experience. Seeks position with radio station in northern Illinois or northern Indiana. Phone Steve Wilson, 313-399-8992.

If you love radio, we should talk. 6 year broadcast professional looking for first PD position or assistant PD. Have programmed rock, AOR, A/C, new wave. FCC first ticket holder. Write Box B-123.

TELEVISION

HELP WANTED MANAGEMENT

Director, College TV facility, northeastern Vermont. Studio trains students, broadcasts news and features over nearby cable station. Director is colleague of teaching facility, supervises operations manager, oversees student interns, has major voice in programming. Public relations, develop sponsorships. Growing program (150 students) in small public college (1,000 students), year-round position, room for growth, creativity. Minimum M.S. or MBA, 3 years' experience; ability to teach technical courses (for salary supplement) a plus. Salary to low \$20's, excellent fringes. Send resume/references by October 3, 1983, to Perry Viles, Academic Dean, Lyndon State College, Lyndonville, VT 05851. Telephone 802-626-9371. EOE.

Research director needed. If you have strong TV rating experience and are creative, our hard working TV operation wants you. Send resume to: GSM, WCIX-TV, 1111 Brickell Avenue, Miami, FL 33131.

Traffic coordinator in top 10 Southwest market. Independent TV background helpful. One year's experience on Bias system mandatory. Knowledge of order entry and log preparation preferred. Please send resume to: Department D, 8950 Kirby Drive, Houston, TX 77054. EOE.

General manager for independent U in prime Southern market. Experience required in sales, programming, technical, and all other aspects of station management. Salary and outstanding bonus. Send resume to Bob Kearn, Coit Services, 897 Hinckley Road, Burlingame, CA 94010.

HELP WANTED SALES

Account executive, Number one independent in eleventh market seeks experienced television account executive. Excellent sales performance record, good verbal and written communications, research ability, knowledge of advertising, marketing, and a high degree of professionalism and creativity necessary. Send resume to Roy Cohen, Local Sales Manager, KRIV-TV, Metromedia, P.O. Box 22810, Houston, TX 77227. EOE.

Regional salesperson to assume active account list for network affiliate in top 100 market. Must be skilled in the use of rating information and the art of schedule negotiation. An EOE. Send resume to Box B-92.

Account executive - Top 50 network affiliate seeks experienced candidates. Must have minimum 3 years broadcast sales experience - including extensive agency assignments. Send resume and salary requirements to Box B-97

Account executive/production. Major market videotape facility seeks account executive. Sales experience required, TV sales preferred. Knowledge of production helpful. Send resumes to Manager, DCA Productions, 5202 River Road, Bethesda, MD 20816. No phone calls please. EOE.

CBS affiliate, channel 10, 81st ADI. Looking for an experienced sales rep. Send resume & income history to GSM, KOLR Television, PO Box 1716 S.S.S., Springfield, MO 65804.

Account executive-KMPH-TV, California's #1 independent television station, is now accepting applications for a sales position in its Visalia office. Applicant must be a self-starter with a good track record in broadcast sales. Excellent career opportunity with an aggressive company. Send resume to: Steve Mourakis, Southern Division Sales Manager, KMPH-TV, 2600 South Mooney Blvd., Visalia, CA 93277. 209-255-2600. An EOE/M-F.

HELP WANTED TECHNICAL

Southern California. Christian satellite and broadcast network has openings for master control engineers. Minimum two years' experience required. Send resume to Ben Miller, Director of Engineering, Trinity Broadcasting Network, Inc., P.O. Box "A", Santa Ana, CA 92711. An Equal opportunity employer.

Chief engineer-VHF CBS affiliate seeking chief engineer. Must possess 1st or general class FCC license. Excellent pay and employee benefits. Resume should reflect personnel management, responsible television engineering achievements, and FCC compliance ability. Send resume to Charles Woods, General Manager, WTVY-TV, P.O. Box 1089, Dothan, AL 36302. EEO/AA employer.

Television production engineer with 2-3 yrs. of video & maintenance experience. Must have experience with Hitachi cameras, Ampex & Sony VTR's, CMX editing systems, and DVE units. Call Jerry Ebberts, 303-751-6000, or send resume to Telemation Productions, 7700 E. Iliff, Ste. H, Denver, CO 80231.

Experienced studio maintenance engineer for Telemation Productions/Chicago. Equipment includes: Ampex & Sony VTR's; Ikegami & RCA cameras; Ross, Vital & Utah switching; Ampex & Vital digital effects; CMX & "Epic" editors; Neve audio. For additional information, contact: John Gebhard, Chief Engineer, Telemation Productions, 3210 W. Westlake Ave., Glenview, IL 60025. 312-729-5215.

F & F Productions is looking for a mobile production maintenance person. The applicant must be able to travel extensively and possess good client relations and management skills ability, under difficult field conditions. The position requires 3-5 years digital and solid state maintenance background. Totally familiar with cameras, video tape, switching equipment and audio. Weekend and holiday work essential. Competitive salary, liberal overtime, and major company benefits. Call or send resume to Mr. Lawrence Nadler, Director of Engineering, F & F Productions, Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. 813-576-7676. A division of Hubbard Broadcasting, F & F Productions is an equal opportunity employer, M/F.

Top 25 market TV station in northern California seeking assistant chief engineer to supervise maintenance and operational areas. Individual must have at least 5 years' experience in personnel supervision and a strong background in maintenance & RF with a general class license. AE, BE, or SBE certification helpful, but not required. Modern state-of-the-art facilities and generous benefits. Good weather and close to mountains & ocean. Salary negotiable. M/F, Equal opportunity employer. Write Box B-98.

Engineer in charge for Telemation Productions/Unit 6. Equipment includes: Ampex & Sony VTR's; Ikegami cameras; Ross & Utah switching; Chyron graphics; RTS, and more. Applicant must be a self starter. Contact: John Gebhard, Chief Engineer, Telemation Productions, 3210 W. Westlake Ave., Glenview, IL 60025. 312-729-5215.

Videotape editors for top quality production company experiencing major growth in electronic publications. Must have considerable experience on CMX and ADO. Salary commensurate with experience. Send resume to Kartes Video Communications, 10 East 106th Street, Indianapolis, IN 46280, c/o Jim Kartes. 317-844-7403.

Experienced persons sought to fill one immediate opening and another possible opening in near future with TV-FM station. Submit resume, references, and qualifications to: Jack Eads, Chairman, Public Service Division, Vincennes University, Vincennes, IN 47591. Deadline: 10/17/83. EOE.

Field engineers-see our display ad in this issue under Allied Fields-Help Wanted Technical. The Sony Broadcast Company.

Video maintenance engineer (non-smoker). Immediate opening with twelve-year-old Hollywood facility. Top salary and benefits. Must be thoroughly experienced in maintenance and repair of Ampex and RCA Quads, Sony 1" C and 3/4" BVU's, digital standards conversion, and other sophisticated signal processing and distribution systems. Bosch 1" B and Rank Telecine experience also desirable. Call Don Johnson, Director of Engineering, The Video Tape Company, 10545 Burbank Blvd., North Hollywood, CA 91601. 213-985-1666. EOE.

Mopix/TV facilities manager (technical operations manager): supervises Washington, DC plant of 85 employees. Skills should include extensive studio maintenance of state-of-the-art television equipment, hands-on experience with studio color cameras, video tape machines (3/4-Quad-1-inch), signal converters, and engineering gear. Must be proficient in the technologies of computer operations, satellite, teleconferencing communications. A strong, technically fluent leader is needed. Graduate engineering degree preferred. Salary range from \$56,945 to \$67,200. Senior Executive Service. Send resume or application before October 10, 1983, to: U.S. Information Agency, Room 524, 400 C Street, SW, Washington, DC 20547. USIA is an equal opportunity employer.

TV technician: immediate opening. Minimum 3 years' TV broadcasting experience. Operating experience with 1" and 2" VTR operation, camera setup, master control, and ENG operations necessary. Some maintenance experience desirable. Send resume to C.E., KBTY, 1089 Bannock St., Denver, CO 80204. We are an equal opportunity employer.

KAET-TV. Broadcast engineer II for production and maintenance of studio and remote television equipment. Minimum of 3 years' experience in the operation, set-up, and maintenance of broadcast television equipment including two-inch, one-inch, and three quarter-inch VTR's, studio and portable 3-tube cameras, editing systems and associated terminal equipment. Digital and microprocessor background desirable with Associate degree in electronics or related technical training. Resume should include specifics of technical & production experience with references. Application deadline October 17, 1983. Apply or send resume to Personnel Department, Arizona State University, Tempe, AZ 85287. An equal opportunity/affirmative action employer. State job title on application.

CMX editor/engineer. For maintenance and commercial CMX editing. Night shift. Call Elizabeth immediately: 615-248-1978. Southern Productions, Nashville.

HELP WANTED NEWS

Associate producer: top Mississippi station seeks experienced reporter with solid credentials for award-winning half-hour investigative documentary unit. If you are a hard worker, good interviewer & writer, and love to dig, possess organizational skills and knowledge of production techniques, send addition tape, resume and salary requirements to Rae Dillon, WLBT-TV, P.O. Box 1712, Jackson, MS 39205. EOE.

Executive producer - Dominant sunbelt affiliate seeking creative, aggressive executive news producer to manage day-to-day production of one-hour newscast. Send resume to the Corporate Personnel Department, WRAL-TV, Box 12000, Raleigh, NC 27605. EOE, M/F.

General assignment reporter wanted for Reno, Nevada, TV station. Six months experience in TV news desired. Send tapes to: John Firpo, News Director, KCRL, P.O. Box 7160, Reno, NV 89510.

Producer for aggressive, top rated television station in SC. This person is organized, an excellent writer who can give directions and work well with people. Must have previous TV experience. Send resume with recent show tape and salary requirements to: Gary Anderson, Assistant General Manager/News Director, WIS-TV, 1111 Bull Street, Columbia, SC 29202.

News director - WRCB-TV is looking for a news pro with college degree to lead the news department to a number one position. Must be a dedicated leader, motivator, and manager. This individual will be responsible for organizing the news staff, implementing policy, long and short term planning, administration, and must have a strong desire to function in a hands-on capacity in the day-to-day news operation. Minimum 5 years' experience in television news. Send resume and background listing to Hal Edwards, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

Weekend sports anchor/photographer - WRCB-TV seeks an individual to anchor sports on weekends and function as ENG photographer during the week. On-air sports experience and experience with ENG equipment necessary. Send tape and resume to Hal Edwards, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

News anchor-producer, reporter: Good writing skills and news experience required. Send tape and resume to News Director, P.O. Box 1488, Lake Charles, LA 70602.

Anchor for major newscasts: If you have on-air experience, have a background as a working journalist, can produce and write, and are dedicated to developing a number one news cast, we're looking for you. Minimum of two years' experience. Degree in journalism or communications necessary. Send tape and resume to Hal Edwards, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

Top 50 market needs reporter/anchor. You must like street news as well as anchor work. Send resume only with minimum salary requirements to Box B-128. Females and minorities also encouraged to apply. EEO/M-F.

Weatherperson. Do you have more to offer than an AMS seal? Are you a good reporter, too? Say, on science and the environment? If you're really good and want to join the best news team in Washington, DC, send resume to: Chuck Woolsey, WTTG, Metromedia, Inc., 5151 Wisconsin Ave. NW Washington, DC 20016. An equal opportunity employer

Producer for northern New England's top rated news operation. Minimum 1 yr. production experience, must be good writer, and take charge individual. Tape-resume to: Dave Robinson, ND, WGAN-TV, Northport Plaza, Portland, ME 04104.

Meteorologist-to anchor 6 and 11 PM weathercasts. Must live and breathe weather. Must be a communicator. Must have a minimum of two years' experience. We are a station committed to winning in a beautiful place to live and we are an equal opportunity employer. Resume only to Box B-129.

News videographer/ENG editor. Experience required. Join the expanding "22 Alive News" team. Johnny Walker, 513-263-2662. EEO/M-F.

Reporter: top 20 network affiliate seeks reporter who can turn personal finance and national economic stories into interesting, lively reports. Must understand the world of business, finance and economics, and be able to translate it all to the viewer in understandable, down-to-earth terms. Send tapes and resumes to: Dennis Herzig, News Director, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer. M/F.

Director. Top 20 station needs experienced director for heavy DVE 6 & 10 PM newscasts. Although news will be primary responsibility, applicant must also be experienced in directing field and studio production programs and single & multi-camera remotes; editing skills desirable. Resume only to Box B-133.

General assignment reporter. KOB-TV in sunny Albuquerque. Must have two years' experience or more preferred. Send tape & resume to News Director, P.O. Box 1351, Albuquerque, NM 87103. EOE, M/F.

Anchor-producer. Stable West Coast staff. Replace number-one 11PM anchor who has gone "major market." Dominant ratings. Excellent compensation. Top group ownership. Enjoy the Sunbelt lifestyle as you grow with the best. EOE. Resume only to Box B-139.

Morning anchor/producer-WRCB-TV is looking for an experienced on-air newscaster to produce and anchor early morning news cut-ins and local noon newscast. Experience with weather information also desirable. Send tape and resume to Hal Edwards, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Producer/director: aggressive Sunbelt 50's market affiliate seeks well-rounded self-starter with minimum 3-years' commercial producing/directing experience. Salary negotiable. Send resume and salary history only in confidence to Box B-81.

Audience promotion director—large market. South Florida VHF seeks creative promotion pro to handle all mediums of audience promotion. Strong production and copywriting skills a must. Hands-on off-line experience required. Send resume only to Box B-83. EOE.

PM videographer/editor: seeking creative and energetic person for number one rated PM Magazine. Must have at least two years' experience. Responsibilities include videotaping, lighting, and editing on videotape. Send resume and tape to Senior Producer, PM Magazine, WWL-TV, 1024 N. Rampart St., New Orleans, LA 70176. No resumes and tapes will be accepted after September 30th. No phone calls, please. EOE.

Creative director-create commercials at the #1 station in the 21st market in new, in-house post production facility. We're looking for a highly skilled individual in commercial production with a minimum of five years' television production experience. Must have strong creative writing and concept skills; producing and directing experience in studio, location, and post production; and in assisting account execs with sales development. Practical knowledge of equipment operations a must. Send resume and tape to: Duane Borovec, Production Mgr., KCRA-TV, 310 Tenth St., Sacramento, CA 95814. EOE, M/F

Promotion manager-WRAL-TV, Raleigh, NC, needs highly motivated, dynamic, talented leader to direct large active department plus outside agency. If your strengths combine advertising expertise with leadership and personnel skills, and you've spent 2 years or more learning and demonstrating those skills, we would like to hear from you. We're one of the nation's best stations in one of, if not the most, dynamic, exciting growth markets. Please contact Corporate Personnel Department, Capitol Broadcasting Company, Box 12000, Raleigh, NC 27605. EOE, M/F.

Star videotape editor—major mid-Atlantic, production/post-production center seeks talented, creative on line videotape editor. Experience with 1" type C VTRs, computer managed editing systems, and ADO preferred. Solid technical background essential. Resume only to Box B-112.

Field producer: WDBJ Television, a quality broadcaster in the Shenandoah Valley, needs field producer for top rated PM magazine. Need individual proficient in ¾" production, photography, editing, and writing. Prefer 2 years' commercial television experience. Must be a top-notch professional who thrives on hard work and creativity. Mail resume and tape to: Personnel Dept., WDBJ-TV, Inc., P.O. Box 7, Roanoke, VA 24022-0007. An equal opportunity employer.

Production manager: applicant should have minimum two years' experience, prefer college degree, expertise in all phases of TV production. Send resume to Dave Miller, Program Manager, WCMH-TV, PO Box 4, Columbus OH 43216. EOE.

Field producer. PM Magazine. One of the most successful PM Magazine shows is looking for an experienced field producer. Must be able to research, write, and produce features. Send your reel and resume to Ron Obston, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Writers and producers. Immediate openings. Strong writing and people skills required for heavy commercial production. Minimum of three years' experience required. Call Jack James, KHGI-TV, Kearney, NE 308-743-2494.

Producer/director for Toledo PTV station WGTE-TV. Minimum 3 years' broadcast TV station P/D experience. Capable of wide range program design, production and post-production. Salary range \$16-21,000. Send resume, salary history, credits, and cover letter stating your special public television qualifications and commitments to Shirley Timonere, Box 30, Toledo, OH 43692. EEO/AA.

Co-hosts. We're looking for two people to co-host a newly formatted live daytime show. The successful candidates will actively participate in all aspects of the program. Prior on-air professional experience, excellent communication skills and program production experience required. News background most desirable. Videotape must be submitted with resume. Applicants to our previous blind box ad need not reapply. Employee Relations Director, WISN-TV, P.O. Box 402, Milwaukee, WI 53201. No calls, please. An equal opportunity employer.

PM Magazine co-host—we're still looking for that talented individual to complement our female co-host and keep us number 1. If you're an experienced, enthusiastic person who can write, produce, and present material that will keep us on top, please rush your tape and resume to Cyndy Cerbin, KWWL-TV, 500 East 4th Street, Waterloo, IA 50703.

SITUATIONS WANTED MANAGEMENT

Very successful CEO-GM, AM/FM/UHF/TV, ground up, turn around AM/FM/TV. Impeccable credentials, budget trained, people oriented. Will consider GM in any combination AM/FM/TV. Some equity in lieu of compensation package. Write Box B-15.

SITUATIONS WANTED SALES

Mature account executive, with international experience in program distribution, cable syndication, advertising, and commercialization of TV spaces, seeks a demanding but rewarding position where ability to communicate with clients at all levels of management is decisive. Salary requirements \$40K to \$50K range. 305-387-2668.

SITUATIONS WANTED NEWS

Female law school graduate with investigative research experience seeks researcher/associate producer position on consumer or investigative unit. Have solid print background and lots of energy 312-266-0796.

Call me! Weather forecaster. Computer graphics, communications, meteorology. Looking for top 100's area. Jeff, 716-434-4676.

Experienced commentator/hostess, telegenic, seeks anchor/reporter slot in news or magazine format. Strong interviewer, professional journalist. Tape, 8 X 10 on request. 212-564-9659.

Attractive, top-rated female anchor/reporter, now doing weekends, seeks full time anchor position. Proven ratings booster! Hurry! Call 612-483-4426.

Sportscaster. Anchor-reporter. Young, experienced pro. 31, 10 years TV-radio. M.S. Communications. Former SD medium market. Also, top level radio PBP. Only interested in station with major commitment to sports broadcasting. Tom, 417-782-0031.

I'm a jack of all trades. Help me master one. Consumer reporter/news producer/weather anchor/show hostess. I live in Chicago & will commute. M. Forbes, 312-878-2729.

Meteorologist seeking weekday position in Southern or Eastern medium or major market. Experienced small, large markets. Write Box B-118.

23 year-old black male seeking employment in television reporting. Have M.S. and experience reporting for cable television and medium market newspaper. Ask for Guy at 312-799-3908, or write 1207 Jamie Lane, Homewood, IL 60430.

Meteorologist with television and radio experience desires moving to medium or major market. Write Box B-134.

Troubleshooter has gun. Will travel. Loaded for investigative, consumer, political reporting. Box B-142.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Dupont-Columbia award - winning television documentary producer seeks staff or freelance production position. Rob, 212-898-5327.

I can. Recent graduate, Newhouse Communications School, scholarship recipient. Extensive internship experience in promotion, programming & production. Good with people, ideas, bottom line and creativity. Hard working, responsible, ambitious. Will relocate. References. Reply Box B-76.

Swift, lively writer; adept researcher seeks news, documentary or indep. project. NBC affiliate experience. 6 yrs. print reporter. Highly organized. Spanish speaking. 619-942-3361.

Black male, knowledgeable, professional. Seeks job as a cameraperson. Has experience at America's first public cablecasting station. References. Pete, 815-877-0649.

Workaholic with 2 yrs. major commercial experience in special effects, storyboards, product animation, CMX, general production (Stressstabs, Campbell's Soup, Connecticut Savings Bank, Washington Lottery, etc., etc.). Will relocate for challenging position. Sample tape upon request. Scott Wilson, 212-765-4773.

Director/cinematographer for film and tape commercials. Talented, experienced, motivated and needing a challenge. Write Box A-188.

#2 in promotion dept. wants #1 spot. Writes, produces, directs station and news promotions. Can create excitement in market. 10 years' experience in TV production. A motivator. Write Box B-122.

Aggressive, creative & flexible videographer with 14 yrs' experience in EFP/ENG & studio seeks permanent position. Will Relocate. Tape & resume available. 219-836-8325.

5½ year producer/director veteran with diverse commercial and program production experience. Write Box B-127.

CABLE

HELP WANTED TECHNICAL

Videotape editors: the cable programming industry is exciting, dynamic, & steadily growing. At the forefront of the industry is Group W Satellite Communications, a division of Westinghouse Broadcasting & Cable. The Satellite News Channel, our new 24 hour live news program, is seeking experienced videotape editors who will be responsible for editing news stories, employing judgement in determining story newsworthiness, & monitoring/insuring quality standards & recording/logging incoming feeds. To qualify, candidates must possess a minimum of 2 years' professional experience with a news operation, as well as familiarity with Sony ¾ inch editing equipment. A college graduate is preferred; a flexible schedule is a must. For immediate consideration, please send resume stating salary history/requirements to Human Resources, Dept. E, Group W Satellite Communications, 41 Harbor Plaza Dr., Stamford, CT 06904. An equal opportunity employer, M/F.

HELP WANTED PROGRAMMING PRODUCTION, OTHERS

Commercial production - suburban NYC cable operation seeks experienced pro to head commercial production unit. Responsible for producing, writing, shooting, and editing. Must be skilled in ¾" editing and slide transfer. Also, must be able to direct remote sporting events from mobile unit. No beginners, only pros who work quickly and efficiently. Salary \$20,000, plus excellent benefits. Resume only to Box B-119.

ALLIED FIELDS

HELP WANTED TECHNICAL

Recording engineer/technician. Religious audio and video production facility seeks recording engineer/technician with strong audio production skills and electronics background. Position includes recording/mixing/editing audio for various electronic media resources, plus some maintenance work. Desirable for applicant to have recording experience with orchestras, small ensembles, and voice talent. Video experience helpful. Send resume to: Personnel Office, RLDS Auditorium, P.O. Box 1059, Independence, MO 64051, Attn: David Wheaton.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Operations director for small FM (Chicago) looking for career advancement in radio/TV/cable. 6 yrs experience includes strong management skills, programming, sales, promotion & accounting (radio & TV). Allison, 312-432-7139.

WANTED TO BUY EQUIPMENT

Wanted: 1,000 foot FM tower for Phelps-Dodge CFM HP-10 10-bay antenna. Call 612-222-5555.

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. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

ITC cart machines. Will pay top dollar. We must see it first. Call for details: Walt Lowery, David Green Broadcast Consultants, 703-777-8660 or 6500.

Will pay cash for Sharp XC701RP camera control unit. New or used. Call Arlee, 800-648-6966.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

FM transmitters: CSI T-20-F, 20 KW (1978)-Collins 830F, 10KW (1969)-Gates FM 1C, 1KW (1965)-M. Cooper. 215-379-6585.

Quality Media is the leader—over a million a month in broadcast equipment sales since January 1. Now with offices in Columbus, Mobile, and Los Angeles. Our "satisfaction guaranteed" policy is the reason. Call 404-324-1271 for your needs today!

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effective. Quality Media, 404-324-1271.

West coast bargains. RCA TK 27, like new; new Ampex 1" tape, 1/2 new price; JCV port ¾" recorder, thousands of other items. Call Jim Smith, Quality Media, 213-790-4393.

AM Transmitters: CCA 5000D, 5KW (1969)-Gates BC5P2, 5KW AM (1963)-CSI T2.5-A, 2.5KW (1980)-Bauer707, 1KWAM (1971)-Gates BC-1G, 1KW (1965)-Gates 250GY and 250T, 250 watts-M.Cooper, 215-379-6585.

6¼" copper coax, flange fittings, bullets, some hardware. 14 20', 10 19½', \$450. Ampex 350 rec/pla electronics, \$200. Townsend/Ampex TD-15B aural/visual modulator, 10 watt out, tuned ch. 44, \$15,000. 2 PC-60 1 PC-70 Norelco color camera with CCU's Angenieux 18-180 mm lenses and cables. \$15K negotiable. Ron Mighell, 419-339-4444.

Vital two channel SqueezeZoom with PZAS and two remote panels, \$85,000. Chyron IIB character generator, \$12,000. RCA FR-35 35mm projector, \$4,500. Ampex RA-4000 electronic 2" edit controller with interfaces, \$7,500. General Television Network, 313-548-2500, R. Hippler.

Ampex recorders, AG 440C - ATR 700 new, priced to close out. Special prices on ATR 800's in stock. RCA 44 BX and Neumann U47 microphones wanted in trade. We quote at bid pricing on 3M, Ampex, and AudioPak magnetic products. NorthWestern, Inc, 800-547-2252.

Andrew emergency Cable and connectors in stock for immediate shipment, LDF-450 and 550, HJ7-50, 850. 24-hour, 7-day a week response. David Green Broadcast Consultants Corporation, 703-777-8660; 703-777-6500, Box 590, Leesburg, VA 22075.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

RADIO PROGRAMING

One-minute daily soap: Party line sizzles! Call or send for demo. Fuller, Box 153, LaGrange, IL 60525.312-579-9578.

Syndicated nostalgia format. Huge library, outstanding sound quality, the best available. AM stereo ready. Already proven in several major markets. Info and demo tape. Write on letterhead to P.O. Box 38441, Cincinnati, OH 45238.

Commentaries, 3-minutes each, on tape. An objective perspective on political, social, ethical issues that will rouse your audience to tune in, call in, write in. Heard weekly on radio and cable television in New York and other cities. Write for samples. Raymond Newman, Box 508, Lenox Hill Station, New York, NY 10021.

MISCELLANEOUS

The Audition Tape Handbook can assist you in producing a professional sounding tape that you can do yourself! Write for details. The Broadcast Company, Ltd., PO Box 59, Westmont, IL 60559.

Television field production. Elections/olympics/special events. Add impact to your coverage. Award-winning producer and crew available for innovative on-location production. Contact Jonathon Rosen/Impact Communications, 914-937-0900.

RADIO Help Wanted Management

Situations Wanted Programing, Production, Others

ASSISTANT COMPTROLLER

Due to rapid growth and expansion, SATELLITE MUSIC NETWORK is seeking an assistant comptroller with the capabilities to become comptroller rapidly. Must have at least 3 years' experience. CPA desirable. Report to David Hubschman, Executive VP of Finance. Send resume and salary requirements to:

David Hubschman
Executive Vice President
Satellite Music Network
P.O. Box 31542
Dallas, TX 75231

PUT YOUR STATION AT THE TOP WHERE IT BELONGS!

Highly successful programmer, 14 years' experience - currently programming one of America's top rated FM/AC's in top 10 major market. If you're committed to attaining and maintaining the top position in your market, we should meet. Your reply will be held in strictest confidence. Write Box B-116.

RF Broadcast Systems Engineer

CBS Inc., a diversified leader in the communications industry has a position available for an allocations & RF systems engineer for its radio engineering department in NYC.

Responsibilities will include project budget preparation and planning, including FCC application, RF design and installation, and the supervision of AM, FM, microwave and 2-way communication systems.

You should have a BSEE degree and a minimum of 2 years related experience; familiarity with FCC procedures essential. Excellent written communications skills required to draft reports and comments for FCC review.

We offer a fully commensurate salary and excellent benefits package. For prompt consideration send resume and salary history to: Mr. Don Romeo, Manager of Technical Recruitment, CBS Inc., 51 West 52nd Street, New York, NY 10019.



A Division of CBS Inc.

Men and Women of All Races Desired

TELEVISION Help Wanted Programing, Production, Others

EXECUTIVE PRODUCER

Top 10 market. VHF network affiliate. Strong production, management and administrative skills and experience. Send resume only immediately to Box B-110. An equal opportunity employer.

PROMOTION MANAGER

Top 50 affiliate seeks energetic, creative person to coordinate all internal/external promotion & advertising. Must have extensive experience in on-air production. Writing skills a must. Resume only to Box B-57.

PRODUCER

WCVB-TV, the ABC affiliate in Boston, seeks an experienced producer who is creative & a self-starter, to be responsible for the research, writing, & determination of content & overall integrity of a nationally syndicated, weekly, half-hour legal series. The person we seek must have the ability to manage show staff, as well as operate within established budgets & meet delivery dates.

Extensive experience in the production of talk shows, drama, & documentaries is required; & a background in both film & tape is desirable.

If interested, send resume (no telephone calls, please) to the Personnel Department, C 983, Metromedia, Inc., WCVB-TV, 5 TV Place, Needham Branch, Boston, MA 02192.

An equal opportunity employer, M/F.

For Fast Action Use
BROADCASTING's
Classified Advertising

Help Wanted Programing, Production. Others Continued

TV PRODUCER/DIRECTOR

The University of Toledo seeks applications for TV producer/director for university instructional and cable television operation. Must have production experience in instructional television as demonstrated in resume tape (1/4" or 1/2"). Responsibilities include developing, producing, and directing instructional and community service programs. Masters in telecommunications with some experience in teaching and ITV research and procedures. Twelve-month contract, faculty rank, salary \$15,600. Send detailed resume, three names of reference, and resume tape by November 1, 1983.

Don Reiber
University Television Services
THE UNIVERSITY OF TOLEDO
2801 West Bancroft Street
Toledo, OH 43606
Equal opportunity/affirmative
action employer

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.

Situations Wanted Management

I'M READY!

... to be G.M. of your *Affiliate or independent* TV Station. Currently employed in management with Natl. TV Rep firm. Previously at top 10 market stations in local sales, as L.S.M. and G.S.M. I understand programming and P & L's. I'm 36 y/o. and *I'm ready* to meet your challenge.

Reply in strict confidence to **Box B-126**.

Situations Wanted News

EXPERIENCED BROADCASTER

Victim of massive budget cut. Successful radio talk show host, morning man, news, and sports director. Three years NFL play-by-play. Have also anchored TV news, sports, and weather. Heavy on community-involvement and in demand as speaker and emcee. Prefer the Southeast, but will consider other locales. References available from all previous employers. Available for in-person talk and audition, or will furnish tapes. Write Box B-149

ALLIED FIELDS Help Wanted Programing, Production, Others

AUTHORS WANTED BY NEW YORK PUBLISHER

Leading subsidy book publisher seeks manuscripts of all types: fiction, non-fiction, poetry, scholarly and juvenile works, etc. New authors welcomed. Send for free, illustrated 40-page brochure V-68 Vantage Press, 516 W. 34 St., New York, N.Y. 10001

Help Wanted Management

Advertising

FIELD MEDIA SERVICES MANAGER

A Denver-based Fortune 500 company is seeking a qualified Field Media Services Manager.

Candidate will maintain regional office requiring the development, presentation, implementation, & servicing of wholesaler cooperative (co-op) media spending plans.

Responsibilities include securing distributor financial commitments, negotiation of local media buys, directing advertising agency implementation of media schedules, monitoring of local media marketplace, & training/assisting distributors & sales to achieve maximum media effectiveness & efficiency.

Individual should have understanding of media planning fundamentals, media buying/sales (particular emphasis on local radio, outdoor, & print), & knowledge of media servicing operations including media scheduling, traffic, post-performance, & billing. 3 to 5 years' experience preferred. Prior field experience desirable. Overnight travel required.

We offer an excellent salary & benefit package. If interested, please send resume & salary history to:

Box B-120.

An equal opportunity employer, M/F

Help Wanted Technical

CHIEF ENGINEERS PLUS FULL & PART-TIME ENGINEERS STAFF ENGINEERS

needed for Washington, DC and Southern California operations of growing Satellite co.

CHIEF must have BSEE plus ten years experience in TV broadcast engineering, working knowledge in satellite communications; terrestrial microwave operation and maintenance experience; proven ability to understand technical schematics and block diagrams and provide quality technical services; developed communication skills to maintain excellent interpersonal relationships; ability to compile effective oral and written reports and maintain accurate records of operating and maintenance activities; second class FCC license. Management experience required.

ENGINEERS must have Associate degree in electronics plus two years electronic technician experience (or equivalent) with one of the two years in:

(1) Maintenance of typically utilized technical equipment, (ENG U-Matic tape recorders, ENG television cameras, micro-wave STL equipment, audio follow video routing switching equipment, associated audio support equipment), or (2) In electronic circuit design with emphasis in micro-wave and TV broadcasting equipment. Demonstrated ability to properly use electronic test equipment and interpret electronic schematics and block diagrams; normal color vision and hearing; second class FCC license required.

Must be able to organize hours which will include evenings and some weekends. Have proven ability to work effectively with others. CALL COLLECT to BIC Personnel Department for employment application form. 801-237-2462.

AN EQUAL OPPORTUNITY EMPLOYER

**For Fast Action Use
BROADCASTING's Classified Advertising**

Help Wanted Technical Continued

FIELD ENGINEERS

The Sony Broadcast Company currently has two highly visible opportunities available in its Washington D.C./Philadelphia and New Jersey offices.

The successful candidates will possess 5 years experience with emphasis on installing, maintaining and servicing broadcast/digital electronics equipment. Knowledge of microprocessor technology highly desirable. BSEE or equivalent relevant experience is preferred.

SDNY offers a competitive starting salary and comprehensive benefits which include company-paid pension, dental and profit sharing.

For prompt consideration, please call or forward your resume, including salary history to:

Mr. Carlo Severo
Sony Broadcast Company
1600 Queen Anne Road
Teaneck, New Jersey 07666

*We are pleased to be an
equal opportunity employer m/f/h/v*

SONY®

Consultants

FEEDBACK
Unlimited

**Videotapes Critiqued for
Television Journalists**

1313 Williams #901, Denver, CO 80218

FM TRANSLATORS

Channel Searches-FCC Applications
TEPCO (JONES) TRANSLATORS
CHUCK CRISLER

BROADCAST PLANNING SERVICES

Box 42, Greenwood, AR 72936
501-996-2254

ACHIEVEMENT RESOURCES

Consultants. Sales and management. Skills, self motivation, time control, goal setting. Ed Ruppe, 3122 W. Clay St., Richmond, VA 23230.

Miscellaneous

WANT TO OWN A STATION?

Full-day individual seminar for broadcast investors, given to you & your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, 551 Fifth Ave., Suite 800, NYC 10176. 212-661-2820.

Employment Service

UNEMPLOYED? WE NEED RADIO PEOPLE!

NATIONAL, the nation's leading radio placement service, is in constant need of air talent. We are a full time radio placement service dedicated to placing our registrants as quickly as possible. Hundreds and hundreds of radio stations have utilized our service. New ones call us every day. During the past month, over 70 radio stations in 28 different states from New York to California placed job orders with NATIONAL. If you're looking to move up, or are in between jobs & are not registered with NATIONAL, contact us immediately for complete confidential details, including registration form. Enclose \$1.00 postage and handling to:

**NATIONAL BROADCAST
TALENT COORDINATORS**
Dept. B. P.O. Box 20551
Birmingham, AL 35216
205-822-9144

10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newscasters & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list. \$6. Special bonus: 6 consecutive weeks. Only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

For Sale Equipment

USED VIDEO EQUIPMENT

Ikegami ITC-350 cameras. 3M switcher, character generator. Film chain — 16mm Beaulieu camera with angeneux lens and editing equipment. Assorted studio equipment. Nagra-Sony-Panasonic. All in very good condition. Will sell as package or in part. For more information, contact: C.W. Craig, Media Services, 813-334-5175. Fort Myers, Florida 33902.

BUILDING A BOOTH

for '84-NAB? Major exhibitor selling portions of older booth at attractive cost. Write for blueprints & photos to Box A-178.

GOING OUT FOR BUSINESS!! 1-800-321-0221

New and Used Broadcast Equipment Bought, Sold, Traded
Get your best deal, then call for ours
Broadcast International, Inc.
FORT LAUDERDALE, FL 33334

IN FL: 1-800-432-2245

Radio Programming

ESTHER PETERSON COMMENTS

2-min. weekly audio commentary by nationally known consumer spokesperson/presidential advisor. No charge to your station. Call toll-free 800-828-8881 5PM E.T. Monday to noon Tuesdays.

WASHINGTON BROADCAST NEWS
202-393-6363

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series



Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884



For Sale Stations



**Wilkins
and Associates**
Media Brokers

MO	AM	\$400,000	25%
TN	AM/FM	\$425,000	25%
MT	AM/FM	\$350,000	30%
NO	AM	\$175,000	15%
FL	AM	\$650,000	20%
NJ	AM	\$600,000	30%
MI	FM	\$310,000	20%
IL	FM	\$250,000	25%
WV	AM/FM	\$850,000	20%
NC	AM	\$25,000	downpayment
SC	AM	\$30,000	downpayment
PA	AM	\$30,000	downpayment
KY	FM	\$50,000	downpayment
TN	FM	\$35,000	downpayment
AZ	AM	\$75,000	downpayment
MS	AM	\$50,000	downpayment
IA	AM	\$50,000	downpayment
CO	FM	\$30,000	downpayment
SO	AM	\$20,000	downpayment
VA	AM	\$20,000	downpayment
AL	AM	\$360,000	20% downpayment

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"
5050 Poplar • Suite 816 • Memphis, TN 38157

WISCONSIN 5,000 WATT

Fulltime AM. Medium-small market. Harris 9002 automation. Class A FM CP and all real estate included. \$320,000. Probable bank financing of \$170,000. Alternative sale of 49% to equity manager for \$160,000. Write Box B-46.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

For Sale Stations Continued

See you at the

NRBA

New Orleans

HILTON-SUITE 1629

**REGGIE MARTIN
& ASSOCIATES**

Specializing in Florida
& the Southeast

**Bill Exline
Andy McClure**

NRBA Address:

**New Orleans Hilton &
Towers
Suite 1629**

504-561-0500

William A. Exline, Inc.

4340 REDWOOD HWY. • SUITE F-121
SAN RAFAEL, CALIFORNIA 94903
(415) 479-3484

SCA'S FOR LEASE

KALW San Francisco, seeks lessees for subcarriers. For information, call Jack Phillips, 415-648-1177.

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET

SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

SOUTHWEST SUNBELT FM

Class A, 40 miles from top 100 market. Secondary coverage includes most of metro area. \$675,000. Will also consider part sale. Box B-84.

For Sale Stations Continued

THE WALL STREET JOURNAL, Thurs. Sept. 1, 1983.

NARRAGANSETT CAPITAL CORPORATION and **RIFKIN AND ASSOCIATES**

Denver, Colorado
have acquired the
cable television systems
serving Kingdom City,
Auxvasse, and Fulton,
Missouri.
Narragansett Capital Corporation, a
publicly-owned venture capital com-
pany specializing in management le-
veraged buyouts ranging from \$5
million to \$100 million. 40 Westmin-
ster Street, Providence, RI 02903.
401-751-1000.

We are pleased
to have served
as broker for
this transaction.

Our individual-sale method means
more net profit for you, and a hassle-
free negotiation.

We have cash buyers and can close
your sale quickly. Call collect for de-
tails.

DONALD R. STIMBLE ASSOCIATES

**RT. 3, BOX 377
KIMBERLING CITY, MO 65686.
417-739-4869.**

WALKER MEDIA & MANAGEMENT, INC.

NORTHEAST AM-FM

Unusual facility. Includes real es-
tate. \$700,000, with \$200,000
down. Please contact:

Bill Walker
PO Box 2264
Arlington, VA 22202
703-521-4777

H.B. La Rue, Media Broker

RADIO · TV · CTV · APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Fran-
cisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York,
NY 10021 212/288-0737



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION		CONTACT	
E	Metro UHF-TV	\$6,500K	Terms Mitt Younts (804) 355-8702
MW	Med/Met C.I.C FM	\$1,550K \$450K	Brian Cobb (404) 458-9226
MW	Major Fulltime	\$800K \$300K	Jim Mackin (207) 623-1874
FL	Metro FM	\$850K \$200K	Bill Cate (904) 893-6471
NW	Regional FM	\$725K \$175K	Elliot Evers (213) 366-2554
NE	Small FM	\$700K 30%	Jim Mackin (207) 623-1874
SE	Medium C.I.V	\$600K \$240K	Bob Thorburn (404) 458-9226
SW	Small FM	\$550K \$150K	Bill Whitley (214) 680-2807
R. Mtn.	Small C.I.V/FM(CP)	\$360K \$85K	Greg Merrill (801) 753-8090
SE	Small AM/FM	\$300K \$87K	Ernie Pearce (615) 373-8315
MW	Small AM/FM	\$275K \$125K	Jim Coursolle (414) 233-6222
SW	Small AM	\$130K \$30K	Bill Whitley (214) 680-2807

To receive offerings within your area of interest, or to sell, contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226

AMERICA'S BEST GROWTH AREA

Rocky Mountain states AM-FM combo reaches
100,000 in beautiful area. \$450,000, with
\$50,000 down. Utah regional AM/class C FM.
\$675,000, with good terms and low down to
qualified buyers. Principals only. Write Box B-
145.

AM STATION

Daytimer with powerful signal. Dominates three-
station market. Northeast. Opportunity for full-
time service. Rapid three year growth, impres-
sive billing figures. Lovely, well-equipped
studios, five acre tower site within one mile. All
real estate included. Selling price less than two
times 1983 billing. Interested parties write Box B-
146.

AM-FM STATION

Single station market of 15,000. Finest
equipment-showcase building. Billing
\$600,000. Price: \$1.5 million-cash. No
brokers, please. Write Box B-147.

FOR SALE BY OWNER

Midwest medium market regional
AM, class C FM. Absentee owner,
huge potential. Must sell. All offers
considered. Write Box B-148.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

**University Microfilms
International**

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

STAN RAYMOND & ASSOCIATES, INC.

Broadcast Consultants & Brokers

Invites you to visit us at the NRBA Convention. Hilton
Suite 829. We have new listings. Call for appointment or
drop by!!

**1819 PEACHTREE RD., NE, SUITE 606
ATLANTA, GA 30309. 404-351-0555.**

RALPH E. MEADOR

Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

PUERTO RICO FM

With minor modifications, will cover
in excess of 1.5 million, including
greater San Juan metro area. Profit-
able. Price \$1.2 million. Write Box
B-96.

FOR SALE

Small market VHF-TV network station in the
Southwest. Good equipment with newly re-
novated and refurbished studio and office
space. \$1,750,000. Serious inquiries only.
Write or call: Mr. James R. McCormick, P.O.
Box 13000, Amarillo, TX 79101. 806-373-
1787.

MISSOURI AM/FM

Small market. \$380,000 cash;
\$480,000 terms, 30% down pay-
ment. Phone 803-585-4638.



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

Southwest AM/FM combination—\$800,000, with \$300,000 down and excellent terms. This 1,000 watt daytime with sister Class A FM is located in a small market and owns its own real estate, including building and four acres of land. Reasonably priced at less than 2.5 times gross earnings.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1038

RECEIVER'S SALE
KATY AM 1340 KHZ

Assets & lisc. Auction Thurs. Oct. 13, 1983, 11 A.M. PDT, at KATY offices, 1146 Monterey, San Luis Obispo, CA 93401. All cash (no brokers comm.) 10% cash deposit, balance on approval by court & FCC. Call 805-543-1340; 466-5467.

Florida AM/FM. Single w/untapped potential. \$400,000 total, \$100,000 down. Call Randy Jeffery 813-294-1843, or Janice Blake, 404-458-9226.



JAMAR RICE CO.
Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr., Suite #101 Austin, TX 78746

FOR SALE
2 KENTUCKY UHF CP'S

WRITE: JIM MOORE
c/o BOX 2744
KNOXVILLE, TENN. 37901

BOB KIMEL'S
NEW ENGLAND MEDIA, INC.
MASSACHUSETTS BROADCASTERS
Buyers or sellers—we look forward to seeing you at the convention at Cape Cod this week.

8 DRISCOLL DR. ST. ALBANS, VT. 05478
802-524-5963

OWNERS WILL FINANCE

Owners wishing to sell sunbelt giant 10 KHZ clear channel AM. Will finance to qualified buyer. Profitable operation with exceptional equipment and facilities. Excellent opportunity for person wishing to leave pressure position for more leisureed lifestyle. Call (daytime) 804-836-9700, or write McDougald Business Brokers, Inc., P.O. Box 3325, Danville, VA 24541.

Visit with us

at the NARB Convention in New Orleans, Oct. 23 and 24, Suite 2229, in the Hilton Tower. Serving gourmet community coffee or drinks. John Mitchell & Associates, Radio Brokers, Appraisers, Consultants.

Dan Hayslett
A ASSOCIATES, INC.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

BROADCASTING'S Classified Rates

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., NW, Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy — all copy must be clearly typed or printed. Any and all errors must be reported to the classified 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.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word Count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number including area code or zip code counts as one word each.



Fates & Fortunes

Media

L. Martin Brantley, general manager, KPTV(TV) Portland, Ore., named president of licensee, Oregon Television Inc., succeeding **John S. Hansen**, retired.

Allen Feuer, VP, general manager, WQTV(TV) Boston, joins KLRT(TV) Little Rock, Ark., in same capacity.



Reis

Richard Reis, general manager, WFTQ(AM) Worcester, Mass., named VP and general manager, WFTQ(AM)-WAAF(FM) Worcester. **Gerardo Tabio**, promotion director, WFTQ, named station manager.

Jim Kontoleon, VP and general manager, WNFT-TV Jacksonville, Fla., joins WLCT(TV) New London, Conn., in same capacity. **Ray Davis**, VP and general sales manager, WNFT-TV, succeeds Kontoleon.

Joseph M. Kelly, general manager, WAKY(AM)-WVEZ(FM) Louisville, Ky., joins WROR(FM) New York as VP and general manager.

Ben Akerman, VP and general manager, WGUN(AM) Atlanta, and director of engineering for parent, Dee Rivers Stations, retires after 53 years in broadcasting. He is succeeded by **Claude Jones**, program director, WGUN.

Zim Barstein, station manager, WLIR(FM) Garden City, N.Y., named senior VP.

J. Curt Hockemeier, director of market development operations, Cox Cable, Atlanta, named general manager, Cox Cable, Oklahoma City.

Talmage Thompson, general sales manager, WHO-TV Des Moines, Iowa, named station manager, co-owned WHO(AM) there.

VP's named senior VP's, American Television & Communications, Englewood, Colo.: **Gary Bryson**, marketing; **James Cottingham**, operations; **Henry Gerken**, secretary and general counsel; **Robert Rast**, business and technology development, and **Kevln Rorke**, chief executive and president, central Florida division.

Michael O'Neil, controller, CBS-TV, New York, named VP, controller, CBS Radio, succeeding Peter Keegan who recently became VP, controller, CBS Inc. (BROADCASTING, Sept. 12).

Neil Waldman, director, CBS News Film/Videotape Library, New York, named director, archives development. **Alan Lewis**, director, public television archives, Public Broadcasting Service, Washington, succeeds Lewis.

Alan Wurtzel, director, news, development and social research, ABC Marketing and Re-

search Services, New York, named VP, broadcast standards and practices, East Coast.

Mary Perot Nichols, director of communications, University of Pennsylvania, Philadelphia, joins noncommercial WNYC-AM-FM-TV New York, as director of municipally owned stations.

Thomas French, VP, finance, Western Broadcasting, Missoula, Mont., joins KCPQ(TV) Tacoma, Wash., as business manager.

Rose Marie Donovan, station information editor, KNBC(TV) Los Angeles, named coordinator of compliance and practices.

Donna Buinicky, sales coordinator/credit manager, WNNE-TV Hartford, Vt., named business manager.

Marketing

Sherman Agins and **Stan Schumsky**, research directors, and **Nat Waterston**, creative department business manager, Doyle Dane Bernbach, New York, elected senior VP's.

Jess Korman, creative group head, Benton & Bowles, New York, named senior VP. **Frank Assumma**, account supervisor, B&B, New York, named VP.



Colombo

Charlie Colombo, executive VP and chief operating officer, The Christal Co., New York, named president and chief operating officer, succeeding **Bob Duffy**, who becomes chairman and chief executive officer.

Charles Cordle, copy supervisor; **Claire Hassid**, creative group

head, and **Charles Sawyer**, senior copywriter, Dancer Fitzgerald Sample, New York, named VP's.

Michael Feldman and **John Stokes**, management supervisors, Young & Rubicam, New York, named senior VP's.

Richard McHugh, manager of domestic sales, enterprises division, NBC, New York, joins Needham, Harper & Steers there as director of programing, corporate media.

Roy L. Herbert, creative supervisor, Grey Advertising, New York, named VP.

Appointments, Marsteller Inc., Chicago: **James Durish**, from Cunningham & Walsh, Chicago; **David Innes**, from J. Walter Thompson, Chicago; **James Mohiser**, from Abelson-Frankel, Chicago, and **Michael Soper**, from Ogilvy & Mather, Chicago, to art directors; **Michael Marn**, VP, creative director, Jack Levy & Associates, Chicago, to creative supervisor, and **Lynn Dangel**, from J. Walter Thompson, Chicago, and **Jeffrey Steele**, from Sears, Roebuck & Co., Chicago, to

copywriters.

Gerard Starybrat, account supervisor, Carrafello, Diehl & Associates, Irvington-on-Hudson, N.Y., elected VP.

Tom Gatti, VP and general manager, Telecable Sales, Syracuse, N.Y., joins Cable Networks Inc., New York, as national spot sales manager in national expansion of sales efforts. Cable Networks Inc. is cable advertising sales and marketing firm.

Aaron Shelden, director of communications, CBS Owned Television Stations, New York, has resigned to form Shelden Communications, advertising, marketing, public relations firm there.

Lou Abitabilo, sales manager, WNBC-TV New York, named director of sales.

Brett Davis Cornwall, director of retail services and marketing, WPXI(TV) Pittsburgh, joins WTOV-TV Steubenville, Ohio, as general sales manager.

Kenn Cunningham, general manager, KCBN(AM) Reno, joins KAH(AM)-KHLY(FM) Auburn, Calif., as sales manager, Sacramento, Calif.

Paul Sacks, general sales manager, KTZO(TV) San Francisco, joins KFTY(TV) Santa Rosa, Calif., as sales manager.

Phyllis Stetson, national sales manager, WLIR(FM) Garden City, N.Y., named executive VP.

Paul Anovick, account executive, Katz Radio, New York, named general sales manager of Katz-owned WFTQ(AM) Worcester, Mass.

John Castleton, local sales manager, KJEO(TV) Fresno, Calif., named national sales manager.

Dennis Gergits, national sales manager, WPTV(TV) West Palm Beach, Fla., named local sales manager.

Nancy Cole, account executive, KJOI(FM) Los Angeles, joins KNX(AM) there in same capacity.

Named account executives, KMEO-AM-FM Phoenix: **Don Sobczak**, from KARZ(AM) Phoenix; **Terry Lehrman**, from KOPA-AM-FM Scottsdale, Ariz., and **Patty Sankovich**, from KJJI(AM) Phoenix.

Programing

Len White, VP, sales, CBS/Fox Video, New York, named senior VP, sales and marketing, North America.

Howard Katz, executive producer, *The Road to Los Angeles and Sarajevo '84* for MCA, Los Angeles, joins Ohlmeyer Communications there as executive VP.

Norbert Auerbach, from United International Pictures, New York, joins Almi Distribution Corp. there as acting president and chief executive officer.



Benson

Robert Benson, VP, ABC News and Sports, radio, named to newly created position of VP, senior executive, ABC Radio Networks. He maintains responsibility for sports, and adds responsibility for affiliate relations, audience development, creative services, program operations and planning for ABC's six radio networks (Information, Entertainment, Direction, Rock, FM and Contemporary).

Deborah Curtan, director, casting, NBC Entertainment, Los Angeles, named director, current comedy programs.

Andy Siegel, senior VP, creative affairs, United Artists Television, Los Angeles, joins Intermedia Entertainment there as VP, creative affairs.

John Walsh, from *Newsweek*, New York, joins The Sports Network, pay cable sports service of Group W Satellite Communications there, as senior executive editor.

A. Marco Turk, independent producer and head of own production company, TAMTCO, Los Angeles, has signed to create and produce series and specials for Warner Bros. Television there.

Toby Rogers, national director of sales, Eastern division, Hearst Corp./King Features Entertainment, New York, joins Tribune Entertainment there as director of national sales, programming, East Coast.

Roger Seltzer, VP, general counsel, Liberty Communications, Eugene, Ore., joins The Sports Network as general manager, Soncis Sportschannel, Seattle-based regional pay cable service. The Sports Network is service of Group W Satellite Communications.

Gary David Goldberg, executive producer, *Family Ties*, Paramount Television, Los Angeles, has signed exclusive agreement to develop and produce television series for NBC Productions there.

David Kennedy, controller, corporate, Columbia Pictures Industries, Los Angeles, named senior VP, finance, filmed entertainment.

Jim Weathers, VP, general sales manager, Metromedia Producers Corp., Los Angeles, joins Blair Video Enterprises, San Francisco, program distributor, as VP, Western regional sales manager. **Dorothy Hamilton**, from Lorimar, New York, joins Blair Video Enterprises there as sales service manager.

Gene Spraul, general manager, KZTR(FM) Camarillo, Calif., joins Peters Productions, San Diego, as regional manager, radio division.

Rex Lardner, director of sports administration, CBS, New York, joins Sports Time Cable Network, St. Louis, as director of programming.

Cliff Blake, from WZZK(FM) Birmingham, Ala., joins WBCS-FM Milwaukee as program director.

Chris Cross, assistant program manager, WBZ(AM) Boston, named program manager.

Appointments, *PM Magazine*, KOUS-TV Har-

din, Mont.: **Susan Cloughley**, reporter, to host; **Ed Connors**, anchor-producer, to host, and **Ric Bramble**, anchor-reporter, to special features correspondent.

Appointed hosts, *New England Afternoon*, WNEV-TV Boston: **Bill O'Reilly**, weekend co-anchor; to host; **Edgar Dworsky**, consumer editor, *LOOK*, WNEV-TV's former weekday magazine program, to host, consumer segment; **Marilyn Griffin**, assistant professor, Tufts University, Medford, Mass., to host, health segment; **Bill Chuck**, assistant to president, Emerson College, Boston, to host, entertainment, and **Joan Quinn Eastman**, producer-host, Continental Cablevision, Newton, Mass., to host, life style.

David Eanet, from WBBM-AM-FM Chicago, joins WRC(AM) Washington as sports director.

Elaine Perkins, sports anchor-reporter, KING-TV Seattle, joins KTTV(TV) Los Angeles in same capacity.

Felicia Otero, from noncommercial WGBH(FM) Boston, and **J.F. Briere**, from noncommercial WSVH(FM) Savannah, Ga., join noncommercial WAER(FM) Syracuse, N.Y., as producers.

News and Public Affairs

Jay Newman, news director, KDKA-TV Pittsburgh, joins WCAU-TV Philadelphia in same capacity.

Kevin Teale, evening news producer-reporter, WIBW-AM-FM-TV Topeka, Kan., joins KJYY(FM) Des Moines, Iowa, as news director.

Jan Allen, news director and executive producer, WJIM-TV Lansing, Mich., joins WDIV(TV) Detroit as news producer.

Al Nash, news producer and assignment editor, KSNW(TV) Wichita, Kan., joins KTIV(TV) Sioux City, Iowa, as assistant news director and assignment editor.

Lesla Jansen, anchor-reporter, WICD(TV) Champaign, Ill., joins WLWT(TV) Cincinnati as night assignment editor.

Nancy Pressel, evening assignment editor, KNTV(TV) San Jose, Calif., named producer, 6 p.m. news.

Marie Curkan, assignment editor, WTNH-TV New Haven, Conn., joins WTCN-TV Minneapolis-St. Paul as managing editor.

Appointments, WDAF-TV Kansas City, Mo.: **Howard Bernstein**, from WMAR-TV Baltimore, to 6 p.m. producer; **Susan Gates**, Satellite News Channel coordinator (WDAF-TV is regional affiliate), to 5 p.m. producer; **Glen Hanson**, weekend co-anchor, to business and economic reporter, and **Bob Thill**, reporter, to weekend co-anchor.

Appointments, CBS News: **Michael O'Connor**, reporter, KRON-TV San Francisco, to reporter, Miami bureau; **Maria Shriver**, national correspondent, *PM Magazine*, Group W Productions, to reporter, Los Angeles bureau, and **Sandy Gilmour**, correspondent, NBC News, Houston, to correspondent, Atlanta bureau.

Appointments, KTBC-TV Austin, Tex.: **Rich Lebonson**, executive producer, WTVX(TV) West Palm Beach, Fla., to 10 p.m. producer; **Helen Miller**, assistant producer, KXAS-TV Fort

Worth, to 6 p.m. producer; **Bruce Gordon**, reporter, KTAB-TV Abilene, to same capacity, and **Jaime Ortlz**, from KMID-TV Midland, Tex., to photographer.

Xernona Clayton, host and producer, WTBS(TV) Atlanta, named director of public affairs.

Jessica Berman, reporter-anchor, WAMU(FM) Washington, and assistant producer, National Public Radio, to Group W Radio News, Washington, as correspondent.

Diane Willis, noon news anchor, WNEV-TV Boston, named co-anchor, 6 and 11 p.m. **Camilla Carr**, reporter-anchor, WBBM-TV Chicago, joins WNEV-TV as reporter.

Ruth Spencer, weekend anchor, KRDO-TV Colorado Springs, named weekday co-anchor.

Mary Anne Christensen, from WNDU-TV South Bend, Ind., joins WJXT(TV) Jacksonville, Fla., as anchor-reporter.

Joel Felck, from WDHO-TV Toledo, Ohio, joins WJRT-TV Flint, Mich., as anchor-reporter.

Karla Stanley, from WUBE(FM) Cincinnati, and **John Lomax**, from WTVK(TV) Knoxville, Tenn., join WKRC-TV Cincinnati as reporters.

John Gilbert, anchor-reporter, KPLC-TV Lake Charles, La., joins WTVC(TV) Chattanooga as reporter.

Andy Shaw, editorial director, WMAQ-TV Chicago, joins WLS-TV there as reporter.

Glenn Schwartz, from WAGA-TV Atlanta, joins WLWT(TV) Cincinnati as meteorologist.

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Technology

Alfred Leubert, independent business consultant and director, Chyron Corp., Melville, N.Y., named chairman and chief executive officer of Chyron, succeeding **Leon Weissman**, who relinquishes day-to-day management responsibilities to assume newly created position of vice chairman.

Larry James, VP, cable engineering, American Television & Communications, Englewood, Colo., named senior VP.

Ed Dalton, manager, technical maintenance, Public Broadcasting Service, Washington, joins ABC there as technical manager, ENG operations.

Julian Edison, controller, Scientific-Atlanta, Atlanta, named VP.

E. Richard Hodgetts, former VP, business services, and president NPR Ventures (BROADCASTING, Aug. 8), joins Mobile Communications Corp. of America, Jackson, Miss., as VP, involved in cellular communications and paging.

Andrew Juettner Jr., from Quincy, Ill.-based broadcast products division of Harris Corp., joins Townsend Associates, Springfield, Mass., as director of engineering.

Rodger Sanders, general attorney, law department, RCA, New York, named director, operating arrangements. RCA Global Communications. **Seymour Scharff**, manager, operating arrangements and planning, RCA, New York, named director, Pacific affairs, RCA Global Communications.

C. David Leyrer, director of engineering, American Television & Communications, Albany, N.Y., joins Colony Communications, Providence, R.I., as manager, institutional networks. **W. Wesley Howe**, chief technician, Colony Communications' Dynamic Cablevision of Florida, Hialeah, Fla., named technical manager, Colony Communications, based at corporate headquarters in Providence.

Frederic La Pointe, marketing engineer, Hewlett-Packard, Cupertino, Calif., joins General Instrument, New York, as business development analyst, broadband communications group.

Roger Miller, sales representative, audio-video systems division, Ampex Corp., Dallas, named Western regional sales manager, Los Angeles.

Dale Russell, assistant chief engineer, KFVS-TV Cape Girardeau, Mo., joins KTIV(TV) Sioux City, Iowa, as VP, chief engineer.

Michael Barnard, member of production crew, WFBT-TV Minneapolis-St. Paul, named production manager and technical coordinator.

Rufus Gleason, producer and director, WYFF-TV Greenville, S.C., named TV control operations supervisor.

Promotion and PR

Laurence Rebich, from Trans World Airlines, New York, joins Group W Satellite Communications, Stamford, Conn., as VP, sales promotion, Satellite News Channel.

Renee Friedman, administrative assistant to president, Jones International Inc., parent of Jones Intercable, Englewood, Colo., named VP, corporate communications.

Leonard Stein, public relations manager, Playboy Enterprises, New York, has left to form Visibility Public Relations there.

Ceri Larson, communications associate, Television Bureau of Advertising, New York, named publicity manager.

Sharon Norton, from Westinghouse Electric Corp., Washington, joins ECOM/DDB New York, public relations subsidiary of Doyle Dane Bernbach, as associate.

Elizabeth Douglass, from Educational Testing Service, Princeton, N.J., joins Cable Television Network, Trenton, N.J., as advertising-promotion director.

Rick Hollicker, freelance writer and radio producer, Los Angeles, joins KNX(AM) there as assistant director of community services.

Elizabeth Devlin, assistant manager, trade shows, Times Fiber Communications, Wallingford, Conn., named sales promotion manager.

Kathy Chasen, from Firmature Group, Los Angeles-based advertising and public relations firm, joins noncommercial KCET(TV) there as assistant publicist and log editor.

Stu Kantor, from noncommercial WETA-TV Washington, joins public information department, Public Broadcasting Service there as editorial associate. **Andrea Grenadier**, administrative assistant, public information, named editorial assistant.

Kathleen Dunn, producer and air personality, WTMJ(AM)-WKTI(FM) Milwaukee, named director of community affairs, radio.

Mark Zacharias, producer-director, editor and production engineer, KRDO-AM-FM-TV Denver, named promotion manager.

Susan Stuart-Otto, VP, public information, KTCA-TV Minneapolis-St. Paul, named VP, corporate relations.

Cathy Downing, promotion manager, KVOA-TV Tucson, Ariz., joins KPNX-TV Phoenix as audience promotion manager.

Leslie Hilleman, research marketing assistant, Dancer Fitzgerald Sample, San Francisco, joins American Advertising Federation, Washington, as assistant to president and meeting coordinator. **Julie Dolan**, from Porter, Novelli & Associates, Washington, joins AAF there as director of information and publications.

Allied Fields

Jay Witkin, chief of enforcement division, Common Carrier Bureau, FCC, Washington, joins law firm of Finnegan, Henderson, Farabow, Garrett & Dunner there, specializing in communications law.

Henry Goldberg, partner, Verner, Liipfert, Bernhard & McPherson, Washington, law firm, has left to form own firm, Goldberg & Spector, with **Phillip Spector**, who was Goldberg's senior associate at Verner, Liipfert. Joining them will be **Stephanie Sommer**, associate in Verner, Liipfert, and **Jeff Olson**, of Citizens Communications Center, Washington.

Robert Finn and **Jerry Graniero**, staff executives, American Association of Advertising Agencies, New York, named VP's.

Don Dekoker, LPTV Services, New York-based consulting firm, joins National Institute for Low-Power Television, Washington, as director of member services.

Linda Miller, staff member, International Radio & Television Society, New York, named director of sales.

Deaths

Jessee David Rankin, 67, vice president, May Broadcasting, Shenandoah, Iowa, died of cancer Sept. 18 at Shenandoah hospital. May Broadcasting owns KMTV(TV) Omaha; KGUN-TV Tucson, Ariz., and KMA(AM) Shenandoah, and has part interest in KFAB(AM) Omaha. Rankin is survived by his wife Frances and two daughters.

Frederick W. Jauch, 61, director of publications, Agency for Instructional Television, Bloomington, Ind., died of heart attack Aug. 24 at his home in Bloomington. He is survived by his wife, Barbara, three sons and two daughters.

Robert C. Dennis, 67, television writer for such shows as *Dragnet*, *Hawaii Five-O* and *Cannon*, died of cancer Sept. 14 in Los Angeles.

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Colony's Clifford: taking the sermon to the believers

Six years ago, the Providence Journal Co. went looking for an executive to replace the retiring director of its broadcasting and cable division, then consisting of two radio stations and Colony Communications, a 50,000-subscriber cable system. It found Jack Clifford.

In six years, with Clifford on the front line, the 155-year-old media company founded on the newspaper of the same name has added a successful independent TV station in Philadelphia, more than tripled its cable subscribership count, established itself as a leader in cable advertising and positioned itself in the new communications era by filing dozens of applications for cellular radio and multichannel multipoint distribution service licenses.

Despite the important role Clifford plays at Colony Communications, his most immediate challenge may come from his chairmanship of the Cabletelevision Advertising Bureau. In that job, he is out to convince cable operators that advertising can work for them while Robert Alter, CAB president, tries to sell advertisers the same theme.

It's no secret that cable needs to market itself better to both Main Street and Madison Avenue. Clifford, drawing on his broadcast sales experience, plans on "carrying the sermon to the believers."

Clifford comes well prepared to demystify cable advertising. He acquired extensive sales and management experience in a broadcast career that may have been, in a sense, thrust upon him.

While at Western Michigan University, Clifford took a radio announcing course. The professor was often absent, Clifford recalls, and one morning upon arriving in class, he discovered a note scrawled on the blackboard: "Clifford will instruct." The choice was made, Clifford believes, on physical as well as intellectual grounds. True, he was always a chapter ahead, but he also cut an imposing figure in class: The former high school football and baseball player was over six feet tall and had been bald since age 19.

One day after class, the assistant program director at WKMI(AM) Kalamazoo, Mich., approached "Professor" Clifford, described an announcing position that was opening at the station and asked him if he knew of any students who would be interested. Clifford proposed himself for the job. He auditioned and was hired. "I found myself thoroughly sold on broadcasting as a career," Clifford says.

After graduation, Clifford joined KTVK(TV) Phoenix as announcer, sportscaster, sports director and even director of the late night movie—all of which afforded some unconventional working hours. A year later, Clifford moved to sales, more to have



Jack Carl Clifford—chairman, Colony Communications, and vice president, broadcasting and CATV, Providence Journal Co., Providence, R.I.; b. Sept. 13, 1933, Gary, Ind.; BA, English and speech, Western Michigan University, Kalamazoo, Mich., 1956; staff announcer and traffic assistant, WKMI(AM) Kalamazoo, 1955-57; director, announcer, sportscaster and sports director, 1957-58, and local sales representative, 1958-62, KTVK(TV) Phoenix; local sales representative, 1962-68; vice president, sales, 1968-70, and president and general manager, 1970-74; KTAR-TV (now KPNX-TV) Phoenix; president and general manager, WXIA-TV Atlanta, 1974-76; general sales manager, KXTV(TV) Sacramento, Calif., 1976-77; director of broadcasting and CATV, Providence Journal Co., 1977-79; president, Colony Communications, 1979; present position since December 1982; m. Marguerite Seeds, Oct. 24, 1958; children—Jay, 20, and Christin, 18.

"a natural marital status," he says, than from any burning desire to get into advertising.

His sales training came on the job. At the time, the market was without rating books and Clifford became sophisticated in television advertising as that business itself matured.

The move to sales couldn't have come at a better time. By 1960, the Phoenix market was growing rapidly. It had always been a good test market, Clifford says, and television advertising growth was spurred by the department store and shopping mall construction that followed a housing boom. In 1962 Clifford moved to NBC affiliate KTAR-TV there (now KPNX-TV) as local sales representative. Despite being the junior member of the sales staff by 10 to 15 years, he was named vice president, sales, in 1968.

Combined Communications bought the station in late 1968, and by 1970 the 36-year-old Clifford had been named president and general manager.

He left Combined in 1976 over management differences with executives who came

along with Combined's purchase of WXIA-TV Atlanta in 1974. He moved to Corinthian's KXTV(TV) Sacramento, Calif., as general sales manager, with the understanding that he would then move to Houston and run the group's KHOU-TV. He never got there.

Colony called and made Clifford "a significant offer," he says. He was impressed with the principals of the Providence Journal Co. and the history of the company. "I began to see something beyond just running a TV station," Clifford says.

Nearly everything Clifford has done at Colony has revolved around advertising. Colony has created its own advertiser-supported movie channel, MovieTime, stocked it with 800 titles from NATPE-style movie packages and placed it on its basic tier. Although the channel is not yet profitable, Clifford says churn has been cut by more than 50% and surveys show at least 70% of the subscribers watch at least four hours per week.

Colony is delivering two 24-hour cable-text services on its Providence, R.I.-New Bedford, Mass., systems (every sixth page in the magazine an advertisement). The New Bedford system is also the home of Colony's prize local origination efforts. It programs local news and sports and sells advertising time, just like a local broadcast station. To make advertising work, Clifford says a core of 10,000 homes is needed, either in a single system or an interconnect. And, he adds, cable operators need to simplify accounting by sending one bill for one system or interconnect to advertisers.

To sell advertising on cable, Clifford recruits salesmen with broadcast advertising experience. The marketing of cable services to customers in Colony systems is done by those with marketing backgrounds. Two separate selling strategies, two separate staffs, Clifford says, adding: "It's the only way to go."

"We are not going to change the way people buy advertising," Clifford emphasizes. "We have to change cable so they can buy us the same way" as they do radio and TV. He says, however, that the advertising community, "is more willing to embrace cable [now] than television in its early days."

Back at Colony, the parent company is preparing for the next battle in the communications revolution.

Colony has filed for cellular radio applications in Providence and the Carolinas and for multichannel multipoint distribution licenses where it has broadcasting and cable operations and pending cellular applications. Clifford does not want Colony to miss out on any future communications opportunities. The company can wait out the lean years as these services develop, Clifford says, and any licenses applied for now can always be used as "an exchange factor" in the future. "We very much want to be there," Clifford says. No doubt he'll be there. He could have added: with rate card in hand. ■

FCC has voted unanimously (with Chairman Mark Fowler and Commissioner Henry Rivera concurring) **to issue rulemaking proposing to award lottery preferences to women** for mass media construction permits ("Closed Circuit," Sept. 5). FCC asked whether it should consider women as "minority group" under current lottery rules or whether specific diversification preference should be established for women. FCC noted that if, at conclusion of proceeding, it decides it lacks jurisdiction to establish preference, it will forward record of proceeding to Congress "together with appropriate recommendations." Rivera said he questioned "some of the legal reasoning" in item. Fowler has made it known he is opposed to awarding preferences (BROADCASTING, April 4).

Passage of **FCC reauthorization measure** (H.R. 2755), which includes supplemental funding for Corporation for Public Broadcasting **stalled in House last week** after key Republicans raised objections to additional \$70 million allocated to CPB for fiscal years 1984, 1985 and 1986. Measure also reauthorizes FCC for fiscal 1984 and 1985, at \$91.2 million for each year. Resistance was strong enough that bill's Democratic backers decided to wait one week before bringing measure to floor. Republicans also said increased funding was "ill advised" because of financial troubles of National Public Radio. White House is also against supplemental funding.

Weather Channel said it has, to date, **signed 15 major MSO's to go along with its carriage fee plan** announced last month to stem nearly \$1 million per month in financial losses (BROADCASTING, Aug. 22). Fifteen MSO's, TWC said, account for **52% of its 10-million subscriber base**. "We are encouraged by renewals and new contracts from advertisers made even in uncertain climate that has existed for the past couple of months," said John Wynne, president of TWC, in prepared statement. "Now that the cable industry has shown it wants TWC to continue, we believe advertisers' use of our service will accelerate." Fee schedule is to be instituted Jan. 1, 1984. Landmark Communications Inc., owner of TWC, has asked cable operators to pay three cents per subscriber for systems in top 15 markets, four cents per subscriber for systems in markets 16-50, and five cents per subscriber in all other markets. Spokesperson said TWC has lost no advertisers since it announced it was instituting carriage fees and had even picked up several renewals and new commitments.

Young & Rubicam has been awarded approximately **\$120 million in Colgate-Palmolive billings** in U.S. and abroad. Amount is about one-third of Colgate's total worldwide advertising spending. Y&R assumes billings that have been handled by Kenyon & Eckhardt in

U.S. and D'Arcy-MacManus & Masius overseas. To take Colgate billings, Y&R is resigning about \$60 million of Procter & Gambill billings overseas. Last May, P&G removed about \$16 million in U.S. billings from Y&R.

Philadelphia STV station wwsq-TV will drop its SelecTV programming or about Nov. 1, and begin carrying PRISM, Bala Cynwyd, Pa. based regional pay cable service. PRISM, which started in 1976 as a sports-only program service, now features motion pictures and entertainment specials as well as sports, and serves more than 350,000 subscribers in 87 cable systems in Pennsylvania, New Jersey and Delaware. Wwsq-TV will introduce PRISM's programming to Philadelphia, which has not completed its cable franchise process.

Los Angeles-based **Shamrock Broadcasting Co.** has signed letter of intent to **acquire WTKN(AM)-WWSW-FM Pittsburgh** from WWSW Radio Inc., subsidiary of Toledo Blade Corp.—diversified media company owned by William and Paul Block Jr., brothers. It also owns several newspapers, one AM, one FM, two TV's and cable systems in Toledo and Sandusky, both Ohio, and Monroe, Mich. Last week it bought, subject to FCC approval, WDRB-TV Louisville, Ky (BROADCASTING, Sept. 19). Estimates from industry sources put purchase price at **upwards of \$5 million**.

Gene Jankowski, president, CBS/Broadcast Group, **announced** a Radio-Television News Directors Association convention last week (see page 32) that **CBS News has been authorized to develop new prime time weekly one-hour magazine program** to be anchored by **Charles Kuralt and Bill Moyers**. **Diane Sawyer** and **Bill Kurtis**, co anchors of *CBS Morning News*, would be major contributors, said Jankowski, and even *CBS Evening News* anchor **Dan Rather** may contribute story now and then, as schedule permits, as would former *CBS Evening News* anchor **Walter Cronkite**. Working title of proposed new program is **The American Parade**. Robert (Shad Northshield) will develop program as executive producer. "You've have to call it a magazine program," said Northshield, "in the same sense that it will deal with more than one story" per episode. He said Kuralt and Moyers will be doing stories "typical of the things they do," with Kuralt doing lighter "On the Road"-type pieces and Moyers "the more serious kinds of outtakes that he does." Program will probably be introduced in second season (early 1984) as replacement series.

FCC Review Board has reversed initial decision and **granted application of Bay Television Inc. for new UHF television station (ch. 38) in St. Petersburg, Fla., denying competing application of Home TV Inc.** Administrative law judge had granted application of Home TV, citing superior proposal for integrating ownership into management. Review Board, however, said Home TV should have received substantial demerit for "clear pattern" of failing to report significant changes in its application. That substantial demerit, board said, outweighed lesser preference it received for integration proposal. Julian Smith, Baltimore, is president of Bay Television. He is also president of Commercial Radio Institute, owner of WPTT-TV Pittsburgh and WBFF(TV) Baltimore. Andre White, St. Petersburg, is president and 8.33% owner of Home TV, which he owns with 10 other stockholders. According to initial decision, he is equal employment opportunity officer with Community Action Agency.

ABC Television President John Severino presented Adcraft Club of Detroit last Friday with dizzying array of **statistics in connection with ABC's broadcast of 1984 Olympics**. Severino said ABC is deploying over **\$150 million in broadcast equipment**, including 29 mobile units, 180 cameras, 278 tape machines and VCR's and 660 miles of cable. At Los Angeles alone, ABC will produce 1,300 hours of coverage to feed uninterrupted signals to TV stations around world. In addition to 2,500 ABC people on location, network will be serving 2,000 foreign broadcasters on site. To overcome technical difficulties of certain events, for example, ABC has built stationary houseboats for camera platforms to cover scull races. Transmissions to shore will be via underwater cable. ABC also designed



Congratulations. FCC Chairman Mark Fowler presented construction permit to principals of Founders Media Inc., owner of KEVE-TV (ch. 16) Everett, Wash., last Friday (Sept. 23). Everett is in Seattle-Tacoma ADI, nation's 16th largest—now biggest market in which black-owned television station is located. L to r: Curtis T. White, law firm of Hayes & White; Carl D. Washington, president and chief executive officer, Founders Media; Fowler; Carl Gipson, board member, Founders; Samuel E. Washington, vice president-general manager; Edward Hayes Jr., Hayes & White, and Moyes Lucas, board member, Founders.

special catamaran built atop twin racing shells to travel parallel to racers at 15 miles per hour without leaving wake. To cover 26-mile marathon, ABC will employ plane flying at 10,000 feet to serve as transmitter to television cameras mounted on two helicopters and electric-powered car moving in front of runners. To cover bicycle races, ABC cameraman will ride backwards on motorcycles and traveling at approximately 60 miles per hour.

□

UPI is forming worldwide Spanish-language radio network to begin serving U.S. radio stations with news and information in late October. New network, called "**Nuestras Noticias**" ("Our News"), will combine worldwide news resources and communications networks of UPI and EFE, principal news agency of Spain. Stations will be offered, on barter basis, hourly newscasts fed on half-hour in Spanish. Spearheading operations is Cristobal Tortosa, VP-marketing services, UPI, who has also assumed title of VP for UPI's Spanish-Language Network Services. News will feature reports of interest to Spanish-speaking Americans, according to Tortosa, who hopes to launch network on stations in top 30 markets. Project has been in development for about two years. Service will also be made available to Canadian stations.

□

New dates have been set for 1984 international TV program marketplace, **MIP-TV**, according to organizer Bernard Chevy, who reached agreement with Cannes, France, last Wednesday (Sept. 21) to move convention from originally scheduled dates (April 27-May 3) to **April 24-29**. Move, which also shortens event by one day, is made to accommodate organizers of larger International Film Festival, which demands two full weeks of set-up time for its event, now set to begin May 11 or 12. It also adds to Chevy's MIDEM Organization's expenses for staging MIP-TV. To be out of Palais in time, exhibits must be struck in single day. Meanwhile, preparations are in final stages for Chevy's first marketplace to take place in U.S., AMIP, set for next Nov. 7-10 at Miami Beach's Fontainebleau Hilton hotel. Total of 97 companies, all offering overseas product, had signed contracts to exhibit as of last Friday, and about 300 buyers have committed to attend. In addition, about 100 other companies, including United Kingdom's BBC and Granada Television Inc. have agreed to send observers.

□

FCC has designated for oral argument before Review Board **eight applicants** seeking interim authority to operate facilities of former **KHOF-TV San Bernardino, Calif.** Applicants are Angeles Broadcasting Network; United Minority Broadcasting of San Bernardino; Parachurch Consultants; The Christian Media and Education Foundation; James L. Oyster; Asian-American Broadcasting Foundation; Christians Aware, and Nova Communications Network. Bruce Fein, FCC general counsel, indicated his office was exploring possibility of using lotteries to choose among competing applicants for interim operating authority.

□

MCI Communications Corp. will announce Tuesday (Sept. 27) it is **launching nationwide "time sensitive message delivery" system** that will handle both electronic and paper-copy delivery.

□

House Rules Committee granted rule last week **permitting House to consider Senate Radio Marti bill** (S. 602) on House floor. Bill has not been scheduled for vote but is expected to pass.

□

House Telecommunications Subcommittee has tentatively scheduled series of **hearings on broadcast deregulation for Oct. 4 and 6** with mark up to follow Oct. 11. Subcommittee is also slated to hold joint hearing with Subcommittee on Elementary, Secondary and Vocational Education on Oct. 5.

□

A.C. Nielsen said last week it had **completed, ahead of schedule, its expansion of its national TV sample to 1,700 Audimeter-equipped homes, 450 more than in past**, in first significant change in size of that sample since Nielsen started its national TV rating service in 1950. Those 1,700 homes will reflect national viewing patterns of all continental U.S. TV homes—which Nielsen, in separate announcement, officially put at 83.8 million ("Closed Circuit," Sept.

12). Nielsen said new homes estimate represented smallest annual increase (0.6%) in more than 10 years, but that its estimates of average number of persons per TV household had increased, interrupting downtrend evident since mid-1960's. This increase was put at 1% overall, but some demographics—women aged 18-49, 25-54, 35-64 and 55-plus and men in first three of those age groups—increased by 1.5% to 2.3% each. Big fall-off was in teenagers, down 1.4%.

□

Arthur C. Nielsen Jr., 64, chairman and chief executive officer of Northbrook, Ill., research firm founded by his father in 1923, has announced his intention to **retire** effective Sept. 1, 1984. Nielsen will remain director and head of executive and compensation committees. **He will be succeeded by Henry Burk**, 57, member of board of directors, who has been executive VP and head of market research group since 1977, and before that president of A.C. Nielsen International. He will be first non-Nielsen to hold top post.

□

Latest Nielsen data confirms "dramatic shift in TV viewing in cable households," according to Cabletelevision Advertising Bureau President **Robert Alter**. He told New England Broadcasting Association meeting in Boston last Thursday: "No longer can advertisers look at television as a uni-dimensional medium." Alter presented Nielsen statistics showing that **cable's share in cable households has tripled since 1980**. He said he wasn't predicting television's downfall. "TV will adapt and survive but it undelivers cable households. The only way to correct that is to buy programming offered exclusively on cable," Alter said.

News analysis. *NBC News Correspondent John Chancellor told the Radio-Television News Directors Association last week that broadcast journalism's "greatest challenge is the corruption of success."*

In a speech prepared for delivery Saturday in accepting RTNDA's Paul White Award, Chancellor said this challenge can be met "only if we remember that our business is journalism, that our primary mission is to serve the public and that we have 50 years of tradition to back us up. There are standards, and we know what they are."

Chancellor said the "glamour and big bucks" that have been bestowed on broadcast journalism in recent years are "changing the way on-the-air people think about their jobs."

He said he had seen "some first-class news operations at local stations" and thinks the networks "will uphold the standards." But, he said, "too often" local news presents "a kind of bloodless performance that lacks bite and authenticity. The kind of reporting that doesn't have roots in the local community, in its peculiarities, its customs and history. The emphasis is not so much on what an anchor or a reporter has learned, but on how it is said."

"News, especially local news, is not made up of smoothly machined, interchangeable parts. But for many anchors and reporters, there is no way to advance but by smoothing out the parts and developing on-the-air techniques that work as well in Keokuk as in Cleveland or New York."

"A lot of on-the-air people seem to have gone through some kind of genetic mutation. They are all so nice. So agreeable. So pliable. So attractive. You wonder where the normal human emotion of anger has gone, or why that essential emotion for journalists—outrage—has disappeared. It may be there, but we don't see it on the air."

"I suppose that's because anger and outrage don't sell these days. If you want to work in bigger and better markets, anger and outrage may be luxuries that are too expensive. For all I know, there's a secret clinic somewhere which surgically removes offending emotions from on-the-air people."

"I say that because I am angry and I am outraged by some of the performances I have seen as I travel around the country. . . ."

Editorials

Wrong numbers

In an action several generations overdue, the FCC last week voted to question the sanctity of its rule of sevens which, contrary to the insistence of its admirers, was not delivered to the world by a messenger with a beard and long gown descending a mountain. As of this publication's press time, the FCC's brave act had been public knowledge for a day and a half, and Mark Fowler's office still had not been struck by lightning. Perhaps the rule of seven AM's, seven FM's and seven TV's, well, not quite seven TV's—five if they're VHF—was the work of earthly creatures after all.

Earthly fallibilities still lurk in some of the options that the FCC has asked people to think about. One option would raise the limits to 14 in television and 36 in radio, roughly reflecting the growth in total television stations since the adoption of the rule. That adjustment would imply that the rule of sevens had a real-world rationale at the time of its adoption. The fallacy of that implication is evident in the reminder that the number seven is absolute, whether the station to be counted is a network-owned VHF in New York or a mom-and-pop coffeepot in Two Sticks.

In all the years that the FCC has limited station ownerships by number, it has never had a good excuse to choose the number of the moment. Seven became the policy limit for AM's (not until 1953 a rule) because it was one percent of the 700 stations on the air when seven commissioners began applying it case by case to station trading. For a while the FCC limited FM ownership to six. In 1953 it adopted a formal rule that established the magic seven as the number for AM and FM, but five for a television system that was just beginning to develop. Later the television limit was expanded to seven, with no more than five VHF's, as an inducement to UHF development.

Upon the issuance of the rule in 1953, this page called it a "Lamentable Limitation" that had no realistic basis. The rule and its later modification have not improved with age.

It is also of more than passing interest that the economics of the radio and television businesses have exerted more restraints on multiple ownership than the FCC has fashioned. Right now only one station group—Park Broadcasting—owns the full portfolio of radio and television stations. Perhaps others are ready to expand to that number and beyond, if the rule is repealed or eased (Doubleday, for example, has said it would buy more than seven FM stations if permitted). But there is no evidence that a sudden surge of portfolio expansion would occur if the rules were lifted.

The FCC ought to give up the numbers game, which can lead only to the dead end the predecessor FCC reached in the rule of sevens. Where in the Communications Act does it say that the FCC must impose any limits on the multiple ownership? The antitrust laws are still on the books and the Department of Justice and Federal Trade Commission are still functioning.

The FCC's Office of Plans and Policy has argued that there is no need for national and regional multiple ownership rules if competition is preserved within individual markets. "The range of choices available to viewers depends on the number of outlets available at the local level," the OPP pointed out. As long as local ownership is varied, as it is under duopoly rules that are unmarked for revision, the principle of diversity obtains. It should be added that increased diversity is guaranteed by the arrival of new electronic services. The OPP's position is at least a starting point for the discourse that the FCC has invited.

Clearly this FCC wants to introduce reason into whatever it does about multiple ownership. That in itself sets a precedent.

Toned-down Marti

The National Association of Broadcasters is justifiably claiming a legislative victory in the Radio Marti bill passed by the Senate (BROADCASTING, Sept. 19). The kind of Radio Marti originally envisioned by the Reagan administration would almost certainly have produced destructive interference to American AM broadcasters by Cuban retaliation. The service that the Senate approved promises less vigorous Cuban reaction.

The Senate version puts the new service to Cuba under direction of the Voice of America, already broadcasting from Marathon Key, Fla., on 1180 khz (shared by the reluctant concession of the original possessor, WHAM Rochester, N.Y.). The assumption is that the Cubans have tolerated the Voice on that frequency and will tolerate the new service. The Senate bill also contains a \$5 million fund to reimburse American broadcasters for costs of mitigating Cuban interference that is already being caused.

The need for Radio Marti remains in doubt, but the House is expected to go along with the Senate. The compromise is probably the best to be had.

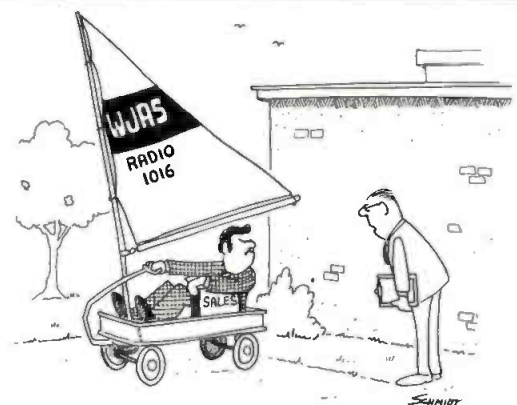
It's people that count

After a relatively short period of "breathtaking" growth for cable, cable services, newer technologies and related enterprises, Time Inc. President Dick Munro said in a speech last week, "the gold-rush days are over" and "the next few years call for caution."

Munro's speech, reported elsewhere in this issue, offers sound advice. He speaks with some authority—rooted both in exceptional success in this field (what is more successful than Time's Home Box Office?) and in eye-catching failure (witness the \$47-million bath that Time is taking on *TV-Cable Week*).

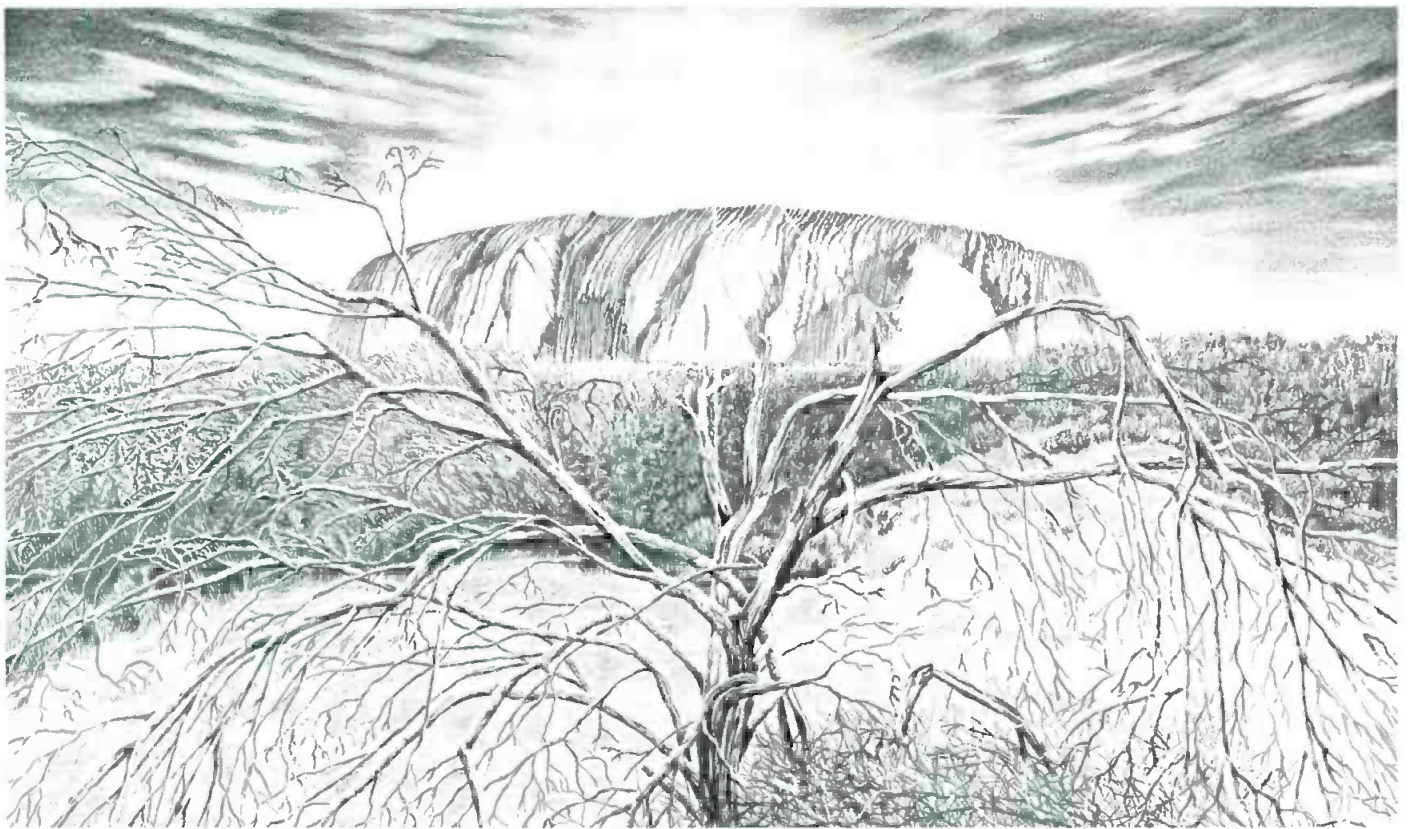
Munro is not gloomy about the future of the new media if they rightly keep their sights on serving the consumer's needs and preferences. In his words: "The communications companies that survive—that pay as close attention to consumers as they do to technology—can have a bright future. . . . The future of communications, as with all other such markets, belongs to the consumer."

This is a solid principle that successful broadcasters learned long ago and that, in new media or old, is neglected at the neglecter's peril.



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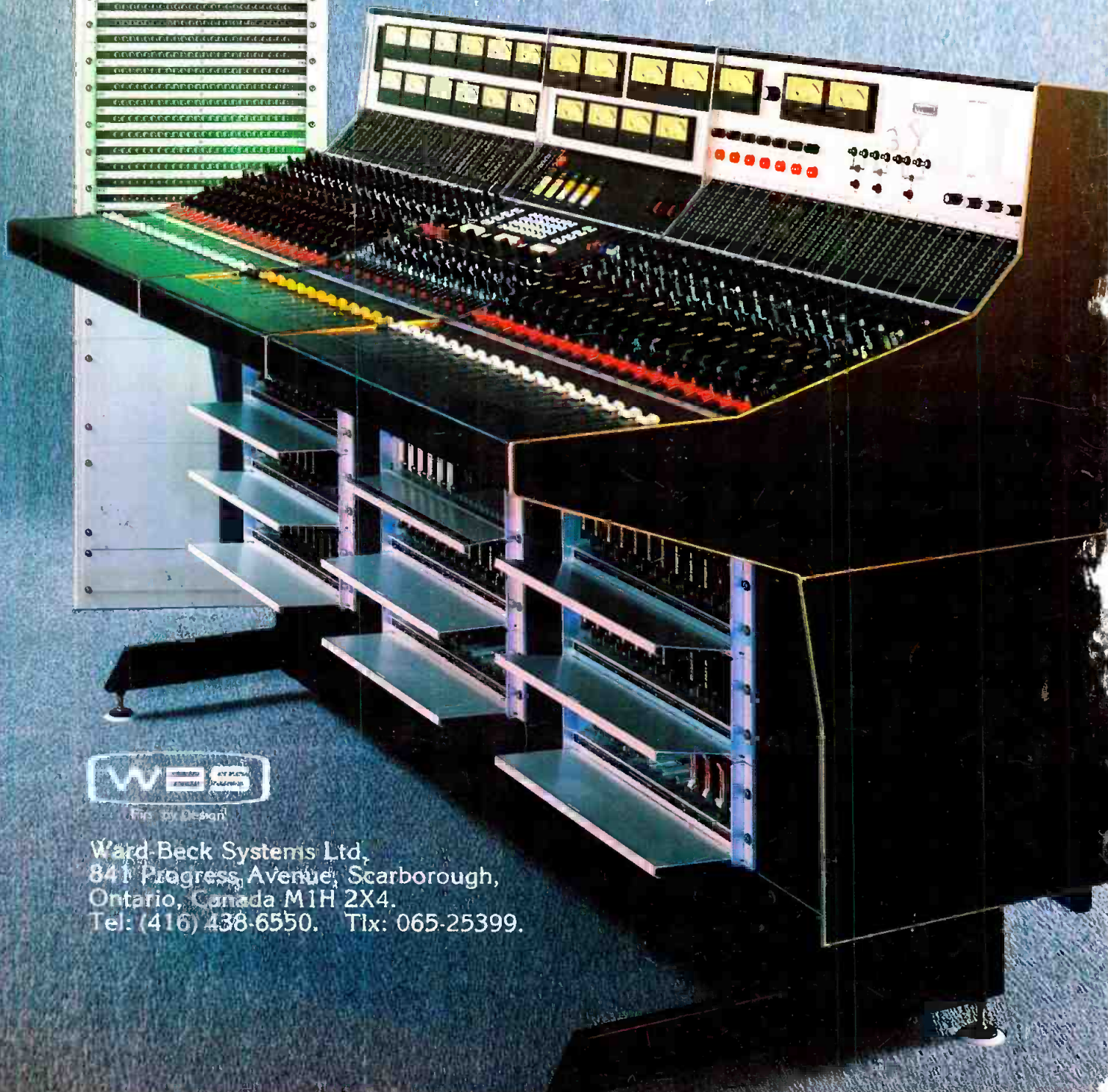
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