

# Broadcasting Apr 2

## HOW MINNEAPOLIS-ST. PAUL NEARLY BECAME LOS ANGELES.



Instead of our nice people in their dutch colonials, we'd end up with a bunch of game show hosts, drive-in health spas, and goodness knows what all. We had to do something. In desperation, we made up this outrageous story about how it gets really cold here. We even said it sometimes gets down to thirty below! People actually fell for it. Needless to say, we felt terrible about telling such a fib. But it worked, and here we sit undisturbed in our secret paradise on the prairie, just two million quiet folks who are perfectly well-adjusted. And incredibly well-heeled.

It was a real danger there for a while. Once people got hip to the Twin Cities incredible prosperity – we do, for example, have the fourth highest median family income in the country\* – mass immigration was sure to follow. The prospect was terrifying.

### KSTP-TV

*On top of a most civilized market*

\*Among 25 largest metro areas. Source: 1980 U.S. Census. For more information, call KSTP-TV at 646-5555 or your nearest Petry office.

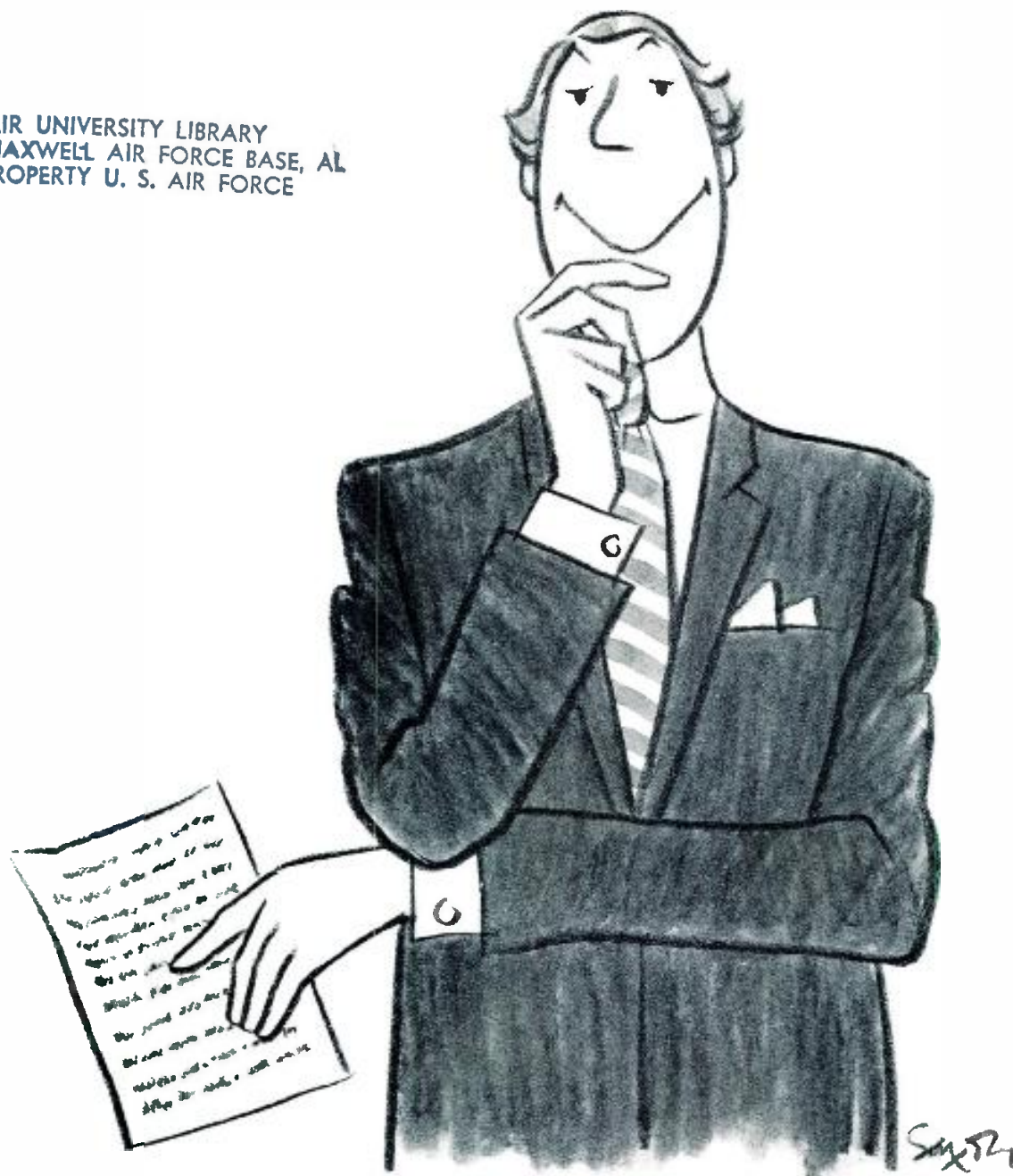
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Packwood vs. the House  
Large with Bernie Mann  
the February Sweeps

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We don't like to brag,  
but we've been number one  
18 years in a row.

Let the others tiptoe their way around  
the numbers. The truth is simple: most of the  
music played on radio is licensed by  
BMI. And it has been for 18 years.

Call it bragging if you like, but  
that's the way it really is.



Wherever there's music, there's BMI.

**THE NEW  
DIVORCE COURT  
LIST IS  
GROWING!**

ALBANY .....	WTEN-TV
ATLANTA .....	WAGA-TV
BOISE .....	KTVB-TV
BOSTON .....	WSBK-TV
CHATTANOOGA .....	WOEF-TV
CINCINNATI .....	WCPO-TV
CLEVELAND .....	WKW-TV
DALLAS .....	KTVT-TV
DETROIT .....	WJBK-TV
GREENVILLE/ NEW BERN/	WITH-TV
WASHINGTON .....	WTLV-TV
JACKSONVILLE .....	KOBI-TV
MEDFORD .....	WSVN-TV
MIAMI .....	WITI-TV
MILWAUKEE .....	WHEC-TV
ROCHESTER .....	KCST-TV
SAN DIEGO .....	WTVG-TV
TOLEDO .....	KGUN-TV
TUCSON .....	WUTR-TV
UTICA .....	



# DIVORCE COURT

**THE NEW DIVORCE COURT  
IS A GO — FOR 52 WEEKS FIRM  
STARTING SEPTEMBER '84 AS A WEEKLY STRIP!**

Television's original and most successful courtroom drama series.

## NEW PRODUCTION

IN ASSOCIATION WITH STORER COMMUNICATIONS, INC.

**"A kind of super-reality and spontaneity not found  
anywhere else on television."**

—TV GUIDE



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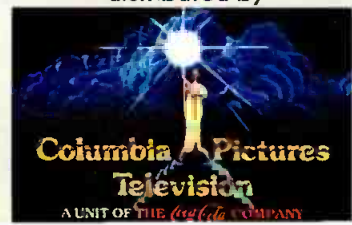
*Columbia Pictures Television  
proudly presents a syndication first.*

# **CARSON'S COMEDY CLASSICS**



- *Those classic comedy sketches from the incomparable "Tonight Show."*
- *Timeless entertainment for all ages, starring an American television institution...Johnny Carson!*

A St. Cloud Corporation Production  
distributed by



# M A S T E R C L A S S A W A R D S

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## WVOR, ROCHESTER

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JACK PALVINO, EXECUTIVE VICE PRESIDENT/  
GENERAL MANAGER

LARRY WHITE, ASSISTANT GENERAL MANAGER

JOHN ELLIOTT, PROGRAM DIRECTOR

BOB MALLERY, OPERATIONS MANAGER

GROUP: WVOR, INC., ALBERT L. WERTHEIMER, PRESIDENT

WVOR is well-known as one of the most successful adult contemporary stations in the country. A success that can be attributed to a lot of hard work and smart strategy by Jack, Bud, Larry, John, Bob, and their fine staff. When we started working with them in 1981, the station had a 12+ share in the 6s. Since then, WVOR has climbed steadily upward, to an 11.2 share this past fall. Even more significant is WVOR's dominance in the important 25 to 49 demographic — an 18.9 share in the fall book, giving WVOR a full 7 point lead over its nearest competitor. WVOR is truly an example of what can be achieved through good strategic planning.

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## WKDF, NASHVILLE

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BILL BYRAM, VICE PRESIDENT/GENERAL MANAGER

SMOKEY RIVERS, PROGRAM DIRECTOR

GROUP: DICK BROADCASTING CO., INC.,

JAMES A. DICK, PRESIDENT

WKDF is something of a phenomenon in this day and age when many AOR stations have become confused and faltered. "KDF 103" has remained steadfastly and consistently strong. . . very strong. Not only has it maintained its 12+ share at a healthy 11.7 or better over the past years, it has moved to absolutely dominate the really important young demographics — 18 to 34 year olds — outdoing its contemporary competitors 20.9 to 7.9. If you work for Jim Dick you rightfully feel like you're part of a fine family. And, for these "family" members, feuding — with the competition — is serious strategic business.

The Research Group, therefore, is most pleased to announce the election of the management of client stations WVOR and WKDF to the honorary rank of Master Class Strategists. In bestowing these awards, The Research Group recognizes the strategic achievements of some of America's most outstanding management teams, from which will be chosen one station to receive our highest annual honor, the awarding of The Research Group's Samurai Swords.

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

# The Research Group

*Radio's Strategic Research Team*

2517 EASTLAKE AVENUE EAST • SEATTLE, WASHINGTON 98102 • (206) 328-2993

# Broadcasting **Apr 2**

## FCC authorizes stereo TV; ups attribution limits

### ABC wins February sweeps

### "At Large" with NRBA's Bernie Mann

**WHERE THINGS STAND** □ BROADCASTING's quarterly look at the unfinished business of electronic communications begins on **PAGE 15**.

**WARNING** □ Packwood tells NAB he'll oppose legislation containing quantified programing standards. **PAGE 31**.

**STEREO TV** □ FCC authorizes stereo television, postpones action on cable carriage of stereo on must-carry signals. **PAGE 31**.

**ATTRIBUTION CHANGE** □ FCC rewrites attribution rules, permitting entities to invest more in media properties. **PAGE 31**.

**GOING PRIVATE** □ Executives of Harte-Hanks Communications propose leveraged buyout in move to take company private. **PAGE 32**.

**ROUNDTABLE SQUARE-OFF** □ Democratic presidential candidates debate in first such network-sponsored event since 1960. **PAGE 33**.

**VICTORY** □ ABC comes out on top in Arbitron's February sweeps. A market-by-market breakdown begins on **PAGE 36**.

**DEADLOCK** □ NCTA, nation's cities, at impasse on cable dereg bill's refranchising and rate regulation provisions. **PAGE 38**.

**AT LARGE** □ In a revealing interview with BROADCASTING editors, NRBA's Bernie Mann talks candidly about a wide range of issues affecting the radio industry. **PAGE 42**.

**LOW POWER CONFERENCE** □ At LPTV West conference in Anaheim, attendance was down but

hopes were still up that FCC applications logjam would soon be freed up. **PAGE 52**.

**COME TOGETHER** □ Katz Communications reaches agreement to purchase rep firms RKO Radio Sales and Christal Co. for approximately \$21 million. **PAGE 56**.

**TV TRIAL** □ CNN and local cable coverage of New Bedford rape trial praised by judge. **PAGE 60**.

**PASSING MADISON AVENUE.** □ Record crowds attend Cabletelevision Advertising Bureau's third annual conference at Sheraton Center in New York; hear advice on increasing cable's share of the advertising wealth. **PAGE 62**.

**OK'd** □ Senate Commerce Committee clears Dennis Patrick to fill remainder of former FCC Commissioner Jones's term, which expires June 30, 1985. **PAGE 68**.

**KO'd** □ With President and 20 senators on record against any action for next two years, repeal of television network syndication and financial interest rules appears down for count. **PAGE 70**.

**HARD TIMES** □ Connecticut Supreme Court reverses lower court ruling in Times Mirror Co. cable television-newspaper crossownership case. **PAGE 71**.

**TURF TROUBLES** □ Jurisdictional dispute on alternatives to Intelsat proves monkeywrench in U.S. machinery for producing international communications policy. **PAGE 72**.

**TOP 40 TOUCH** □ Bob Hyland, vice president, CBS Owned FM Stations, has turned around that network's FM fortunes. **PAGE 103**.

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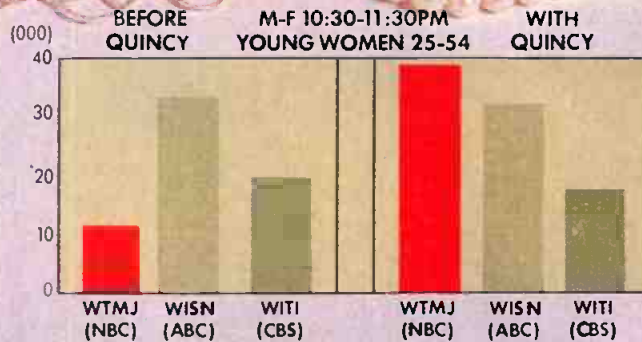
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# WHERE DO MILWAUKEE'S YOUNG WOMEN GO AFTER THE 10 O'CLOCK NEWS?

To *Quincy*, of course. In January, when WTMJ-TV, the NBC affiliate, placed *Quincy* right after their late news, they tripled their number of young women and doubled their ratings as well!

It's another example of *Quincy's* extraordinary appeal among this key demographic group!



## QUINCY

Working around the clock! 148 hours from

**MCA TV**

**4** WTMJ-TV REPRESENTED BY *mut* SALES, INC.



## Hint of accord

Deadlock between cities and National Cable Television Association over cable deregulation bill in House may break sooner than most observers think, possibly this week (see story, page 38). Sources close to negotiations say municipalities and cable operators may not be "as far apart" as some observers thought after last meeting. National League of Cities' latest counterproposal on franchise renewal and rate regulation may be key to final compromise.

## Innocent victim

If cable deregulatory legislation (H.R. 4103) becomes law, cable operators may have tougher time proving that cable franchises are depreciable "intangible" asset that can be written off in calculating federal income taxes. Ability to write off franchises would translate into tax savings windfall for cable operators, but it has been point of controversy in tax courts since 1971. Cable operators won last round, but Internal Revenue Service, according to one official, still insists such writeoffs are invalid.

To make deduction, cable operators must prove, according to IRS rules, that franchise has "a reasonably determinable useful life." But H.R. 4103 contains provision giving cable operators greater assurance that their franchises will be renewed and making it more difficult for cable operators to meet IRS test.

## Ford in future

DBS Corp. is expected to sign contract later this week for construction of spacecraft to be used in distribution of direct broadcast satellite program service in 1987. Ford Aerospace is considered front runner in bidding, since two companies signed "memoranda of understanding" last November. DBS Corp. has launch reservations for Ku-band high-power DBS satellites aboard France's Adriane space vehicle, to be launched in March and again in September, 1987, from facility in French Guyana.

## Likely numbers

In business where rival audience estimates can often be miles and miles apart, February Arbitron and Nielsen market-by-market sweep results come remarkably close. In figures compiled by

ABC researchers, average quarter-hour prime time audience in Nielsen market sweeps is 16,078,000 households for ABC, 15,690,000 households for CBS and 12,839,000 households for NBC. These are close to Arbitron's tabulations of 16,045,000 households for ABC, 15,602,000 households for CBS, and 13,062,000 households for NBC. No pat explanation was offered, save for a mystified "this is the closest I've seen it in a long time."

## High tech

Nabu Network, perhaps best described as HBO of home computing, is gearing up for mid-May launch in Tribune Cable's system serving Washington suburb of Alexandria, Va. Nabu, which downloads software to home computers over satellite and through cable affiliates for monthly subscription fees, made debut last October in Ottawa, where network is based and where it now counts more than 1,500 subscribers. Nabu has set up U.S. subsidiary based in Alexandria and is trying to raise \$50 million in equity and debt to fuel rollout in this country.

Board of U.S. subsidiary includes or will include some prominent cable names: Robert Schmidt, president, Communications Technology Management; John Saeman, vice chairman and chief executive officer, Daniels & Associates, and Doug Dittrick, president and chief executive officer, Tribune Cable Communications. What's more, according to one Nabu official, NCTA President Tom Wheeler is among those being considered for president of network.

## Mission to Moscow

U.S. Information Agency's Worldnet—television network extending to U.S. embassies and missions in Western Europe, Latin America, Africa, Pacific region and Mediterranean area—may soon include U.S. embassy in Moscow. Al Snyder, director of USIA's television and film service, said after he and USIA director Charles Z. Wick met in Washington last week with U.S. Ambassador to Moscow Arthur Hartman, that such service is "actively under consideration." However, it was learned during week that Moscow had already indicated approval of extension of Worldnet—which transmits variety of programming to American embassies and posts and, through two-way audio and one-way video, permits officials and

journalists of foreign countries to quiz U.S. officials in Washington and around world—to Moscow.

## In line?

Now that former RKO Radio Networks president and chief executive officer, Thomas Burchill, has assumed same position at Hearst/ABC-Viacom Entertainment Services and its cable network, Lifetime ("In Brief," March 19), question has focused on successor. Sources say prime candidate is RKO Radio executive vice president, Bill Hogan, who has followed similar career path within RKO, having replaced Burchill as president of RKO Radio Sales in 1979 when network was launched.

## No waves yet

Brave talk by National Cable Television Association spokesman last year about getting FCC to pre-empt state and local regulation of cable (BROADCASTING, Nov. 21, 1983) may so far be just that—brave talk. FCC Mass Media Bureau official last week said no one from NCTA has been twisting bureau's arm. And only definite relief bureau has planned is item pre-empting local rate regulation of cable, official admitted. Both Tom Wheeler, NCTA president, and James Mooney, NCTA executive vice president, last year said that if efforts to get cable deregulation legislation failed, association would ask FCC to pre-empt all state and local regulation of cable, except that directly related to use of streets and public rights of way and protection of public health and safety.

## Just barely

Rev. Jesse Jackson almost missed start of CBS-sponsored debate in New York (see page 33). Tied up in traffic in what was developing into one of worst storms to hit East Coast in recent memory, Jackson entourage arrived at Columbia University's Low Memorial Library at 7:53 p.m. or thereabouts, according to one source, making mad dash through corridors as makeup was being applied. Candidate made it with a couple of moments to spare, but sprint to rotunda where actual debate was held did little for Jackson's on-air appearance, where he sweated profusely throughout most of one-hour exchange. Hart and Mondale, having arrived in plenty of time, managed to stay dry, despite heated exchange.

## Partnership plan

To finance the \$328-million build of its Chicago cable system, Group W Cable plans to raise \$95 million in equity through privately placed limited partnerships and \$233 million in debt.

The limited partnership offering, which is being handled by Lehman Brothers Kuhn Loeb Inc., is believed to be the largest in the history of cable system financing. According to a spokesman for Westinghouse Electric—Group W Cable's parent—potential investors seeking to buy limited partnership interests (in units of \$150,000) will need to demonstrate a net worth of \$1 million.

The information came to light in a security analysts meeting that Westinghouse Electric Co. held in New York last week.

Construction of the northwest Chicago system is expected to begin in June, said a Group W spokesman there. It was the largest of the Feb. 15 awards handed out to applicants, consisting of 440,000 homes. Group W Cable will remain the managing general partner of the system, although about 20 prominent Chicago businessmen also hold general partnerships in the franchise.

A Westinghouse spokesman said that investors in limited partnership interests would realize certain tax benefits, but the company is not expected to share in them since its tax rate was only 1% in 1983.

## Regional sports on Satcom I-R

New England Sports Network will reach its cable affiliates through Satcom I-R. The satellite's owner, RCA Americom, has an-

nounced that the Boston-based regional sports network has leased transponder 17 on the satellite in time for its expected launch this Wednesday (April 4). NESN is partially owned by the Boston Red Sox (baseball) and the Boston Bruins (hockey), whose games will be the backbone of the network's programming. Said Peter Affe, vice president and general manager, NESN: "NESN will also provide extensive coverage of sports related material including live talk shows, magazine sports shows and other sporting events. Our fulltime dedicated transponder... will allow us to offer subscribers continuous coverage of sporting events even if they are re-scheduled or rained out."

## At the movies

Showtime/The Movie Channel Inc. has signed a nonexclusive licensing agreement with Embassy Pictures Inc. for the exhibition rights to the Academy Award-winning "Ghandi," and "Fanny and Alexander," nominated this year for best foreign film by the National Academy of Arts and Sciences. Both Showtime/TMC and HBO are also said to be on the verge of signing deals with 20th Century-Fox that will closely parallel the licensing agreements the two pay services recently signed with MCA's Universal studio. Those deals cover a six-year term and are valued at several hundred million dollars apiece.

Showtime also announced that it has acquired the exclusive rights to a video remake of the Broadway play, "Frankenstein," which closed after one day in 1981, but which was highly praised for its extraordinary special effects, which cost \$2 million.

## Earning respect

In a luncheon address during the Cable Advertising Bureau conference last Tuesday (March 27) Burt Staniar, Group W Cable president and chief operating officer, said cable advertising, as the business now stands, might be seen as "the Rodney Dangerfield of our industry—it has a lot of trouble getting respect." But, he added, "I think that is going to change."

Part of the problem, said Staniar, was that for several years, "we said that cable was going to do it all, immediately... [but] the truth is, that was a little too visionary."

But while blue-sky opportunities for cable may still be in the distance, Staniar insisted advertising sales can be turned into "a profitable revenue stream [cable system operators] can add to [their] business right now."

"The numbers are amazing," said Staniar, noting that broadcast network share of audience in cable homes is 59% compared to perhaps 80% in noncable households. "And in pay-cable homes the network shares are even lower." He also cited a recent CAB study that found basic cable programming has a weekly reach within the cable subscriber universe of 63%. And demographically, cable is attractive as well, said Staniar, citing some estimates that perhaps 45% of cable homes have an income of \$30,000 or more, while only about one-third of all television households claim an income level as high.

## NCTA's for networks

The National Cable Television Association announced last week executive committee of its National Satellite Network Committee, which was formed to provide a forum for discussion of issues affecting the satellite networks and, according to NCTA, "to develop NCTA's projects for its satellite network members": Frank Biondi, chairman and chief executive officer, Home Box Office (chairman); William Grimes, president and chief executive officer, ESPN; John O. Wynn, chairman, The Weather Channel; Mike Weinblatt, president and chief executive officer, Showtime/The Movie Channel, and Robert Wussler, executive vice president, Turner Broadcasting System.

NCTA also announced that it is splitting its ACE award committee in two. May Alice Dwyer-Dobbin, vice president of programming, Lifetime, will chair the National ACE Committee; Scott Kurnit, vice president, programming, Warner Amex Cable Communications, will chair the Local ACE committee.

## Political affiliation

Arbitron has announced a new customized service for cable system operators, known formally as Cable Political Profiles (CPP). Essentially, the service is a package of subscriber data that Arbitron says it can compile within three weeks of an order and which the operator can use as a sales tool in



**Cable's public service.** Beginning next Monday (April 9), a number of cable networks will cablecast the National Cancer Quiz, a one-hour public affairs program that will, through its multiple-choice format, impress upon viewers the importance of early detection and treatment of cancer. The program is sponsored by the National Cable Television Association and the American Cancer Society and produced by Turner Broadcasting System. On the set: Wtbs's Bob Neal, who is host of the show; Dr. Gerald Murphy, American Cancer Society and Roswell Park Memorial Institute; Dr. Paul Sherlock, Department of Medicine, Memorial Sloane-Kettering Cancer Center; Dr. Jesse L. Steinfeld, Medical College of Georgia; and Dr. Douglas J. Marchant, Tufts University Medical School.

The program will debut on superstation WTBS(TV) Atlanta on April 9 at 9:05 p.m. The superstation will repeat it four hours later. It will also be seen on Black Entertainment Television (April 12, 9 p.m. NYT); CBN Cable Network (April 12, 8 p.m. NYT); The Learning Channel (April 14, 3 p.m. NYT, and April 15, 11 a.m. NYT); Lifetime (April 15, 8 p.m. MYT); Satellite Program Network (April 26, 9 p.m. NYT), and USA Cable Network (April 26, 1 a.m.).



**THE  
PEOPLE'S  
COURT**

**SCORES BIG IN THE BIG APPLE!**

**VARIETY**

New York, Wednesday, March 14, 1984

**GOTHAM O&O NEWS  
RACE WHISKER-CLOSE**

**NBC Bounces Back**

WNBC has reversed itself from a weak third a year ago in the 4-to-5 p.m. time period to a healthy first by purchasing two Telepictures shows, "Love Connection" and "The People's Court."

The February book proves it, "Love Connection" and "The People's Court," airing Monday-Friday from 4-5:00PM, are a big hit on WNBC-TV in New York. This early fringe combination ranks #1 in rating and share, plus it delivers more adult viewers than any other station in the nation's #1 market—posting a 60% increase in rating, a 36% increase in share and a 59% gain in adults 18+ over last February.

**LOVE CONNECTION/THE PEOPLE'S COURT  
1983-84 SEASON  
GROWTH**

**17**  
SHARE  
OCT 83

**17**  
SHARE  
NOV 83

**19**  
SHARE  
JAN 84

**19**  
SHARE  
FEB 84

**IN FEBRUARY 84**

**#1 in RATING/SHARE & ADULT VIEWERS**

		R/S ADULTS	
WNBC	LOVE CONNECTION PEOPLE'S COURT	8/19	612
WNEW	He-Man/Batman	7/19	167
WCBS	Barnaby Jones	7/17	541
WABC	Edge of Night/ Eyewitness Extra	5/14	383
WOR	Movie	4/10	488
WPIX	Little Rascals Happy Days Again	4/9	140

**TIME PERIOD TURN-A-ROUND**

F  
E  
B  
84

LOVE CONNECTION/THE PEOPLE'S COURT  
8 RATING/19 SHARE  
ADULTS: 612,000

F  
E  
B  
83

Mary Tyler Moore/More Real People  
5 RATING/14 SHARE  
ADULTS: 384,000

SOURCE: NSI/Casandra

**Telepictures**  
CORPORATION

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

© 1984 Telepictures Corporation

# VOLUME



Midnight Express



The China Syndrome



The Blue Lagoon

## IT DEL

### VOLUME IV. 23 outstanding

Absence of Malice  
And Justice For All  
The Blue Lagoon  
California Suite

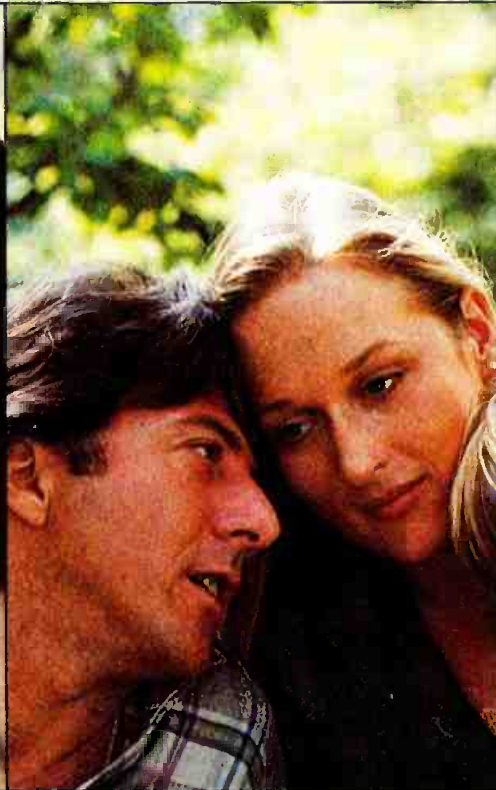
Chapter Two  
The Cheap Detective  
The China Syndrome  
Funny Lady  
Hot Stuff

Ice Castles  
It's My Turn  
Just You and Me, Kid  
The King of Marvin Garden  
Kramer Vs. Kramer

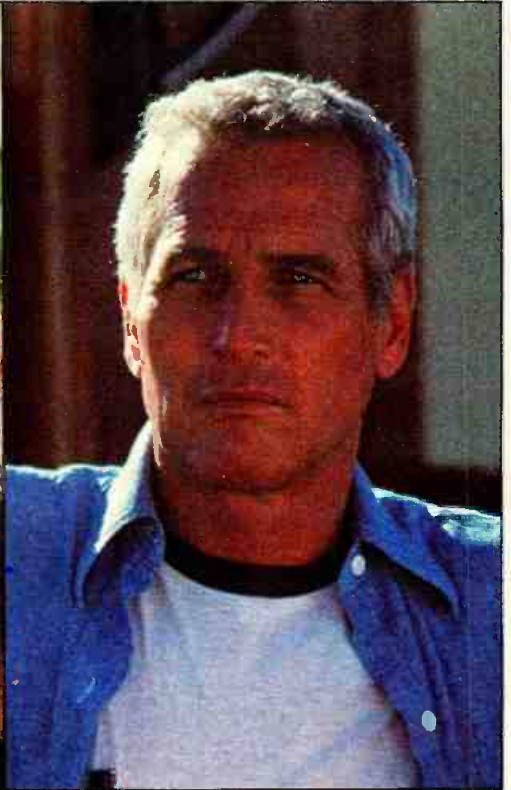
# M E IV



And Justice For All



Kramer vs. Kramer



Absence of Malice

## IVERS!

ictures. Available now!

Midnight Express  
The Mountain Men  
1941  
Only When I Laugh  
Robin and Marian

Seems Like Old Times  
The Shadow Riders  
Stand By Your Man  
We of the Never Never



generating political advertising business. CPP will contain data indicating political affiliations of subscribers; the extent of their environment in politics; income levels, and other demographic characteristics. System profiles will vary in price depending on size of the system. An Arbitron spokesman said that political advertisers could also order CPP's, but only with the cooperation of the systems involved, because of the need for access to system subscriber lists to compile data.

### It works

Research into advertising carried on The CableShop, interactive cable-based service, shows that the infomercials for 14 brands produced "substantial gains" in brand awareness, intent to buy and recent purchases.

The study was conducted last January by Polaris Research Associates, New York, among 633 persons, 300 of whom had viewed The CableShop and 333 who had never viewed the service before. It was designed to ascertain the inherent appeal of the service to cable subscribers; determine how viewers differ from nonviewers, and determine the extent to which the CableShop infomercials are effective in improving viewer attitudes and behavior.

Among the general conclusions: The CableShop has high appeal among those who are aware of the service; it is a highly selective medium appealing to younger audiences who are hard-to-reach advertising prospects; awareness, behavior and attitudes are consistently higher among those

exposed to Infomercials.

On average, the study shows, infomercial viewing produced gains of 19% in brand awareness and increased recent purchases by 37% and "intent-to-buy" by 30%. Fourteen brands were included in the study, ranging from Kraft and Levi Strauss to Merrill Lynch and Comp-U-Cards.

CableShop has about 225,000 subscribers nationwide. The 24-hour daily service provides viewers with infomercials that are from three to six minutes long. Its national roll-out began last November.

### Together

Warner Amex Cable's Qube Network joined forces with Japan's Asahi Broadcasting Corp., to present an interactive two-way special, *Japan: Touch Now: America*, that was seen by viewers in both countries on Saturday, March 24. Asahi operates an interactive television service in Japan using telephone technology. The program focused on two "typical" Japanese and American households allowing viewers to tour each home and "compare the tangible and intangible components of Eastern and Western life." Viewers in both countries participated by answering questions.

### Program premieres

The USA Cable Network is offering several new programs in April, including the new program *BizNet News Early Edition*, which is scheduled against the first half-hour of ESPN's *Business Times*, at 6-7 a.m. *BizNet News Early Edition* is literally an early edi-

tion of *BizNet News Today*, the pro-business news program produced by the U.S. Chamber of Commerce. *BizNet News Today* is seen on 29 commercial television stations across the country and the Modern Satellite Network, reaching about 26 million households. With USA Cable added to the six, *BizNet* officials calculate the program will be seen by 36.7 million unduplicated households. *BizNet* debuts today (April 2) on USA Cable.

And debuting on April 7 at 8 a.m., is a new weekly series entitled, *Japan Today*, produced by the New York-based TeleJapan USA Inc. The half-hour program will explore Japanese business, culture, sports and customs. *Japan Today* is also being offered to broadcast outlets nationwide and three UHF stations have already agreed to carry the program—KDOC-TV Anaheim, Calif., KTSF(TV) San Francisco and WPWR-TV Aurora (Chicago), Ill. Negotiations continue in other markets, including New York and Boston.

### BET on Galaxy

Black Entertainment Television was slated to join other major cable programmers on Hughes Communications' Galaxy I satellite yesterday (April 1), according to Ed Maddox, executive vice president of the black-oriented network. BET has acquired time on transponder 17 from Home Box Office "for a minimum of one year," Maddox said. He would not release details of the agreement. So as not to disrupt service to its current affiliates, he said, BET will continue to distribute the service over Westar V until June 1. As of last week, BET was beamed to more than 300 affiliates (6 million homes).

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# Where Things Stand

A quarterly status report on the unfinished business of electronic communications.

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**AM-FM allocations.** Applications for the more than 1,000 FM stations that could be created by FCC's Docket 80-90 could start being filed before end of year—if things work out way FCC plans. Commission has released list of 684 proposed locations for stations—most of them for Class A's and falling most heavily on Southeast (BROADCASTING, March 5). FCC also said existing FM stations that haven't filed applications to upgrade their facilities by March 1, 1987, will be downgraded to lower class, move that should permit more new FM's to be dropped in. FCC action thus far has been aimed at coming up with table of allotments: No applications for new stations are being accepted for time being. After publication of FCC action in *Federal Register*, parties will have 60 days to file counterproposals. Those must be mutually exclusive with ones FCC has proposed. After deadline for counterproposals has passed, another 30 days will be afforded for reply comments. FCC made room for new stations by creating three new classes of stations and permitting certain classes to operate on channels previously restricted to other classes (BROADCASTING, May 30, 1983).

United States and Canada, meanwhile, have signed new bilateral agreement that will enable countries to establish new AM radio stations—and expand service of existing stations (BROADCASTING, Jan. 23). Agreement permits qualified U.S. AM daytimers to begin broadcasting at 6 a.m. and to operate until up to two hours after local sunset. It also laid groundwork for FCC to permit more than 1,000 U.S. Class IV AM stations to quadruple their nighttime power (BROADCASTING, March 19). Relief, however, is contingent upon U.S. coming to new agreement with Mexico, and hope is that agreement will be reached before end of year.

Agreement with Canada also cleared way for FCC to start accepting more applications for about 125 unlimited-time AM stations on clear and adjacent channels resulting from its 1980 action reducing protection to clear channel stations (BROADCASTING, May 29, 1980). More than 300 clear channel applications are on file or have been designated for hearing. In 1982, FCC stopped accepting applications for unlimited stations so it could complete its negotiations with Canada. However, both Canada and U.S. have agreed to continue freeze on new applications—for time being—for unlimited stations on 25 Class I-A clear channels to permit parties with applications already pending to bring them into line with new agreement. Agreement also would permit, for first time, U.S. nighttime operations within 650 miles of U.S.-Canadian border on Canada's seven clear channels. Both countries, however, have agreed to delay making assignments on those clears in border area.

FCC, meanwhile, already has proposed to provide for creation of about 400 new unlimited-time AM stations on 14 Mexican, Bahamian and Canadian Class I-A clear channels (BROADCASTING, March 19). Proposal is also contingent upon

new agreement with Mexico.

In addition, FCC has amended rules to permit it to accept applications for new and improved daytime-only stations within nighttime service area of Class I-A stations on clear channels. It also has authorized qualified AM daytimers to increase their hours of post-sunset operation. When FCC's action is fully implemented—assuming agreement also is reached with Mexico—commission's rules will permit dozen stations operating east of dominant I-A outlets to begin their broadcast day at 6 a.m. Some two dozen operating west of dominant station and outside its service area will also be permitted to start at 6 a.m. local time, regardless of time of sunrise at dominant station. Two hundred daytimers operating on Canadian clears will be allowed to start their broadcast day at 6 a.m. And 2,000 stations—all but 406 of existing daytimers—will be able to operate for up to two hours after sunset with up to 500 w.

Daytimers, however, generally were disappointed with FCC's post-sunset authorizations, under which only 640 were permitted to operate with more than 100 watts after sunset. Daytime Broadcasters Association has petitioned FCC to reconsider. Senate Commerce Committee, meanwhile, has approved S. 880, bill that would permit AM daytimers to operate two hours before sunrise and two hours after sunset, as long as those expanded operations cause no objectionable interference to groundwave signals of existing AM stations or conflict with international agreements (BROADCASTING, June 13, 1983).

□

**AM stereo.** After five years of deliberation, FCC in 1982 decided not to decide which of five proposed systems should be standard for AM stereo broadcasting (BROADCASTING, March 8, 1982). Instead, FCC said broadcasters could begin broadcasting stereo programming using any system they desired. Marketplace forces—interplay of receiver manufacturers, broadcasters and consumers—FCC reasoned, would soon determine which of five systems or some other yet-to-be-developed system should be de facto standard.

FCC's action was contrary to wishes of most broadcasters and receiver manufacturers, who feared marketplace approach would kill AM stereo or at least delay its introduction. Four system proponents—Harris, Kahn/Hazeltine, Motorola and North American Philips (Magnavox)—are still waging battle for marketplace acceptance. Belar Electronics, fifth system proponent, has dropped out. Kahn system, first to win type-acceptance, was first on air, in July 1982—at KDKA Pittsburgh and KTSa San Antonio, Tex. (BROADCASTING, Aug. 2, 1982). Stations broadcasting with other systems followed. Harris suffered setback in August 1983, when it had 65 stations on air. Charging that Harris exciter was not properly type-accepted, FCC ordered company to stop marketing units while they were processed by FCC for type acceptance for second time. It was not until January 1984 that Harris exciter won type acceptance and company was able to re-join marketplace battle.

As it now stands, Harris, Motorola and Kahn each claim to have around 100 stations on air. Only four stations use Magnavox system, according to Continental Electronics, maker of Magnavox exciter. In addition, Motorola is only proponent to impress receiver manufacturers. Delco Electronics, General Motors division that makes radios for all GM cars and trucks, is shipping Motorola radios to Buick assembly plants (for factory installation) as well as to dealer parts departments. Motorola claims other radio manufacturers will follow Delco's lead, including Sherwood, Chrysler, McIntosh, Concord and Samsung.

Prospect of two or more of four systems coexisting in marketplace for number of years was raised with introduction of multisystem receivers capable of decoding all systems. In August, 1983 Sony began shipping portable multisystem AM stereo/FM stereo set and introduced Walkman version in January 1984. And Sansui began shipping high-end multisystem AM stereo-FM stereo tuner in March.

□

**Cable copyright.** Future of cable copyright legislation in 98th Congress continues to appear dim since compromise copyright bill (H.R. 5949) died during close of 97th Congress (BROADCASTING, Dec. 6, 13, 1982). No efforts were made in 1983 in House or Senate to introduce similar legislation or to pull compromise together. Nor does action appear likely this year. Instead, cable industry's attention will reportedly stay focused on ruling by Copyright Royalty Tribunal that, effective March 15, 1983, increased rates cable operators must pay for distant broadcast signals. Impact of rate hike on MSO's, however, doesn't appear as severe as originally predicted by industry (BROADCASTING, March 21, 1983).

Rates require large cable systems to pay 3.75% of basic revenues for each distant signal added since June 24, 1981 (day FCC officially dropped its distant signal rules). Ruling has caused hundreds of cable systems to drop signals to limit their copyright liability. Superstations (satellite-delivered distant signals) appear to be major casualty of rate hike.

Congress is expected to keep examining issue. Through two House bills (H.R. 2902, introduced by Representative Mike Synar [D-Okla.], and H.R. 3419, by Representative Sam Hall [D-Tex.]) and one Senate bill (S. 1270 introduced by Dennis DeConcini [D-Ariz.]), cable industry is trying to partially nullify CRT rate hike. House bills were subject of hearings held by House Copyright Subcommittee in October 1983 and last February.

In other CRT action, tribunal's decision on distribution of 1980 royalty fees is being appealed by National Association of Broadcasters and other parties in U.S. Court of Appeals. Discussions of distribution of royalty fees for 1981 drew to close in August 1983. All parties, including NAB and religious broadcasters, agreed to set-

"Where Things Stand" continues on page 78.

# Business Briefly

## RADIO ONLY

**On-Cor** □ Frozen foods will be advertised in six-week flight to begin April 9 in about 10 markets, including Boston, Cleveland, Milwaukee and Philadelphia. Commercials will run in all dayparts during weekdays. Target: women, 35-64. Agency: Grant/Jacoby Inc., Chicago.

**Farmland Foods** □ Bacon will be highlighted in two-week flight to start April 9 in 13 markets. Commercials will be carried in morning and afternoon dayparts. Target: women, 25-54. Agency: Barickman Advertising, Kansas City, Mo.

**Molson Breweries** □ Molson's Golden Ale will be advertised in 30 markets for three to six weeks, beginning April 16. Commercials will be placed in all dayparts. Target: men, 18-34. Agency: Dancer Fitzgerald Sample, New York.

**Air Canada** □ Business travel will be highlighted in five-week flight slated to start in mid-April in six major markets.

Commercials will air in all dayparts in weekdays and weekends. Target: men, 35-64. Agency: McCaffrey & McCall, New York.

**Bank of America** □ Two-week campaign highlighting software accounting system will begin April 9 in major California markets including Los Angeles, San Francisco and San Diego. Commercials will air in morning and evening drive times. Target: men, 35-plus. Agency: Ketchum Communications, San Francisco.

## TV ONLY

**Pabst Brewing** □ Olympia beer will be promoted beginning today (April 2) in various markets and will run through mid-November. Spots will air in prime time sports, early and late fringe and news programs. Target: men, 18-49. Agency: Young & Rubicam, Chicago.

**Georgia Pacific** □ Mr. Big paper products will be highlighted in two-week flight beginning April 16 in about 30 markets. Commercials will air in day,



**Krystle clear.** Linda Evans, Krystle Carrington on ABC's evening soap, *Dynasty*, has become the spokeswoman for a new, adult, low-calorie, powdered soft drink, Crystal Light. In spots on ABC-TV, CBS-TV and NBC-TV, that will begin airing in early June, Evans will introduce the General Foods drink mix and promote a 30-minute videotape on fitness, "Linda Evans Crystal Light Body Workout," created exclusively for Crystal Light. A second commercial for the mixes alone will air in July and August. The network spots will air in day and prime time, including adjacencies to *Dynasty* where available, targeted to women interested in their health and fitness, ages 25-54. The total budget for the campaign, including print, is \$5 million. The agency for Crystal Light is Benton & Bowles, New York.

early fringe, prime access and prime time. Target: women, 25-54. Agency: Altschiller, Reitzfeld, Solon/NCK, New York.

**Noxell Corp.** □ Lestoil cleaner will be focus of five-week campaign beginning April 16 in 20 markets, including Miami; Providence, R.I.; Washington, and Syracuse, N.Y. Commercials will appear in fringe and daytime slots. Target: women, 18-49. Agency: William Esty Co., New York.

**Rival Manufacturing** □ The Steamer, steam cooker, will be promoted in three-week flight beginning April 23. Spots will air in 20 markets, comprising top 15 and five others, during all dayparts except prime time. Target: adults, 25-54. Agency: Barickman Advertising, Kansas City, Mo.

**Dupont** □ Silverstone cookware will be

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## AdVantage

**Voter boost.** Television Information Office, getting into election mood, announced last week it is releasing three get-out-the-vote TV spots. One, called "Soapbox," new 30-second animated spot emphasizing how much information about candidates and issues can be learned from TV, is in two versions: One, for use early in campaign, urges viewers to register and vote; other puts stress solely on voting. Third spot, "Get Out and Vote," which was produced in 1982, emphasizes that every vote counts. Spots are being distributed without charge to TIO member stations on two-inch tape. Nonmembers may buy tape for \$30 from TIO, 745 Fifth Avenue, New York 10151.

**Eastern business.** Cable Communications Unlimited, Beverly Hills, Calif., has been retained by People's Republic of China to sell advertising of U.S. companies on Chinese television during coverage of 1984 Olympics. Total of 68 minutes of advertising time is available to American businesses wishing to reach Chinese consumers. CCU said there are more than 20 million TV sets in use in mainland China and there is potential of reaching about 200 million persons.

**SSC&B goes direct.** In its entry into direct marketing field, SSC&B Inc., New York, has agreed to acquire Frank Vos Co. Inc., specialist in direct response and marketing. Vos bills about \$22 million per year. Frank Vos, chairman and creative director, and Thomas Turner, president, will continue in their posts. Among clients on Vos roster are Topps chewing gum, Encyclopaedia Britannica, Meredith Corp., Hunt Co.'s House of Miniatures and National Liberty Corp.

**Inductees.** Four advertising executive were inducted into American Advertising Federation Hall of Fame last Tuesday (March 27). They were: Clarence E. Eldridge (deceased), past executive vice president of Campbell Soup Co. and vice president, marketing, General Foods Corp.; John Elliott Jr., former chairman of Ogilvy & Mather International; Howard J. Morgens, retired chief executive and chairman of the executive committee at Procter & Gamble, and Owen Burtch Winters (deceased), former executive vice president at Erwin, Wasey Inc. Election to Hall of Fame goes to persons who have completed their major work in advertising and have contributed "signally" to the advancement of advertising.

**Moving furniture.** Furniture stores increased their local television advertising by 28% last year, with investments totaling \$144,035,100 as compared with \$122,927,900 in 1982, the Television Bureau of Advertising reported last week, based on estimates compiled by Broadcast Advertisers Reports. Topping the list of multimarket operations were Wickes Furniture Warehouse and Showroom with \$5,789,000, a rise of 51% from 1982; Seaman's Furniture Store, with \$4,964,600; Levitz Furniture, \$4,959,000; American Furniture, \$2,566,300, and Lawhon Furniture, \$2,532,900. Largest percentage gain among top 20 was by American Furniture & Appliance of Green Bay and Milwaukee, both Wisconsin, up 54% to \$1,160,200. La-Z-Boy Chair Co., which ranked 15th with \$1,411,700 in local TV expenditures, also spent \$1,810,500 in network TV.

promoted in four-week campaign beginning April 23. Commercials will run in three markets in daytime. Target: women, 18-plus. Agency: N W Ayer, New York.

**Seiko** □ Watches will be promoted in four-week campaign beginning April 29, to coincide with Mother's Day and school graduations. Spots will air in 122 markets in news and sports programs. Target: adults, 25-54. Agency: AC&R, New York.

### RADIO AND TV

**Borden** □ Guy's potato chips will be promoted in generic "Don't forget the Guy's" campaign beginning this week. Twelve-week flight will air in markets in Oklahoma, Alabama, Nebraska and Iowa. Spots will run during weekend programming. Target: women, 18-49. Agency: Barickman, Kansas City, Mo.

**Parker Bros.** □ Nerf sports toys will be

promoted in eight-week campaign beginning today (April 2) in 25 markets. Commercials will be aired in family programming and early fringe time. Target: children, 6-11. Agency: HBM/Creamer Inc., Boston.

**Sperry Hutchinson** □ Green Stamps will be highlighted in three-week campaign beginning April 16 in 25 Southern TV and 25 radio markets. Spots will air in daytime, early and late fringe and late night on TV and on radio on weekends during daytime and late night. Target: women, 18-49. Agency: A. Eicoff & Co., Chicago.

**California Milk Advisory Board** □ "Real California Cheese" promotion will begin May 1 and run through July in all California markets. Spots will air in afternoon, prime time and news on TV and in varied dayparts on radio. Target: women, 25-49. Agency: Foote, Cone & Belding, Los Angeles.

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**KCBS-TV**

**LOS ANGELES**

# Monday Memo

A videodisk application commentary from Ralph France, Maryland Public Television

## Exploring the broadcast potential of videodisks

At noon on Feb. 9, 1983, Maryland Public Television became the first television facility to originate broadcast of a television series from videodisk. The purpose of that broadcast was to explore the feasibility of using videodisks as a distribution medium for the video portion of courses offered by the International University Consortium. The results of that study have not only supported the practicality of videodisks as a broadcastable, cost-effective distribution medium but have set the stage for much more.

In time many high quality science, classical drama and "how to" programs as well as others may well be distributed to broadcasters via videodisk instead of satellite. This will begin to occur as players become more common in the home, the classroom and in libraries. Disk technology, with its rapid access capability, is ideally suited to turn these programs into reference materials. This is not to imply that videodisks will ever replace satellites; they won't. But they will refocus satellite use. Eventually, broadcasters may well be distributing certain programming on videodisk. It will surely not happen overnight and would never evolve without some leading the way.

That's why Maryland Interactive Technologies (a cooperative effort of Maryland Public Television and Maryland Instructional Television) will move ahead to pursue and develop its broadcast application of videodisks. This specialized laser optical videodisk will be used to further evaluate practical applications for broadcast and production. It will contain a wide variety of generic program materials that have an extended life span.

The disk will be designed for Level I and Level II (player programable) use as well as Level III, computer interfacing. Such items as engineering test signals; sign-on and sign-off programming; break slides; animated logos; program opens; super slides; EBS, funding and PBS slides; membership, and "filler" materials will be included. The ultimate goal, through experimentation, will be a design requiring as little disk space as possible.

One minute of space on the disk consists of 1,800 frames or slides. When played back in slow motion, i.e., one frame per second or longer, that one minute could now last for 30, 60, 90 minutes or more, providing a wide variety of "filler" material using minimal real estate on the disk.

Since the videodisk industry has not specifically addressed broadcast applications, Maryland Interactive Technologies will experiment with a variety of disk hardware and various remote control configurations. Initially two players will be located at master



Ralph France is executive producer of Maryland Public Television's department of higher education and is responsible for the system's videodisk study. Prior to his 15-year tenure with Maryland Public Television, he was a producer/director at WBAL-TV Baltimore. He's shown above (center) during the first broadcast of a TV series originating from a videodisk with Bruce Herget, engineering director (l), and Alec Webb, master control director.

control, interfaced to a computer. Software is being developed to allow the master control director to program each station break. By entering the currently used slide and tape numbers the computer will convert this information to specific frame locations on the videodisk. During the actual station breaks, the computer, under control of the director, will automatically cue up the programming material in sequential order on each of the two disk players. Thus, as player A is being aired, player B will be cueing to the second program element. Then as player B is aired, player A will be cueing, etc. This system, although practical, is not the best. The next level of software development will eliminate the need for programming individual station breaks by the master control directors. This function will be moved to the traffic department. As the program logs are typed for each day, the computer will automatically prepare a floppy disk which will be delivered to master control, along with the log. This floppy disk will contain all of the programming necessary to control the videodisk players for an entire day of station break programming.

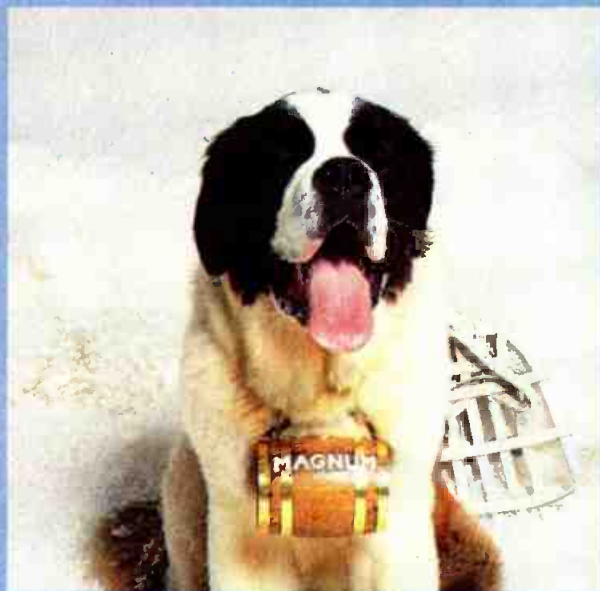
During this initial phase of development an additional disk player will be dedicated to production. Remote controls will be located in each of the three studio control rooms. Because of the rapid access capabilities of disk players, each studio will be able to "roll in" production materials from the disk. This will free up film chains and videotape machines as well as personnel time required to set up this equipment, thus expanding production capabilities. Additional players will be located at three remote transmitter sites.

These will be used ultimately to replace film islands. Currently a film island is fired up the entire broadcast day primarily to air the local sign-on ID slide and emergency slides. As a consequence, the annual maintenance cost for tubes and replacement parts is in excess of \$1,000, not including personnel time. It is anticipated that videodisk technology will save energy, floor space, personnel time and maintenance costs, while improving quality and reliability.

During the initial broadcast experiments in 1983, the Pioneer PR8210 was used. The video signal was sent directly to the transmitter via a processing amplifier. No time base corrector (TBC) was used. The resulting broadcast signal was rated superior to three-quarter-inch broadcast equipment using a TBC. The dramatic point to be made here is one of cost. The disk player retailed for less than \$1,000 while a broadcast-quality three-quarter-inch cassette machine with a TBC would be \$20,000 or more. However, broadcast/production applications require disk equipment with external sync inputs. Fortunately, such disk equipment will still be relatively inexpensive. If expectations prove out, the savings on maintenance costs alone will pay for the costs of the players.

In order to assist others in the design and implementation of videodisks for broadcast/production applications, copies of this disk may be made available. However, interest should be expressed as soon as possible by writing to: Ralph France, Maryland Interactive Technologies, c/o Maryland Public Television, 11767 Bonita Avenue, Owings Mills, Md. 21117.

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# **MAGNUM**

## **MCA TV**

# Datebook

## This week

**April 1-3**—Virginia Cable Television Association annual convention. Williamsburg Lodge, Williamsburg, Va.

**April 1-3**—"On-Air Promotion for Public Television," seminar sponsored by University of Wisconsin-Extension. Lowell Hall, UW-Extension campus, Madison, Wis. Information: Barry Orton, (608) 262-2394.

**April 2**—Deadline for entries in *International Radio Festival of New York*. Information: Festival office, (212) 246-5133.

**April 2**—New York chapter, *National Academy of Television Arts and Sciences*, drop-in dinner. Guest: Joe Franklin, New York radio and TV personality for last 18 years on WOR-TV and WOR(AM). Copacabana, New York.

**April 3**—Television Bureau of Advertising regional sales training conference. Marriott, S.E., Denver.

**April 3-4**—Illinois Broadcasters Association spring meeting. Holiday Inn, Springfield, Ill. Information: (217) 787-6503.

**April 3-4**—National Association of Broadcasters executive committee meeting. NAB headquarters, Washington.

**April 3-5**—International Teleconference Symposium, co-sponsored by Comsat, AT&T, ITT World Communications, RCA Global Communications, TRT Telecommunications Corp. and Western Union International. Symposium will comprise conference sites in

U.S., Canada, England, Australia and Japan. U.S. conference site: Philadelphia Marriott hotel. Information: Howard Briley, Comsat, 950 L'Enfant Plaza, S.W., Washington, 20024, (202) 863-6248.

■ **April 4**—Museum of Broadcasting dinner celebrating opening of exhibition, "Lucille Ball: First Lady of Comedy." St. Regis hotel, New York.

**April 4**—New York chapter, *National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Uriel Savir, Israeli press counsel in New York, on "Problems in Press Coverage of the Middle East Conflict." Copacabana, New York.

**April 4-6**—Indiana Broadcasters Association spring conference. Clarksville Marriott Inn, Clarksville, Ind.

**April 4-8**—Alpha Epsilon Rho, *National Broadcasting Society*, 42d annual convention, "Prospects '84." Speakers include Brandon Tartikoff, president, NBC Entertainment; Steve Sohmer, NBC vice president, entertainment; Jack Valenti, president, Motion Picture Association of America and William Baker, president, Group W Communications. Universal Sheraton hotel, Los Angeles.

■ **April 5**—Television Bureau of Advertising regional sales training conference. Westin hotel, Boston.

**April 5-6**—International Radio and Television Society "Minority Jobs Fair." Viacom Conference City, New York.

**April 6**—Federal Trade Commission symposium, "Advertising by Health Care Professionals in the '80s." FTC, Washington.

**April 6-7**—Oklahoma AP Broadcasters Association annual convention and awards banquet. Park Suite, Oklahoma City.

**April 6-8**—California AP Television Radio Association 37th annual convention and awards presentation. Speaker: Christine Craft, former anchor, KMBC-TV Kansas City, Mo. Queen Mary, Long Beach. Information: (213) 746-1200.

**April 6-8**—Alabama AP Broadcasters Association annual meeting. Sheraton Riverfront hotel, Montgomery, Ala.

**April 6-8**—UPI Broadcasters of Florida annual convention and awards banquet, held in conjunction with *Radio-Television News Directors Association* region 14. Holiday Inn-International Drive, Orlando, Fla.

**April 7**—Deadline for entries in Television Drama Awards competition of Fourth International Conference on Television Drama, sponsored by Michigan State University. Information: Jean-Luc Renaud or Gretchen Barbatsis, department of telecommunications, Michigan State University, East Lansing, Mich., 48824; (517) 355-6558.

**April 7**—Radio-Television News Directors Association region 14 meeting with UPI. Holiday Inn-International Drive, Orlando, Fla.

**April 7**—Radio-Television News Directors Association region one meeting. Four Seasons Olympic hotel, Seattle, Wash.

**April 7-9**—Minnesota Broadcasters Association spring convention. Sheraton Park Place hotel, Minneapolis.

**April 8**—Southern Educational Communications Association radio membership meeting during National Public Radio annual conference (see below). Hyatt Regency, Crystal City, Va.

## Also in April

**April 8-10**—West Virginia Broadcasters Association spring meeting. Oglebay Park, Oglebay Lodge, Wheeling, W. Va.

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

**April 8-12**—Electronic Industries Association annual spring conference. J.W. Marriott hotel, Washington.

**April 8-14**—International Public Television Screening Conference, INPUT '84, hosted by South Carolina Educational Television Network. Francis Marion hotel, Charleston, S.C. Information: Michele Reap, P.O. Drawer L, Columbia, S.C., 29250; (803) 758-7284.

**April 9**—American Women in Radio and Television seminar on broadcast hiring trends. Burson-Marsteller, New York. Information: Ellen Bedell, (212) 221-8181.

**April 10**—American Public Radio Network annual affiliates meeting. Crystal City Hyatt Regency, Arlington, Va.

■ **April 10**—Reception for telecommunications industry in honor of Max Paglin, who leaves Washington law firm of Weil, Gotshal & Manges to become executive director of newly-formed Golden Jubilee Commission, formed to "commemorate the telecommunications industry and to celebrate the 50th anniversary of the Communications Act of 1934 and the creation of the FCC." Embassy Row hotel, Washington.

■ **April 10**—Television Bureau of Advertising regional sales training conference. Sheraton O'Hare, Chicago.

**April 10-11**—Satcom '84, "Satellite Communications—Trends and Opportunities," fourth annual conference sponsored by International Association of Satellite Users. Speakers include Representative Edward Markey (D-Mass.) and Tom McKnight, president, Orion Satellite Corp. Sheraton Washington, Washington.

**April 10-11**—Ohio Association of Broadcasters spring convention. Columbus Marriott North, Columbus, Ohio.

**April 10-11**—Alabama Cable Television Association spring meeting. Madison hotel, Montgomery, Ala.

**April 11**—Telecommunications Research and Action Center first "Public Interest Telecommunications Din-

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ner." Speaker: Dr. Everett Parker, former director of Office of Communication, United Church of Christ. Capital Hilton, Washington.

**April 11**—New York chapter, National Academy of Television Arts and Sciences, drop-in luncheon. Speaker: Roy Danish, director, Television Information Office, on press blackout during Grenada invasion. Copacabana, New York.

**April 11**—Louisiana Association of Broadcasters sales seminar. Holiday Inn-Airport, Kenner, La.

**April 11-13**—"Municipal Administration of Cable TV," seminar sponsored by University of Wisconsin-Extension. Wisconsin Center, UW-Extension campus. Information: Barry Orton, (608) 262-2394.

**April 12**—Louisiana Association of Broadcasters sales seminar. Holiday Inn-Central, Lafayette, La.

■ **April 12**—Women in Communications, Washington chapter, dinner meeting. Speaker: Marian Larsen, vice president, Spiegel. Black Horse Tavern, Washington. Information: (202) 955-5161.

■ **April 12**—Television Bureau of Advertising regional sales training conference. Westin hotel, Cincinnati.

**April 13**—Louisiana Association of Broadcasters sales seminar. Regency hotel, Shreveport, La.

**April 14**—Radio-Television News Directors Association region 11 and 12 meeting with Society of Professional Journalists, Sigma Delta Chi. Yale University, New Haven, Conn.

**April 14**—Deadline for entries in New Jersey Press Association 37th annual awards competition. Information: Tim Benford, 1464 Whippoorwill Way, Mountain-side, N.J., 07092; (201) 232-6701.

**April 16**—Women in Communications Matrix Awards luncheon. Speaker: Katharine Graham, Washington Post Co. Waldorf-Astoria, New York.

**April 16**—Deadline for applications for Society of Broadcast Engineers' certification exam, which will be given June 15-June 23. Information: SBE, P.O. Box 50844, Indianapolis, Ind., 46250.

**April 16-17**—Southern Educational Communications Association "capital campaigns seminar." KERA-FM-TV Dallas.

**April 16-18**—Videotex '84, organized by London Online Inc. Hyatt Regency, Chicago. Information: (212) 279-8890.

■ **April 17**—Southern California Cable Association roundtable. Keynote speaker: Marc Nathanson, president, Falcon Communications. Luncheon speaker: Jack Clifford, Colony Communications. Los Angeles Airport Hilton. Information: (213) 684-7024.

**April 18**—American Women in Radio and Television, Atlanta chapter, Communications Women of Achievement banquet. Atlanta Marriott hotel, Atlanta. Information: (404) 325-2490.

**April 18-19**—Kentucky Broadcasters Association spring convention. Speakers include Erwin Krasnow, of Verne, Liptfert, Bernhardt & McPherson, Washington law firm, and Kentucky Governor Martha Layne Collins. Seelbach hotel, Louisville, Ky.

**April 19-20**—Ohio State University's School of Journalism symposium, "Reporting Public Affairs in the Year 2004." Fawcett Center, OSU campus, Columbus, Ohio.

**April 20-21**—Sixth annual Black College Radio convention, sponsored Collegiate Broadcasting Group, Atlanta. Paschal's hotel, Atlanta. Information: (404) 523-6136.

**April 21**—Caucus for Producers, Writers and Directors symposium in cooperation with UCLA on policies and personnel of cable industry. UCLA, Los Angeles.

■ **April 23**—Fund-raiser for Big Sisters of Washington, roasting FCC Commissioner Mimi Weyforth Dawson. Roasters: FCC Chairman Mark Fowler, former FCC Commissioner Richard Wiley, former FCC Mass Media Bureau Chief Larry Harris, and Jerri Crisman, president, American Women in Radio and Television. Washington Marriott. Information: Karen Kershner, (202) 328-1847.

**April 23-26**—Twelfth annual Telecommunications Policy Research Conference. Airlie House, Warrenton, Va.

**April 23-29**—Pennsylvania Association of Broadcasters annual spring convention. Caravanserai Resort, St. Maarten, Netherlands Antilles.

**April 24-26**—"High Tech: Promises and Problems," conference sponsored by Washington Journalism Center. Watergate hotel, Washington.

**April 24-29**—20th annual MIP-TV (Marche Internationale des Programmes), international TV program market. Palais des Festivals, Cannes, France.

**April 25**—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

**April 25**—Broadcast Pioneers George Foster Peabody Awards Luncheon. Hotel Pierre, New York.

**April 25**—Caucus for Producers, Writers & Directors second general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

**April 26**—Presentation of second annual Lowell Thomas Award, honoring Walter Cronkite, sponsored by Marist College, Poughkeepsie, N.Y., Helmsley Palace, New York.

**April 26**—New York chapter, Women in Cable, meeting. Viacom Conference Center, New York.

**April 26**—United Nations press correspondents/American Women in Radio and Television, New York chapter, discussion of "Women in the Media—The Gender Gap." UN, New York. Information: Ellen Bedell, (212) 221-8181.

■ **April 26**—New York Women in Film seminar, "From Daytime to Prime Time: Television Production in New York." American Management Association building, New York. Information: (212) 924-7184.

**April 27**—Radio-Television News Directors Associ-

ation region six meeting with University of Kansas. UK campus, Lawrence, Kan.

**April 27-28**—Kansas Association of Broadcasters broadcast journalism seminar. University of Kansas, Lawrence.

**April 27-28**—Kentucky CATV Association spring meeting. Drawbridge Inn, Fort Mitchell, Ky.

**April 27-29**—Society of Professional Journalists, Sigma Delta Chi, region two conference, "The News Today: Is That the Way It is?" Speakers include Edward Joyce, president, CBS News, and Ed Fouhy, Washington bureau chief, ABC News. J.W. Marriott, Washington.

**April 28**—Radio-Television News Directors Association region five meeting with Bismarck Junior College. BJC campus, Bismarck, N.D. Information: (202) 737-8657.

**April 28**—Radio-Television News Directors Association region 12 meeting with Syracuse University. Syracuse, N.Y. Information: (202) 737-8657.

■ **April 28**—Arizona chapter, National Academy of Television Arts and Sciences, Emmy Award ceremonies. Camelback Inn, Scottsdale, Ariz.

**April 28-29**—National Association of Broadcasters and American Bar Association's Forum Committee on Communications Law workshop, "Effectively Representing Broadcasters: A Practical Workshop for Lawyers," held prior to National Association of Broadcasters convention. Imperial Palace hotel, Las Vegas.

## Major Meetings

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

**April 24-29**—MIP-TV international TV program market. Palais des Festivals, Cannes, France.

**April 29-May 2**—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**—ABC-TV annual affiliates meeting. Century Plaza, Los Angeles.

**May 13-16**—CBS-TV annual affiliates meeting. Century Plaza, Los Angeles.

**May 20-22**—NBC-TV annual affiliates meeting. Century Plaza, Los Angeles.

**May 20-23**—Broadcast Financial Management Association 24th annual conference. Grand Hyatt, New York. Future conferences: May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

**May 30-June 2**—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**—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**—National Cable Television Association annual convention, including National Cable Programming Conference. Las Vegas Convention Center, 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**—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; June 17-20, 1987, Peachtree Plaza, Atlanta; June 22-25, 1988, Bonaventure, Los Angeles; June 22-25, 1989, Renaissance Center, Detroit.

**Aug. 12-15**—Cable Television Administration and Marketing Society 10th annual conference. Waldorf-Astoria, New York.

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

**Sept. 16-19**—"The Radio Convention," combined

conventions of National Radio Broadcasters Association and National Association of Broadcasters Radio Programming Conference. Westin Bonaventure hotel, Los Angeles.

**Sept. 21-25**—10th International Broadcasting Convention. Metropole Conference and Exhibition Center, Brighton, England.

**Oct. 28-Nov. 2**—Society of Motion Picture and Television Engineers 126th technical conference and equipment exhibit. New York Hilton.

**Oct. 30-Nov. 1**—Atlantic Cable Show, Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

**Nov. 7-9**—Television Bureau of Advertising 30th annual meeting, Hyatt Regency, Chicago. Future meetings: Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

**Nov. 11-14**—Association of National Advertisers annual meeting. Camelback Inn, Scottsdale, Ariz.

**Nov. 17-20**—AMIP '84, American Market for International Programs, second annual program marketplace, organized by Perard Associates with MIDEAN and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach.

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

**Dec. 5-7**—Radio-Television News Directors Association international conference. San Antonio Convention Center, San Antonio, Tex.

**Jan. 5-8, 1985**—Association of Independent Television Stations (INTV) annual convention. Century Plaza hotel, Los Angeles.

**Jan. 10-15, 1985**—NATPE International annual convention. Moscone Center, San Francisco. Future conventions: Jan. 17-22, 1986, New Orleans Convention Center, and Jan. 24-27, 1987, New Orleans.

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

**Feb. 10-13, 1985**—National Religious Broadcasters 42nd annual convention. Sheraton Washington, Washington.

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

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



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# Open Mike

## Source materials

EDITOR: In regard to BROADCASTING's Feb. 20 "Riding Gain" column, there was a slight error which has been misinterpreted by a number of people. In the column, it was stated that one of our programs, *Countdown America with John Leader*, "is producing its show on digital laser compact disks." The error lies in the word "on"; it should be "from."

In our production of *Countdown America with John Leader*, we use songs from compact disks. And I'm sure you can imagine, since the technology is so new, actually distributing the programs on compact disks would be not only terribly inconvenient, but would also make broadcasting the program virtually impossible for all but a handful of radio stations across the country equipped to play back material from compact disks.—*Rob Sisco, vice president and general manager, IS Inc., Mill Valley, Calif.*

## Parallel

EDITOR: Jim Buckley worries about the International Olympic Committee banning Radio Free Europe/Radio Liberty from the coverage of the Sarajevo games, and David Aylward frets about network projections of

elections (BROADCASTING, March 19, pages 18 and 34).

What's the difference? In each case some authority is banning the rights of people to receive information, whether it be sports coverage or election projections.

This worries me. Congressman Wirth and Mr. Aylward have strenuously and correctly argued for freedom of expression, but their attitude on election predictions is something quite different.

In each case—whether it be our international brothers and sisters seeking downhill skiing results or our own people wondering how the elections are going or may go—why not let those people decide?

I think they're smart enough.

This message comes to you from the owner of WGLL(FM) Mercersburg, Pa., who also practices law and worries about it.—*Michael H. Bader, Haley, Bader & Potts, Washington.*

## Reliability revision

EDITOR: Let me clarify one sentence in your report on the EMRC review of Arbitron Radio's reliability estimates ("Riding Gain," March 19.)

Arbitron's estimates of radio audiences are, like any numbers based on samples, subject to sampling error. The amount of sampling error in the numbers is referred to as the "statistical reliability" of the numbers. Arbitron developed a very sophisticated "model" to estimate the statistical reliability (e.g., the size of the sampling error) of the numbers in its radio reports. It was these estimates of the sampling error that the EMRC approved.—*John A. Dimling, Electronic Media Rating Council, New York.*

## Grassroots voice

EDITOR: I detect an alarming trend in broadcasting whereby legislators insist upon imposing rules and regulations upon an industry which they do not understand. Without ever attempting to really find out how all their grandiose programs actually work in the real world, these folks spout the rhetoric from every podium. What they have really created is an atmosphere in which it's legally possible to blackmail a station owner in order to avoid costly petitions to deny and the like.

The Civil Liberties Union agrees to back away if a "donation" is made. A national black group agrees that for the payment of substantial dollars to their organization, they'll forget about the petition they filed. In other words, the public interest doesn't seem quite as important after a baptism of greenbacks. We're seeing this more and more and yet I don't hear the voices of the Tim Wirths and Mickey Lelands rising up to denounce the practice. "If an action was taken in the public interest and was therefore considered important, why would a monetary consideration suddenly make it less important? There

is something inherently wrong here.

I challenge these strident voices for change and regulation to move into the real world. If you don't buy one of these properties and take your chances like the rest of us, at least roll up your sleeves and spend a little time inside a station to see first hand what your're dealing with before it's too late. I might suggest they start with a small market station. I think they'll find the owner spending 90% of his/her time trying to pay the mortgage, 8% raising his/her family and 2% sleeping. It leaves precious little time spent on ways to "fleece" the minority prospect out of his possibility of owning this American dream.—*Tom Joyner, president, WISP(AM)-WQDW(FM) Kinston, N.C.*

## Multisystem merits

EDITOR: Your March 19th article, "The AM stereo marketplace struggles for a standard," is, as usual, detailed and quite accurate. However, there is one misquotation that I would appreciate your clearing up.

At no time did I state that Magnavox is no longer a factor in the AM stereo marketplace because I do not believe this to be true. Their system is now being promoted by a prestigious broadcast equipment manufacturer, Continental, and therefore I, for one, cannot count Magnavox out. Indeed, with actual sales of multisystem receivers by Sony, Sansui, and soon-to-be-offered, multisystem circuitry by Hazeltine, National Semiconductor and others, broadcasters will always be free to pick any one of the four systems.

Another quote that calls for comment is one by a receiver manufacturer, who claims that his company will attempt to market a Motorola-only receiver, arguing that "Motorola currently has a better roster of broadcast stations." If he knew anything about broadcasting he would recognize the ludicrousness of this statement. Can he compare three major 50 kw stations in New York equipped with our system with a 5 kw station in northern New Jersey? And how would he rate the situation in Chicago, where there are two major 50 kw stations operating with the Kahn/Hazeltine system, one 50 kw with the Harris system, and Motorola has a 5 kw day, 1 kw night station.

If ever there was an Alice in Wonderland "curiouser and curiouser" situation it is the failure of some receiver manufacturers to face the fact that a single-system receiver cannot compare with receivers that work with all systems.

Without converting almost every single major station in all major markets to their system, Motorola cannot deliver the monopoly a single system receiver requires. Even with our commanding lead in the number of listeners served, a receiver manufacturer cannot risk its reputation on a single system receiver for our system.—*Leonard R. Kahn, president, Kahn Communications Inc., Garden City, N.Y.*

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**Wins** for KENO, Las Vegas, who after one book using Transtar part-time, decided to move to full-time 24-hour Transtar programming. KENO, an AM station at 1460 kc, made a dramatic jump from #14 to #6 in adults 25-49 in the fall.

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# Broadcasting Apr 2

Vol. 106 No. 14

## Packwood warns NAB to avoid House dereg bill—or else

Still another discouraging word about a broadcast deregulation bill was heard last week. Senator Bob Packwood (R-Ore.) called the bill's future into question by declaring he would fight any legislation containing quantified programming standards. Furthermore, Packwood warned the National Association of Broadcasters not to agree to any quantification provisions under pain of losing him as "a permanent ally."

Packwood, who chairs the Senate Commerce Committee, made his views known to the NAB's First Amendment Committee. His stand comports with NAB's decision to withdraw its support from a draft bill—containing both quantification and mandatory children's programming requirements—now under consideration by the House Telecommunications Subcommittee. Packwood, who has championed the drive for broadcasters to obtain full First Amendment rights, is pushing legislation that would repeal the fairness doctrine and equal-time laws.

"He told us," said NAB President Eddie Fritts, "that if we were to agree to provisions that would undermine his efforts on the First Amendment that we would in fact lose a strong ally." Packwood's stand, added Fritts, "reinforces our position to continue working at the FCC." The draft now pending in the subcommittee is unacceptable, said Fritts, adding that NAB never favored legislation with quantification standards.

Packwood's position on quantification raised few eyebrows in the House. "I am not surprised by Packwood's statement," said one subcommittee source. "It is a concern where Packwood stands, but the first order of business is to come to agreement among ourselves," he said.

Another House source maintained that neither the NAB's complaints nor Packwood's statement would cause members to "junk

the bill." He noted, however, that the NAB obviously doesn't want to get "whip-sawed between the House and Senate."

Meanwhile, members of the subcommittee have essentially reached agreement on a core bill. "The question now is what to do next," said one staff member. There are strong doubts that industry support will materialize; NAB has already withdrawn its support from the draft, claiming that it is "more regulatory than deregulatory."

Despite NAB's retreat, its allies (Representatives Tom Tauke [R-Iowa] and Billy Tauzin [D-La.]) are eager to continue on a bill. Last week they apparently settled a number of previously unresolved issues including a sunset provision for quantification and the prehearing discovery process for petitions to deny. Members also are planning to add the equal employment opportunity language offered by Representative Mickey Leland (D-Tex.).

Tauke presented a sunset provision that was tentatively accepted by the others. It calls for sunsetting the quantified programming standards in the year 2000, although a year later the commission would be permitted to impose whatever programming standards it deemed necessary.

Broadcasters' concerns about a strengthened petition to deny process also were addressed. Members are proposing that the FCC be authorized to dismiss frivolous petitions and fine or penalize any petitioner found guilty of harassment.

There are still a number of minor issues left to tackle, although they are not being viewed as deterrents. The question of setting percentages for the number of TV stations that would be affected by quantification must still be settled. Wirth and others are asking that 30% of the stations be affected while Tauke and Tauzin are calling for 20%.

## FCC authorizes TV stereo, raises attribution levels

**It protects industry-recommended Zenith/dbx system, but postpones decision of whether to make carriage of stereo part of cable must-carry rules; commission also raises limits that trigger ownership, grandfathers 13 cable-broadcast television crossownerships**

Stereo TV, some think, could turn out to be the biggest thing for television since the introduction of color. And thanks to the FCC, that new technology could be limited only by consumer demand: In authorizing stereo TV at an open meeting last week, the FCC—explaining that what it was doing really wasn't interfering with the workings of the marketplace—protected the industry-recommended standard.

In another action, the commission gave investors in broadcasting a break, rewriting its rules to permit entities to invest more—in a lot more media properties—than possible under the status quo. The commission also voted to abandon a proposal that would have required the divestiture of all co-located ca-

ble-broadcast television combinations.

### *Stereo Must-Carry Unresolved*

The FCC's order authorizing TV stereo contained one unexpected tidbit. The commission postponed action on whether to require cable systems to carry stereo on must-carry signals. No must-carry of the signals will be required now, but the commission voted to launch a rulemaking to further consider the pro's and con's of that issue, which has pinned it down in a crossfire between broadcast and cable interests.

After the meeting, James McKinney, Mass Media Bureau chief, said that what the commission essentially had done was to protect the offering of the industry-recommended Zenith/dbx system.

The decision does not limit broadcasts on the aural baseband to stereo sound. Any other broadcast and nonbroadcast uses will be permitted—as long as they don't interfere

with the pilot tone of the Zenith/dbx system, which activates the stereo processing circuitry in TV sets equipped for stereo. The new rules also permit public broadcasters to turn a profit from their subcarrier offerings. Also under the new rules, the FCC said neither the fairness doctrine nor the equal opportunities requirement of the Communications Act would be applied to subcarriers that require special equipment to be received.

Eddie Fritts, president of the National Association of Broadcasters, said protecting the standard had been a "significant, positive step." He also said the association was encouraged by the decision to gather additional information on the must-carry question. "Stripping TV stereo from the local broadcast signal would be akin to removing the color portion of a program," he said.

Jack Wayman, senior vice president of the Electronic Industries Association's Consumer Electronics Group, which recommended the Zenith/dbx system, said the decision to permit TV stereo, and a simultaneous separate audio channel, provided an "incentive for television manufacturers, broadcast

### Top of the Week

equipment makers and broadcasters to respond so that stereo and a second audio program will soon be available to the public."

### *Ownership Attribution Expanded*

The FCC also rewrote its attribution rules, which define the ownership percentages that trigger its multiple ownership rules. Under its former rules, for widely held corporate licensees—those with more than 50 shareholders—the attribution benchmark was set at 1% of the voting stock. For closely held entities—those with 50 or fewer shareholders—any voting partnership or proprietorship interest was considered to signify ownership. "Passive" institutional investors—bank trust departments, mutual funds and insurance companies—were permitted to own up to 5% before they were considered owners.

Under the changes adopted, however, everyone would be able to own up to 5% of a media company before being considered an owner, regardless of the number of shareholders that company has. And passive investors would be permitted to own up to 10% before the property in question counted against their portfolios. (The FCC also said, however, that pension funds, venture capitalists and investment advisers are not passive investors.)

In its order, the FCC also said that non-voting stock would not count against anyone's portfolio, nor would limited partner interests, as long as the general partner is "truly independent" from the limited partners.

Also under the order, the commission adopted a multiplier for determining attribution in vertical ownership chains. It said that officers and directors whose duties are not related to any licensee or its operations would not have to count those licensees. Applicants and licensees will only have to file a simplified ownership report (Form 323) upon the grant of a new construction permit, or the approval of an assignment of license or transfer of control. And licensees will only have to report their attributable ownership interests once a year.

By bringing up attribution before he brought up the commission's other ownership rulemakings, Chairman Mark Fowler caught some flak at the meeting. Both Commissioners Mimi Dawson and Henry Rivera expressed concern about taking on the ownership rules piecemeal. Dawson gave Fowler her vote, but said she hoped her "colleagues" would join her in revisiting the attribution rules, if those "didn't make sense," when the other ownership rules came up. Rivera abstained from voting altogether, contending he wouldn't be able to "participate intelligently" until he knew what changes were being proposed for the rest of the commission's ownership rules. "I don't understand why you won't let us look at the entire picture," Rivera told Fowler. Fowler said he was sorry Rivera felt that way. Fowler added that the commission's action would permit more capital to flow into the industry, particularly from institutional investors. "I think it will make it easier for

MESBIC's [minority enterprise small business investment corporations] to make more deals," Fowler said.

### *13 Cable System-TV Crossownerships Grandfathered*

What to do about a proposal to require the divestiture of co-located cable-broadcast television combinations also proved to be contentious.

According to the FCC, there are currently 13 "nonegregious" combinations and five "egregious" ones that were grandfathered in a 1970 ruling that prohibited future formations or transfers of such crossownerships. (The nonegregious combinations are those where the broadcast station is not the only commercial broadcast station providing principal service to the community.) At the Mass Media Bureau's recommendation, the commission majority voted to grandfather the nonegregious cases. But it also voted to do "more extensive analysis" before it decided what to do about the egregious ones. In fact, at the Mass Media Bureau's recommendation, it resolved to first address a petition from Marsh Media seeking abolition of the crossownership prohibition.

Rivera dissented, contending that all of the combinations should have been forced to divest. After the meeting, Rivera noted that the commission has been asserting that local markets are the ones that it must remain concerned with as it moves to loosen or eliminate its other ownership rules. "If we're going to circle the wagons around the local ownership rules, then we ought to do that," he said. Rivera also said he especially could see no reason for requiring the divestiture of the egregious cases now. If the commission backed off from every action simply because someone had filed a related petition for rulemaking, it would never do anything, he said.

Dawson went along with the majority once more. But she said the local markets "are sacrosanct." She also said she thought Marsh Media's petition would be "a very, very hard case for someone to prove."

Fowler, however, said the commissioners shouldn't dwell solely on the potential ills such combinations could spur. "I would say that a lot of good comes out of these combinations, and that's something we should throw into the calculus when we consider what's in the public interest," he said.

Fowler, for that matter, said he wasn't sure the theory that "people's minds" can be controlled through the control of the information flow was valid. Fowler also said no abuses had arisen from the combinations at hand.

### *Other Actions*

■ The FCC refused to permit public broadcasters to offer subscription television operations, but said it would consider authorizing such operations under waivers.

■ The FCC also voted unanimously to return 807 applications for new FM translators to a party identified as E. Kaye Johnson. The FCC said the applications were unacceptable for filing because they lacked the retransmission consent required by commission rules.

The commission said the documents purporting to give consent from the proposed primary stations consisted of form letters that had been mailed to FM broadcasters nationwide. The letters, according to the commission, told broadcasters that if they wanted to list their stations for retransmission by unidentified clients, they should sign the letter and return it. The letters also indicated that the broadcasters would be under no obligations. The commission also said it appeared that many of the applications contained "technically infeasible" proposals. The Mass Media Bureau returned more than 100 FM translator applications to E. Kay Johnson, who listed an address in Crossville, Tenn., earlier this year (BROADCASTING, Jan. 2). According to the FCC, the latter applications originally were filed in the name of a company owned by Edward M. Johnson, former president of a consulting firm, Edward M. Johnson & Associates Inc. E. Kaye Johnson had been identified as Edward M.'s sister. □

## **Harte-Hanks moves to take company private**

**Executives of Texas-based group owner of TV, radio and newspapers propose leveraged buyout**

In 1972 Harte-Hanks Communications Inc., which then owned 15 Texas newspapers and part of KENS-TV San Antonio, issued public stock to help the company expand beyond Texas and into other businesses, including broadcasting, and to give it "greater flexibility in financing mergers and acquisitions." Twelve years later, the top management and original owners of the company (which now owns five AM's, four FM's, four TV's, 27 daily newspapers, scores of other publications and a variety of consumer marketing services) have proposed taking Harte-Hanks private, "to take better advantage of opportunities without the pressure for consistent and predictable quarterly earnings per share."

There were other reasons given for the proposed leveraged buyout in last Wednesday's (March 28) announcement. The buyout "... will allow all shareholders to realize values in Harte-Hanks which we believe have not been recognized by the stock market for a long time," it was said. "We believe it is to be the best approach for insuring that Harte-Hanks can continue to develop as a unique communications company."

The proposal is being made by a group of investors, headed by Bob Marbut, president and chief executive officer; Larry D. Franklin, executive vice president; Houston H. Harte, chairman of the board; his brother, Edward H. Harte, publisher of the company's *Corpus Christi Caller Times*, and Andrew B. Shelton, chairman of the board's executive committee. The last three are rela-





Franklin



Marbut

tives of the company's co-founders: Shelton is a son-in-law of Bernard Hanks and both Hartes are sons of Houston Harte. Other relatives in the two families are included in the shareholder group making the bid. Of the 22.4 million shares outstanding, roughly 40% are owned by members of the two families. Some of them may choose not to participate in the buying group but those who do would likely own more than half of the proposed private company. Top management outside the two families will also have an interest in the new ownership, which Franklin said intends to keep the company name. Among those with an interest are Gary D. Edens, president and chief executive officer of Harte-Hanks Radio, and William G. Moll, senior vice president and chief executive officer, broadcasting and entertainment, who is now responsible for the four VHF stations.

The announcement, which came before the day's trading began on the New York Stock Exchange, said each share would be exchanged for \$28 cash, and a \$10 note with a 20-year term, paying 15% interest beginning in 1990.

Marbut said "the bulk" of the estimated \$450 million necessary to buy out the other shareholders would come from several banks; additional money will come from several institutional investors, such as insurance companies, which will also have an ownership interest. The buyout group's financial adviser is the New York-based investment bank, Goldman Sachs & Co.

Leveraged buyouts are financed with very little investment from the new owners, relying instead on bank loans and other debt financing, which are then repaid with the newly purchased company's cash flow. In addition, some assets are occasionally sold to limit the outstanding debt. Franklin said that the sale of assets was not part of the financing plan.

If anything, Harte-Hanks anticipates assuming additional debt with continued acquisitions in its cable and consumer direct marketing operations. The company has an

option to purchase the cable MSO, Ultra-Com Inc., currently a subsidiary of the Montgomeryville, Pa.-based electronics manufacturer, AEL Industries, for \$60 million—\$63 million on top of the \$15 million in AEL preferred stock that Harte-Hanks currently owns. Franklin said that Harte-Hanks also intends to exercise its option to buy several Arizona cable systems it currently manages for between \$20 million and \$25 million. All those purchases would add 94,000 subscribers to the Harte-Hanks roster. In addition, one cable industry executive noted that Harte-Hanks "as recently as a month ago, was having initial conversations" about a large acquisition. The company's cable operations now account for less than 4% of its total operating revenue.

Radio stations currently owned by Harte-Hanks are: WRBQ(AM) St. Petersburg and WRBQ-FM Tampa, both Florida; KKBQ(AM) Houston and KKBQ-FM Pasadena, both Texas; KOY(AM)-KQYT(FM) Phoenix; WVRA(AM)-WRVQ(FM) Richmond, Va., and WSCN(AM) Birmingham, Ala., which Gary Edens, president of Harte-Hanks Radio, said is on the selling block (BROADCASTING, Nov. 28, 1983). They were acquired in 1977, mostly in the \$57-million purchase of Southern Broadcasting Co., and reported revenues last year of \$30.9 million, or 7% of the company's \$443.6 million total operating revenue.

The TV stations are: KENS-TV San Antonio, Tex., which it now wholly owns, WTLV(TV) Jacksonville, Fla.; KYTV(TV) Springfield, Mo., and WFMY-TV Greensboro, N.C. Their revenues in 1983 were \$53.5 million, or 12% of the total.

Other components of 1983's total operating revenue were newspapers (41%), commercial printing (9%) and consumer direct marketing, which includes shoppers, mail and alternate delivery systems, research and telephone marketing companies and computer services (28%).

Franklin said company officials had discussed how the buyout would be presented to the FCC and he believed they were going to use an FCC form 316 application, also referred to as a "short form," which Metro-media also has used in its proposed leveraged buyout ("In Brief," Feb. 20). The use of the short form allows for quicker FCC approval than the minimum 30 days necessary for some other ownership changes and also does not provide other parties the statutory right to file petitions to deny.

Harte-Hanks stock has been trading in the mid to low 20's for the past six months. On Monday, rumors of an impending leveraged buyout caused heavy buying, pushing the stock up \$2.25 to \$24.50 per share before afternoon trading was stopped at the company's request, pending the announcement. Harte-Hanks shares closed Friday at 29 $\frac{3}{4}$ .

## Night of the roundtable: CBS stages political debate

**In first network-sponsored debate of campaign, Democratic candidates face off in lively exchange moderated by Dan Rather**

Kicking off the first national network-sponsored debate last week among political candidates since those held between John F. Kennedy and Richard Nixon in 1960, CBS Evening News anchor and debate moderator Dan Rather stated briefly what he hoped would be accomplished during the encounter: "We believe this to be a good time to try to sort some things out. To try to shed some light on the developing campaign. Around this table we hope not to get pat answers, not to get pre-packaged responses. We hope to have meaningful straight talk—a dialogue among three men who aspire to one of the highest honors obtainable in the U.S."

How much light was shed on the campaign is debatable, and much of the talk was neither meaningful nor straight, but the stage that CBS set at Columbia University's Low Memorial Library in New York last Wednesday (March 28) allowed Senator Gary Hart (D-Colo.) and former Vice President Walter Mondale to rip at each other more aggressively than at any previous public forum in the campaign. And in doing so, they virtually ignored the third place runner in what is now a three-man race: Jesse Jackson.

The debate was staged in a so-called "in-the-round" setting in the center of the cavernous rotunda within Low Memorial Li-

brary. The candidates and moderator were seated at a round table, and having drawn for positioning in relation to Rather, Hart and Mondale sat directly across from each other with Jackson face to face with the moderator. Riser seats (such as those brought in for a parade) were erected on all sides so that each candidate faced much of the audience. CBS used eight cameras to cover the debate so that the action could be covered from many angles.

If looks could kill, the race for the nomination would have been decided during last week's debate because Jackson and Rather would have been the only ones to walk away from the table alive. Mondale and Hart glowered at each other during their many sharp exchanges. On at least three occasions, Mondale expressed his indignation at the running in New York of several Hart campaign political advertisements concerning Mondale's political and military positions in Central America. At one point, Mondale lashed out, "Unlike what you [Hart] suggest—in Central America—when you run your ads and you talk of me wanting to go out killing American kids—the fact of it is that I have been a strong and powerful opponent of this President's policies in Central America." At another point, when the focus was on the Middle East, Mondale abruptly brought the conversation back to Central America: "All my life I've fought for peace... and to run ads as you've run them suggests that there's something about my



Shelton



Houston Harte



The candidates and Rather in the round

policies that will lead to the death of American boys. I think you ought to pull those ads down tonight."

But with all the attacks and counterattacks between Hart and Mondale, which Jackson characterized as so much "rat-a-tat-tat," neither seemed to get the upper hand. And Jackson, despite the preoccupation of the other two with lashing out at each other, received the loudest applause with his remark that their apparent "kinship struggle" was due to the fact "that there is such similarity in policies. It's a matter of both going in the same direction, just a little slower."

The debate received favorable reviews in the press and from some media consultants. Asked who he thought came out looking best after the debate had ended, Robert Squier, a Washington-based political media consultant, answered, without hesitation, "Rather. He came out and asked really good questions and monitored the debate," getting on to different topics when the back-and-forth on some issues became pointless. "Basically he got out of them their best performance," Squier said. The debate got an average 10.4 rating and a 16 share nationally, compared with a 20/32 for a repeat episode of *Fall Guy* on ABC and a 15/7/25 for a repeat episode of *Real People* on NBC.

Squier said the in-the-round format selected by the network (the debate was produced by Joan Richman and directed by Artie Bloom) allowed for the showdown that both Hart and Mondale wanted. "They were both primed for it," he said. "And [the network] put on a show that allowed it take place."

Squier said the CBS debate last week was certainly the best of this political season and perhaps better than any of the debates ever sponsored by the League of Women Voters, which he described as "brochure debates," composed primarily of "position papers and sneak attacks. Television is better at transmitting people in real conversations than people with prepared remarks."

Rather himself appeared on the *CBS Morning News* the day after the debate

(Thursday, March 29) to discuss what had occurred with *Morning News* co-anchor Bill Curtis. "I genuinely believe," said Rather, "all three of them won." Jackson, he said, came off appearing very "statesman-like," an apparent victory, at least in Rather's mind. And Mondale succeeded, he said, in maintaining an aggressive posture throughout the debate, while Hart "didn't take a single shot he didn't return."

Staff members of all three candidates, said Rather, expressed their satisfaction with the fairness of the debate. "I'm told that their own staff people at the debate felt they were treated fairly," he said.

Whatever else the debates may prove, there are certainly more of them this year than ever before. Five have already been held (Des Moines, Iowa; Goffstown, N.H.; Atlanta, Chicago [carried locally] and New York), and the League of Women Voters has scheduled two more during the the primary trail—the first of which will be in Pittsburgh on April 5 (the Pennsylvania primary is April 10), which will be carried by CNN and fed to all broadcast outlets that care to carry it locally. That one will be held at the David L. Lawrence Convention Center and will be moderated by reporter and columnist Elizabeth Drew. The league will also sponsor a debate at the Amfac hotel near the Dallas/Fort Worth airport on May 2 (the Texas caucuses are three days later). It will be hosted by ABC's Sander Vanocur. The Texas face-off will be broadcast live by non-commercial KERA-TV and carried by CNN. WCBS-TV New York was hoping to schedule a debate at the CBS Broadcast Center last Saturday (March 31), but some of the candidates backed out late Thursday afternoon, apparently feeling that one debate in New York was enough. And NBC's plan of sponsoring a debate in Philadelphia the weekend before the Pennsylvania primary on April 10 failed last week, due to scheduling conflicts among the candidates. NBC still hopes to set up at least one primary debate, however. □

## PBS brings its weight to bear in Washington

**Opportunity to lobby Congress at critical moment in monetary process unites public television; tenor of the times is hopeful; still no new president in sight**

Public broadcasters came to Washington for the annual Public Broadcasting Service and National Association of Public Television Stations meeting last week with money on their minds. But unlike years past when budget cuts and retrenchment of services at many public stations cast a gloomy shadow over participants, the tone of the meeting this year was upbeat and hopeful.

NAPTS President Bruce Christensen told the more than 300 public broadcasters gathered at the Hyatt Regency in Arlington, Va., March 28 to 31 (which was moved up from June to coincide with public broadcasting's reauthorization hearings in the Senate March 26 [see page 68], and the House March 29) that funding requests now before Congress—\$761 million in authorizations plus \$159 million to fund the Public Telecommunications Facilities Program through the end of the decade—"would result in greater federal support than at any other time in the history of our industry."

Christensen told the group that NAPTS had done everything it could in the funding arena and that success now depended on the station representatives. "Above all," he said, "keep your eye on the big picture. . . ."

It was the "big picture" of presenting a unified presence in public broadcasting and winning the increased funding that provided a focus for events during the first three days of the conference. Workshops and speeches were scheduled to brief the broadcasters in the art of wooing a congressman. Blocks of time were scheduled on Thursday for members to meet with their congressmen and to attend the House Telecommunications Subcommittee reauthorization hearing chaired by Representative Timothy E. Wirth (D-Colo.).

At that hearing, the Corporation for Public Broadcasting, NAPTS and National Public Radio officials were joined by actor E.G. Marshall and author Alex Haley (both of whom have worked on PBS programing) in



Oaks



Christensen



Witnesses Markey, Saele, Schultz, Breitenfeld

stating the system's needs for increased federal funding. But perhaps the strongest, if not the most pointed, arguments for the increased authorization levels came from Wirth, who chided Representative Michael Oxley's (R-Ohio) attempts to put the new authorization levels in the perspective of a "substantial" 90% increase in existing funding levels.

In a staccato-paced line of questioning, Wirth said he found the "arithmetic of [his] brethren in the minority somewhat vexing and curious." He said that if one were to look at the purchasing power of the dollar from between 1982 (before budget cuts when public broadcasting received \$220 million) and 1987 (for which it is requesting \$238 million) and compare it with the level of inflation during that period, in terms of real dollars, it would show that "there would be an absolute decline in federal support in the authorization of public broadcasting" during that period. The decline is not a 90% increase, he said.

Wirth also addressed authorizations for the PTFP. He noted that not all American taxpayers now paying for public broadcasting are able to receive it. "If one were to vote against increasing funding for facilities one would therefore be denying the opportunity for public broadcasting to a significant percentage of the American taxpayer," he said, adding that "there is no present alternative to a strong base of federal funding in the foreseeable future" for public broadcasting.

The issue of allowing limited advertising on public broadcasting was also discussed at the hearing. David L. Markey, head of the National Telecommunications and Information Administration, told the subcommittee that limited advertising could "provide a valuable supplement to public broadcasting's tax-based income... without substantially harming the system or its services." Vincent F. Saele, president of noncommercial WYES-TV New Orleans, said that allowing limited advertising on public television would be "effective and responsible." He said that "the real concern of the vast majority [of public broadcasters] is not one of limited advertising itself, but the potential loss of government funding and an increase in labor and copyright costs." In the last instance, he said his station had letters from the American Society of Composers, Authors and Publishers; the American Federation of Television and Radio Artists and the American Federation of Musicians, "stressing that any increased costs would be charged only to stations participating in the

advertising program and won't be passed on to nonparticipating stations." According to Frederick Breitenfeld Jr., president of WHYY-TV Philadelphia, one price for accepting limited advertising on public television would be "a significant change in the basic nature of our enterprise." Arthur W. Schultz, trustee of WTTW(TV) Chicago during its advertising experiment, called the test a success.

After the hearing members of NAPTS and PBS met with their congressmen to assess support for the increased funding levels and then reported back the results at the meeting. By Friday morning, about two-thirds of the broadcasters had met with their congressmen and reported an overwhelming impression of support in the Senate and moderate support in the House. They were encouraged further by Senator Bob Packwood (R-Ore.), who spoke Friday morning, to continue the

grass roots lobbying.

Packwood said the Senate would get the present authorizations proposed in Senator Barry Goldwater's bill (S. 2436; see page 68) through the Senate "with no problem," and added that his "hunch" was that it would also get by the House. Getting it past President Reagan, who could potentially veto the bill, "may be another matter," he said. If that happened, Packwood warned, the debate would then not be between the President's funding figure "and your figure, but between his figure and nothing." But since it is an election year, Packwood said he didn't think the bill would get to that stage.

Representative John D. Dingell (D-Mich.), who also spoke at the meeting, told the group that he also expected the legislation to pass the House. He said that an essential element was "to keep a united front within the public broadcasting community."

Following the enthusiasm generated by the congressmen, PBS Board Chairman Dallen Oaks addressed another pressing concern of the public broadcasters—the search for a new president of PBS. While several names circulated throughout the four-day conference as possible replacements for Lawrence Grossman, Oaks would only say that the search committee was considering "applications and suggestions" of persons both inside and outside the public broadcasting community. He said that he "was hopeful" that the PBS board would announce the appointment of a new president "during the month of April." □

## Grossman tells PBS to keep sights high

**Former president, now with NBC News, voices confidence noncommercial medium can yet become nation's premiere system**

Larry Grossman delivered his valedictory to PBS last week, exhorting his former colleagues to keep "programming, programming and programming" as their first three priorities and to continue the concentration on national service that he said was the system's main strength. Grossman, who resigned as PBS president to become president of NBC News (a post he will assume formally at the end of April), was honored at the PBS annual meeting with the Ralph Lowell Award (public broadcasting's highest) and by creation of a new national programing award that will bear his name.

Paying homage to the medium he leaves behind, Grossman said that "television is too important in our lives to be left entirely to those of us in the commercial broadcasting world." Similarly, while urging public broadcasting to "keep the focus" on quality children's programing, he observed that "unfortunately, you have that television field entirely to yourselves, and it looks as if it will continue that way."

Grossman, whose own eight years with PBS were frequently marked with controversy, commended that course to his successors, noting that "You can probably get away with an American public television system of genteel mediocrity and quiet respectabil-



Rockefeller and Grossman

ity. Or you can stubbornly and with some risk see to it that public television continues its dramatic growth to become the nation's most influential and most admired communications force."

Among his other assertions:

□ That "you will be surprised" how much financial support can be gotten from the federal government "if you fight for it and mobilize your viewers to demand it."

□ Bringing "the real world" into the home is public TV's most important function, and thus there should remain a concentration on public affairs programing.

□ That *The MacNeill/Lehrer NewsHour* should be scheduled at 8-9 p.m., not 7-8 p.m. "Then you will really make your mark

on this society."

□ The public medium's local programming, as contrasted to the national service, "is more myth and rhetoric than reality."

□ And while urging PBS stations to avoid entering the expensive competition for local news, he also suggested they avoid "acquiring a schedule full of second-rate movies,

shabby British comedies and off-network reruns."

□ The Corporation for Public Broadcasting, Grossman said, should get out of the program business, distributing federal funds directly to stations and eliminating its own program fund "so that CPB can be free to evaluate and criticize the system's program-

ing performance without being mired in its own conflicting role."

Grossman was introduced by CPB Chairman Sharon Rockefeller, who called him "the PBS president who put public television where it belongs: up at the head table of broadcasting," and who called him "a fascinating mixture of purpose and pizzazz." □

## ABC wins February sweeps

**It comes out on top in Arbitron market-by-market calculations; CBS is second, NBC is third**

ABC won the prime time Arbitron February market-by-market sweeps race, but by a smaller margin than it won for the same period a year ago. The margins are still wide enough, however, that none of the networks dispute who won; the only disagreement—principally because of different computation methods—is over the margin of victory.

The results are based on Arbitron-supplied ratings from 145 markets. They also include only prime time periods when all three networks are programmed against one another—all local prime time programming has been excluded. However, ABC's computations included programs that extended past prime time (11 p.m. NYT) or were delayed locally and shown in other dayparts. On the other hand, CBS does not include either runovers or delayed broadcasts in its computations.

According to ABC's figures—based on 209 markets—ABC recorded 16,045,000 households per average quarter hour in prime time during February, 2.8% ahead of CBS's 15,602,000 households and 22.8% ahead of NBC's 13,062,000.

And ABC fared even better, according to CBS researchers. CBS computed—based on the 209 Arbitron markets—that its average quarter-hour prime time audience was 15,453,000 households, 4% behind ABC's 16,095,000 but 21.8% ahead of NBC's 12,691,000. In February 1983, according to CBS researchers, CBS households lagged 13.7% behind ABC's households and 23.8% ahead of NBC's in the Arbitron market-by-market sweeps.

CBS researchers report that CBS audiences fell off slightly compared to February 1983 levels (71,000 fewer homes) but that ABC saw its audience levels fall by 1,885,000 households, principally because last year's audience levels were abnormally inflated due to *Winds of War*. (CBS also says that the 3% loss in total network viewership can be traced to *Winds of War*'s effect on last year's HUT [homes using television] levels.)

NBC, according to CBS researchers, was the only network to gain audience after comparing February 1984 and February 1983 sweep results—it picked up 600,000 households.

According to ABC researchers, CBS led in 70 markets, ABC affiliates took first place in 65 markets and NBC was first in 14. ABC

says it tied for first place with CBS in three markets.

CBS researchers report that network came in first in 67.8 markets, while ABC placed first in 63.3 markets and NBC was first in 13.8 markets. (CBS uses a split-point system for ties.) CBS reports it placed first in 16.8 more markets this year compared to last year, while ABC lost a first place showing in 20.7 markets.

Both ABC and CBS calculated that NBC placed third in about 90 markets—14 fewer than last year, according to CBS.

□

The chart beginning below was developed by BROADCASTING from compilations of Arbitron market-by-market reports by CBS. Household numbers are in thousands (add 000) per average quarter hour (8-11 p.m. Monday-Saturday and 7-11 p.m. Sunday). Boldface numbers indicate market winner. A dash (—) indicates no primary affiliate in the market. An asterisk shows a new station in the market or an affiliation change between February 1983 and February 1984 sweeps. The 1984 sweeps period was Feb. 1-28. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and St. Thomas, V.I. □

ADI (rank)	1984 households (000)			ADI (rank)	1984 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	19	19	<b>28</b>	Casper-Riverton, Wyo. (180)	<b>18</b>	9	2
Albany, Ga. (150)	8	—	<b>59</b>	Cedar Rapids-Waterloo, Iowa (76)	<b>69</b>	50	50
Albany-Schenectady-Troy, N.Y. (51)	<b>110</b>	88	68	Charleston, S.C. (111)	<b>39</b>	<b>51</b>	35
Albuquerque, N.M. (62)	<b>89</b>	53	60	Charleston-Huntington, W.Va. (43)	70	100	<b>132</b>
Alexandria, La. (163)	—	—	<b>38</b>	Charlotte, N.C. (32)	127	<b>145</b>	50
Alexandria, Minn. (178)	—	<b>40</b>	—	Chattanooga (79)	<b>59</b>	56	57
Alpena, Mich. (208)	—	<b>7</b>	—	Cheyenne, Wyo. (189)	—	<b>19</b>	—
Amarillo, Tex. (115)	<b>44</b>	29	29	Chicago (3)	<b>564</b>	487	501
Anniston, Ala. (192)	—	<b>16</b>	—	Chico-Redding, Calif. (138)	<b>33</b>	28	—
Ardmore-Ada, Okla. (172)	11	<b>25</b>	—	Cincinnati (28)	143	<b>146</b>	102
Atlanta (16)	218	<b>236</b>	172	Clarksburg-Weston, W.Va. (162)	—	<b>30</b>	20
Augusta, Ga. (103)	44	<b>53</b>	27	Cleveland (11)	<b>344</b>	249	227
Austin, Tex. (82)	50	<b>57</b>	37	Colorado Springs-Pueblo (105)	<b>54</b>	41	32
Bakersfield, Calif. (147)	<b>31</b>	23	22	Columbia, S.C. (90)	37	38	<b>73</b>
Baltimore (21)	<b>216</b>	179	152	Columbia-Jefferson City, Mo. (141)	28	<b>36</b>	20
Bangor, Me. (156)	24	<b>27</b>	20	Columbus, Ga. (113)	47	<b>52</b>	19
Baton Rouge (91)	65	<b>71</b>	35	Columbus, Ohio (35)	<b>140</b>	133	123
Beaumont-Port Arthur, Tex. (120)	41	<b>50</b>	37	Columbus-Tupelo, Miss. (136) *	11	30	<b>47</b>
Bend, Ore. (203)	—	<b>6</b>	—	Corpus Christi, Tex. (125)	<b>37</b>	29	24
Billings-Hardin, Mont. (169)	<b>20</b>	17	6	Dallas-Fort Worth (9)	260	<b>262</b>	194
Biloxi-Gulfport-Pascagoula, Miss. (179)	<b>39</b>	—	—	Davenport, Iowa-Rock Island-Moline, Ill. (75)	65	66	<b>69</b>
Binghamton, N.Y. (134)	18	<b>52</b>	18	Dayton, Ohio (49)	96	<b>113</b>	65
Birmingham, Ala. (48)	<b>121</b>	50	106	Denver (19)	<b>197</b>	148	150
Bluefield-Beckley-Oak Hill, W.Va. (131)	30	—	<b>31</b>	Des Moines (67)	65	<b>75</b>	69
Boise, Idaho (137)	<b>33</b>	25	27	Detroit (7)	<b>368</b>	351	290
Boston (6)	<b>450</b>	298	239	Dothan, Ala. (160)	12	<b>48</b>	—
Bowling Green, Ky. (187)	<b>23</b>	—	—	Duluth, Minn.-Superior, Wis. (114)	<b>41</b>	30	27
Bristol, Va.-Kingsport, Johnson City, Tenn. (87)	27	59	<b>80</b>	El Centro, Calif.-Yuma, Calif. (177)	5	—	<b>8</b>
Buffalo, N.Y. (33)	<b>121</b>	111	88	El Paso, Tex. (103)	38	36	<b>39</b>
Burlington-Plattsburgh, Vt. (93)	20	<b>50</b>	34	Elmira, N.Y. (165)	<b>14</b>	—	13
				Erie, Pa. (146)	31	26	<b>38</b>

## 1984 households (000)

## 1984 households (000)

ADI (rank)	1984 households (000)			ADI (rank)	1984 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Eugene, Ore. (126)	39	33	13	Omaha (71)	91	69	60
Eureka, Calif. (181)	12	12	—	Orlando-Daytona Beach, Fla. (30)	143	109	101
Evansville, Ind. (88)	60	49	41	Ottumwa, Iowa-Kirksville, Mo. (204)	22	—	—
Fargo, N.D. (101) *	45	35	37	Paducah, Ky.-Cape Girardeau, Mo. (72)	36	82	59
Flint-Saginaw-Bay City, Mich. (56)	103	53	96	Palm Springs, Calif. (186)	10	—	5
Florence, S.C. (149)	21	70	—	Panama City, Fla. (175)	21	—	22
Fort Myers-Naples, Fla. (112)	26	41	23	Parkersburg, W.Va. (194)	—	—	10
Fort Smith, Ark. (148)	28	57	23	Peoria, Ill. (100)	42	42	40
Fort Wayne, Ind. (95)	55	43	41	Philadelphia (4)	596	427	404
Fresno, Calif. (65)	59	65	41	Phoenix-Flagstaff (25)	146	144	103
Gainesville, Fla. (170)	22	—	—	Pittsburgh (12)	319	255	150
Glendive, Mont. (209)	—	1	—	Portland, Ore. (23)	155	125	104
Grand Junction, Colo. (185)	11	16	—	Portland-Poland Spring, Me. (78)	72	43	43
Grand Rapids-Kalamazoo, Mich. (38)	115	99	86	Presque Isle, Me. (200)	—	8	—
Great Falls, Mont. (176)	16	16	—	Providence, R.I.-New Bedford, Mass. (41)	124	90	102
Green Bay, Wis. (69) *	76	59	66	Quincy, Ill.-Hannibal, Mo. (152)	—	34	31
Greensboro-Winston Salem-High Point, N.C. (50)	96	116	77	Raleigh-Durham, N.C. (37)	113	115	35
Greenville-New Bern, N.C. (98)	33	60	57	Rapid City, S.D. (161)	15	—	25
Greenville-Asheville-Spartanburg, S.C. (36)	101	133	120	Reno (124)	37	21	18
Greenwood-Greenville, Miss. (174)	27	12	—	Richmond, Va. (57)	74	101	75
Harrisburg-Lancaster-Lebanon-York, Pa. (46)	86	84	99	Roanoke-Lynchburg, Va. (68)	49	91	59
Harrisonburg, Va. (196)	21	—	—	Rochester, Minn.-Mason City, Iowa (139)	31	19	30
Hartford-New Haven, Conn. (22)	166	185	67	Rochester, N.Y. (70)	80	62	46
Helena, Mont. (205)	—	—	5	Rockford, Ill. (109)	44	39	35
Houston (10)	257	250	201	Roswell, N.M. (188) *	3	14	—
Huntsville-Decatur-Florence, Ala. (92)	46	62	48	Sacramento-Stockton, Calif. (20)	177	133	130
Idaho Falls-Pocatello (157)	15	20	19	St. Joseph, Mo. (190)	17	—	—
Indianapolis (24)	153	153	123	St. Louis (18)	196	220	178
Jackson, Miss. (84)	35	67	68	Salinas-Monterey-San Jose, Calif. (108)	64	24	26
Jackson, Tenn. (183)	25	—	—	Salisbury, Md. (166)	14	23	—
Jacksonville, Fla. (64)	56	89	42	Salt Lake City (42)	110	98	82
Johnstown-Altoona, Pa. (80)	1	61	86	San Angelo, Tex. (195)	—	12	—
Jonesboro, Ark. (173)	25	—	—	San Antonio, Tex. (45)	98	118	73
Joplin, Mo.-Pittsburg, Kan. (118)	34	44	27	San Diego (26)	137	118	69
Kansas City, Mo. (27)	142	148	123	San Francisco (5)	352	309	240
Knoxville, Tenn. (58)	72	100	43	Santa Barbara-Santa Maria, Calif. (116)	33	22	16
La Crosse-Eau Claire, Wis. (129)	23	36	41	Savannah, Ga. (107)	35	56	23
Lafayette, Ind. (191)	—	15	—	Seattle-Bellingham-Tacoma (15)	251	141	155
Lafayette, La. (109)	43	72	—	Selma, Ala. (206)	—	9	—
Lake Charles, La. (168)	—	—	39	Shreveport, La.-Texarkana, Tex. (55)	79	94	64
Lansing, Mich. (98)	—	58	38	Sioux City, Iowa (135)	35	12	33
Laredo, Tex. (198)	—	4	5	Sioux Falls-Mitchell, S.D. (95) *	42	68	22
Las Vegas (102)	40	37	32	South Bend-Elkhart, Ind. (80)	54	54	54
Laurel-Hattiesburg, Miss. (164)	—	—	30	Spokane, Wash. (74)	77	54	49
Lexington, Ky. (77)	49	69	53	Springfield, Mass. (96)	52	—	44
Lima, Ohio (193)	—	—	14	Springfield, Mo. (82)	23	64	60
Lincoln-Hastings-Kearney, Neb. (89)	36	53	16	Springfield-Decatur-Champaign, Ill. (73)	59	65	59
Little Rock, Ark. (53)	90	87	79	Syracuse, N.Y. (66)	82	82	80
Los Angeles (2)	785	585	596	Tallahassee, Fla. (128) *	12	58	6
Louisville, Ky. (44)	75	111	95	Tampa-St.Petersburg-Sarasota (17)	229	217	139
Lubbock, Tex. (131)	23	33	23	Terre Haute, Ind. (126)	15	43	42
Macon, Ga. (140)	19	47	19	Toledo, Ohio (60)	77	94	82
Madison, Wis. (106)	46	54	32	Topeka, Kan. (145) *	13	33	23
Mankato, Minn. (197)	—	13	—	Traverse City-Cadillac, Mich. (132)	22	53	31
Marquette, Mich. (184)	—	23	—	Tucson, Ariz. (85)	58	44	41
McAllen-Brownsville, Tex. (120)	36	33	20	Tulsa, Okla. (55)	94	79	61
Medford, Ore. * (152)	—	23	28	Tuscaloosa, Ala. (188)	—	12	—
Memphis (38)	81	141	117	Twin Falls, Idaho (203)	—	—	10
Meridian, Miss. (171)	22	12	5	Tyler, Tex. (159)	56	—	—
Miami (13)	206	218	164	Utica, N.Y. (158)	18	—	18
Milwaukee (29)	159	132	105	Victoria, Tex. (202)	4	—	6
Minneapolis-St. Paul (14)	239	210	136	Waco-Temple, Tex. (97) *	—	57	40
Minot-Bismarck-Dickinson, N.D. (142)	—	31	35	Washington-Hagerstown, Md. (8)	278	258	204
Missoula-Butte, Mont. (153)	35	—	20	Watertown-Carthage, N.Y. (167)	—	19	—
Mobile, Ala.-Pensacola, Fla. (61)	68	94	63	Wausau-Rhineland, Wis. (132)	33	42	12
Monroe, La.-El Dorado, Ark. (114)	10	74	25	West Palm Beach-Ft. Pierce, Fla. (63)	50	22	50
Montgomery, Ala. (119)	20	28	62	Wheeling, W.Va.-Steubenville, Ohio (123)	—	43	43
Nashville, Tenn. (31)	95	156	134	Wichita-Hutchinson, Kan. (58)	78	77	70
New Orleans (34)	106	152	102	Wichita Falls-Lawton (130)	29	33	25
New York (1)	1,142	1,000	992	Wilkes Barre-Scranton, Pa. (52)	117	67	84
Norfolk-Portsmouth, Va. (47)	84	102	81	Wilmington, N.C. (150)	30	—	50
North Platte, Neb. (207)	—	—	7	Yakima, Wash. (122)	31	32	20
Odessa-Midland, Tex. (144)	26	32	22	Youngstown, Ohio (83)	54	57	45
Oklahoma City (40)	100	102	85	Zanesville, Ohio (198)	—	—	9

## Deregulation talks between cities, cable hit snag

**Refranchising, rate regulation are sticking points, but cities offer counterproposal; both sides still working toward compromise**

Talks between the nation's cities and the National Cable Television Association on a House cable deregulation bill (H.R. 4103) appeared deadlocked last week.

Representatives of the National League of Cities, the U.S. Conference of Mayors and the NCTA reached an impasse on the bill's refranchising and rate regulation provisions. Despite these sharp differences, the cable industry and municipalities say they'll keep at it. This week NCTA officials will be examining the latest counterproposal offered by the cities.

(The NLC indicated in a letter last week that it believes there is a basis for reaching an agreement and that it plans to offer alternative proposals.)

Municipal officials and cable operators have been meeting since February to discuss a compromise on the bill. The legislation frees most cable systems from rate regulation; it gives them "reasonable" assurances of franchise renewal; it protects them from regulation as common carriers; puts a 5% cap on franchise fees and it allows them, in some instances, to renege on franchise promises.

The parties were expected to reach an agreement during a meeting two weeks ago, but at the end of the session it was clear there would be no settlement that day. An NCTA Mailgram sent to the association's board of directors, following the session, summed up

what happened: "Last Saturday, March 24, we had our fourth and final negotiating session with representatives of local governments. The meeting failed to produce an accord."

Nonetheless, NCTA is "not shutting the door," said James Mooney, NCTA executive vice president. "However, we'll be exploring all our options," Mooney said, adding that NCTA will push hard for a bill, but not just any bill. "NCTA is not so desperate to get an agreement that it will agree to the cities' wish list," he added.

Cable may decide to revise its legislative strategy after NCTA's board meets this week, April 4. The Mailgram hints of further action. "In any event we are redoubling our efforts in the Congress and will have a specific proposal for further action for your consideration at the upcoming board meeting," it said.

For the time being the fate of the cable bill remains uncertain. However, says Mooney, quoting from baseball's Yogi Berra, "It ain't over till it's over."

The NLC and NCTA went back to the table at the insistence of Energy and Commerce Committee Chairman John Dingell (D-Mich.). He urged the groups to resolve their differences after it became apparent there was also a sharp division among members, who would be asked to vote on the legislation now pending before the Commerce Committee. A majority (23 out of 42) of the committee members are sponsors of the bill, offered by Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.). An alternative measure (H.R. 4299) that addresses the concerns raised by the cities was introduced by Representative John Bryant (D-Tex.).

The bill is based on an earlier compromise reached by the NLC and NCTA that led to

passage of a companion bill in the Senate (S.66) in June 1983. Not long after passage of S. 66, the NLC withdrew its support after coming under fire from its own membership.

After the latest rounds of talks commenced, it became increasing clear that rate regulation and franchise renewal would be the final sticking points. The NCTA Mailgram sheds further light on those points. In franchise renewals, NCTA said, it "agreed to drop the de novo court review if the cities would agree to a due process proceeding with a presumption of renewal based on specified tests and requiring the city to bear the burden of establishing that the operator's proposal was not 'reasonable.'" According to NCTA, the league and mayors, however, insisted that any judicial review be based on an "arbitrary and capricious" standard.

The discussions over rate regulation were even more involved. NCTA said the cities demanded that they regulate basic service defined as "must-carries, public, educational and governmental access channels and anything the operator 'voluntarily' included in a franchise, and that they be granted these regulatory powers in perpetuity."

Cable, on the other hand, offered to give the cities "their definition of basic for the life of existing contracts but which allowed automatic annual increases of the greater of the CPI or 5%, pass through of increased programming costs and a statutory assurance that the operator would not be denied a reasonable rate of return on basic service." However, the league and mayors wanted their definition in "perpetuity and only a 3% escalator (lower than even the current CPI). And they also asked that all existing multiple tier regulation be grandfathered for five years, according to the Mailgram.

"Clearly rate regulation and renewal are the two critical issues," said Thomas Rogers, counsel to the House Telecommunications Subcommittee. "They've come a long way, but it's up to the cities to show real flexibility on the renewal issue," he added.

If the NCTA's legislative effort fails, the cable industry can make its case at the FCC, where the Mass Media Bureau is showing an eagerness to deregulate. James McKinney, chief of the Mass Media Bureau, says he will propose a rulemaking this summer to free cable operators from some municipal regulations, including basic rate regulation. And cable feels that if the FCC doesn't act, the courts will.

The NLC, on the other hand, maintains that if the FCC fiddles with rate regulation, the courts will intervene. Furthermore, an NLC spokesman said, it would be "nonsensical" for the FCC to touch the regulations and believed the proposal was only a "pressure tactic." The league also disparages the NCTA argument that cities need protections to guard their turf during future battles with state public utility commissions which are anxious to have a hand in regulating the cable industry. "The PUC's are more their problem than ours," an NLC spokesman said. "It's a concern, but it's not a central concern. The PUC's will regulate more extensively than the cities." □

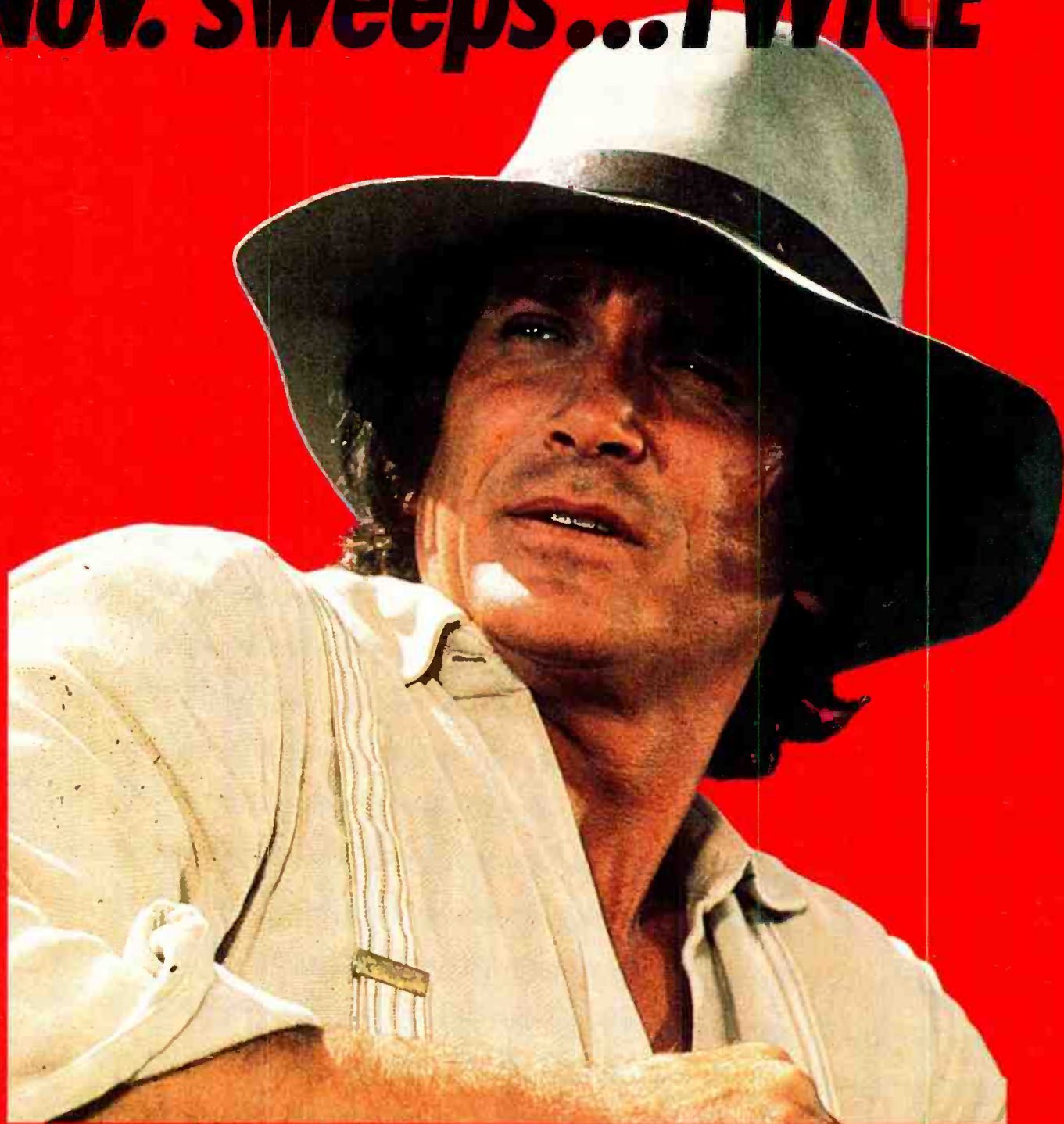
### 1983 Peabody's: Pick of the programing

The 29 winners of the 1983 annual George Foster Peabody Awards for distinguished broadcast programing were announced by the University of Georgia School of Journalism and Mass Communication. A total of 792 entries were submitted for this year's judging, the second largest number in the award's history. Donald McGannon, former head of Westinghouse Broadcasting Corp., recieved a Peabody for "a lifetime of achievement and distinguished service to the broadcasting industry." A citation was also presented to "The Grand Ole Opry," the country music show broadcast on WSM(AM) Nashville since 1926, for making "an important mark on music and entertainment on radio and television." The other 1983 award winners follow:

WCCO(AM) Minneapolis; South Carolina Educational Radio Network; WMAL(AM) Washington; KMOX(AM) St. Louis; Thomas Looker, Montague Center, Mass.; WRAL(FM) Cary, N.C.; WNBC-TV New York; CBS News (for "60 Minutes" and "The Plane That Fell From the Sky"); WCCO-TV Minneapolis; NBC and Motown Productions (for "Motown 25: Yesterday, Today and Forever"); WTTW(TV) Chicago; Chrysalis-Yellen Productions and NBC (for "Prisoner Without a Name, Cell Without a Number"); WTTW(TV) Chicago and the BBC; WTBS(TV) Atlanta; Sunbow Productions, New York; CBS Entertainment and Smith-Hemion Productions (for "Romeo and Juliet on Ice"); ABC and Dick Clark Productions (for "The Woman Who Willed a Miracle"); CBS Entertainment and Mendelson-Melendez Productions (for "What Have We Learned, Charlie Brown"); WBBM-TV Chicago; WBRZ-TV Baton Rouge, La.; KRON-TV San Francisco; WGBH-TV Boston (for "NOVA: The Miracle of Life" and "Vietnam: A Television History," [produced with Central Independent Television of London and Antenne-2 of Paris]); NBC and Edgar J. Scherick Associates (for "He Makes Me Feel Like Dancin'"); KCTS-TV Seattle, and Cable News Network, Atlanta (for "becoming an integral part of the lives of millions of Americans by providing significant, reliable, up-to-the-minute news coverage on a 24-hour basis").

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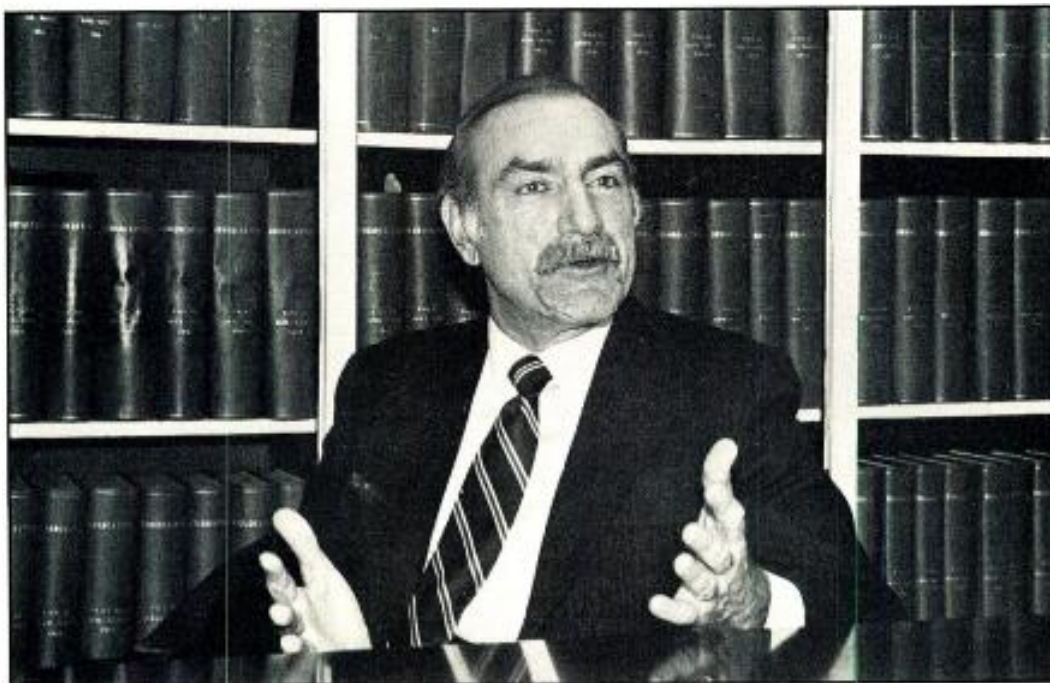


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NRBA President Bernard Mann

*For 25 years, under one name or another, there has been an alternative trade association representing the interests of radio in Washington and elsewhere. It now goes under the name of the National Radio Broadcasters Association, and under the leadership of Bernie Mann, the president of North Carolina-based Mann Media. NRBA has been variously a competitor to and a thorn in the side of the National Association of Broadcasters, the senior broadcast trade association, and relations between the two have ranged from frosty to red hot. But a new accommodation appears to have replaced the old competitiveness. As much as any other factor, Bernie Mann is the reason. He speaks for himself, and for NRBA, in this in-depth interview with BROADCASTING editors.*

## Bullish on radio and NRBA

**We'd like to start by asking you to give us your overview of radio itself.**

I have two perspectives, one as an owner, another as being involved in a trade association. And in both areas, it's a better time than ever before. Business is better than it's ever been. And that's taking into account all the competition and all of the things that go in to making it a tougher business. But still it keeps growing.

And from the standpoint of our organization, it, too, is doing better than ever before. So the vitality of the medium is really

outstanding. It shows no letup.

**Is there room in the medium for more competition?**

As an owner, I'm not anxious to see more competition. But they didn't ask me, and it's a fait accompli. It will just mean we'll have to be smarter and work harder and I hope whoever gets those stations will run them efficiently and with quality people, and that'll make the business better.

In any market where a good competitor comes in, it strengthens the whole market. I've often been anxious to invite my friends to

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come into markets where I have stations, because I know they'll do a good job, and they'll be good broadcasters, and they'll try to have good programming and raise their rates and it will just bring up the whole level of the market.

The days in which one or two stations dominate a market are gone. So I'm not really excited to see all these drop-ins, but I don't think they will do anything to the medium.

#### **Is there enough money to go around in radio?**

There's money that we haven't even tapped yet. We keep talking about dollars we haven't touched for co-op—millions and millions of dollars.

There's plenty of money to go around. But if we're talking about the ad agency standpoint, we've been treated shamefully. In fact, if we had to measure how well we've done in directing our efforts to the advertising agencies as a group, we'd have to get a terrible mark.

But where we shine is when we deal with the people who are spending their money and see the results. Radio is a terrific medium for retailers.

#### **What about the competition from cable and low power?**

Well, that's competition, too. We're looking at going into a franchise with the cable MSO in our area. And we know that that's essentially selling like radio stations. They have a radio rate card and they're selling the kind of a medium that has this sort of transferability. It's television, but it's not television. But it's not quite radio, either.

So that just adds to the mix. It's very competitive. You've got to be smarter, and you've got to be tougher, and you've got to get better trained salespeople and you've got to work at constantly improving your product.

#### **Can you describe for us the membership growth at NRBA?**

We have doubled our membership in the last three years, from 1,000 to 2,000—to be exact, 2,049 as of this morning. In fact, last year we had a goal of 400 new members, and we got 358.

That's interesting too, because we increased our membership on the product alone. We had only one person handling new member solicitation, and although he's a fine guy and doing a good job, it's the product that is seemingly getting so many broadcasters to feel they want to be part of it.

#### **What's the product?**

The product is a radio-only organization that is unusual in that it's a cooperative venture. It's not really an association. Our convention is a matter of members helping new members. Our newsletter is largely written by members—on research, on engineering. Again, members helping members. The latest new feature that we're adding is about financial information. How to make your station more profitable, how to deal with banks, how to handle the sales of your station, how to make all aspects more profitable. And again, these are our members or our associate members—because we have banks and we have venture capital firms as associate members, who are submitting material.

#### **Why do you think there should be a radio-only association? Why should radio separate itself out from the rest of the broadcast media?**

Because there's very little that radio and television stations have in common. They're just totally different businesses. And radio problems are very different from television problems. We just happen to transmit over the air; that's where the similarity ends.

We're not in the programming business the way television is. We don't buy that kind of product. We have smaller staffs, we don't have the sort of union problems. We don't have anything in common.

And what's interesting is that when we go to the Hill and talk about legislation, radio is not the problem. Congressmen have no problem with radio. They're on radio stations most of the time, they know the radio stations, they feel very positive. They don't get any letters of complaint about the violence on radio or any of the problems that

they have with television.

So we're different businesses. And that's the reason there's a need for a radio-only organization.

#### **Do you think there ought to be a television-only association?**

That's for television broadcasters to decide.

#### **Do you think NAB is a television association?**

Well, I think they're not a radio-only association. Eddie Fritts is a radio broadcaster; I think he is sensitive to radio. But he has a lot of hats to wear. I feel grateful that I don't have that problem.

#### **When you mentioned earlier about training your salespeople, is this how the idea for the NRBA sales university came about?**

Without a doubt.

We have been told by our members, and I feel this on a day-to-day basis in my own company, that one of the greatest needs we have is to train new salespeople. There's a certain attrition in salespeople; we hire young people; they move onto other things. And there's just a constant need for new people.

But more than that, there's a need to train people well, because we're in a competitive environment. The days of handing them the Yellow Pages and telling them to go out and have a good time are gone. It just doesn't work any more.

So we decided we're going to use our strength, which is our own members, and what we're doing is, we're going to answer a few problems. First that we want to have it low priced. We want to have it frequently, and we want to be able to use our members.

We're having a curriculum written so at least there will be an instruction framework. And then every 60 days we're going to have on a college campus—because that will keep the price low, and the environment nice—a Friday, Saturday and Sunday sales university. And it will be taught by our own members.

For example, the first one will be taught by Carl Hirsch, who is a principal of Mairite, and Norm Wain, who is president of Metroplex. Now, nobody could afford to have those two guys for three days. They're outstanding leaders, brilliant salesmen. And they're going to teach new people how to sell radio advertising.

That's the strength of our organization. And they're going to do it in Cleveland, to have a university campus in Cleveland. We'll go on from there and have it all over the country—and at a low price, so our members can send two or three people, as they have new people coming into their organization, and get them trained.

It's not the end-all. They won't come back after three days and immediately walk on water. But at least it's a start. And it's training them in the right way, giving them a great feeling for our business and an understanding of what radio is and how exciting it is.

#### **One cannot in this context avoid mention of the National Association of Broadcasters. And one wonders if many of the services that you may provide to your members are also being provided to NAB's members? Isn't that a certain redundancy in that?**

I suppose if our members felt there would be a redundancy, they wouldn't join. Or they wouldn't keep paying dues.

We have this wonderful vote each month, and they vote as to whether or not they send us the check. And if they feel that we're sending them stuff that they get somewhere else then they stop sending the check. With no contract with any one of our 2,000 members, they may stop whenever they want to.

And they don't seem to stop; they seem to grow.

#### **Does that contract anticipate your providing a number of services, or is it a matter of providing leadership in the industry at large?**

I hope it's both. I think that a lot of our members feel that radio is different, that the NAB represents a lot of different interests and radio is a very different medium.

#### **There is a heavy overlap in the membership, is there not?**

Yes. About 60% of our members are members of NAB. I'm a



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When "Women in Politics, '84" invited the six leading Democratic candidates to speak on women's issues at Emmanuel College WBZ-TV did the rest. We made sure the debate would be seen and heard, by providing TV air time as well as the services of our own Liz Walker who acted as moderator.

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**WBZ-TV 4**  
**THE STATION NEW ENGLAND TURNS TO.**



Membership, Broadcast and Cable, Inc.

member of NAB. I don't see it as an either/or.

**Can radio stations afford the luxury of belonging to two radio associations?**

That's not for me to decide. They seem to.

**Do you think that your relationship with NAB will be one more and more of accommodation and less and less of confrontation of the sort that has been exhibited in the recent past?**

Every time there's a confrontation, all of our members—both at the NAB and the NRBA—are embarrassed by it. It shouldn't happen.

And we never have that when we talk to Marty Beck and to Gert Schmidt, the NAB chairman. Those are fine people, there's no confrontation. And with Ted Snider [the NAB's radio vice chairman] coming on, there will be no confrontation, because our goals are the same.

**I have to share with you my own impression that the NAB does not want the NRBA to exist—that it somehow feels it's a threat to the NAB or a diversion of its efforts. So I think there is a basic competition between the organizations that can't be gotten around.**

I know what you're speaking of, and I've felt it. But I also know that Marty Beck, who is the NAB radio chairman, has been a member of the NRBA for years. And so I feel sorry for any who have hostility in their hearts. But we are a fait accompli. We are an organization and there is a need for us, and we're going to continue to work hard. Those who don't wish us well, I'm sorry.

**I think the problem has been exacerbated by the fact that NRBA has taken different stands on legislation from the NAB, particularly in regard to the spectrum fees.**

And that might occur again. We have no agreement that we will always agree. We just have an agreement that before we disagree we'll at least let each other know. And I think that's only fair.

**Do you anticipate an enlargement of the Washington staff?**

We haven't felt the need to. We just moved to new offices, not really much bigger, but a little better designed. And we wanted to have a member room because we often have some of our members come to Washington. So we moved to maybe half a block from the FCC, and we have a members room so they can have a place to use the phone and relax and make appointments and meet people if they want to.

**So who is in charge of your Washington operation?**

Our executive vice president and general manager is Tom McCoy. He's an attorney, he was at the FCC for a few years. He's been with Golden West Broadcasters, he started as an announcer when he was in college, so he's had a broad background in radio.

**The other half of our question on where do we go from here has to do with the radio medium itself. Where is it headed for the remainder of the century?**

All my personal investment is in radio, so I'm very bullish and very optimistic and feel that it's just an outstanding business. It keeps getting better and better.

**Is there going to be a lot of technological change?**

I'm not certain of that. Of course, there will probably be different ways in which records will be played and Sony has a new laser device that will bring out a little more fidelity.

And I think AM stereo will help AM stations a little bit. But the real problem with AM is not the stereo; the real problem is that we're not putting enough on AM stations that people really want to listen to. We as broadcasters haven't figured out some formats that would go on an AM station to get people to want to listen. Once we do, people will listen. Because every radio has AM on it. It's not the fault of the medium. The medium is available. It's just that people haven't decided that there's enough on there that they want to listen to. I just bought another AM station because I have confidence that if I can figure how to program that well, I'll get people to listen to it.

**What would repeal of the rule of sevens mean to radio broadcasters?**

We have a lot of ambivalence among our members on that subject. Some are afraid that radio would be controlled by a very small number of corporations that would own a lot of stations. Other members said: "Hey, that's a great idea because the big companies won't mind going into the 50th or 75th market to buy stations." And some of our members also were concerned—having seen Sears apply for 400 low-power television stations—and they thought; "Well, geez, they'll buy every radio station they can."

I don't have those concerns, because I think from everything that I've ever done, that radio is a very local business. And a very management-intensive business. Let Sears try to run radio stations like they run department stores. It just is not the same business.

I think it will just make it possible for people to own as many as they want. I don't see any detrimental effect. And when they lifted the three-year rule, that didn't occasion any enormous increase in the number of sales. So I think it will mean that large corporations can own more stations, and that will happen. But there's nothing wrong with that.

**What about your negotiations with the Daytime Broadcasters Association? Where do they stand and how do you think that will turn out?**

Our proposal is not going to be all that complicated. Our big strength has never been money. If that's what they need to bail them out of a situation, then we're not the right group.

I think what they really need is the opportunity to be able to make certain that their voice is heard, and that they have an opportunity—when it is good for them—to have a separate stance. That's what we offer.

Take this 80-90 proposal. They would like to have a strong voice for preferential treatment. We would not have a problem with that. It doesn't mean that the NRBA would agree with that, but we wouldn't have any problem with the daytime broadcasters being able to make that statement as daytime broadcasters. And we don't have the problem of having an umbrella and saying everybody has to live by one kind of rule.

So I don't know how it will go. We'd certainly like to have them.

**As far as your effort to join the NAB's Radio Programming Conference with the NRBA's annual convention, how did that come about?**

I think it's a lot of wasted effort to have two meetings, even though the two meetings were not duplicating the exact information. In our convention we did have programming in each of our sessions. We usually have four sessions simultaneously, and one of those sessions had been a programming session.

But it was duplication of effort. A lot of exhibitors would go to both. Stations had to make a decision. We had to make a decision: Are we going to send people to the programming convention or are we sending people to the NRBA convention?

And I think that joining them is a good thing for the industry. But we're not going into this without some trepidation; because the NRBA convention has been for us a way to exhibit the uniqueness of our organization. We're going into this with a lot of concern, because we don't want to come out losing the structure that we enjoy.

**How do you keep from losing that? Are you going to lay down certain requirements of things that you're going to insure happen throughout the conference?**

We already have a committee working on the convention. The committee is made up of broadcasters who have ideas of what they'd like to see, what they'd like to talk about, what they'd like to hear about. We're going to be joined by people that Marty Beck, who is co-chairman from NAB, will select. I'm the co-chairman for NRBA.

So we're just going to try very hard to not in any way diminish the NRBA contribution and hopefully to make it stronger. Now, the NAB will bring some great things. For example, they've been able to engage a major artist to sing and perform and all that, and that has been able to attract a lot of convention goers.

*Continued*

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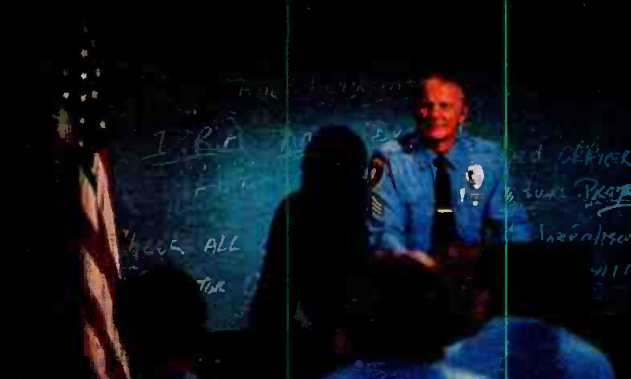
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**What will NRBA add?**

We will add what we've been doing on a regular basis, what people have liked and what they've enjoyed. And by having the two together, I think it will be a stronger convention.

**Will it be a larger convention?**

I think so. We've now been scurrying around trying to get more hotel rooms at the Bonaventure in Los Angeles.

**Is this cooperative effort a precursor of a merger?**

I knew you would want to know that. We don't feel any need for a merger. And we get a little sensitive when the word merger is used. I feel that it's my responsibility to make certain that radio broadcasters get the best of all worlds. If there's something that's good for my members and it will help them, I want to do it. I don't want to have any hard and fast rules that we will not deal with another organization under any circumstances. That doesn't make any sense.

And there are two areas that are very good for us to work on: legislation, particularly, so that we don't go off with a lot of different voices and confuse people, and the radio convention, that I think will help the industry.

**How do you coordinate with NAB on the legislative side?**

Well, we've agreed with Marty Beck, the NAB's radio board chairman, and with John Summers, the NAB's executive vice president, that we're going to share our information and we're going to try in every way possible to have one unified stand. And before we issue statements, we're going to talk to them.

It doesn't mean that we won't differ from them. But we're at least going to share our ideas, so no one is going to catch us saying that NAB says this and NRBA says that. We're going to try to avoid that kind of business.

**That has been most conspicuous in the matter of a spectrum fee. Do you still hold to that position?**

Well, that's not an option at this point, because none of the legislation has anything like that and those discussions died about a year ago.

**But if a radio-only bill were to come alive again, it might embrace that idea.**

At this point we don't feel that we need to make any of those concessions.

**What's your agenda for the next year?**

We want to increase member services. We want to be responsive to the things we find our members would like to do. And I'd love to have a radio bill out of Congress.

**Is there an initiative to get one?**

We're going to work with NAB as hard as we possibly can to try to get one.

**What do you think the prospects are?**

I wish I were a better prophet, as Congressman Dingell said in his recent interview with BROADCASTING. But it's going to be tough. There just doesn't seem to be the movement that would be comforting, out of Congressman Wirth's subcommittee.

**Do you feel radio is being penalized by being linked with television in the dereg bill.**

I think that if there were a bill that was only radio it would go through without any of these problems.

If there is to be unanimity in that committee, radio should get that single position. It deserves it. And it gets to be even deeper than that. We deserve this kind of freedom. We have been responsible citizens. We have been active in our communities. Not because we've been

told to, but because it's good business. In almost every community, the radio station that is active seems to be the most successful, and most supportive of the United Way, most supportive of the arts, most supportive of all the good things that are happening in the community.

The radio stations are taking the lead.

And I think it's unfair for us to be penalized in this way, that there should be legislation to try to prevent what some of the regulators see as some bogeyman that is going to undo all that's happened.

All what's happened has been because of the free will and because of the marketplace. Now we've got 684 new stations to make it more competitive. So we have to be. It's not altruistic; we're doing it because it's good business. It's good for the community and we are responsible citizens. And we should be treated as such. And I think it's a shame that we're not.

**Earlier on there was talk about including a provision in the deregulation bill that would permit groups to have access to radio stations a certain amount of time each week. How would you feel about that? Is that something you would oppose?**

I don't think that that is fair. I think that radio stations are responsible for members of their community, for making time available to responsible groups, for running public service announcements, hundreds of public service announcements. Public service programming. And to say that's not enough, that you've got to give us an hour, letting anybody who wants to walk in and use the station? I think that's more of the ransom that I think is unfair. And it's not based on our performance.

**What about the state of radio deregulation in general, in terms of where it stands with the FCC? Are you satisfied? Are you as satisfied as Congressman Dingell appears to be?**

Well, one of the problems we've had is that many of our members think they already have deregulation. And they're not sure what the heck we're doing and why we are wasting time and talking about it. They send a postcard once every seven years; that makes life a lot easier. They don't have to keep logs; although they do because they are needed as affidavits for advertising. They don't have to do ascertainment. So most broadcasters think that they have deregulation, and they're quite pleased with what FCC Chairman Mark Fowler has done.

**How would you disagree with that?**

Well, I'm delighted with what Chairman Fowler has done. My only concern is, Chairman Fowler won't be chairman forever. And at some point I want to have this codified so that it does stay. I love what it is, I think it's very forward looking, and it acknowledges what broadcasters have done, and it acknowledges that we are responsible citizens.

All I'm trying to do is say, "OK, now let's put it in bronze so that we can live long term with it." And not be up to the whim of the next chairman.

**But you have nothing to add to a wish list, in terms of deregulation?**

I think it has already covered a lot of areas.

**It hasn't yet covered such content matters as 315 and the fairness doctrine. How do you feel about that?**

I think that's a very difficult area, and while Senator Packwood's bill has enthusiasm in the Senate, I'm not sure it's going to get anywhere in the House. And certainly from what Congressman Dingell told you in his "At Large" interview, that's not even a negotiable item.

So we have important things to talk about, but that, I don't think, is a realistic option.

**Do you think it is going to be less and less likely as time goes by that NRBA will go away?**

Well, that is up to the members, and they seem to feel that there is need for the NRBA. We will continue to serve that need. ■

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## LPTV West: 'An industry waiting to happen'

**Association representing low-power TV holds second convention with attendance down from last year, but crowd is optimistic about future of business; FCC application logjam, copyright liability debated**

"It's a smaller but more serious crowd," summed up John Reilly, director of the National Institute of Low Power Television as last week's NILPTV-sponsored LPTV West conference drew to a close.

The organization held its second annual meeting and exhibition last Tuesday and Wednesday (March 27-28) at the Disneyland hotel in Anaheim, Calif. Reilly estimated final attendance would be in the 400-500 range, but a separate estimate, "about 300," made by a registration official, appeared to be more accurate. Only about 130 attendees were counted at keynote sessions on Tuesday. In any case, the total was down substantially from the 600 that NILPTV had predicted and the 800 who registered at the last convention 14 months ago.

"It's still an industry waiting to happen," lamented one hopeful low-power station applicant. "But I'm optimistic that eventually it will happen."

Added Burt Harris, president of Harris Cable and a 30-year broadcasting veteran, "most of what was said a year ago (about low-power television) is still true. There haven't been many changes."

Despite the small turnout, many of those attending the more than 30 seminar sessions offered last week expressed good-humored faith that the continuing FCC logjam in application processing will soon be unstuck and allow hundreds of new stations to sign on the air in the next 12 months. A total of 282 low-power stations are reportedly in operation and another 181 have been granted construction permits. However, it was estimated during the conference that only about 60 of these are full-service stations operating in the continental U.S. Reilly believes that number could increase to "several hundred" by the end of 1984.

Barbara Kreisman, chief of the FCC's low-power branch, told a conference audience Tuesday that her office should complete processing of all applications received before Feb. 7 within the next six months. She noted that half of the 12,000 applications on file as of last June have been disposed of since that time.

The unit's problems have been compounded by the unexpected large response to the FCC's publication of a large cut-off list on Feb. 7, which has yielded about 25,000 responses to some 4,000 applications placed on the list. Kreisman estimated it would be late September before the commission could expect to complete processing of that back-

log. "We are anxious to get this new service out there to the public," she emphasized.

Video Services Division Chief Roy Stewart urged those involved in the low-power television industry to help the FCC do its job by sending suggestions on how the processing might be facilitated and calling the commission's attention to applications known to contain false or erroneous information. He said the commission now has 38 staff members processing LPTV applications and has received authorization to hire temporary workers and pay overtime. Stewart conceded his office had misjudged the anticipated response to February's large cut-off list, expecting 300 applications rather than 25,000 filings.

"If we made one mistake [in LPTV proceedings]," Stewart said, "it was inviting the applications before we had a set of rules." He said the FCC has been anxious to get the new television service off the ground as soon as possible and that the deluge of applications required several modifications in processing along the way.

Key elements of the proposal, Stewart pointed out, could change the LPTV ground rules once again, giving translators and low-power stations separate preferences in processing and modifying the cut-off rules to provide for a "window" of specific date for filing of applications. A draft document on the proposal is to be presented to the commission "within the next three months," according to Stewart.

"You might see the end of their system very soon," said Kreisman, referring to the current practice of dividing LPTV applications into rural, suburban and urban categories, with rural applications generally being handled first and urban last. "I would not be sorry to see it [tier processing] go by the wayside," Kreisman added.

The NILPTV's Reilly told BROADCASTING in an interview he believes the FCC may decide in June, when Kreisman speculates the issue will be taken up, to adopt a seven-day application window for all LPTV stations and then simply decline to accept new applications. If this happens, Reilly thinks 80%-90% of the U.S. population would ultimately be reached by LPTV signals once all new and pending applications were processed. The final number of stations would be between 1,500 and 4,000. Reilly agrees with Kreisman's estimate that the latter figure represents a saturation point for the medium.

Asked about the perceived problem of multiple filers, who may be filing hundreds of LPTV applications, Kreisman said "over-filers frustrate me also" but that the FCC will process all applications under the same criteria. She urged competitors to file petitions to deny against such applications where appro-

priate. Stewart added that FCC employees are "only human" and may be inclined to examine more carefully those applications that appear to be part of mass filings.

During several conference sessions, LPTV operators were encouraged to form alliances with local cable systems, in effect trading their local origination capability for guarantee of carriage on the systems. Reilly estimated that about half of new stations are succeeding in getting on local cable channels.

However, there was considerable concern raised over the issue of copyright liability, with the status of LPTV stations as distant signals—even on local systems—seen by some as a threat to carriage.

"We cannot put LPTV's on our cable systems until this issue is resolved," said Greg Liptak, executive vice president of Times Mirror Cable Television, a multiple-system operator based in Irvine, Calif. "[Copyright fees] could wipe out our cable systems financially." Liptak said he had received a tentative legal opinion suggesting cable systems might be liable for payment of 5.75% of their revenues to the Copyright Tribunal for low-power carriage.

Other communications attorneys at the conference labeled the problem "a quirk in the law" that could be ironed out easily. Robert Vogelsang, president of the National Satellite Cable Association, which represents private (SMATV) cable systems serving 150,000 units, said he would not hesitate to add low-power stations on the assumption the copyright liability question will soon be resolved.

The NILPTV said it has placed the copyright question at the top of its agenda and its board will decide soon whether to take action as an organization to clarify the issue.

"A lot of cable systems are ignoring it," said Reilly, "but some are using it as an excuse not to add LPTV signals."

Reilly said his organization is also concerned about the negative image that many feel is conveyed by the term low-power television. "We have to change it. It's just a question of time."

A term that relates to community or local program service would be more appropriate, Reilly said, although there appears to be no consensus on what that label might be.

"Local-powered television stations" was the term preferred by Harris Cable's Burt Harris in a Tuesday morning session. "Low power is just telling the advertising agencies, the public and the industry that you are second-class stations—and you are not," he said.

Fellow panelist Lynn Gross, a communications professor at California State University-Fullerton, echoed Harris's sentiment, adding that, "community television" might

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**CHICAGO** WGN  
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**+16%**  
IN SHARE

NOVEMBER 83 FEBRUARY 84

SOURCE: NIELSEN

**NEW ORLEANS** WWL  
M-F 4:30PM

**+16%**  
IN SHARE

NOVEMBER 83 FEBRUARY 84

SOURCE: ARBITRON

**SAN DIEGO** KGTV  
M-F 9:00AM

**+100%**  
IN SHARE

NOVEMBER 83 FEBRUARY 84

SOURCE: NIELSEN

**SEATTLE** KING  
M-F 4:30PM

**+19%**  
IN SHARE

NOVEMBER 83 FEBRUARY 84

SOURCE: ARBITRON

**ATLANTA** WXIA  
M-F 5:30PM

**+12%**  
IN SHARE

NOVEMBER 83 FEBRUARY 84

SOURCE: NIELSEN

**SALT LAKE CITY** KUTV  
M-F 4:30PM

**+20%**  
IN SHARE

NOVEMBER 83 FEBRUARY 84

SOURCE: ARBITRON

**MILWAUKEE** WIMJ  
M-F 9:00AM

**+50%**  
IN SHARE

NOVEMBER 83 FEBRUARY 84

SOURCE: ARBITRON



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sound "too much like public stations." Otherwise, she said, "it sounds like you don't have any power."

The relatively low power and small universe of LPTV have made start-up difficult for several satellite-delivered program services catering to LPTV stations.

A total of 42 exhibitors were on hand in Anaheim, Calif., and a sampling indicated that traffic was good during the conference. "There are people here with construction permits or licenses," said one, "and they are looking to do business."

Reilly said a decision would be made by early May about where and when the next LPTV conference will be held. The group is considering sites in Anaheim, Calif., Washington and New York for an event to be held "within the next year."

Although the two most recent NILPTV-sponsored low-power television conferences have been smaller than had been predicted, Reilly said he is "pleased" with the latest effort and optimistic that as many as 1,500 new LPTV stations serving 80% of the U.S. television households will be on the air within the next several years. □

## Intelsat opens new bird to Comsat competitors

**Latest Ku band satellite will be positioned over Brazil and, in addition to new Intelsat service, will be available for use by private carriers; Intelsat board postpones acting on new services**

The International Telecommunications Satellite Organization's board of directors last week opened the door to U.S. companies wishing to compete with the Communications Satellite Corp. in providing access to Intelsat's new Intelsat Business Service. It decided to locate Intelsat's newest satellite, Intelsat V(F-8), at 307 degrees east at a point 22,300 miles above Brazil. The location will permit the satellite to serve in the provision of new as well as traditional communications services to almost one-third of the Earth's surface, including Canada, the U.S. and South America, on one side of the Atlantic, and Africa and Europe on the other. The proposal to locate the satellite at 307 degrees east had been backed by International Relay Inc., a would-be competitor of Comsat's.

But that decision of the board was one of the few major ones to emerge from the meeting in Washington that began on March 14 and ended on March 23. Another was one regarding the restructuring of the organization (BROADCASTING, March 26.) The board postponed, until its next meeting in Honolulu in June, consideration of a host of proposed services, including television, that were put forward by Director General Richard Colino. The failure to deal with them at the Washington meeting was ascribed to a lack of time, given a lengthy agenda.

As for the positioning of the new satellite

## Katz agrees to buy Christal, RKO Radio Sales

**Purchase of two rep firms would give Katz more than \$220 million in annual billings; deal valued at \$21 million**

Katz Communications Inc., parent of Katz Radio, last week announced it has reached agreements to purchase The Christal Co. and RKO Radio Sales ("Closed Circuit," March 26). The total transaction will reportedly cost Katz nearly \$22 million (upward of \$18 million for Christal and approximately \$3.5 million for RKO).

Christal is a national radio representation firm owned by Bob Duffy, with clients in approximately 90 markets. RKO Radio Sales is an "in house" rep company representing stations in 22 markets, including RKO's 12 radio properties.

Plans call for Christal and RKO Radio Sales—the latter to be renamed Republic Radio—to operate as independent subsidiaries of Katz Communications. Together with Katz Radio, which represents stations in nearly 140 markets, the subsidiaries will form the nucleus of a newly created Katz Radio Group. Ken Swetz will serve as president of the new division while maintaining his current position as president of Katz Radio. Reporting to him will be Bob Duffy, chairman and CEO of Christal, Charlie Colombo, president and chief operating officer of Christal (who will also report to Duffy, as he has in the past), and Jerry Kelly, president of RKO Radio Sales. All three will continue in their present roles.

The Christal and RKO acquisition will make Katz Communications a formidable force in the national radio representation

business. Swetz said total annual billings should exceed \$220 million (Katz at about \$130 million, Christal at \$70 million and RKO at \$20 million). "There will be a massive undertaking to build Republic's [RKO] client roster, initially in the top 100 markets," said Swetz.

Christal's New York headquarters and branch offices will remain at the same locations, but RKO's personnel will move to existing Katz offices in most cities. Swetz noted that each company will have a nonwired network (packaging of stations, sometimes several in one market, into a single buy for agencies with rates individually negotiated with each station) department and coordinating staff but there will likely be a combined nonwired network sales team for the Katz Radio Group. "And we remain committed to selling only our represented stations," he said.

The Katz announcement comes on the heels of John Blair & Co.'s (owner of the Blair Radio rep firm) acquisition of Group W Radio Sales from Westinghouse Broadcasting & Cable ("Riding Gain," Feb. 27), making it another example of a major trend sweeping the radio industry in the 1980's: consolidation of national radio representation companies under large corporate umbrellas. McGavren-Guild Radio has bought and created rep firms over the past two years, forming Interrep. Selkirk Communications Ltd. purchased Torbet Radio last year from Bonneville. Now only a handful of independently owned national radio rep operations remain—CBS may be the last of the "in-house" reps with its CBS Radio Spot Sales and CBS FM National Sales. □

at 307 degrees east, Colino was quoted in an Intelsat news release as saying the satellite "will enable Intelsat to provide its Intelsat Business Service in Ku band or C band to virtually anywhere in the U.S. and Europe." IBS, which was introduced last year, is described by Intelsat as a highly flexible, all-digital service capable of handling all types of communications ranging from voice to teleconferencing and designed to operate with small earth stations that could be located on or near users' premises.

IRI, whose application for authority to build and operate international earth stations to provide IBS to area businesses was to be considered by the FCC on Friday, had urged the government to instruct Comsat, as the U.S. representative on the Intelsat board, to support Colino's proposal regarding the location of the new Intelsat satellite (BROADCASTING, March 19). And those instructions were given. IRI had expressed concern over speculation that Comsat might wish to delay the deployment of the satellite at the specified location until 1986, and IRI has already made arrangements with correspondents in Germany and the United Kingdom to provide end-to-end service at points in Europe.

Intelsat said the new satellite also offers a potential for an expanded range of video services with full U.S. or European coverage. And among the services the board will consider in Honolulu in June are more than 100 variations of pre-emptible video services,

using space capacity on several Intelsat satellites (BROADCASTING, March 26). Intelsat says the proposed services are "designed to satisfy a potentially significant unmet demand for international television services and involved, in some instances, distribution of signals to smaller earth stations serving cable television systems."

Other services to be considered include:

- A digital television distribution service.
- Three different categories of leased, nonpre-emptible international television services.

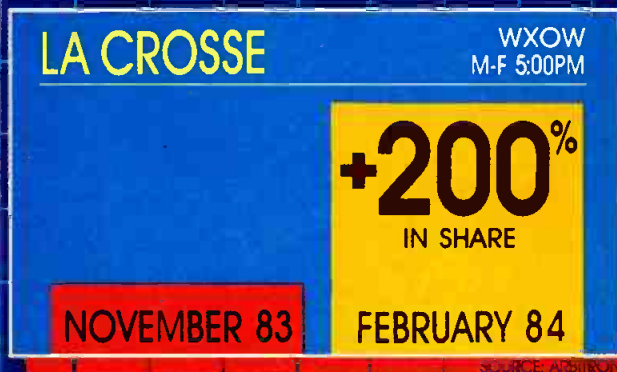
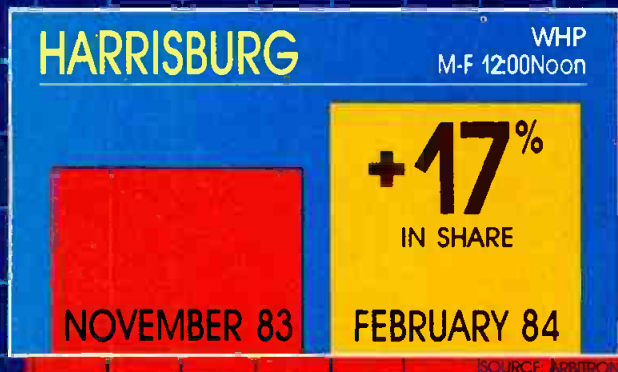
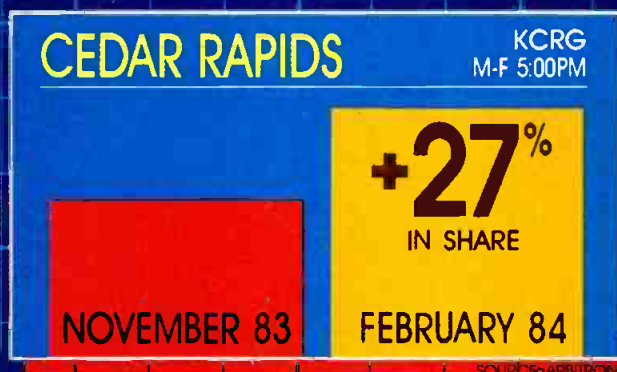
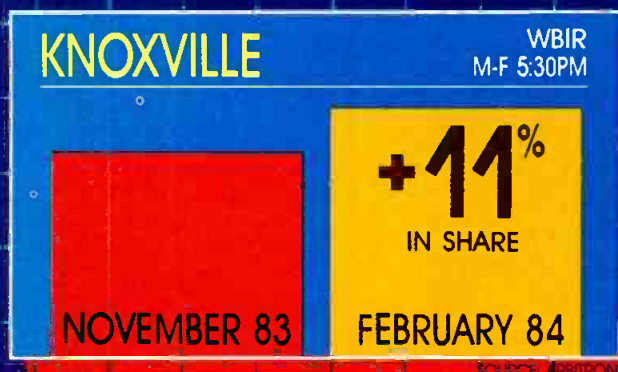
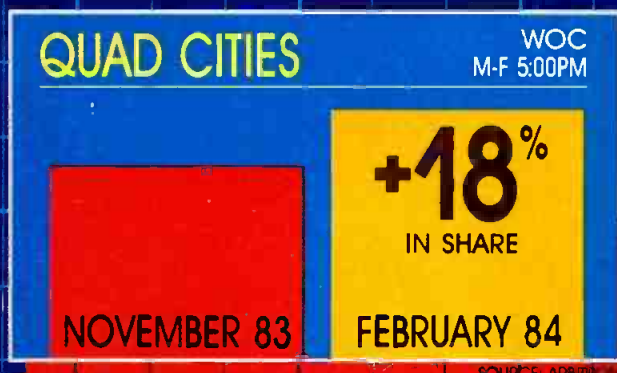
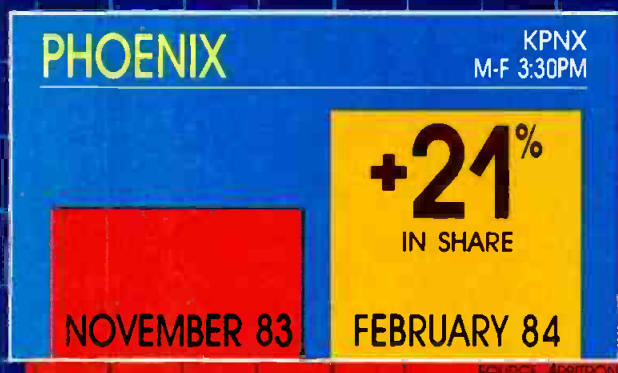
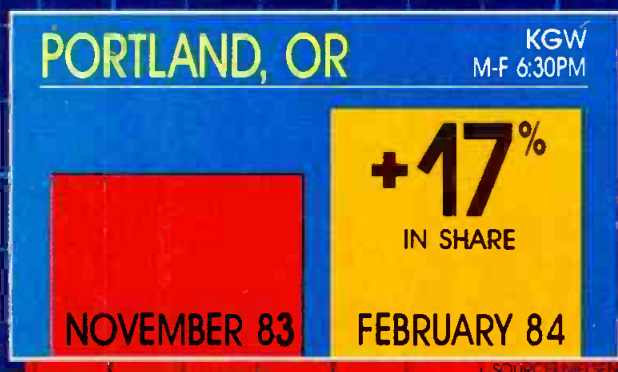
- Several variations on the IBS.
- A new data distribution service (DATANET) employing very small, inexpensive microtechnical earth stations capable of receiving low-speed data, new nonpre-emptible leased transponder services for countries wishing to use Intelsat satellites to establish domestic telecommunications networks.

- Provision of emergency services that would constitute backup communications capacity in the event of a break in either medium capacity analog submarine cable systems or the planned fiber cable systems.

Although the board was unable to deal with those proposals in Washington, Colino was quoted in the news release as saying the board had received them enthusiastically: "As a general rule, the governors recognize the need for Intelsat to be considering new services and welcomed our initiative and innovative approach." □



# AND STRONGER!



# NEWSCOPE

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# Stock Index

	Closing Wed March 28	Closing Wed March 21	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N ABC	60 1/4	54 3/8	+ 5 7/8	+ 10.80	11	1,767
N Capital Cities	138 3/4	139 3/4	- 1	- .71	16	1,860
N CBS	71 1/2	69 1/8	+ 2 3/8	+ 3.43	11	2,122
N Cox	42	42 1/2	- 1/2	- 1.17	15	1,189
A Gross Telecast	68 3/4	69	- 1/4	- .36	15	55
O Gulf Broadcasting	7 3/4	7 7/8				
O LIN.	18 3/4	19 1/8	- 3/8	- 1.96	18	393
O Malrite Commun.	7 1/2	8 1/2	- 1	- 11.76	6	63
N Metromedia	38 1/8	37 5/8	+ 1/2	+ 1.32	32	1,066
O Orion Broadcast	1/16	1/16			0	7
O Price Commun.	6 5/8	7	- 3/8	- 5.35	0	22
O Scripps-Howard	26	26 1/4	- 1/4	- .95	15	269
N Storer	33 1/4	32	+ 1 1/4	+ 3.90	19	545
O Sungroup Inc.	6	6 3/4	- 3/4	- 11.11	3	4
N Taft	56	57	- 1	- 1.75	13	509
O United Television	13	12 7/8	+ 1/8	+ .97	18	144

	Closing Wed March 28	Closing Wed March 21	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams Russell	16 1/2	18 1/8	- 1 5/8	- 8.96	15	100
A Affiliated Pubs.	39 3/4	40	- 1/4	- .62	15	322
N American Family	16 7/8	16 3/4	+ 1/8	+ .74	9	276
O Assoc. Commun.	10 1/4	11 1/2	- 1 1/4	- 10.86	0	49
N A.H. Belo	37 7/8	37 1/4	+ 5/8	+ 1.67	12	432
N John Blair	29 7/8	29 7/8			13	236
N Chris-Craft	27 5/8	27 5/8			33	175
N Cowles	28 1/4	28 3/8	- 1/8	- .44	27	112
N Gannett Co.	38	36 3/4	+ 1 1/4	+ 3.40	23	4,561
N General Tire	32 1/2	34 1/8	- 1 5/8	- 4.76	11	698
O Gray Commun.	57	55	+ 2	+ 3.63	12	28
N Harte-Hanks	29 7/8	22 7/8	+ 7	+ 30.60	18	655
N Insilco Corp.	16 1/2	16	+ 1/2	+ 3.12	8	280
N Jefferson-Pilot	42 1/2	39 3/4	+ 2 3/4	+ 6.91	10	903
O Josephson Intl.	11 1/2	11 1/2			8	57
N Knight-Ridder	24 1/8	24 1/2	- 3/8	- 1.53	13	1,577
N Lee Enterprises	23 7/8	22 1/8	+ 1 3/4	+ 7.90	15	320
N Liberty	21 5/8	21 3/8	+ 1/4	+ 1.16	12	217
N McGraw-Hill	36	37 1/8	- 1 1/8	- 3.03	15	1,804
A Media General	53 1/4	53	+ 1/4	+ .47	10	370
N Meredith	44 7/8	42 3/8	+ 2 1/2	+ 5.89	13	422
O Multimedia	34 1/4	32 3/4	+ 1 1/2	+ 4.58	16	570
A New York Times	26 1/4	24	+ 2 1/4	+ 9.37	6	1,024
O Park Commun.	18 1/4	19 1/2	- 1 1/4	- 6.41	15	168
A Post Corp.	60 5/8	60 5/8			22	111
N Rollins	19 7/8	19 3/8	+ 1/2	+ 2.58	24	515
N Schering-Plough	34 3/4	35 3/4	- 1	- 2.79	10	1,755
T Selkirk	14 1/8	13 3/4	+ 3/8	+ 2.72	31	115
O Stauffer Commun.	52	52			13	52
A Tech Operations	39 3/8	39	+ 3/8	+ .96	17	36
N Times Mirror	35 1/8	36 1/2	- 1 3/8	- 3.76	13	4,824
N Tribune	26 5/8	26 3/4	- 1/8	- .46	12	1,091
O Turner Bcstg.	24 1/4	25	- 3/4	- 3.00	69	494
A Washington Post	66 1/4	63	+ 3 1/4	+ 5.15	15	939
N Wometco	45	44 3/4	+ 1/4	+ .55	27	638

	Closing Wed March 28	Closing Wed March 21	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>SERVICE</b>						
O BBOO Inc.	34 3/4	35 3/4	- 1	- 2.79	12	223
O Compact Video	5	4 1/8	+ 7/8	+ 21.21	23	20
N Comsat	23 3/4	25 5/8	- 1 7/8	- 7.31	8	428
O Doyle Dane B.	17 1/2	17 3/4	- 1/4	- 1.40	14	106
N Foote Cone & B	44 1/2	45 1/4	- 3/4	- 1.65	11	129
O Grey Advertising	121	111	+ 10	+ 9.00	10	72
N Interpublic Group	27 5/8	27 5/8			6	295
N JWT Group	33	33			12	195
A MovieLab	7	7 1/8	- 1/8	- 1.75	7	11
O A.C. Nielsen	28 3/4	29	- 1/4	- .86	13	645
O Oglivy & Mather	46	46 3/4	- 3/4	- 1.60	14	206
O Sat. Syn Syst.	9 3/4	9	+ 3/4	+ 8.33	21	56
O Telemation	6	6			6	7
O TPC Commun	1	1			1	2
A Unitel Video	8	8 1/4	- 1/4	- 3.03	12	17
N Western Union	25 7/8	26 1/8	- 1/4	- .95	12	622

	Closing Wed March 28	Closing Wed March 21	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O Barris Indus	4 7/8	5	- 1/8	- 2.50	26	28
N Coca-Cola	55 1/8	54 7/8	+ 1/4	+ .45	13	7,505
N Disney	64	63 3/8	+ 5/8	+ .98	24	2,213
N Dow Jones & Co.	36 1/4	36 1/2	- 1/4	- .68	20	2,323
O Four Star	6 1/2	5 3/4	+ 3/4	+ 13.04	7	5
N Gulf + Western	32 1/2	31 1/8	+ 1 3/8	+ 4.41	10	2,514
O Robert Halmi	3 1/2	3 1/4	+ 1/4	+ 7.69	70	59
O Lorimar	23 1/2	23 1/4	+ 1/4	+ 1.07	13	120
N MCA	41 1/4	39 1/4	+ 2	+ 5.09	13	1,988
N MGM/UA Ent.	15 1/2	15 1/2			27	770
N Orion	10	9	+ 1	+ 11.11	11	93
O Reeves Commun.	7 1/2	8	- 1/2	- 6.25	12	93
O Telepictures	14 7/8	13 1/2	+ 1 3/8	+ 10.18	24	97
O Video Corp.	12 5/8	12	+ 3/8	+ 3.06	23	21
N Warner	23 3/8	22 3/4	+ 5/8	+ 2.74	3	1,528
A Wrather	44 1/2	44 1/2			48	99

	Closing Wed March 28	Closing Wed March 21	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>CABLE</b>						
A Acton Corp.	9	8 3/4	+ 1/4	+ 2.85	31	50
O AEL	28 1/2	27 1/2	+ 1	+ 3.63	21	58
O AM Cable TV	3 5/8	3	+ 5/8	+ 20.83	18	13
N American Express	32	31	+ 1	+ 3.22	13	6,811
N Anixter Brothers	20 3/8	20 1/2	- 1/8	- .60	28	371
O Burnup & Sims	6 1/8	6 5/8	- 1/2	- 7.54	7	55
O Cardiff Commun.	1 3/8	1 1/8	+ 1/4	+ 22.22	138	6
O Comcast	18 1/4	19	- 3/4	- 3.94	17	150
N Gen. Instrument	23 1/2	24 7/8	- 1 3/8	- 5.52	17	740
N Heritage Commun.	15 3/4	16 1/4	- 1/2	- 3.07	32	117
T Maclean Hunter X	18	17 3/4	+ 1/4	+ 1.40	25	663
A Pico Products	9 5/8	9	+ 5/8	+ 6.94	31	27
O Rogers	7 1/2	7 1/2			9	165
O TCA Cable TV	12	11 3/4	+ 1/4	+ 2.12	24	80
O Tele-Commun.	16 1/2	17	- 1/2	- 2.94	17	710
N Time Inc.	44 5/8	41 7/8	+ 2 3/4	+ 6.56	17	2,621
O Tocom	2 1/4	2 1/4			2	18
N United Cable TV	27 7/8	27 1/2	+ 3/8	+ 1.36	18	307
N Viacom	27 7/8	27 1/4	+ 5/8	+ 2.29	17	357

	Closing Wed March 28	Closing Wed March 21	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
N Arvin Industries	24 5/8	25 1/8	- 1/2	- 1.99	10	185
O C-Cor Electronics	9 3/4	9 3/4			9	34
O Cable TV Indus.	3 1/2	3 1/2			18	11
A Cetec	8	8			15	18
O Chyron	15 1/2	15 1/2			22	95
A Cohu	7 1/2	7 5/8	- 1/8	- 1.63	17	13
N Conrac	15	16 3/8	- 1 3/8	- 8.39	13	92
N Eastman Kodak	63 3/8	66 1/8	- 2 3/4	- 4.15	16	10,493
O Elec Mis & Comm.	9 1/2	8 3/4	+ 3/4	+ 8.57	29	28
N General Electric	54 5/8	52 3/4	+ 1 7/8	+ 3.55	12	24,811
O Geotel-Telemet	1 3/8	1 1/4	+ 1/8	+ 10.00	2	4
N Harris Corp.	30 1/8	29 1/8	+ 1	+ 3.43	17	1,189
N M/A Com. Inc.	15 1/8	15	+ 1/8	+ .83	50	652
O Microdyne	9	8 7/8	+ 1/8	+ 1.40	29	42
N 3M	74 1/2	75 3/8	- 7/8	- 1.16	13	8,744
N Motorola	117 1/2	114 7/8	+ 2 5/8	+ 2.28	19	4,614
N N.A. Phillips	67 1/8	67 3/4	- 5/8	- .92	10	963
N Oak Industries	3 5/8	4 1/2	- 7/8	- 19.44	1	59
A Orrox Corp.	4	4 3/8	- 3/8	- 8.57	4	9
N RCA	33 1/8	31	+ 2 1/8	+ 6.85	16	2,706
N Rockwell Intl.	25 1/8	25 5/8	- 1/2	- 1.95	10	3,882
A RSC Industries	5 5/8	5 7/8	- 1/4	- 4.25	70	19
N Sci-Atlanta	10 1/2	10	+ 1/2	+ 5.00	525	251
N Signal Cos.	27 7/8	28 1/8	- 1/4	- .88	28	244
N Sony Corp.	17 1/4	16 1/8	+ 1 1/8	+ 6.97	31	3,983
N Tektronix	62 1/4	58 1/4	+ 4	+ 6.86	24	1,193
A Texscan	13 3/8	13 5/8	- 1/4	- 1.83	15	84
N Varian Assoc.	41	41 3/4	- 3/4	- 1.79	20	878
N Westinghouse	47 1/4	47 3/4	- 1/2	- 1.04	9	4,137
N Zenith	29 3/8	28 5/8	+ 3/4	+ 2.62	12	643
Standard & Poor's 400	180.91	179.18	+ 1.73	+ .96		

T-Toronto, A-American, N-N.Y. and O-OTC. Bid Prices and Common A Stock used unless otherwise noted. Some bid prices supplied by Shearson/American Express, Washington. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share for

the previous 12 months as published by Standard & Poors or as obtained by Broadcasting's own research. Footnotes: P/E ratios for Gulf Broadcasting were unavailable.

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COLUMBUS, OH.

WCMH  
M-F 5:30PM

**+21%**  
IN SHARE

NOVEMBER 83

FEBRUARY 84

SOURCE: NIELSEN

MIDLAND-ODESSA

KMID  
M-F 5:00PM

**+33%**  
IN SHARE

NOVEMBER 83

FEBRUARY 84

SOURCE: ABBOTT

HOUSTON

KPRC  
M-F 4:30PM

**+8%**  
IN SHARE

NOVEMBER 83

FEBRUARY 84

SOURCE: NIELSEN

PEORIA

WMBD  
M-F 5:00PM

**+36%**  
IN SHARE

NOVEMBER 83

FEBRUARY 84

SOURCE: ABBOTT

MONTEREY

KMST  
M-F 5:30PM

**+100%**  
IN SHARE

NOVEMBER 83

FEBRUARY 84

SOURCE: NIELSEN

TALLAHASSEE

WECA  
M-F 5:30PM

**+50%**  
IN SHARE

NOVEMBER 83

FEBRUARY 84

SOURCE: ABBOTT

JACKSON, MS.

WJTV  
M-F 4:30PM

**+56%**  
IN SHARE

NOVEMBER 83

FEBRUARY 84

SOURCE: NIELSEN

BOISE

KTVB  
M-F 5:00PM

**+133%**  
IN SHARE

NOVEMBER 83

FEBRUARY 84

SOURCE: NIELSEN

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## Television on trial in New Bedford

**Coverage by CNN and local cable systems of gang rape trial is praised by judge who calls it a valuable service; viewer response runs five-to-one in favor of coverage**

For more than three weeks, day in and day out, a television camera transmitted pictures to homes all over the country of one of the most celebrated criminal trials in the U.S. in years: six men on trial for raping a woman on a pool table in New Bedford, Mass. At one time such a service might have been regarded as no more than a delight for voyeurs. But last week, the judge who presided over what, technically, were two trials that resulted in the conviction of four of the defendants, said the coverage constituted a public service: It provided the public with a first-hand view of the operation "of the third branch of government." Judge William Young, of the Massachusetts Superior Court in adjacent Fall River, thus affirmed, in two network interviews, one of the arguments made in support of opening the nation's courts to radio and television coverage.

The reaction to the coverage of the trials was not entirely positive. Some expressed the view the nationwide publicity would discourage other victims from reporting assaults to the police—especially since the name of the 21-year-old woman in the New Bedford case was revealed by some of the media. But in general, the coverage could be considered, in the words of one who watched, "a public morality play for the nation," like the televised Watergate hearings.

Colony Communications Inc.'s two inter-related cable systems that serve a total of 44,000 subscribers in the New Bedford-Fall River area provided live, gavel-to-gavel coverage throughout the two trials—one in the morning and one in the afternoon. The major networks and individual stations took pieces from the coverage for their newscasts. But Cable News Network made it a national event. Taking the feed from the pool camera, CNN transmitted the pictures and sound of the trials to its potential audience of

26 million homes. On an average it showed between two and three hours daily, but went up to seven hours on March 21, to cover closing arguments and the judge's instructions to the jury. So from Feb. 23, when the trials began, until March 26, when the four men who had been convicted were sentenced, the manner in which six men accused of participating in a gang rape in a neighborhood bar were dealt with in an American court was itself exposed to public scrutiny on an unprecedented scale.

The presiding judge himself offered testimony to the fact the lawyers and others in the proceedings conducted themselves as they would in the absence of a camera. Indeed, in an interview on ABC's *Nightline*, he noted that the camera was "out of the arena of action." Young, who had complete control of the way the trial was covered electronically and who prohibited the cameras from focusing on the victim, was unhappy that some of the media exposed her name. He had expected the media to refrain from providing that information. (Viewers of the Colony systems heard the name early in the proceedings when it was mentioned in the course of the trial.)

But apart from that, Young told Ted Koppel on *Nightline*, "I'm totally satisfied." He would advise other judges, he said, "to set the ground rules clearly, to trust the professionals in the press to do their job professionally, make clear to them what you're asking them to do with respect to positioning of the camera." He also said that, having seen some of the coverage, his feeling was that nothing had been omitted. "You had the sense of the actual trial going on."

Many observers, however, expressed concern over the coverage's possible deterrent effect on the filing of complaints with the police. And the district attorney who prosecuted the case, Robert Kane, shares that view. In an appearance on ABC's *This Week with David Brinkley*, Kane said that women who saw the coverage and who in the future are themselves the victim of a rape "are going to be very reluctant to bring forward [such] complaints that can expose their private lives to this kind of ordeal."

But one viewer who wrote to CNN—a woman—expressed the hope that is not the result. "I hope coverage will encourage women to report rape and endure the trial procedure needed to bring more cases to court," she wrote. As indicated by CNN's mail on the subject—and a substantial amount was said to have been received over the course of the trials—that kind of appreciation was widespread. A spokesperson said that, initially, the mail broke down, 50-50, between those who liked the coverage and those who did not. In time, though, the ratio was 5-1 in favor of the coverage. □



## Sauter accuses newspapers of double standard

A "double standard" exists in newspaper criticism of television, former CBS News President Van Gordon Sauter told a luncheon meeting of the Academy of Television Arts and Sciences in Los Angeles. Sauter, now executive vice president of the CBS/Broadcast Group, told a Century Plaza hotel audience "there is in general an elitist, condescending, sanctimonious, holier-than-thou, why-can't-it-all-be-like-PBS tone to [newspaper] criticism." He is especially dismayed by recent print media criticism of CBS News's purchase of an interview with former President Richard Nixon, to be broadcast April 8 (BROADCASTING, March 19).

Sauter said CBS will broadcast the best of 38 hours of material and claimed Nixon "responds with what we consider exceptional candor to effective questions" posed by a long-time aide.

Sauter singled out *The New York Times* and *Los Angeles Times* for their negative comments about the CBS purchase, contending that the New York newspaper had previously published and purchased memoirs of Winston Churchill, Svetlana Stalin and Richard Nixon. The Los Angeles Times Syndicate, he noted, purchased and sold the print memoir of former President Jimmy Carter.

"There is nothing inherently wrong about the *New York Times* or the *Los Angeles Times* publishing subjective judgments about the motivation or skills or shortcomings of CBS News, its executives or its journalists," Sauter emphasized.

"But when will those newspapers, or any other, render the same subjective judgments about, say, the *Washington Post*, or *USA Today*, or the *Daily News*, or the (Los Angeles) *Herald-Examiner*? Do not the editorial merits, or lack of them, of these communicators deserve the same scrutiny, the same subjective judgment, passed with such regularity on broadcast journalists?" □



Koppel interviewing Young



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## Exhorting cable advertising's faithful

**CAB annual conference hears suggestions from advertisers on how to increase cable's share of the pie; more system interconnections urged**

The Cabletelevision Advertising Bureau's third annual conference last week drew a record 1,200 registrants to New York, where the meeting convened at the Sheraton Center hotel for two days of discussion, speech making and interaction among cable and advertising executives from around the country.

Those attending got all kinds of advice about how to buy and sell cable as an advertising medium. Throughout, the commonest call from the buying side was for more and better audience research. Speakers also urged the industry to embrace the concept of cable system interconnection, despite what the initial costs might be, to broaden the reach (and justify the cost) of local and regional spot spending in cable. Otherwise, as one agency executive put it, cable "will not get much of a reception from Madison Avenue."

The CAB conference also featured a "satellite network programing fair," affording system operators and advertisers alike the chance to be briefed on the program concepts they are being asked to support. Those taking booths at the fair included Arts & Entertainment, Black Entertainment Television; Business Times; CBN; The Cableshop; CNN and CNN Headline News; ESPN; Financial News Network; Lifetime; Madison Square Garden Network; MTV; The Nashville Network; Nickelodeon; SIN; Satellite Program Network; Sports Time Cable Network; superstation WTBS(TV) Atlanta; USA Cable Network and The Weather Channel. □

**CAB session brings together executives of interconnects who provide testimony to effectiveness of linkages**

Cable representatives speaking on a panel concerning cable system interconnects at last week's CAB conference agreed that so-called "hard interconnects"—those that link clustered cable systems together via microwave or coaxial cable—are essential if the cable industry expects to generate a significant revenue stream from advertising sales.

At this point, however, only a few hard interconnects are up and running, including the Bay Area Interconnect, jointly run by Gill Cable and Viacom in the San Francisco Bay area, the Cablenet interconnect in central Connecticut and one in San Diego county, Calif., operated by Cox Cable. Two more

will be coming on line later this year, including one in the Chicago area being constructed by Centel, the telephone company (which will be operated by CBS/Broadcast Group New Ventures), and one in the New York metropolitan area that currently operates as a "soft" interconnect, or one that's essentially a tape-cycling operation. The New York interconnect is operated by Cable Networks Inc. (CNI), the New York-based cable representative.

In the long run, said Tom Sassos, president, CNI, if cable advertising is to thrive, systems will have to interconnect and the interconnects "will have to be hard." Bicycling tapes with commercials to individual systems is inefficient and there is no way of "making sure the ads have run and run right."

Sassos said the New York metro area interconnect that his company operates connects 17 different systems with about 900,000 subscribers. The firm sells regional spots on ESPN, MTV, USA Network and WTBS(TV) Atlanta. (The firm also represents the Madison Square Garden Cable Network, a regional sports network on systems with a total of 1.5 million subscribers.) Sassos said the New York interconnect will be operating as a hard interconnect by the third quarter of this year. He said the interconnect will generate about \$7.5 million in sales this year (up from \$4.5 million in 1983) and that, companywide, the rep firm will generate about \$15 million in gross advertising sales in 1984.

Jack Yearwood, vice president and general manager of the Bay Area Interconnect, said it's important for systems to band together because "no advertiser will buy separately on 37 different systems." Yearwood said most regional cable buys are now transacted through advertising agencies, whose media buyers simply do not have the time to deal with sales people from individual cable systems. If cable systems with an interest in selling advertising do not interconnect, he said, "they'll be stuck with mom and pop shops and nickel and dime spots."

The Bay Area Interconnect currently serves seven cable systems (but 37 franchises) serving about 600,000 subscribers. He said the interconnect, which is represented by Sassos's CNI, had sales of about \$3 million in 1983, and "it will be about the same this year [because] the national business has just fallen apart." Yearwood also noted that prices for national spots on the satellite networks are so low that many cable advertisers see it as "more advantageous to buy a national schedule than a spot schedule."

D. Thomas Miller, who heads the New Ventures unit at CBS, said perhaps the most difficult task he has encountered so far in

starting the Chicago interconnect, was getting all the cable operators involved to agree to a uniform contract. "It's hard to do by committee," he said, noting that participating systems will be paid a fee based on their subscriber counts as well as a percentage of the profits. Miller said he expects the new interconnect to make "a couple of million [in sales] in the first year of operation." □

**Ratings are important figures for ad agencies, but so are data on subscribers, system and community, according to agency executives at session**

Although the numbers are still small, cable is being taken more seriously on Madison Avenue these days, if BBDO is any indication. At a session featuring three advertising agency representatives at last week's CAB conference, BBDO's Bill Weiner said the agency has adopted a policy that requires that "cable will be evaluated in each media plan." Historically, he noted, cable evaluation (or nonevaluation) was left to the media buyers. And as a rule, he said, the cable sales community "should spend more time with the [agency] planning community. They are a little more bullish about planning beyond the [audience] numbers" than media buyers are.

Weiner said that in 1983 BBDO had cable billings totaling \$11 million, of which only \$130,000 went to local buys, compared to more than \$350 million in broadcast billings. In 1984, he said, cable billings at the agency will total about \$16 million, spread out over 14 different clients.

While the cable industry often accuses the advertising community of unfairly applying broadcast measurement audience standards to the newer medium, the three agency executives on the CAB panel insisted that cable program ratings in and of themselves are not the primary consideration at their ad agencies.

"If you don't have the numbers, that's fine," said Fern Kaplan, associate media director at the Boston-based Hill, Holliday, Connors, Cosmopolos, "but you better have everything else," such as thorough statistical profiles of the subscribers, the system and the community.

BBDO's Weiner said his agency accepts cumulative ratings, which he described as "a concept developed by independents years ago." He stressed, however, that "cable shouldn't be sold on the numbers. The CAMS study [a major research project compiled in 1982 based on Nielsen data] proved that it's virtually impossible to sell cable on the local level [with ratings]. You have to go well beyond the numbers."

Weiner encouraged cable system operators to band together with neighboring operators to form interconnects for regional cable spots. Media buyers, he said, "don't have

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time" for the salesperson that is representing a subscriber base of merely 25,000 or 30,000. "Without interconnected capability," he cautioned, cable operators "will not get much of a reception from Madison Avenue." □

### **Other advertiser feedback to emerge during CAB conference: cable industry must supply more subscriber data if it expects to attract more advertisers**

In the keynote speech at the luncheon on Wednesday (March 28), Ira C. Herbert, executive vice president of the Coca-Cola Corp. and director of corporate marketing, called cable television "a frontier" and said the company is willing to explore it and collaborate with the industry. But he cautioned that cable needs more research on how many subscribers are watching if it is to persuade Coca-Cola to make a solid investment.

Herbert also urged the cable industry to market its services more vigorously. He called on systems and networks to advertise and promote more extensively.

In a session earlier that day, Terrence Elkes, president and chief executive officer of Viacom International Inc., said the success of cable television advertising is the responsibility of advertiser-supported cable TV networks. He said the industry is developing data to prove to advertisers and agencies that cable TV "can be an efficient media buy in concert with network television and is far more effective than networks as a marketing tool."

Elkes conceded that network television, with its cumulative effect, will still be the primary medium for delivering an awareness message. But he advocated a network-plus-cable buy to "bring back those network dropout viewers while spending few additional dollars."

Tom Clark, president of BBDO Inc., New York, suggested that agencies spend in cable as "a hedge" against networks' climbing costs and as support for declining network shares. Clark, who views agencies as "the matchmaker" between cable television and the advertisers. BBDO expects to spend about \$16 million for 14 clients in 1984.

Charles B. Fruit, vice president/corporate media, Anheuser-Busch, St. Louis, said the brewery has been investing increasingly larger sums in cable television in the past few years but said the time has come for cable to supply more concrete viewership information. Fruit said he believes the cable industry must supply more product usage information to advertisers and agencies.

Walter Reichel, executive vice president and director of media and programs, Ted Bates & Co., New York, noted that almost three years ago Bates drew attention to the erosion in network ratings and suggested that 5% of an agency's TV spending be allocated to superstations to reach cable homes. He added that Bates has changed its mix, dropping superstations WOR-TV New York and WGN-TV Chicago but retaining WTBS(TV) Atlanta and adding various cable TV networks.

Reichel indicated Bates now favors allotting 70% to network TV, 15% to magazines

and 15% to cable television. He stressed that these percentages are not inflexible and the 15% for cable might well be 10% or less.

During a panel discussion that fielded a wide range of questions for the audience, the participants agreed that no fixed percentage of an advertiser's budget should be allotted to cable TV. They stressed that the amount depended on the needs and resources of particular clients.

One panelist, Greg Blaine, senior vice president and director of new communications technology, Foote, Cone & Belding, Chicago, suggested that a "Cable University" be established to help local cable operators to learn how to market their system and sell advertising. Such an institution, he said, would be staffed by advertiser, agency and cable TV network executives.

Burt Manning, chairman and chief execu-

tive officer of J. Walter Thompson U.S.A., New York, told the audience that cable TV will succeed as an economic entity and as an effective advertising medium for advertisers. He voiced his belief on these two bases: there must be more alternatives to conventional media to satisfy the American consumer, and there must be additional competition if agencies and advertisers ever hope to see a slow-down in the rate of rate inflation.

For cable to succeed, Manning said, the cable system or network must provide superior programming. He said in many cases good programming is available. He urged operators to embark on a program of "more marketing pressure, better marketing and more consistent marketing," adding, "If you can't sell your product to our customers, I can't sell it to my customers." □

## **Dingell blasts FTC and Miller**

### **Congressman says commission's comparative advertising policy 'narrows' agency's power**

The Federal Trade Commission's policy statement, revising its evaluation of deceptive advertising came under renewed criticism last week from House Energy and Commerce Committee Chairman John Dingell (D-Mich.).

The statement, which was adopted by a 3-to-2 vote last October (BROADCASTING, Oct. 31, 1983), immediately drew fire from Dingell and others. According to the policy, the FTC "will find an act or practice deceptive if there is misrepresentation, omission or other practice that is likely to mislead the consumer acting reasonably in the circumstances, to the consumer's detriment." Dingell has been leading an attack on the FTC ever since.

Further controversy erupted over FTC Chairman James Miller's role in the policy's development and its passage. Strong dissenting statements were issued by FTC Commissioners Michael Pertschuk and Patricia Bailey. The commission adopted the statement during the last day (Oct. 14) of the term of an outgoing commissioner, David Clanton. Clanton and Commissioner George Douglas sided with Miller.

During Dingell's Oversight and Investigations Subcommittee hearing last week, Dingell accused Miller of executing a plan to "narrow" the FTC's authority over deceptive practices. Moreover, he found the commission's policy faulty.

The policy statement itself, Dingell said, "does not inspire confidence in the motives of those who prepared it." It is an attempt, he charged, to rewrite a 45-year history of law enforcement. Furthermore, Dingell felt the policy was flawed because it failed to cite any legislative history. The statement, he added, "ignores the fact that Congress conferred the deception jurisdiction on the commission specifically because we decided that the common law was not an acceptable vehicle for modern consumer protection."

And Dingell pointed out that the policy disregards the only opinion handed down by

the Supreme Court that examines the FTC's authority over deceptive advertising.

According to Dingell, the policy was conceived "in secret, without a single commission meeting—public or private—convened in order to allow the commissioners to debate it." And he maintained that the "swing vote of its 3-to-2 majority was, at best, in doubt and, at worst, disqualified."

While other Democrats on the subcommittee shared the chairman's views, it was obvious the Republicans disagreed. Furthermore, the manner in which Dingell proceeded on the matter has apparently miffed some Republicans.

North Carolina's James Broyhill, the ranking Republican on the Energy and Commerce Committee and the Oversight and Investigations Subcommittee, was clearly dissatisfied. Broyhill complained that Dingell acted unfairly when he "arbitrarily remanded" the policy without full discussion by the parent Energy and Commerce Committee. Moreover, Broyhill felt all the FTC commissioners should have testified during the hearing, not just Miller.

Miller argued that the policy was "neither a radical departure from precedent nor a retreat from vigorous enforcement of the consumer protection laws." He insisted that the statement was based on existing deception cases handled at the commission. "Each of the elements set out in the statement is well-established in past commission decisions," he added.

The FTC chairman emphasized that the number of complaints, consent agreements and investigations undertaken on consumer protection matters (98) by the commission in fiscal 1983 was more than in any of the prior six years. And he said the FTC issued more complaints on advertising during the last year and a half than in 1977 through 1980. "In my view, the dispute surrounding the commission's policy statement does not concern the cases we are pursuing, or the kinds of cases we should pursue. Instead, the issue is how—and how clearly—we should articulate our standard for deception," Miller said.



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Selma Diamond.  
Bob Bennett and  
everybody at  
Metromedia Television.  
Henry Siegel and  
everybody at  
Lexington Broadcasting.

Mike Phillips and  
everybody at  
Thames Television.  
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Bob Bernstein.  
Henri Bollinger.  
Bruce Bloom.  
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Bob Stolfi.  
Arne Sultan.  
Earl Barret.

George Yanok.  
Volney Howard.  
Bill Davenport.  
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## Truth is steamier than fiction in new HBO documentaries

'America Undercover,' monthly series, will examine subjects of 'primal interest' such as murder, child abuse and homosexuality

HBO is introducing this month a new series of monthly one-hour documentary programs which will be presented under the umbrella title, *America Undercover*. The first program, which explores mass murderers (Edward Kemper, Theodore Bundy and others) and their victims is entitled "Murder: No Apparent Motive" and debuts April 24.

HBO aired several documentaries over the past year (including one called "Women Who Kill," produced by actress Lee Grant) and decided the programs could be better promoted to viewers if they were packaged in an ongoing series.

Bridget Potter, HBO senior vice president, original programming, stressed that *America Undercover* is not an attempt by the cable network to get into the news business. "We are not trying to be a news organization here," she said. And while HBO has neither the interest nor the resources to become a news organization, Potter says "I think there's a kind of storytelling to be done in the nonfiction area, where the networks are cut-

ting back quite a bit."

The HBO documentaries will focus on "subjects we know there is a kind of a primal interest in," Potter said, such as murder, child abuse, homosexuality and emergency room medical treatment, all of which will be dealt with in upcoming programs. While the program topics may be sensational on their face, Potter insists they will not be handled in a sensationalized manner.

The first *America Undercover* program lives up to that promise. "Murder: No Apparent Motive" was produced by Imre Horvath, who was a film editor and later a producer for CBS's *60 Minutes* for 11 years. (He won an Emmy for a segment he produced during his last year with the show, 1979, which focused on a family with an autistic child.)

This murder documentary, from a standards and practices viewpoint, contains nothing that would be unacceptable on broadcast television, but is still explicit in its treatment of the crimes. Horvath conducts an interview at Vacaville State Penitentiary in California with convicted murderer Edward Kemper, who calmly and candidly analyzes his series of brutal killings, which involved stabbings, shootings and decapita-

tions, the last victim being his mother. The program also features interviews with investigators, psychologists and people close to some of the victims.

"Essentially, there were no advance guidelines," said Horvath. "We did what was effective and necessary to get the point across." Potter added that the only standards applied to the series are those of "good taste and judgment." She said, however, that "we can and will" be more graphic in some of the programs than might be acceptable on network TV if the circumstances of the program call for it.

All the documentaries are being produced by outside production companies. Potter declined to reveal the budget that's been allocated to *America Undercover*, but Horvath said the cost of producing "Murder: No Apparent Motive" was "comparable" to what it would cost to produce a one-hour documentary on network television.

Potter said HBO's commitment to the documentary series is "open ended" and that programs have been lined up through 1984.

"We've been doing nonfiction programming since we started producing original programming," said Potter. "*America Undercover* is a maturing of that effort." □

## Five nights give CBS the week

CBS recaptured the front position in prime time ratings for the week ended March 25 after an upset by ABC the week before, marking CBS's 17th win in the 26-week-old season. According to Nielsen's National Television Index, CBS took a lead of two rating points over second place ABC to win an average of 17.7% of all television households and a 29% share of all television sets in use. ABC recorded a 15.7 rating and 25 share and NBC had a 14.4/23. The combined three-network share of 77 is 1% less than the same week one year ago.

In the season-to-date averages, CBS maintained a lead of eight-


tenths of a rating point with an 18.1/28 compared to ABC's 17.3/27 and NBC's 15/24.

CBS had eight of the top 10 programs while ABC and NBC had one each with, respectively, *Dynasty* and *A-Team*. The premiere of CBS's new *Kate and Allie* was the fourth-ranked program of the week with an average 23.1/34, but *60 Minutes* fell to 10th place—its lowest position this season—with a 21.8/36.

CBS won five nights—Monday, Thursday, Friday, Saturday and Sunday. ABC won Wednesday and NBC won Tuesday.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.0/41	24.	Mike Hammer	CBS	17.3/32	49.	Rich And Famous	ABC	14.5/23
2.	Dynasty	ABC	25.1/39	25.	Trapper John, M.D.	CBS	17.3/30	50.	Blue Thunder	ABC	14.2/23
3.	Simon & Simon	CBS	23.7/36	26.	Facts of Life	NBC	17.3/27	51.	Fantasy Island	ABC	14.0/26
4.	Kate & Allie	CBS	23.1/34	27.	Time Bomb	ABC	17.1/28	52.	Suzanne Pleshette Show	CBS	14.0/22
5.	Falcon Crest	CBS	23.0/39	28.	Webster	ABC	17.0/27	53.	Mama's Family	NBC	13.9/23
6.	Knot's Landing	CBS	22.4/37	29.	Real People	NBC	16.8/26	54.	Domestic Life	NBC	13.2/20
7.	Newhart	CBS	22.4/34	30.	a.k.a. Pablo	ABC	16.5/24	55.	Hart To Hart	ABC	13.1/23
8.	A-Team	NBC	22.3/33	31.	20/20	ABC	16.4/27	56.	One Day At A Time	CBS	13.0/20
9.	Cagney & Lacey	CBS	21.8/37	32.	Shaping Up	ABC	16.4/25	57.	Back Roads	CBS	12.9/21
10.	60 Minutes	CBS	21.8/36	33.	Remington Steele	NBC	16.2/28	58.	Ripley's Believe It or Not	ABC	12.8/21
11.	Fall Guy	ABC	20.8/32	34.	Johnny Carson Special	NBC	15.8/27	59.	Lottery	ABC	12.8/20
12.	TV's Bloopers, Practical Jokes	NBC	20.8/31	35.	Cheers	NBC	15.8/24	60.	Dukes Of Hazzard (Sat.)	CBS	15.6/26
13.	Hotel	ABC	19.9/34	36.	Night Court	NBC	15.8/24	61.	Automan	ABC	12.9/19
14.	Hardcastle & McCormick	ABC	19.7/30	37.	People Are Funny*	NBC	15.7/26	62.	Bugs Bunny Special	CBS	12.4/18
15.	Magnum, P.I.	CBS	19.6/31	38.	Dukes Of Hazzard	CBS	15.6/26	63.	Mister Roberts	NBC	12.1/20
16.	Three's Company	ABC	19.3/29	39.	Silver Spoons	NBC	15.6/26	64.	Hill Street Blues	NBC	11.7/19
17.	Alice	CBS	18.9/29	40.	Love Boat	ABC	15.5/26	65.	Buffalo Bill	NBC	11.7/18
18.	Gimme A Break	NBC	18.4/30	41.	Matt Houston	ABC	15.5/26	66.	Mama Malone	CBS	11.5/18
19.	Jeffersons	CBS	18.3/28	42.	Airwolf	CBS	15.4/26	67.	Master	NBC	11.4/19
20.	Scarecrow & Mrs. King	CBS	10.3/27	43.	Diffrent Strokes	NBC	15.2/26	68.	Yellow Rose	NBC	10.6/20
21.	Riptide	NBC	17.6/27	44.	Benson	ABC	15.2/25	69.	Two Marriages	ABC	9.0/14
22.	Facts of Life	NBC	17.3/27	45.	T.J. Hooker	ABC	15.1/26	70.	We Got It Made	NBC	8.2/13
23.	Matt Houston	ABC	17.6/31	46.	Knight Rider	NBC	15.1/23	71.	New Show	NBC	7.0/12
24.	Family Ties	NBC	17.5/27	47.	Getting Physical	CBS	14.9/24	72.	First Camera	NBC	6.4/11
25.	Poulups, Bleeps & Blunders	ABC	17.4/26	48.	Alien	ABC	14.8/25				

\*indicates premiere episode



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## Patrick cleared by Senate committee for FCC seat

**Former White House aide expresses affinity for regulation by marketplace but offers few firm positions on communications issues during hearing**

It has been six months since President Reagan originally nominated Dennis Roy Patrick to fill an FCC seat. And last week, after a low-key confirmation hearing, the Senate Commerce Committee finally made Patrick whole: It voted to permit the Republican recess appointee to fill the remainder of former Commissioner Anne Jones's term, which expires June 30, 1985.

At the hearing, Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) apologized for the delay, conceding he had been "playing politics." (Goldwater said he had been made a promise by the White House about three-and-a-half years ago, and was just trying to see if they would keep it. "They didn't, but anyway, I am going to hold your hearing, and I don't think you will have any trouble," Goldwater said. Goldwater reportedly had been trying to get an appointment to another government post for a fellow Arizonan.)

True to his word, Goldwater, who chaired the hearing, made no attempts to brush the 32-year-old back with hardball questions. Neither did Senator Larry Pressler (R-S.D.), the only other subcommittee member in attendance.

One consequence of the cordiality of the hearing is that Patrick's stand on many issues will remain unknown until he actually casts votes. Only the barest outline of his general philosophy was drawn last week.

The former White House aide did make clear he believes in regulation by marketplace, but not with a religious fervor. "I approach regulatory issues with a presumption in favor of regulation by competitive market forces where possible," he said. "While in many instances deregulation is an appropriate means of achieving our regulatory objectives, we must never confuse the means with the end," he added. "Deregulation is not an end in itself. Our regulatory goal is consumer welfare, maximizing the public interest. For this reason I do not hesitate to support regulatory intervention where the public interest will not be protected by the market alone."

In response to one question from Goldwater, Patrick said he was "generally supportive" of the goals of the FCC's controversial access charge decision for the telephone companies, but hadn't come "to a final decision" on the access charges that decision



Patrick

would have telephone users pay.

Goldwater, contending there was a "general feeling" that much commercial television programming "might not be in the best interest of America," also asked whether the FCC should somehow get involved. Patrick said he hadn't given that matter a lot of thought. But on legal grounds, he said, it was a "a very complex question" as to whether the commission can regulate content. And as a matter of policy, he added he was "generally disinclined" to regulate content "if that can be avoided." (Goldwater said he, too, was generally opposed to content regulation. But if the quality of programming doesn't improve, "the public's going to demand it," Goldwater said.)

In response to questions from Pressler, sponsor of a bill that would permit AM daytimers to expand their operations, Patrick said he thought it was "important for the FCC to do everything we can" to permit AM daytimers to expand operations "without unduly hurting others."

Patrick also told Pressler the impact of the FCC's access charge decision on rural telephone companies is "very important to me."

Senator Ernest Hollings (D-S.C.), ranking minority member on the Senate Commerce Committee, had asked Patrick in writing whether he supported repeal of the fairness doctrine and equal-time law. In a written response released at the hearing, Patrick said he had not yet had an "opportunity to consider carefully and fully the effect of the fairness doctrine and the equal-time rule on the exercise of First Amendment rights or the degree of competition in the political broadcast market. Given the importance and complexity of these questions, I am not prepared to reach any judgments prior to further, careful consideration.

In written response to another Hollings question, Patrick said he was "a strong believer" in compliance with the EEO laws and, at present, foresaw no reason why the FCC should drop its regulation of EEO. He also said he supported affirmative action programs and "strongly supported" the

FCC's efforts to recruit minority employees.

Patrick, who said he approached the issues facing the commission with an "open mind," added that he would work to insure the existence of a "vigorous and competitive" communications marketplace. "To this end, I would encourage the commission to lower barriers to entry, reduce licensing backlogs and expedite the process by which new technologies and new licensees are authorized to enter the marketplace. Such efforts would benefit, among others, minority entrepreneurs underrepresented in the broadcast industry today."

Patrick also said he would make the preservation of diversity and freedom in the "marketplace of ideas" a high priority. "The First Amendment is the cornerstone of freedom in a democratic society. My commitment to competition in the economic marketplace parallels a strong commitment to free and open competition in the marketplace of ideas."

After Patrick had finished testifying, Allen Hammond, chairman of the Communications Task Force of the National Conference of Black Lawyers—the only other witness called—said there was a "growing perception" that the FCC has no real desire to fairly address and respond to the "clearly articulated concerns of the public interest community." Hammond asked whether Patrick was coming to the commission with an open mind. He further requested that Patrick's current positions on minority ownership, EEO, structural regulation and concentration in media ownership be spelled out for the record. In addition, he asked that the EEO records of the agencies Patrick was responsible for as White House associate director for presidential personnel be spelled out.

## CPB defends budget request

**Hearing before Goldwater finds public broadcasters explaining their needs through end of decade**

The Corporation for Public Broadcasting's quest for increased federal appropriations made some headway last week during a hearing before the Senate Communications Subcommittee. Senators Barry Goldwater (R-Ariz.), and Larry Pressler (R-S.D.), agreed with those testifying that public broadcasting should receive \$761 million—as well as \$159 million to maintain its broadcasting equipment—to see it through the end of the decade.

Chaired by Goldwater, the meeting focused on S. 2436, a bill he introduced to reauthorize appropriations of \$238 million for fiscal 1987, \$253 million for 1988 and \$270 million for 1989. (Pressler is a co-



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sponsor of the bill, along with Senators Daniel Inouye [D-Hawaii], Wendell Ford [D-Ky.], Ernest Hollings [D-S.C.] and Ted Stevens [R-Alaska.]) In addition, the bill reauthorizes appropriations for the Public Telecommunications Facilities Program, which provides federal grants to public stations for broadcasting equipment and other hardware.

The hearing brought together a wide range of public broadcasting representatives, including those from CPB, National Public Radio, the National Association of Public Broadcasting Stations and independent producers. Throughout the morning, the subcommittee heard testimony that the government's investment in public broadcasting was worth making.

CPB Board Chairman Sharon Percy Rockefeller called the federal contribution the "linchpin of our entire funding structure," important in leveraging monies from other sources. She noted that the proposed funding levels for 1987, '88 and '89 were needed to "guarantee the same services that the public broadcasting system offered in 1982." She also reviewed proposed CPB amendments to S. 2436, which included giving CPB greater discretion in its system expenses; deletion of the "unrelated business income tax refund provision"; requiring all public stations to maintain a community advisory board, and requiring stations to undergo annual, rather than biennial, financial audits.

At the hearing, Goldwater encouraged NAPTS to emphasize the system's need for equipment maintenance and replacement in future funding proposals, a notion countered by the National Telecommunications and Information Administration that wants to see PTFP "promptly" terminated. In a statement, David J. Markey, who heads NTIA, and which administers the PTFP, said that "virtually all significant population centers in the country are now well-served" by public broadcasting and "continuing the PTFP with its emphasis on extending service will necessarily entail inefficient use" of federal monies. "Grants made to establish stations in... very sparsely populated regions" such as North Dakota, South Dakota, Wyoming and Montana "are thus subject to the economic law of diminishing returns," he said.

In response to a question by Pressler on whether public broadcasting was "most enjoyed" by those in the upper income bracket, CPB President Edward Pfister called public broadcasting's elitist image "a myth." Rockefeller defended public broadcasting's scope and offered to produce "for the record" a "massive number of charts" giving the demographic breakdown of PBS and NPR listenership to illustrate its broad appeal. At the end of the discussion, Goldwater drew a laugh when he added that "this old conservative has no troubles" with that issue. He added later that "we will do our best for you. It will be a tough year for all of us," he said. He said that while "some legislators don't see the point," they "sure as hell feel the heat."

But while those that testified agreed on the need for increased authorizations, on other issues, they were divided. Witness Lawrence M. Sapadin, executive director of

the Association of Independent Video and Filmmakers, joined independent producers Loni Ding and Julie Motz, in their concerns about representation of independent productions on public broadcasting. "The good news," Sapadin said, is that there is more public awareness of independent productions. "The bad news is that one would never know it by watching public television."

Sapadin said that there is a "near total absence" of independent productions during prime time and that CPB had "failed to substantially fund" independent productions. In addition, he criticized CPB's panel process that is used to choose projects to be funded. Sapadin asked Goldwater to "leave the door open to appropriate legislative remedies" in the event that disagreements with CPB could not be resolved in the near future.

The last remark was prompted by a letter to Sapadin from CPB, received two days before the hearing. It is the response of the CPB board of directors to requests from the independent community during meetings

with CPB on Feb. 13 and March 16. The letter does not agree to the independents' requests for specific statutory allocations for independent production funds. Instead, it offers an "understanding in principle" of the independents' concerns.

In the letter, CPB said, among other things, that it expects to allocate any fiscal 1984 supplemental appropriations for a special funding solicitation for proposals from independent producers; it agrees to work toward the independents' participation in the program fund and panel processes, and it acknowledges that the PBS *Frontline* series does not fall within CPB's definition of independent producer and as of fiscal 1985, will not be counted as such.

But while Sapadin said that the independent community felt "highly abused" by CPB, Pfister saw the exchange as "more constructive than negative." According to CPB program fund director Ron Hull, it is an ongoing process. "We haven't stopped talking," he said. □

## Fin-syn repeal doubtful

**With President Reagan against any change, and 20 senators on record against action, FCC enthusiasm vanishes**

Forget about repeal or relaxation of the FCC television network syndication and financial interest rules. The rules should be around for at least the next couple of years—the period in which President Reagan and 20 influential senators have asked the FCC to defer action.

Reagan went on record last year in support of a two-year moratorium on action on the rules. The Department of Justice, whose consent decrees with the networks replicate the substance of the commission rules, is unlikely to counter Reagan's expressed desires—even if the FCC were to move on its own. And the Senate, without having to pass legislation to that effect, has hammered another nail into the coffin. In receipt of the letter from 20 senators asking the FCC to hold off action on the rules for another two years (BROADCASTING, March 26), commissioners last week showed no inclination to do anything else.

Commissioner James Quello, who along with Commissioner Mimi Dawson, had told Chairman Mark Fowler last year that he didn't think the commission should act while the issue was still before Congress ("Closed Circuit," Nov. 21, 1983), said he was all for delay. "We are an arm of Congress, and there seems to be an overwhelming sense in both the Senate and House for a delay," Quello said last week.

Quello added that he didn't know how long the FCC should refrain from action. "Let's see when these new technologies come on stream and start seriously eroding the networks' audience and dominance."

Dawson conceded that she had expressed "serious concerns" about whether the commission should act while the matter was before Congress last year. And that's a concern she still has, she said last week. "I think the commission has a lot of things on its agenda

other than financial interest," she said.

Commissioner Henry Rivera said his sense was that the commission would have to take into account the feelings of Congress in determining whether to go forward or not. "I don't think we act in a vacuum; this commission never has," he said.

"If Mimi and Jim continue in that [their] posture, and Dennis [Patrick] doesn't participate, I don't think Mark will bring it up," Rivera said.

Commissioner Dennis Patrick said he hadn't had an opportunity to review, in any detail, the FCC's docket on the proceeding, which has been on hold since he became a commissioner last December. "As a result, I'm not in a position to comment other than to say that the commission should give very serious consideration to the positions set forth in the letter, and I'm sure it will," Patrick said. He added if Fowler opted to bring the item up, he'd participate, "if I had had an opportunity to review the record."

Willard R. Nichols, Fowler's chief of staff, said the commission pays attention "any time we get a letter from 20 senators." Nichols added, however, that the commission didn't plan to respond to the letter. "It doesn't ask for a response," he said. The letter, will be placed in the docket of the proceeding. "But we haven't had an opportunity to think about it beyond that," Nichols said. "We're busy with other stuff."

The senators requesting the delay were Pete Wilson (R-Calif.), Barry Goldwater (R-Ariz.), Ted Stevens (R-Alaska), Slade Gordon (R-Wash.), Jake Garn (R-Utah), Dale Bumpers (D-Ark.), Mark Hatfield (R-Ore.), John Tower (R-Tex.), Daniel Inouye (D-Hawaii), Alan Cranston (D-Calif.), Russell Long (D-La.), Paul Laxalt (R-Nev.), Edward Kennedy (D-Mass.), James McClure (R-Idaho), Robert Dole (R-Kan.), Orrin Hatch (R-Utah), Frank Lautenberg (D-N.J.), Mack Mattingly (R-Ga.), Warren Rudman (R-N.H.) and Lloyd Bensten (D-Tex.). □

## Times Mirror takes a setback on Hartford crossownerships

Connecticut supreme court holds that state has power to force divestiture of cable or paper

The Times Mirror Co., one of the country's largest media conglomerates, faces a continuation of its fight in the Connecticut courts to retain all of its media interests in that state. The state supreme court last week reversed a lower court's decision, and held that the state's Department of Public Utility Control has not been pre-empted by the FCC from ordering Times Mirror to divest itself of either the *Hartford Courant*, the state's biggest newspaper, or cable television systems in Hartford and nearby Meriden. The next round in the battle will be fought in the lower court, and will involve a number of other issues on which Times Mirror had opposed the DPUC order.

The DPUC, acting on a petition by the state's Division of Consumer Counsel, had ruled on March 7, 1980, that the cross-ownership at issue is not in the public interest. The possibility of such a ruling had been foreshadowed in 1978, when the DPUC approved Times Mirror's acquisition of Communications Properties Inc., principal own-

**No reason to act.** The FCC Mass Media Bureau last week said no action was warranted on a series of complaints against NBC by Lyndon LaRouche, Democratic presidential candidate. LaRouche, had charged, among other things, that NBC news coverage of his campaign had been distorted, was false and constituted a "vicious personal attack" (BROADCASTING, Feb. 6). For starters, however, the bureau said LaRouche had not presented any evidence that the coverage in question was not a bona fide newscast and thus exempt from the personal attack rule. The bureau also said LaRouche had provided no evidence to support his allegation that NBC had deliberately falsified or distorted the news. "Such evidence is a prerequisite to proper intervention by the commission into a broadcaster's journalistic discretion," the bureau said.

er of the two systems involved. DPUC noted that Times Mirror—whose newspaper, broadcast and cable television holdings generate more than \$2 billion in revenues—had no other media interests in the franchise areas—and specifically ordered the company to notify the state of any contemplated acquisition of media in the state. Times Mirror notified DPUC on July 12, 1979, of the anticipated purchase of the *Hartford Courant*.

The first round in the litigation went to Times Mirror, when a Superior Court judge, in January 1983, reversed the DPUC order requiring the breakup of the newspaper-cable TV crossownership. The judge, David M. Borden, held that state regulation of such crossownership had been pre-empted by the regulatory scheme of the FCC, even though the commission had not adopted a rule on the issue. The commission had initiated a rule-making in 1970, but closed it five years later with a report stating it would make no final determination unless it found "abusive

trends developing" or had "more conclusive information as to the potential harm involved...."

Borden, in reversing the DPUC, had cited the lack of a ban on newspaper-cable crossownership in the commission report. But the state supreme court held that since there was no persuasive evidence that the commission intended to prohibit local consideration of such crossownership in the grant or in the revocation of a cable television franchise, the trial court had erred. The high court noted that the commission, in a report following the termination of the newspaper-cable TV crossownership proceeding, said it was abandoning its "broad-brush" approach of "total pre-emption and federal licensing" in favor of subject-matter pre-emption.

And the list of pre-empted subjects did not include media crossownership. Furthermore, the court said, "a federal policy of watchful waiting is not inconsistent with state experimentation with limited cross-media regulation." □

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## Turf war blocks full agreement on Intelsat policy

**Policy making machinery breaks down as State and Commerce disagree on form, but not substance, of recommendations to White House on international private satellite system**

The executive branch policy recommendations on the controversial issue of U.S. alternatives to the International Telecommunications Satellite Organization arrived at the White House last week, in two packages—evidence that the Reagan administration's machinery that is supposed to produce coherent international telecommunications policy still needs work.

In substance, the documents filed by the Commerce and State Departments were in general agreement. But procedurally, they were in sharp disagreement over what is, at bottom, an unresolved conflict over jurisdiction. And the President, in effect, is being asked to choose between the two departments' views as to how international telecommunications policy is to be made, and where.

An executive branch study of the domes-

tic and foreign policy issues involved was triggered more than a year ago by the application that the Orion Satellite Corp. filed with the FCC. Subsequently, three other applications for authority to offer international telecommunications service by satellite were filed. And substantively, Commerce and State are understood to believe that the authorization of such systems are in the national interest, provided restrictions are imposed to protect Intelsat against competition for its major source of revenue, public telephone service. A study prepared by an interagency task force and approved unanimously by a Senior Interagency Group on international communication and information policy—a group that is chaired by State and that includes a representative of the Commerce Department—reached that conclusion. So did an analysis by Commerce's National Telecommunications and Information Administration of the policy issues involved.

But the jurisdictional dispute—regarding the form a “presidential determination of national interest” on the subject would take—would not yield to weeks of effort to resolve

it. And finally, on Wednesday, Commerce submitted its documents—including the analysis—to the White House. State followed promptly with its papers.

Such a breakdown in interagency communication was what the State Department had hoped to avoid when, last year, it created an Office of Coordinator for International Communication and Information Policy, and named Diana Lady Dougan to fill the new post. Secretary of State George Shultz, in a letter to the Senate Foreign Relations Committee regarding State's role in international telecommunications policy making, said the primary function of the new office “is to coordinate the formulation and execution of executive branch policy in this field.” But Commerce has never accepted the primacy of the office as a coordinator of executive branch policy. Its officials say Commerce is responsible for the development of telecommunications policy in the executive branch.

Commerce officials last week said they decided to break off efforts to resolve what State Department officials have described as a “bureaucratic” dispute after they learned that State had sent two cables—one of them

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classified—on U.S. policy in authorizing nonIntelsat international telecommunications satellite systems to U.S. embassies in the 107 foreign countries that are Intelsat members, as well as to the FCC (BROADCASTING, March 26). Commerce officials said the cables may constitute an improper ex parte contact with the commission and, in any case, indicate that State has made up its mind on the issues. "They're locked in," one official said.

At the State Department, officials suggested the dispatch of the cables was not a cause for alarm. One said the FCC "asks for all cables dealing with subjects in which they are interested. And there is no conflict generated by these. The FCC wouldn't act in the matter in any case until they get all of these documents." A third cable is to transmit to the embassies a presidential "determination" in the matter." (However, at the commission, staffers indicated the receipt of the cables was not routine. One staff member involved in processing the applications for international telecommunications satellite service last week said the agency had not yet decided how to treat the cables.) And until the President makes his determination, the official said, the matter is not closed.

As for the "bureaucratic" dispute, State insists on a more detailed "presidential determination" than Commerce would accept. State would include a reference to the need for one or more foreign countries to join with the U.S. in coordinating a proposed system with Intelsat, as well as to a requirement that the systems seek and obtain FCC authorization. State believes those provisos are essen-

tial in informing the world of how the U.S. would proceed, and of its commitment to the Intelsat system. (Without those conditions, one official said, other countries might feel-free simply to ignore the coordination requirement in establishing a nonIntelsat system of their own.) It would also, in a separate document, have the President leave to it and Commerce the responsibility for advising the FCC as to the kind of Intelsat coordination that is appropriate for a particular system, whether in terms of technical compatibility alone or of technical compatibility and economic harm. Commerce would not include the provisos in the declaration of policy—and not simply because of a penchant for economy of expression.

Commerce sees itself as solely responsible for implementing telecommunications policy. And once the determination of national interest is made, Commerce would have the President assign to it the task of expressing executive branch policy on the issue and of advising the FCC as to the kind of Intelsat coordination that would be required. What's more, some Commerce officials are not convinced the declaration of policy must be made by the President; they say that responsibility might be delegable to the secretary of commerce.

Commerce officials cite as the basis for their views the executive order, signed by then-President Carter on March 27, 1978, that created the National Telecommunications and Information Administration as a part of the Commerce Department. It says the secretary of Commerce "shall assist in the preparation of presidential action docu-

ments" on matters involving communications satellites, "serve as the President's principal adviser on telecommunications policies" and "provide for the coordination of the telecommunications activities of the executive branch." It also says the secretary "shall insure that the executive branch views are effectively presented to the Federal Communications Commission." Commerce Secretary Malcolm Baldrige referred to the order as his authority in transmitting to the White House, on Wednesday, "documents discussing the executive branch position" on the issue of nonIntelsat systems. The documents include the NTIA analysis of the domestic and foreign policy issues involved.

But the executive order also assigns responsibilities to the secretary of state.

The setback to the administration's effort at coordination of executive branch policy on international telecommunications policy occurred as the person holding the coordinator's job, Dougan, was on vacation. Not that anyone was suggesting she could have held things together. The heads of the two departments in October had signed an agreement designed to end what was being characterized as the "turf war." It said Commerce is "responsible for the development and presentation of telecommunication and information policy..." a statement Commerce officials insist confirms their view of the department's responsibilities, and that State is "responsible for incorporating this [telecommunications] area with other aspects of U.S. foreign policy..." (BROADCASTING, Oct. 31, 1983.) But as the results of last week indicate, the truce did not hold. □



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# Changing Hands

PROPOSED

## KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado.

Television stations sold by heirs of late Rex Howell, founder of station group, to 20 minority stockholders in parent corporation, XYZ Television Inc., for \$3,858,950 cash plus KREX-AM-FM, which are being spun out. Sellers are Lucille Howell, widow of founder, her two daughters, Marlene Hoskin and Ruth G. Kendrick, and son-in-law, Dr. H. J. Kendrick, plus Carl Q. Anderson, president of station group, who collectively hold 72%. They will emerge with 100% ownership of radio stations. Buyers are 20 stockholders now holding cumulative 28%. John English, Erie, Pa., attorney, is head of buying group and will remain chairman of XYZ Television after transaction. Although without ownership in television properties after completion of transfers, Anderson will remain president and general manager of TV group. KREX is on 1100 khz, with 50 kw full time. KREX-FM is on 92.3 mhz with 30 kw and antenna 42 feet below average terrain. KREX-TV is CBS, ABC and NBC affiliate on channel 5 with 12.9 kw visual, 2.5 kw aural and antenna 10 feet above average terrain. KREY-TV is CBS and NBC affiliate on channel 10 with 3.09 kw visual and 617 w aural and antenna 80 above average terrain. KREZ-

TV is CBS and NBC affiliate on channel 6 with 3.16 kw visual, 500 w aural and antenna 460 feet above average terrain.

**WTMI(FM) Miami** □ Sold by Tarpon Co. to Marlin Broadcasting Inc. for \$2,150,000 cash. Seller is owned by Chicago investors, comprising John W. Baird (50%) and three trusts. Baird is chairman of board of Baird & Warner Inc., Chicago-based real estate company. Sellers have no other broadcast interests. Buyer is Delaware corporation headed by Howard B. Tanger (51.05%) and comprising Tanger's mother, Brenda B. Tanger (12.25%); Norman B. Asher (17.13%); Alan Rabinowitz (12.25%); Jerome M. Asher (3.66%), and Robert D. Asher (3.66%). Ashers are cousins. All owners except Rabinowitz have interest in Sturgeon Corp., licensee of WKSS-FM Hartford-Meriden, Conn., station to be sold to Donald Law for \$3.4 million ("Changing Hands," Feb. 20). Sturgeon is also applicant for LPTV at Harwich, Mass. Howard Tanger's father, Alexander Tanger, owns 20% of GCC Communications, licensee of WHUE-AM-FM Boston, and is applicant to acquire other 80%. WTMI is on 93.1 mhz with 100 kw horizontal, 93 kw vertical, and antenna 390 feet above average terrain.

**WLAT-AM-FM Conway, S.C.** □ Sold by Coastal

Broadcasting Co. Inc. to Resort Broadcasters of South Carolina Inc. for \$1,850,000, comprising \$600,000 cash and \$1,250,000 note. Seller is owned by Jack E. Hawley, president (50%), and Virginia K. Hanks (50%). They have no other broadcast interests. Buyer is 100% owned by William E. Tart, president. Tart also owns WANC(AM) Aberdeen, N.C., and recently bought WET-T(AM) Ocean City, Md., and WWTR-FM Bethany Beach, Md. ("Changing Hands," March 19). WLAT(AM) is on 1330 khz with 5 kw day and 500 w night. WLAT-FM is on 104.1 mhz with 26 kw and antenna 170 feet above ground.

**WWWZ(FM) Summerville, S.C.** □ Sold by WWWZ Radio Inc. to Millenium Communications of Charleston Inc. for \$1,050,000, comprising \$400,000 cash and \$650,000 note. Seller is wholly owned subsidiary of Attaway Investments Inc., which owns WXVI(AM) Montgomery, Ala., KEES(AM) Gladewater, Tex., and 12 Houston area newspapers. Buyer is owned by Clifford E. Fletcher (50.1%), Dean H. Mutter (36.9%) and Robert W. Harrison (13%). Harrison has minor interest in WTMP(AM) Tampa, Fla. Fletcher (Atlanta) and Mutter (Chicago) are employed by Arbitron, radio ratings service. They have no other broadcast interests. WWHZ is on 93.5 mhz with 14.1 kw and antenna 510 feet above average terrain.

**KWSL(AM) Sioux City, Iowa** □ Sold by Radio Communications Inc. to Cardinal Communications Inc. for \$725,000, comprising \$175,000 cash (which includes \$25,000 noncompete agreement) and \$550,000 note. Seller is owned by Chesterman Co. (63%) and Kenneth Kjeldseth (37%). Chesterman Co., Coca-Cola bottler, is owned by Cy Chesterman Sr. and his son, Cy Chesterman Jr. Kjeldseth is general manager of KWSL. Radio Communications also owns KRIB(AM) Mason City, Iowa, and is applicant for new FM at Mason City. Buyer is owned by S.A. McMaster Jr. (98.5915%), John D. Daniels (0.9390%) and Theodore H. Mahn (0.4695%). McMaster owns and operates McMaster Grain Co., Daniels is Sioux City attorney and Mahn is VP and general manager at KGLI(FM) Sioux City, Iowa, and will manage KWSL. Buyer also owns KGLI(FM) Sioux City. Daniels and wife, Mary, have interests in KRNA(FM) Iowa City, Iowa. KWSL is on 1470 khz with 5 kw full time.

**WNAR(AM) Norristown, Pa.** □ Sold by WNAR Inc. to Alpha-Omega Communications Inc. for \$725,000, comprising \$200,000 cash and \$525,000 note. Seller is owned by Victor Mauck Jr., president (95%), and Raymond Pearlstine (5%). Mauck is Norristown lawyer with no other broadcast interests. Pearlstine owns 46,233 shares of Comcast Corp., cable TV corporation; 36,732 shares of Turner Broadcasting, and 50% of WNCA(AM) Siler City, N.C. Buyer is owned by Orey L. Ferrell Jr., president (47.2%), Basil Colomore (46.8%) and Garnita Selby (6.7%). Ferrell is accountant executive with WYIS(AM) Phoenixville, Pa., where Colomore is program director. Ferrell and Colomore will terminate their WYIS employment upon grant of assignment of license for WNAR. WNAR is 500 w daytime on 1110khz.

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**KVKM(AM)-KGEE(FM) Monahans, Tex.** □ Sold by Oil Broadcasting Corp., respectively, to KVKM Inc. for \$550,000, comprising \$120,000 cash and \$430,000 note, and to Premier Broadcasting Inc. for \$718,000 cash. **Seller** is principally owned by William S. Sanders (24.9%), president, and Louis F. Garrett (50.1%). Sanders also has interests in KAAP(AM)-KKBZ-FM Santa Paula, Calif.; KDHI(AM)-KQYN-FM Twentynine Palms, Calif.; KOTE(AM)-KKZZ(FM) Lancaster, Calif., and KPER(FM) Hobbs, N.M., and has bought, subject to FCC approval, KHOB(AM) Hobbs, N.M. **Buyer** of KVKM is owned by John L. Daniel, president (26%), and wife, Nancy Jean (24%), and by Billy Randall Cole (26%) and wife, Pamela Sue (24%). John Daniel is self-employed businessman. Billy Cole, his son-in-law, is KVKM general manager. **Buyer** of KGEE is owned by William John Patton, chairman (39.375%); Ronald Siddall Driver (39.375%); Alfred Lincoln Tanksley, president (12.5%), and Jerry Robert Reed (8.75%). Patton and Reed own real estate firms and Driver owns florist shop, all in Austin, Tex. Tanksley is president of Premiere Productions of Austin. None have other broadcast interests. KVKM is on 1330 khz with 5 kw day and 1 kw night. KGEE is on 99.9 mhz with 100 kw and antenna 500 feet above average terrain.

**KRBC(AM) Abilene, Tex.** □ Sold by Radio Abilene Inc. to Fox Communications Inc. for \$700,000, comprising \$600,000 cash and \$100,000 note. **Seller** is owned by Billy J. Fox (20%) and by six relatives (80%)—Gary Robert Ackers, Larry Dale Ackers, Christine Ackers Cagle, William L. Andrews, and L. Dale Ackers and Jack Andrews as trustees for Carol Cagle. L. Dale Ackers, Christine Ackers Cagle, Jack Andrews and wife, Florence Ackers Andrews, and trustees for Carol Cagle own KRBC-TV Abilene and KACB-TV San Angelo, both Texas, and KENM(AM)-KNIT(FM) Portales, N.M. **Buyer** is 100% owned by Billy J. Fox, who will become 100% owner of KRBC through this deal. Fox, with his sons, Allen Duane Fox and Billy Shane Fox, own construction permit for new KFQX(FM) Llano, Tex. KRBC is on 1470 khz with 5 kw day and 1 kw night.

**KDEO(AM) Waipahu, Hawaii** □ Sold by KDEO Associates to Loew Broadcasting Corp. for \$402,000 cash. **Seller** is 100% owned by Ronald H. Jacobs, debtor-in-possession, who has no other broadcast interests. U.S. District Court of Hawaii has approved sale. **Buyer** is majority owned by Robert M. Loew, CPA and general manager at KHVH(AM) Honolulu, along with brothers and sisters, none of whom have other broadcast interests. Their father, Marcus Loew II, owns radio stations in American Samoa, Guam and Honolulu. KDEO is on 940 khz with 10 kw full time.

**WKKS(AM)-WKKS(FM)[CP] Vanceburg, Ky.** □ Sold by Ohio Valley Broadcasting Inc. to Brown Communications Inc. for \$300,000, comprising \$175,000 cash and \$125,000 note, and including noncompete agreement. **Seller** is owned by Avery L. Stanley, president (66⅔%), and Charles Jordan Jr. (33⅓%). Stanley is lawyer and Jordan bank-

er in Vanceburg. Stanley owns 8% of WLGC(FM) Greenup, Ky. **Buyer** is equally owned by Dennis K. Brown, president (50%), and father, Gordon E. Brown (50%). Dennis Brown is announcer at WFTM-AM-FM Maysville, Ky. Gordon Brown is farmer and teacher. They have no other broadcast interests. WKKS(AM) is 1 kw daytimer on 1570 khz; WKKS(FM) is on 104.9 mhz.

**WSMQ(AM) Bessemer, Ala.** □ Sold by CS Broadcasting Inc. to Mel Allen Broadcasting Inc. for cancellation of \$265,000 note from seller to buyer, on which six payments of \$3,503.30 had been made. **Seller** is 100% owned by Calvin Simmons, president, who also owns WSCA(FM) Union Springs, Ala., and WQSI(AM) Portland, Tenn. **Buyer** is 100% owned by Mel Allen Enterprises Inc., Delaware corporation owned by Melvin Allen (88.9%) and Laurens Allen (11.1%), brothers. Melvin Allen, prominent sports broadcaster, owns 10% of WTTB(AM) Vero Beach, Fla. Laurens Allen has no other broadcast interests. WSMQ is on 1450 khz with 1000 w day and 250 w night.

APPROVED BY FCC

**WFBT-TV Minneapolis** □ Sold by Jonathan E. Byrd and others to Beverly Hills Hotel Corp. for \$12 million cash plus other consideration. Originally announced price was \$14.5 million ("Closed Circuit," Dec. 12, 1983). **Seller** is principally owned by Byrd, Daniel N. Koker and Robert J. Baser (30% each),

none of whom have other broadcast interests. **Buyer** is owned by New York financier, Ivan Boesky, and his family (53.2%), and Beverly Hills Hotel Corp. president, Burton Slatkin, and his family (46.8%). **Buyer** recently purchased 85% of KGMC(TV) Oklahoma City for approximately \$7 million ("In Brief," Dec. 12, 1983). WFBT-TV is independent on channel 29 with 1,811 kw visual, 181 kw aural and antenna 1,440 feet above average terrain.

**KEX(AM)-KKRZ(FM) Portland, Ore.** □ Sold by KEX Inc. and KQFM Inc. to Taft Television and Radio Co. Inc. for \$8,127,391. Sale includes approximately 50 acres of land. **Seller** is owned by estate of Ina S. Autry, Gene Autry and Stanley B. Schneider, co-executors. It also owns WCXI-AM-FM Detroit and KAUT(TV) Oklahoma City. Gene Autry also owns KMPC(AM) Los Angeles and KPLZ(FM)-KVI(AM) Seattle. **Buyer** is Cincinnati-based, publicly traded, producer, syndicator and group owner of five AM's, six FM's and seven TV's. It is headed by Dudley S. Taft, president, and Carlyle J. Wagner, executive vice president, radio and cable TV. KEX is on 1190 khz with 50 kw full time; KKRZ is on 100.3 mhz with 100 kw and antenna 900 feet above average terrain.

**WBYG-FM Kankakee, Ill** □ Sold by WKAK Inc. to Gene Milner Broadcasting Co. Inc. for \$1.2 million. **Seller** is majority owned by Harry C. Fitzgerald, who has no other broadcasting interests. **Buyer** is owned by Gene Milner and family. Milner is Fort Lauderdale, Fla.-based broadcast consultant and

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air personality. WBYG-FM is on 99.9 mhz with 50 kw and antenna 500 feet above average terrain.

**WMGW(AM)-WZPR(FM) Meadville, Pa.** □ Sold by Regional Broadcasters Inc. to Great Circle Broadcasting Co. for \$900,000 including \$700,000 cash and \$100,000 noncompete agreement. **Seller** is owned by Alastair B. Martin; his wife, Edith P., and their family. They also own WPIC(AM)-WYFM(FM) Sharon, Pa., and WKOP(AM) Binghamton, N. Y. They are majority owners of WAAL(FM) Binghamton, N. Y., and WXQT(AM)-WGRD(FM) Grand Rapids, Mich. **Buyer** is owned by Beth J. Gunton (70%) and her son, Gary E. (30%). They own Berwyn, Pa.-based building products distributor and have no other broadcast interests. WMGW is on 1490 khz with 1 kw day and 250 w night; WZPR is on 100.3 mhz with 10 kw and antenna 530 feet above average terrain.

**WPLP(AM) Pinellas Park, Fla.** □ Sold by Dan Johnson Corp. to Gannett Radio of Tampa Bay Inc. for \$850,000 cash. **Seller** is equally owned by Dan L. Johnson and his father, Elwyn. It had sold station five-and-a-half years ago for \$675,000 to International Broadcasters Inc. but reacquired it last year for over \$1 million after buyer, International, went bankrupt ("Changing Hands," Aug. 15, 1983). Dan Johnson also is 25% owner of WXCR(FM) Safety Harbor, Fla., and has minority interest in CP for new TV at Lakeland, Fla. Elwyn Johnson has no other broadcast interests. **Buyer** is Portland, Me.-based newspaper publisher, majority owned



**Dealing with basics.** Simmons Communications Inc. has raised its total basic subscriber-ship to more than 46,000 with the acquisition of a cable system serving Cambridge, Md. Closing the deal estimated at a price between \$2.5 million and \$4 million are (clockwise from bottom left): Steven Simmons, president of Simmons; Hugh McCulloh, Daniels & Associates; Jerry Cahill, senior vice president of finance for Simmons, and Ronald Greenberg of Rubin, Baum, Levin, Constant & Friedman, attorney for the sellers.

by estate of Guy P. Gannett, and headed by his daughter, Jean Gannett Hawley, chairman. It sold WGAN-FM Portland, Me., for \$3.1 million ("Changing Hands," Nov. 7, 1983), and also owns three AM's, four FM's and three TV's. WPLP is on 570 khz with 1 kw full time.

□ Other station sales approved by FCC include: WSNE-FM Taunton, Mass.; KRIZ(FM) Roswell, N.M.; WTAB(AM)-WKSM(FM) Tabor City, N.C.; KOHA-TV[CP] Hilo, Hawaii; KWCL-AM-FM Oak Grove, La.; KKCI(AM) Liberty, Mo.; KPIN(AM) Casa Grande, Ariz., and WADM-AM-FM Decatur, Ind.

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### CABLE

**Cable system serving suburbs of Buffalo, N.Y.** □ Sold by Global Cable TV to Jones Intercable Inc., which is acting on behalf of its Cable TV Fund Limited partnership, for in excess of \$21 million cash. **Seller** is independent cable system having no other cable television or broadcast interests. **Buyer** is cable MSO, owned by stockholders of Jones International Ltd., with systems in 21 states and total of 290,000 basic subscribers. Buffalo systems are located in Orchard Park, Grand Island, Lockport, Newfane, Lancaster and Clarence, and are majority built as of March 1, consisting of over 450 miles of cable, passing 37,000 homes and serving 20,500 basic subscribers. **Broker: Jones Intercable Inc.**

**Cable system serving Cambridge, Md.** □ Sold by family of Ed Sullivan to Simmons Communications Inc. for between \$2.5 and \$4 million. **Sellers** are relatives of late Edward Vincent Sullivan, newspaper columnist and TV emcee who hosted own show, *The Ed Sullivan Show* (1948-71). **Buyer** is Stamford, Conn.-based cable MSO with systems in Delaware, Maryland (noncontiguous, serving La Plata and Leonardtown), New Hampshire, New York and Vermont. It is headed by Steven J. Simmons, president and chief executive officer, who has no other broadcast or cable interests. 20-channel Cambridge system passes 5,700 homes with 70 miles of plant, and has 4,600 basic subscribers. **Broker: Daniels & Associates Inc.**



# TELECASTINGS



## Orbis expansion

Orbis communications has concluded an agreement with D. L. Taffner Ltd. to represent certain of its syndicated programs in barter advertiser sales. The exact titles from the D. L. Taffner library have yet to be selected, reported Orbis President Bob Turner, but will be chosen over the next several months. This is the third coup for Orbis since the company was founded by Turner, former Lexington Broadcast Services president in February. The 12-person barter syndication firm began by announcing it would represent the sale of advertising spots in all of Metromedia Producers Corp.'s syndicated programs, including *On Stage America*, *Thicke of the Night*, *Healthbeat* and its movie package. (To date, Turner reports, *On Stage America* has attracted over \$7.5 million of advertising from such companies as Procter & Gamble, Bristol-Myers, Colgate, Gillette, Nabisco and General Motors' Pontiac division.) The second deal Orbis completed is representation of the Capital Cities Television Productions series of six half-hour family specials.

Turner also revealed Orbis has just picked up a new daily half-hour strip available in September called *A Slice of Life*. The programs are a recut version of the former Paulist Productions series, *Insight*. Turner said Orbis has culled 85 half-hours from the original 160 family drama programs that were distributed by Paulist Productions on a weekly basis. Orbis will distribute *A Slice of Life* on a pure barter basis and give three-and-a-half-minutes of advertising time to the station to sell and withhold two-and-a-half minutes for national advertiser barter spots.

## Music video/comedy combo

Centerpoint's *Rock 'N America* has been picked up by all five of the NBC-owned-and-operated television stations and is set to premiere in weekend late night periods by most stations on June 25, said Centerpoint distribution president David F. Sifford. The combination one-hour weekly video music/comedy-variety show has been cleared in about 25 markets and 12 of the top 20, or 33% of the country. The show will be hosted by Rick Duccoman, who has been co-hosting the *Alan Thicke Show* lately and is a finalist in *Star Search*. Besides the NBC O & O's, all four of the Post-Newsweek stations will carry it, plus KING-TV Seattle; KCNC-TV Denver; WAVE-TV Louisville, Ky.; WAVY-TV Portsmouth (Norfolk), Va., and KOVR-TV Sacramento, Calif. The pure barter show reserves five-and-a-half minutes for national advertisers and gives six-and-a-half for the station to sell, Sifford said. Stroh's beer has taken three minutes of the national advertising time in each show. *Rock 'N America* has yet to be picked up by stations in Boston, Phila-

delphia or San Francisco, Sifford said, but offers are pending in Dallas-Fort Worth and San Francisco, the last from a UHF station. Produced by Capital/EMI—one of the largest producers of music videos—the program will be licensed for 26 weeks of first run and 26 weeks of repeat. Sifford explained that each program is designed to carry about five videos with wraparounds done by Duccoman. When the shows go into reruns, the music videos will be replaced, Sifford said. He said most stations are planning to carry *Rock 'N America* in late night weekend periods, at 11:30 p.m.-2 a.m.

jointly conducted by Camelot and its parent King World. According to Camelot president Rick Levy, the show will be distributed by a combination of pure barter and cash-plus-barter deals. He suggested markets below the top 100 would be offered the show on a barter basis while markets above the top 100 would be offered it on a cash-plus-barter basis. At present, *The Merv Griffin Show* clears slightly under 50% of the country, Levy said.

## In the marketplace

### Selling Merv

Camelot Entertainment, the newly formed media sales subsidiary of King World Productions Inc., has picked up *The Merv Griffin Show* from Metromedia Producers Corp. to distribute and sell the two 30-second spots held back for national advertisers. Effective mid-April, Camelot will handle all barter sales for the daily one-hour strip, while the distribution of the program will be

Telepictures Corp. has acquired worldwide distribution rights to the television variety and music specials produced by the Dick Clark Co. Among the programs available through the new arrangement are *American Bandstand*, TV's *Censored Bloopers*, *American Music Awards*, *Dick Clark's New Year's Rockin' Eve*, *Academy of Country Music Awards*, and *Hollywood's Private Home Movies*. Telepictures has previously distributed a made-for-television movie produced by the Dick Clark Co.

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□

**Cable regulation.** Fate of cable deregulation bill (H.R. 4103) in House remains uncertain. Bill was approved last year by House Telecommunications Subcommittee and is now pending before parent Energy and Commerce Committee. Measure is based on, but in some instances is strikingly different from, one passed by Senate. Senate approved its cable bill, S.66, by vote of 87-9 in June 1983 after long debate and despite stiff resistance from AT&T and some big cities (BROADCASTING, June 20, 1983).

Nation's cities stand opposed to legislation in House. National League of Cities and National Cable Television Association reached compromise on legislation last December, but NLC, after considerable pressure from big-city mayors, withdrew its backing for measure (BROADCASTING, Dec. 5, 1983). Even bill's author, Representative Tim Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, could not convince cities to stick with it. Cities produced long list of revisions to bill that would strengthen municipal authority over cable.

Since then, Energy and Commerce Committee Chairman John Dingell (D-Mich.), who has serious reservations about measure, convinced cities and NCTA to go back to bargaining table. New round of talks under way since Feb. 17 have been cloaked in secrecy. Reports from meetings were positive until last session where it became clear that parties were unable to settle differences on franchising provisions and rate regulation (see story, "Top of the Week.").

House bill, unlike Senate measure, would establish equal employment opportunity quotas in cable industry (BROADCASTING, Nov. 21, 1983). It would also require cable systems to set aside channels for lease to "unaffiliated" companies, ban co-located cable-newspaper and cable-broadcast television crossownership and guarantee systems access to potential subscribers in multiple-unit buildings.

Like Senate bill, House version would free most cable systems from rate regulation; give them reasonable assurances of franchise renewal; protect them from regulation as common carriers, and allow them, in some instances, to renege on franchise promises. Both bills also place 5% cap on city franchise fees.

Basic provisions in S. 66 would:

■ Outlaw ceilings on public access channels and allow for set-asides for channels to be es-

tablished by individual contract between cable operator and franchise authority.

■ Limit franchise fees to no more than 5% of cable operator's gross revenues.

■ Place control of rates systems charge subscribers for basic service in large markets in hands of cable operator and allow operator to pass through total franchise fee on subscriber's cable bill as separate item.

■ Establish franchise renewal test that prevents cities from arbitrarily refusing to renew franchises.

■ Define basic service as lowest cost tier of service that includes retransmission of broadcast signals, public, educational and governmental programming, and any other programming service offered by cable operator.

Meanwhile, FCC Mass Media Bureau says it will have ready by year's third quarter item proposing pre-emption of, among other things, local cable rate regulation (BROADCASTING, March 12).

□

**Canadian border problems.** Reagan administration has renewed its request to Congress for legislation mirroring Canadian tax law that denies tax deduction for Canadian advertising placed on American stations that reach Canadian audiences. Request echoed one sent to 97th Congress, which failed to act on measure. New request was made after administration officials and members of Congress became convinced efforts to resolve issue without pressure of legislation would fail.

□

**Children's television.** Discarding its 1974 policy statement on children's television, FCC has held that while commercial TV broadcasters still will be expected to serve needs of children, they will have broad discretion to determine how they do that. Commission won't attempt to mandate presentation of specific amounts (BROADCASTING, Jan. 2). FCC made that move on 3-1 vote. Commissioner Henry Rivera dissented, contending FCC's action constituted "rape" of 1974 policy statement. That statement said broadcasters were obligated to provide programming designed especially for children, to schedule it throughout week, to develop more educational and informational programs and to air programs directed at specific age groups. Under new policy, Rivera said broadcasters can meet their obligation with "virtually any kind of programming, which need not be presented regularly—or even frequently—and need not be designed to meet children's unique needs." Action for Chil-

den's Television has appealed.

In Congress, Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, has introduced bill (H.R. 4097), that would require commercial television stations to carry quota of educational programming for children. Children's programming provision is already contained in draft of broadcast deregulation legislation under discussion in subcommittee (BROADCASTING, March 12). Coalition of public interest groups also announced plans to lobby vigorously for passage of legislation.

□

**Communications Act.** Broadcasting industry's drive to achieve regulatory relief in 98th Congress is at standstill. National Association of Broadcasters dropped its legislative initiative in House of Representatives and appears to now be pinning its hopes on FCC, which is expected to deregulate television this summer. National Association of Broadcasters switched its strategy after draft of broadcast deregulation bill emerged and association found it unacceptable. NAB feels draft is more "regulatory than deregulatory" and appealed to members of parent, Energy and Commerce Committee and its chairman, John Dingell (D-Mich.), to intervene on its behalf. But attempts to bypass subcommittee failed and bill may emerge despite industry's protests (BROADCASTING, March 26).

Subcommittee members, even NAB's allies (Tom Tauke [R-Iowa] and Billy Tauzin [D-La.]), appear committed to reach compromise among themselves on legislation. Tauke and Tauzin are prepared to later try and "sell" package back to NAB. NAB says it is now sitting on sidelines and monitoring situation.

Key provisions of draft broadcast deregulation bill:

■ Comparative renewals are outlawed.

■ Radio stations are released from any obligation to provide news or public affairs or to follow any program format.

■ Television licenses would be renewed on showing of having meritoriously met needs of children, minority groups, elderly and other residents of service area.

■ Radio stations would be renewed on similar showing of meritorious service, but only in general to their service areas (not by audience breakdowns), and "taking into account what needs are not being met by other radio stations in the area."

■ Television programming requirements would be established by FCC on station rating system basis. Among requirements: minimums for local and informational programming (and at level representing "meaningful increase" over levels now broadcast). Requirements would vary based on type of station (VHF, UHF, network affiliate or independent) and by market size.

■ Weights for programming within station rating system would be based on following categories: minority, children's, elderly, public interest or any other category FCC might devise.

■ Beginning in 1995, and every fifth year thereafter, FCC would review and/or adjust ratings. Also in 1995, FCC would be permitted to require TV stations to broadcast minimum amounts of any type of public interest programming.

■ Every TV station would be obliged to broadcast minimum of one hour per day of children's programming during periods that have greatest children's audiences. Such programming would be over and above other incentive programs.

■ In event of petitions to deny, FCC would provide reasonable period to allow petitioner op-

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portunity for discovery. Any person would have right to petition to deny license or construction permit.

■ FCC would establish rules to insure that significant preference be granted to minorities in contests for broadcast licenses or construction permits.

■ FCC's existing personal attack and political editorializing rules would be codified.

Deregulation bill is also likely to include equal employment opportunity language. Discussions on subject were limited to NAB and Representative Mickey Leland (D-Tex.). However, talks broke down and matter is now being broached by subcommittee members and Leland. Leland asked NAB to accept same EEO requirement for 60% parity as contained in cable bill; request NAB found unacceptable (BROADCASTING, March 12).

In 1983, subcommittee members held 12-hour skull session on legislation along with several broadcast deregulation hearings (BROADCASTING, May 30, Aug. 8 and Oct. 10, 1983). At first, prospects for passage of deregulation in House appeared dim. Subcommittee Chairman Tim Wirth (D-Colo.) stated strong reservations about measure and insisted that broadcasters pay spectrum fee as quid pro quo for deregulation. Concept of spectrum fees, however, met with stiff resistance from industry.

Surprising series of events last May changed legislative outlook. Key subcommittee members struck out on their own to begin serious work on broadcast deregulation package despite strong protest from Wirth. Consequently, NAB launched massive lobbying campaign backing them and their legislation, which did not include spectrum fee. Leading rebellion against Wirth were Tauke and Tauzin, Thomas Luken (D-Ohio) and Al Swift (D-Wash.). Swift and Tauke are subcommittee members and Luken and Tauzin sit on subcommittee's parent, House Energy and Commerce Committee.

Even Dingell appeared supportive of push for deregulation legislation if it included public interest standard. Dingell's support of legislation was considered key to its chances for passage. Group was planning to attach broadcast deregulation legislation as amendment to FCC authorization bill (H.R. 2755) scheduled for markup (BROADCASTING, May 9, 16, 1983).

Meanwhile, Wirth began counterattack to keep legislation from being attached to authorization bill. Wirth and allies started talking about offering their own amendments. Many of those amendments were aimed at pressuring broadcasters to drop their legislative initiative. For example, Congressman Henry Waxman (D-Calif.) was poised to attach Waxman-Wirth bill (H.R. 2250) to FCC authorization bill. That bill places five-year moratorium on any changes in FCC's rules that prohibit television networks from acquiring financial interests in programs they buy and exclude them from domestic syndication, thwarting major effort of three networks to secure repeal of rules.

After several weeks of legislative maneuvering, Wirth agreed to back down from his stand on spectrum fees so that he could regain control of process in his subcommittee—where Wirth controls votes—rather than having bill surface in full committee as amendment to FCC authorization. Instead of spectrum fee, Wirth embraced concept of quantification of public interest standard as quid pro quo for deregulation (BROADCASTING, May 23, 1983). In exchange of letters with Dingell, Wirth stated his new position and agreed to report bill no later than Oct. 31. Wirth immediately scheduled hearing on issue for following week. Focus of hearing was on concept

of quantification of public interest standard for radio and television (BROADCASTING, May 30, 1983).

Swift, Tauke, Tauzin and Luken have introduced own deregulation legislation which now has more than 230 co-sponsors in House. Swift introduced measure (H.R. 2370) consolidating bills introduced by him in previous sessions of Congress. H.R. 2370 codifies FCC's radio deregulation and passes on same deregulation to TV. It would, however, require FCC to establish quotas for local and information programming on radio and TV. It is Swift's bill that has become centerpiece for legislation expected to move from subcommittee.

Tauke-Tauzin bill, H.R. 2382, like Swift bill, would eliminate comparative renewal process, codify FCC's radio deregulation and extend it to television. This measure is considered by

broadcasting industry most in line with what it is seeking. Luken bill (H.R. 2873) is almost identical to Senate deregulation bill, S. 55, except for its omission of cost-of-regulation fees.

□  
**Crossownership** (television broadcasting-cable television; telephone company-cable TV). FCC's proposal to drop crossownership rule prohibiting television networks from owning cable systems has drawn strong support—and not just from networks themselves (BROADCASTING, Dec. 20, 1982). Department of Justice and National Association of Broadcasters supported repeal, and National Cable Television Association and Time Inc. said they wouldn't stand in way. FCC is expected to address proposal this year.

FCC Common Carrier Bureau has before it petition from United States Independent Tele-

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phone Association seeking repeal of telco-cable crossownership prohibition. Indications are, however, that bureau is permitting petition to gather dust (BROADCASTING, June 13, 1983).

□

**Direct broadcast satellites.** Satellite broadcasting became reality on Nov. 15, 1983, when United Satellite Communications Inc. began marketing multichannel service in central Indiana. It has since been expanding into other markets, including Baltimore, Washington and Philadelphia. It won't say how many subscribers it has, but claims to be adding them at rate of 8,000 per month.

Programing now includes two proprietary movie channels, video music channel and ESPN. USCI, which is backed by General Instrument and Prudential Insurance, broadcasts its service from Canadian Anik C-II satellite but will switch to GTE's GSTAR II satellite later this year. Two-and-a-half-foot or three-foot earth station is needed to receive service. To subscribe, consumers must pay upfront installation charge of \$300 and \$39.95 per month. Or, they can pay \$995 to purchase earth station and year's worth of programing. After year, they'll have to pay \$24.95 per month for programing.

USCI will not be alone in DBS market for long. Comsat's Satellite Television Corp. will launch five-channel DBS service in northeast via SBS IV satellite late this year or early next, assuming satellite is successfully launched in August. In early 1986, service will jump to STC's own high-power DBS satellite, service area will expand to cover eastern half of country and number of channels will increase to six. Comsat has confirmed that CBS may be partner in venture. STC has also announced that Alcoa-NEC Communications and Toshiba would supply home earth stations.

Home Box Office is threatening to make DBS business even tougher by getting other cable programers and operators together to offer DBS service from Galaxy I. Programers could use Hughes Communications satellite to deliver services to cable affiliates as well as to individual homes. Cable operators would install and service earth stations.

DBS has already had its first casualty: Skyband Inc., backed by Australian media entrepreneur Rupert Murdoch. Skyband had planned to offer nationwide five-channel service over Satellite Business Systems' SBS III beginning late this spring. To receive service, most subscribers would have needed six-foot earth stations. But early last November, Murdoch indefinitely postponed project, citing unavailability of earth stations and programing and need for more powerful satellite that could transmit to smaller dishes. To get out of multiyear contract with SBS for satellite, Murdoch agreed to pay SBS \$12.7 million.

FCC created high-power DBS service in June 1982, allocating 500 mhz (12.2-12.7 ghz) and granting construction permits to eight applicants, including STC. But FCC year later also gave green light to USCI, Skyband and any other company wishing to offer broadcast satellite service with fixed (11.7-12.2 ghz) satellites (BROADCASTING, June 6, 1983).

In setting high-power DBS rules, FCC gave applicants broad leeway to determine what sorts of services they want to offer and how they want to be regulated. DBS operators opting to offer broadcast services will be subject to broadcast rules; operators offering common carrier-like services will be subject to common carrier rules. FCC declined to impose any own-

ership restrictions and imposed no technical standards on service beyond those required by international agreements, which were worked out at international conference in Geneva last summer (See "Regional Administrative Radio Conference", page 83).

According to high-power DBS rules, eight permittees have until this summer to begin construction of satellite system. STC has already met deadline; others have not. They include CBS, RCA, Western Union, Graphic Scanning Corp., Video Satellite Systems, DBS Corp. and United States Satellite Broadcasting (Hubbard Broadcasting).

□

**Equal Employment Opportunity.** FCC voted in 1980 to launch rulemaking looking toward more stringent EEO reporting requirements for broadcast stations with five or more employees, and comments were filed in proceeding on Oct. 24, 1980, but FCC under Chairman Mark Fowler doesn't appear inclined to head that way. Although commission was slated to address rulemaking two years ago, item was pulled after Commissioner Henry Rivera voiced strong opposition (BROADCASTING, Jan. 4, 1982). One item proposed reducing frequency of broadcasters' annual employment reports. Second item proposed to exempt all licensees with 15 or fewer employees from EEO reporting requirements. (Currently, only stations with five or fewer employees are exempt.) Third item would have requested comment on Office of Management and Budget recommendation that FCC stop requiring licensees to routinely file affirmative action reports—FCC model EEO program forms—at renewal time. In directive to FCC, OMB said model EEO program forms should be required only in cases where FCC had first determined licensee had been engaging in "discriminatory practices" (BROADCASTING, Nov. 30, 1981). OMB, however, has granted FCC permission to continue requiring routine filing of those forms through 1985. FCC could reject OMB recommendation with majority vote. Under current EEO guidelines, stations with five to 10 full-time employees are required to have 50% parity overall with available work force. Stations with more than 10 full-time employees must reach 50% parity overall and in top four job categories, and stations with 50 or more full-time employees receive complete review of their EEO programs.

FCC beefed up its processing guidelines for cable Jan. 1. Under new guidelines, cable units with five to 10 full-time employees will be expected to have 50% parity with labor force, and 25% parity in top four job categories. Units with 11 or more full-time employees will be expected to have 50% parity overall and in top four job categories.

On Capitol Hill, EEO language was included in cable deregulation bill, which was adopted by House Telecommunications Subcommittee in November. Similar language is likely to appear in broadcast deregulation bill, if one arises.

□

**Family viewing.** Ninth Circuit of U.S. Court of Appeals in San Francisco threw out November 1976 ruling by Judge Warren Ferguson that held family viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). And Supreme Court denied petition for review (BROADCASTING, Oct. 13, 1980). Appeals court ruled that Ferguson erred in concluding that U.S. district court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of

administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. In December 1983 commission absolved then-Chairman Richard E. Wiley and commission of wrongdoing in case, and held that NAB and networks acted voluntarily, in 1975, when they adopted family viewing policy. Report was filed with district court for its review. Also in December, Hollywood plaintiffs asked district court to reinstate its original decision, contending that commission's report "provides no basis for reviewing any of the court's previous findings of fact or conclusions of law."

□

**Federal Trade Commission.** Congress failed to act last year on authorizing legislation for Federal Trade Commission, but FTC received \$63.5-million appropriation for fiscal 1984. House Energy and Commerce Committee reported bill last May that authorizes agency for three years and it is now pending before Rules Committee. It includes redefinition of agency's "unfairness" standard for advertising and trade practices but does not exclude advertising industry from jurisdiction under standard. It also clarifies jurisdiction of FTC and states over professional groups. Committee rejected proposal for redefinition of agency's "deceptive" advertising standard. Bill sets ceiling of \$70.7 million in fiscal 1984, \$75.7 million in FY '85 and \$80.9 million in FY '86. Senate Commerce Committee passed FTC reauthorization measure (S. 1714) that would redefine commission's unfairness standard and partially exempt advertisers from jurisdiction under standards in all rulemakings except on case-by-case basis (BROADCASTING, Aug. 8, 1983). Senate bill, now pending before Senate floor, sets FTC funding levels of \$71.1 million in FY 1984, \$71.1 million in FY '85 and \$72.4 million in FY '86. FTC Chairman James C. Miller III made request to House Appropriations subcommittee March 19 for \$66.5-million appropriation for fiscal 1985 (of which \$32 million would go toward consumer protection). Additional funds are necessary, Miller said, to cover FTC take-over of Civil Aeronautics Board's consumer protection functions. (CAB will be phased out in January 1985.) Senate appropriation hearings are scheduled for April 4.

In October 1983, FTC issued controversial codification of its deceptive advertising policy, which would require proof that "reasonable consumer" had been harmed before advertiser could be charged with deceptive advertising practices. Statement was strongly criticized by Rep. John Dingell (D-Mich.), chairman of House Energy and Commerce Committee, which had requested FTC policy statement, and two FTC commissioners—Patricia P. Bailey and Michael Pertschuk. Miller defended statement before Oversight and Investigations subcommittee on March 26, calling deception policy "neither a radical departure from precedent nor a retreat from vigorous enforcement of the consumer protection laws."

□

**Financial interest-network syndication.** Attempts by networks and Hollywood to negotiate compromise position on FCC network syndication and financial interest rules fell apart this year, with CBS last network to bow out (BROADCASTING, Feb. 20). Talks with CBS broke apart over proposed definitions of financial interest—and over question of when network would be able to negotiate for financial interest. Under



proposed agreement, CBS would have agreed to stay out of syndication altogether through 1990. Network also agreed to limit itself to negotiating for 27.5% financial interest in 27.5% of total number of prime time network television entertainment hours weekly. Also, network agreed to limit itself to two-and-a-half hours per week of in-house production until September 1985, and three-and-a-half hours per week until September 1990. ABC and NBC bowed out earlier, taking especial offense to Hollywood's proposal to limit in-house production—subject that's addressed not in FCC rules but in consent decrees networks have signed with Department of Justice (BROADCASTING, Jan. 30).

In "tentative decision," FCC had proposed to eliminate rule preventing TV networks from acquiring financial interests in programs produced by others and gut much of rule prohibiting them from syndicating programs (BROADCASTING, Aug. 8, 1983). Under tentative decision, ABC, CBS and NBC would be able to negotiate for as much financial interest in independently produced programming as they wanted; they also would be able to negotiate for syndication rights. Decision would have prohibited 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 programming would be permitted. In addition, FCC proposed to "sunset" whatever remains of those rules, abolishing them altogether on Aug. 4, 1990. Under tentative decision, networks would be required to sell their syndication rights in prime time entertainment series to independent syndicators within six months of time series ended its network run. If series ran beyond five years on network schedule, network would have to sell all of its syndication rights in that program to independent syndicator at end of fifth year of network run.

In wake of intense congressional pressure, FCC agreed last year to hold off on action until May 10 to give parties opportunity to settle their differences. Senate, in turn, had promised not to resume legislative work on issue until March 15, and not even then unless it appeared that one side was negotiating in bad faith or final FCC action was deemed unreasonable. Both Senate and FCC had expressed hope, if not expectation, that parties would reach compromise before Jan. 31. That turn of events came in wake of President Reagan's announcement of support for two-year legislative moratorium on commission action. Bill imposing six-month moratorium had been approved by House and was awaiting action by Senate Commerce Committee when FCC agreed to put off action until May, sparing senators from having to take vote.

Two weeks ago, 20 senators, led by Barry Goldwater (R-Ariz.) and Pete Wilson (R-Calif.) wrote to FCC Chairman Mark S. Fowler to urge him to extend moratorium another two years (BROADCASTING, March 26). Letter came 11 days after date senators had said they would resume work on legislation to enforce moratorium if parties were unable to reach agreement and it appeared that one side had been negotiating in "bad faith." Letter, however, did not charge "bad faith."

□

**Home videotaping and copyright.** Supreme Court ruled early this year that videotaping of broadcast programming on home videocassette recorders is exempt from copyright law (BROADCASTING, Jan. 23). Court, which was split 5-to-4, suggested that Congress resolve issue. It ruled

that taping of television programs for later viewing was "fair use" of copyrighted works and therefore beyond liability for copyright royalties. Decision is expected to ignite new battles on Capitol Hill, and strong protests have been issued by Hollywood producers. Legislative proposals were introduced in House and Senate to would compensate copyright holders through compulsory license on sale of audio and videocassette recorders.

Supreme Court action was in response to Sony Corp. of America's petition to review decision by Ninth Circuit Court of Appeals in Los Angeles that found home taping violates copyright law.

□

**Low-power television.** FCC gave birth to new broadcast service two years ago, adopting rules for low-power television (LPTV) (BROADCASTING, March 8, 1982). Latest list shows FCC has licensed 239 LPTV's and granted 161 construction permits. It also has issued construction permits for 573 translators, and now has 4,522 translator licenses. New-generation television stations are technically similar to translators, but are permitted to originate programming. (Translators had been restricted to rebroadcasting signals of full-service stations.) In adopting service, FCC estimated as many as 4,000 new stations could eventually be spawned by rules, adding to more than 4,000 existing translators that can rise to LPTV status simply by notifying FCC. LPTV stations have few regulatory obligations, and there are no crossownership or multiple-ownership restrictions. Stations must observe statutory prohibitions against broadcast of obscenities and lotteries, however, and they have limited equal-time and fairness doctrine obligations. Holding back rapid roll-out of new service is enormous backlog—now estimated at 32,000—of LPTV and translator applications. Using computer system to detect possible interference among stations and lottery to dispose of competing applications, FCC says it is now granting or dismissing applications at rate of 250-350 per month. First LPTV lottery was held on Sept. 29, 1983. Commission has placed freeze on major amendments and on all new LPTV and TV translator applications (BROADCASTING, Sept. 19, 1983).

□

**Minority ownership.** FCC extended its tax certificate policy to cable systems (BROADCASTING, Dec. 6, 1982). Acting on other recommendations from Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications, FCC also approved change in policy to make it easier for limited partnerships to benefit from tax certificates. And it agreed to pass along to Congress committee recommendations to permit use of tax certificates for non-broadcast facilities and to increase value of used equipment that can be written off when facilities change hands. Those recommendations were incorporated into bill introduced in House by Congressmen Mickey Leland (D-Tex.) and Charles Rangel (D-N.Y.) (BROADCASTING, March 28, 1983).

In 1978, FCC adopted policies aimed at easing minorities' path to station ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters

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has raised about \$10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (BROADCASTCAP) through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). Fund's subsidiary MESBIC (minority enterprise, small business investment corporation) has invested \$5 million in 17 radio ventures and two TV ventures. Value of stations funded through MESBIC investments now totals \$24.3 million. BROADCASTCAP board of directors recently voted to expand management training programs to include executives from cable and other technologies as well as broadcasting.

□

**Multichannel MDS.** FCC received 16,499 applications for new multichannel multipoint distribution service (BROADCASTING, Sept. 19, 1983). Service provides two four-channel multipoint distribution services per market. It was created with eight microwave channels reallocated from instructional television fixed service (BROADCASTING, May 30, 1983). Under FCC order, all ITFS channels that had been authorized or applied for, as of May 25, 1983, were grandfathered. No further ITFS applications will be accepted on eight channels reallocated, but ITFS licensees will be able to lease, for profit, "excess" capacity on their channels. Under minimal rules adopted, no operator will be able to control both four-channel blocks in market, and all applications were accepted on one day only: Sept. 9, 1983. FCC has proposed to use lotteries to choose among applicants (BROADCASTING, Oct. 11, 1983).

Microband Corp. of America hopes to get jump on MMDS service providers by leasing excess capacity of ITFS broadcasters in major markets. In cooperation with existing single-channel MDS operators, Microband would use ITFS facilities to offer what it calls "wireless cable" to subscribers. Service would comprise several cable networks as well as off-the-air broadcast signals.

□

**Multiple ownership.** FCC has adopted 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 VHF's) (BROADCASTING, Sept. 26, 1983). Although vote broke 3-1 (with Commissioner Henry Rivera issuing vigorous dissent), majority left little doubt that it is prepared to hack rule as much as it can. Representatives Mickey Leland (D-Tex.) introduced bill aimed at preventing FCC from repealing ownership rules for five years. And members of Congressional Black Caucus and Congressional Hispanic Caucus are threatening to push through legislation if rules are relaxed (BROADCASTING, March 26).

Commission, last week was scheduled to act on proposal to relax attribution rule, which defines ownership percentage that triggers multiple ownership-rules (see story, this issue). FCC also has proposed to eliminate its regional concentration rule, which prohibits ownership of three broadcast stations when two are located within 100 miles of third and primary service areas of any overlap. Action is expected soon.

□

**Music licenses.** All-Industry TV Stations Music License Committee, unable to come to terms with Broadcast Music Inc. and American Soci-

ety of Composers, Authors and Publishers on new music licenses for TV stations, filed class action suit in U.S. District Court in New York 1978, charging ASCAP and BMI licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 14, 1981); court agreed (BROADCASTING, Aug. 23, 1982). ASCAP and BMI appealed, and U.S. appeals court in New York heard oral arguments Nov. 1, 1983 (BROADCASTING, Nov. 7, 1983). Each side said if it lost it would seek Supreme Court review. Meanwhile, district court had ruled that during appeals period of at least one year, ASCAP and BMI could continue to offer TV blanket licenses, but at prices approximately 25% lower than in 1982 (BROADCASTING, Dec. 20, 1982). SESAC, although not involved in lawsuit, agreed to roll back estimated 24% increase in its TV station music rates pending final decision on legality of ASCAP and BMI blanket licenses ("In Brief," June 27, 1983).

In radio, similar all-industry committee and ASCAP reached tentative agreement in principle in November 1983 on new ASCAP radio station music licenses, but were still negotiating on details in March. Old licenses expired Dec. 31, 1982, but were kept in force on interim basis pending outcome of negotiations on new ones. All-Industry Radio Stations Music License Committee also began negotiations with BMI, late in 1983, on new BMI radio music licenses. Old ones expired Dec. 31, 1983, but also were continuing on interim basis while negotiations proceeded.

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**Network standings.** Prime time TV rating averages for 26 weeks ending March 25: CBS, 18.1; ABC, 17.3, NBC, 15.0.

□

**Noncommercial broadcasting rules.** FCC last month again amended rules again to permit public broadcasters to broadcast specific brand and trade names—and product and service lines of donors and underwriters. FCC said donor acknowledgements can include logo or slogan that identifies but does not promote; locations; value-neutral descriptions of product line or service, and trade names, product or service listings that aid in identifying donor. FCC, however, said public broadcasters will be generally prohibited from engaging in fundraising activities that suspend or alter regular programming on behalf of any entity other than station itself. Commission already had moved to permit public stations to broadcast logos and to identify product lines of program underwriters (BROADCASTING, April 27, 1981). Under rules, identifications may be run without limit and public broadcasters may promote goods and services on air as long as no consideration is received—with proviso that they make determination that such promotion serves public interest. FCC also had moved to permit public broadcasters to air paid, promotional announcements for nonprofit groups, as long as those announcements didn't interrupt regular programming. FCC also said its prohibition against paid announcements for profit-making entities still stood.

In effort aimed at helping FM broadcasters make more money (BROADCASTING, April 11, 1983), FCC amended its rules to permit commercial and noncommercial broadcasters to use their subcarriers for all kinds of communications purposes on for-profit basis. At same time, commission increased FM baseband from 75 to 99 khz (except within 200 miles of Mexican border), move that will permit broadcasters to offer two subcarrier services instead of one, to which

they were restricted in past. FCC also has proposed to permit noncommercial television stations to offer subscription TV services (BROADCASTING, July 19, 1982). Comments were mixed, but many commenters thought restricted STV offering would be acceptable (BROADCASTING, Nov. 22, 1982).

□

**Prime time access rule.** FCC dismissed petition by Chronicle Broadcasting Co. to delete prohibition against use of nonnetwork programming during prime time access (BROADCASTING, Nov. 16, 1982). FCC said that although there might be merit to Chronicle's proposal, it should be considered in context of review of entire prime time access rule which it said might be addressed when commission takes up staff recommendations stemming from FCC's network inquiry. Chronicle petitioned FCC to repeal section of PTAR that restricts off-network programming on network-affiliated stations in 50 largest TV markets (BROADCASTING, July 27, 1981), arguing that it was unconstitutional, ineffective and gave stations not affected by rule competitive advantages. NBC, filing comments, urged that proceeding be expanded to consider repeal of entire prime time access rule, arguing that rule presented "barrier" to expansion of its *Nightly News* to 60 minutes (BROADCASTING, Aug. 17, 1981). NBC's proposal to expand proceeding was strongly opposed by Chronicle and all network affiliates' associations (BROADCASTING, Aug. 31, 1981). ABC has stated publicly that it won't seek repeal of PTAR without consent of its affiliates (BROADCASTING, March 21, 1983).

Networks first appeared to back off on drive to win repeal or waiver of PTAR, rechanneling their energies to lobby for repeal of financial interest and network syndication rules (see "Financial interest" item, page 83). Network affiliates have agreed to support networks in that endeavor, but have linked their support to retention of PTAR (BROADCASTING, Dec. 13, 1982).

□

**Public broadcasting.** Increased federal funding levels seemed within reach for Corporation for Public Broadcasting following favorable hearing before Senate Communications Subcommittee March 26 and with introduction on March 19 of bill (S. 2436) by Senator Barry Goldwater (R-Ariz.), which reauthorizes appropriation of \$238 million to CPB for fiscal 1987, \$253 million for fiscal '88 and \$270 million for fiscal '89. Bill also spells out appropriations for Public Telecommunications Facilities Program (\$50 million for fiscal '85, \$53 million for '86 and \$56 million for '87). Amounts are those recommended to Congress by CPB. Corporation for Public Broadcasting received authorization of federal funding for 1985 and 1986 budgets at \$130 million. Administration had attempted to cut CPB's 1985 budget to \$85 million, down 35% from \$130 million appropriated by Congress last year, and cut additional \$55 million from \$130 million authorized for CPB in fiscal 1986 (BROADCASTING, Feb. 28, March 21, 1983).

Despite strong resistance in some Republican quarters, supplemental funding for public broadcasting, contained in FCC authorization bill (H.R. 2755), was adopted by Congress in last session (BROADCASTING, Nov. 28, 1983) and signed by President Reagan on Dec. 8, 1983. It includes amendment that forbids CPB from distributing funds to any public broadcasting entity (PBS and NPR) that has granted its employees interest-free loan.

Bill raises CPB's authorization levels by \$70

million in fiscal 1984, '85 and '86. In addition to authorization increases for CPB, bill provides for financial oversight of National Public Radio by CPB.

Discussion of allowing limited advertising on public broadcasting was set aside for time being while system worked together for increased federal funding (BROADCASTING, March 12). Advertising issue was debated before Senate Communications Subcommittee in February (BROADCASTING, Feb. 27) following push by five noncommercial TV stations that wanted Congress to authorize new, three-year "limited advertising" experiment. Meanwhile, FCC has given public broadcasters more leeway to identify donors and underwriters (see "Noncommercial broadcasting rules," page 82).

On another front, Congressman Al Swift (D-Wash.) introduced legislation on March 27 that implemented recommendations for "enhanced underwriting" made by Temporary Commission on Alternative Financing for Public Television. Swift bill could become amendment attached to bill renewing CPB authorization which must be renewed by May 15.

Terms of five CPB board members expired March 23, allowing President Reagan to appoint two people since the number of CPB board members has been reduced from 15 to 10. Given political makeup of the board, they must be Democrats or independents.

National Public Radio President Douglas J. Bennet (elected Oct. 27, 1983) spent first two months of 1984 meeting with NPR's member stations to evaluate NPR's systems, structures and services, and gearing up to strengthen NPR's financial position through extended fundraising activities. Budget of \$17.65 million for 1984 is 34% smaller than current budget. Congressional hearing before House Oversight and Investigation Subcommittee, called in wake of NPR fiscal crisis last summer, was held Feb. 10 (BROADCASTING, Feb. 13). Subcommittee heard results of GAO report on NPR financial situation and testimony from former NPR President Frank Mankiewicz, among others, who blamed last year's crisis on recession, breakdown of NPR's financial reporting system, insufficient personnel, and "no margin for error."

Bill (H.R. 5149) that would change distribution ratio of federal appropriations earmarked to support public radio was introduced by Representative James T. Broyhill (R-N.C.). Under proposal, NPR would receive 40% of federal public radio monies in fiscal 1985; 30% in '86, and 20% thereafter. Rest would go to public radio stations.

PBS President Lawrence K. Grossman resigned in February, after almost eight years in position, to become president of NBC News at end of April. Five-member search committee was formed following announcement, headed by Dallin Oaks, PBS board chairman. It hired MSL International, search firm that found Douglas Bennet to head NPR last October. Initial plans to find replacement by March 28 PBS annual meeting fell through. Committee is continuing to interview candidates.

Plans for PBS national narrowcast network moved closer to fruition with approval of 78 PBS applications in Instructional Television Fixed Service (ITFS). Nationwide system would be used for distribution of instructional and informational programming for public and private organizations—linking ITFS stations through PBS's satellite distribution network.

PBS announced in December 1983 tentative agreement with Western Union to purchase six transponders on WU's Westar IV satellite, which Grossman said would substantially reduce cost

of PBS interconnection services to PBS member stations.

□

**Radio Marti.** Congress has approved Radio Marti bill after it was amended to satisfy opponents who feared proposal, advanced by administration, would cause Cubans to retaliate by increasing interference to U.S. AM stations. In present form, programming aimed at Cuba will become responsibility of Voice of America and will be broadcast from VOA facilities on Florida's Marathon Key, on VOA frequency of 1180 khz. New service is expected to begin operating within six months.

□

#### **Regional Administrative Radio Conference.**

U.S. obtained eight orbital slots at conference of western hemisphere countries in Geneva in summer of 1983 to plan direct broadcast satellite service use of 12 ghz band. U.S. had sought eight, but three of those assigned to it are in less desirable locations than called for in its proposal. And U.S. felt obliged to take reservation on question of satellite power; U.S. wanted standard providing for more power than conference approved. Nevertheless, Ambassador Abbott Washburn, who headed U.S. delegation, said U.S. had achieved its principal objectives (BROADCASTING, July 4, 1983, et seq.).

□

**Teletext.** Mixing some good news for broadcasters with some bad, FCC authorized television stations to offer teletext (BROADCASTING, April 4, 1983). It refused, however, to select technical standard or to give teletext must-carry status on cable. In order, FCC defined teletext as "ancillary" service—thereby exempting it from fairness doctrine and equal-time obligations. Broadcasters offering teletext as broadcast offering—that is, by offering mass media services—can launch or drop it without notifying FCC. Those whose offerings resemble private or common carrier offerings will have to notify commission first, however. Also under rules, non-commercial broadcasters may offer teletext on for-profit basis.

Last month, FCC also proposed to permit TV stations to transmit nonteletext services on vertical blanking interval (BROADCASTING, March 12). Proposed change would permit VBI to be used for paging, utility load management purposes—or any other communication in digital or analog mode. FCC said it was proposing same technical rules it has adopted for teletext. Comments are due April 16; reply comments May 1.

By deciding not to set standard, FCC touched off marketplace battle between incompatible World System Teletext, developed by British broadcasters and electronics manufacturers, and North American Broadcast Teletext Specification, developed through compromise of Canadian, French and U.S. teletext and videotex interests. WST proponents are now led by Taft Broadcasting, which is broadcasting WST-based service, Electra, in Cincinnati over WKRC-TV. Under agreement with Taft, Zenith is selling \$300 decoder compatible with its late-model sets in Cincinnati. NABTS proponents are led by CBS-TV and NBC-TV, but manufacturers have yet to produce low-cost NABTS decoders.

□

**TV allocations.** Broadcasters should be reassured by new direction FCC Mass Media Bureau is taking in VHF drop-in proceeding. Under original proposal, FCC short-spaced station

would have been authorized as long as it provided same protection to existing stations that normally spaced station would and there was presumption that service gains would outweigh losses. Now bureau is looking toward establishing criteria under which public's reception of established service would be maintained as well ("Closed Circuit," Jan. 30). Bureau, hoping to conclude rulemaking by June, had completed work on item last year, but engineering staff was split on whether to recommend go-ahead. So bureau told commissioners it would write item way they wanted. Word is that Commissioner Henry Rivera was for getting at least some new VHF's out there, and Commissioner James Quello was opposed. Chairman Mark Fowler and Commissioner Mimi Dawson recommended that staff take harder look at possible sites for drop-ins on case-by-case basis. FCC has approved four drop-ins: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8) (BROADCASTING, May 17, 1982). FCC approved those four drop-ins three years ago (BROADCASTING, Sept. 15 and Sept. 21, 1980). Nine applications were filed for drop-in at Charleston, eight for Salt Lake City, 13 for Knoxville and four for Johnstown. Further applications have been cut off, and all, except those for Salt Lake City, have been designated for hearing.

**TV cameras in Senate.** Senate Rules Committee passed resolution (S. Res. 66) to allow televising of chamber proceedings (BROADCASTING, June 20, 1983). Barely reaching quorum, committee voted for admission 6-to-3, reflection of intense division both in committee and in full Senate. This year, Senate Majority Leader Howard Baker (R-Tenn.), measure's chief proponent, will continue push for passage. Resolution's major critics, Senators Russell Long (D-La.) and Wendell Ford (D-Ky.), are expected to remain opposed.

□

**TV deregulation.** FCC's proposal to deregulate commercial television along lines it already has deregulated radio has drawn support from broadcasters in comments (BROADCASTING, Nov. 28, 1983). In notice of proposed rulemaking, FCC proposed to eliminate current nonentertainment programming and commercial loading guidelines. It also has proposed to eliminate formal ascertainment requirements. It further asked what sort of logging requirement would be "appropriate" for any new regulatory scheme.

□

**WARC.** Senate has approved treaty protocol negotiated at 11-week World Administrative Radio Conference in Geneva which concluded in December 1979. Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequencies were increased by about 500 khz, and proposal was adopted to increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere.

In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-890 mhz band, but U.S. added footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz and reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (BROADCASTING, Dec. 24, 1979). Senate action came on voice vote in closing hours of 97th Congress.

As compiled by BROADCASTING, March 19 through March 23, and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. app.—application. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. mhz—megahertz. MO&O—memorandum opinion & order. MEA—major environmental action. MP—modification of permit. N—night. PSA—presunrise service authority. RCL—remote control location. 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

### Applications

#### AM's

- Woodbine, Ga.—Joann S. Miller seeks 1100 khz, 10 kw-D. Address: Rt. 1 Box 867, Woodbine, Ga. 31569. Applicant is teacher's aide with no other broadcast interests. Filed March 14.
- Ellisville, Miss.—South Jones Broadcasters Corp. seeks 720 khz, 1 kw-D. Address: P.O. Drawer F, Ellisville, Miss. 39347. Applicant is corporation 100% owned by Glynn Holland, pres. It also owns WBSJ(FM) Ellisville. Holland has no other broadcast interests. Filed March 15.

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- Ceiba, P.R.—Jose J. Martinez & Associates seeks 890 khz, 250 w-D. Address: Urbanizacion Clarissa Road Calle 2 B-12, Luquillo, P.R. 00673. Applicant is general partnership of Jose J. Martinez (75%) and Ana Algarin (25%). Martinez is radio program producer at WMDD-AM Fajardo, P.R. Algarin has no other broadcast interests. Filed March 16.

#### FM's

- Anchorage—Fond Du Lac Indian Reservation seeks 103.1 mhz, 2.28 kw, HAAT: 126 ft. Address: Cloquet, Minn. 55720. Filed March 8.
- Eureka Springs, Ark.—LaFontaine Broadcasting seeks 100.9 mhz, 100 w-U, HAAT: 269 ft. Address: Rt. 3 Box 184, Eureka Springs, Ark. 72632. Applicant is owned by Steve J. LaFontaine and wife, Ramona B. Steve LaFontaine is former volunteer at defunct noncommercial KESP(FM) Eureka Springs, Ark. Filed March 8.
- \*Fort Myers, Fla.—National Christian Network Inc., seeks 91.5 mhz, 3 kw, HAAT: 299 ft. Address: 1150 West King St., Cocoa, Fla. 32222. Applicant is nonprofit corporation headed by Raymond A. Kassis, president. It is also app. for authorization to construct DBS, and has filed LPTV app.'s for Titusville, Orlando, Miami and Melbourne, all Florida, and Pasadena, Tex. It is licensee of satellite uplink WZ-72, Cocoa, Fla., and holder of CP for new station WMIE(FM) Cocoa. Kassis also owns 100% of Astro Enterprises Inc., licensee of WWBC(AM) Cocoa. (station has been granted CP to relocate to Rockledge, Fla.). Astro also holds CP for new AM at Palm City, Fla. Glenda Kassis, wife of Raymond Kassis and Astro and NCN board member, has CP for LPTV at Sheridan, Ark. National Christian Network is also applicant for new noncommercial FM at Palm City, Fla. (see below). Filed March 9.

- \*Toledo, Ohio—Family Stations seeks 90.3 mhz, 600 w, HAAT: 449 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Applicant is nonprofit, nonstock California corporation headed by Harold Camping, president. It is also licensee of 2 AM's and 7 FM's and has 31 applications pending for educational FM's. Scott L. Smith, Family Stations vice president, has interest in KEWQ(AM) Paradise, Calif., and in new AM's at Champlain, N.Y., and Royal Palm Beach, Fla. Application is mutually exclusive with pending app. of Toledo Educational Broadcasting Foundation for new FM to serve Toledo (BPED-840117AL). Filed March 15.

- Elk City, Okla.—Beckham Broadcasting Co. Inc. seeks 98.5 mhz, 100 kw, HAAT: 500 ft. Address: 2208 West Third Street, Elk City, Okla. 73644. Applicant is owned by Howard McBee, pres. (74%); Joseph Tilton (25%), and Rhonda Shelton (1%). Beckham is licensee of KADS(AM) Elk City, Okla. Its owners have no other broadcast interests. Filed March 15.

- Columbus, Neb.—Kathy J. Kautz seeks 101.9 mhz, 100 kw, HAAT: 457 ft. Address: 4521 25th St., Columbus, Neb. 68601. App. is individual with app. pending for new FM at Imperial, Kan. She has no other broadcast interests. Her husband, Jerrell E. Kautz, has 40% interest in licensee of KZMC-FM McCook, Neb.; 100% interest in new AM at Imperial, Neb. (CP granted 3-2-84), and app.'s for new UHF TV at McCook, Neb.; new FM at Downs, Kan., and new FM at Orchard, Kan. Filed March 14.

#### TV's

- \*Mobile, Ala.—Way of the Cross of Mobile seeks ch. 31; ERP: 5,000 kw vis, 500 kw aur.; HAAT: 1,256.4 ft.; ant. height above ground: 1,167 ft. Address: 434 Interstate, Lexington, Ky. 40505. Applicant is religious nonprofit corporation headed by Edward C. Bowles, president, who also has TV app.'s at Lexington, Ky.; Hutchinson, Kan.; New Iberia, La.; Ogden, Utah; Las Vegas, and Dallas. Filed March 7.

- Lake Worth, Fla.—Lake Worth Broadcasting Corp. seeks ch. 67; ERP: 3,344.7 kw vis., 668.9 kw aur.; HAAT: 1,448.15 ft.; ant. height above ground: 1450.3 ft. Address: 4363 10th Ave. North, P.O. Box 5568, Lake Worth, Fla. 33461. Applicant is 100% owned by Robert Gordon, who has no other broadcast interests. Filed March 6.

- Lake Worth, Fla.—Hispanic Broadcasting Inc. seeks ch. 67; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1,004 ft.; ant. height above ground: 1,004 ft. Address: 2203 NE 203 Terrace, North Miami Beach, Fla. 33180. Applicant is 100%

owned by Betti Debra Lidsky, who has no other broadcast interests. Filed March 6.

- Riviera Beach, Fla.—Bobbie E. Brooks seeks ch. 67; ERP: 5,000 max. kw vis., 1,000 max. kw aur.; HAAT: 1,322 ft.; ant. height above ground: 1,329 ft. Address: 1325 West 28th St., Riviera Beach, Fla. 33404. Applicant is mayor of Riviera Beach, with no other broadcast interests. He proposes that ch. 67, now assigned to Lake Worth, Fla., be assigned to Riviera Beach. Filed March 6.

- \*Honolulu—Hawaii Educational Corp. seeks ch. 38; ERP: 5,000 kw vis, 500 kw aur.; HAAT: 1,855.4 ft.; ant. height above ground: 267.9 ft. Address: 469 Ena Rd., Suite 1501, Honolulu, Hawaii 96815. Applicant is religious nonprofit corporation headed by Jerry Mulkey, president. Mulkey also has TV app.'s for Selma and Mobile, both Alabama; Ogden, Utah; Jackson, Mich., and Big Spring, Tex. Filed March 7.

- Jackson, Mich.—Spring Arbor College seeks ch. 18; ERP: 1,000 kw vis., 100 kw aur.; HAAT: 935 ft.; ant. height above ground: 942 ft. Address: 106 E. Main St., Spring Arbor, Mich. 49283-0603. Applicant is governed by board of trustees, headed by Hugh A. White, chairman. It also owns noncommercial WSAE(FM) Spring Arbor, and is applicant for new AM on 1540 khz at Spring Arbor. It proposes waiver of rule because TV app. is for commercial station. Filed March 7.

- \*Belmont, N.C.—Agape Communications Inc. seeks ch. 46; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 644 ft.; ant. height above ground: 627 ft. Address: 1411 S. Main St., Winston-Salem, N.C. 27107. Applicant is nonprofit, nonstock corporation headed by Larry A. Boyd, president. Boyd is Winston-Salem minister with no other broadcast interests. Filed March 13.

- Norman, Okla.—Daystar Broadcasting Co. seeks ch. 46; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 835 ft.; ant. height above ground: 921 ft. Address: 2380 Industrial Blvd., Norman, Okla. 73069. Applicant is equally owned by Charles McDonald, Norman and Oklahoma City minister and teacher; Robert J. Wall, Dallas-based corrugated box sales representative, and Judith L. Mills, Mary Kay cosmetics distributor. It has no other broadcast interests. Filed March 6.

### Actions

#### AM's

- Callahan, Fla.—North Florida Broadcasters app. returned for 1190 khz, 10 kw-D. Action March 12.
- Destin, Fla.—J&K Broadcasters app. returned for 760 khz, 1 kw-D. Action March 14.
- Englewood, Fla.—Jeff Smith app. returned for 750 khz, 1 kw-D. Action March 14.
- Wichita, Kan.—Delta Radio Inc. app. returned for 1030 khz, 1 kw-D, 1 kw-N. Action March 8.

#### FM's

- Glendale, Ariz.—Glendale FM Broadcasting app. returned for 103.5 mhz, 100 kw, HAAT 877.88 ft. Action March 9.
- \*Apple Valley, Calif.—Apple Valley Educational Broadcasting Foundation app. returned for 88.1 mhz, 70 w, HAAT: 1,492 ft. Action March 8.
- \*Chico, Calif.—KXOL app. returned for 90.3 mhz, 2.18 kw, HAAT: minus 689 ft. Action March 9.
- Bonita Springs, Fla.—Elizabeth Fitch returned app. for 96.1 mhz, 100 kw, HAAT: 455 ft. Action March 6.
- \*Fort Myers, Fla.—TRC Educational Broadcasting Foundation app. dismissed for 91.7 mhz, 600 w, HAAT: 187 ft. Action March 6.
- \*Topeka, Kan.—Cornerstone Community Radio Inc. app. returned for 89.9 mhz, 20 kw, HAAT: 343 ft. Action March 8.
- \*Branson, Mo.—First Baptist Church app. returned for 88.1 mhz, 1.52 kw, HAAT: 235 ft. Action March 8.
- \*Dittmer, Mo.—Dittmer Educational Broadcasting Foundation returned app. for 88.7 mhz, 383 w, HAAT: 236 ft. Action March 6.
- \*Erie, Pa.—Bayfront NATO Inc. returned app. for 88.5

mhz, 350 w, HAAT: 385 ft. Action March 6.

■ \*Jacksonville, Tex.—Southwest Educational Media Foundation app. returned for 90.3 mhz. 3 kw, HAAT: 300 ft. Action March 7.

■ \*Midland, Tex.—Criswell Center for Biblical Study app. returned for 90.1 mhz. 2.9 kw, HAAT: 336 ft. Action March 6.

## New TV

■ Wilson, N.C.—Bland Communications app. dismissed for ch. 30; ERP: 5,000 kw vis, 500 kw aur., HAAT: 950 ft. Action March 12.

## Ownership changes

### Applications

■ WSMQ(AM) Bessemer, Ala. (1450 khz, 1000 w-D, 250 w-N)—Seeks assignment of license from CS Broadcasting Inc. to Mel Allen Broadcasting Inc. for cancellation of \$265,000 note from seller to buyer, on which six payments of \$3,503.30 had been made. Seller is 100% owned by Calvin Simmons, president, who is also sole shareholder of WSCA(FM) Union Springs, Ala., and WQSI(AM) Portland, Tenn. No other CS shareholders have other broadcast interests. Buyer is 100% owned by Mel Allen Enterprises Inc., Delaware corporation owned by Melvin Allen (88.9%) and Laurens Allen (11.1%), brothers. Melvin Allen owns 10% of WTTB(AM) Vero Beach, Fla. Laurens Allen has no other broadcast interests. Filed March 20.

■ KREX-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colo. (KREX-TV: ch. 5, 12.9 kw vis., 2.5 kw aur., HAAT: 10ft., ant. height above ground: 343 ft.; KREY-TV: ch. 10, 3.09 kw vis, 617 w aur., HAAT: 80 ft., ant. height above ground: 112.5 ft.; KREZ-TV: ch. 6, 3.16 kw vis., 500 w aur., HAAT: 460 ft., ant. height above ground: 186 ft.)—Seeks transfer of control of XYZ Television Inc. from Lucille Howell (19% before, none after) and daughters, Marlene Hoskin (20% before, none after) and Ruth G. Kendrick (20.5% before, none after); Carl Q. Anderson (9% before, none after); Ruth Kendrick's husband, Dr. H.J. Kendrick (1.5% before, none after); Trustee for Irene Dorneggen (1% before, none after), and Estate of James B. Donovan (1% before, none after) to E&W Broadcasting Corp. for \$3,858,950 cash. Sellers are transferring their 72% interest in XYZ Television Inc. to other 20 owners already possessing 28% interest, including Western Industries (14.5% before, 46% after), Cincinnati-based holding company dealing primarily in shopping centers and real estate. Carl Anderson is general manager of stations. None have other broadcast interests. Buyer is headed by Eric, Pa., attorney, John English, VP. It has no stockholders at present, but remaining XYZ Television Inc. stockholders will take it over, and it will then become sole stockholder of XYZ Television Inc., licensee corporation. Also changing hands are radio stations KREX-AM-FM Grand Junction, Colo., valued at \$1.5 million. They will be owned by Lucille Howell (25%), Marlene Hoskin (25%), Ruth Kendrick (25%) and husband, Joe (10%), and Carl Anderson (15%). Filed March 14.

■ WTMI(FM) Miami (93.1 mhz, 100 kw horiz., 93 kw vert., HAAT: 390 ft.)—Seeks transfer of control of Marlin Limited Partnership from Tarpon Co. (75% before, none after) to Marlin Broadcasting Inc. (none before, 75% after) for \$2,150,000 cash and, simultaneously, assignment of license from Marlin Limited Partnership to Marlin Broadcasting Inc. for stock in Marlin Broadcasting, to be issued to Marlin Limited former partners. Assignment of license is contingent upon FCC approval of transfer of control. Tarpon Co. is owned by Chicago investors, comprising John W. Baird (50%) and three trusts: Edmund Saunders trust for Edward W. Saunders Jr. Fund (16.67%); Edward W. Saunders trust for Donna P. Saunders Fund (16.66%), and Edward W. Saunders trust for Robert C. Saunders Fund (16.67%). Baird is chairman of board of Baird & Warner, Chicago-based real estate company. Sellers have no other broadcast interests. Marlin Limited Partnership is partnership of Howard B. Tanger, sole general partner (10%); Marlin Broadcasting Inc., limited partner (75%), and Chilbury & Co., limited partner (15%). Upon assignment of license, it will be dissolved, and its assets assigned to Marlin Broadcasting Inc., with stock issued to individual partners of Chilbury & Co. and to Tanger in return for assignment of their partnership interests. Chilbury is Massachusetts partnership with no other broadcast interests, made up of three cousins—Norman B., Jerome M. and Robert D. Asher—and Brenda B. Tanger, mother of Howard Tanger. Marlin Broadcasting Inc. is Delaware corporation headed by Tanger (51.05%) and comprising Brenda Tanger (12.25%); Alan Rabinowitz (12.25%); Norman Asher (17.13%); Jerome Asher (3.66%),

and Robert Asher (3.66%). All except Rabinowitz have interest in Sturgeon Corp., licensee of WKSS-FM Hartford-Meriden, Conn., station to be sold to Donald Law for \$3.4 million ("Changing Hands," Feb. 20). Sturgeon is also applicant for LPTV at Harwich, Mass. Marlin Broadcasting has no other broadcast interests. Howard Tanger's father, Alexander Tanger, owns 20% of GCC Communications, licensee of WHUE-AM-FM Boston, and is applicant to acquire other 80%. Filed March 14.

■ KDEO(AM) Waipahu, Hawaii (940 khz, 10 kw-U)—Seeks assignment of license from KDEO Associates to Loew Broadcasting Corp. for \$402,000 cash. Seller is 100% owned by Ronald H. Jacobs, debtor-in-possession under chapter 11 of U.S. Bankruptcy code (BK no. 83-00319), who has no other broadcast interests. U.S. District Court of Hawaii has approved sale. Buyer is majority owned by Robert M. Loew, CPA and general manager at KHVH(AM) Honolulu, along with brothers and sisters, none of whom have other broadcast interests. Their father, Marcus Loew II, owns 16 2/3% WVUV-AM-FM Leone, American Samoa; 9% KUAM-AM-FM-TV Agana, Guam; 10% KHVH Honolulu, and 10% of CP for new FM at Honolulu. Filed March 6.

■ KWSL(AM) Sioux City, Iowa (1470 khz, 5 kw)—Seeks assignment of license from Radio Communications Inc. to Cardinal Communications Inc. for \$725,000, comprising \$175,000 cash and \$550,000 note, and including \$25,000 noncompete agreement. Seller is owned by Chesterman Co. (63%) and Kenneth Kjeldseth (37%). Chesterman Co., Coca-Cola bottler, is owned by Cy Chesterman Sr. and his son, Cy Chesterman Jr. Kjeldseth is general manager of KWSL. Radio Communications is also licensee of KRIB(AM) Mason City, Iowa, and app. for new FM at Mason City. Buyer is owned by S.A. McMaster Jr. (98.5915%), John D. Daniels (0.9390%) and Theodore H. Mahn (0.4695%). McMaster owns and operates McMaster Grain Co., Daniels is Sioux City attorney and Mahn is VP and general manager at KGLI(FM) Sioux City, Iowa, and will manage KWSL. Buyer is licensee of KGLI(FM) Sioux City, Iowa. Daniels and wife, Mary, are shareholders in licensee of KRNA(FM) Iowa City, Iowa. Filed March 19.

■ WKKS(AM)-WKKS(FM) Vanceburg, Ky. (AM: 1570 khz, 1 kw-D; FM: 104.9 mhz)—Seeks assignment of license from Ohio Valley Broadcasting Inc. to Brown Communications Inc. for \$300,000, comprising \$175,000 cash and \$125,000 note, and including noncompete agreement. Seller is owned by Avery L. Stanley, president (66 2/3%), and Charles Jordan Jr. (33 1/3%). Stanley is lawyer and Jordan banker in Vanceburg. Stanley owns 8% of WLGC(FM) Greenup, Ky. Buyer is Kentucky corporation equally owned by Dennis K. Brown, president (50%), and father, Gordon E. Brown (50%). Dennis is announcer at WFTM-AM-FM Maysville, Ky. Gordon is farmer and teacher. They have no other broadcast interests. Filed March 20.

■ WJIM-TV Lansing, Mich. and WKBT(TV) La Crosse, Wis. (WJIM-TV: ch. 6, 100 kw vis., 20 kw aur., HAAT: 1,000 ft., ant. height above ground: 1,023 ft.; WKBT: ch. 8, 316 kw vis., 57.5 kw aur., HAAT: 1,540 ft., ant. height above ground: 1,625 ft.)—Seeks assignment of license from Gross Telecasting Inc. to Backe Communications Inc. for \$48 million cash. Seller is publicly held corporation of over 50 shareholders, headed by Harold F. Gross (16.3%) and son, James H. Gross, president (6.4%). Seller also owns WJIM-AM-FM Lansing, Mich., and WKBT LaCrosse, Wis. James Gross is president and general manager of WJIM-AM-FM-TV. Harold Gross is retired businessman. Buyer is 100% owned by John Backe, president, who also owns 22.7% of WRGB(TV) Schenectady, N.Y. He is president of Unicom TV and ex-president of CBS Inc. Filed March 16.

■ KGEE(FM) Monahans, Tex. (99.9 mhz, 100 kw, HAAT: 500 ft.)—Seeks assignment of license from Oil Broadcasting Corp. to Premier Broadcasting Inc. for \$718,000 cash. Seller is owned by William S. Sanders, Louis F. Garrett, Fluid Corp. and Southwest Capital Investment (see KVKM[AM] above). Buyer is owned by William John Patton, chairman (39.375%); Ronald Siddall Driver (39.375%); Alfred Lincoln Tankley, president (12.5%), and Jerry Robert Reed (8.75%). Patton owns Capital Properties, real estate firm; Driver owns The Flower Bucket, florist shop, and Reed owns Reed Enterprises, real estate firm. Tankley's sole occupation is that of Premiere president. None have other broadcast interests. Filed March 20.

■ KJTA[CP] Pharr, Tex. (840 khz, 1 kw-D, 5 kw-N)—Seeks assignment of license from World Radio Missionary Fellowship—U.S.A. Inc. to Bixby Great Electric Radio Co. Inc. for \$74,780 cash. Seller is nonprofit, nonstock Illinois corporation headed by Harold Van Broekhoven, president, and six others. Three of those officers—Dr. Abe C. Van Der Puy, Dwite M. McCloud and Hardy V. Hayes—hold positions with KVMV(FM) McAllen, Tex., but have no other broadcast interests. Buyer is owned by Jesse Johnson, president (28.16%); John A. Parry (28.16%); C. Andrew Whately (21.84%), and Michael T. Reichert (21.84%). Buyer is licensee of KTXF(FM) Brownsville, Tex. Parry is 20% own-

er of licensee of KFIM-FM El Paso, Tex., and WWZD(FM) Buena Vista, Va. Others have no other broadcast interests. Filed March 16.

■ WRJQ(FM)[CP] Tomahawk, Wis. (92.7 mhz, 3 kw, HAAT: 262 ft.)—Seeks assignment of license from R.J.P. Broadcasters to Gregory and Margaret S. Albert for \$6,000 cash. Seller is owned by Robert A. Jones (33%), Patricia A. Kranz (33%) and Jeff A. Smith (33%). Kranz (14%) and Jones (52%) own WRPQ(AM) Baraboo, Wis., and Jones owns 33% of KKMC(AM) Gonzales, Calif. Kranz and Jones are equal applicants in new stations at Rocklin, Calif., and East Fort Myers, Fla. Jones is app. for new stations at Pembina, N.D. (33%); San Marcos, Calif. (25%), and Champlain, N.Y. (25%). Smith (10%), Kranz (5%) and Jones are applicants for new station at Tomahawk, Wis. Kranz (14%) and Jones (52%) are applicants for new station at Baraboo, Wis. Smith recently sold WRJQ(AM)[CP] for \$125,000 (BROADCASTING, Jan. 10). Buyer is equally owned by Gregory and Margaret S. Albert, husband and wife, who have no other broadcast interests. Gregory Albert is program director at WDUZ(AM) Green Bay, Wis. WJQJ(AM) Tomahawk, Wis., is also being sold (see below). Filed March 13.

■ WJQJ(AM) Tomahawk, Wis. (810 khz, 10 kw-D)—Seeks assignment of license from R.J.P. Broadcasters to Gregory and Margaret S. Albert for \$209,000 cash. For buyer and seller, see WRJQ(FM) Tomahawk, Wis., above. Filed March 13.

### Actions

■ KPIN(AM) Casa Grande, Ariz. (1260 khz, 1 kw-D)—Granted assignment of license from Santa Cruz Valley Communication Systems Inc. to KVOS Inc. for \$226,000 cash. Seller is owned by Dean Weatherly, who has no other broadcast interests. Buyer is equally owned by Ray H. Lockhart and Mel Adams. They also recently bought co-located KBBT(FM) for \$77,500 ("For the Record," June 20, 1983). They also own KSTC-AM-FM Sterling, Colo. Lockhart also owns 90% of KOGA-AM-FM Ogallala, Neb., and 60% of KNAB-AM-FM Burlington, Colo. Action March 6.

■ WPLP(AM) Pinellas Park, Fla. (570 khz, 1 kw-U)—Granted assignment of license from Dan Johnson Corp. to Gannett Radio of Tampa Bay Inc. for \$850,000 cash. Seller is equally owned by Dan L. Johnson and his father, Elwyn. It had sold station five-and-a-half years ago for \$675,000 to International Broadcasters Inc. but reacquired it last year for over \$1 million after buyer, International, went bankrupt ("Changing Hands," Aug. 15, 1983). Dan Johnson also is 25% owner of WXCR(FM) Safety Harbor, Fla., and has minority interest in CP for new TV at Lakeland, Fla. Elwyn Johnson has no other broadcast interests. Buyer is Portland, Me.-based newspaper publisher, majority owned by estate of Guy P. Gannett, and headed by his daughter, Jean Gannett Hawley, chairman. It sold WGAN-FM Portland, Me., for \$3.1 million ("Changing Hands," Nov. 7, 1983), and also owns three AM's, four FM's and three TV's. Action March 9.

■ KOHA-TV(CP) Hilo, Hawaii (ch. 2, 13.71 kw vis., 1.37 kw aur., HAAT: 823 ft.)—Granted transfer of control of Oceanic Broadcasting Co. Inc. from Charles R. Henry (51% before; none after) and Jonathan C. Starr (49% before; 15% after) to Buck Production Co. (none before; 85% after) for \$68,000. Line of credit for \$300,000 has already been extended. Seller filed on Aug. 29, 1983, for license to operate. Henry is employe of KABC-TV Los Angeles. Buyer is equally owned by Gilbert E. Buck; his sister, Aileen D. Buck, and brother, George W., and trust established by estate of their deceased brother, Rodney R., which also has minority interest in five LPTV app's. Action March 13.

■ WBYG-FM Kankakee, Ill. (99.9 mhz, 50 kw, HAAT: 500 ft.)—Granted assignment of license from WKAK Inc. to Gene Milner Broadcasting Co. Inc. for \$1.2 million. Seller is majority owned by Harry C. Fitzgerald, who has no other broadcasting interests. Buyer is owned by Gene Milner and family. Milner is Fort Lauderdale, Fla.-based broadcast consultant and air personality. Action March 12.

■ WADM-AM-FM Decatur, Ind. (1540 khz, 250 w-D; FM: 92.7 mhz, 3 kw, HAAT: 100 ft.)—Granted assignment of license from WFCY Inc. to Midwest Communications Co. for \$200,000, including \$40,000 cash and \$160,000 seller's note. Seller is owned by Gilbert E. Thomas and wife, Betty M. (65%), and David W. Sommerville (35%). It also owns WFCY-AM-FM Alma, Mich. Buyer is equally owned by David Sommerville's brother, Richard S. Sommerville, and Richard's son, Jeffrey P. Richard Sommerville also owns WSMA(AM) Marine City, Mich. Two of Richard Sommerville's other sons, David R. and John F., are equal owners of WDEY-AM-FM Lapeer, Mich., where Jeffrey P. Sommerville is employed as news director and chief engineer. Two other sons of Richard Sommerville, Thomas J. and James R., own 90% of applicant for new FM at Port Huron, Mich. Action March 9.

■ **KWCL-AM-FM** Oak Grove, La. (1280 khz, 1 kw-D; FM: 96.7 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Baker Broadcasting Co. to Heart of Dixie Broadcasting Corp. for \$290,000 including \$60,000 cash, \$96,000 seller's note and assumption of \$134,000 note. Seller is owned by Edward Keith Baker and wife, Evelyn. They are also applicants for new FM at Mountain Home, Ark. Buyer is owned by Buford Bennett Strange, who also owns KDXI(AM)-KJVC(FM) Mansfield, La. He and his wife, Mayme Stone, also own WELZ(AM) Belzoni, Miss. Action March 9.

■ **KVVC-FM** Cabool, Mo. (106.3 mhz, 3.3 kw, HAAT: 220 ft.)—Seeks transfer of control of KVVC Broadcasting Inc. from Frank J. and Dorothy M. Kresl, husband and wife (each 27.5% before, none after) to Tom L. Mason (30% before, 85% after) for \$37,092.60 note and assumption of \$17,907.40 of sellers' guarantee liability on previous note. Other 15% of KVVC Broadcasting is owned by John A. Raymond. Frank Kresl is maintenance engineer with KPLR-TV St. Louis. Mason is restaurant owner and freelance writer. None have other broadcast interests. Filed March 19.

■ **WRCS(AM)-WQDK(FM)** Ahoskie, N.C. (970 khz, 1 kw-D)—Seeks transfer of control of Francon II Inc. from Charles E. Franklin (75.2% before, none after) and wife, Elizabeth S. Franklin (24.8% before, none after) to Alkota Builders, Contractors and Developers Inc. (none before, 100% after) for \$10,000 cash and \$53,000 noncompete agreement. Charles Franklin owns 80% of WJK(AM) Camp Lejeune, N.C. and 100% of app. for ch. 30 at Wilson, N.C. Elizabeth Franklin has no other broadcast interests. Buyer is owned by William E. Tart, president, who also owns WANC(AM) Aberdeen, N.C., and assignee of WET-T(AM) Ocean City, Md., and WWTR-FM Bethany Beach, Del. Filed March 14.

■ **WHNC(AM)** Henderson, N.C. (890 khz, 1 kw-D)—Seeks transfer of control of Rigel Inc. from William F. Belete (50% before, none after) to Roy O. Rodwell (50% before, 100% after) for \$151,208.32 note. Seller has no other broadcast interests. Buyer will gain positive control of Rigel Inc. He also owns 2.698% of licensee of WGGT(TV) Greensboro, N.C. Filed March 14.

■ **WNAR(AM)** Norristown, Pa. (1110 khz, 500 w-D)—Seeks assignment of license from WNAR Inc. to Alpha-Omega Communications Inc. for \$725,000, comprising

\$200,000 cash and \$525,000 note. Seller is owned by Victor Mauck Jr., president (95%), and Raymond Pearlstone (5%). Mauck is Norristown lawyer with no other broadcast interests. Pearlstone owns 46,233 shares of Comcast Corp., cable TV corporation; 36,732 shares of Turner Broadcasting, and 50% of licensee of WNCN(AM) Siler City, N.C. Buyer is owned by Orey L. Ferrell Jr., president (47.2%), Basil Colomore (46.8%) and Garnita Selby (6.7%). Ferrell is accountant executive with WYIS(AM) Phoenixville, Pa., where Colomore is program director. Ferrell and Colomore will terminate their WYIS employment upon grant of AL for WNAR. Filed March 16.

■ **WLAF-AM-FM** Conway, S.C. (AM: 1330 khz, 5 kw-D, 500 w-N; FM: 104.1 mhz, 26 kw, HAAT: 170 ft.)—Seeks assignment of license from Coastal Broadcasting Co. Inc. to Resort Broadcasters of South Carolina Inc. for \$1,850,000, comprising \$600,000 cash and \$1,250,000 note. Seller is owned by Jack E. Hawley, president (50%), and Virginia K. Hanks (50%). They have no other broadcast interests. Buyer is 100% owned by William E. Tart, president. Tart also owns 100% of licensee of WANC(AM) Aberdeen, N.C.; 100% of assignee of WETT(AM) Ocean City, Md., and WWTR-FM Bethany Beach, Md., and 100% of transferee of Francon II, which is licensee of WRCS(AM)-WQDK(FM) Ahoskie, N.C. Filed March 20.

■ **WWWZ(FM)** Summerville, S.C. (93.5 mhz, 14.1 kw, HAAT: 510 ft.)—Seeks assignment of license from WWWZ Radio Inc. to Millennium Communications of Charleston Inc. for \$1,050,000, comprising \$400,000 cash and \$650,000 note. Seller is wholly owned subsidiary of Attaway Broadcast Group; Attaway Investments Inc. publishes *Clear Lake* (Tex.) *Daily Citizen*, *Conroe* (Tex.) *Daily Courier*, *Pasadena* (Tex.) *Citizen*, two semi-weekly newspapers and seven weekly newspapers in Houston area. Buyer is owned by Clifford E. Fletcher (50.1%), Dean H. Mutter (36.9%) and Robert W. Harrison (13%). Harrison has minor interest in WTMP(AM) Tampa, Fla. Fletcher (Atlanta) and Mutter (Chicago) are employed by Arbitron, radio ratings service. They have no other broadcast interests. Filed March 6.

■ **WENR(AM)** Englewood, Tenn. (1090 khz, 1 kw-D)—Seeks assignment of license from Mel-Lin Inc. to Middle Tennessee Radio for \$200,000, comprising \$15,000 cash, \$25,000 assumption of loan and \$160,000 note. Seller is 100% owned by Lawrence R. Picus, who also is limited partner in app. for new FM at Kingsland, Ga. Mel-Lin is

licensee of WFNE(FM) Forsyth, Ga. Buyer is general partnership of Donald P. Mowry (35%), John C. Roberson (35%) and father, Lee E. Roberson (15%), and Ernie Hahn (15%). Lee Roberson is chancellor of Tennessee Temple University at Chattanooga, which is licensee of educational WDYN-FM Chattanooga. John Roberson is trustee of Tennessee Temple, and 40% partner in app. for new AM at Florence, Ky., which was dismissed with prejudice upon applicant's request. Filed March 20.

■ **KRBC(AM)** Abilene, Tex. (1470 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Radio Abilene Inc. to Fox Communications Inc. for \$700,000, comprising \$600,000 cash and \$100,000 note. Seller is owned by Billy J. Fox (20%) and by six relatives (80%)—Gary Robert Ackers, Larry Dale Ackers, Christine Ackers Cagle, William L. Andrews, and L. Dale Ackers and Jack Andrews as trustees for Carol Cagle. L. Dale Ackers, Christine Ackers Cagle, Jack Andrews and wife, Florence Ackers Andrews, and trustees for Carol Cagle own licensee of KRBC-TV Abilene and KACB-TV San Angelo, both Texas, and KENM(AM)-KNIT(FM) Portales, N.M. Buyer is 100% owned by Billy J. Fox, who will become 100% owner of KRBC through this deal. Fox (24.5%) and his sons, Allen Duane Fox (51%) and Billy Shane Fox (24.5%), own permittee for new KFQX(FM) Llano, Tex. Filed March 15.

■ **KVKM(AM)** Monahans, Tex. (1330 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Oil Broadcasting Corp. to KVKM Inc. for \$550,000, comprising \$120,000 cash and \$430,000 note. Seller is owned by William S. Sanders (24.9%), pres.; Louis F. Garrett (50.1%); Fluid Corp. (16.3%), and Southwest Capital Investment (8.7%). Sanders, Fluid and Southwest all own, in same percentages as they own Oil Broadcasting, licensees of KAAP(AM)-KKBZ-FM Santa Paula, Calif.; KDHI(AM)-KQYN-FM Twentynine Palms, Calif.; KOTE(AM)-KKZZ(FM) Lancaster, Calif., and KPER(FM) Hobbs, N.M. KAAP was formerly KKBZ(AM). Sanders will own, pending FCC approval, KHOB(AM) Hobbs, N.M. Buyer is owned by John L. Daniel, president (26%), and wife, Nancy Jean (24%), and by Billy Randall Cole (26%) and wife, Paula Sue (24%). Billy Cole is general manager at KVKM. Buyers have no other broadcast interests. Filed March 22.

■ **WSNE-FM** Taunton, Mass. (93.3 mhz, 30 kw, HAAT: 620 feet)—Granted transfer of control from Donald A. Lopes (51%) to Donald L. Wilks and Michael Schwartz (24.5% each before; 50% each after). Both this purchase and initial 49% purchase are for \$103,850 cash and assumption of \$3.5 million note. Seller's purchase of station from Outlet Co. was approved Jan. 11. Outlet's sale of station was condition for commission approval of Rockefeller Center Inc.'s purchase of Outlet. Other original buyer of station, Thomas L. DePetrillo, already sold his 49% share to Wilks and Schwartz. Neither has other broadcast interests. Buyers, Donald Wilks and Michael Schwartz, are Springfield, Mass., group owners of three AM's and four FM's. They are majority owners of recent sellers of WKZE-AM-FM Orleans, Mass., for \$2.4 million ("Changing Hands," Sept. 5, 1983) and WPET(AM) Greensboro, N.C., for \$750,000 ("Changing Hands," Dec. 19, 1983) and also majority owner of recent buyer of WOSC(AM)-WKFM(FM) Fulton, N.Y. for \$1.5 million ("Changing Hands," Nov. 14, 1983). Action March 20.

■ **WFBT-TV** Minneapolis (independent; ch. 29, ERP: 1,811 kw vis., 181 kw aur., HAAT: 1,440 ft.)—Granted transfer of control from Jonathan E. Byrd and others to Beverly Hills Hotel Corp. for \$12 million cash plus other considerations. Originally announced price was \$14.5 million ("Closed Circuit," Dec. 12, 1983). Seller is principally owned by Byrd, Daniel N. Koker and Robert J. Baser (30% each), none of whom have other broadcast interests. Buyer is owned by New York financier, Ivan Boesky, and his family (53.2%), and Beverly Hills Hotel Corp. president, Burton Slatkin, and his family (46.8%). Buyer recently purchased 85% of KGMCTV Oklahoma City for approximately \$7 million ("In Brief," Dec. 12, 1983). Action March 20.

■ **KKCI(AM)** Liberty, Mo. (1140 khz, 500 w-D)—Granted assignment of license from Golden East of Missouri Inc. to Kansas City Communications Inc. for \$280,000 cash. Seller is controlled by Larry Melvin Saunders and Norman B. Beasley. It also owns co-located KKCI-FM and WPFX(AM)-WWDE(FM) Hampton, Va. KKCI-AM-FM were bought two years ago for \$2,350,000 ("Changing Hands," March 29, 1982). Buyer is owned by Elbert L. Anderson (50%); his wife, Cheryl (10%), and Delores Maxwell (40%). Action March 6.

■ **KRIZ(FM)** Roswell, N.M. (97.1 mhz, 100 kw, HAAT: 360 ft.)—Granted assignment of license from Gary L. Acker to Ronald H. Strother for \$550,000, including \$450,000 note. Seller also owns KPAS(FM) Fabens, KFIX(FM) Laredo and KWAS(FM) Amarillo, all Texas, and 60% of WROS(AM) Jacksonville, Fla. Action March 19.

■ **WTAB(AM)-WKSM(FM)** Tabor City, N.C. (1370 khz, 5 kw-D; FM: 104.9 mhz, 3 kw, HAAT: 425 ft.)—Granted

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assignment of license from Sunbelt Broadcasting Inc. to Prorad Communications Inc. for \$475,000, including \$450,000 seller's note. Seller is owned by Donald W. Curtis (90%) and J.D. Longfellow (10%). They bought stations for \$284,500 four years ago ("Changing Hands," March 17, 1980). Curtis recently sold WEWO(AM)-WSTS(FM) Laurinburg, N.C., to Durham, N.C.-based group owner Durham Life Broadcasting, of which he is now general manager ("Changing Hands," Dec. 19, 1983). He has also sold, subject to FCC approval, WTNC(AM)-WEYE(FM) Thomasville, N.C., ("Changing Hands," Dec. 19, 1983). Longfellow is Laurinburg-based CPA who has no other broadcast interests. Buyer is owned by Robert M. Binkley and his wife, Lorri G. He is vice president of sales for Laurinburg and Tabor City stations. She is office manager of appliance store. Action March 8.

■ KEX(AM)-KKRZ(FM) Portland, Ore. (1190 khz, 50 kw-U; FM: 100.3 mhz, 100 kw, HAAT: 900 ft.)—Granted assignment of license from KEX Inc. and KQFM Inc. to Taft Television and Radio Co. Inc. for \$8,127,391. Sale includes approximately 50 acres of land. Seller is owned by estate of Ina S. Autry—Orvon Gene Autry and Stanley B. Schneider, co-executors. It also owns WCXI-AM-FM Detroit and KAUT(TV) Oklahoma City. Gene Autry also owns KMPC(AM) Los Angeles and KPLZ(FM)-KVI(AM) Seattle. Buyer is Cincinnati-based, publicly traded, producer, syndicator and group owner of five AM's, six FM's and seven TV's. It is headed by Dudley S. Taft, president, and Carlyle J. Wagner, executive vice president, radio and cable TV. Action March 14.

■ WMGW(AM)-WZPR(FM) Meadville, Pa. (1490 khz, 1 kw-D, 250 w-N; FM: 100.3 mhz, 10 kw, HAAT: 530 ft.)—Granted assignment of license from Regional Broadcasters Inc. to Great Circle Broadcasting Co. for \$900,000 including \$700,000 cash and \$100,000 noncompete agreement. Seller is owned by Alastair B. Martin; his wife, Edith P., and their family. They also own WPIC(AM)-WYFM(FM) Sharon, Pa., and WKOP(AM) Binghamton, N.Y. They are majority owners of WAAL(FM) Binghamton, N.Y., and WXQT(AM)-WGRD(FM) Grand Rapids, Mich. Buyer is owned by Beth J. Gunton (70%) and her son, Gary E. (30%). They own Berwyn, Pa.-based building products distributor and have no other broadcast interests. Action March 13.

■ KTAB-TV Abilene, Tex. (CBS, ch. 32; 2051.3 kw vis., 610.7 kw aur., HAAT: 909.5 ft.; ant. height above ground: 749 ft.)—Granted transfer of control from William Terry (55% before; 50% after) to Brian Mundy and Larry Fitzgerald (none before; 2.5% each after) for \$15,000. Action March 13.

■ WADC(AM)-WIBZ(FM) Parkersburg, W. Va. (1050 khz, 5 kw-D; FM: 99.3 mhz, 3 kw, HAAT: 210 ft.)—Granted assignment of license from CDI Communications-WADC/WIBZ Partnership to Parkersburg/Marietta Broadcasting Inc. for \$780,000, including \$740,000 cash. Seller is group of 32 investors headed by Gerald P. Mikitka, sole limited partner. It also owns KQSA(AM)-KIXY-FM San Angelo, Tex., and WKZN-AM-FM Zion, Ill. (Kenosha, Wis.). It recently sold WIVI-FM Christiansted, St. Croix, Virgin Islands, for \$800,000 ("Changing Hands," Sept. 19, 1983). Buyer is owned by James T. Embrescia, Cleveland-based businessman and broadcast consultant, and his wife, Christina. He and his brother, Thomas Embrescia, who recently bought WIFE(AM) Indianapolis, were former owners of WBBG(AM)-WMMJ(FM) Cleveland, which they sold two years ago. Action March 9.

## Facilities changes

### AM applications

Tendered

■ WRSL (1520 khz) Stanford, Ky.—Seeks CP to increase pwr. to 1 kw. App. March 26.

Accepted

■ WHMA (1390 khz) Anniston, Ala.—Seeks mod. of license to change SL and operate trans. by RC from proposed SL. App. March 23.

■ KLLV (1560 khz) Breen, Colo.—Seeks mod. of CP(BPCT-820803AF, as mod.) to decrease power from 10 kw to 5 kw. MEA. App. March 23.

### FM applications

Tendered

■ KMTX-FM (105.3 mhz) Helena, Mont.—Seeks mod. of CP(BPH-820324AN) to change ERP to 100 kw.; change HAAT to 1,892 ft.; change TL, and make changes in ant. sys. App. March 22.

## Summary of broadcasting as of February 29, 1984

Service	On Air	CP's	Total *
Commercial AM	4,740	170	4,910
Commercial FM	3,551	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,431	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	535	23	558
Commercial UHF TV	340	222	562
Educational VHF TV	111	3	114
Educational UHF TV	173	25	198
Total TV	1,159	273	1,452
VHF LPTV	192	74	266
UHF LPTV	71	136	207
Total LPTV	263	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.

■ \*KDCV-FM (91.1 mhz) Blair, Neb.—Seeks CP to change ERP to 0.100 kw (H). App. March 26.

Accepted

■ WXCR (92.1 mhz) Safety Harbor, Fla.—Seeks mod. of CP to change SL. App. March 22.

■ WPCH (94.9 mhz) Atlanta—Seeks CP to change HAAT to 968 ft. App. March 22.

■ WSEZ (93.1 mhz) Winston-Salem, N.C.—Seeks CP to change ERP to 100 kw; change HAAT to 243 ft., and make changes in ant. sys. App. March 23.

■ KOB-FM (93.3 mhz) Albuquerque, N.M.—Seeks CP to make changes in ant. sys. App. March 22.

■ WGFM (99.5 mhz) Schenectady, N.Y.—Seeks CP to make changes in ant. sys. App. March 22.

■ WEBN (102.7 mhz) Cincinnati—Seeks CP to change ERP to 16.6 kw and change HAAT to 876 ft. App. March 26.

■ KNFM (92.3 mhz) Midland, Tex.—Seeks CP to change TL and change HAAT to 388 ft. App. March 26.

### TV applications

Accepted

■ New (ch. 44) Pensacola, Fla.—Seeks MP (BPCT-821109KH) to change ERP to 3,491 kw vis. and 349.1 kw aur.; change HAAT to 1,542 ft.; change TL, and make changes in ant. sys. App. March 26.

■ WCEE (ch. 13) Mt. Vernon, Ill.—Seeks MP to change ERP to 316 kw vis. and 31.6 kw aur.; change HAAT to 989 ft., and make changes in ant. sys. App. March 26.

■ WBDB (ch. 40) Jackson, Miss.—Seeks MP(BPCT-810805KE) to change ERP to 1,040 kw vis., 104 kw aur., and change HAAT to 1,210 ft. Ann. March 23.

### AM actions

■ KOGA (930 khz) Ogallala, Neb.—Returned app. for CP to increase pwr. to 2.5 kw-D and change to DA-2. Action March 14.

■ WLWL (770 khz) Rockingham, N.C.—Granted app. for CP to change freq. to 770 khz.; increase pwr. to 5 kw, and make changes in ant. sys. Action March 19.

■ New (1030 khz) Memphis—Granted app. for MP (BP-810129AB) to change from DA to non-DA (daytime) and 10 kw non-DA critical hours. Action March 16.

## Call letters

### Applications

Call	Sought by
<b>New FM's</b>	
KHAZ	Peak Broadcasting Co., Hays, Kans.
KISY	Cavaness Broadcasting Inc., Tioga, La.
KQAI	Dream Communications, Inc., Childress, Tex.
WSTX-FM	Virgin Islands Bdcstg. Corp., Christiansted, St. Croix, Virgin Islands
<b>New TV</b>	
WDEM	Whitco Broadcasters, Inc., Hollywood, Fla.
<b>Existing AM's</b>	
WYSE	WAZA Vision Communications, Inc., Bainbridge, Ga.
KILJ	KKSI KILJ AM Ltd., Mt. Pleasant, Iowa
KCEZ	KXLF Mountain Sky Broadcasting, Inc., Butte, Mont.
KBNG	KVGM Big Bang, Inc., Yakima, Wash.
<b>Existing FM</b>	
KYSN	KTRW Challenger Broadcasting Corp., East Wenatchee, Wash.

### Grants

Call	Sought by
<b>New FM's</b>	
WKLG	Freeman Broadcasting Co., Rock Harbor, Fla.
KDMC	Dyersville Music Corp., Dyersville, Iowa
*WFUM-FM	The Regents of the University of Michigan, Flint, Mich.
KZOU	Southwest Communications, Inc., Centralia, Mo.
<b>New TV's</b>	
KOMT	Baxter Broadcasting, Inc., Mountain Home, Ark.
WBNA	Word Broadcasting Network, Inc., Louisville, Ky.
WLTK	TV-8, Inc., Somerset, Ky.
KDRT	Del Rio Communications, Inc., Del Rio, Tex.
<b>Existing AM's</b>	
KLCY	KYSS Garden City Broadcasting, Inc., Missoula, Mont.
WYGL	WQBQ David Bernstein, Selingsgrove, Pa.
WKAV	WXAM Cavalier Country Broadcasting, Inc., Charlottesville, Va.
<b>Existing FM's</b>	
WLVE	WWWL Community Service Broadcasters, Inc., Miami
WFMG	WYMX American Republic Communications of Georgia, Inc., Augusta, Ga.
WLAB	WLHI The Lutheran Association for Broadcasting, Inc., Fort Wayne, Ind.
WGTV	WJAI Great Trails Broadcasting Corp., Eaton, Ohio
KDNT-FM	KDNG-FM Mel Wheeler, Inc., Gainesville, Tex.
KLTR	KRLY Gulf Broadcast Group, Houston
KZOM	KOAY Benito Juarez Sandoval, Stamford, Tex.
KLCY-FM	KLCY Ninety-Four Corp., Salt Lake City
<b>Existing TV</b>	
WBKZ	WXJC-TV James A. Chase, Angola, Ind.



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**Sales manager,** suburban Boston. If you can sell in a small market and motivate salespeople, Send letter and resume to Box 1265, Backbay Annex, Boston, MA 02117.

**Controller.** SE radio group needs degreed accountant, experienced in radio at station & group level. \$30 K plus. Resume & salary history to Box P-11.

**Long Island station has** senior level executive position available. Must demonstrate top management potential with emphasis on strong local and national sales experience. Send resume/compensation requirements to Box P-17. EOE. All replies confidential.

**Development manager** for full service public radio station. Responsible for the traditional activities of development, including promotion, advertising, public relations, fundraising, membership drives, special events, support systems, etc. Position also includes teaching one class per semester. Requires MA or MS and three years of professional experience. Send resume, portfolio and three letters of reference under separate cover to Karen Holp, General Manager, KRWG-FM, Box FM91, New Mexico State University, Las Cruces, NM 88003. Application must be postmarked by April 26, 1984, with a start date of July 1, 1984. NMSU is an AA/EOE.

**Local sales manager** - Texas medium size strong growth market. Must have successful background in direction, training, motivation; and selling. Excellent facilities. Outstanding opportunity to move up to higher management responsibilities. No contact of references until we talk. EOE. Resume, references, requirements in confidence to Box P-27.

**Business manager** for Washington, DC area; seeking an experienced, take charge individual to manage all financial affairs of a thriving station in a dynamic market. Send resume and salary requirements to Box P-31. EOE.

### HELP WANTED SALES

**Reward yourself!!** If you have a successful radio sales and/or management background, why not move up to a position that gives you a real opportunity to earn what you're worth? We offer qualified candidates a chance to earn \$40,000 during their first year, \$60,000 or more each year thereafter. You will be establishing and working directly with client stations to assist them in developing the full radio co-op advertising potential for their markets. Drawing account up to \$2,000 monthly to get you started. For full details, call Bob Manley, 806-372-2329.

**Sell! Sell! Sell!** If you can sell sell and love local radio, you have a future with us. Other stations in the works. Write Paul Sidney, President, WLNG AM/FM, Box 2000, Sag Harbor, NY 11963.

**WNGS-FM,** West Palm Beach, looking for account executive-local sales. Sandy Aiken, Sales Manager, P.O. Box 669, West Palm Beach, FL 33402. EOE.

**General sales manager.** Must be an experienced leader to recruit, train, motivate and maintain an aggressive, dominant sales force for group owned central New York top-rated AM/FM. Handsome salary and excellent benefits for the right individual. Send Resume and personal requirements to Box M-159. EOE/MF.

**Account executive needed.** If you're an aggressive, serious, career-minded individual, you can earn the \$\$\$s. Beaches next door. Resumes to WBCA/WWSM, Box 426, Bay Minette, AL 36507.

**Account executive.** Experienced only. We need a closer that hustles, good list available, great opportunity. Southeastern growth market. Send resume to Box M-138.

**Radio sales school.** Complete training, positions available, late March or April, 5 days/\$250. Results Radio, P.O. Box 741323, Dallas, TX 75374.

**South Georgia.** Country station needs 2 people. One to do announcing/sales; other as program director/sales. WJEM Radio, 912-242-1565.

**Sales manager/sales persons** for WKZU/WLNH Laconia, NH, a Sconnix station. Here is a chance to show your ability and get paid for it. New sales staff for AM country station, good salary and incentive. Beautiful area, great facility. Immediate openings. Call Bob Greer, GM, 603-524-1323.

**Los Angeles suburban** rock has opportunities for aggressive salespeople. Radio experience required. 213-755-8172.

**Want to live in 1** of America's prime areas? Napa Valley, 45 mi. from San Francisco, market of 150,000. Excellent sales position with KVON/K99. We have 45% share. Write George Carl, PO Box 2250, Napa, CA 94558.

**Sales - broadcast.** Midwest radio group has several positions open for account executives in Minneapolis and Madison who are willing to make a career move. Radio sales experience, regardless of market size, and/or "state of the art" marketing skills a must. Call/write: Hudson Investment Corporation, 1150 17th Street, NW, Washington, DC 20036. 202-296-8995. EOE.

**Growing broadcast group** seeks career minded salespeople for newly acquired class C FM in Augusta, Ga. This is an outstanding opportunity for the right person. If you possess a positive personality, high self-image, and the desire to win, you can earn an excellent income and grow with our company. Write Sales Manager, WFMG, P.O. Box 669, Augusta, GA 30903. EOE.

**Radio sales manager.** 100KW FM/5 KW AM. Expanding south Alabama combo needs an experienced broadcast salesperson to assume all duties with local sales staff. Needs to be neat in appearance and high on enthusiasm. Call 205-382-8048 between 7 P.M. and 10 P.M. weeknights CST, or send resume and salary history to Box P-38.

### HELP WANTED ANNOUNCERS

**Do you have management** qualities in programming, and need a move up to express those qualities? We need someone who has those abilities to work side by side with our operations director. This person must also have above average talents in airwork, production, remotes, and client & community involvement. Minimum of three years commercial experience. The right person will receive above average compensation and benefits. We are a class C stereo country FM and class IV MOR/talk AM. Tape, resume, and references in first reply to Bob Belcher, Operations Director, KTRR/KZNN, P.O. Box 727, Rolla, MO 65401. Equal opportunity employer.

**WNGS-FM,** West Palm Beach, looking for morning personality—soft rock/jazz format. Ross Block, Program Director, Box 669, West Palm Beach, FL 33402. EOE.

**Bright, creative morning** entertainer for A/C station. Rush tape/resume: Michael Adams, WAFB-FM, Box 2671, Baton Rouge, LA 70821. EOE.

**California small market** station seeking announcers familiar with big band era sounds. PD possibility. Send resume, including salary requirements, to Box P-10. EOE.

**Southeastern Massachusetts** number one news/talk station needs a personality-plus morning man. 1/2 of a 2 man team. A production pro with at least five years' experience. Morning show/all news and information with heavy features. Call or send resume to Mike Gray, WBSM, 220 Union Street, New Bedford, MA 02740. Call 617-993-1767 from 10 AM-1 PM EST.

**Programmer/announcer.** For new FM public radio station. In consultation with general manager responsible for selecting and scheduling non-news and arts programming (music, drama, commentary, analysis, etc.); maintain contact with programming sources; develop concepts for locally produced programs; assemble daily program log; assist in developing operational policies and procedures; serve as regularly scheduled announcer; and participate in promotional and fundraising efforts. Bachelor's degree preferred and minimum of two years broadcast experience, preferably in public broadcasting. Broad knowledge of music and arts helpful. Salary competitive, excellent benefits package. Deadline for applications: April 9, 1984. Send letter of application, resume, cassette, and three references (including phone numbers) to: Personnel Services, Northern Kentucky University, Highland Heights, KY 41076. AA/EOE.

**Morning personality.** Great Minnesota location. This medium market station playing nostalgia needs a mature, experienced morning communicator. Send resume to Box P-33. EOE/MF.

**Announcer - copywriter** for New England small market station. Start at \$230/week. Resume to Box P-35. EOE.

**Immediate opening** for announcer for a strong, Midwestern 100,000 watt FM oldies/soft rock station for an overnight position or other possible shifts, who is a good production-person and a team player. EOE. Resume to Box P-36.

### HELP WANTED TECHNICAL

**Louisville's WRKA** (St. Matthews) has immediate opening for chief engineer. Impending power increase and frequency change. New studio construction this summer. Must be strong on audio, preventive maintenance. 4 track, STL, RPU, 2-way. Send resume to Bob Newberry, Capitol Broadcasting, 917 Western America Circle, Suite 500, Mobile, AL 36609.

**Group operation** with Southeast coastal properties needs engineer with general class license. Experience desired. Send resume and salary requirements to Box P-37. EOE.

**Birmingham's WMJJ** has imminent opening for chief engineer. 100 KW, beautiful studios. Must be strong on audio, preventive maintenance. 4-track. STL. Send resume to Bob Newberry, Capitol Broadcasting, 917 Western America Circle, Suite 500, Mobile, AL 36609.

**Radio technician**-first class FCC license required. Operator and supervisor of student radio station. 11 month work year - school calendar. Salary range \$12,500 to \$14,000 annually. Contact Robert Huntz, Principal, Ossining High School, 29 South Highland Avenue, Ossining, NY 10562. 914-762-5760.

**Chief engineer.** For 5kw AM and 100kw FM. AM and FM experience required. Brand new studios-common site with TV. Excellent equipment, good benefits. Send resume and salary to Roger Greenley, WDAY Radio, PO Box 2466, Fargo, ND 58108.

**New class B FM** seeking experienced chief engineer to build and maintain state of the art facility. This is your chance to do everything you've always dreamed about. Send resume to Peoples Broadcasting Corp., 9292 N. Meridian Street, Suite 311, Indianapolis, IN 46260. EOE/MFH.

**Chief engineer** for class IVAM/class C FM in St. Cloud, Minnesota. Building and most equipment just over 3 years old. Ideal working conditions and the opportunity to grow with a dynamic company await the successful candidate. Contact: Rich Habedank, WJON Broadcasting, Box 220, St. Cloud, MN 56302. An equal opportunity employer.

#### HELP WANTED NEWS

**Experienced news anchor** for WALK AM/FM, Long Island's most powerful radio station. Strong news-gathering skills and desire to be important part of award-winning newsteam. Tapes and resumes to News Director, WALK AM/FM, P.O. Box 230, Patchogue, NY 11772. EOE.

**Immediate opening:** sports director. Hockey PBP and local sports coverage a must. Send salary requirements, tape and resume (no calls) to: Andy Witt, WTSO Radio, Box 8030, Madison, WI 53708. EOE.

**Experienced news director** for AM daytime. All news format. Send tape and resume to Ernie Winn, WNRS Radio, PO Box 8605, Ann Arbor, MI 48107. EOE.

**Coastal Maine news director** for excellent AM/FM. Must be experienced broadcast reporter. Send tape/resume to Dudman Communications, Ellsworth, ME 04605. EOE.

**Professional Technician 1.** News and public affairs director. Public radio station WFCR-FM, University of Massachusetts/Amherst. Responsible for overseeing the operations of the news and public affairs department, including the production of all locally produced news and public affairs program. Three years experience in radio production, preferably in news and public affairs, is required. Demonstrated training, administration and communications skills are required. Salary: \$16,000 to \$18,500. Submit resume and demonstration tape to Laura Howard, Div. of Cont. Educ., S.E. Entr./Library, University of Massachusetts, Amherst, MA 01003. Deadline for receipt of applications is April 23, 1984. An AA/EOE.

**News director.** Competitive Midwest market seeking an individual who can direct news staff to market dominance and has professional experience in writing, reporting and anchoring. Excellent facilities and good benefits. Send tape and resume to Roger Greenley, P.O. Box 2466, Fargo, ND 58108.

**Broadcast news.** The Ohio State University seeks broadcast producer to teach radio news and coordinate student internships for school of journalism; do general assignment reporting and prepare and deliver newscasts at WOSU-AM. B.A. and considerable professional broadcast journalism experience, or equivalent combination of education and experience. Master's preferred. \$15,000 to \$21,480 for 12 months depending on experience and qualifications. Send resume, writing samples, and audition tape to Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Avenue, Columbus, OH 43210. Application review begins April 30. An AA/EOE.

**News director.** Northern New England AM-FM. Good on-air presence, ability to deal with heavy newscast schedule and strong organizational skills necessary. Starting range \$16-\$19,000. DOE. Tape, resume, writing samples to Broadcast Consultants, POB 1, South Tamworth, NH 03883. No calls. EOE.

**Newsaholic wanted** for night shift. Late afternoon newscasts, cover meetings, prepare material for morning crew. Tape, salary requirements to WASR, Wolfeboro, NH 03894. ESOE.

**News/public affairs director.** For new FM public radio station. In consultation with general manager responsible for production and/or selection of all news and public affairs programs; coordinate and produce locally originated news/public affairs programs (newscasts, interviews, sports, documentaries, lectures, etc.); supervise all news reporters/producers, student interns, and volunteers; select externally produced news/public affairs; serve as announcer whenever needed; establish ethics for news reporting; participate in promotional and fundraising efforts. Bachelor's degree preferred and at least two years experience as broadcast journalist, preferably in public broadcasting. Salary competitive, excellent benefits package. Application deadline: April 9, 1984. Send letter of application, resume, cassette, and three references (including phone numbers) to: Personnel Services, Northern Kentucky University, Highland Heights, KY 41076. AA/EOE.

#### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Rocky Mountain AM/FM** seeks experienced program director for 100 KW AC FM. Air shift, light production. Tape and resume to Quin Morrison, KUAD-FM, Box 117, Windsor, CO 80550. EOE.

**Production director** for central Pennsylvania powerhouse stations, WKOK AM and 94 KX FM. Must assume full responsibility for commercial production with emphasis on quality control. Excellent voice, production skills and command of English language required. Send resume, sample of work and salary requirement to: Joseph A. McGranaghan, Executive Vice President, Sunbury Broadcasting Company, PO Box 1070, Sunbury, PA 17801. An equal opportunity employer. MF.

**If you enjoy handling** promotions, producing creative commercials, and jocking an AOR format, you might be the team member we're in search of. Creativity and organization a must. Tape and resume: Rick Singer, WOOS, PO Box 9217, Canton, OH 44711.

**Need experienced announcer** willing to take responsibility for announcing, news and production staff. Country format in Norfolk/Va Beach/Hampton/Newport News metro area. Send tape/resume to Janie Clark, WKEZ, 2101-29 Executive Drive, Hampton, VA 23666. EOE/MF.

**South Georgia.** Country station needs 2 people. One to do announcing/sales; other as program director/sales. WJEM Radio, 912-242-1565.

**WNGS-FM,** West Palm Beach, looking for experienced production director. Creative, well organized, superb copy writer, 4 track experience. Send resume, copy or tapes to Bill Pearl, WNGS-FM, P.O. Box 669, West Palm Beach, FL 33402. 305-844-6343.

**KEKB-FM Grand Junction,** Colorado's first country FM station, needs operations mgr. Brand new station to sign on May 1. Good production techniques, good pipes, and experience with automation required. Send T & R to Dick Maynard, KEBK-FM, P.O. Box 68, Fruita, CO 81521.

**Program director** - Los Angeles contemporary station. If you are creative, goal oriented, have strong background in promotions, music, research, and deal well with people, we have a great opportunity for you. Resume only to Box P-34.

#### SITUATIONS WANTED MANAGEMENT

**Increased sales \$1,000,000.** Unalloyed desire to win. Significant administrative skills plus program savvy needed in competitive environment. Bottom line orientation. On target budgets. Innovator. Leader. Box M-14.

**Successful PD** top five market seeks GM slot for turnaround bid. My talk format gets 7's in highly competitive market. Would consider PD slot top 10 mkt. Box M-84.

**General manager/consultant.** If you think your format is right but revenue is down, you need help. Guaranteed results in 120 days. Firm one year contract a must. Let's negotiate. Box M-161.

**GM/GSM seeks** new challenge. 18 yrs.' experience. Prefer SE or Midwest. Presently employed. Box 11421, Ft. Wayne, IN 46858.

**18 years successful** management, sales and production. Medium markets preferred. MBA degree. Employed. Box P-22.

**Exceptional general manager** with in-depth knowledge of radio covering 19 years of successful management. Dynamic, highly organized. Demonstrated expertise includes heavy sales and promotion skills, superior leader and motivator. Results and profit oriented. Looking for an owner who wants an achiever and can afford quality. Box M-117.

**Do you have good people, good sales, good ratings, good facilities, long and short term goals for growth and profits?** Need to be excellent. Need strong leader to motivate your good people, good sales, good programming and promotion to excellence with market research, inventory control and sound business principles! I'm 42, with 23 years of broadcasting experience. I'm not interested in quick programming fixes, instant sales promotions, or turnaround situations. Write in confidence and sell me on why I should be your CEO or president and general manager. Serious investors only! Box M-135.

**Successful nine year** Nebraska small market salesman wants management or sales management opportunity. Loves radio! Box P-26.

**General manager's position** wanted. Have radio, agency and TV management experience. Presently employed. Prefer medium or small market. Box P-28.

#### SITUATIONS WANTED ANNOUNCERS

**Eager, educated, experienced.** Part-timer ready for full career opportunity. Trained and talented in announcing/production/copywriting. Call Tim Prchal, 815-459-7180.

**Seeking country home** in the country, central or southern Wis. 32, single, exceptional voice, 1 year experience. 73rd market. Need two weeks notice. Pete, 217-629-8130.

**Spots recorded,** \$6 per read. Bill Kauffman, RD3, Box 570, Palmyra, PA 17078.

**Versatile young broadcaster,** six months commercial experience, looking for small to medium market station where my diversity will help. Rob, 617-267-9876.

**Extremely energetic NY production oriented female** DJ seeking air shift &/or production position, NY area. Produced syndicated shows & have been on many NE radio stations. Enthusiasm within your organization a must! 516-773-4633.

**Available now!** For Ohio, Alaska, nearby state. Previous part time experience. Doug Hendricks, 419-387-7761, after 4 PM EST.

**FCC licensed broadcaster** seeks position. Extensive experience as college radio DJ, music director, program director. Any format. Prefer Calif. location. Write Marianne Biskup, 52 Tharp Ave, Watsonville, CA 95076.

**Think of me as quality blue chip stock,** not as a speculative issue. Two years experience in small market. Want to move up. Adult top 40, MOR. Want to be creative, not just push buttons. Call Dave, 201-777-0749.

**Seasoned, talented jock.** Do-it-all type. Production, remotes, etc. Great for small market. Absorb your culture. I'll go anywhere. Just promise me you'll appreciate a humorous whipper-snapper on your staff! Prefer CHR. Steve, 504-384-3718

**Male announcer** with very good pipes. Creative, hard working, stable, strong on commercials and news. Will relocate if situation is right. For tape and resume, call (Big) Dave Gentry, 312-485-1691.

**Veteran hockey broadcaster** looking for break into pros. Two NCAA championships. 314-724-2781.

**Announcer/sportscaster.** Seven years experience, know rock format. Southern Rockies, West Coast leave messages. 303-651-1167.

#### SITUATIONS WANTED TECHNICAL

**Engineer with 13 years** experience in all phases of radio. Past experience includes chief operator, announcer, farm news, copy writing. Presently employed. Seeking permanent position in Iowa. Would consider surrounding states. 319-634-3852.

**CE presently** in small/medium market, looking to move up. AM/FM experience. Box P-6.

**Chief engineer,** 8 yrs.' experience, wants chief's position, medium or large market. Strong on DAs, high power FM, satellites. Reese Hull, 303-221-2027.

**Mature chief operator/announcer.** Knowledge and experience in most phases radio. Iowa or surrounding area. Phone 319-634-3852. Available April 15.

**CE looking for a new challenge.** 15+ years experience in all phases of AM/FM. Box P-5.

**Director of engineering or chief engineer.** 12 years experience as DE and CE with major group owner. Highly experienced all phases engineering and technical management. Top references. Box P-41.

#### SITUATIONS WANTED NEWS

**Ambitious sportscaster** with experience can provide expert PBP in football, baseball, basketball, & hockey, including interview work & sportscasting. If interested, call Mike Kelly, 312-652-2452.

**Young, energetic, experienced news/talk/host/anchor/reporter** with ten years experience and awards to prove it. Chicago/Wyoming/California experience. Art Lynch, 16754 Merrill, Victorville, CA 92392. 619-241-0739; 312-848-9263.

**Award-winning PBP, sportscaster, news writer.** 9 years experience. Ed Lewis, 714-630-8316.

**Harrisburg, PA, sports personality.** If you want your basic, bland, cliché-ridden sportscaster, do not contact me. But if you want someone who is a conversational entertainer, knows sports, with track record and experience, I'm the one. Excited to make you a winner. Prefer East Coast and Florida. P.O. Box 15336, Harrisburg, PA 17105.

**Experienced news anchor seeks Twin Cities market.** Excellent organizer and voice. Angelo, 212-338-8328, between 6 PM and 8 PM EST.

**Will go anywhere.** Hardworking, versatile, dependable. Money no object. Seeking entry level position. Contact Robert Brown, 20 East 93 Street, NY, NY 10128. 212-369-6319 (best before 8:45 A.M. and after 5:45 P.M.) or 516-746-3869.

**Committed to excellence.** Six years journalism, superb writing, on-air skills, plus maturity, integrity and loyalty. Seeks challenge in Seattle metro area. Jim Fletcher, 206-828-4394.

**Aggressive, award-winning sportscaster** looking to move into major market. PBP a specialty. 314-724-2781.

**An investment in a twenty cent stamp** could net you an announcer with 7½ years experience in most facets of radio. Prefer upper Midwest. Well read, conversational and follows directions. Box P-19.

**News director/reporter.** Award winning professional seeks new challenge. Capable, energetic, community active. Medium to larger markets. Doug Rink, 305-631-7362; 513-851-2678.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Warm voice, bright mind, sharp wit.** 15 years experience, great people skills. Currently in television, seeking return to radio small/medium stable operations/program director position. Box 10005, Elmwood, CT 06110.

**"\$ checks are in the mail!"** If you haven't received yours yet, don't wait any longer. Write Box M-132. It'll be worth all 20¢.

**Unique positioning** doesn't mean low come! An adult/environmental format targeting 25-44 for small-medium markets. Write: Bradley, 2276 Crompond Road, Yorktown, NY 10598.

## TELEVISION

#### HELP WANTED MANAGEMENT

**General Manager** - Top group owned affiliate in Southeast. Prefer three to five years experience. Must be experienced in budgeting/cost control with strength in sales, news and programming. EOE-M/F. Send resume to Box M-64.

**ABC affiliate desires** hands-on GSM for 166th all-UHF Mid-Atlantic mkt. Want strong leader who can teach by example. Main emphasis local sales. Excellent staff in place. Great pay, beautiful beach community. Frank Pilgrim, P.O. Box 321, Salisbury, MD 21801. 301-742-4747. EOE/M-F.

**General manager.** Small Oklahoma UHF TV station needs individual to serve as general manager. Will be responsible for overall station operation, including sale of advertising & program scheduling. Individual must have 2-3 years experience as a strong manager, with demonstrated sales ability. Prior TV or radio experience desirable, but not required. Excellent opportunity for self starter. Send resume, & recent salary history, to Box M-96. EOE, M/F/H/V.

**General sales mgr.** Hands-on manager in medium market, SW. Demonstrate success in this market, move up to station mgr. within mkt. or move to top 50 mkt. within two yrs. Excellent salary and benefits with multi-operator. Send resume to P.O. Box 27206, Houston, TX 77027.

**Aggressive sales manager** with ability to train and direct staff. NBC/ABC station, interior Alaska. Contact Chuck Brownlow, GM, P.O. Box 74730, Fairbanks, AK 99707, or call 907-452-2125.

**Remote operations manager.** National production facility seeking individual with experience in scheduling of 5-camera remote unit & personnel. Previous remote experience necessary, management & sales experience a plus. No calls. Send resume to R. S. U., 3210 W. Westlake Ave., Glenview, IL 60625. EOE.

**Local sales manager** - small market, group-owned, ABC affiliate, Midwest, seeks knowledgeable TV sales professional who can lead, teach and motivate. Minimum three years TV sales experience required; previous management experience desired. Send resume and compensation requirements to Box P-3. Equal opportunity employer.

**Director of engineering.** New Hampshire Public Television seeks senior manager to oversee \$815,000 budget, staff of 23, three transmitters (one VHF, two UHF), statewide microwave network, heavily utilized mobile unit and studio facilities. NHPTV is heavily involved in production and post production for itself and outside clients. Requires demonstrated technical ability and a minimum of ten years broadcast experience and five years administrative and supervisory experience in commercial or non-commercial television. Director is responsible for all capital purchases, long term planning, grant applications, and will help design new studio facilities scheduled for completion in 1986. NHPTV is a growing organization which has just completed a \$2.2 million capital refurbishment with another planned in 1985-86. Headquarters are located in Durham, on the New Hampshire seacoast, 65 miles north of Boston. Salary range: \$28,760 - \$44,930, DOE. Send detailed resume to General Manager, NHPTV, Box 1100, Durham, NH 03824. Confidentiality will be honored. Deadline is April 23, 1984. AA/EOE.

**Creative services manager** - this person is an important part of our management team. Therefore, we are looking for someone with at least two years experience as a promotion manager. If you have the experience, you know what the job requires. So let us know your qualifications. Send tape and resume to Lois Hinkle, WKRC-TV, 1906 Highland Avenue, Cincinnati, OH 45219. WKRC-TV is an AA/EOE.

**Television advertising sales manager** to manage production, commercial sales, and local origination facility for cable TV system on tropical island of Guam. Ideal advancement opportunity for experienced TV station manager with strong marketing and administrative skills ready to move up into 22,000 subscriber cable TV operation. Five years management experience desired, print experience helpful. Compensation package commensurate with experience and ability. Send resume to: R. Jerry Staggs, General Manager, Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910.

**General manager:** Florida independent. Equity incentives available. Send detailed resume and salary requirements to Box P-29. EOE.

#### HELP WANTED SALES

**TV account executive** - number one CBS affiliate has excellent opportunity - established account list in top growth market. Minimum two years' TV sales experience required. Send resume, career goals and salary history to General Sales Manager, WTVR-TV, 3301 West Broad, Richmond, VA 23230. EOE. No phone calls, please.

**Experienced television salesperson** with local, retail and independent sales experience. Ground floor opportunity with sign-on independent, managed by highly experienced broadcasters. Call Ed Peri, 504-525-3838. WNOL-TV, New Orleans.

**National sales manager.** Top rated CBS affil. in high lifestyle market. If you can deliver superior results at a superior station, contact Scott Vaughan, VP & GM, KKTU, Box 2110, Colorado Springs, CO 80901.

**Seeking seasoned pro** with independent television background for number one list. Must have proven success with master accounts. Call Ed Peri, WNOL-TV, 504-525-3838. New Orleans' newest television station.

**Sunbelt Independent** in top 50's market has an immediate opening for an aggressive, knowledgeable marketing salesperson with ability to package and develop new business, as well as handle established list. Must have a minimum of two years TV sales - independent preferred. Send complete resume to Box P-9. EOE.

**Account executives:** New Sunbelt VHF independent. Must be able to sell without big numbers. Previous independent experience a plus. Send resume, in confidence to General Sales Manager, KSAF-TV, 5700 Harper Dr. NE #480, Albuquerque, NM 87109.

#### HELP WANTED TECHNICAL

**TV maintenance engineer** needed for major post production facility. Our expansion has created additional engineering positions. B.S. in electrical engineering or equivalent in trouble shooting broadcast equipment and a strong digital background required. Reply with resume to: George Slominski, Optimus Inc., 161 E. Grand, Chicago, IL 60611. 312-321-0880. EOE.

**Maintenance engineers** and portable satellite uplink engineer. Remote television experience necessary, strong maintenance skills required. Travel necessary. Send resume to Box M-120 by April 15.

**TV maintenance supervisor.** For installation and repair of studio, remote and transmitter equipment. Requires current FCC general class license and minimum of three years experience in electronic repair and troubleshooting of broadcast equipment. Salary commensurate with ability and experience. Apply: WFTS-TV 28, 4501 E. Columbus Drive, Tampa, FL 33605, or phone 813-623-5234.

**TV operations engineer** with 1 or 2 years of broadcast television experience. All Applicants must hold a valid FCC general class license. A good basic technical, theoretical background particularly in reference to the Federal Communications Commission transmission standards as they relate to video and audio signals. Please send resume and salary requirement to WNED-TV, Director of Engineering, Dept. B, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

**Tired of being a small fish in a big pond?** Once-in-a-lifetime opportunity to become chief engineer for small market network affiliate. TV studio equipment and transmitter experience a must! Box M-158.

**Assistant chief engineer** for PBS station, New Mexico State University. Requires minimum three years experience in television broadcast engineering with emphasis on maintenance of major equipment and knowledge of digital theory, B.S. E.E.T. degree or degree in related field; or any equivalent combination of education and experience. Will maintain or supervise maintenance of station equipment; assist supervision and scheduling of technical personnel. Resume and three professional references postmarked by April 6, 1984 to Jim Dryden, KRWG-TV, Box TV22, Las Cruces, NM 88003. An affirmative action/equal opportunity employer.

**Assistant chief engineer** for CBS affiliated UHF television station. 3-5 years TV transmitter and equipment maintenance plus some administrative experience. Resume to Jim Brady, Chief Engineer, WIFR-TV, Box 123, Rockford, IL 61105. EOE.

**RF engineer supervisor** - regular FCC license and ET degree or equivalent. Five years experience installing, repairing, maintaining, high power systems. Must have proven abilities running small shop, servicing state of the art control, audio, video, RF and processor systems. Reply to General Manager, P.O. Box 427, Broomfield, (Denver) CO 80020. Deadline April 9th.

**New England's premiere** independent TV station is looking for flexible technical people who have a background in MCR, telecine operations, and studio production. If you are a self-starter with high standards and would like to polish your skills and learn new ones, you have a place with us. Please reply in confidence to Charles S. Fitch, P.E., Director of Engineering, WETG/Channel 61, One Corporate Center, Hartford, CT 06103.

**Chief engineer.** Looking to move up? Must be highly knowledgeable in maintenance of UHF transmitter, studio equipment, microwave and budget administration. Minimum 7 years experience. Excellent salary and fringes. Midwest affiliate. Send resume to Box P-1. EOE.

**Broadcast television technician.** Must have a minimum of 3 years experience in commercial TV broadcast operations. Growth potential available with state of the art facilities. Send resume to Chief Engineer, KNBN-TV, P.O. Box 215197, Dallas, TX 75221. A Metro-media station. EOE/MF.

**Maintenance technician** for public television station with newly expanded signal coverage throughout southern California. Must have the general FCC license plus two years full-time broadcast maintenance experience. Excellent salary plus full family benefits. Send letter and resume postmarked by 4/13/84 to Winston Carl, Personnel Office, KVCR-TV/FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410 AA/EOE.

**Television maintenance engineer:** experience required. FCC first (or general) a must. Submit resume, salary requirement to: Chief Engineer, WSLV-TV, P.O. Box 2161, Roanoke, VA 24009. An EEO employer.

**Maintenance engineer** - Catholic satellite network, located in Sunbelt. Broadcast experience and FCC license essential. Responsibilities include maintenance of TK-46 cameras, RCA 2" and 1" VTR's, Vital switching. Salary commensurate with qualifications. Send resume to Matt Scalici, EWTN, 5817 Old Leeds Road, Birmingham, AL 35210.

**Technical operations supervisor.** Group owned TV station in Philadelphia has opportunity for technical operations supervisor. Responsibilities include supervision of TV engineering operational areas, scheduling of personnel and equipment, and operational interface with other departments. Must have technical school background with valid FCC license, operational and some maintenance experience with all types of studio and ENG equipment, leadership ability and administrative skills, and knowledge of FCC regulations applicable to technical standards. Experience with digital equipment and computers highly desirable. Salary commensurate with experience. Send resume including salary history in confidence to Human Resources Department, KYW-TV, Independence Mall East, Philadelphia, PA 19106. EOE.

**Television master control technician** operates and sets up a variety of video equipment, and transmitter for public television station with newly expanded signal coverage throughout southern California. Must have the general FCC license plus two years full-time experience in the on-air master control operation of a broadcast facility. Excellent salary plus family benefits. Send letter and resume postmarked by 4/13/84 to Winston Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. AA/EOE.

#### HELP WANTED NEWS

**Sports director.** Great opportunity for radio sports director to make the switch to TV. Excellent opportunity for sports director who would like to settle down in progressive small market. Generous salary, profit sharing and pension plan. EOE. Resume to Box M-125.

**Weathercaster** for network affiliate, Southeast medium market. If you are well grounded in forecasting and have a unique style, we're interested. Send resume and tape to M.D. Smith IV, WAAV-TV, P.O. Box 2555, Huntsville, AL 35804. EOE.

**Co-anchor/producer.** Strong on-air delivery and sense of production needed. Send tape and resume to Dick Florea, WKJG-TV, 2633 W. State, Fort Wayne, IN 46808.

**Anchor/producer** for 6 and 10pm news with Florida ABC affiliate. If you have good news production and on-air skills, show strong news judgement and don't mind working in a small market, please send tape and resume to: News Director, WMBB-TV, Box 1340, Panama City FL 32401. EOE.

**Consumer unit writer/producer** for major market network affiliate. Previous experience essential. Journalist strong on enterprise, research, writing, and production. Equal opportunity employer. Resume and written listing of recent stories to Box M-150.

**Anchor/reporter:** looking for weekend anchor with good, personable communication skills. Two years experience. Also must have strong reporting skills and be an enterpriser. Send resume and tape to Carol Rueppel, News Director, KMTV, 10714 Mockingbird Dr., Omaha, NE 68127.

**Experienced TV news person** wanted. College background, proven professional skills in live remotes, camera, editing, complete knowledge of inter-workings and mechanics of major TV news operation, ability to deal effectively with employees, FCC general class license, valid driver's license with good driving record necessary. Qualified applicants for TV news remote coordinator send resume and tape to Jo Shilling, P.O. Box 9494, Seattle WA 98119. EOE.

**Experienced producer** needed for #1 late news on Midwest network affiliate. Resume to Box M-160. EOE/MF.

**Do you have what it takes** to be a top 10 anchor, reporter, sportscaster, weathercaster, or producer? Send resume to: Professional Video Services, 930 Granite Court, Martinez, CA 94553.

**Primo People, Inc.,** now accepting tapes & resumes. Contact Steve Porricelli, Box 116, Old Greenwich, CT 06870. 203-637-0044.

**News director** - small market, group-owned, ABC affiliate, Midwest, seeks current assignment editor or assistant news director to lead large, well-equipped news department. Journalism degree and ability to recruit/teach journalists required. Send resume and salary requirements to Box P-2. Equal opportunity employer.

**Anchor-reporter.** CBS affiliate, southeastern market, seeking experienced television reporter who can write, edit, and co-anchor. Send resume and tape to Dave Basinger, News Director, WCBI-TV, P.O. Box 271, Columbus, MS 39703. No phone calls, please. EOE.

**Experienced general assignment reporter/weekend weather anchor** for immediate opening in aggressive news operation. Rush resume and tape to: News Director, KOLR-TV, Box 1716-SSS, Springfield MO 65805. EOE.

**Reporter.** Three years experience. Resume and audition tape: News Director, WSMV, Box 4, Nashville TN 37202.

**News producer** for 6 & 11 p.m. newscasts M-F. Number 1 station in top 50 market seeks person with news background and producing experience. Qualified persons reply to Personnel Mgr., WSAZ-TV, Box 2115, Huntington, WV 25721, by April 13. EOE. No phone calls, please.

**Sports anchor.** 5 pm, 6pm, and 10 pm news, M-F, VHF Florida ABC affiliate. Requires editing, writing, producing, and on-air skills. Great opportunity to move up. Send tape and resume to: News Director, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

**Southern mid-sized market network affiliate** looking for weekend anchor/reporter. Send resume and salary requirements to Box P-20.

**Central Florida's leading news station** needs another street reporter. Good writing self-starters only. Send tape and resume to: Bob Jordan, News Director, WFTV, Box 999, Orlando, FL 32802. No phone calls or beginners. We're an equal opportunity employer.

**News director** needed for group-owned Southeast affiliate. Minimum 2 years experience as news director or 3 years experience as assignment or managing editor. If you are a hard worker and can turn around a staff of 9, send resume and salary history to Box P-16. EOE/MF.

**Meteorologist.** Growing network affiliate, beautiful resort area, needs meteorologist. Salary \$15K. Resumes to Box P-18. EOE.

**Southern mid-sized market network affiliate** looking for weeknight co-anchor. Must have reporting and anchor experience. Send resume and salary requirements to Box P-21.

**Reporter/photographer** position available at northeast Texas TV station serving Greenville, Sulphur Springs, and Commerce. A chance to experience every facet of news production and grow with a company on the move. Some experience necessary. Opportunity to report, produce, anchor, and shoot. Send resume to: Donna Simmons, Channel 18 Television, Box 837, Cumby, TX 75433. EOE.

**News director** - We need a strong manager with organizational skills to motivate and lead our bright, young news staff. Air work a plus, but not the primary consideration. Small market network affiliate, pleasant climate, excellent living. Resume to Box P-30.

**Top 20 west coast independent** is looking for a co-anchor/co-producer to join male anchor already on staff. Three to five years anchoring and producing experience required. Salary negotiable. Send resume to Box P-32. Equal opportunity employer.

#### HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Need immediately:** extremely experienced editor for 1" post-production facility in Dallas Communications Complex. CMX, Grass Valley 300-3B switcher, and ADO experience a must. Top salary/benefits. Send resume and tape to Nick Riccicelli, Dallas Post-Production Center, Four Dallas Communications Complex, Suite 118, Irving, TX 75039.

**Art director.** Minimum four years broadcast experience. Familiar with typositor, STAT camera, electronic graphics. All phases of print and on-air work including TV Guide, newspaper, sales pieces, graphic and set design. Must have good organizational skills. Send resume and representative samples to Rick Stora, Production Manager, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE/MF.

**Florida production company** needs hot directors, staff/freelance. Send reel to Bob Gordon, Production Associates, 5456 Crenshaw, Tampa, FL 33614. 813-884-3000.

**TV hosts.** Male or female, daily magazine format. Top 30 market, West Coast. Need skills in writing, editing, producing. Experienced only. Send tape & resume to: TV Magazine, 5670 Wilshire Blvd., Suite 2180, Los Angeles, CA 90036. No phone calls. EOE.

**Art coordinator** - to coordinate art activities of university television production center. Responsible for design and production of television visual materials in conjunction with TV production staff as well as layout and preparation of brochures and display advertising. Position requires knowledge of print, photography, graphic art and set design. Minimum B.A. with 5 years experience in television or media art design or M.A./M.F.A. with 2 years of similar experience. Send resume to Fred Kolloff, Director, Division of Television and Radio, Perkins 102, Eastern Kentucky University, Richmond, KY 40475-0951, by April 16, 1984. AA/EOE.

**Denver awaits** the right individual as an operations manager for the region's finest production company. Responsibilities include: supervising people and facilities, bidding, client contact, etc. Lots of opportunity and hard work. Call or write: Mike Theis, GM, Telemania Productions/Denver, 7700 E. Iliff Ave., Denver, CO 80231. 303-751-6000.

**Promotion specialist.** South Florida affiliate seeks strong, #2 promotion person. Must be creative, organized and motivated. Send resume only to Box P-23. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Are you looking** for a public affairs professional on your management team? University professor—with Ph. D. in political science, M.S. in journalism, and professional broadcast experience—seeks position as editorial/community affairs director. Available July 1st. Please reply to Box M-124.

**Operations manager.** Experienced in news, programming, sales, promotion, budgeting, community involvement, EEO and people. Currently employed & very successful. If you've got a problem, let's talk. Box M-162.

#### SITUATIONS WANTED TECHNICAL

**Presently electronics** maintenance supervisor with large cable system. Seek responsible technical position in television, cable, or radio-TV combination. Prefer Wyoming, Montana, Northwest. Box M-98.

#### SITUATIONS WANTED NEWS

**ENG photographer/editor/videotape operator** seeks fulltime position. Call Charles Rakestraw, 615-272-4625.

**Veteran sportscaster** with degree in communications available immediately. Willing to relocate anywhere if justly rewarded for credibility, leadership, and versatility. P.O. Box 3, Unionville, CT 06085.

**Broadcast Meteorologist** looking for long term position. Experienced, excellent communicator. If you want someone who can deliver, call me. Marc P. Mailhot (Marc Ross). 207—856-6097.

**Reporter** - innovative journalist with striking red hair seeks position in small/medium market. Will relocate. Call Debbie, 301—922-8395.

**TV sportscaster** looking for solid commitment to sports. Ten year pro. Knowledgeable, informative and entertaining. Strong, enthusiastic delivery. Box M-139.

**Producer/assignment editor** in major market seeks challenging newscast or projects producing. I have a solid background in national and local news operations. Medium to large market considered. Box M-144.

**Producer.** Experience producing both six and ten newscasts. Recent Mizzou graduate. Patty, 816—233-6210.

**Experienced female** in cable TV. Excellent on air delivery and news writing. Medical background with quality health reporting skills. Seeking position as news reporter. Broadcast school graduate. Call Derry Lorch, 914—428-3226.

**The bad guys** don't always win. Experienced investigative/consumer/problem solving reporter will show you. Box P-4.

**Will go anywhere.** Hardworking, versatile, dependable. Money no object. Seek entry level position. Can do weather. Contact Robert Brown, 20 East 93 Street, NY, NY 10128, or call 212—369-6319 (best before 8:45 A.M. and after 5:45 P.M.) or call 516—746-3869.

**Broadcast meteorologist:** eager, ambitious, and seeking a small or medium market position. Considerably qualified. Degreed in meteorology and computer science. Call Larry, 612—831-4371.

**Sports director:** participation sports, high energy delivery, strong production skills. Stan, 913—273-2351/234-4949.

**On camera pro-** recent host of magazine format show, top commercial talent. Seeking news related or magazine program. Skilled in story/feature producing. Tape, resume, photo on request. Dave, 402—292-3719.

**Small market? Seeking ND?** This ten year pro reporter/anchor is for you. Knows the ropes and how to teach them to others. Get the maximum from your resources. Box P-24.

**Award winning reporter** with 500 hours live helicopter experience seeks position in top twenty market. Box P-39.

**Need a polished** weathercaster/news reporter combination? With two years experience in a top 70 market, I'm your man! Box P-40.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**CMX editor/technical** director. Great voice, dedicated. Looking for right challenge. Box M-141.

**Can do!** I just need the chance. Strong ENG and remote production. All areas. Will relocate. Susan, 818—338-4172.

**Recent Broadcasting grad.** (BS-MA). Previous television experience-station/mobile. Ready to return after 6+ years of school and part-time production work. Dependable, hard-working, 38 years old. Chuck, 216—991-0519.

**Producer-director** seeking new challenge. Thorough production experience ranging from sports to commercials. Proven leader, experienced w/all types of crews. Desires successful, quality oriented firm. Reply to: Conley Associates, Inc., 810 Cardinal Lane, Harland, WI 53029. 414—367-7300.

**Engineer, experienced** in television operations, seeks assistant editor position in production house. Thorough knowledge of teleproduction equipment, recently completed extensive training on CMX 340X. Willing to relocate. John Rollo, 716—244-7705.

**Creative production assistant** with experience and degrees in television and theater. Some electrical engineering background. Ability in science, lighting, audio, and make-up design; EFP, editing, some switching and directing. Worked with state-of-the-art equipment. Video-theater interfaces are my specialty. Ready to relocate quickly. Prefer southern California. Call collect. 309—676-7837, Dan.

**Marketing research pro** will help you position station for maximum local and national impact. 10+ yrs. with top research suppliers. 2 yrs. research manager of Arbitron. One of five judges of station activities. Make your ratings zing (legally)! Andy Beshgetoor, 301—474-2731.

**Young children's programing** producer, director, and host. Have demo tape and resume. Experienced. 304—623-2864.

**Commercial producer/director** needs new challenge, major market experience directing local, regional, national spots. Agency and client contact, strong lighting, post production, and conceptual skills. Desire position with agency, production house or television station. Tapes, resumes on request, write on your letter-head stating terms to Box P-25.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Broadcast news.** Assistant or associate professor to teach television news, including ENG. Minimum of M.A. and extensive broadcast experience. Review of applications begins April 20. Minimum nine-month salary is \$23,040. Send curriculum vitae and list of references to Dr. Walter Bunge, Director, School of Journalism, Ohio State University, Columbus, OH 43210. OSU is an equal opportunity/affirmative action employer.

**Assistant or associate** professor of radio-TV to teach television production, broadcast news. Must be able to work with ENG equipment. Courses include video production, reporting, and broadcast news. Also will work with TV students in producing a 30-minute evening newscast (Mon.-Thurs.) aired over the local cablevision system. Ph.D. preferred. Strong media and teaching experience essential. The department, located 20 minutes from Kentucky's western waterland, has more than 340 majors and 20 graduate students. Rank, salary commensurate with qualifications. Position open beginning Fall, 1984. Application deadline: April 2, 1984, or until position filled. Send up-to-date resume, college transcript, and three current references to: Chairman, Department of Journalism and Radio-TV, Box 2456, University Station, Murray State University, Murray, KY 42071. AA/EOE.

**Instructor** of communication to teach radio-TV courses. Nine month tenure track requires MA with relevant teaching and professional experience. Courses include news and continuity writing, sales-management, social issues in broadcasting, two film production courses and some TV production. Close date: April 15. Send resume, letters and transcripts to: Jack Heather, Director, Radio-TV-Film, Fort Hays State University, 600 Park Street, Hays, KS 67601. AA/EOE.

**Media. Tenure track.** Teach television courses. Academic and/or professional experience in television required. Ability to teach courses in journalism and speech skills desired. Rank open. Salary: \$18,000-\$28,000/ Letter with resume and names of three references by April 20 to: K.E. Wilkerson, Chair, Media Search Committee, Communication Arts, Salisbury State College, Salisbury, MD 21801.

**Marshall University:** assistant professor, tenure track. Executive or upper management experience in commercial broadcast property (TV preferred). Significant professional association membership. Wide industry contacts. Teaching, consulting, research experience desirable. M.A. required, Ph. D. desirable, but outweighed by professional background. Teach broadcast management, sales, business communication or other according to experience. Administer internships. Send resume, transcripts and three current reference letters by April 15 to Dorothy R. Johnson, Chairman, Department of Speech, Marshall University, Huntington, WV 25701. EOE.

**Assistant professor** to develop courses in areas of specialty and teach and do research in mass communication beginning August 15, 1984. Ph. D. with research potential and successful teaching and/or professional experience desired. Send resume, transcripts, and three letters of recommendation to Dr. William Semlak, Chair, Department of Communication, Illinois State University, Normal, IL 61761. Application deadline: April 15, 1984. Equal opportunity/affirmative action employer.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

**Instant cash-highest prices.** We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404—324-1271.

**Wanted:** 20KW CCA FM transmitter, tuneable to 96.3. Good condition. 1970 vintage. Jerry Black, KZIN Radio, 406—434-5241.

**Wanted:** refurbished heads for Ampex VR-1200 and 4.5 inch viewfinder for Ikegami HL-35. Call Ursula, 312—236-5535.

### 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 Corp., 813—685-2938. TWX 810—876-0628 Celco.

**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 effectively. Quality Media, 404—324-1271.

**AM Harris MW-1A**-mint; also Bauer 707 1KW, Gates 250GY. Call M. Cooper, 215—379-6585.

**FM Collins 830G2** 20KW w/z2; also Gates 1 KW FM-1C, CCA 10KW w/40E. All are excellent; M. Cooper, 215—379-6585.

**Copper** - broadcasting's largest stock of strap, soft-drawn wire, broad screen, flyscreen. All sizes. 317—962-8596, ask for copper sales.

**Two Ediphor video projectors.** Used-good condition. Sell/trade. Skip Blake, 619—461-1342.

**VHF transmitters.** RCA "F" line, like new. Available now. Ch.4, will work on all lo-band channels. Bill Kitchen, Quality Media Corp., 404—324-1271.

**Expert installation** of radio station RF equipment and new or renovation of existing studios. Fine Tuning Associates, Inc., 804—628-5315.

**Transmitter replacement parts:** thousands of new and used parts for older AM-FM-TV transmitters. Many unused tubes, sockets, transformers and other hard to get items. Call Wally Stringfellow, Custom Electronics Corp., 813—685-2938. TWX 810—876-0628 Celco.

**Lapp base insulators** - new - never out of crates. 4 - 9004; 3 - 9006. Pacific Tower Company 6100 N.E. Columbia Blvd., Portland, OR 97218. 503—287-7303.

**Cetec 7000 automation** system, with two audio files, logging and printer package, cartridge logging and encoding terminal. A-1 condition. Call Larry Logemann, 804—393-2501.

**Channel #40 RCA UHF filterplexer** model MI-19086-F-40 for sale. Make offer. Contact Ben Miller, Director of Engineering, Trinity Broadcasting Network, P.O. Box "A", Santa Ana, CA 92711. 714—832-2950.

**Quality used and new audio/video** switching and distribution equipment. ADC 2104-10 with chroma keyer. Like new. \$4500. Omicron 1x8 audio/video distribution amplifiers, Omicron 10x1, 20x1 audio/video distribution switchers, Hitachi HR-200E 1" video tape recorder. New \$45,000. Call S. English, 805—928-8620.

**Ampex VPR-2B1"** type c in lowboy studio console, with slo-mo, reverse and still, 2B-TBC. \$40,000. 617—244-6881, Mr. Boucher.

**Fernseh KCP-40** 25mm plumbicon color camera system including, Vinten Mark V head, Vinten OB dolly, 100' and 500' cables, Remote CCU, RTS intercom interface, Conrac SNA-9 monitor, Tektronix 528 waveform monitor, Sigma CSG-360 sync generator, CBS 8000 image enhancer, 84" Amco rack. \$10,500. 617—244-6881, Mr. Boucher.

**Conrac 6142 19"** master color monitor. \$3,500. 617—244-6881, Mr. Boucher.

**Teleprompters:** QTV VPS 100-4 script drive with camera, QTV VPS M-14 monitor/mirror and Vinten Digivision monitor/mirror. \$4,000. 617-244-6881, Mr. Boucher.

**BTX synchronizer,** model 4500, to sync multi-track audio with SMPTE video. \$3,000 617-244-6881, Mr. Boucher.

**3M character generator (D-3016),** 2 fonts, new condition, 90 day unconditional warranty. Call Sister Mary Salvatore, 617-522-8911. Daughters of St. Paul, Boston, MA 02130.

**Turntables, Pevey Mixer,** equalizer in dance/sound system console. Two Kustom column speakers, records, case, everything! Price negotiable. 301-884-3911.

**Ikegami HL-79DAL cameras,** Cannon J13x9 lens, low hours, excellent condition. Sachler 7x7 head. 612-338-5022.

**Used broadcast television equipment.** Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

**We overstocked on UHF loop antennas** for promotion during our sign-on. Good quantity of UHF loop antennas for sale at our cost. Contact George Sandoval, 303-831-8831.

**ITC-770 playbacks,** interface boards for RAM, Marti limiters, Gates 250-watt AM transmitter, Gates 4-bay antenna with decoders, 200' 7/8" transmission line, Durrough limiter. F. Thompson, 918-335-3533.

**Ikegami. Low hours.** Two 357A triax camera systems, full complement of support gear including base stations and auto set-up computer (handles 5 cameras). Cannon lenses (18:1) with servo zooms, Vinten MK 3A heads, pedestals, lots of cable connectors, etc. Great for studio or truck. Purchase or lease, satisfaction guaranteed. 614-221-0966.

**Videocassettes,** 3/4" Sony, 3M \$5.99, KCA-20's & KCA-10's. Perfect for commercials, resumes, etc. Broadcast quality guaranteed! Look and work like new. Chyron evaluated, recycled, delabeled, degaussed. All lengths & sizes available. Free, fast delivery Carpel Video, Inc. Call collect, 202-296-8059.

**Collins, 37M-7, 7sections,** FM antenna operating at 97.3. \$250. 617-997-9436.

**Grass Valley 1600 Switcher - 3 effects banks** 4 chroma key inputs; RCA film chains TK27; Conrac monitors; 40' semi-reg; and many other items. 213-467-6272.

**RCA TR-70A 2" quad TV tape recorder,** extra head assembly, extenders, conforms with RCA TB TR-70-#18. Also, RCA TP-66 16mm film projector. 202-331-1221, ask for equipment sales.

#### COMEDY

**Free Sample** of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

**Drop-ins, giggles,** weird sounds, music tracks, tons of radio fun! Free audio sample. 213-434-0203.

#### RADIO PROGRAMING

**Easy listening or nostalgia - over 30,000 selections** to supplement your service. Abracadabra, 10801 Dorothy, Oklahoma City, OK 73132.

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

#### MISCELLANEOUS

**WVHC - phone home.** 25th anniversary dinner. Call Jeff, 516-489-8870, ASAP.

**Advertiser/merchandise** seeks "per inquiry;" ad time on radio stations in all markets. Contact American Cassettes, 19 East 83rd, NYC 10028, or call collect, 212-535-1517.

**Jingles,** high tech, logos, station of the '80's package, low cost. Kauffman Creative Services, RD 3 Box 570, Palmyra, PA 17078.

#### INSTRUCTION

**O & O management training lectures** available on cassettes at a fraction of their original cost. Sample program \$12.95; ten program set \$94.50. American Cassettes, 19 East 83rd, NYC 10028.

#### CONSULTANTS

**News coach:** news veteran will review video/audio tapes. Full critique. Point out weaknesses, strengths. Box 1502, Kalamazoo, MI 49005.

**Feedback Unlimited.** Videotapes critiqued by former Denver news director. Stations and individuals. 1313 Williams #901, Denver, CO 80218. 303-320-6816.

## RADIO

### Help Wanted News

# WANTED: OUR NEXT SUCCESS STORY

Our last morning news host is now an advisor to a network O&O. The fellow before him is now KTAR's general manager. We need a new host who is capable of following that path. You'll need to be a seasoned professional who can operate within a tight format; sound and behave like an adult, and put the elements ahead of yourself.

If you think you're the person, send us a resume and tape (but don't call):

**Bob Grossfeld**  
Operations Manager  
KTAR Newsradio  
301 West Osborn  
Phoenix, AZ 85013

A Pulitzer Broadcasting Station  
Equal Opportunity Employer

## KTAR 620 AM

### Help Wanted Management

#### GENERAL MANAGER

For Midwest recreational area. Strong sales background, good billing now, with real potential. Top 100 market. Total confidentiality. Rush resume to Box P-7. EOE.

### Help Wanted Management Continued

## CONTROLLER

SE radio group needs degreed accountant, experienced in radio at station & group level. \$30K plus. Resume & salary history to Box P-12.

### Help Wanted Sales

#### LOCAL SALES MANAGER

This is what you need to know about our company & the job. Group owned, professional operation, highly rated, \$2 million plus local billing. Substantial share of market revenue, strong growth market (NY area). Excellent compensation package. I need to know about your leadership ability, achievements, management experience, salary history. Write to: Box P-15

#### SALESPERSON JOY 107 FM FT. LAUDERDALE-MIAMI AMATURO GROUP INC.

South Florida's leading adult station has several immediate sales positions. Candidates must have proven performance record on local level. This is for career-oriented people who have ability to grow. Written skills are basic. Compensation potential excellent. Letters and resumes only to: James Butler, General Manager, WWJF (Joy 107 FM), P.O. Box 5333, Ft. Lauderdale, FL 33310. Equal opportunity employer.

#### EXPERIENCED RADIO SALESPERSON

If you have a strong background in sales, a working knowledge of radio management, a willingness to travel, and a strong desire to make money - this is the position for you. For more information, call Bob Bruton, 800-527-4892.

### Situations Wanted Management

#### BROADCASTER WITH 15 YEARS

Experience & venture capital seeks position as operations or general manager, with an eye towards future purchase. Call John Adams, 316-685-7585.

#### GENERAL MANAGER

20 years experience in sales, programming, play by play. Former multi owner, proven bottom line success - available now! Box P-42.

**TALK SHOW HOST**

Major market talent. Young, articulate, and **CONSERVATIVE**. Issue oriented, strong interviewer.

**MARK PENTRACK, 412-231-4388**

**TELEVISION****Help Wanted Management****ASSISTANT  
TRAFFIC MANAGER**

WCVB-TV, the ABC affiliate in Boston, seeks an experienced individual to supervise and train all office personnel in the traffic department functions.

The successful candidate must have a minimum of 1 year's TV traffic experience and must be strong on detail, well organized, and people oriented. Previous supervisory experience highly desirable and a college degree would be a plus.

If interested, send resume (no telephone calls, please) to Personnel Department, QT 384, Metromedia, Inc., WCVB-TV, 5 TV Place, Needham, MA 02192.

An equal opportunity employer, M/F.

**Help Wanted Programing,  
Production, Others****RESUMES  
ACCEPTED**

WSMV, Nashville, TN, is currently accepting resumes and updating our files in the following areas: videotape operators, master control operators, audio operators, directors. WSMV, one of the nation's leading stations, produces 5 hours of live, local programming per weekday. Our pay and benefits far exceed market averages. Resumes and letters should be sent to:

**Erskine Lytle**  
**Personnel Coordinator**  
**WSMV**  
**P.O. Box 4**  
**Nashville, TN 37202**

**Help Wanted News****ANCHOR,  
TALK SHOW HOST, REPORTER**

For news operation in the metro NY market area. We are recognized nationally as the best local cable newscast in the country, and we are looking for talent who can compete with New York. Rush tapes to: News Director, Cablevision of Connecticut, 265 Post Road West, Westport, CT 06880. We are an equal opportunity employer.

**MAJOR  
SOUTHERN CALIFORNIA  
TELEVISION STATION****SEEKS****NEWS ANCHOR**

If you have  
**Top 20 Anchor Experience**  
**we want to see your tape now.**

Send in confidence to  
**P.O. Box 38935**  
**Los Angeles, CA 90038**

**AN EQUAL OPPORTUNITY EMPLOYER**

**Help Wanted Sales****SPORT  
NETWORK  
SALES**

FAST GROWING SPORTS NETWORK needs aggressive, self-motivated sales representative. National or network experience helpful. Requires extensive travel. Company benefits include profit sharing. Draw against commissions. Must be willing to relocate in the Southeast. Send resume to Dee Ray, Executive Vice President, Raycom, Inc., 2100 Rexford Road, Suite 320, Charlotte, NC 28211.

**Situations Wanted News****SPORTSCASTER**

YOUNG, DYNAMIC, EXPERIENCED  
National TV exp. Sports dir., top 35 mkt. Former athlete. PBP & color exp., entertaining & factual anchor, excellent writing & pkg. skills. Dave, 619-756-4501.

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ASSOCIATION OF  
BROADCASTERS  
SEEKS FULLTIME  
EXECUTIVE DIRECTOR**

Considerable broadcasting &/or lobbying background essential. Responsibilities include general management of office, membership development, convention planning & directing, co-ordination of state & federal legislation activities. No phone calls. Deadline: April 15. Resumes to:

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Pennsylvania Association  
of Broadcasters  
WGAL-TV  
PO Box 7127  
Lincoln Hwy. West  
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30-minute programs from the golden age of radio  
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#### RADIO, TV, AGENCY JOBS

Up to 500 openings every week. DJs, News, PDs, eng. sales in Australia, Canada, U.S. All markets, & for beginners to experienced. Introductory offer: One week computer list \$8.00, or save \$38.05 for 7 consecutive wks. for \$17.95. A.C.A. job market has thousands of jobs yearly in 3 countries. **A.C.A. Job Market, 452 W. Dearborn St., Dept. B, Box 945, Englewood, FL 33533.**

### Wanted To Buy Stations

#### CP's?

If you have a CP — AM or FM — in the top 200 markets you would like to sell or joint venture, call or send details to PRW Associates, Box 3127, South Padre Island, TX 78579. Ph. 512—544-5409.

#### WANT TO OWN A STATION?

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Mr. Robin B. Martin, President, Deer River Broadcasting Group, 645 Madison Ave., NY, NY 10022. 212—980-3886.

### For Sale Stations

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For Broadcasters  
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1900 Emery St., Suite 206  
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404—355-6800



### Wilkins and Associates Media Brokers

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GA	AM	\$425,000	30%
CO	FM	\$30,000	downpayment
AL	AM	\$25,000	downpayment
MI	AM	\$35,000	downpayment
MO	FM	\$50,000	downpayment
SC	FM	\$7,500	downpayment

### Public Notice

#### VILLAGE OF MIDDLEPORT

The Village of Middleport, in Niagara County, NY, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "request for proposals" available from the undersigned. Applications will be accepted until June 20, 1984 and all applications received will be available for public inspection during normal business hours at the Village Hall, Margaret A. Droman, Village Clerk, Village Hall, Main Street, Middleport, NY 14105. 716—735-3303.

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

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Fulltime AM, West, \$525,000, terms. Also, fulltime AM, Midwest, \$525,000, terms. Real estate included, both stations.

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**COASTAL FLORIDA**

Underdeveloped AM daytimer with PSA in resort community. \$550,000, cash. Box P-8

**PA RADIO STATION**

500 watt religious daytimer. Price: \$500,000; \$100,000 down, 15 year mortgage at 12%. Principals only. We also have other stations for sale. Frank Ventresca International, 3146 Bristol Rd., Warrington, PA 18976. 215-345-4747 24 hours.

**COASTAL CAROLINA**

AM/FM combo adjacent to expanding resort area. Write Box P-13.



**CHAPMAN ASSOCIATES®**

nationwide mergers & acquisitions

STATION		CONTACT	
NJ	Metro FM	\$1,500K	Terms Warren Gregory (203) 364-5659
FL	Medium FM	\$850K	\$200K Bill Cate (904) 893-6471
NB	Small AM/FM	\$790K	\$180K Corky Cartwright (303) 740-2224
AZ	Small AM/FM	\$750K	\$200k David LaFrance (303) 534-3040
OH	Suburban FM	\$600K	Cash Peter Stromquist (319) 359-4768
TX	Small AM	\$550K	\$95K Bill Whitley (214) 680-2807
TN	Metro AM	\$425K	\$125K Bob Thorburn (404) 458-9226
KS	Small AM	\$380K	\$90K Brian Cobb (404) 458-9226
CO	Small AM/FM	\$345K	\$35K David LaFrance (303) 534-3040
TX	Small AM/FM	\$200K	\$50K Bill Whitley (214) 680-2807

For information on these and other available listings, or to sell, contact Janice P. Blake, Media Administrator, Chapman Associates, Inc., 1835 Savoy Dr., Ste. 206, Atlanta, GA 30341. 404-458-9226.



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Major market suburban 5 kw clear channel AM with excellent PSA and PSSA. Awaiting CP for power increase and fulltime; FM possible under Docket 80-90. Mostly new equipment; recently renovated studios, offices. Priced at \$850,000 (\$250,000 in cash for "S" corporation stock, approximately \$600,000 in attractive terms/debt assumption) based on potential revenues. Proof of industry and financial qualifications required with response to Box M-146.

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303-636-1584  
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**FLA-GA AM DAYTIMER**

Licensed to Fernandina Bch., FL & St. Marys, GA. Incl R.E. Owner financing- NASCO REALTY, Inc., REALTOR, 904-879-1958.

**SOUTHERN CALIFORNIA MDS OPERATION FOR SALE**

Excellent multichannel potential. Bill Ress, Teletec, Inc., PO Box 20822, San Jose, CA 95160. 408-997-7583.

**For Fast Action Use BROADCASTING's Classified Advertising**

## For Sale Stations Continued

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Media Broker

RADIO-TV-CATV-APPRAISALS

- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

■ FM. 60 mi. from Washington, DC, on bay. All new equipment except tower and transmitter. \$260,000, terms.

■ AM/FM. Mississippi. Town of 11,000. Real estate included. Fantastic potential. \$440,000.

■ 83 listings in 31 states.

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Honolulu. 5 KW full time. All or percentage. Terms. Courtesy. Write Box P-43.

### AM/SUNNY SOUTHWEST

Owner anxious to sell this AM daytimer. Property included, growing area and almost all new equipment. New bldg., satellite and more. Just over \$500 M. Box P-44

**901/767-7980**  
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### For Fast Action Use BROADCASTING'S Classified Advertising

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

# Fates & Fortunes

## Media

**John J. Curley**, president, newspaper division, Arlington, Va.-based division of Gannett Co., Rochester, N.Y., named president, chief operating officer, Gannett Co., succeeding **Allen H. Neuharth**, who remains chairman and chief executive officer. **Douglas H. McCorkindale**, executive VP, Gannett Co., Rochester, N.Y., named to newly created position of vice chairman and chief financial officer. He will continue as chief legal officer. **William J. Keating**, president, Gannett Central Newspaper Group, and publisher of *Cincinnati Enquirer*, succeeds Curley.



Curley



Butler

**John C. Butler**, president, Signal Media of Oklahoma, and general manager of its KELI-AM-FM Tulsa, Okla., named VP, operations, for parent, Signal Media Corp., Dallas, responsible for company's broadcast division.

VP's and general managers named presidents of their respective Capital Cities Communications stations: **Philip Beuth**, WKBW-TV Buffalo, N.Y.; **Kenneth Johnson**, KTRK-TV Houston; **Lawrence Pollock**, WPVI-TV Philadelphia; **Aaron Daniels**, WPRO-AM-FM Providence, R.I.; **Ronald Pancratz**, WJR(AM)-WHYT(FM) Detroit; **Warren Potash**, WBAP(AM)-KSCS(FM) Fort Worth;

**William Service**, general manager, WTVQ-TV Lexington, Ky., named VP of licensee, Shamrock Broadcasting.

**Ward McCleary**, general sales manager, WHO(AM)-KLYF(FM) Des Moines, Iowa, joins KDTH(AM)-KFMD(FM) Dubuque, Iowa, as general manager.

**Charles Dent**, sales consultant, National Aerial Advertising, North Andover, Mass., joins WKBR(AM) Manchester, N.H., as general manager.

**Ron Rice**, marketing director, Cablescope, Buffalo, N.Y., cable system, joins WNYS-FM there as general manager.

**Michael Packer**, from WXYZ(AM) Detroit, joins KTRH(AM) Houston as station manager.

**Karen Rickard**, administrative assistant, WUHF(TV) Rochester, N.Y., named operations manager.

**Mikel Hunter Herrington**, radio consultant, San Jose, Calif., joins KMZQ-FM Henderson, Nev., as operations director.

**David Bernstein**, program director, Katz Broadcasting's WFTQ(AM) Worcester, Mass., joins co-owned WDBO(AM) Orlando, Fla., as operations manager.

**Thomas McElroy**, administrator, auditing, NBC, New York, named manager, accounting systems, NBC finance. **Jean Ford**, employment coordinator, personnel department, NBC, Los Angeles, named manager, employee benefits, personnel.

**Robert Ottenhoff**, acting senior VP, representation, National Public Radio, Washington, joins noncommercial WBGO(FM) Newark, N.J., as general manager.

**Jan Van Der Voort**, director of personnel, Clorox Co., Oakland, Calif., joins KRON-TV San Francisco as human resources director.

**Suzanne Maslanka**, business manager, WBEC-AM-FM Pittsfield, Mass., named VP, business affairs.

## Marketing

**Richard Uzzi**, from Doyle Dane Bernbach, New York, joins FCB/Entertainment Group, division of Foote, Cone & Belding, New York, as VP, account director.

**Ted Kennedy III**, account supervisor, Shaller, Rubin & Winer, New York, named VP.

**George Ford** and **Richard Rapp**, account supervisors, Cunningham & Walsh, New York, named VP's.

**Marguerite Kennedy**, consumer media director, Carrafiello, Diehl & Associates, Irvington-on-Hudson, N.Y., named VP.

Appointments, SSC&B, New York: **John Grogan**, head of European division, Dancer Fitzgerald Sample, London, to executive VP and member of board of directors; **Stephen Norcia** and **F. Stone Roberts**, executive VP's, to members, board of directors; **Stephen Barrett**, from Bozell & Jacobs, to account supervisor; **Sharon Marich**, from Rosenfeld, Sirowitz & Lawson, New York, **Robert Miller**, from McCann-Erickson, Houston, and **Stephen Amos**, from Homelite/Textron Inc., Charlotte, N.C., to account executives, and **Karen Booney**, from Margeopes, Fertitta & Weiss, New York, and **David Perros**, from HBM/Creamer, Hartford, Conn., to copy writers.

**Lee Frank**, from Foote, Cone & Belding, New York, joins entertainment unit of Needham, Harper & Steers/USA, New York, as account supervisor. **Kat Brennan**, art director, Diener/Hausser/Bates, New York, joins NH&S's entertainment unit in same capacity.

Appointments, N W Ayer, New York: **Russell Nype**, from Young & Rubicam, New York, to account supervisor; **Gregory Grann**, from Stern & Ingalls, New York, and **Elizabeth Wynn**, from Marsteller Inc., New York, join N W Ayer there as art directors; **Nancy Wend-**

**er**, from Scali, McCabe & Sloves, New York, to senior account executive, and **Carol Dickey**, from Ted Bates, New York, to account executive.

**Barry Anbinder**, senior VP and associate creative director, McCaffrey & McCall Advertising, New York, joins Sive Associates, Cincinnati, as associate creative director.

Appointments, The Marschalk Co., New York: **Frank Camardella**, senior VP, associate creative director, Geers Gross, New York, to same capacity; **Barbara Siegel**, VP and creative supervisor, to senior VP and associate creative director, and **Susan Fader**, account executive, to account supervisor, new product group.

**Peter Lenz**, senior producer, *Breakaway*, production of Imero Fiorentino Associates and The Bennett Group, Los Angeles, named executive producer.

**George Grant**, art director, FCB/Entertainment, New York, named senior art director.

**Patricia Zawistoski**, marketing coordinator, WUTV(TV) Buffalo, N.Y., joins FitzGerald Toole & Alden, Providence, R.I., as broadcast coordinator.

**Nancy Dervin**, media buyer, Bozell & Jacobs,

Advertisement

ALL INTERESTED PERSONS PLEASE TAKE NOTICE THAT: The Defendant National Broadcasting Company, Inc. ("NBC") has requested a federal district court in Los Angeles to modify the Final Judgment entered on November 28, 1977, in *United States v. National Broadcasting Company, Inc.*, Civil Action No. 74-3601-RJK (C.D. Cal.). The plaintiff United States has tentatively agreed to that request.

The complaints in this action and in two companion cases, *United States v. American Broadcasting Companies, Inc.*, Civil Action No. 74-3600-RJK (C.D. Cal.), and *United States v. CBS Inc.*, Civil Action No. 74-3599-RJK (C.D. Cal.), were filed December 10, 1974. Each complaint alleged that the defendant network had violated Sections 1 and 2 of the Sherman Act by combining with the television stations it owned and with affiliated stations to monopolize and restrain trade in television entertainment programs exhibited on its network during prime time hours. The complaints also alleged that each network violated Section 2 of the Sherman Act by monopolizing television entertainment programs exhibited on its network during prime time hours.

The proposed modification, which is submitted under the existing provisions of the NBC Final Judgment, would conform the injunctive provisions running against NBC to those entered against ABC. NBC would be allowed to increase its in-house production of prime time television entertainment programs at the same time those increases become effective for ABC. Furthermore, NBC would be allowed to renegotiate series options at any time during an option period. The modification would also impose two additional injunctions against NBC. The network would be limited in its use of exclusive agreements with essential talent employed in pilots and in prime time entertainment program series. The precise terms of the modifications are found in papers filed with the Court.

Interested persons may submit comments concerning this matter by sending them within sixty (60) days to Stanley M. Gorinson, Chief, Special Regulated Industries Section, Post Office Box 50125, Washington, DC 20004 (telephone: 202/724-6693).

Copies of the complaint, proposed Modified Final Judgment, motion papers, all comments submitted and all further papers filed with the Court will be available for inspection at the Legal Procedure Unit of the Antitrust Division, Room 7416, United States Department of Justice, Tenth Street and Pennsylvania Avenue, NW, Washington, DC 20530 (telephone: 202/633-2481), and at the Office of the Clerk of the United States District Court for the Central District of California, 312 North Spring Street, Los Angeles, California 90012. Copies of any of these materials may be obtained from the Legal Procedure Unit upon request and payment of the fee set by the Department of Justice regulations.

Dallas, joins Katz Independent Television there as account executive. **Karen Nielsen**, account executive, Katz American Television, Detroit, to manager.

**Linda Grebe**, account executive, ABC, New York, joins Avery-Knodel there in same capacity.

**Andrew Uris**, media supervisor, Western International Media, Los Angeles, joins Torbet Radio there as account executive.

**Paula Heath**, account executive, Earle Palmer Brown, Baltimore, joins W.B. Doner & Co. there in same capacity.

**Stephen Van Ophuijsen**, from Katz Television, Los Angeles, joins CBN Cable Network, New York, as account executive.

**Douglas Greenlaw**, Midwest sales manager, CBN Cable, Chicago, named director of sales, New York.

**Thomas McGarrity**, account executive, NBC/green sales team, Blair Television, New York, named manager of team. **Leo MacCourtney**, account executive, Blair's independent/red team, New York, named manager, ABC/green team.

**Stephen McGrory**, account executive, CBS-FM National Sales, New York, joins CBS Radio Networks there in same capacity. **Jeff Chardell**, account executive, CBS-owned WBBM-TV Chicago, joins CBS Radio Networks there in same capacity.

**Jonathan Klein**, general sales manager, WBZ-TV Boston, named VP, marketing and sales.

**Mark Fritz**, account executive, ABC Spot Sales, New York, joins ABC-owned KABC-TV Los Angeles as national sales manager.

**Brian Baumann**, general sales manager, WLZZ(AM)-WZUU(FM) Milwaukee, joins WEZW(FM) Wauwatosa, Wis., as sales manager.

Appointments, wsoc-TV Charlotte, N.C.: **Mark Keown**, local-regional sales manager, to national sales manager; **David Oarker**, account executive, to local sales manager; **Jane Howard**, art director, WJTM-TV Winston-Salem, N.C., to same capacity; **Phil Woodie**, account executive, to regional account executive, and **Patti Markham**, from WCPQ-TV Charlotte, and **Gail Carter**, from WCCB(TV) Charlotte, to account executives.

**Jillian Bronstein**, receptionist, WXNE-TV Boston, named national sales coordinator.

**Janet Crocker**, regional sales manager, WPRI-TV Providence, R.I., named national sales manager. **Sandi Morvillo**, from New England Institute of Technology, Providence, joins WPRI-TV as regional sales manager.

**Sarah Pressey**, account executive, KQVR-TV Sacramento, Calif., named national sales manager.

**Joseph Sugg**, account executive, WTVZ-TV Norfolk, Va., joins WMKW-TV Memphis as national sales manager.

**Joe Cristiano**, senior account executive, WTTG(TV) Washington, named local sales manager.

**Barbara Deen**, from wsoc-TV Charlotte, N.C., joins WLS-TV Chicago as account executive.

**Elaine Brown**, from ABC-TV, New York,

joins WLTV(FM) there as account executive.

**George Bryant**, general sales manager, WVA(FM) Charleston, W. Va., joins WREG-TV Memphis as account executive.

**Rick Oringel**, sales manager, TeleRep, Houston, joins KRIV-TV there as account executive.

**Pat McClurg**, assistant varsity football coach, University of Hawaii, Honolulu, joins KNTV(TV) San Jose, Calif., as account executive.

**Ronda Korzon**, general sales manager, WLAK(FM) Chicago, joins WBBM-TV there as account executive.

**Lou Fernandez**, from KJQY(FM) San Diego, joins KSDO(AM) there as account executive.

**Thomas Reardon**, account executive, WCLW-AM-FM Mansfield, Ohio, joins WTOV-TV Steubenville, Ohio, as account executive.

**Gordon Peppers**, from Blair Television, Los Angeles, joins KABC-TV there as account executive.

**Darlene Rivera**, recent graduate, University of New Mexico, Albuquerque, joins KSAF-TV Santa Fe, N.M., as account executive.

**Rick Thurman**, from WJAS-TV Pittsburgh, joins WPGH-TV there as account executive.

**Mary Jo Bittner**, from KSLY-FM San Luis Obispo, Calif., joins KSBY-TV there as account executive.

**Marge Slater**, media director, Wexsler, McCarron & Roth, Pompano Beach, Fla., and **Carmen Dandridge**, from United Way of Massachusetts, Boston, join WNEV-TV Boston as account executives.

**Errol Rapkin**, account executive, WISN(AM) Milwaukee, joins WMGF(FM) there in same capacity.

**Bruce Kriegsies**, from KOKH-TV Oklahoma City, joins KGMC-TV there as account executive.

## Programming



Childs

**Richard Childs**, VP, ancillary sales, Samuel Goldwyn Co., Los Angeles, joins Embassy Home Entertainment there as president, distribution.

**Michael Schoenbrun**, unit production manager, "Star Trek III: The Search for Spock," Paramount Pictures Corp., Los Angeles, named VP, production, Paramount Television Network Production there.

**Que Spaulding**, VP, sales, Rainbow Programming Services, New York, named senior VP, sales. **Sandra McGovern**, Southeast regional director, Rainbow, to VP, field operations.

**Dale Minor**, producer-writer, CBS News, New York, joins Medstar Communications, Allentown, Pa., as VP and senior producer. Medstar produces syndicated television series, *Health Matters*.

**Malcolm Vaughan**, from Paramount Television, London, joins 20th Century-Fox Tele-

communications there as VP, television sales, Europe.

**Steven Hewitt**, director of special programs, CBS Entertainment, Hollywood, joins Home Box Office there as director, music and variety programming.

**Tim Vignoles**, VP, European operations, Columbia Pictures Television, assumes additional responsibilities for all European production, co-production, acquisition and development of product for both television and pay television.

**Fred Petrosino**, VP and general sales manager, WNEV-TV Boston, joins Lexington Broadcast Services, New York, as senior VP, station sales. **Marty Mills**, VP, marketing, Lorimar Television, New York, joins Lexington Broadcast Services there as senior VP, director of marketing.

**Meril Weinstein**, film and videotape coordinator, Teletronics, New York, joins WW Entertainment there as manager of acquisitions.

**Vance Scott Van Petten**, partner, Irwin & Rowan, Los Angeles entertainment law firm, joins Paramount Television Domestic Distribution there as director of business affairs-legal. **David Fein**, producer, Barry & Enright Productions, and **Tracy Goss**, chief executive officer, The Impact Group, both Los Angeles, join Paramount Television Domestic Syndication there as co-executive producers, *Anything for the Money*, new syndicated comedy game show premiering this fall.

**Joe Gwathmey**, acting senior VP, programming, National Public Radio, Washington, named senior VP, programming.

**Chriss Flynn**, broadcast promotion production supervisor, Entertainment and Sports Programming Network, New York, named advertising manager.

**H. Richard Hiner**, station manager, noncommercial WHA-TV Madison, Wis., joins Navy Broadcasting Service, Washington, as director. Service provides armed forces radio and TV programming to Navy personnel.

**Brian Harris**, head of management services, Yorkshire Television, London, named general manager, business affairs.

**Bob Bartolomeo**, from WMAJ(AM)-WXLR(FM) State College, Pa., joins United Stations, Washington, as affiliate relations representative.

**Don Kelley**, from WMAJ(AM) Springfield, Mass., joins WFTQ(AM) Worcester, Mass., as program director, succeeding David Bernstein (see "Media," above).

**John Harper**, assistant operations manager, WXYZ(AM) Detroit, named program director. **Terry Pickard**, executive producer, talk and sports programming, WXYZ, named assistant program director.

**Michael St. James**, air personality, WLZZ(AM) Milwaukee, assumes additional duties as program director.

**Ken Foote**, assistant program director, KTSP-TV Phoenix, joins KXTX-TV Dallas in same capacity.

**Scott Robbins**, promotion director, WMGG(FM) Clearwater, Fla., named program manager.

**Keith Olbermann**, from Cable News Net-

work, New York, joins WCVB-TV Boston as sports reporter.

**Tami Ambrose**, from Chambersburg (Pa.) Chamber of Commerce Downtown Merchants Council, joins WHAG-TV Hagerstown, Pa., as copywriter-production coordinator.

**Dave Simon**, from WLWT(TV) Cincinnati, joins KDUH-TV Scottsbluff, Neb., as sports director.

**David Sparks**, co-host, *PM Magazine*, WFAA-TV Dallas, joins WLS-TV Chicago as host, *Eye on Chicago*.

**Victor Scott**, air personality, WRMZ(FM) Columbus, Ohio, joins WHOK-FM Lancaster, Ohio, in same capacity.

## News and Public Affairs



Luljak

**Tom Luljak**, managing news editor, WTMJ-TV Minneapolis-St. Paul, named news director, WTMJ-AM-TV and WTKI(FM), all Milwaukee.

**Milt Radford**, from KTUU-TV Anchorage, joins KYAK(AM) there as news director.

**James Sackett**, anchor, WPTV(TV) West

Palm Beach, Fla., named assistant news director.

**Phil Sturholm**, from KING-TV Seattle, joins KXTV(TV) Sacramento, Calif., as assistant news director.

**Al Bragin**, assignment editor, WROZ(AM)-WIKY(FM) Evansville, Ind., named assistant news director. **Dale Thomas**, anchor-reporter, succeeds Bragin.

Appointments, KVBC(TV) Las Vegas: **Hank Tester**, assignment editor, to executive producer, special news projects; **Eric Hulnick**, producer, 6 and 11 p.m. news, succeeds Tester, and **Laura Rust**, associate producer, 6 and 11 p.m. news, succeeds Hulnick.

**Ernie Bjorkman**, anchor-reporter, KMGH-TV Denver, joins KWGN-TV there as anchor and managing editor.

**Steve Tetreault**, reporter, Washington bureau, Donrey Media Group, newspaper publisher and owner of six radio stations, one television station and five cable systems, named chief of bureau.

**John Schurr**, bureau chief, Associated Press, Oklahoma, named chief, Columbia, S.C., bureau.

**Robert Pyle**, anchor-reporter, KSFY-TV Sioux Falls, S.D., joins WPRI-TV Providence, R.I., as news producer. **Michael Wolfe**, reporter-anchor, WPRO-AM-FM Providence, joins WPRI-TV as assistant assignment manager.

**Laurie Berg**, writer-producer, CNN Headline News, Atlanta, joins WBT(TV) Charlotte, N.C., as nighttime assignment editor.

**Phillip Nye**, VP and station manager, ABC-owned KGO-TV San Francisco, joins ABC Owned Stations division, New York, on special assignment with Newsbank, weekly

news service comprising reports prepared by ABC's owned television stations.

**Anne Ryder**, weekend anchor-producer, WTHI-TV Terre Haute, Ind., joins WTHR(TV) Indianapolis as weekend news producer.

**Don Kent**, from WBZ-TV Boston, joins WNHT(TV) Concord, N.H., as chief meteorologist. **Lynn Lazare**, news director, WJYY-FM Concord, N.H., joins WNHT as news anchor.

**Dick Pomerantz**, from KSTP(AM) Minneapolis-St. Paul, joins KMPS-TV there as news commentator.

**Kevin McNabb**, sports director and reporter, KSAL(AM)-KYEZ(FM) Salina, Kan., joins KRDO-AM-FM Colorado Springs as anchor. **Greg Davis**, from KSLV(AM) Monte Vista, Calif., joins KRDO-AM-FM as traffic watch reporter.

**Dan Breinholt**, from defunct Satellite News Channel, Stamford, Conn., joins KTVX(TV) Salt Lake City as weekend anchor.

**James Adams**, reporter, 10 p.m. news, WTTG(TV) Washington, named co-anchor, 10 p.m. news.

**Bruce Aune**, news director and anchor, KIMT(TV) Mason City, Iowa, joins WREX-TV Rockford, Ill., as anchor-producer.

**Joy Browne**, from KGO-AM-FM San Francisco, joins KCBS(AM) there as producer-host, *News-magazine*.

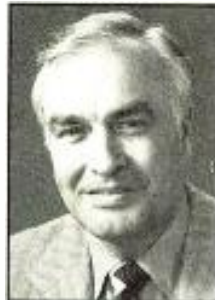
**Jerry Springer**, reporter, WLWT(TV) Cincinnati, named co-anchor, 6 and 11 p.m. news.

**Frances Gross**, reporter, WBAY-TV Green Bay, Wis., joins WSTM-TV Syracuse, N.Y., in same capacity.

**Christi O'Connor**, from KWT(TV) Oklahoma City, joins KJEO(TV) Fresno, Calif., as reporter.

**Dennis Stauffer**, weekend anchor-producer and weekday reporter, WTVH(TV) Syracuse, N.Y., joins WTCN-TV Minneapolis-St. Paul as reporter.

## Technology



Kleffman

**Donald Kleffman**, corporate VP, Ampex International, Redwood City, Calif., named president. **David Chapman**, corporate VP, Ampex International, named general manager, Americas and Far East, reporting to Kleffman.

**Scott Hauter**, manager, premiums and incentives, Zenith, Glenview, Ill., named to newly created position of director, interactive television marketing.

**Gordon Bricker**, division VP, operations, RCA VideoDiscs, New York, named staff VP, planning, RCA Electronic Products and Laboratories there.

# Broadcasting

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Appointments, NBC, New York: **Andrew Morris**, radio operations supervisor, to on-air technical manager; **Kevin Scott**, from Group W Satellite Communications, New York, to technical facilities manager, videotape recording; **Garfield Ricketts**, technical manager, field operations, to manager, field technical operations; **Laurence Randolph**, project manager, to space planning project manager; **Peter Rydell**, from Group W Satellite Communications, New York, to on-air technical manager, and **Josh Weiss**, coordinator, broadcast routine department, to broadcast control manager.

**Morrisa Zimmeth**, account executive, Daniel J. Edelman Public Relations, Los Angeles, joins Pollare/Fischer Communications, satellite communications firm there, as senior account executive.

**Nick Hudak**, from RCA, Cherry Hill, N.J., joins Panasonic, Secaucus, N.J., as national manager, systems development and marketing, new technology products group.

**Robert Dye**, manager of facilities development, WCMH-TV Columbus, Ohio, joins Ohio Educational Broadcasting Commission there as director of engineering.

**Brian Roos**, from TV Watch, Atlanta, joins Colony Communications, Hialeah, Fla., as video engineer for its Dynamic Cablevision of Florida cable system serving Hialeah and Coral Gables.

**Joseph Stovcsik Jr.**, chief engineer, TCS Productions, New Kensington, Pa., named director of engineering.

**Billy Emery**, from Avantek Inc., San Jose, Calif., joins AVC Systems, Minneapolis, as broadcast sales manager.

**Jane Meagher**, manager, national accounts, Centel Videopath, Chicago, named sales manager.

**Bob Wincentsen**, from Hedco, Grass Valley, Calif., joins Dynair Electronics, San Diego-based manufacturer of communications equipment, as director of engineering.

**Richard Costello**, from Pacific Bell, San Francisco, joins Western Videotape Productions there as chief engineer.

**Thomas Califano**, from Math Associates, Westbury, N.Y., joins ADDA Corp., New York, as Northeast regional manager.

**James Faerber**, marketing manager, American Science & Engineering, Cambridge, Mass., joins Jerrold division, General Instrument, as account executive. He will be based in Shelby, N.C. **Stephen Hester**, national sales manager, cable television products, Arvin CATV, Lancaster, Ohio, joins Jerrold division as account executive, based in Farmington Hills, Mich.

**Ed Murphy**, chief engineer and project engineer, Florida Public Television, Tallahassee, Fla., joins noncommercial WHRS(FM) Boynton Beach, Fla.-WHRS-TV West Palm Beach, Fla., as chief engineer.

**Joseph Maggio**, maintenance supervisor, WTOG(TV) St. Petersburg, Fla., joins KNBN-TV Dallas as studio operations and maintenance supervisor.

**Dale Mikolaczyk**, from WBRE(TV) Wilkes-Barre, Pa., joins WARD(AM) Pittston, Pa., as engineer and air personality.

## Promotion and PR

Senior VP's named to newly created office of executive VP, Ruder Finn & Rotman, New York: **Louise Feinsot**, **Bernie Mogelever**, **Gail Safian**, **Harriet Mouchly-Weiss** and **Richard Woods**.

**Joanne Black**, president, Joanne Black & Associates, marketing consulting firm based in New York and San Francisco, joins Showtime/The Movie Channel, New York, as senior VP, marketing and creative services.

Appointments, consumer marketing department, Entertainment and Sports Programming Network, Bristol, Conn.: **Marilyn MacDonald**, consumer marketing coordinator, to consumer marketing promotion manager; **Cathy Eisler**, broadcast promotion coordinator, to broadcast promotion production supervisor, and **Adrian Karsten**, sports assistant, to broadcast promotion coordinator.

**Andrew Duca**, from March 5, New York, joins Video Corp. of America there as manager of public relations.

**Pat Schultz**, publicist, NBC-TV, Los Angeles, named press representative. **Jamie Wenner**, public relations consultant, New York, joins NBC Radio Press there as administrator.

Appointments, KGO-TV San Francisco: **Michael Ching**, manager, on-air advertising, to assistant creative services director; **Doug Lawrence**, senior producer, on-air advertising, succeeds Ching; **Carol Hendry**, producer, succeeds Lawrence, and **Michael Sullivan**, from KBHK-TV San Francisco, to on-air producer, creative services.

**Robert Haukoos**, freelance promotion producer, KNXT(TV) Los Angeles, joins Group W Productions, Hollywood, as on-air promotion manager, *Hour Magazine*.

**Debby Beece**, manager, on-air promotions, Nickelodeon, Warner Amex Satellite Entertainment Co., New York, named director, on-air promotions.

**Robert Oswaks**, director, advertising, Embassy Communications, Los Angeles, named director, advertising and promotion.

**Barbara Hand**, from Washington bureau, *Hartford Courant*, joins Ruder Finn & Rotman, Washington, as account executive and writer.

## Allied Fields

**Steven Bookshester**, attorney adviser, legal counsel division, Office of General Counsel, FCC, Washington, joins National Association of Broadcasters there as assistant general counsel and First Amendment attorney, succeeding **William Kennard**, who is joining Washington law firm of Verner, Liipfert, Bernhard & McPherson ("Fates & Fortunes," Dec. 12, 1933).

**Bill Camfield**, founder and VP, general manager, Business Communications Inc., Fort Worth-based broadcast and cable research and consulting company, becomes president and chairman of renamed The Camfield Co. with his acquisition of majority interest in firm from Texas Steel Co. of Fort Worth.

**Don Oden**, acquisition specialist, Jones Group Ltd., Englewood, Colo., cable television acquisition company, named VP, administration.

**William Cooperman**, from West Virginia Educational Broadcasting Authority, Charleston, W.Va., joins National Telecommunications and Information Administration, Washington, as program officer, Public Telecommunications Facilities Program.

**Barbara Rosenfeld**, director, office of public participation, and assistant to director of office of public affairs, Consumer Product Safety Commission, Washington, joins Federal Trade Commission there as news director, office of public affairs.

**Jerry Andersen**, coordinating producer, *Monoscope*, Sherman Oaks, Calif.-based syndicated news and information program, joins United States Information Agency, Washington, as senior executive producer, news and current events, television and film service.

**John Waddell**, national sales manager, commercial production department, Media General Broadcast Services, Memphis, named manager, travel-trade department.

**Jack Buck**, sports director, KMOX(AM) St. Louis, receives Honor Medal for Distinguished Service to Journalism from University of Missouri (Columbia) School of Journalism.

**Ted Douglas**, from own private real estate and investment business, Little Rock, Ark., joins TV Watch there as manager of sales. TV Watch markets electronic cable program guide.

Elected officers, Wisconsin Broadcasters Association: **Joseph Moen**, WBEL(AM) Beloit, president; **Lee Davis**, WCUB(AM)-WKKB(FM) Manitowoc, vice president, radio; **David Peschau**, WXOW-TV La Crosse, vice president, television, and **Bar Kellnhauser**, WSAW-TV Wausau, secretary.

## Deaths

**William A. Schudt Jr.**, 78, affiliate relations VP, CBS Radio Network, from 1953 until his retirement in 1966, died of cancer March 21 at Baldwin, N.Y., nursing home. Survivors include his wife, Jeannie and daughter.

**Richard St. Pierre Bunbury**, 76, retired group timebuyer, media department, N W Ayer, New York died March 18 at St. Luke's hospital, New York.

**Patricia K. Sroka**, 42, station manager, WIVB-TV Buffalo, N.Y., died March 23 of cerebral hemorrhage in her car at Buffalo parking lot several hours after calling station to say she was not feeling well. She is survived by her husband, Donald, son and two daughters.

**Sam Jaffe**, 93, veteran television, stage and film character actor who played Dr. David Zorba on ABC's *Ben Casey* from 1961 to 1965, died of cancer March 24 at his home in Beverly Hills, Calif. He is survived by his wife, Bettye.

**Jerry Jensen**, 49, 6 p.m. anchor, KGO-TV San Francisco, died of pancreatic cancer March 26 at his home in San Francisco. He joined station as reporter and weekend anchor in 1969.

## Keeping CBS FM's on the cutting edge

Robert F. Hyland III, vice president of the CBS Owned FM Stations, is all business. The pleasure has been CBS's, which chose him to rescue its foundering FM group in late 1980. And rescue it he did, turning it into one of the country's most profitable and successful radio groups.

The reversal was rapid. Hyland changed five of the seven owned FM properties to top 40 or contemporary hit radio (CHR) beginning with WCAU-FM Philadelphia in 1981 and ending with KKHR(FM) (formerly KNX-FM) Los Angeles in 1983. The result: a ratings success story that surprised the industry and capped an impressive 15-year rise through the CBS ranks for the 41-year-old executive.

Hyland's interest in radio and top 40 music dates back to his high school days in St. Louis in the late 1950's, when he listened to then-rocker WIL(AM). "I was so energized from listening to top 40 music at the time," says Hyland. "It was creative; doing new and exciting things never before tried on the medium."

Hyland's attentiveness to radio came naturally. His father, Robert F. Hyland Jr., has been general manager (he is also regional vice president for CBS Radio) of CBS's powerhouse, KMOX(AM) St. Louis, since the younger Hyland was 13. But Hyland says his father did not push him into the business.

Hyland majored in both speech and American history while attending the University of Missouri in Columbia, Mo. It wasn't those studies, however, that steered him toward a career in radio. While working summers as an usher at CBS Television City in Hollywood during his college days, he began to listen to top 40 stations KFWB(AM) and KRLA(AM) there, and became so "captivated" by their sound that he taped some of the station's broadcasts to take back with him to Missouri. He was hooked.

Soon after graduation, Hyland interviewed for an opening on the sales staff of ABC's KGO(AM) San Francisco. He got the job. "I was given the Yellow Pages and told to sell," he recalls. It was while at KGO that Hyland set his career goal: to become general manager of a radio station.

In 1968, Hyland was approached by Russ Barry, then head of CBS Radio Spot Sales, with an offer to join his Chicago staff as an account executive. Hyland decided to stay at KGO, where he saw a future with ABC.

But four months later, Hyland was again approached by Barry. This time his answer was yes. What had changed his mind? "I realized that the national selling experience was necessary to achieve my goal, and ABC Radio had no [in house] national sales rep," explains Hyland. Three years after Hyland joined CBS Radio Spot Sales in Chicago, he was elevated to manager of that office and,



Robert Francis Hyland III—vice president, CBS Owned FM Stations; b. Aug. 6, 1942, St. Louis; BS, University of Missouri, Columbia, Mo., 1965; account executive, KGO(AM) San Francisco, 1966-68; account executive, 1968-71, manager, 1971-73, CBS Radio Spot Sales, Chicago; co-manager, CBS Radio Spot Sales, New York, 1973-75; director, Eastern sales, CBS Television National Sales, 1975-77; general sales manager, 1977-79, VP and general manager, 1979-80, WCBS(AM) New York; present position since November 1980; m. Anne Hudson, Jan. 22, 1966; children—Amy, 14; Robert IV, 8.

in 1973, became co-manager of the firm's New York office.

Then in 1975, Hyland's radio career took a slight detour. At the time, Hyland recounts, some CBS radio executives were moved into television as a means of testing their management skills. Hyland made the switch to director of Eastern sales for CBS Television National Sales. Looking back, Hyland says he has no regrets about the move. It was "invaluable" selling experience.

In 1977, Hyland received a call from Sam Cook Digges, then CBS Radio president, asking him if he would like to come back to the radio side as general sales manager of all-news WCBS(AM) New York. Hyland seized the opportunity because, he says, the track record for that station showed the general sales manager moving to the general manager's slot. Two years after making the move, Hyland realized his long-held goal, assuming the position of vice president and general manager of the station.

But Hyland's biggest challenge was still to come. In November 1980, CBS decided it was time for a new direction at its FM group, where ratings, for the most part, were languishing. Then-CBS Radio executive vice president, Bob Hosking, persuaded him to undertake the task of building CBS FM's audience as vice president, CBS Owned FM Stations. "I felt he would be perfect for that position. He is a risk taker and innovator," says Hosking, who now heads CBS Radio.

Hyland's attentions focused first on WCAU-FM Philadelphia. The station was programming an urban contemporary-disco format and it was Hyland's belief that the sound "wasn't going to fly." In late spring of 1981, radio programming consultant Michael Joseph, who had been working on a programming project for CBS's WCAU(AM) there, approached Hyland about taking WCAU-FM top 40. "We were on the same wavelength," Hyland says. Joseph installed his "Hot Hits" all-current format on WCAU-FM in September 1981. Hyland remembers that when he played air-checks of the new top 40 rocker for several CBS staffers, they laughed. It was Hyland's turn to smile when the fall Arbitron ratings showed the station had climbed from a 3.4 12-plus metro share in the spring book to a 6.0.

Next, Hyland turned to WBBM-FM Chicago, which he says was an "anemic" soft rock station. The decision was made to go with Joseph's "Hot Hits" sound again. The station quickly duplicated the rating rise of its co-owned FM in Philadelphia.

Based on these rating successes, CBS and Hyland decided to go the same route at soft rock KMOX-FM St. Louis, but this time without Joseph. Under the direction of Hyland and Robert C. VanDerheyden, director of program services for CBS-Owned FM Stations, the company's own top 40 format, "Hitradio," was launched in September 1982 on KMOX-FM, which changed its call to KHTR(FM). The 100 kw outlet soared from a 3.4 12-plus metro share and 11th place in the spring 1982 Arbitron ratings before the switch, to a 6.9 and second place.

Hyland didn't stop there. He installed top 40 formats at WEEI-FM Boston (now WHTT(FM)) in October 1982 and KNX-FM Los Angeles (now KKHR(FM)) last September. During the top 40 turn-arounds, KCBS-FM San Francisco, which Hyland says "underwent more format changes than there are freeways in California," switched from "classic" rock—songs of the late 1960's and early '70's—to AOR (album-oriented rock) in January 1982. "We didn't switch the San Francisco station to top 40 because, due to the hilly terrain of the market, our signal couldn't successfully compete with the dominance of KFRC(AM)," says Hyland.

Rounding out the CBS Owned FM Stations is WCBS-FM New York, an oldies station since 1972.

Where does the CBS FM Group go from here? "We have to remain on the cutting edge" of top 40 programming says Hyland, "making sure our CHR stations are airing proved hit music." The key to remaining successful, says Hyland, is consistency.

When Hyland wants to escape the top 40 sounds for a while, he turns to the Great South Bay, off the coast of Long Island, N.Y., where he goes sailing—one of his favorite pastimes—to the sounds of the wind and surf. ■

**Wometco stockholders gave go-ahead**, last Thursday morning, March 29, to proposed **leveraged buy-out** of Miami-based group owner, MSO and soft drink bottler ("Top of the week," Sept. 26, 1983). Half-hour meeting was attended by 800 of Wometco's stockholders. Vote count was 81.2% in favor of terms of buy-out, .9% against, .2% abstaining, with rest not voting. Closing date for \$842 million deal is still not known. **Still outstanding is FCC approval** for assignment of Wometco's six TV's, estimated to be worth \$300 to \$325 million, and meeting of certain "requirements contained in agreements with the banks and other financial institutions." **Petition to deny** sale of TV's was filed by stockholder at commission claiming applications were "incomplete" and failed to disclose or present the proposed buyers "to the commission for any meaningful review, consideration or evaluation." Petition also questions qualification of Wometco as licensee, noting still pending law suits against company's management, charging "securities violation and fraud" in connection with proposed leveraged buy-out.

List of **nominees to fill two newly created seats** on each of **National Association of Broadcasters radio and television boards** is being prepared for scrutiny of NAB's executive committee this week. Seats were established as means to get more women and minorities on boards; members of radio and TV boards will vote from list. Candidates include: Robert Munoz, vice president and general manager, KCIK(TV) El Paso, Tex.; Alvina Britz, general manager, KTVQ(TV) Ottumwa, Iowa; Sally Hawkins, president and general manager, WILM(AM) Wilmington, Del., and Willie Davis, president, KACE(FM) Los Angeles. In other board action, race for radio board vice chairmanship is heating up: Clyde Price, WACT-AM-FM Tuscaloosa, Ala., announced he is challenging Edward Giller, WFBG-AM-FM Altoona, Pa., for seat. TV board vice chairman, Bill Turner, KCAU-TV Sioux City, Iowa, says he won't challenge incumbent Jerry Holley, Stauffer Communications, Topeka, Kan., for TV board chairmanship.

**FCC Mass Media Bureau** last week **clarified commission's action permitting broadcasters to sponsor exempt debates among candidates**. In response to requests by Heritage Broadcasting Co. and North Carolina Association of Broadcasters, bureau said debates are exempt from equal opportunities obligations "where such debate is determined by the broadcasters to have 'bona fide news

value' and is not intended by the broadcaster to advance the candidacy of a particular individual." Heritage wanted to clear debate between Senator Jesse Helms (R-N.C.) and Democratic Governor James Hunt before North Carolina primary. NCAB wanted to clear pre-primary debate it has planned among one Republican and six Democratic candidates for governor. At time of debates, candidates would not be in opposition to each other. But bureau said "the relevant concerns are the program's newsworthiness and whether the debate is intended by the licensee to promote a particular individual's candidacy. Any other concerns should not be determinative for purposes of considering the bona fides of a particular debate."

Copyright Office made life bit more difficult for **cable operators** last week, ruling that they **must calculate copyright royalties based on total revenues from any tier of service that contains one or more distant broadcast signals**. Since many operators put distant signals and such nonbroadcast services as CNN and ESPN on same tier, operators had hoped Copyright Office would permit them to determine percentage of subscription fees from mixed tiers that derived from distant signals and pay royalties based on it alone. National Cable Television Association President Tom Wheeler called the ruling a "travesty that ignores rudimentary common sense."

**Communications Satellite Corp.** last week said it and its partners in **SBS—Aetna Life & Casualty Co. and International Business Machines Corp.**—are engaged in comprehensive discussions "with view to making SBS more competitive "in the new telecommunications environment." And statement said discussions involve possible "new business combinations that might alter the form or extent of Comsat's interest in SBS." Spokesman said Comsat had no plans to sell its interest in SBS, despite published reports to contrary. Comsat suffered net loss of \$24 million on its investment in SBS in 1983, and of \$16 million in 1982. Comsat and its partners have invested total of \$711 million in SBS in three years it has been in operation. Clearer picture of Comsat's intentions regarding SBS is expected to emerge in month or two, with publication of business plan being prepared by president of subsidiary, Stephen B. Schwartz. With plan—and its financial requirements—in hand, spokesman said, "we'll be in better position if we can continue."

**Commercials and ads for President Reagan's reelection campaign** will be produced by **independent advertising agency being created** for that purpose. Decision by President's advisers to create "The Tuesday Team" was made after they had been unable to find established agency to take account. New agency, incorporated in New York, will be headed by James D. Travis, who will take leave of absence from his post as president of Della Femina, Travisano & Partners, of New York. Reagan-Bush campaign committee had been close to signing that agency for campaign when agency backed out, reportedly over financial arrangements proposed. Other principals of new agency are Walter A. Carey, executive vice president and chief operating officer for all account services and media functions, now senior vice president Leber Katz Partners, New York, and Sig Rogich, president of R&R Advertising, Reno. He will serve as director. Philip B. Dusenberry, vice chairman of BBD&O, who created The Pepsi Generation commercials much admired by Reagan aides, and Roger Ailes, political consultant based in New York, will also advise agency on commercials and ads. Reagan-Bush Committee expects to spend **\$25 million on its advertising**, which is to start in May.

**Arbitron Radio Advisory Council**, with addition of six new members (council consists of 12), unanimously reaffirmed its December resolution **opposing monthly service of Arbitrends** at last week's spring meeting in Chicago ("Riding Gain," March 26). Arbitrends is Arbitron's new computer-delivered system offering regular quarterly reports and monthly ratings—latter based on three-month rolling averages of six basic dayparts and four demographics (persons 12 plus; men, 18-plus; women, 18-plus, and teens) updated every 28 days—which company will initially launch in 23 measured markets this May. Council reiterated its concern that fluctuations in monthly ratings will cause havoc for local stations trying to set ac



**'Parade' premiere.** CBS's premiere of American Parade, hosted by Charles Kuralt, recorded an 11/17 in Nielsen NTV ratings (its predecessor, Mississippi, average share was three points higher) but scored lower in New York, Los Angeles and Chicago overnight metered ratings. In New York, the debut broadcast recorded a 10.4/16 in the Nielsen overnights, compared to a 9.1/14 in Los Angeles and a 10.9/18 in Chicago. CBS executives attributed ratings in overnight markets in part to the strong urban draw of NBC's A-Team, which played opposite it in 8-9 p.m. time slot. Network sponsors included IBM, American Express, McDonald's, Burger King, American Home Products, Johnson & Johnson and Sterling Drug.



**Mayorality play.** The mayor of Dearborn Heights, Mich., was indicted last week by a federal grand jury and charged with soliciting bribes from cable companies that were seeking to be awarded franchises to his city. Mayor Donald Bishop was arraigned in federal court in Detroit last Friday afternoon and charged with one count of conspiracy, three counts of extortion, and one count of obstruction of justice. Government lawyers charged that Bishop led a conspiracy to extort money from various cable companies from about Sept. 1, 1981, through April 12, 1983.

The companies from which Bishop allegedly tried to demand money were Teleprompter (now Group W), Barden Cablevision, Continental Cablevision and Harron Cablevision. The amounts ranged from \$25,000 to \$250,000, the indictment alleged. None of the companies are being charged with having paid any money, according to Joel Shere, chief assistant U.S. attorney for the U.S. attorney's office in Detroit.

According to accounts in The Detroit News, the indictment claims that associates of Bishop approached Teleprompter employees on his behalf in the fall of 1981 and promised them that they would be awarded the cable contract in exchange for \$250,000. Subsequently, the indictment alleges that Bishop and associates met with representatives from other cable applicants and made similar propositions. Finally, Teleprompter officials approached law enforcement agencies with what happened.

Last year the Bishop-appointed cable commission recommended that the franchise be awarded to Harron Cablevision, but the decision was overruled by the city council, which instead chose Continental Cablevision, which was recommended by an independent cable consultant.

rates. Council, according to its chairman, Edward Giller, who is president of WFBG(AM) Altoona, Pa., was also opposed to Arbitron's newly-announced plans to offer ad agencies Arbitrends' monthly reports of 23 markets in printed form. This approach "unfairly" forces product on marketplace, said Giller.

Defense counsel in case of man who burned himself in front of running ENG cameras of WHMA-TV Jacksonville, Ala., one year ago, filed motion to dismiss, Friday, March 30. Defendants are Anniston Broadcasting Co., former owners of WHMA TV, and station's news director, Phil Cox, both of whom are represented by insurance company counsel and local counsel, and news crew members Ron Simmons and Gary Harris, who are represented by Birmingham, Ala.-based attorney, David Olive. Five-page motion to dismiss, in response to complaint filed Jan. 27 by man who received severe burns, Cecil Andrews ("In Brief," Feb. 6) was filed jointly by three counsel. Motion contained four pages of affidavit by Simmons, reviewing narrative of Andrew's calls to station announcing his intentions, station's subsequent calls to police, and events in Jacksonville town square (BROADCASTING, March 14, 1983). Olive said defendants "never took on any duty," and "did not contract to perform a police function, . . . our theory being that these people, as ordinary citizens had no duty to intervene." He added that there have been no discussions for out-of-court settlement, and that court-hearing date for motion may be in four to six weeks.

**Dennis R. Patrick was confirmed** as FCC commissioner by full Senate Friday (see story, page 68).

**Senator Gary Hart (D-Colo.) spent \$128,000 for half-hour on CBS** last Thursday (March 29), beginning at 11:30 p.m. EST, to address campaign issues. Among other things, Hart elaborated on need for "new leadership" of Democratic party to defeat President Reagan in November. Hart campaign spokesman said no further substantial blocks of network time had been scheduled for purchase, "but we may do it again" at future date. Mondale campaign officials were unsure at press time whether former vice president would respond with purchase of substantial block of network time. Over-

night ratings in three markets showed that Hart's paid political half hour competed strongly for viewers against *Nightline* and *Tonight Show*. New York—Hart: 7.2/28, *Nightline*: 8.9/24, *Tonight*: 8.3/23; Chicago—Hart: 10.9/23, *Nightline*: 11.1/23, *Tonight*: 11.5/24; Los Angeles—Hart: 4.6/18, *Nightline*: 5.6/22, *Tonight*: 7.1/28.

**U.S. Court of Appeals** in Washington has remanded to FCC case in which **Quincy Cable TV Inc.**, based in Quincy, Wash., challenged commission's must-carry rules on grounds of First and Fifth amendments. Reason for remand involves factual developments which were presented to court shortly before oral argument, on Jan. 17, and which court wants commission to consider. Three-judge panel of court, in unsigned opinion, on Friday, expressed its "utter astonishment" at having been informed, one week before oral argument, that Quincy Cable's capacity had been increased "from 12 to over 30 channels." Court said it subsequently learned cable system had reached current capacity of 32 channels in January 1983, "a full year before oral argument in this case."

**Association of Maximum Service Telecasters** last week asked FCC for opportunity to respond to "extensive reply" **Los Angeles County sheriff** has promised in response to commission study that found underuse of sheriff's current frequency allocations (BROADCASTING, March 12). In letter to Chairman Mark Fowler, AMST said it believed commission study, spurred by sheriff's request for reallocation of UHF TV channel 19 for public safety use, had been "detailed and objective." AMST noted, however, that sheriff had "attacked" study and promised to prepare extensive reply. "If the sheriff's petition is not denied on the basis of the monitoring results contained in the study and the oppositions already on file, AMST requests an opportunity for itself and others to comment on the department's reply before the commission acts on its petition," AMST said.

**Danny Arnold**, co-creator and producer of the ABC-TV comedy series **Barney Miller**, filed suit in U. S. District Court in Los Angeles last Tuesday (March 27) against **Columbia Pictures Industries**, for \$70 million in damages for alleged fraud, antitrust violations and breach of contract in syndication of discontinued program by Columbia Pictures Television, CPI subsidiary. Charges were contained in lawsuit filed by Arnold's attorneys on behalf of his company, Hollywood-based Four-D Productions.



List of honors that have attended departure of National Association of Broadcasters Senior Vice President and General Counsel **Erwin G. Krasnow** lengthened last week with presentation of plaque by NAB and announcement by Hastings College of Law that he will receive **1984 Roscoe Barrow Memorial Award** in San Francisco ceremonies April 12. NAB honor was presented by Executive Vice President John Summers (l). Krasnow joins Washington law firm of Verner, Liipfert, Bernhard, McPherson & Alexander today (April 2). He has been succeeded at NAB by **Jeff Baumann**, former deputy chief of FCC's Mass Media Bureau.

# Editorials

## More like it

Deregulation at its most sensible was put on view last Wednesday night when Dan Rather moderated a CBS-produced debate featuring the three main Democratic presidential candidates. By common judgment, the program became the classic of its kind. It could not have taken place if this FCC had not undone the work of a gooey-minded predecessor.

Last November this commission liberalized the so-called Aspen Rule to let broadcasters arrange debates. Aspen had twisted the law to say debates were news events, and thus exempt from equal-time demands, only if produced by third parties.

It detracts in no way from the work of the League of Women Voters, which seized upon Aspen in its original form to find a whole new mission, to say that the CBS production of last week was, well, let's say, a cut above the many debates that the league has produced since it stepped into the vacuum. The league is still presenting debates, as noted elsewhere in this issue, and performing a useful service.

The moment ought not to pass, however, without recollection of the league's persistent efforts to dissuade the FCC from introducing common sense into Aspen and its shrill complaint to the appellate court when the FCC at last correctly interpreted the law.

The monopoly in debate production has ended, for the better.

## Breath of fresh air

KHQ-AM-FM-TV Spokane, Wash., and the broadcasting organizations that supported it in an important constitutional test have won a victory in the Washington state supreme court ("In Brief," March 26). The court held that news media, print or electronic, are free to publish or air evidence publicly introduced in court, even if a trial judge orders media not to use it. The right, said the state's highest court, is absolute—at least in the state of Washington.

In defiance of a trial judge's order, the KHQ stations broadcast excerpts of tapes introduced at a trial of a Spokane woman who was ultimately convicted of attempting to hire the murder of a prosecutor and judge who had tried and convicted her son of rape (BROADCASTING, May 31, 1982). Transcripts of the tapes were liberally quoted in the local press. The judge issued his order against broadcast in response to a plea from the defendant's attorneys that she would be mentally destroyed if the tapes went on the air. The tapes featured exchanges between her and the undercover agent who was posing as the possible murderer-for-hire.

The judge cited the stations for contempt and proposed a \$10,000 fine. The appeal ensued.

Absent further appeal and reversal, the state supreme court's ruling would seem to leave it clear that in Washington and other states with similar provisions in their constitutions, news people may go about the coverage of open courts with no fear of repressive citations from judges. The Washington state constitution contains the clause: "Freedom of Speech. Every person may freely speak, write and publish on all subjects, being responsible for the abuse of that right." The clause appears also in the California and Arizona constitutions.

Unhappily, the court did not proceed to examine the contempt citation under the First Amendment of the U.S. Constitution. A similar finding there would have provided a national model. And there remains, perhaps unaffected, a federal case that inserts a legal technicality in contempt proceedings of this kind. In 1972

the federal Fifth Circuit Court of Appeals held that two Baton Rouge newspapermen who defied a court prohibition against publication of public evidence were wrong to proceed with publication without challenging the legality of the judge's prior restraint and so were guilty of contempt. The court said it would have been available for swift decision if they had appealed. The Washington supreme court said that case, *Walker, United States v. Dickinson*, represents "the federal rule" which has been "distinguished and disapproved as a matter of state law by this court" in an earlier decision.

Whatever may happen in a future federal court, journalists everywhere may thank KHQ, the National Association of Broadcasters, the Radio-Television News Directors Association, NBC and the Reporters Committee for Freedom of the Press for going to the defense of journalistic freedoms.

## Real world

The FCC has found an ingenious way to accord de facto recognition to the industry-accepted standard for multichannel television sound while appearing to preserve its image as the champion of combat in the marketplace. The lead story in this issue explains it: The FCC says broadcasters can use any MTS system they choose, as long as it protects the pilot tone of the Zenith/dbx system that an industry committee selected. For practical purposes that gives Zenith/dbx what it needs to become the industry standard.

The other part of its MTS decision of last Thursday—initiating a rulemaking to decide whether cable systems must carry TV stereo and other multichannel sound broadcast by must-carry stations—was understandable. Cable operators and broadcasters have presented such conflicting evidence on the desirability and cost of cable stereo carriage that the commission probably needs to isolate that question for the detailed examination it deserves.

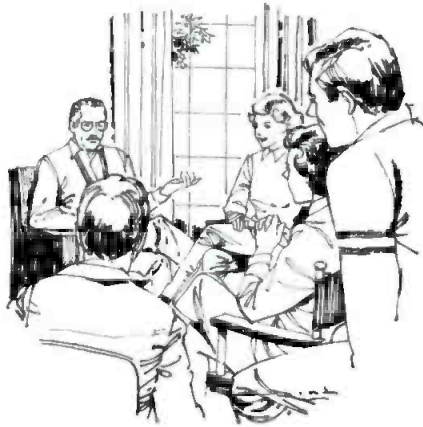
Television stereo is fancied by television set manufacturers as the shining prospect that the FCC's action projects. Other services on the aural baseband may prove profitable. ABC, for example, has talked of carrying a Spanish sound track for its conventional programming in markets with large Hispanic populations. Public broadcasters can put their subcarriers to profit-making use in such activities as paging.

In this case, the FCC has introduced a new technology with enough order to avoid chaos among competitors and enough freedom for the marketplace to work. Nice going.



Drawn for BROADCASTING by Jack Schmidt

"So I said to myself: 'If you've got 100 channels of cable, you ought to take advantage of it.'"



## ***I am special.***

Through the efforts of the Sioux City Junior League and KMEG-TV in Project LEAD, four area high school students and two advisors were able to attend a special leadership conference in Indiana. The students who were selected showed leadership potential. The conference supplied the motivation to help them develop it.

After the 3½-day conference, one student said, "All my life, my attitude has been negative. At the conference I met people who cared. It was great." Another wrote, "I learned a lot about myself. That I am special." The four put their newfound confidence to work by organizing a program to help the local Food Bank. A Junior League representative wrote, "This would not have been possible without KMEG-TV's support."

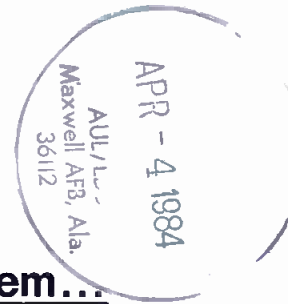
Helping make valuable learning experiences accessible to young people is all part of the Fetzer tradition of total community involvement.



### *The Fetzer Stations*

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