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53rd Year 1984
**Gavel to Gavel
at the NAB**

For 320 profitable reports on the Summer Games, the only thing our affiliates have to pay is attention.

Once every four years, radio stations have a chance to sell avails at world-record speed. That kind of opportunity is worth a lot.

But AP Network News' sports coverage hands it to affiliates on a golden platter. Twenty special, brief authoritative reports a day, direct from AP's Los Angeles headquarters, and other sites around town. Anchored by the likes of Dave Lubeski, Jim Militello, Jack Briggs, Jim Bell, Shelley Adler and Mike Gracia.

Just as important, AP Network stations don't have to wrestle with clearances or network commercials. Instead, they have 100% control over all commercial avails and keep 100% of the profit.

We've even sent our affiliates a list of official sponsors of the Summer Games to help them track down likely local advertisers.

And as for format, our AP Network stations can run our reports every which way. As they are broadcast, taped, shortened, grouped or in a special program produced by the affiliate.

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| BOSTON | | WSBK-TV |
| CHATTANOOGA | | WDEF-TV |
| CINCINNATI | | WCPO-TV |
| CLEVELAND | | WKJW-TV |
| DALLAS | | KTVT-TV |
| DETROIT | | WJBK-TV |
| EL PASO | | KVIA-TV |
| FRESNO | | KJEO-TV |
| GREENVILLE/NEW BERN | | WTHN-TV |
| HOUSTON | | KHTV-TV |
| JACKSONVILLE | | WTLV-TV |
| JOHNSTOWN/ALTDONA | | WJAC-TV |
| MEDFORD | | KOBI-TV |
| MIAMI | | WSVN-TV |
| MILWAUKEE | | WITI-TV |
| PROVIDENCE/NEW BEDFORD | | WLNE-TV |
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| SANTA BARBARA/SAN LUIS OBISPO | | KSBY-TV |
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THE NEW DIVORCE COURT IS A GO - FOR 52 WEEKS FIRM STARTING SEPTEMBER '84 AS A WEEKLY STRIP!



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-TV GUIDE



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This announcement appears as a matter of record only.
December, 1983

MALRITE COMMUNICATIONS GROUP, INC.

\$45,000,000

Ohio-based Society National Bank was the acting agent in the acquisition of television station WXIX.

Society National Bank
COMMUNICATIONS LENDING DIVISION

This announcement appears as a matter of record only.
February, 1983

TCI AND TAFT BROADCASTING

\$9,000,000

Ohio-based Society National Bank has provided a term loan facility to finance satellite communications equipment.

Society National Bank
COMMUNICATIONS LENDING DIVISION

This announcement appears as a matter of record only.
November, 1983

BEAM BROADCASTERS, LTD.

\$25,750,000

Ohio-based Society National Bank was the acting agent in the acquisition of television stations KYEL, WCFT, and WDAM.

Society National Bank
COMMUNICATIONS LENDING DIVISION

This announcement appears as a matter of record only.
January, 1983

CAPCO BROADCASTING

\$5,750,000

Ohio-based Society National Bank has provided a revolving credit/term loan for the acquisition of radio stations WLAP and WSOY.

Society National Bank
COMMUNICATIONS LENDING DIVISION

This announcement appears as a matter of record only.
June, 1983

CLARK COUNTY CABLEVISION LTD.

\$6,500,000

Ohio-based Society National Bank has provided a revolving credit/term loan to Clark County Cablevision Ltd., a partnership managed by Daniels & Associates, Inc.

Society National Bank
COMMUNICATIONS LENDING DIVISION

This announcement appears as a matter of record only.
November, 1983

CHATTAHOOCHEE CABLEVISION, INC.

\$9,000,000

Ohio-based Society National Bank provided a term loan facility to acquire cable systems located in Georgia.

Society National Bank
COMMUNICATIONS LENDING DIVISION

Society BANK

For more information contact Jolen Cameron
at (216) 622-8665.

Broadcasting **May 7**

ABC, CBS announce fall schedules Supreme Court backs journalists in libel case Coverage from NAB 1984

CONVENTION NEWS □ Record crowds at annual broadcasters convention brave strike to hear some words of warning from Fowler and see array of exhibits. **PAGE 39.**

FROM THE CHAIRMAN □ FCC Chairman Mark Fowler tells NAB that new deregulatory era means broadcasters need to be more responsible to the public. **PAGE 41.**

EXPANDING UNIVERSE □ FCC increases limits and adds some new categories in its attribution rules. **PAGE 43.**

FALL PREVIEW □ ABC and CBS announce their fall schedules of series, mini-series and movies. ABC adds eight new series and CBS five. **PAGE 44.**

SIGNING ON □ Larry Grossman begins his tenure as president of NBC News. **PAGE 46.**

CLEMENTS TIME □ New head of Mutual Broadcasting says radio network is not for sale. **PAGE 51.**

AFFILIATES ON PARADE □ ABC begins slate of network affiliates meetings today at Century Plaza in Los Angeles. **PAGE 54.**

SPORTS PURCHASE □ ABC exercises its option and buys ESPN for \$202 million. **PAGE 66.**

LIBEL LANDMARK □ In major case, Supreme Court rules that appellate courts can review facts of libel cases tried in lower courts. Ruling helps back up 1964 *Times v. Sullivan* case. **PAGE 78.**

JOYCE REPORTS □ CBS News president says there

is no evidence that early reporting of election results diminishes voting on the West Coast. **PAGE 80.**

NAB 84 □ A review of the status of broadcast deregulation in the House. **PAGE 85.** A view of the future with the new technologies. **PAGE 87.** Broadcasters are urged to take advantage of the rules liberalizing debate sponsorship. **PAGE 88.** Changes in the Emergency Broadcasting System are reviewed. **PAGE 89.** Awards and citations presented at the convention. **PAGES 90-91.** Representatives from both sides of the President versus press relationship review the world in which each operates. **PAGE 92.** NAB's legal clinic extravaganza. **PAGE 94.** Daytimers receive tips on improving effectiveness. **PAGE 95.** Motorola picks up momentum in its campaign to become de facto marketplace standard for AM stereo. **PAGE 95.** Mass Media Bureau chief McKinney discusses docket 80-90, TV dereg, CP foot-dragging and loud commercials. **PAGE 97.** FCC commissioners review deregulatory decisions. **PAGE 98.** A rundown of NAB's teeming exhibit floor. **PAGE 99.** Research by Orban shows Sony receiver with best wideband frequency response. **PAGE 101.** Much talk, little concrete action on getting stereo television into the marketplace. **PAGE 102.** Three-quarter-inch technology ENG technology termed "living dinosaur." **PAGE 103.** Update on teletext front. **PAGE 104.** Broadcasters told victory in music licensing suit could save millions of dollars. **PAGE 106.** Copyright and must-carry legislation is addressed. **PAGES 107-108.** Growing pains for LPTV. **PAGE 109.** Reports for TVB and RAB. **PAGE 110-111.**

DEDICATED EXECUTIVE □ Hard work and hands-on experience have given RKO General's Shane O'Neil the tools to oversee that diverse company. **PAGE 135.**

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Before "The A-Team" George Peppard was **Banacek!**

Now Banacek is available in syndication—and The A-Team audience will love it!

This intriguing series was originally telecast under the Mystery Movie banner, and stars one of television's hottest performers in a role that displays all of the courage and wit that Peppard fans have come to expect!

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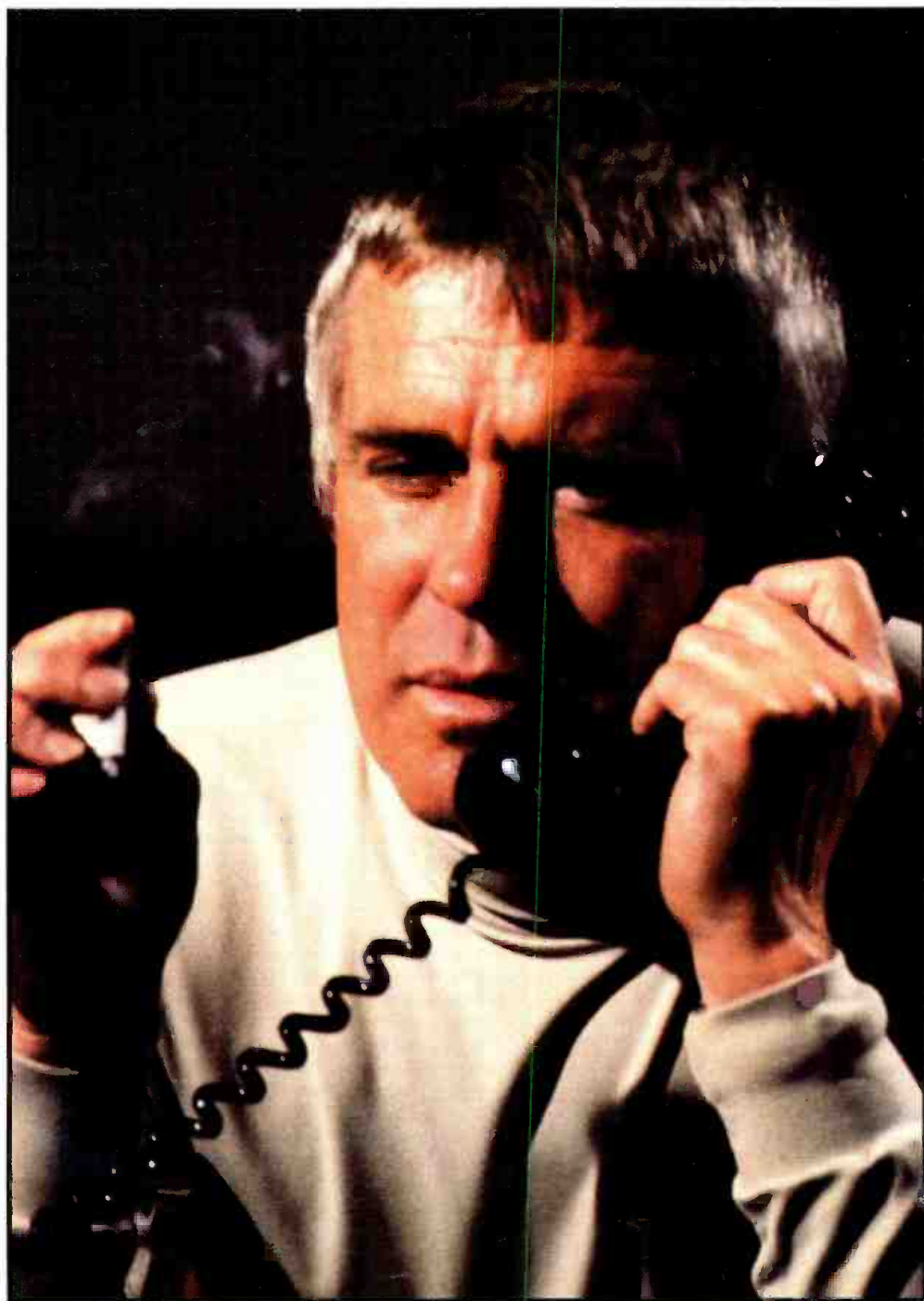
Banacek.

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MCA TV

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Togetherhness

National Association of Broadcasters and National Radio Broadcasters Association will make united appeal in Senate this week for radio-only deregulation bill. NAB President Eddie Fritts and NRBA member and former president, Sis Kaplan, of WAYS(AM)-WROQ(FM) Charlotte, N.C., are scheduled to meet with Senate Commerce Committee Chairman Bob Packwood (R-Ore.). Fritts and Kaplan, who have had their differences in past, are now part of overall effort by NRBA and NAB to present united front on Capitol Hill.

Portfolio filler

Sale of two UHF independents, KTXA(TV) Fort Worth and KTXH(TV) Houston, to Outlet Communications Inc., Providence, R.I., is said to have reached hand-shake stage. Price: \$125 million. Stations are run by Milt Grant, president and minority stockholder. Outlet, headed by David Henderson, president, and owner of five television and five radio stations, was recently merged into Rockefeller Center Inc., New York.

Plough sold

Schering-Plough Corp. has reportedly reached agreement for sale of its nine remaining Plough Broadcasting stations—four AM's and five FM's—with New York-based group headed by Bob Dyson, owner of WEOK(AM)-WPDH(FM) Poughkeepsie, N.Y. Price is said to be \$62-\$65 million.

Big to big

Capital Cities Communications, New York-based, publicly traded multiple media owner, is reportedly on verge of buying KLAC(AM) Los Angeles from Metromedia for price in \$10-million range. Metromedia, which is to be taken private by four principal officers in \$1.45-billion buyout, needs to raise cash (see page 42). If KLAC sale jells, Capcities must dispose of its KZLA(AM) Los Angeles.

No must-carry

At Videotex '84 trade show in Chicago last month, Albert Crane, vice president of CBS's Extravision teletext service, was expressing optimism that FCC would, on reconsideration, require must-carry of

teletext on cable. Discreet survey at FCC last week, however, indicates that Crane's optimism is unwarranted.

Z word

Group W's home-grown Z Channel is slated for gradual expansion. Pay movie service, which celebrated its 10th birthday last week, serves about 100,000 subscribers in southern California, where it reportedly beats its nearest competitor (Home Box Office) two-to-one on some Los Angeles systems. Group W Cable executives say current plans are to gradually add Z Channel to all its area systems, then possibly extend availability to rest of West Coast. Churn rate of Z Channel is said to be 2.5% per month, reportedly lowest of any pay service carried by Group W. Company is completing microwave interconnect of its southern California systems for feed of Z Channel from its Santa Monica headquarters.

Kid rides again

Sleeper syndication story of 1984: *Cisco Kid*, originally released in 1951 in black-and-white though produced in color, has been sold in 25 markets and has grossed \$25 million since Blair Entertainment started distribution late last year. Latest station to sign is KABC-TV Los Angeles. Blair Entertainment attributes success to program's "wholesomeness, its lack of violence and sex and its all-family look."

Cuban independence

Members of Congress who led successful fight to block administration's plan to establish separate Radio Marti are concerned that Reagan administration may be attempting to circumvent law providing for Cuban service as part of Voice of America. Reports from within VOA say "surrogate" Cuban service, not integral part of Voice, is being established. VOA spokesperson last week said: "We intend to carry out the legislation."

Congressmen have also learned that USIA is hiring most of 150 staffers and employees to be recruited outside customary channels of selection from ranks of USIA or through competitive examinations. (Exceptions are being made for lowest-level employees and handful of management types). VOA spokesperson said hiring procedure being followed is customary in government when there are

special needs. And in case of Cuban service, she said, need is for staffers who speak Spanish and have special knowledge of Cuba.

Changing course

Two prominent broadcast executives have new careers in offing. Elton Rule, retiring as vice chairman of ABC Inc., will announce new entrepreneurial venture on June 1—after conflict of interest clearance by ABC board of directors. He's not yet disclosing nature of business, but it will be based in Beverly Hills, Calif., and is presumed to involve television production. Martin Rubenstein, former president of Mutual Broadcasting System, has established communications consultancy in Washington and already has first client: LTV Corp., conglomerate with interests in energy, nuclear science and steel and eye on electronic media. Rubenstein will work with *Mark Shields Campaign Trail* series on, of all networks Mutual.

Overloaded

Public interest groups may not be pleased with FCC's order relaxing its attribution rules (see page 43), but it doesn't appear likely they will appeal. Head of one public interest operation said it was question of resources. According to him, FCC Chairman Mark Fowler has been putting out so many items that groups dislike they have their hands full as it is. As result, they're likely to conserve resources for appeals of items they see as worse, such as commission's repeal of regional concentration rule and anticipated relaxation of rule of sevens.

Moving on

Reauthorizing legislation for Corporation for Public Broadcasting is expected for markup before House Energy & Commerce Committee May 9. Bill was passed by House Telecommunications Subcommittee last Wednesday (May 2), 14 to 2, with dissenting votes from Representatives Michael Oxley (R-Ohio), and James Broyhill (R-N.C.). Both are considering introducing amendments in full committee. Oxley amendment would cut back "huge increase" in reauthorization levels, aide said. Broyhill may reintroduce amendment subcommittee rejected (see page 64); Broyhill wants to link nonfederal funding quotas to federal funds.



HART TO HART

SOLD!

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*Everything is better when
it comes from the Harts.*

Must-carry for VBI?

The National Cable Television Association, in comments to the FCC last week, asserted that cable systems should not be required, under the FCC's must-carry rules, to retransmit any of the ancillary services television stations may broadcast during the vertical blanking intervals of their signals.

The comments came in reaction to FCC rulemaking proceeding proposing to allow broadcasters to transmit during the VBI "raw data, processed information or any other communication in either a digital or analog mode." Television stations are currently permitted to broadcast teletext services during the VBI.

"There is no reason not to allow broadcasters to make efficient use of the spectrum by entering these new businesses," NCTA said. "By the same token, granting must-carry status to such ancillary services would, like any must-carry requirement, serve only to protect them from competition from nonbroadcast services and to interfere with the development of an efficient, competitive marketplace."

Although the FCC has proposed not assigning must-carry status to any new non-teletext VBI services, the NCTA said, some broadcasters have petitioned the FCC to change its position. The FCC should "adhere" to its original proposal, it said.

Peachy time

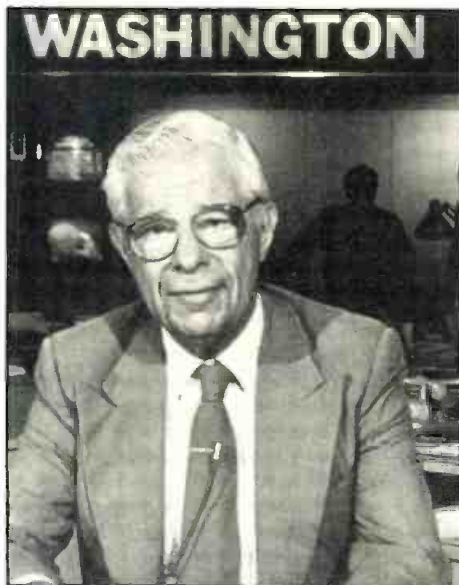
Looking to bounce back from last year's decline in attendance, the Eastern Cable Show is already kicking off its promotion for this year's event. The show, which is sponsored by the Southern Cable Television Association, will be held September 6-8 at the Georgia World Congress Center in Atlanta. The event is being billed as "Get a Peach of the Action" and features three days of management and technical seminars, workshops devoted to current political and regulatory issues, hospitality suites and an exhibit hall that boasts the "largest display of cable goods and services east of the Mississippi."

Call for self-restraint

To recapture the trust of the American public and to avoid the imposition of limits on the freedom of press by the government, CNN Senior Correspondent Daniel Schorr said in speech at Ohio University last week, the news media must exercise some "self-restraint."

"I believe the news should be covered, but not exploited," he said. "A hostage incident should be reported, but not turned into a 'round-the-clock circus. I believe that we must learn again that people are persons, not generic footage. We must not trample on privacy, even if we risk losing a dramatic bit of tape."

Schorr was at the university to receive the



Schorr

Carr van Anda Award for Enduring Contributions of Journalism of the E. W. Scripps School of Journalism.

The news media have fallen out of favor with the public for good reason, he said. "The media are perceived as willing to sacrifice national security to ratings and circulation, and willing to intrude in private lives and personal tragedy in the search for audience-building titillation," he said. "Anchor persons for the big networks are perceived as overpaid superstars. Something went out of the perception of the reporter as a dedicated servant of the public with a press card in his greasy hatband when word got out about million-dollar contracts for reading news from a teleprompter. The media are perceived as powerful enough, and willful enough, to drive public servants from office and to spoil elections by their exit polls.

"With the growth of television, journalism has become part of the vast entertainment industry, dragged along with entertainment in a fierce competition for ratings, influenced by television's addition to drama and confrontation. . . .

"Television news is driven to seek villains—a lot of them—and heroes—a few of them. The pursuit of stardom encourages some half-baked investigative reporting by video journalists nurtured on post-Watergate cynicism and looking for short-cuts to fame and fortune."

Schorr said he would not "second-guess" the decision of *Washington Post* reporter Milton Coleman to print Jesse Jackson's references to Jews as "Hymies" and to New York as "Hymietown," which were made in a private conversation between Coleman and Jackson. But, he said, the incident evoked memories of two times during his career when he suppressed stories for what he felt was a greater good.

"I believe that, if we are not to be vulner-

able to demagogues who would limit our freedom, we must win back the confidence of the people," Schorr said. "That means not overdramatizing what is already dramatic. It means respecting the privacy of the private. It means occasionally being willing to pass up a story if the human cost of that story is too high."

Cinemax signings

"We're beginning to see the fruits of our labor," was the way one HBO staffer expressed it. He was referring to Cinemax's most recent signing of the Adelphia Communications Corp. cable systems, which represents 200,000 basic subscribers and 300,000 homes passed in seven states. All 22 Adelphia systems will have Cinemax available by mid-1985.

The agreement follows a similar deal for Cinemax made with the UA-Columbia cable systems in San Antonio, Tex., the week earlier for 164,000 basic subscribers.

HBO's Cinemax people are trying to drum up MSO-wide deals: one of their sales points is to get cable operators to notice that Cinemax is now carrying 40% more features per month, thanks to both fewer repeats and the addition of more titles on the schedule.

Adelphia Communications is a Coudersport, Pa.-based MSO with systems in Massachusetts, Michigan, New Jersey, New York, Ohio, Pennsylvania and Vermont. The first two Cinemax launches are set for Bethel Park, Pa., and Toms River, N.J. Cinemax already serves about 7,000 Adelphia subscribers, but the latest arrangement is a corporate-wide deal.

Cash in hand

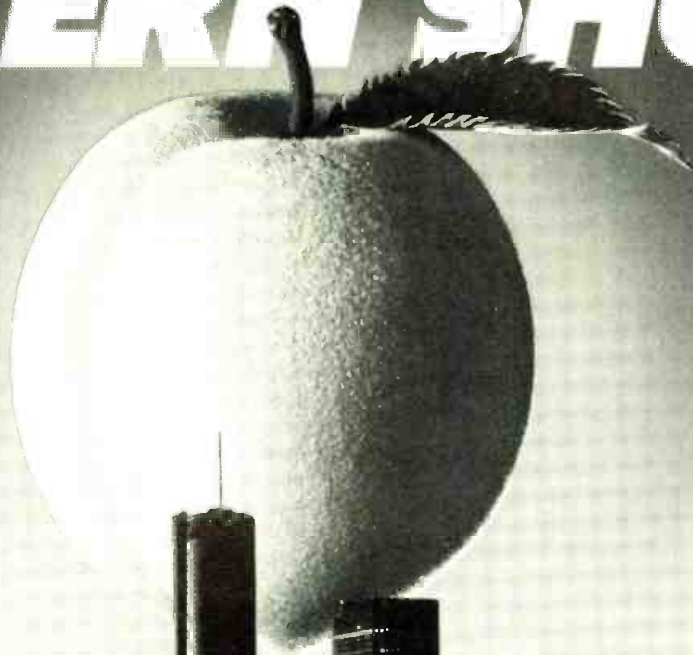
The financing is set for the construction of a new cable system in the Los Angeles area. United Cable Television Corp. said a limited partnership formed by a local subsidiary has raised \$11.2 million through the placement of limited partner units. The partnership, United Cable Television of Los Angeles Ltd., will use the equity and \$19 million in bank debt to build a system to serve the communities of Hacienda Heights, South Whittier and La Puente.

The offering was arranged by TA Associates and Blyth Eastman Paine Webber Inc. The debt was arranged by the Continental Illinois National Bank and Trust Co. of Chicago, the Bank of America, the Bank of Oklahoma and the Connecticut National Bank.

Doing what they do best

Times Mirror Videotex Services announced that American Airlines will be an information provider for Gateway, the consumer-oriented videotex service to be introduced by Times Mirror later this year. American Airlines will provide travel-related information, including flight schedules.

THE EASTERN SHOW



GET A PEACH OF THE ACTION!

For more than 27 years, The Eastern Show has set the pace for America's cable television industry. And the tradition continues in 1984...with a well-balanced mix of informative programs and entertaining events designed to promote the latest in popular programming and state-of-the-art technology.

Only Atlanta's famous World Congress Center could possibly host the numerous scheduled meetings, seminars and daytime functions under

one roof. With over 1/4 of a million square feet of floor space for 250-plus exhibits. And only the nation's second-largest convention city could so graciously offer such hospitality with true southern charm.

So come on! Be a part of the biggest cable show this side of the Mississippi. It's undoubtedly the cream of the crop.

September 6, 7, 8

Georgia World Congress Center,
Atlanta, Georgia

Sponsored by the Southern Cable Television Association (SCTA) (404) 320-1716)

For convention/trade show information call (404) 252-2454



Spectacular Ratings

Ten-hour average: 41.9 rating, 59% share of audience.

Major Awards

Six Emmys, four Golden Globes and the People's Choice Award.

Critical Acclaim

Reviewers praised every aspect of it—acting, writing and production.

The top television audiences of all time!

NTI Household Audience
Estimates (Avg. Aud.)

1. MASH (Final Episode)	1/28/83	CBS	50,230,000
2. DALLAS (Who Shot J.R.?)	11/21/80	CBS	41,470,000
3. SUPER BOWL XVII GAME	1/30/83	NBC	40,480,000
4. SUPER BOWL XVI GAME	1/24/82	CBS	40,020,000
5. SUPER BOWL XVIII GAME	1/22/84	CBS	38,880,000
6. THE DAY AFTER	11/20/83	ABC	38,550,000
7. ROOTS (Part 8)	1/30/77	ABC	36,380,000
8. THE THORN BIRDS (Part 3)	3/29/83	ABC	35,990,000
9. THE THORN BIRDS (Part 4)	3/30/83	ABC	35,900,000
10. THE THORN BIRDS (Part 2)	3/28/83	ABC	35,400,000
11. SUPER BOWL XIV GAME	1/20/80	CBS	35,330,000
12. SUPER BOWL XIII GAME	1/21/79	NBC	35,090,000
13. NFC CHAMPIONSHIP GAME	1/10/82	CBS	34,960,000
14. SUPER BOWL XV GAME	1/25/81	NBC	34,540,000
15. SUPER BOWL XII GAME	1/15/78	CBS	34,410,000

Source: Nielsen Television Index (NTI) National Estimates through February 19, 1984.
Subject to qualifications of reports used.

Warner Bros. Television Distribution



A Warner Communications Company

Another Vegas show

The National Cable Television Association is putting the finishing touches on its 33d annual convention, set for the Las Vegas Convention Center, June 3-6. The association has incorporated cable's annual programming conference, which for the last few years had been held prior to the Western Cable Show in December, into its annual convention. National Cable Programming Conference events will be held on Wednesday, June 6.

The show's theme is "Cable: The Consumers' Choice" and will open on Sunday, June 3, with an afternoon sneak preview of the 200,000-square foot exhibit hall and a welcoming reception.

The convention's opening general session, set to include a technical display of laser beams crisscrossing the Hilton Pavilion, will showcase speakers Gustave Hauser, chairman and chief executive officer of Hauser Communications; Monroe Rifkin, president Rifkin & Associates and NCTA chairman; Thomas Wheeler, NCTA president, and James Mooney, NCTA president-elect.

Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, will speak at the day's luncheon. The afternoon will be turned over to two technical and nine breakout sessions.

Tuesday morning will feature six working sessions, four technical sessions and a breakfast session with FCC staffers and

Commissioner Dennis Patrick. In the 10:30 a.m. general session that day, "Keeping the Customer Satisfied: Components of Cable Service," NCTA will release the findings of a customer satisfaction survey conducted by International Communications Research. Tuesday's luncheon speaker will be Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee.



Wirth



Goldwater

The afternoon will be devoted to seven breakout and two technical sessions.

Wednesday will see nine more breakout and four more technical sessions. The 10 a.m. opening session that day centers on programming and is titled "Satellite Showdown." The showdown stems from the session's format. Four teams—basic programmers, pay programmers, cable operators and Hollywood studio representatives—will square off in a *Family Feud*-type setup. The afternoon's general session will feature a press panel questioning N.J. Nicholas Jr., executive vice president, Time Inc., and Terrence Elkes, president and chief executive officer, Viacom International, in a *Meet the Press*-style forum.

The gala dinner dance and annual awards presentation is slated for 7:30 p.m. that evening in the Hilton Pavilion, with Paul Anka providing the entertainment.

NCTA also plans one new feature at this year's show. Participants will be able to preview cable shows and services and convention highlights on the unused broadcast channels on television sets in convention attendees' hotel rooms. "With NCTA's own version of room service, you won't miss a thing," the association says.

Attachment anxiety

The law firm of Farrow, Schildhouse Wilson & Raines has petitioned the FCC to issue a declaratory ruling that telephone companies may not restrict the availability of pole attachments to those cable operators who hold cable franchises. The firm also petitioned that a rulemaking be launched aimed at assuring that pole attachments be provided without "undue restrictions." In addition, it requested that the FCC launch an inquiry of "the new flurry of telephone activity in ... cable television."

First's first choice

First Choice, the Canadian pay cable entertainment network, has appointed Echo Advertising and Marketing Inc. and the Cable Marketing Group to advertise and market the 24-hour service. EAM will be responsible for the planning, creation and media placement of the service's ads. CMG will be involved in direct marketing, overall planning and execution of sales programs to First Choice affiliates.

V I D E O S T A R

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 WPGH Pittsburgh
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 WJZ Baltimore
 WJTG Hartford-New Haven
 KPTV Portland, OR
 KPHO Phoenix
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 WZTV Nashville
 WVTV Milwaukee
 KSHB Kansas City
 WDBO Orlando
 WSOC Charlotte
 WVUE New Orleans
 WIVB Buffalo
 WCMH Columbus, OH
 WFBC Greenville-Spartanburg
 WOTV Grand Rapids
 WBRC Birmingham
 WREG Memphis



WTVD Raleigh-Durham
 KWTV Oklahoma City
 KTVX Salt Lake City
 WDRB Louisville
 WJAR Providence
 KSAT San Antonio
 WYAH Norfolk
 WGAL Harrisburg

WNYT Albany-Schenectady
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 WHIO Dayton
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 WRLH Richmond
 KATV Little Rock

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 WALA Mobile
 KGSW Albuquerque
 WFLX West Palm Beach
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 WLRE Green Bay
 WSET Roanoke-Lynchburg
 WUHF Rochester
 KAYU Spokane
 WPSD Paducah
 KITV Honolulu
 WKYT Lexington
 KTVV Austin
 KOLR Springfield
 WLBT Jackson, MS
 KZAZ Tucson
 WRBT Baton Rouge
 WHNT Huntsville
 WLTX Columbia, SC
 WICS Springfield, IL
 WCTI Greenville-New Bern
 KWTX Waco
 WILX Lansing
 KVVU Las Vegas
 KATC Lafayette
 WJBF Augusta
 WJCL Savannah
 WCIV Charleston, SC
 WKAB Montgomery
 WLTZ Columbus, GA
 KGBT McAllen-Brownsville
 KFDX Wichita Falls
 KRIS Corpus Christi
 WECT Wilmington
 KBCI Boise
 WMGT Macon, GA
 WTVA Columbus-Tupelo
 KSFM Fort Smith
 WTSG Albany, GA
 KTVL Medford
 KXII Ada-Ardmore
 WXVT Greenwood-Greenville
 WBBJ Jackson, TN
 KJAC Beaumont-Port Arthur

*As of 4/4/84

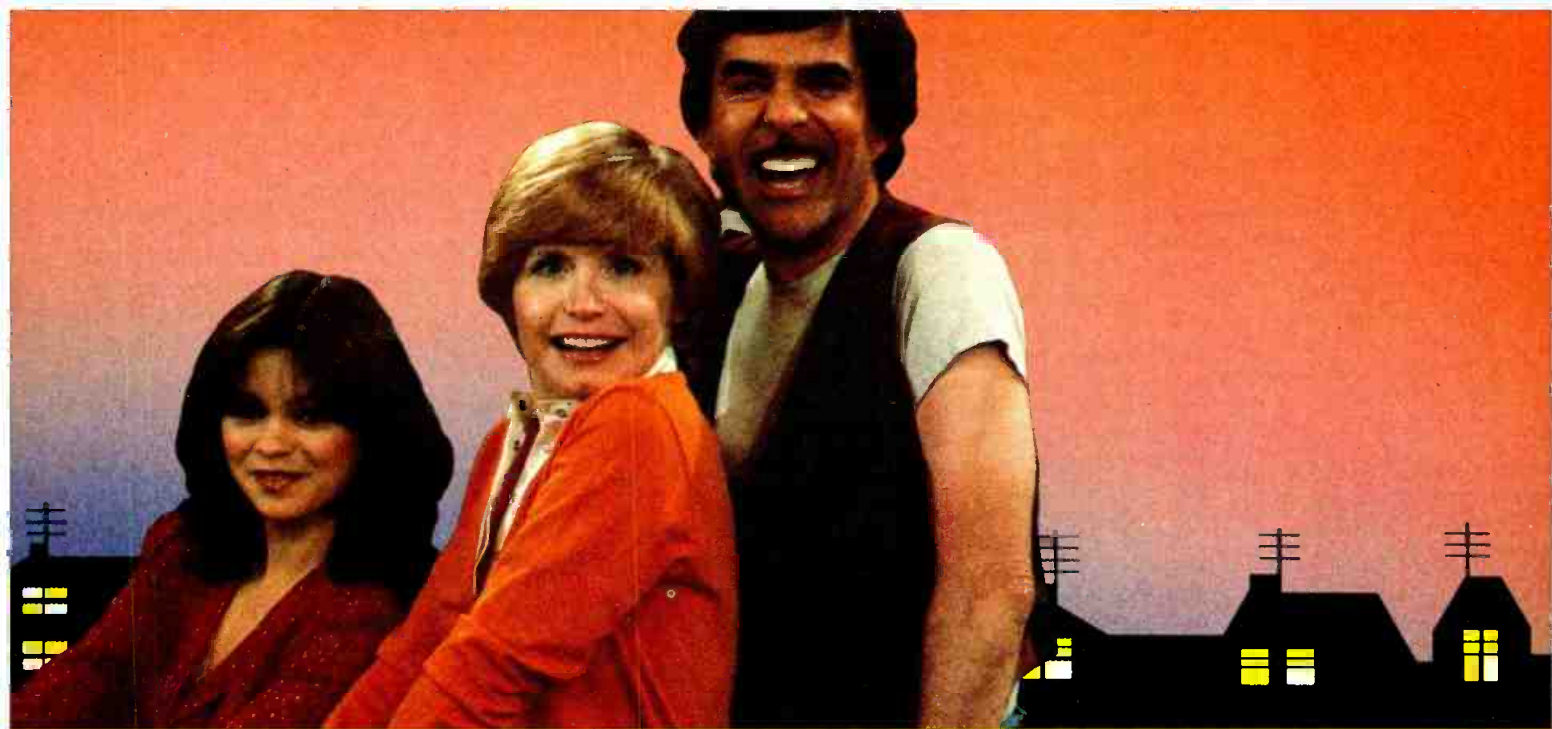
ONE DAY AT A TIME

HERE'S WHERE WE ARE:

New York	WNEW	Memphis	WMKW	Eugene	KMTR
Los Angeles	KTTV	Oklahoma City	KOCO	Wilmington	WECT
Chicago	WGN	Louisville	WDRB	Tallahassee	WTWC
Boston	WSBK	Norfolk	WTVZ	Boise	KIVI
Washington, DC	WTTG	Charleston-Huntington	WVAH	Macon	WMGT
Dallas-Ft. Worth	KTVT	Albany-Schenectady	WNYT	Rochester/Mason City	KTTC
Cleveland	WOIO	Greensboro	WJTM	Odessa-Midland	KTPX
Houston	KHTV	Richmond	WRLH	Albany, GA	WTSG
Pittsburgh	WPGH	Mobile	WALA	Utica	WKTU
Miami	WTVJ	Albuquerque	KOB	Anchorage	WTVU
Seattle	KEVE	West Palm Beach	WTVX	Salisbury	WMDT
Minneapolis	WTCN	Fresno	KMPH	Lake Charles	KPLC
Atlanta	WAGA	Jacksonville	WJKS	St. Joseph	KQTV
Tampa	WTOG	Green Bay	WLRE	Son Angelo	KIDY
St. Louis	KPLR	Rochester	WHEC	St. Cloud	KXLI
Denver	KWGN	Des Moines	WOI		
Sacramento	KRBK	Spokane	KXLY		
Hartford-New Haven	WETG	Portland, ME	WMTW		
Portland	KPDX	Champaign-Urbana	WAND		
Phoenix	KNXV	Lexington	WKYT		
San Diego	KUSI	Austin	KTVU		
Cincinnati	WXIX	Tucson	KZAZ		
Nashville	WCAY	Columbia, SC	WLTX		
Milwaukee	WITI	Fargo	KTHI		
Kansas City	KSHB	Los Vegas	KVVU		
Orlando	WMOD	Lafayette	KADN		
Charlotte	WCCB	Augusta	WJBF		
New Orleans	WNOL	Savannah	WJCL		
Buffalo	WUTV	Charleston, SC	WCIV		
Columbus, OH	WCMH	Columbus, GA	WLTZ		
Greenville-Spartanburg	WSPA	Binghamton	WBNG		
Grand Rapids	WOTV	Yakima	KIMA		
Birmingham	WTOO	McAllen-Brownsville	KGBT		

81

MARKETS!



HERE'S HOW WE'RE DOING:

HERE'S HOW THE AUDIENCE WENT UP:

MARKET	STATION	M-F TIME	FEBRUARY 83 TIME PERIOD PROGRAMMING	ONE DAY % INCREASE				
				RATING	SHARE	ADULTS 18-34	ADULTS 18-49	CHILD 2-17
AUSTIN	KTVV	4:00 PM	LAVERNE & SHIRLEY	UP 150%	UP 130%	UP 50%	UP 80%	UP 150%
BOISE	KIVI	2:00 PM	LOCAL MOVIE	UP 100%	UP 56%	UP 200%	UP 125%	UP 300%
CHAMPAIGN-SPRINGFIELD	WAND	9:30 AM	YOU GOT TROUBLES	UP 33%	UP 62%	UP 50%	UP 50%	UP 350%
CHARLESTON-HUNTINGTON	WVAH	7:30 PM	CHARLIE'S ANGELS	UP 50%	UP 57%	UP 77%	UP 75%	UP 71%
CHICAGO	WGN	5:00 PM	MUPPETS	-N.C.-	DN 6%	UP 102%	UP 97%	UP 27%
FARGO	KTHI	4:00 PM	8 IS ENOUGH	UP 17%	UP 27%	UP 13%	UP 22%	UP 167%
GRAND RAPIDS	WOTV	4:00 PM	BRADY BUNCH	UP 75%	UP 67%	UP 111%	UP 127%	DN 11%
KANSAS CITY	KSHB	9:30 AM	VARIOUS	-N.C.-	UP 30%	UP 83%	UP 73%	UP 56%
LAFAYETTE, LA	KADN	6:00 PM	CHARLIE'S ANGELS	UP 40%	UP 22%	UP 167%	UP 163%	UP 29%
LOS ANGELES	KTTV	5:00 PM	ONE DAY AT A TIME	UP 67%	UP 50%	UP 52%	UP 40%	UP 147%
OKLAHOMA CITY	KOCO	4:00 PM	LITTLE HOUSE	UP 50%	UP 75%	UP 100%	UP 100%	UP 100%
PHOENIX	KNXV	5:30 PM	MAUDE	UP 50%	UP 50%	UP 27%	UP 40%	UP 11%
SAN DIEGO	KUSI	6:00 PM	ONE DAY AT A TIME	UP 100%	UP 75%	UP 156%	UP 131%	UP 11%

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TV ONLY

Miles Laboratories □ Cutter insect repellent will be spotlighted in eight-week flight starting in mid-May in 31 markets, including Milwaukee; Syracuse, N.Y.; St. Louis; Kansas City, Mo. Commercials are scheduled for daytime and early and late fringe. Target: women, 35 and older. Agency: Tatham-Laird & Kudner, Chicago.

ShowBiz Pizza Place □ Seven-week flight directed to children will start on May 14 in 39 markets, supplementing campaign already in progress aimed at adults. Commercials will run in children's programs and in other dayparts. Target: children, 6-18. Agency: Emerson/Nichols/Bailey, Irving, Tex.

Po Folks Restaurants □ Family-style restaurant chain specializing in Southern cooking begins four-week campaign in 28 markets on June 4 in Southeast and Southwest. Commercials will run in early fringe periods. Target: adults, 25-54. Agency: Cascino &

Purcell, Advertising, Atlanta.

Bunker Hill Foods □ Chili with no beans will be spotlighted in campaign to start May 21 for two to three weeks in six markets. Commercials will run in daytime and early fringe. Target: women, 25-54. Agency: Wray/Ward Advertising Co., Charlotte, N.C.

Jockey International □ Men's underwear will be promoted in two two-week flights, one starting on May and other on June 4 in 34 markets. Commercials will be placed in fringe and daytime. Target: adults, 25-49, and men, 18-49. Agency: Bozell & Jacobs.

Federal Express □ Campaign for overnight courier begins in early June in eight markets for three weeks, followed by another three-week flight in July in 15 markets. Commercials will run predominately in sports and news programs. Agency: Ally & Gargano, New York.

Faygo □ Faygo diet soda will be promoted in six-week flight to run in six

Midwestern markets starting in mid-June. Commercials will be scheduled in daytime, fringe and news programs. Target: women, 25-54. Agency: William B. Doner & Co.

Campbell Soup Co. □ Prego Plus sauce will be introduced in early June in campaign in 11 markets in flights of two to three weeks. Commercials will be carried in daytime, fringe and access periods. Target: women, 25-54. Agency: Leber Katz Partners, New York.

RADIO ONLY

Southland Corp. □ Various products in 7-11 convenience stores will be promoted in three-week flight, starting in early June in about 30 markets. Commercials will be scheduled in all dayparts during weekdays. Target: adults, 18-49. Agency: Southland

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

BASEBALL— All season long, AP recaps all major league baseball games, including final scores, standings, game highlights and statistics. Watch for our series on the mid-season All-Star game, too.

HIGH-TECH MOTHERHOOD— May 7. Science is making it easier to be a mother. Explore the subject of high-tech motherhood in this 10-part series. Each script includes a spot break.

AMERICA'S FUNERAL BUSINESS— May 21. A 10-part series of 60-second scripts examines the funeral business in America. All scripts move in advance on May 12 for use at midday during the week of May 21.

GAMES PEOPLE PLAY— May 28. A 10-part series takes a look at the variety of games people play and why they play them. Scripts move in advance on May 19.

PATRIOTISM ALIVE AND WELL— July 4. America's return to patriotism is chronicled in AP's 10-part series of 90-second features during the week of July 4.

THE OLYMPIAN— July. AP captures all the tension and excitement the athletes experience as they train during the final weeks before the Summer Games begin. Scripts for our weekday series, The Olympian, are delivered in time for morning drive and include spot breaks.

For more information, call — (202) 955-7200

AP Associated Press Broadcast Services.

Rep Report

WEHT(TV) Evansville, Ind.: To Katz Television Continental from Seltel.

□

KMVT(TV) Twin Falls, Idaho: To Katz Television Continental from Avery-Knodel Television.

□

KFSB-TV Great Falls, Mont.: To Katz Television Continental from Seltel.

□

WRQN-FM Toledo, Ohio: To Weiss & Powell (no previous rep).

□

KLOK(AM) San Jose, Calif., and KLOK-FM San Francisco: To Weiss & Powell from Katz.

□

KLLB(AM)-KRQK(FM) Santa Maria/Lompoc, Calif.: To Major Market Radio from Masla.

□

WDNC(AM)-WDCG(FM) Durham, N.C.: To Blair Radio from Torbet Radio.

□

WVNH(AM) Salem, N.H.: From New England Spot Sales to The Queen Co.

□

On the move. Katz Communications has moved to new quarters in San Francisco to 100 Spear St., suite 1900, 94105. Telephone is (415) 777-3377. Office will house Katz American Television, Katz Television Continental, Katz Independent Television and Katz Radio.

**WATCH
ALL NELL
BREAK
LOOSE...**

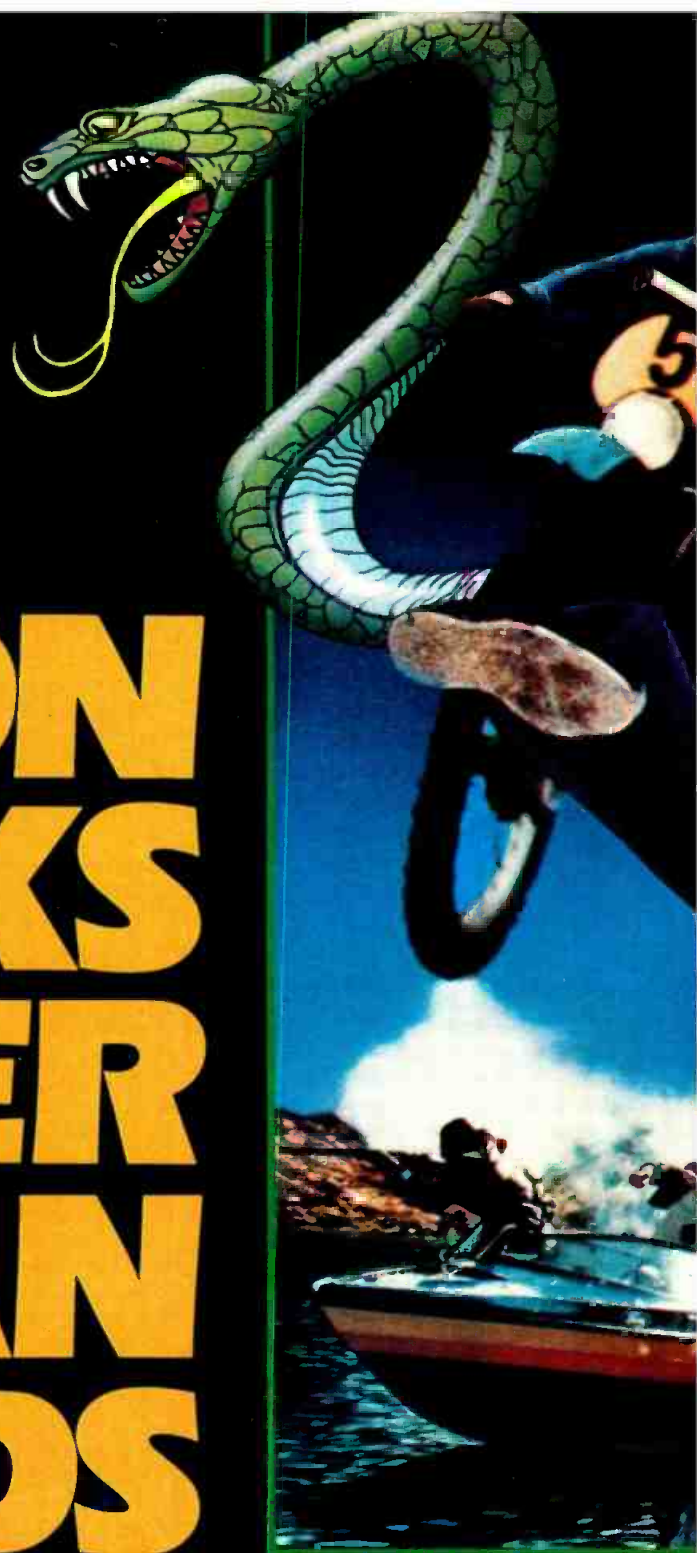


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Lawrence B. Talshoff, publisher

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Leonard Zeldenberg, chief correspondent.
Mark K. Miller, senior news editor.
Kira Greene, assistant to the managing editor.
Harry Jessell, associate editor.
Doug Halonen, Matt Stump, Kim McAvo, assistant editors.
John Eggerton, Susan Dillon, staff writers.
Anthony Sanders, systems manager.
Jeanne A. Omohundro, research assistant.

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Rufus Crater (New York)

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

Broadcasting ■ Cablecasting Yearbook

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Joseph A. Esser, associate editor.
Daniel L. Martucci, production assistant.

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John Andre, sales manager (equipment and engineering).
Doris Kelly, sales service manager.
Christopher Moseley, classified advertising manager.
New York
David Berlyn, senior sales manager.
Charles Mohr, Ruth Windsor, sales managers.
Marle Leonard, advertising assistant.
Hollywood
Tim Thometz, sales manager.

Circulation

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Patricia Waldron, Sandra Jenkins, Debra De Zarn, Joseph Kolthoff, Chris McGlrr.

Production

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

Administration

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

Corporate Relations

Patricia A. Vance, director.

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

Stephen McClellan, associate editor.
Vincent M. Dillingo, senior editor: radio.
John Lippman, assistant editor.
Geoff Folsie, staff writer.

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

Richard Mahler, correspondent.
Tim Thometz, Western sales manager.
Sandra Klausner, editorial-advertising assistant.



ABP

American
Business
Press Inc

Founded 1931. Broadcasting-Telesharing * introduced in 1946. Television * acquired in 1961. Cablecasting * introduced in 1972 □ Reg. U.S. Patent Office □ Copyright 1984 by Broadcasting Publications Inc.

TELEVISION. Cablecasting.

Marketing, Dallas.

Bryant Air Conditioning □ Summer campaign will begin in late May for six weeks in approximately 35 markets. Commercials will run primarily in drive times and near sports and talk programs. Target: adults, 25-54. Agency: N W Ayer, Chicago.

Kuhlen Glacen Yogurt □ New product will be tested in three markets—Oklahoma City; Tulsa, Okla., and Austin, Tex.—with supporting nine-week flight starting in early June. Commercials will be slotted in all dayparts during weekends and weekdays. Target: women, 18-34. Agency: Saunders, Lubinski & White, Dallas.

RADIO AND TV

Southern Bell □ Four-week flight to promote Yellow Pages will start in mid-

May in 22 television markets and 35 radio markets in Southeast cities. Commercials will run in all dayparts on radio and in prime time, fringe and sports segments on television. Target: total adults. Agency: Tucker Wayne & Co., Atlanta.

New York State Lottery □ Four-week flights will be mounted in mid-May in nine markets, including Albany-Schenectady-Troy and Rochester. Commercials will be carried on all dayparts in TV and radio. Target: adults, 18-64. Agency: Rumrill-Hoyt, New York.

Church's Fried Chicken □ Promotion campaign will run for four weeks starting in early June in 37 television and 30 radio markets. Commercials will be carried in all dayparts. Target: adults, 18-49. Agency: Grey Advertising, Los Angeles.

Advantage

Trending at DDB. Doyle Dane Bernbach, New York, has issued its 1984 edition of "MediaTrends," 84-page compilation of media developments and forecasts. Agency predicts that total advertising expenditures will climb by 13.1% to reach \$84.6 billion in 1984. DDB estimates that television advertising spending amounted to \$16.1 billion in 1983 and will rise by 15.4% this year to \$18.6 billion. Agency says that radio expenditures rose by 9% in 1983 to \$5.1 billion and will reach \$5.6 billion in 1984. As for cable, DDB anticipates 42% increase in advertising spending in 1984 over 1983's \$360 million. Other sections of report deal with television C-P-M trends, television usage, radio usage and cable penetration.

JWT lands Showtime. J. Walter Thompson, New York, has been chosen as advertising agency for Showtime/The Movie Channel, replacing Benton & Bowles, New York, which had handled account since 1981. Billings are reported to be in \$8-million range. New advertising campaign for Showtime will be unveiled in June at National Cable Television Association convention in Las Vegas. All-media campaign will start shortly thereafter.

Editorial comment. Although Association of National Advertisers has praised *New York Times* editorial supporting Senator Robert Packwood's (R-Ore.) bill to repeal fairness doctrine, it has taken issue with stance regarding paid political advertising on television. Editorial claimed that Packwood bill could drive up costs even higher by undoing present requirement that broadcasters sell campaign ads at their lowest rate. Newspaper also said some safeguards should be placed in Packwood bill regarding issue advertising, or wealthy interests would dominate airwaves. Peter W. Allport, ANA president, wrote to *Times*, saying that Congress or any element of public is not as easily persuaded as editorial suggests. He pointed out that newspapers are full of advertising arguing for various points of view and added: "It is hard for me to see why congressmen would be less able to resist commercials than full page newspaper ads."

ESPN lures clients. Orders by 48 advertisers were placed with ESPN during March, including seven first-time sponsors. Making their bows on ESPN were Admiral (refrigerators), Conwood Corp. (tobacco products), First Jersey Securities, Procter & Gamble (Pepto-Bismol), William H. Rorer Co., Star Publishing and UPS. Other clients signed during March included Allstate Insurance, AT&T, Block Drug, Gillette, Eastman Kodak, Noxema, S.C. Johnson & Son and Time Inc.

On the way to San Jose. Ksbw-tv Salinas, Calif., staged presentation last Tuesday (May 1) in New York to acquaint media executives with expanded facilities and provide additional information about station. New 1,565-foot television tower for ksbw-tv will increase coverage area by 500,000 TV homes. Presentation stresses that station, by delivering neighboring San Jose, will have viewing audience of 706,000 TV homes, more homes than Milwaukee, and will have combined effective buying income of \$25.7 billion with retail sales of \$12.8 billion, tying it with St. Louis. Station officials will give presentation to agencies in other major cities over next few weeks, with stops in Chicago, St. Louis, Dallas, Houston and Detroit.

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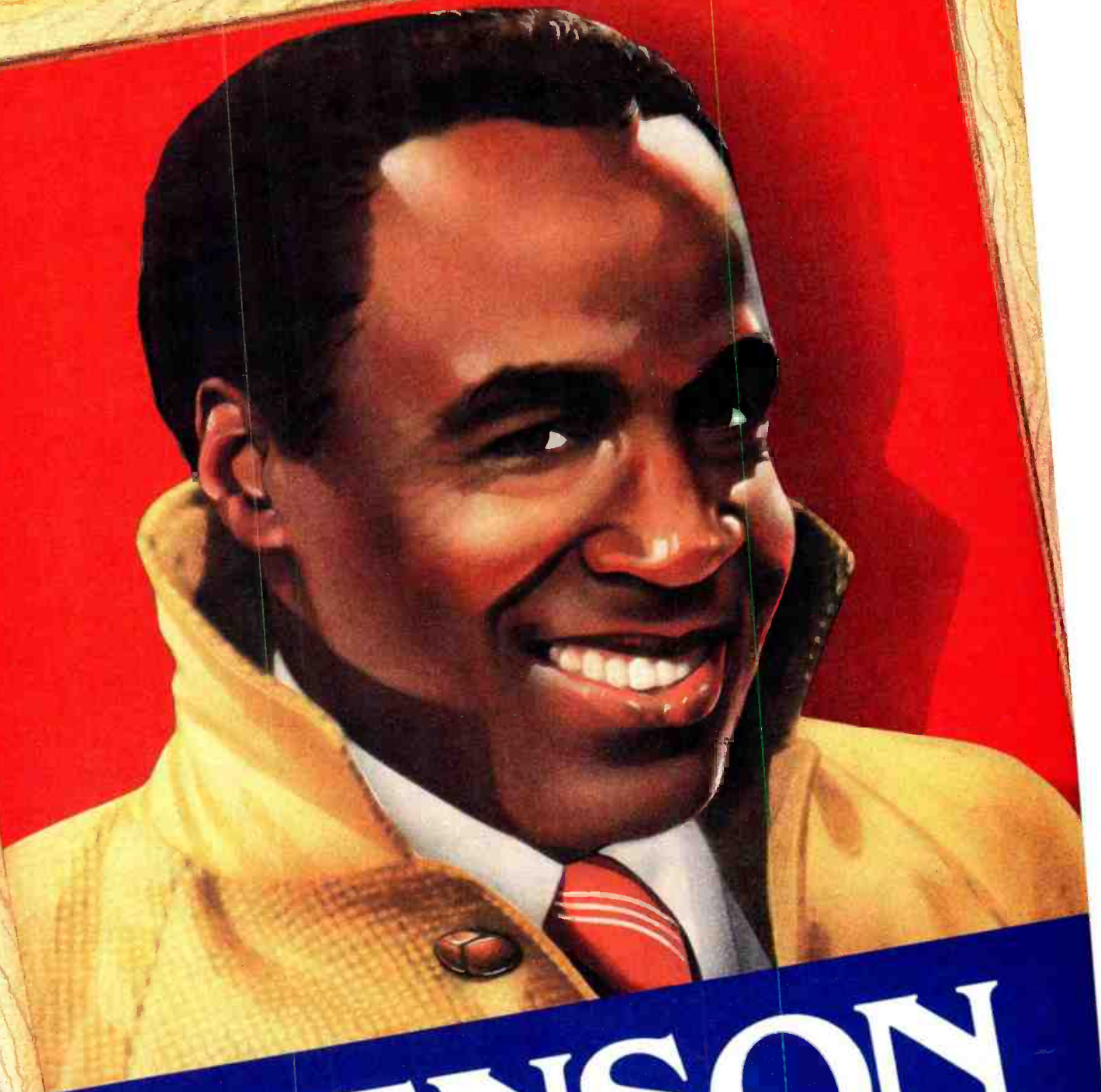


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PHILADELPHIA	WTAF-TV	BUFFALO	WGR-TV	COLORADO SPRINGS	KRDO-TV
SAN FRANCISCO	KTZO	ORLANDO	WOFL	SALINAS	KMST
BOSTON	WLVI-TV	NEW ORLEANS	WVUE	CHARLESTON, S.C.	WCBD-TV
DETROIT	WJBK-TV	COLUMBUS, OH.	WTVN	AMARILLO	KVII-TV
WASHINGTON, D.C.	WDCA-TV	MEMPHIS	WPTY-TV	BEAUMONT	KBMT
CLEVELAND	WJKW-TV	GRAND RAPIDS	WZZM-TV	RENO	KCRL
DALLAS	KNBN-TV	RALEIGH	WRAL-TV	BOISE	KIVI
HOUSTON	KRIV-TV	OKLAHOMA CITY	KGMC	CORPUS CHRISTI	KIII
PITTSBURGH	WTAE-TV	BIRMINGHAM	WBRC-TV	CHICO-REDDING	KRCR-TV
MIAMI	WCIX-TV	HARRISBURG	WPMT-TV	MACON	WXGA
MINNEAPOLIS	KMSP-TV	NORFOLK	WYAH	ERIE	WJET-TV
ATLANTA	WSB-TV	GREENSBORO	WGGT	ALBANY, GA.	WALB-TV
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ST. LOUIS	KDNL-TV	FLINT	WNEM-TV	MEDFORD	KTVL
DENVER	KWGN-TV	LITTLE ROCK	KLRT	GREENWOOD	WABG-TV
BALTIMORE	WMAR-TV	SHREVEPORT	KSLA-TV	JACKSON, TENN	WBBJ-TV
SACRAMENTO	KRBK-TV	MOBILE	WALA-TV	HONOLULU	KGMB
PORTLAND, OR.	KPTV	JACKSONVILLE	WJKS-TV	MANCHESTER/ CONCORD	WMUR-TV
INDIANAPOLIS	WRTV	FRESNO	KSEE		
HARTFORD	WVIT	WEST PALM BEACH	WPEC		
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's rolling!**

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This week

May 5-9—Eurocast '84, cable and satellite television exhibition. Swiss Industries Fair, Basel, Switzerland. Information: Michael Hyams, Cable & Satellite Television Exhibitions Ltd., 100 Gloucester Place, London, W1H 3DA; telephone: 01-487-4397.

May 7—Fund-raiser for *Big Sisters of Washington*, roasting FCC Commissioner Mimi Weyforth Dawson. Roasters: FCC Chairman Mark Fowler, former FCC Chairman Richard Wiley, former FCC Mass Media Bureau Chief Larry Harris, and Jerri Warrick-Crisman, president, American Women in Radio and Television. Washington Marriott. Information: Karen Kershner, (202) 328-1847.

May 7—Cable course offered by *Women in Cable, Rocky Mountain chapter*. University of Denver, Denver. Information: (303) 321-7550.

May 7—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner. Theme: "The Talent of Agents." Copacabana, New York.

May 7-9—*Classical Music Broadcasters Association* convention. Warwick hotel, New York. Information: Tim Davidson, (206) 343-3981.

May 7-9—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 7-26—Los Angeles Television Festival, compilation of past *Museum of Broadcasting* exhibitions, presented by museum in cooperation with *Academy of Television Arts and Sciences Foundation*. ABC Enter-

■ Indicates new or revised listing

tainment Center, Los Angeles.

May 8—*Hollywood Radio and Television Society* newsmaker luncheon, "Covering the Summer Olympics," with ABC News and Sports President Roone Arledge. Beverly Hilton, Los Angeles.

May 9—Second annual "Excellence in Media" awards luncheon, sponsored by *Institute of New Cinema Artists*. Helmsley Palace, New York.

May 9—*Women in Cable, New York chapter*, "Basics of Cable TV" course, session two. Topic: programing, basic, pay and local origination. Viacom conference center, New York. Information: (212) 484-6778.

May 9—*National Conference of Black Lawyers* communications task force. Speaker: Senator Barry Goldwater (R-Ariz.), chairman of Senate Communications Subcommittee. Washington Marriott, Washington.

May 9—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: John Lazarus, vice president, sports marketing and sales, ABC-TV. "The Marketing of the 1984 Olympics." Copacabana, New York.

May 10—*Armed Forces Communications and Electronics Association* luncheon. Speaker: FCC Commissioner Mimi Weyforth Dawson. Shoreham hotel. Washington.

May 11-13—*Pennsylvania AP Broadcasters* annual meeting and awards presentation. Treadway Resort, Lancaster, Pa.

May 12—*Radio-Television News Directors Association* region 12 meeting with Pennsylvania AP Broadcasters. Lancaster, Pa. Information: (202) 737-8657.

Also in May

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

May 14—Cable course offered by *Women in Cable, Rocky Mountain chapter*. University of Denver, Denver. Information: (303) 321-7550.

May 14-17—International Conference on Communications, sponsored by *Institute of Electrical and Electronics Engineers Communications Society*. RAI Conference Center, Amsterdam. Information: (31) 40-742131/742236.

May 15—Deadline for entries in *National Federation of Community Broadcasters* "Community Radio Program Awards." Information: NFCB, 1314 14th Street, N.W., Washington, 20005; (202) 797-8911.

May 15—*Women in Communications, New York chapter*, annual business meeting and spring luncheon. Tavern on the Green, New York.

May 15—"Minority Ownership, Training and Recruiting," conference sponsored by *Northeastern University, journalism department*. Ell student center, Boston. Information: Bill Kirtz, (617) 437-3236.

May 15—*Southern California Cable Association* monthly meeting. Speaker: Larry Wangberg, president, Times Mirror Cable, Irvine, Calif. Los Angeles Airport Hilton, Los Angeles. Information: (213) 684-7024.

May 15-17—*Maryland/Delaware Cable Television Association* annual spring meeting. Belvedere, Baltimore. Information: Barbara Martin, (301) 332-4098.

May 16—*New Jersey Broadcasters Association* annual spring conference. Rutgers, State University of New Jersey, New Brunswick, N.J.

May 16—*Women in Cable, New York chapter*, "Basics of Cable TV" course, session three. Topic: advertising and research. Viacom conference center, New York. Information: (212) 484-6778.

May 16—*Women in Cable, Washington chapter*, meeting. Topic: DBS, SMATV and MDS. Speakers: Ron Castell, Satellite Television Corp., Daniel Bean, Skyvision Corp., and Steve Wechsler, Marquee Television Network. National Cable Television Association headquarters, Washington.

May 16—*National Association of Broadcasters* metro market committee meeting. NAB headquarters, Washington.

May 16-19—*Public Telecommunications Financial Management Association* annual conference. The Pointe at Squaw Peak, Phoenix. Information: (803) 799-5517.

May 16-19—*American Association of Advertising Agencies* Southern region annual meeting. Mandalay Four Seasons, Dallas.

May 16-20—Fourth International Conference on Television Drama, sponsored by *Michigan State University*. MSU campus, East Lansing, Mich. Information: (517) 355-4714.

May 17—World Telecommunications Day, sponsored by *International Telecommunication Union*. Informa-

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		DMA HOMES RIG/SHR	TOT W1849 (000)	
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WUAB	SCOOBY DO/TOM AND JERRY	7	19	22
WKYC	CHARLIE'S ANGELS	6	17	30
WJKW	FANTASY ISLAND 60	3	10	26
WCLQ	HE MAN/GOOD TIMES	3	9	11

Source: Feb. Cassandra

Errata

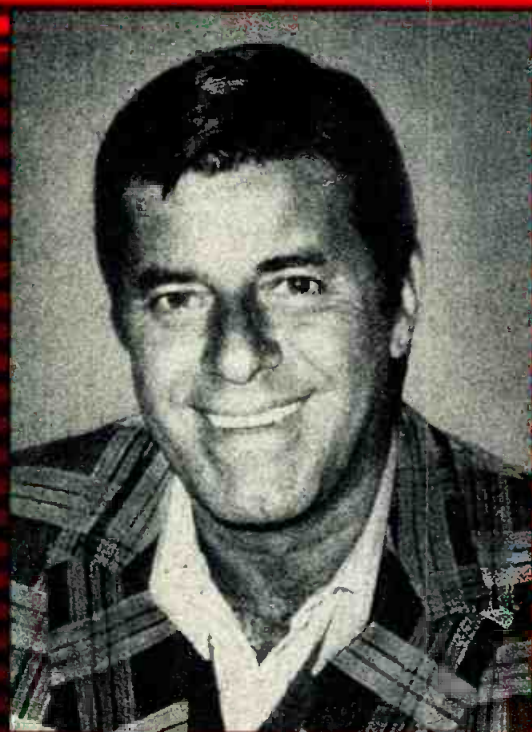
John Turner, who joined Masla Radio as manager of its Atlanta office, came from **WKYS(FM)** Washington, not McGavren-Guild, Atlanta, as incorrectly reported in "Fates & Fortunes," April 30.



150 East 58 Street, New York, NY (212) 319-1900 Contact: Rick Levy

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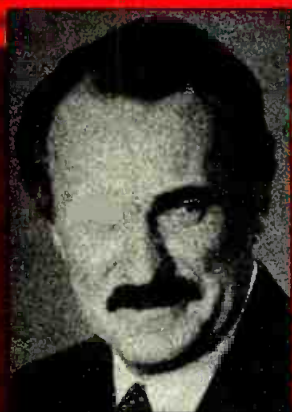


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tion: ITU, Place des Nations, CH-1211, Geneva, 20; telephone: (022) 99-5111.

May 17—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Robert L. Turner, president, Orbis Communications. Copacabana, New York.

May 18—Broadcast Pioneers dinner, with establishment of Walter Annenberg (publisher, *TV Guide*) scholarship. Four Seasons hotel, Philadelphia.

May 18-20—Foundation for American Communications "Toxic Waste Conference for Journalists," co-sponsored by *Gannett Foundation*. Scanticon conference center, Princeton, N.J. Information: (213) 851-7372

May 19—Boston/New England chapter, National Academy of Television Arts and Sciences, Emmy Awards ceremonies. Boston Sheraton hotel, Boston.

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.

May 20-23—"National Sales Symposium: Forecasting the Broadcast Environment of the 80's and 90's," sponsored by *McGavren-Guild Radio*. Treadway Inn, Newport Inn, Newport, R.I.

May 20-24—Nebraska Videodisk Group design/production workshop. Nebraska Educational Telecommunications Center, Lincoln, Neb.

May 20-26—Banff Television Festival fifth annual conference. Banff Springs hotel, Alberta.

May 21—Presentation of *Clio Awards*, "honoring advertising excellence worldwide." Sheraton Center, New York.

May 21—Cable course offered by *Women in Cable, Rocky Mountain chapter*. University of Denver, Denver. Information: (303) 321-7550.

May 22—New York chapter, Women in Cable, meeting. Viacom conference center, New York.

May 22—Women in Communications, Washington chapter, annual Matrix dinner meeting. Speaker: Pauline Frederick, political and foreign affairs correspondent. Capital Hilton, Washington. Information: (202) 955-5161.

May 22-24—"The Media and the People: How Much Trust?" conference sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

May 23—Clio Awards, "honoring advertising excellence worldwide." Silver Gala. Radio City Music Hall, New York.

May 23—Women in Cable, New York chapter, "Basics of Cable" course, session four. Topic: marketing—affiliate, system and direct. Viacom conference center, New York. Information: (212) 484-6778.

May 23—National Association of Broadcasters medium market committee meeting. NAB headquarters, Washington.

May 23—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: David Poltrack, vice president, research, CBS Broadcast Group. Copacabana, New York.

May 28—Registration deadline for National Media Conference "Children Grow Better in Families" sponsored by the *U.S. Department of Health and Human Services*. Omni Park Central, New York. For information call (202) 245-6265.

May 30—Women in Cable, New York chapter, "Basics of Cable TV" course, session five. Topic: legal aspects and franchising. Viacom conference center, New York. Information: (212) 484-6778.

May 30-June 2—American Women in Radio and Television annual convention. Palmer House, Chicago.

May 30-June 7—Prix Jeunesse International, international contest for children's and youth programming, sponsored by *Free State of Bavaria, City of Munich and Bavarian Broadcasting Corp.* Categories: storytelling, information and music/light entertainment. Information: (08) 59-00-20-58.

May 30-June 1—Third annual awards competition, *International Radio Festival of New York*, awards ceremony for radio advertising, programming and promotion. Information: 251 West 57th Street, New York.

May 31—Media Institute seminar, "New Technologies: Changes and Challenges in Public Relations." Hyatt Regency, Dallas.

June

June 1—Deadline for entries in *Southern Educational Communications Association* awards competition. Information: Mattie Hardy, SECA, (803) 799-5517.

June 1—Deadline for entries in *Academy of Television Arts and Sciences* "Outstanding Achievement in Engineering Development" awards. Information: John Leverence, ATAS awards director, 4605 Lankershim Boulevard, North Hollywood, Calif., 91602.

June 1—Deadline for comments in FCC proceeding to provide for nighttime operations on foreign AM clear channels. Reply comments due June 15. FCC, Washington.

June 1-3—Television Critics Association "National Cable Forum," sponsored by consortium of cable networks. Arizona Biltmore hotel, Phoenix. Information: (213) 655-4150.

June 1-3—Foundation for American Communications "Economics Conference for Journalists," co-sponsored by *Gannett Foundation*. Marriott, Newton, Mass. Information: (213) 851-7372.

June 1-3—Alabama Broadcasters Association summer convention. Gulf Shores Resort, Gulf Shores, Ala.

June 2-6—American Advertising Federation national convention. Fairmont hotel, Denver.

June 3-6—National Cable Television Association annual convention, including National Cable Programming Conference (formerly held prior to Western Cable Show in December). Theme: "Cable: The Consumer's Choice." Las Vegas Convention Center, Las Vegas.

June 3-6—Television workshop sponsored by *JC Penney-University of Missouri*. UM campus, Columbia, Mo. Information: (314) 882-7771.

June 4—Chicago chapter, National Academy of Television Arts and Sciences, Emmy Award ceremonies. Hyatt Regency, Chicago.

June 4-6—Television Critics Association consumer press tour, hosted by *PBS*. Arizona Biltmore, Phoenix.

June 4-7—Southern Educational Communications Association spring planning conference. PGA Sheraton hotel, Palm Beach Gardens, Fla.

June 6—17th annual *Radio Advertising Bureau Association of National Advertisers* workshop, "Trends and Traditions in Radio Advertising." Speakers include J. Jeffrey Campbell, chief executive officer, Burger King, and F.G. 'Buck' Rogers. IBM. Waldorf-Astoria, New York.

June 6-9—Eighth annual Public Radio Development Workshops, sponsored by *The Development Exchange*, service for public radio stations. Frontier hotel, Las Vegas. Information: (202) 783-8222.

June 6-10—Mississippi Broadcasters Association annual meeting. Royal D'Iberville, Biloxi, Miss.

June 7—Dinner to mark 50th anniversary of Communications Act and formation of FCC, sponsored by *Federal Communications Bar Association, Broadcast Pioneers* and other groups. Speakers include FCC Chairman Mark Fowler. Washington Hilton, Washington. Information: (202) 862-2219.

June 7-8—National Media Conference "Children Grow Better in Families" sponsored by the *U.S. Department of Health and Human Services*. Omni Park Central, New York. For information call (202) 245-6265.

June 7-9—Oregon Association of Broadcasters summer meeting. Lloyd's Red Lion, Portland, Ore.

June 7-10—Television Critics Association consumer press tour, hosted by *CBS-TV*. Arizona Biltmore, Phoenix.

June 7-10—Missouri Broadcasters Association spring meeting. Holiday Inn, Lake of the Ozarks, Mo.

June 8—Seattle chapter, National Academy of Television Arts and Sciences, Emmy Award ceremonies. Sheraton Center hotel, Seattle.

June 9-11—NBC affiliate promotion executives conference. Caesars Palace, Las Vegas.

June 10-13—Kansas Association of Broadcasters 34th annual convention. Holiday Inn and Holidome. Manhattan, Kan.

June 11—*Television Critics Association* "TCA Day" media presentation. Century Plaza hotel, Los Angeles.

June 11-14—Canadian Cable Television Association 27th annual convention and "Cablexpo." Theme: "Megachoice." Congress Center, Ottawa. Information: Christiane Thompson, CCTA, (613) 232-2631.

June 11-15—Broadcasters Promotion Association

Stay Tuned

A professional's guide to the intermedia week (May 7-13)

Network television □ PBS (check local times): *American Playhouse*—"Concealed Enemies" (three-part mini-series), Monday 9-11 p.m., Tuesday and Wednesday 9-10 p.m.; *Strokes of Genius** (modern art series), Tuesday 10-11 p.m. ABC: *The Last Days of Pompeii*, parts II and III (three-part mini-series), Monday and Tuesday 9-11 p.m.; *The Dollmaker** (drama), Sunday 8-11 p.m.



Fame is the Spur through Sept. 13.

* indicates premiere episode

Cable □ Arts & Entertainment Network: *Victorian Days*—"Fame is the Spur" part I (eight-part series), Wednesday 8-9 p.m.; *The Architecture of Frank Lloyd Wright*, Thursday 9-10:30 p.m. HBO: *Being Homosexual* (documentary), Wednesday 10-11 p.m. Lifetime: *Asthma/Allergy Update '84* (information), Monday 7-11 p.m.; *Med Video Clinic** (informative series), Saturday 9 a.m.

Play it again (rebroadcasts) □ Bravo: "King of Hearts" (film), Wednesday 8-10 p.m.; *Dance Fest: Mikhail Baryshnikov in Carmen*, Thursday 10-11 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Lucille Ball: First Lady of Comedy*, 90 minutes of programming per day,

THE NEXT TIME A MAJOR NEWS EVENT BREAKS, WILL IT BE A BREAK FOR YOUR COMPETITION?



When a major news event breaks, your station must have the information your listeners want. Or they'll turn the dial to find it. But as an affiliate of the ABC Information Network, you will make the most of every opportunity because you will have the world's largest radio news organization working for your station.

The ABC Information Network has a proven record of superiority in handling the big news stories. When a crisis breaks, the Information Network offers you the option of thorough short or long form coverage at the moment your audience wants it most.

But it doesn't take a crisis to understand why over 550 stations look to the ABC Information Network for information their listeners want. With nineteen 15khz satellite channels (more than any other network), ABC provides you frequent, daily feeds of news actualities and voice reports in addition to top of the hour newscasts that bring ABC's biggest news names into your newsroom.

You can also choose from audience and sales-building Mini-Documentaries; Special Assignment: Extras; Gordon Williams Business Reports; and long and short form coverage of the 1984 political year.

For information about the ABC Information Network, call Stuart Krane, Network Director, at (212) 887-5285.

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We're what your audience wants: information.

NUMB1

NO.1 IN RATING WBZ-TV Boston • WFAA-TV Dallas-Fort Worth* • KDKA-TV Pittsburgh
WISH-TV Indianapolis • WFSB-TV Hartford-New Haven • KPNX-TV Phoenix • WCPO-TV Cincinnati
WRAL-TV Raleigh-Durham • KTVY Oklahoma City • WATE-TV Knoxville • WPTV West Palm Beach
KSAT-TV San Antonio* • WGAL-TV Harrisburg-Lancaster • WFMY-TV Greensboro
WHEC-TV Rochester • KCCI-TV Des Moines • WOWT Omaha • WAND Champaign
KOLD-TV Tucson* • WEHT-TV Evansville • WAFB-TV Baton Rouge* • WKBN-TV Youngstown
WMBD-TV Peoria* • KKTU Colorado Springs • WIFR-TV Rockford • WINK-TV Fort Myers
WECT Wilmington • KTIV Sioux City • WGEM-TV Quincy-Hannibal • WALB-TV Albany, GA
KID-TV Idaho Falls* • KULR-TV Billings* • WTOK-TV Meridian • KVIQ Eureka • WLIO Lima

NO.1 IN TOTAL WOMEN WBZ-TV Boston • KDKA-TV Pittsburgh • WGEM-TV Quincy
WCCO-TV Minneapolis-St. Paul • WISH-TV Indianapolis • WFSB-TV Hartford-New Haven • KPNX-TV Phoenix
WCPX-TV Orlando* • WBTV Charlotte • WTVN-TV Columbus • KTVY Oklahoma City • KSAT-TV San Antonio
WFMY-TV Greensboro • WNEM-TV Flint-Saginaw • KTBS-TV Shreveport* • WDBJ-TV Roanoke-Lynchburg
WFRV-TV Green Bay • WHEC-TV Rochester • KCCI-TV Des Moines • WOWT Omaha • WAND Champaign
KOLD-TV Tucson • WEHT-TV Evansville • WAFB-TV Baton Rouge • WKBN-TV Youngstown • KVIQ Eureka
WILX-TV Lansing • WMBD-TV Peoria • KKTU Colorado Springs • KNTV Monterey-Salinas • WIFR-TV Rockford
KSNF-TV Joplin-Pittsburg • WECT Wilmington • WVVA-TV Beckley-Bluefield • WALB-TV Albany, GA
KLTU-TV Tyler • KULR-TV Billings • WTOK-TV Meridian • KEYC-TV Mankato • WHSV-TV Harrisonburg



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 WANE-TV Fort Wayne* • WCAX-TV Burlington-Plattsburgh
 KVII-TV Amarillo • KSNF-TV Joplin-Pittsburg
 KRBC-TV Abilene-Sweetwater • WVTM-TV Birmingham*
 WHSV-TV Harrisonburg • KNOP-TV N. Platte-Hayes

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WTVT Tampa-St. Petersburg • KSDK St. Louis
 KFMB-TV San Diego • WCPO-TV Cincinnati
 WCHS-TV Charleston-Huntington • WPTV West Palm Beach
 WATE-TV Knoxville • WGAL-TV Harrisburg-Lancaster
 WTVC Chattanooga • WSJV-TV South Bend • WLIO Lima
 WANE-TV Fort Wayne • WCAX-TV Burlington-Plattsburgh
 WINK-TV Fort Myers • KVII-TV Amarillo • KTIV Sioux City
 KRBC-TV Abilene-Sweetwater • KID-TV Idaho Falls
 KNOP-TV N. Platte-Hayes *Tie Source: NSI Cassandra Feb. 1984

Host
GARY COLLINS
 with
BONNIE STRAUSS

The daytime success story of the '80s continues book after book. And with four years of solid growth, we're all set for many more. We've just signed Gary Collins to a new contract running through 1988. It's our continuing commitment to provide stations and viewers with the best in daytime programming.

Major Meetings

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. Metropolitan 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 MIDEM 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, Tex.

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

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

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

April 14-17, 1985—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Dallas, April 13-16, 1986; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

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

Broadcast Designers Association annual seminar. Caesars Palace, Las Vegas.

■ **June 12-14**—Consumer Press Tour, hosted by NBC-TV. Century Plaza hotel, Los Angeles.

June 12-14—New York University summer institute on "The Information City." NYU campus, New York. Information: (212) 598-3133.

June 13—Women in Cable, New York chapter, "Basics of Cable TV" course. Topic: financial aspects and future perspectives. Viacom Conference Center, New York. Information: (212) 484-6778.

June 13-14—Illinois Broadcasters Association annual trip to Washington, for visits to Congress, FCC and associations. Mayflower hotel, Washington. Information: (217) 787-6503.

June 13-15—Television Bureau of Advertising national sales advisory committee. Montauk Yacht Club, Montauk, N.Y.

June 14-16—Arizona Broadcasters Association spring convention. Poco Diablo Resort, Sedona, Ariz.

June 14-16—Iowa Broadcasters Association annual convention. Hilton hotel, Sioux City, Iowa.

■ **June 15-17**—Consumer Press Tour, hosted by ABC-TV. Century Plaza hotel, Los Angeles.

June 15-17—Texas AP Broadcasters Association convention and awards banquet. Sheraton, Amarillo, Tex.

June 15-17—Foundation for American Communications "Economics Conference for NBC-TV Affiliates," co-sponsored by NBC News. Arrowwood conference center, New York. Information: (213) 851-7372.

June 16—Atlanta chapter, National Academy of Television Arts and Sciences, Emmy Award ceremonies. Omni Civic Center, Atlanta.

June 17-19—"Adult Radio Forum," presented by Burkhardt/Abrams/Michaels/Douglas and Associates. Fairmont hotel, New Orleans. Information: (404) 955-1550.

June 17-19—National Association of Farm Broadcasters summer meeting. Omaha.

June 18-21—Fourth annual Wharton Sales Management School, sponsored by Radio Advertising Bureau. Wharton School of Business, University of Pennsylvania, Philadelphia. Information: (212) 599-6666.

Continued on page 112.



Disk-ussion

EDITOR: The recent study by Dennis Waters reported in BROADCASTING ("Riding Gain, April 16) is one of the silliest exercises I've heard about in a long time. Mr. Waters contends that FM stations should not broadcast compact disks because the FM bandwidth makes it impossible to transmit the full digital quality of the CD's.

It is true that frequencies above 15,000 hz enhance the presence of music, but most people cannot hear above 15,000 hz (the limit of FM broadcasting), and as people grow older, their hearing capacity decreases. While cable and DBS might be able to deliver the full fidelity of CD's, it would be appreciated only by dogs.

But beyond the question of fidelity, there are several other major advantages that CD's offer the FM broadcaster: no surface noise, no wow or flutter, no rumble, the lack of wear, decreased storage needs and ease of cueing. The facility for accurately picking out music segments and repeating them as needed is a major boon to station production.

The relative low cost of producing CD's has implications for radio program distribution. Once the industry's ability to produce CD's comes up to speed, it is conceivable that the distribution of syndicated programs by CD's will be cheaper than any other means, tape, LP's and even satellite.

WCLV(FM) Cleveland was a pioneer in the

broadcasting of CD's, and the format is becoming an increasingly significant factor in our operation. We look forward to the CD system becoming the predominant method of music transmission in FM broadcasting.—Robert Conrad, vice president/program manager, WCLV Cleveland.

Concentration illumination

EDITOR: Your April 23 editorial on the FCC's multiple ownership rules, "False Alarms," is wrong when it suggests that I dissented to the commission's decision to repeal the regional concentration rule because I believe repeal would adversely affect minority ownership.

I did not express any concern on this basis. As noted in your April 16 news article on the FCC's regional concentration decision, I objected to repeal for a number of other reasons, including the commission's failure to demonstrate the costs imposed by the rule and the benefits to be realized without it.

At the FCC meeting, I also argued (in line with suggestions by the National Telecommunications and Information Administration and the Rand Corp.) that the absence of any regional ownership limitation will undermine diversity of viewpoint in many markets and that the majority's refusal to consider alternatives to outright repeal was arbitrary on the record of this proceeding.—Henry M. Rivera, commissioner, FCC, Washington.

A broadcast call sign legal commentary from Zave Unger and James Romano Jr., New York

How to cope with call sign interlopers

On Dec. 14, 1983, the FCC announced new guidelines under which, effective Jan. 20, 1984, the commission no longer entertains objections to requests by broadcast licensees for assignment of new or modified call signs. Under previous guidelines, requested call signs were assigned if they (1) were available, (2) were in good taste and (3) were "sufficiently dissimilar phonetically and rhythmically from existing call letters of stations in the same service area so that there will be no significant likelihood for public confusion." Equally significant, a licensee could object to a particular call sign request by another broadcaster *before* assignment of the call sign by filing an objection with the commission within 30 days after public notice of a requested assignment. Although there was no assurance that the licensee's objection would be upheld, the old procedures, at a minimum, provided a nationwide forum in which to air call sign disputes and a unitary standard under which such disagreements could be resolved. Parenthetically, it is interesting to note that this procedure bore unmistakable similarities to the "opposition proceedings" then and now available for use before the United States Patent and Trademark Office under Section 13 of the Trademark Act.

The new guidelines expressly preclude consideration of objections. Subject to availability, therefore, desired call signs are now assigned by the commission upon request without the need for a 30-day "holding period" in which to ascertain whether objections have been filed.

The new guidelines protect licensees from requests for their call signs—the commission will assign "available" call signs only—but, absent a procedure for handling objections, licensees are vulnerable to requests by area broadcasters for call signs which, although not identical to previously assigned call signs, are sufficiently similar to result in damaging confusion in the marketplace. Thus, welcome as deregulation may be, the fact that the commission will no longer provide a forum for resolution of call letter disputes requires that licensees become aware and avail themselves of alternate means of protecting established call signs from interlopers.

A traditional method of protection is afforded by the Trademark Act, which is designed to protect registrants from infringement where there is the likelihood of public confusion, deception or mistake. Commission-assigned call signs clearly qualify as service marks—a form of trademark used to identify services rather than goods—when used in interstate commerce to identify the



Unger



Romano

Zave M. Unger, formerly an attorney with the FCC, is a communications lawyer in New York and is the publisher of a monthly newsletter on legal aspects of radio and television. In 1980, he founded the New York Coordinating Committee of the Federal Communications Bar Association and served as the committee's chairman for two years.

□

James J. Romano Jr. is a private practitioner of patent, trademark, copyright and unfair competition law in New York and is a former examiner in the United States Patent and Trademark Office.

broadcasting services of a particular broadcast licensee. Ordinarily, a call sign would thus be expected to be protectable "as such" by service mark registration on the Principal Register of the Patent and Trademark Office in accordance with Section 3 of the Trademark Act. ("As such" refers to protection of the call letters themselves as opposed to protection of the call sign in the context of other material.) The significant advantages of service mark registration in protection against interlopers (read infringers) include: (1) automatic access to the federal court system in infringement actions even in the absence of diversity of citizenship; (2) legal presumptions that the registration is valid and owned by the registrant, who has the exclusive right to use the service mark, and (3) possible award of *treble* damages against a willful infringer. Service mark registration thus provides a real deterrent to infringement and, when infringement does occur, service mark enforcement is greatly facilitated by the imposition of significant legal burdens upon the interloper.

Unfortunately, benefits to broadcasters of call sign registrations have thus far proved less than satisfactory, in large part because of the Patent and Trademark Office's longstanding policy to reject applications by broadcast licensees for service mark registration of commission-assigned call signs as such. The basis for rejection is the office's view that a broadcast licensee possesses only a revocable license from the commission to use the assigned call sign, and not the full

ownership required for service mark registration by Section 1 of the Trademark Act. It should be noted that the Office's rationale applies only to call letters assigned by the commission. Where, however, the commission allows a licensee to select and use call signs without prior commission approval—as is the case for certain low-power radio devices—the licensee is deemed to possess the requisite ownership for service mark registration.

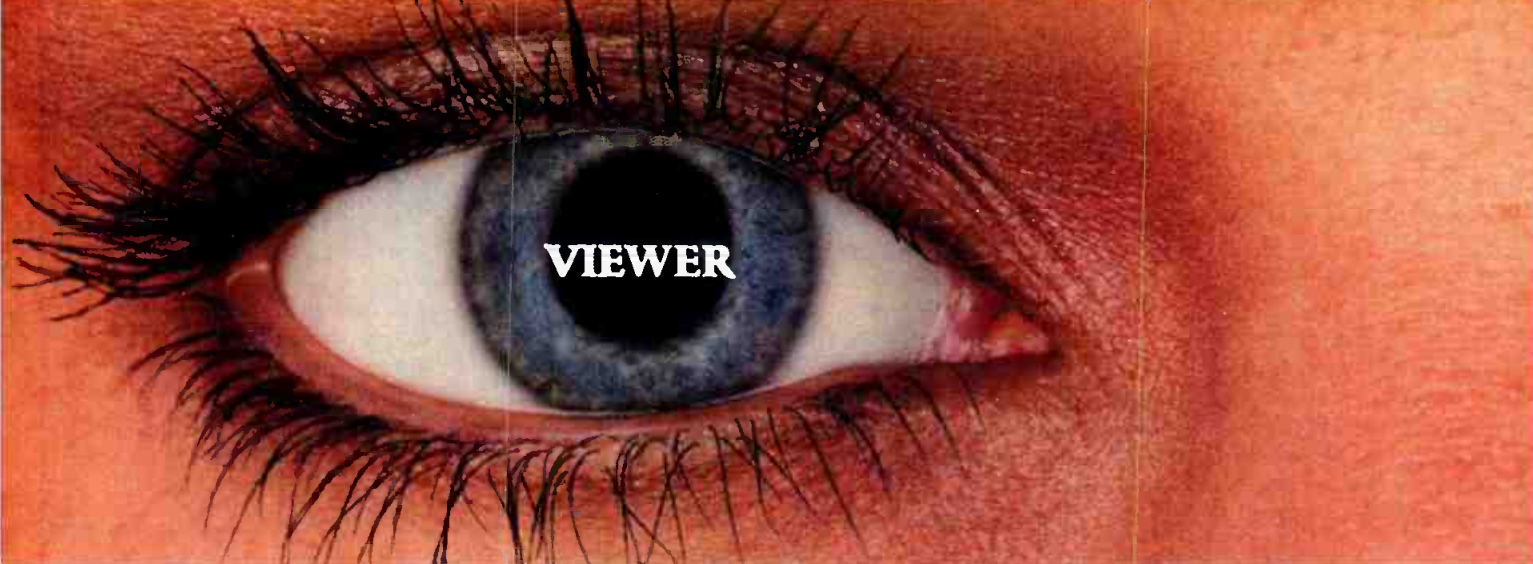
To achieve any degree of success, broadcast licensees seeking service mark registration of commission-assigned call signs are forced to embellish the call letters with fanciful logos or designs in the registration application drawing, which in essence defines the service mark to be protected by the registration, and to use the call sign in that embellished form in interstate commerce. Even in these instances, however, the Patent and Trademark Office requires the registrant to expressly disclaim exclusive use of the call sign itself. The net result is that service mark protection extends to the call letters themselves only in the context of logo or design. The letters themselves are not covered.

Perhaps not surprisingly, given the protection previously afforded licensees by the commission, there are no indications that this Patent and Trademark Office policy has ever been appealed even within the Patent and Trademark Office to the Trademark Trial and Appeal Board. That may soon change. The commission's refusal to entertain objections greatly increases the likelihood that some aggrieved licensee may seek to register its call sign as such and appeal if rejected.

The prospect for change at the commission is uncertain. Presently pending before it are two petitions for reconsideration which seek, in part, to restore the prior procedures regarding objections. A ruling on the petitions currently is projected by the end of June.

Absent any change of current policy by the commission or the Patent Trademark Office, licensees interested in protecting their intellectual property rights in commission-assigned call signs, beyond use in a logo or design, will have to make increased use of: (1) Section 43(a) of the Trademark Act, which prohibits false descriptions of origin; (2) state laws regarding unfair competition and/or common law trademark infringement; (3) state service mark registrations; (4) state antidilution statutes, and (5) state statutes dealing with injury to business reputation.

Antitrust considerations aside, the most significant protection available for broadcasters may well be to establish an all-industry committee, perhaps under the aegis of the National Association of Broadcasters, for voluntary self-regulation of call sign matters.



YOUNG WOMEN WINNER.

- **FAMILY:** Powerhouse demographics for daytime and early fringe.
- Top 20 markets averaged 74% more Women 18-49, 77% more Women 18-34 than same time periods last year. Increases in 18 of the 20 markets. (NSI Feb. '84 vs Feb. '83)
- This award-winning hour-long strip is returning for '84-'85.

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- **INSPECTOR GADGET:** Appeared in 16 of the Top 20 markets, averaging a 46% increase in Kids 2-11 (up in 14 markets) and 46% in Kids 6-11 (up in 15 markets), over same time periods last year. (NSI Feb. '84 vs. Feb. '83)
- A growing audience: Topped its own Oct. '83 rating by 37% in Feb. '84. (NTI)
- This winning half-hour strip is back to delight the kids in '84-'85.





POWER

FIRST-RUN THRILL TALES.

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- Oct. special won its prime access time in N.Y., pulled a 27 prime time share in Detroit. (NSI Overnights) Highest rated national special in the Oct./Nov. '83 SON. *Variety*: "...a sure-fire grabber for kids and adults."
- A Laurel Production in association with Jaygee Productions.

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Listeners won't know about Delta's microprocessor-controlled digital cue tone detector and exclusive ITC playback head. Delta's compact size and choice of four configurations won't matter to them.

Give people great sound and they'll come back for more!

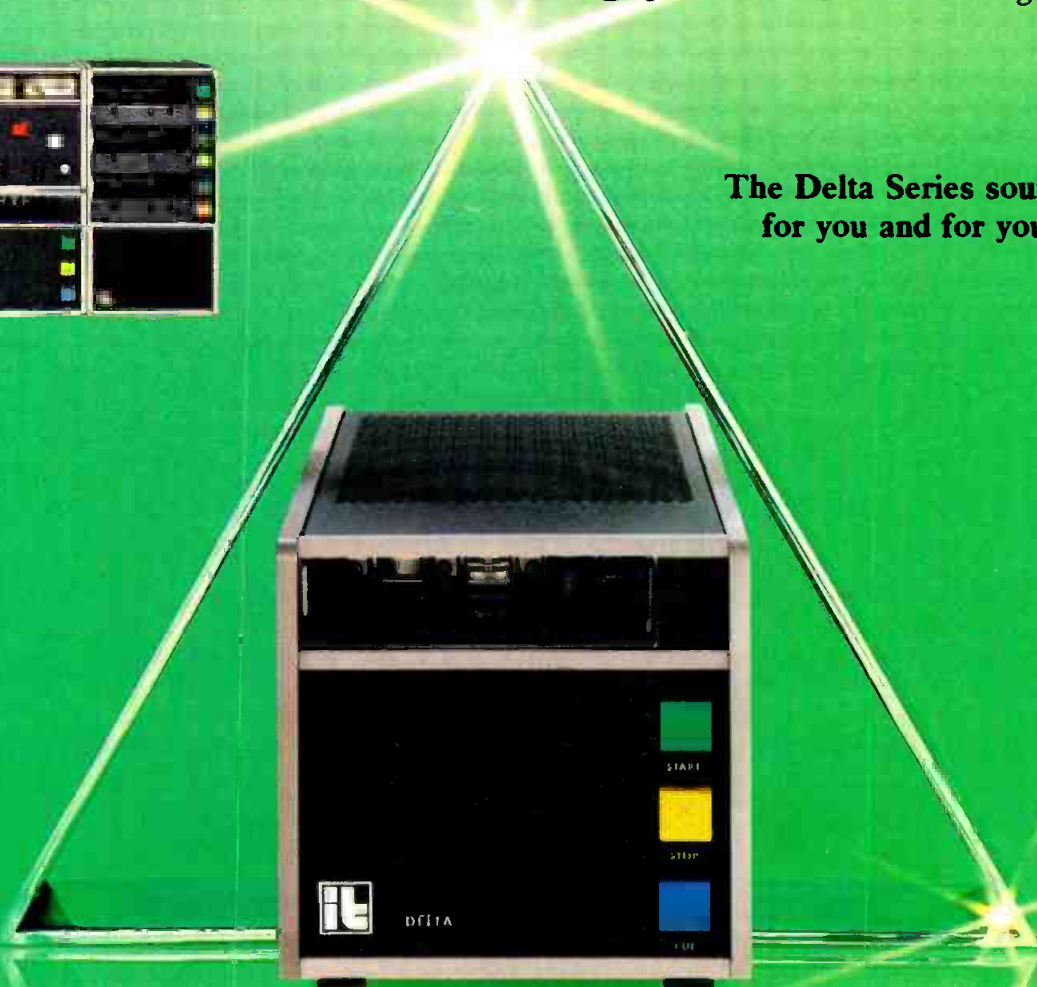
And the average listener won't know that ITC sells more professional cartridge machines than all other manufacturers combined. Or that the Delta Series replaces the Premium Line, previously the standard of value in the industry.

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Broadcasting May 7

Vol. 106 No. 19



Curtain raiser. Presentation of the NAB's Distinguished Service Award to ABC's Elton Rule (pictured on screen) was a highlight of the opening ceremony on Sunday at the Las Vegas convention. On stage at right: NAB Chairman Gert Schmidt, Convention Co-Vice Chairman Bill Turner and NAB President Eddie Fritts.

TOP OF THE WEEK

NAB's winning roll in Las Vegas

Record attendance braves strike; Fowler criticizes broadcasters for shortcomings in news, children's programming; equipment exhibits almost overwhelming; convention avoids last year's horror stories

Some 35,000 broadcasters came away from the National Association of Broadcasters' biggest-ever convention in Las Vegas last week warned, worn and enlightened.

The warning came from FCC Chairman Mark Fowler, who—at the closing luncheon—admonished broadcasters to step into the vacuum left by the commission when it began to adopt deregulatory and unregulatory policies. Fowler cited three areas for action: news reporting, children's programming and upgrading broadcast facilities. Failure to do so, he said, could result in a public outcry for reregulation (story page 41)

The wear came from trying to cover the 100-plus panel sessions, speeches, receptions and entertainments that filled the four days and nights of the convention—and especially trying to cover the 650 exhibits occupying the 300,000 square foot exhibit hall. (Actually, the NAB event is three conventions in one: for radio, for television and for engineering.)

The enlightenment came from catching up on the latest developments in broadcast business and technology, along with the situation vis a vis other electronic media, existing and prospective. (BROADCASTING's gavel-to-gavel coverage of the NAB convention appears on pages 85 through 111.)

In 1983, the NAB convention seemed to have more than its share of bad breaks. That year's event was afflicted by a number of "smoking guns" whose reverberations continue to this day. This year, however, NAB went out of its way to avoid the possibility of backfires—and in the process produced the blandest agenda in history. So careful was it to avoid controversy via outside speakers that the Monday and Tuesday luncheons featured entertainers instead of substantive addresses. Only Chairman Fowler broke the mold, and his speech was beyond NAB's control; the incumbent FCC chairman always is invited to address the final session.

As a result, the convention was virtually trouble-free. But it also seemed to lack the vigor and excitement of past conventions. The theme—"You've Got What It Takes," based on NAB's voter education campaign—was introduced at the opening session with all the flair and style of a Las Vegas show...and then dropped promptly from sight for the rest of the show.

Even the ongoing strike by employees of major Las Vegas hotels, including the Hilton, where many convention sessions and luncheons were held, barely disrupted the convention's tranquility. Other than long lines at the coffee shop, and slow room and maid service, the strike failed to dampen the spirit of the convention. (Only a few visible picketers outside the hotels served as a quiet reminder that a strike was under way. There were no reports of violence and an expected large demonstration on Tuesday by picketers, who gathered outside the convention center carrying placards that read "scab is an ugly word," fizzled out.) On Thursday, one day after the NAB left town, the Hilton hotel, the main convention hotel adjacent to the convention center, settled with the strikers.

Until Fowler's appearance on Wednesday, the news value championship belonged clearly to the equipment exhibition and attendant developments from that part of the broadcast world. For example, a technical session on AM stereo drew a large crowd. The session erupted into a heated debate after a number of critical questions were directed at representatives from Motorola and Delco (see story, page 95).

The exhibition—the largest of its kind—was filled with thousands of cameras, consoles, monitors, switchers, microphones,



NAB Chairman Schmidt



NAB President Fritts

video and audio tape recorders, transmitters, processors and the myriad other pieces of hardware needed to assemble a broadcast station or production facility. Highlights included the RCA CCD-1, automatic video playback systems, quarter-inch tape for ENG, sophisticated computer-based editing systems, the latest in videographics and digital effects and systems for putting the computer to work in the broadcast newsroom (see story, page 99).

Although 34 members of Congress (nine senators and 25 congressmen) attended this year's event and participated in a number of panels, little news was generated from the sessions. None of the legislators were featured as major speakers during the convention, although NAB spent more than \$60,000 in honoraria—\$1,500 each for congressmen and \$2,000 each for senators and committee chairmen—plus expenses to take them out to Las Vegas.

If broadcasters paid less attention to congressional matters, said one conventioneer, it was because talks on a House broadcast deregulation bill collapsed a week before the convention began (BROADCASTING, April 30). Still others believed the waning interest in achieving regulatory relief was due to the NAB, whose own efforts in that area have been curtailed. The only congressional panel devoted to the topic failed to shed any more light on how or if a bill might yet emerge (see story, page 85).

NAB, however, may not be the only entity that has lost its appetite for broadcast deregulation. The lawmakers themselves, warned David Markey, head of the Commerce Department's National Telecommunications and Information Administration, may be losing their enthusiasm for deregulation (see story, page 86).

It wasn't until Wednesday, as the convention drew to a close, that things picked up, and even then only slightly. That was when Chairman Fowler broke the calm with a surprising speech admonishing the industry to be more responsible. It was Fowler's third speech at an NAB convention and undoubtedly the toughest. (Fowler's remarks received only polite applause.)

Fowler exhorted the industry to be good broadcasters and even more specifically urged them to strengthen their commitment

to children's programming. He challenged them to do more than just the traditional Saturday morning cartoon fare. Moreover, he was particularly harsh when it came to the news media, and likened today's broadcast journalism approach to that of "Barnum and Bailey" rather than "Huntley and Brinkley."

One unexpected newsmaker at this year's convention was James McKinney, the FCC's Mass Media Bureau chief. It was McKinney's first appearance as bureau chief at an NAB convention and, judging from his new celebrity status, he threatened to steal the show. McKinney was everywhere. He participated in NAB's annual one-on-one session with the chief of the bureau, held a press conference and spoke at the engineering luncheon on Tuesday (see story, page 97).

The FCC's presence was felt even more strongly on Wednesday when NAB held its traditional commissioners panel before Fowler's speech. Not all the news from Commissioners Mimi Dawson, Henry Rivera and Dennis Patrick, was soothing to the broadcasters. (Commissioner James Quello was called back to Washington because of his wife's illness.) Instead, all the commis-

sioners seemed reluctant to wholeheartedly support retention of the FCC's must-carry rules. Although they hesitated to support must-carry, neither did they call for its repeal. Despite the gloomy forecast for must-carry, the commissioners were confident the FCC would consider repeal of the rule of sevens and television deregulation (see story, page 98).

It's not surprising that most of the news emanating from the sessions was upbeat. Unlike last year (the controversial TV trends study was released during the 1983 convention) there were no major research presentations. All the reports generally presented a healthy industry. Roger Rice, president of the Television Bureau of Advertising, delivered promising news. Rice reported that local TV advertising sales were up 19% and spot advertising increased 11%, compared to year-ago first-quarter increases in those areas (see story, page 110).

Furthermore, the future of over-the-air TV received an optimistic review. A panel devoted to examining that future generally agreed that over-the-air TV would remain out front (see story, page 87).

For radio, the news was equally good. A number of the radio sessions examined where radio has come from and where it is likely to go. The reports were positive and predicted a bright future. Radio Advertising Bureau President Bill Stakelin projected a 15% growth rate for radio this year (see story, page 111).

The opening multimedia extravaganza on Sunday afternoon, centered on the convention's "You've Got What It Takes" theme, drew praise. Nearly 4,000 conventioners attended that session, which featured a keynote address by President Eddie Fritts and included presentation of the NAB's Distinguished Service Award to Elton Rule, former ABC vice chairman.

The hall was designed to create a political convention atmosphere and featured a series of movie screens that went halfway around

Green light for merger

The National Association of Broadcasters and the Daytime Broadcasters Association announced last week they have reached an "agreement in principle" to merge DBA into NAB. The plans for a merger were released during the NAB convention. According to the NAB, once the merger is complete, the association will establish a new standing committee devoted to daytimer issues. "The prospective agreement between NAB and DBA is a significant step toward unifying all segments of the broadcast industry under a single organization," said NAB President Eddie Fritts.

Fritts and DBA President Jim Wychor of KWOA-AM-FM Worthington, Minn., announced the merger prior to NAB's closing luncheon on Wednesday, May 2. "We now feel the time has come to join NAB in an effort to further the case of a united broadcast industry," Wychor said.

NAB and DBA expect to finalize an agreement by the end of May. In addition to the formation of a daytimers committee, the associations have agreed to seek modification of pending Senate legislation, S. 880, that would expand daytimers' operating hours. The bill has aroused strong opposition from clear channel broadcasters and now DBA and NAB will seek to "remove portions which may cause objectionable interference to other stations."

Part of the merger deal also includes a commitment from the NAB to assume responsibility for DBA debts of up to \$40,000, Wychor said. He added that the new DBA committee would assist in raising the funds.

the room. For 40 minutes NAB members were presented with a slide and sound show that provided a panoramic trip through American history. The session's patriotic tenor was accented by live music from a contingent of the U.S. Marine Band.

The "You've Got What It Takes" theme is part of a larger voter education campaign undertaken by the NAB in conjunction with the Ad Council (BROADCASTING, April 23). NAB hopes to convince its members to step up their role in the local and national electoral process and is urging them to sponsor political debates and help improve the general awareness among voters.

To help carry that message, NAB presented the results of a Roper poll on the use of radio and television for political information, showing that:

- "62% say it is important to them that radio cover both national as well as state and local elections and candidates."

- "59% also say it is important to them that radio provide up-to-the-minute information on elections and candidates."

- "82% will look to television as a major source of information about this year's national elections."

- "Television also will be an important source of information to 65% of the public on state and local elections and candidates."

The poll also revealed the public's attitude toward debates.

- 63% thought debates present a "good idea of how candidates differ from each other."

- 53% said debates "show how well candidates stand up under fire."

- 49% said debates "stimulate interest in the election."

- 36% think there should be more than a "single debate so that more subjects can be covered."

America's chief communicator, President Reagan, pitched in during the opening session to further convey the NAB message. He told the audience, in a four-minute filmed message, that as a former broadcaster he was "well aware of your industry's great tradition of providing a forum for political candidates. Without a doubt, this is a treasured resource—because a citizenry that is well aware of all the issues that affect them locally and nationally will be able to accurately vote their conscience in all elections." Reagan praised the broadcasters for their initiative and finished by saying "as far as I am concerned, you've got what it takes."

Reagan was not the only speaker to stress the significant role broadcasters can play in their community. Rule, in his DSA acceptance speech, underscored the NAB theme. He said TV and radio networks are essential in supplying coverage of news, sports and entertainment. Networks, however, cannot involve themselves in the life of each community. "This is what stations do best; this is what the best stations do day in and day out; this community involvement is the lifeblood of broadcasting."

Rule noted that overall the public views broadcasters favorably. "But when criticism does appear, there's one word that shows up frequently. The word is arrogance—the feel-

ing that some broadcasters do just what they feel like, without regard for the needs and interests of the public they serve," Rule said. It is an opinion, he added, that is "rarely justified." But, he said, he discovered that view is held in places where broadcasters are passive in relation to their community.

All of this, Rule said, brought him to the NAB campaign. "I am convinced that Americans can be educated and motivated to take greater part in the process of self-government. If that's going to happen, it's up to us to play a major role in making it happen," he said.

The call for stepped-up broadcaster activity in the electoral process began at the convention's outset when keynoter Fritts told broadcasters they have an "important, indeed, a profound role in the political process." He said it was incumbent on the industry to "be politically aware so that we may be professionally involved in the process.

"It takes commitment. But we must meet the informational needs of the public as they exercise their most precious right and obligation in a free society—the right to vote for candidates of their choice," Fritts said. Moreover, he noted that NAB has designed a model debate manual to aid broadcasters in staging debates.

Fritts also discussed the NAB's role on Capitol Hill. He cited the association's more than 25 committees devoted to legislative and regulatory issues. On the legislative front, the NAB president characterized the past year as one of achievement. While NAB has not achieved deregulation in the Congress, he cited the Senate-passed deregulation bill, S.55, and to the more than 235 co-sponsors of the Tauke-Tauzin bill, H.R. 2382.

"In the process we eliminated a truly onerous concept, as the spectrum tax notion died

a timely death. The consciousness level toward broadcast deregulation has been heightened in the entire Congress," Fritts said. Furthermore, he added, the theory of scarcity, which underpins most of today's nontechnical regulation, has been "shot full of holes by the rapid growth of electronic programming outlets." And, he remarked, "If victory is not today, then it will be tomorrow. If it is not in the Congress, then it will be at the FCC or in the courts."

Fritts stressed the significant role NAB's grass-roots lobbying can play on Capitol Hill. Without it, he said, the NAB cannot be effective. "With you, we are strong, we have influence, we are united."

The industry's future will be even brighter, Fritts predicted, as NAB's grass-roots continues to grow. In that same vein, he emphasized the need to increase NAB's political action committee (TARPAC) contributions. He noted that NAB staff contributed more than \$14,000 this year and the NAB board gave \$25,000.

Fritts also called on the broadcasters to continue the fight to gain full First Amendment rights. He stated that the road to parity with the print media is a "long-term project." With freedom, he said, comes responsibility. "We broadcasters have a responsibility to serve the public interest," he said. Moreover, broadcasters must reflect the needs and interests of their local community, he added.

"Today I ask you to rededicate yourselves to continued excellence in serving your local communities. To program for all citizens, be they the elderly, our children, minorities, the disadvantaged. To job-a-thons, radiothons, telethons, political debates. To continue service beyond the call of duty when natural disasters strike your community. To local and informational programming of all varieties." □



Fowler on the flip side

FCC chairman surprises NAB with speech criticising news coverage and shortage of children's fare; says quid pro quo for deregulation must be industry self-regulation

In his third appearance at a National Association of Broadcasters convention, FCC Chairman Mark Fowler described his efforts to "unregulate" the broadcast industry as having initiated a fundamental change in the perception of the commission's role. "The word is out," he said. "Broadcast regulation

is not based on a regulator's whim, but on the public's need. And there's no going back."

Fowler said that in his tenure as FCC chairman, he has tried to chart a new course in government. "It's a course away from being 'big brother,'" he said, "to something more like being an older brother. We can step in to settle interference squabbles. But we can't tell you how to be good broadcasters. You're too old for that. It never was the responsibility of an older brother anyway."

Fowler stressed to those attending his

closing-session address that with broadcast deregulation comes a responsibility to the public that broadcasters must make certain to fulfill on their own. The new regulatory environment, he said, was intended to create neither a money tree nor a briar patch for broadcasters. "What it is, is freedom," he said. "It is new and it will require a new sense of who you are, who you want to be." He said it was up to broadcasters to find their professional goals and to stick to them.

Fowler said the "new responsibility" is not being taken as seriously as he would wish. "Take news," he said, noting a *Time* magazine report that found public confidence in journalism at a "perilous low." "To me," said Fowler, "it all comes down to three words: 'Get it right.'" He said that all too often broadcast journalists are "obsessed with getting it first." He made a pointed reference to Roger Mudd's now famous interview on NBC with Senator Gary Hart in the early stages of the Democratic Party's presidential primary campaign. "Is it political reporting worthy of Edward R. Murrow to ask a presidential contender, during the first serious public scrutiny of his candidacy, to do a comedy impression of Ted Kennedy during a live, election night interview?" Fowler asked.

The chairman received a sprinkling of polite applause throughout his address, but perhaps the heartiest handclapping came when he quoted *Oakland Tribune* editor Robert

Maynard on the techniques of some television reporters: "When people see a TV person shoving a mike in front of a grieving relative, all the press appear to be boorish and ghoulish." Fowler told his audience to "ride herd" on news directors who produce a product that looks "less like Huntley and Brinkley and more like Barnum and Bailey."

He also touched on broadcasters' obligation to serve the nation's youth, though he assured broadcasters that regulation of children's programming would continue to be rejected by the commission. It's an area, he said, where broadcasters must take it upon themselves to do a better job. "Society is unnecessarily robbing children of their childhood," said Fowler, and "television is part of that society. Do you as fellow citizens not share in that responsibility and in the search for a remedy? And can you truly meet your responsibility between breakfast and lunch on a Saturday morning?" The solution, he said, "isn't government, but we as a people can do better."

Reviewing briefly his track record over the past year in loosening broadcasters' regulatory shackles, Fowler said the commission's ongoing look at the fairness doctrine, with an eye toward its possible modification, is a "watershed proceeding... that may just crack wide open the basis for regulating the content of radio and TV."

And Fowler said that in the coming months there will be "more good news for

those who believe, as I do, in less FCC intrusion into the marketplace." He then listed several areas that the commission will be exploring in the hopes of providing broadcasters further relief, including:

- An examination of a television deregulation proposal.
- The deregulation of noncommercial radio and television stations.
- Expanded AM subcarrier authority along the lines of that adopted for FM stations.
- Simplified major change applications for FM and television stations and translators.
- Examination of the multiple ownership rules that currently limit the number of AM, FM and TV outlets that any one entity can own to seven each.

(Speaking of the new media environment that was being created by FCC actions, Fowler said: "Some of you see this new environment as a cabbage patch, with those leaves of cabbage suitable for cooking in a money market pie. Some of you see the new environment as a briar patch, likely to ensnare you with thorns coming every which way.")

Fowler said that all of the commission's actions taken under his tenure as chairman should be seen as a cohesive policy rather than separate and unrelated decisions. And the result has been, he said, that "government is no longer something to be feared... or coddled." Under past administrations, he said, the commission has viewed itself and has been seen as "the *A-Team* of the airwaves, the *Magnum P.I.* of the megahertz... A visit by an FCC inspector or a letter from the commission triggered a reign of terror." Fowler said he has tried to "scale back" the commission's image as an ogre and will continue to do so.

Regarding the new FCC and the new regulatory environment it has created, Fowler said: "Enforce we will, and enforce we must, those rules that soundly remain on the books. But we've changed our image—an FCC commissioner, this one included, is neither King Kong nor Santa Claus.

He said that the most important regulatory change to occur under the Reagan administration is "by far, a higher awareness on the part of the public, government and the industry of the First Amendment rights of broadcasters." He added that he is proud to serve as commission chairman at a time when broadcasters' constitutional rights "are being recognized for the first time by the President of the United States." That was a reference to President Reagan's declaration two years ago that "it is essential to extend to electronic journalism the same rights that newspapers and magazines enjoy."

Summing up, Fowler said that the future of broadcasting "lies with those with strong local service. Let us hear the voices of this industry who demand quality and are willing to pony-up for it. For those are the voices of leadership. They'll be around to see the unregulated days, the more exciting days of broadcasting ahead." □

Premature examination

The odds on documents being accidentally released to the Securities and Exchange Commission before they have received final approval and are ready for public dissemination are extremely rare, according to that commission. But exactly that happened Friday, April 28, and it was Metromedia's number, and numbers, that turned up. Material providing new insights into the proposed management-initiated leveraged buyout of the company were in a preliminary proxy statement that ended up on the SEC's public reference room long enough for the material to be read and reported by at least one news wire.

The document reportedly indicated that the \$1.45 billion initially proposed to accomplish the transaction may not be enough to satisfy lending banks' requirements of a \$100-million net worth minimum. To meet that requirement, Metromedia's management indicated it plans to sell at least one of the company's seven TV stations. Other assets, possibly the Ice Capades and/or Harlem Globetrotters, may be sold to limited partnerships, with Metromedia continuing to manage the enterprises. The company previously sold its outdoor advertising subsidiary on those terms, and there is the possibility that any station sales would be fashioned similarly. Metromedia reportedly needs to raise a minimum of \$300 million after taxes.

The document also reportedly showed that management projects the company's revenue to increase at a 19% annual rate and its profit before interest, taxes and amortization of debentures issued to accomplish the buyout at a 25% rate over the next seven years. In the previous 10 years Metromedia's compounded annual growth rate in net revenue has been 15.7% and its operating income from continuing operations, 22.3%. Management reportedly expects the fastest future growth to come from its paging, mobile telephone and long-distance telephone operations. It also was revealed that the three top management personnel involved in the leveraged buyout, besides Chairman John Kluge, would profit substantially if they leave the company after the buyout. The \$3-million stakes of Robert M. Bennett, George H. Duncan and Stuart Subotnick would be repurchased by Metromedia for a price that would increase to \$50 million each by 1989.

Neither Metromedia or the SEC would comment on the premature disclosure. Mary McCue, director of the commission's office of public affairs, said a company may file amendments to its preliminary proxy. However, if those amendments don't contain "material information" the preliminary version becomes final.

FCC attribution order creates whole new ballgame

Ownership limits for what is considered "owner" and "passive investor" increased; multiplier formula for vertically integrated companies is also included

It's not a likely scenario. But theoretically a single entity could own up to 49% of every radio and TV station in the country today—without being considered an owner at the FCC.

The entity could only own those 49% chunks if other individuals or single corporations owned the remaining 51% of each station, and the 49% owner was not an officer or director of the licensees. Still that little tidbit, contained in the FCC's attribution order released last week, came as a surprise.

Another revelation: The relaxed attribution benchmarks the commission has adopted are not set in concrete. Those who want to exceed the benchmarks without having those interests count against their station portfolios can, even though they will have the "heavy burden" of demonstrating to the commission that another "person (or persons)" is in "indisputable control" of the licensee.

The FCC's attribution rules essentially dictate the levels of ownership in media properties that trigger the commission's multiple ownership rules. Under the 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, investment and insurance companies—were permitted to own up to 5% before they were considered owners.

Under the changes adopted, everyone generally 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 can own up to 10% of the voting stock before the property in question counts against their portfolios.

But the commission, in its order, provided an exception that could become the rule. In one short paragraph, it said it wouldn't attribute the interests of minority stockholders in a corporate licensee when that corporation has a "single majority voting stockholder." Thus an entity could own up to 49% of a station, without being considered an owner of that station, as long as a single entity owned the remaining 51% and the 49% owner wasn't an officer or director of the licensee.

In its order, the commission also gave those who own media interests through vertically-owned companies a break. Under the old rules, media interests owned through those arrangements were fully attributable, no matter how many corporate layers separated the entity and the licensee. Under the new rules, however, the FCC adopted a "multiplier" that lessens an entity's attributable interest the farther removed it is from

the licensee.

Under the multiplier adopted, the interest held indirectly through a chain of companies is calculated as "the product of the percentage values of the successive stockholdings which lead to the licensee"—except when a link in the ownership chain represents a percentage interest of more than 50%. In that case, the link is not included in the successive multiplication. The FCC's example: "Assume that stockholder A owns 10% of company X, which owns 20% of company Y, which owns 60% of company Z, which owns 15% of company L, a broadcast licensee. Under the . . . multiplier approach, Y's interest in L would be 15% (the same as Z's interest because Y's interest in Z exceeds 50%), X's interest would be 3% (0.2×0.15), and A's interest would be 0.3% ($0.1 \times 0.2 \times 0.15$)."

In the order, the FCC said that nonvoting stock will not be attributable, even if it is convertible to voting stock. Other "convertible" interests—such as warrants and debentures—also will be nonattributable, as will debt and lease-back agreements.

"Assume that stockholder A owns 10% of company X, which owns 20% of company Y, which owns 60% of company Z, which owns 15% of company L, a broadcast licensee. Under the . . . multiplier approach, Y's interest in L would be 15% (the same as Z's interest because Y's interest in Z exceeds 50%), X's interest would be 3% (0.2×0.15), and A's interest would be 0.3% ($0.1 \times 0.2 \times 0.15$)."

Limited partnership interests in limited partnerships that conform "in all significant respects" to the provisions of the Uniform Limited Partnership Act of 1976 also will be exempt from the attribution rules. Limited partners taking their interest under different sorts of partnership agreements will have to get FCC approval to escape attribution. And all limited partners exempted "may not be involved in any material respect in the management or operation of the broadcast, cable television or newspaper entity concerned," the FCC said.

The benchmark for passive investors, the FCC said, presumes that the party using it maintains a "truly" passive role in the affairs of the licensee. And licensees—not the passive investors—will have to certify that that passivity is the case.

Under the order, the commission also said that not all institutional investors would be considered passive since not all operate the same way. Investment advisers who do not have the power to vote the stock will not have the ownership in question attributed to them, but they won't be considered passive. Nonetheless, the commission said it would continue to consider waiver requests from investment advisers "regarding the appropriate attribution to their voting interests."

Pension funds were excluded from passive status, as were small-business investment companies, minority enterprise small-business investment companies and other varieties of venture capitalists. In its order, the FCC said the exemptions it has providing for nonvoting interests and limited partnerships could relieve the investment restrictions those sorts of enterprises generally face anyway.

The FCC also granted attribution relief to any party that holds stock in a custodial capacity and "effectively" passes through the right to vote that stock to the owner.

Also under the rules, trusts can afford attribution protection by transferring an attributable interest to the trustee. But the FCC said trusts must be reviewed on a case-by-case basis. Generally, the commission said, any entity holding or sharing the power to vote the assets of a trust will have those assets attributed to him. According to the commission, the trustee must have no family or business relationships with the beneficiary or grantor. In addition, the trust instrument must clearly state that there will be no

communications with the trustee on the management or operation of the facilities, and the entire interest in the licensee must be in trust.

As a rule, corporate officers and directors "will not be able to disclaim their interests." But the commission did provide attribution relief for those corporate officers and directors of "multifaceted" parent corporations whose duties and responsibilities aren't related to the activities of any broadcast entities in which the corporation has an attributable interest. To get that exemption, the licensee will have to submit the names of the officers, along with an explanation of why they should be exempt, to the commission.

Under the annual ownership reporting requirement, those parties holding less than a 5% interest need not be identified. And a licensee won't be required to identify those holding more than 5% interests through separate accounts of less than 5% each—unless he knows who those entities are. The current broadcast interests of officers, directors, shareholders or partners with attributable interests must be reported. Their attributable interests in other media properties also must be reported, as must all of their interests that fall within the geographic limits of FCC's cross interest policy. □

ABC and CBS get set for fall

The two networks announce their new offerings; ABC will have eight while CBS will only introduce five; NBC to preview its lineup this Thursday

ABC and CBS introduced their new schedules last week, and the new fall lineup includes a mixture of comedies and action/adventure dramas. ABC announced that it would have eight new series—only one a comedy. CBS said it would introduce five new series—three half-hour comedies and two full-hour dramas. CBS said it was introducing the smallest crop of new shows in its history and that 19 series would be returning.

NBC will announce its new schedule this Thursday (May 10). It will choose from among 23 commissioned pilots—18 dramas and five comedies.

Advertising agency executives, to whom the pilots and excerpts were shown last week, were divided about the new lineups. This year they were not shown the full pilots by ABC and no explanation for that was given. But one buyer at a top 20 agency said he was not pleased with what he saw, complaining that the networks are "doing what audiences have come to expect from the networks."

Not all the criticism was harsh. CBS was praised for being able to retain virtually all but three-and-a-half hours of its prime time schedule for the 1984-85 season.

ABC Goes With Drama

Noticeable among the eight new television series announced by ABC for next fall's lineup is the scarcity of sitcoms—there is only one. There are, in fact, only two half-hour shows, compared to last year when the network had four half-hour sitcoms among its eight new shows.

In presenting the new schedule last Monday (April 30) to 1,000 advertiser and agency representatives at New York's Lincoln Center, Lew Erlicht, president of ABC Entertainment, said the network would leave Wednesday night unchanged (all of its three shows were number one in their time period). Also left intact will be Sunday, which the network did not win, but which improved 16% over the previous year's ratings, according to Robert I. Silberberg, vice president and national sales manager.

Significantly restructured are Tuesday and Thursday, where two of the three hours on each night will have a new look. Made-for-TV movies and mini-series will also be plentiful next season.

Last Monday's hour-and-a-half screening of series, mini-series and movies, narrated in a "coming attractions" format by ABC's promotion announcer, Ernie Anderson, presented the following new shows for next fall's prime time schedule:

■ Monday—*That's Incredible* will be replaced (Erlicht said "it has run its course") with *Streethawk*, about an ex-motorcycle cop, played by Rex Smith, who is offered the

chance to fight evil on a high technology motorcycle developed by the government. Another vehicle in the show is connected to a central computer and has "hyper-thrust," enabling it to leap over obstacles. Erlicht said *Streethawk* would give *NFL Monday Night Football* a "male-oriented lead-in" while also appealing to women. The hour-long "adventure drama" is produced by Universal Television.

■ Tuesday—After 11 years, *Happy Days* will end. *Oh Madeline* will also depart. *Foul-ups, Bleeps & Blunders*, which began as a midseason replacement for the sitcom *Just Our Luck*, will continue at 8-8:30 p.m., followed by a successor to *Three's Company*, entitled *Three's A Crowd*. Not counted as a new show, *Three's A Crowd* also stars John Ritter, who falls in love with an airline stew-



ABC's Honolulu Run

ardess during a flight. The romantic two-some is constantly "crowded" by her father, played by Robert Mandan. The 8:30-9 sitcom is produced by the NHW Co., in association with T.T.C. Productions Inc. *Paper Dolls*, a serialization of the ABC made-for-TV movie seen this past season, will bring to Tuesday's 9-10 slot another prime time soap opera, this time drawn from the fashion and modeling world. Starring Lloyd Bridges as the patriarch of a fashion/cosmetics company and Morgan Fairchild as the head of a modeling agency, the show, according to ABC, portrays "the flesh and blood stories of stunning, famous women and the rich and powerful people who struggle to control them." Also starring Brenda Vaccaro, the show is produced by Leonard Goldberg Productions in association with MGM/UA.

Hart to Hart, which is leaving after four years, will be replaced at 10 by *Jessie*, a one-

hour "dramatic series" with Lindsay Wagner in the title role as a Tucson, Ariz., police psychiatrist who, according to the preview, often courts danger. Celeste Holm plays her mother and Tony LoBianco is *Jessie*'s police lieutenant boss.

■ Leading Thursday's substantially revised schedule is *People Do the Craziest Things*, hosted by Bert Convy. Executive producers are Alan Landsburg and Woody Fraser, whose work has included *That's Incredible* and *Life's Most Embarrassing Moments*. *People Do the Craziest Things* records the reactions of ordinary people in unusual situations, occasionally making use of hidden cameras.

The only new sitcom introduced by ABC for next fall, *Who's the Boss?*, follows at 8:30. Tony Danza (formerly of *Taxi*) plays an ex-major league baseball player and single parent of a 10-year-old girl. He takes a job in Connecticut as a housekeeper for the "president of a major advertising agency," her 7-year-old son and her mother, played by Katherine Helmond (formerly of *Soap*). The appearance of Helmond brought forth spontaneous applause from the audience of advertising professionals last Wednesday, and *Who's the Boss?*, produced by Embassy Television, seemed the best received preview.

The week-to-week story of a *People*-like magazine is the subject of *Glitter*, which along with the other new Thursday entries replaces a number of shows from last season, including *Trauma Center* and *Automan*. Van Johnson plays the magazine's editor. Reporters, paired in male-female teams, follow the lives of the newsworthy and noteworthy. Each week a guest star will appear. The Aaron Spelling production runs from 9 to 10 p.m.

■ Following Friday's half-hour shows, *Benson* and *Webster*, ABC will run an hour-long action series about two Chicago cops named Mac Riley and Andy Stenkowski, who, leave that city and take up employment in Hawaii as detectives. Taking a palm leaf from CBS's *Magnum*, the show also has a helicopter, piloted by the woman. Tentatively titled *Honolulu Run*, the show, from Universal Television, replaces *Lottery* in the 9 to 10 p.m. slot. Erlicht said it should have "broad appeal to young men." Returning at 10 will be *Matt Houston*, with Buddy Ebsen added to the cast as Houston's uncle.

■ Saturday's only change comes after *T.J. Hooker* and the *Love Boat*. After five years *Fantasy Island* will end, but Aaron Spelling will have a hand in replacing his own show, along with Douglas Cramer, co-executive producer. *Finder of the Lost Loves* features Tony Franciosa as one of the wealthy whose vocation and avocation are helping individuals find loved ones from whom they have been separated. Erlicht said the show should be "highly compatible with *Love Boat*."

Other shows whose appearance on ABC ended with this past season include *a.k.a. Pablo*, *Blue Thunder* and *Masquerade*.

Although the network made only a partial

announcement of the made-for-TV movies it intends to air, indications are that more will be shown this year than last. *Heartsounds* will have James Garner as a "heart doctor" who himself is stricken. Mary Tyler Moore will play his wife. *Surviving* is billed as a contemporary "Romeo and Juliet." *Single Women* explores "the lonely nights, the endless sea of strange faces, the ever-changing single life style." *Embassy* bills itself as a dramatized look behind the scenes of the U.S. embassy in Rome. Other made-for-TV movies announced include *Rockwell's America*, *Hearst-Davies* and *Club Med*.

Five mini-series were announced last Wednesday, although no lengths were given. Another Civil War saga *North and South* will come to the screen next year. ABC will get two separate mini-series from the best seller "Hollywood Wives." *Death in California* is based on the true story of a socialite's involvement with a man who murders her fiancé. Also planned is a mini-series focusing on the Kentucky Derby, and possibly one based on the life of novelist Jacqueline Susann.

Among the theatrical films to be shown next season are "Poltergeist," "Diner," "Star Trek II: The Wrath of Khan," "Grease II," "Reds," "Neighbors," "Best Little Whorehouse in Texas," "The Competition," "Honky-Tonk Man," "Wolfen" and "Buddy, Buddy."

In remarks preceding Monday's screening, ABC Television Network President James E. Duffy touted the Olympics as "event television in its greatest form," and said other world famous network showings included this past season's *The Day After*. On that subject, Duffy told the advertising audience that "controversial programming" had become a problem. "The problem was that advertisers, with some notable exceptions, shied away," he said. Noting that often the networks were accused of "being too bland," he said he thought he saw signs of change in advertisers' misgivings about controversial programming.

Duffy emphasized the importance of the new schedule to ABC and for emphasis, pointed out in the audience ABC's chairman and chief executive officer, Leonard H. Goldenson; president and chief operating officer, Frederick S. Pierce, and president, ABC Broadcast Group, Tony Thomopoulos. To help sell the schedule, actors and actresses were also in attendance, including Morgan Fairchild, Lindsay Wagner and Rex Smith from new programming, and Emanuel Lewis (*Webster*) and John James (*Dynasty*) from returning shows.

Few Changes For CBS

CBS will return next season largely intact—it's introducing only five new regularly scheduled series representing a total of three-and-a-half hours of new programming. According to CBS, it is the smallest amount of new programming the network has ever introduced in a new season. CBS will debut two one-hour dramas and three half-hour comedies that will join 19 returning series on the network.

Three returning series will be given new

time periods. They are *AfterMash*, *Airwolf* and *Mickey Spillane's Mike Hammer*.

To begin at the beginning:

■ CBS plans to leave the present Monday night lineup of *Scarecrow & Mrs. King*, *Kate & Allie*, *Neuhart* and *Cagney & Lacey* in place without changes. CBS has consistently won Monday night since it reworked the lineup (dropping *AfterMash* and *Emerald Point*) several weeks ago.

■ Tuesday night received a little surgery. *American Parade*, which was introduced a little over a month ago, has been let go but "will be considered for placement in the prime time schedule later in the season," CBS said. Instead, CBS will introduce a new comedy starring Elliot Gould, titled *E.R.* Gould will play an ear-nose-and-throat physician who moonlights in the emergency room of a Chicago hospital. Gould's character was described as a specialist "in the



CBS's *Murder, She Wrote*

throes of divorce and perpetually exhausted, who must moonlight in the E.R. to keep up his legal payments." Gould is surrounded by a nursing staff ranging from an aspiring musician to a no-nonsense-type nurse, as well as a flirty receptionist and a police officer whose duties often bring him to the E.R. *E.R.* is produced for Embassy Television by Eve Brandstein.

AfterMash will be moved from its previous berth on Monday at 9-9:30, where it was airing before going temporarily off the air, to Tuesday at 8:30-9, following *E.R.* Following *AfterMash* at 9 p.m., CBS will bring back *Tuesday Night at the Movies* from 9-11 p.m.

■ Wednesday is the night of CBS's most dramatic change. The network will introduce two new half-hour comedies. At 8 p.m., CBS will schedule *Charles in Charge*, a comedy starring former *Happy Days* star Scott Baio. Baio portrays a young college student who serves as a live-in family helper in exchange for room and board. He is responsible for keeping an eye on three "ener-

getic children," but "finds that there are drawbacks to being a household employe and not quite being an adult." Charles is assisted through his more trying moments by his friend, Buddy Lembeck (Willie Aames), "who counsels him on life and the opposite sex." *Charles in Charge* is a Scholastic Production and an Al Burton Production in association with Universal.

The second half-hour comedy CBS is introducing on Wednesday night is *Dreams* (8:30-9), which concerns five young Philadelphians who are trying to break into the music business with their rock band. The group is composed of two girls and three boys and "by day, the boys work at blue collar jobs and at night they play in the small club" owned by one of the band members' uncles. CBS said the band's music will be illustrated "in a stylized montage form, not unlike contemporary rock videos, which will also advance plot lines." The actors and actresses making up the band are John Stamos, Jami Gertz, Cain Devore, Albert Macklin and Valerie Stevenson. Stevenson plays "the beautiful daughter of a Pennsylvania state senator."

CBS will continue to run its *Wednesday Night Movie* at 9-11 p.m.

■ CBS has also left untouched Thursday night, where its strong action/adventure/drama lineup of *Magnum, P.I.*, *Simon & Simon* and *Knots Landing* will remain in place.

■ The same is the case with Friday night's lineup, where *The Dukes of Hazzard*, *Dallas* and *Falcon Crest* will all keep their respective time periods.

■ But it is on Saturday night that, next to Wednesday, CBS has done the most rearranging. The evening will begin with *Airwolf*, which CBS is moving ahead one hour (from its present berth at 9 p.m. to an 8 p.m. time slot). *Mickey Spillane's Mike Hammer* will then also be advanced one hour, from 10 p.m. to 9 p.m. Replacing *Mike Hammer* in the 10-11 p.m. slot will be a new one-hour drama, *Cover Up*.

Cover Up is about a former Special Forces officer and the widow of an intelligence officer who team up to become roving international investigators. The show stars Jon-Erik Hexum and Jennifer O'Neill as the investigating team. The story line begins: "When Danielle (O'Neill) learned of her husband's mysterious death in a foreign country, she enlisted Mac (Hexum) to help her investigate. Posing as a male model and a high fashion photographer, the two proved to be a top-notch team and formed a solid partnership. Now their lives will be filled with suspense and jeopardy as they travel around the globe helping out Americans in trouble, who find it impossible to get help through regular channels." *Cover Up* is a Glen Larsen Production in association with 20th Century-Fox Television.

■ Sunday night for CBS remains principally the same, except for the crucial 8-9 p.m. period, where CBS has dropped *Suzanne Pleshette is Maggie Briggs* and *Domestic Life*, two midseason replacements, and substituted a new one-hour series titled, *Murder, She Wrote*. The light-hearted mystery series will star Angela Lansbury as Jes-

ica Fletcher, "a celebrated mystery writer whose penchant for solving crime leads her into bizarre and colorful adventures." The show, CBS said, will also include guest stars in cameo roles.

■ CBS will also feature five mini-series in the 1984-85 season. They are *Christopher Columbus* (six hours); *Ellis Island* (seven hours); *Mistral's Daughter* (eight hours); *Robert Kennedy and His Times* (seven hours), and *Space* (13 hours).

■ Drama specials scheduled include "Death of a Salesman," starring Dustin Hoffman and members of the present Broadway cast; "A Christmas Carol," starring George C. Scott; "Anna Karenina," starring Jacqueline Bissett, and "Special People: Based on a True Story," starring Brooke Adams.

■ Some of the theatrical films that will be

appearing on CBS this coming season include "Sophie's Choice," "Victor/Victoria," "Missing," "The World According to Garp," "Author, Author," "Rocky III," "Dead Men Don't Wear Plaid," "Night Shift," "Six Pack" and "Fast Times at Ridgemont High."

Commenting on the new CBS schedule, Harvey Shephard, senior vice president for programs at CBS Entertainment, said that "I guess people are surprised we renewed *Dukes of Hazzard*... but when you get an average 27 share at 8 p.m., you don't play around with it." Looking at other parts of CBS' new schedule, Shephard acknowledged that the Sunday 8-9 slot had been underperforming, but believes *Murder, She Wrote* may be the solution. He described Angela Lansbury's character as a "Columbo-type hero," and the series will written by the same Richard Levinson-William Link team

that created *Columbo*.

Noting that the placement of *AfterMASH* on Tuesday at 8 p.m., Shephard said "it's always dangerous to begin the evening with a new comedy." He said there will be "a lot of creative changes" in the second season of *AfterMASH*, with the character played by Jamie Farr being closer to the character he played in *M*A*S*H*. Shephard said there would also be "more young people" in it.

Talking about *AfterMASH* led Shephard to note the character of Dr. Howard Sheinfeld that Elliot Gould plays in the new CBS series, *E.R.* Shephard said the role was similar to the one of Hawkeye that Gould played in the original movie version of *M*A*S*H*.

Shephard also said that the "balance" of CBS' *Wednesday Night Movies* would be male oriented to counter the strong female draw on ABC of *Dynasty* and *Hotel*. □

Grossman off and running at NBC News

In closed-circuit feed to affiliates in first week on job, NBC News president vows to get more news programming on air, establishes editorial board and realigns the department's management

Larry Grossman, the former PBS president who took over as president of NBC News last week, reported in a closed-circuit feed to NBC affiliates that major changes are already under way at that news organization. Grossman announced two principal developments: the creation of a new NBC News editorial board "to start pulling together the general editorial direction of NBC News and all of its programs," and a major thrust in beefing up NBC's current news programming as well as developing a whole new slate of NBC News shows.

In the process, Grossman also announced a reorganization of NBC News management putting the major responsibility of that division in the hands of Tom Pettit, John Lane, Gordon Manning and Tom Wolzien—all current NBC News executives. Reuven Frank, former NBC News president, has become editorial adviser and will oversee NBC's political convention coverage.

Grossman said his first priority would be to "develop our existing programs to the point where they are providing the clearest, most interesting and most useful and timely reporting on television." Grossman said the network's news service to its affiliates would be approved because "our own success depends more than anything else on how well our affiliates' news programs perform."

The development of new programming is another Grossman priority. "The news division should have new series proposed to fill every vulnerable time period on our schedule. I would like to see us produce pilots and full treatments so that we can compete with the Entertainment Division for air time," explained Grossman. Among the new kinds of programming Grossman said he had in mind are a "major" new hard-news weekly series, an "off-beat *vox populi*" news series, a new approach to Sunday morning, a midday

news strip—possibly out of Los Angeles—and even perhaps "a lively and respectable news game show."

Grossman told the affiliates that "we have an absolute commitment from NBC top management for new prime time programming." But Grossman stressed that NBC News would not introduce any new prime time programming "until we're fully ready."

(In his closed-circuit introduction of Grossman, NBC Chairman Grant Tinker noted that NBC News was not as "representative" in the NBC schedule "as we should be." Tinker stated that "it is not enough just



Grossman

simply to have *Sunrise*, *Today*, *Nightly News*, some news breaks and *Meet The Press* as our only regularly scheduled news efforts. We're out of balance. The product of the News division is the presence of NBC News and we're just not present enough.")

Grossman said the newly formed NBC News editorial board will be charged with examining NBC News coverage from top to bottom to determine "in which directions we should be heading and what plans we should be developing editorially." Grossman said the board will be composed of himself, Tom Pettit, John Lane, Jo Moring, Tom Wolzien, Tom Brokaw and John Chancellor.

Grossman said he also wanted to "rethink and reposition" the role of documentaries at NBC News and "integrate them and the subjects that they cover with more impact and with our regularly scheduled news programs and even local news programs."

Grossman announced the following restructuring of the management of NBC News:

■ Tom Pettit will remain as executive vice president, "working in tandem with me."

■ John Lane, presently vice president and chief of correspondents, was named vice president, daily news programs and coverage. All desks, bureaus and regularly scheduled news programs will report to him.

■ Gordon Manning, now vice president, political and special programs, becomes vice president, news projects.

■ Tom Wolzien, presently vice president and executive producer, news production and design, will become vice president, production and program development. Wolzien will oversee graphics and computer development, and the documentary unit will also report to him.

■ Art Kent, vice president, affiliate news services, becomes vice president, news operations and satellites.

■ Ray Lockhart, vice president, news operations, becomes vice president, political programming.

■ Jo Moring, general manager, affiliate news service, becomes vice president, affiliate news service.

■ Ed Planer, vice president, news program and coverage, becomes vice president, news staffing.

■ Arthur Dignam remains vice president, finance and administration.

■ James Farley continues as vice president, radio news.

NBC Chairman Tinker related in his introduction that "when Reuven Frank first shared with me the bizarre notion that the presidency of NBC News should not be a lifetime sentence, the first guy I thought of was Larry Grossman."

Grossman, for his part, clearly sees a challenge. He vowed at one point: "We do not intend to get beat on any breaking news story." Grossman added: "We have over 1,300 of the best professionals around the world... if we can't come up with fascinating and successful new programs, then there must be something radically wrong with all of us..." □

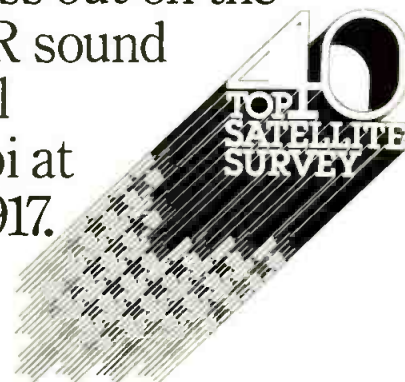
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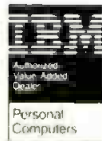
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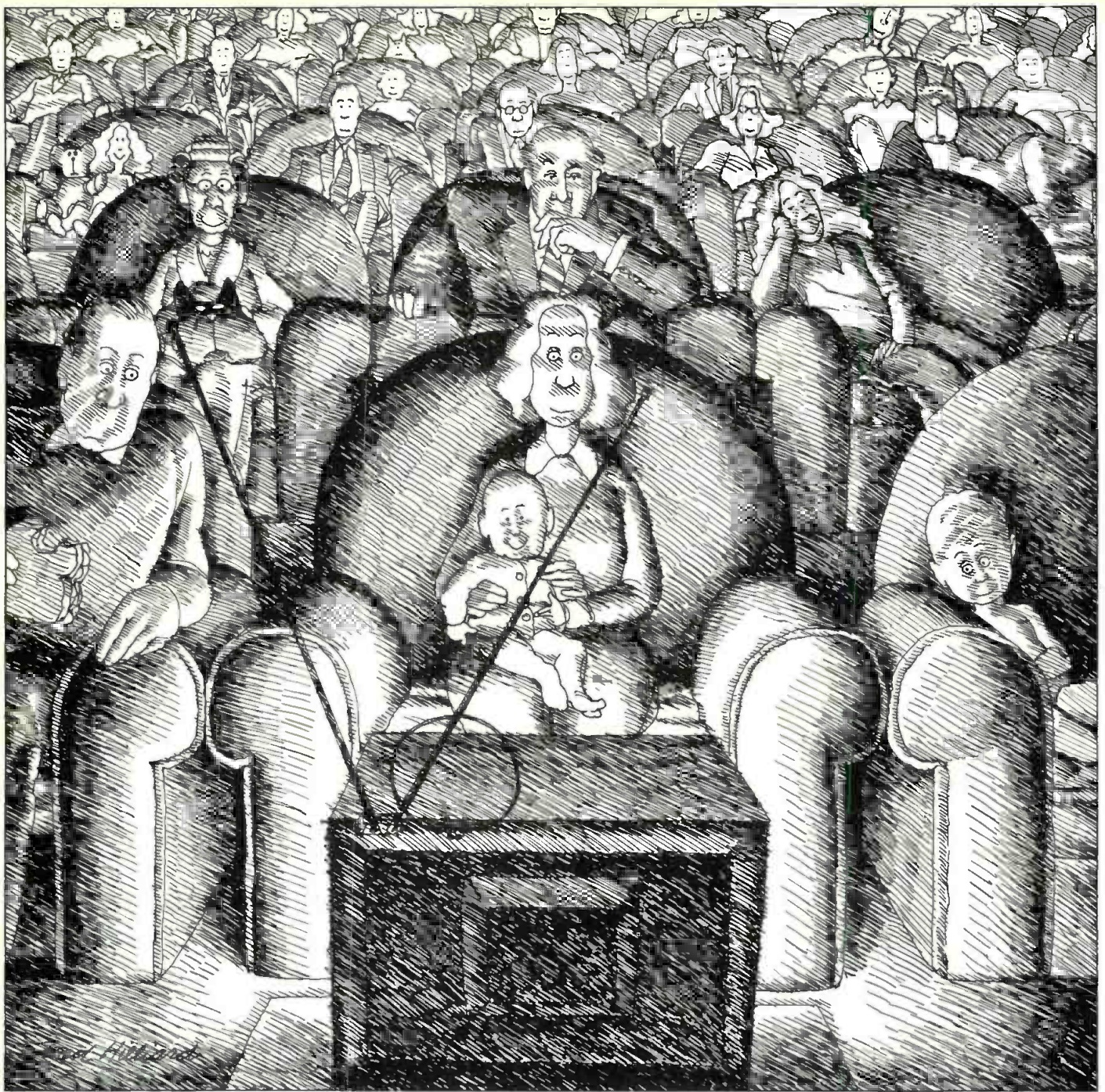
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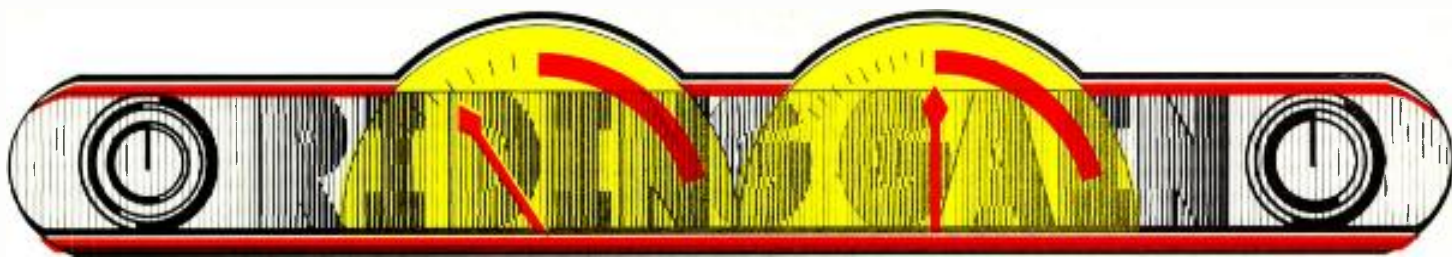
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Syndicators' latest

Innovative new shows and formats were the order of the day last Monday morning (April 30) at the NAB syndicators/program producers breakfast, with many suppliers of radio programming showing off their wares. Following is a sampling of the new products that radio stations can look forward to:

■ Otis Connor Productions, the Dallas-based jingle house and radio program supplier, has targeted July 1 for launch of its new three-hour weekly *Hot 30* show. The host will be Bobby Rich, program director of WWSH-FM Philadelphia.

■ Radio Works, Hollywood, Calif.-based radio program and airline program supplier, is planning to debut *Mickey Rooney's Musical Memories* some time in early summer. Initially the one-hour show will be feature both music and talk. Company officials said the show may be expanded to two hours. In addition, the company will soon launch "life

style" 60- and 90-second vignettes taken from the pages of Time-Life's *Discovery* magazine. The host will be actor Peter Graves. Also in the works is satellite-delivered professional boxing matches for the Hispanic market.

■ Creative Radio Network, Van Nuys, Calif., has picked up ABC/Watermark's canceled Los Angeles radio personality Gary Owens. The show will debut with the new title of *Gary Owens Supertracks*.

■ Broadcast Programming International, Bellevue, Wash., has made major modifications of three existing formats which are now ready for syndication—adult contemporary, modern country and "BPI Hitrock."

■ Century 21 Programming, Dallas, is offering stations preordered music charts for 19 different formats with or without music schedules. The firm has also entered into an agreement with Churchill Broadcasting to market its easy listening format, now airing on more than 20 stations. Century 21's cur-

rent "Simply Beautiful" clients are scheduled to be converted to the Churchill format.

■ Concept Productions, Roseville, Calif., is making available a contemporary/MOR format—the company's fifth format offering.

■ In other news, Taft Broadcasting's "Primetime Radio" nostalgia format, currently on 28 stations nationwide, has been bought by Gannett Broadcasting.

On target

McGavren-Guild's Internet, the nonwired rep network division of Interep (company composed of Major Market Radio, Hillier/Newmark/Wechsler & Howard, Weiss & Powell as well as McGavren-Guild Radio), is in the process of a major marketing blitz pushing its new spot radio "target" networks to over 5,000 ad agency and major corporation executives.

According to Ellen Hulleburg, executive vice president, marketing and communica-

Into the breach for Mutual

"In 1950 or '51 I was sitting in a little radio station in South Carolina as an announcer—my third job in less than three years—and I used to open the pot on the network, and along would come *The Shadow*, and along would come Fulton Lewis Jr. and Gabriel Heatter and all those good things. And in my wildest dream it never occurred to me that I might one day be running this network."

So spoke the new boss of the Mutual Broadcasting System, at ease for a new moments in a Las Vegas hotel room, in between meetings with affiliates and getting ready to "hit the ground running" in Washington last Monday morning (April 30). Jack Clements, 55, didn't look like a man who had been riding a whirlwind for the preceding three days, but more like someone who had been handed a familiar old shoe and put it on.

The day before, Clements had attended his first Mutual board meeting in Ada, Mich., the home of Amway Corp., the giant door-to-door sales company that bought Mutual almost seven years ago—and which (on Wednesday, April 25) called for the resignations of Martin Rubenstein, Mutual's president and chief executive officer; Tom O'Brien, its vice president for news, and Jerry Wallace, senior vice president for corporate services (BROADCASTING, April 30).

Clements went away from Ada with one message for the world: "This network is not for sale." Reports to the contrary had irritated Amway for several months; several of the suitors had been identified in BROADCASTING articles, including RKO Radio, Westwood One and, most recently, a coalition headed by Max Hugel, a Washington businessman with former Central Intelligence Agency connections, and Bunker Hunt, a Texas oilman. Last week the name of Mary Kay Ash, of Mary Kay cosmetics, had been added to the list of possible purchasers.

As for the network, Clements's charge was to "make this company all that it ought to be." He praised the job Rubenstein had performed as president, particularly for giving the network greater visibility and for implementing the plan that made Mutual the first satellite-interconnected network. "It took a lot of guts and



John Brian Clements

moxie" to accomplish what Rubenstein did, Clements said, adding that "he leaves a hefty legacy."

Clements was similarly generous in his praise for O'Brien, both for the network's news product and for his success in recruiting good people "who are still with us." Speaking of the three departed executives he said: "They will be missed but we will go on."

Rubenstein's successor is in place, of course: Clements as executive vice president and general manager instead of as president. There is no present intention to recruit anyone for Clements's former job. A search is on for O'Brien's successor, who may or may not be a "name" news figure.

Clements—who also will have sway over the two radio stations in Mutual's portfolio: wCFL(AM) Chicago and WHN(AM) New York—assures that no more staff reductions will be forthcoming at the network. His first order of business last Monday was to bring in painters and carpenters to Mutual's Crystal City (Arlington, Va.) headquarters for what he called a long overdue refurbishing of the physical plant. "I want the staff to know that we are on a winning tack. That we are a good company. And I want them to know that we care about them."



18 times faster. Associated Press Broadcast Services introduced its new satellite-delivered news wire service for radio stations at the NAB convention. The unit, known as AP NewsPower 1200, will be able to transmit 1,200 words per minute, replacing the old AP Radio wire service of 66 words per minute. Stations will be able to choose from 15 categories, including national and world news headlines, state news, state weather forecasts and sports scores, says Jim Hood, deputy director of news, AP Broadcast Services. NewsPower 1200 will also offer news from two adjacent states at no extra charge. AP Newpower 1200 will be offered with an Okidata M-92 printer. Pictured with the Okidata printer are (l-r): Hood; Sue Cunneff, AP general broadcast editor, and Roy Steinfort, AP vice president and director of broadcast services.

Eastman survey. National spot radio campaigns targeted to 25-54 demographic and airing one to four weeks is most requested buy of ad agencies and advertisers, according to Eastman Radio avail analysis. Following is Eastman Radio's quarterly break-down for 1983 and first three months of 1984 of requested buys by demographic, area and campaign length.

Quarterly trends and yearly analysis 1983-84

Demographics	1983 by quarter				total year	1st qtr. 1984
	1st	2d	3d	4th		
25-54	35%	36%	38%	36%	36%	38%
18-49	15%	18%	19%	19%	18%	20%
25-49	8%	10%	8%	12%	10%	8%
18-34	13%	14%	13%	12%	13%	11%
18+	7%	5%	5%	6%	6%	5%
Farm	5%	3%	3%	3%	4%	4%
Teens, persons						
12-24,	5%	7%	6%	4%	6%	3%
Areas						
Metro	86%	88%	90%	92%	89%	89%
TSA	7%	3%	2%	2%	4%	3%
ADI	6%	9%	7%	6%	7%	8%
Campaigns						
1-4 weeks	70%	75%	75%	79%	75%	67%
5-9 weeks	19%	17%	17%	14%	17%	20%
10-14 weeks	7%	5%	4%	3%	5%	6%
15-29 weeks	3%	2%	2%	2%	2%	4%
30-50 weeks	1%	1%	1%	1%	1%	1%
52 weeks	2%	1%	1%	1%	1%	2%

Most requested demographic by region

East		Central		West	
25-54	34%	25-54	36%	25-54	45%
18-49	18%	18-49	18%	18-49	26%
18-34	13%	18-34	13%	25-49	8%
25-49	9%	Farm	9%	18-34	6%
Farm	3%	25-49	6%		

Data from Eastman offices in New York, Philadelphia, Atlanta, Boston, Chicago, Detroit, Dallas, St. Louis, Minneapolis, Los Angeles, San Francisco and Seattle.

tions, McGavren Guild Radio, these non-wired networks (packaging of stations, often several in one market, into a single buy with rates individually negotiated with each station) are designed to deliver the "heavy users" of different products and services as well as specific demographics and life styles. The process of matching stations to each of these networks is a four-way quantitative/qualitative procedure, said Hulleberg. Information is based on data from Arbitron, Simmons, the Yankelovich, Skelly & White Monitor and "Matchmaker"—company analysis of local retail usage for Internet client stations.

"There are 12 major spot networks, the majority of which have three subcategories of smaller nonwired networks, which can draw from over 1,000 Internet affiliated stations," notes Hulleberg. "These networks, however, can be modified and new ones created for other categories," she said.

Remembering

A special anniversary broadcast marking the 40th anniversary of D-Day in World War II will be broadcast over the CBS Radio Network on June 6. Douglas Edwards will serve as anchor for the program, titled *D-Day Plus 40 Years*. Reunited for the broadcast will be a group of well-known WWII correspondents including Richard C. Hottelet, Charles Collingwood, Eric Sevareid, Charles Shaw and Bill Shadel. The broadcast also will feature rare recordings of CBS News coverage of the Normandy invasion. The invasion coverage was planned by Edward R. Murrow and CBS New Director Paul White.

Stereo 'Life'

Al Ham Productions, Huntington, Conn.-based producer of the "Music of Your Life" format (big band and pop adult hits from the late 1930's to the present), has begun offering its client stations an AM stereo "enrichment" package which uses four components of the Kahn/Hazeltine system. "These components were selected because I found the Kahn/Hazeltine system to be far superior than the others [Harris, Magnavox and Motorola]," said Al Ham, creator of the format. WMAS(AM) Springfield, Mass., and WHLI(AM) Hempsted, N.Y., are the first of MOYL-formatted stations to begin using the new MOYL AM stereo package.

Big bucks

Is there a million-dollar listener out there in New York radioland? WNEW(AM) New York last week touched off a search to find a listener in its coverage area in New York, New Jersey, Connecticut and northern Pennsylvania who can answer a few simple questions and win a prize of \$20,000 annually for the next 50 years. A random sampling of names from telephone books will be mixed in a drum. Personalities at WNEW will select a name, then call and ask the respondent to name the radio station to which he or she listens. If the answer is "WNEW," the person wins a prize worth about \$50 and becomes eligible for the jackpot. To win the million dollars, the respondent must either name the titles of the three preceding songs played on WNEW or give the names of the artists. The contest began last Thursday (May 3) at 6 a.m. and will continue throughout the schedule until a winner emerges.

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ABC set for affiliates show

Chief concerns seem to be 11 a.m.-noon block and providing local stations with five minutes at 11 p.m. for local news during coverage of summer Olympics in August

More than 800 representatives from ABC's 214 television affiliates will be arriving at the Century Plaza in Los Angeles today (May 7) to attend the network's annual gathering of its flock. A canvass of managers from ABC affiliate stations shows that, despite a widening of CBS's lead in the past prime time season and a less than spectacular performance by the winter Olympics, there will be few, if any, unhappy broadcasters.

"There aren't any real burning issues as in the past," stated Thomas J. Cookerly, president and general manager of WJLA-TV Washington and chairman of the ABC Affiliates Board. Cookerly said that unlike the past—when such issues as the network's desire to launch a full hour evening news program caused controversy—this time there are no controversies pulling at the hearts, or the pocketbooks, of ABC affiliates.

Cookerly said, however, that the affiliates will ask ABC for a five-minute local news window at 11 p.m. during the 15-day period this summer when ABC broadcasts the summer Olympic games from Los Angeles. Cookerly explained that ABC's coverage, which will run from 6 p.m. to midnight (NYT) during the course of the games, will blanket the 11 p.m. newscasts of affiliates in the Eastern time zone. Thus, Cookerly said, the affiliates will want to talk about a five-minute window at 11 p.m. to present hard-news updates, weather and other sports information to tide viewers over until stations present a delayed local newscast at midnight.

Cookerly said that programing is not expected to be a major topic among the affiliates, with the exception, perhaps, of the 11 a.m.-noon period Monday through Friday. During that period, ABC has been programing its newest daytime serial, *Loving*, and reruns of *Benson*. Cookerly said ABC is still the leader in daytime demographics, but in "raw numbers" CBS's recent progress and even inroads made by NBC are disturbing. Furthermore, he noted, for those affiliates that have a noon newscast, the 11 a.m.-noon schedule is providing a weak lead-in.

Despite the lackluster national performance of this past winter's Olympic games, affiliates have not expressed similar worries about this summer's games. Edwin C. Metcalfe, president and general manager of WPTA-TV Fort Wayne, Ind., and also a member of the affiliates board, points out that much of the summer games will be presented



Cookerly



Stoddard

live during prime time and will not be suffering from a multiple-hour delay, as was the case with the winter games from Sarajevo. "There's been an awful lot of bad press about the Olympics," Metcalfe said pointedly. "Few reporters took into account the time difference."

Asked if advertising sales in local Olympic adjacencies were going to be a problem, Cookerly replied he thought not. He said it was a little early to predict the pace of sales, but the live prime time coverage and the familiarity of the games themselves should go a long way toward unplugging any uneasiness.

Larry Pollock, vice president and general

manager of WPVI-TV Philadelphia, said that 11 p.m., but that the affiliates want to expand to five minutes. "We have requested it and they are seriously considering it ... None of us want to lose our news presence."

Pollock was also worried about what the purchase of ESPN would mean for the future of sports on ABC. "Suppose they bid for a sports event and took it off ABC," he said. He also expressed concern about sports talent moving from ABC to ESPN.

The ABC affiliates meeting will begin this evening (May 7) with a reception and salute to Brandon Stoddard, president of ABC Motion Pictures. Stoddard is responsible for such ABC presentations as *Roots*, *Winds of War*, *The Day After* and *Something About Amelia*.

The following Tuesday morning an open meeting will begin with a greeting by Richard Kozack, vice president of affiliate relations. There will also be remarks by James Duffy, president of the ABC Television Network. George Newi, vice president and general manager of the network, will serve as host.

Later in the morning there will be separate presentations by Roone Arledge, president of ABC News and Sports, as well as presentations by the Viewer Information and Education Committee, which is composed of affiliate members. There will also be separate presentations by the public relations and community relations departments, along with remarks by John C. Severino, president of ABC Television.

After lunch on Tuesday there will be a closed meeting between affiliates and the heads of the various departments of ABC Television. It is expected to take up the principal part of the afternoon. There are no formal activities planned for Tuesday evening.

Wednesday morning will see a presentation of the various programing departments, including children's programing, daytime, early morning, prime time and on-air promotions. There may be some new program announcements as well.

Wednesday afternoon will be set aside for a presentation by ABC Sports, much of which is expected to be centered on the upcoming summer Olympic games. □

NBC action. NBC-TV announced that actor/comedian Bill Cosby will star in a new comedy series, to premiere either next fall or next spring. The untitled program is to be taped in New York and will be produced by Carsey/Werner Productions with a six-episode initial commitment.

George Michael's Sports Machine, a weekly half-hour sports highlights program produced at NBC-owned WRC-TV Washington, joins the network's late Sunday night schedule beginning Sept. 2. Michael and his WRC-TV sports staff have been providing a sports feed at 11 p.m. Sundays for the A-News (Affiliate News) closed-circuit feed of NBC News.

In other production announcements, NBC-TV said Beatrice Authur and Charles Durning have been signed to star in *P.O.P.*, a comedy pilot written and co-executive produced for the network by Norman Lear. The pilot is being directed by James Burrows, creator of NBC's *Cheers*.

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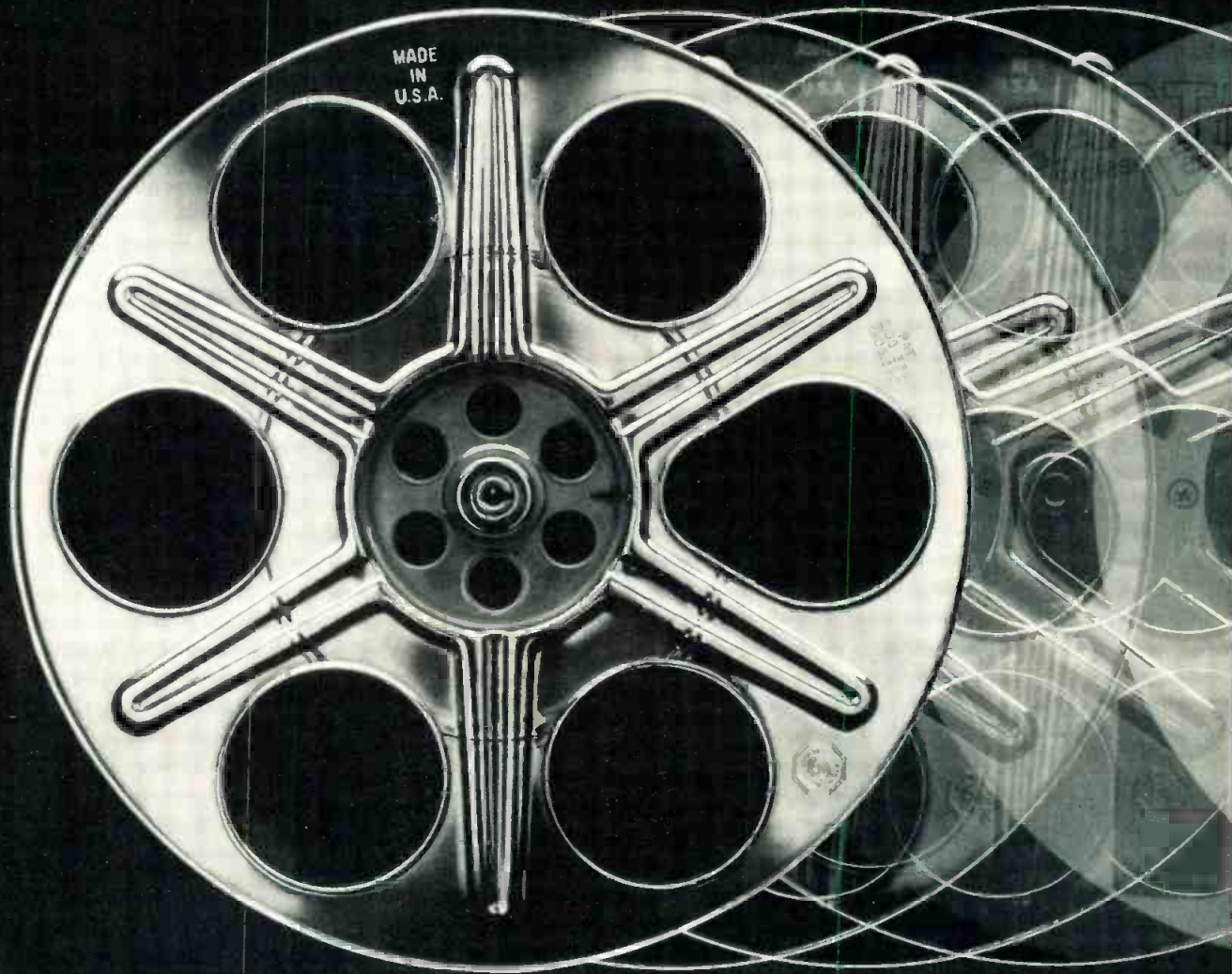
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Nineteen radio and 35 TV programs were selected as winners of the 48th annual Ohio State Awards. The 1984 honors were conferred at a dinner ceremony at the National Press Club in Washington.

Begun in 1936, the awards recognize excellence in educational, informational and public affairs broadcasting. They are sponsored by the Institute for Education by Ra-

dio-Television, founded in 1930 at Ohio State University, and are administered by the WOSU stations in Columbus, licensed to OSU.

The 1984 winners:

Social Sciences and Public Affairs

KNBC News, Burbank, Calif. □ *Emergency: Learn... and Live.*

WDIV-TV Detroit □ *City Nights.*

University of Wisconsin-Stout Teleproduction Center and Wisconsin Educational Television Network, Menomonie, Wis. □ *Out & About Maintaining Friends.*

WCVE-TV/WCVW-TV Richmond, Va. □ *The Second Collision.*

KFRC(AM) San Francisco □ *Firebreaks.*

WBBM Newsradio, Chicago □ *Up-to-Date.*

KXAS-TV News Department, Fort Worth □ *License to Kill.*

Media and Society Seminars in association with WTTW(TV) Chicago and WNET(TV) New York □ *The Constitution: That Delicate Balance.*

Educational Film Center, Annandale, Va. □ *Powerhouse.*

Office of Instructional Technology, South Carolina State Department of Education, Columbia, S.C. □ *Pickens/Marion/Sumter.*

Youth News, Oakland, Calif., and KFRC(AM) San Francisco □ *You Can't Lead If You Can't Read.*

KNX Radio, Hollywood □ *Hand in the Till.*

WOR Radio, New York □ *College: Getting in and Paying For It.*

KHJ News, Hollywood □ *KHJ Children's Christmas Fund.*

NBC Radio News, New York □ *Suffer the Children.*

ABC Entertainment Network, New York □ *Coping With Unem-*

ABC wins its second week in a row

Although it came in first only two nights, ABC won the prime time ratings for the second consecutive week of the rerun season, with an average rating of 14.9 and an average share of 25, compared to runner-up CBS with 13.8/23 and NBC with 12.4/21. For the week ending April 29, ABC led by over one full rating point against competitor CBS in Nielsen's National Television Index.

ABC won Wednesday and Saturday powered by its regular lineup of programs, all of which were reruns except *Dynasty*. CBS took Monday, Thursday, Friday and Sunday. A full night of repeats for NBC's Tuesday night schedule didn't hinder that network from taking first place as usual.

Although CBS had five of the top 10 prime time shows of the week, ABC had three of the top five and there was even room in the top 10 for two belonging to NBC.

In the evening news, CBS led with 12.1/23, followed by ABC with 10.4/20 and NBC with 10.2/20.

Highlights of the week, night by night:

■ CBS glided to victory Monday night with its regular lineup of *Scarecrow & Mrs. King*, *Kate & Allie*, *Newhart* and *Cagney & Lacey*, all of which were first-runs except *Newhart*. All of CBS's Monday night shows placed in the top 20, delivering that network an average 17.2/27 for the evening. NBC came in second for the night, helped generously by a rerun of *TV Bloopers & Practical Jokes*, which ranked 10th with an average 17.8/27 for its 8-9 slot.

■ NBC's dominance of Tuesday continued with an average this week of 16.7/27. ABC, based on reruns of its regular lineup, came in second with a 14.8/24. CBS, the only network to run original programming during the night, placed third with an 11.4/18.3. It featured *American Parade* (11.2/17) and the first part of a made-for-television movie, *Peter and Paul* (11.5/19).

■ Wednesday went easily to ABC based on its action/adventure/

drama regular lineup of *Fall Guy*, *Dynasty* and *Hotel*. *Dynasty* was the top-rated show of the week, drawing an average 23.3/27, while *Hotel* came in fourth with a 20.2/36 and *Fall Guy* tied *Oh, Madeleine* with a rating of 16.2. The second part of *Peter and Paul* underperformed its first part, averaging an 8.6/14 for CBS in the 9-11 period and making it the 65th of 69 ranked shows for the week.

■ CBS's regular lineup of action/adventure/drama gave it the customary Thursday night lead with a 17.2/28. *Magnum, P.I.* and *Simon & Simon* were both in the top 10, but NBC's *Duck Factory*, which opened three weeks ago to favorable critical review, was that network's second lowest rated program of the night, surpassed only by the *NBC Reports* special that followed it.

■ CBS slipped a special movie in on Friday night, "Silver Streak," and came in first, averaging a 13.4/25. An NBC special rock 'n roll presentation was partially responsible for that network's 9.2/17 for the evening. Reruns of *Benson* and *Webster* outperformed *Dukes of Hazzard* by averaging a 14.6 rating in the 8-9 slot compared to *Dukes'* average 12.3 rating for that period.

■ Saturday night swung back to ABC on the momentum provided by reruns of *T.J. Hooker*, *Love Boat* and *Fantasy Island*. CBS managed a second place finish, helped along by its *Saturday Night Movie* feature, "Tom Horn." NBC steadily lost viewers over the night as it fell from the 12.3/24 average delivered by *Diff'rent Strokes* to an average 8.5/16 drawn by *Yellow Rose*.

■ CBS won Sunday night, although *60 Minutes* did most of the work with its 18.4/36 average. The 9-11 period was dominated by ABC, whose *Sunday Night Movie* feature, Neil Simon's "Chapter Two," averaged 19/31 and outperformed CBS's regular series lineup and NBC's repeat broadcast of its made-for-television drama, *Special Bulletin*. *Special Bulletin*, first broadcast in April 1983, averaged a 10.2/16 and was the 60th ranked show of the week. □

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	<i>Dynasty</i>	ABC	23.3/37	24.	<i>Riptide</i>	NBC	14.7/23	49.	<i>Jennifer Slept Here</i>	NBC	12.1/22
2.	<i>Simon & Simon</i>	CBS	21.1/33	26.	<i>Remington Steele</i>	NBC	14.4/25	50.	<i>Knight Rider</i>	NBC	12.1/20
3.	<i>A Team</i>	NBC	21.1/33	27.	<i>Gimme A Break</i>	NBC	14.4/24	51.	<i>Peter and Paul, part I</i>	CBS	11.5/19
4.	<i>Hotel</i>	ABC	20.2/36	28.	<i>Family Ties</i>	NBC	14.3/23	52.	<i>Masquerade</i>	ABC	11.4/20
5.	<i>Chapter Two</i>	ABC	19.0/31	29.	<i>Hart To Hart</i>	ABC	14.2/25	53.	<i>Second Thoughts On Being Single</i>	NBC	11.3/20
6.	<i>60 Minutes</i>	CBS	18.4/36	30.	<i>A Doctor's Story</i>	NBC	14.2/23	54.	<i>Four Seasons</i>	CBS	11.3/18
7.	<i>Magnum P.I.</i>	CBS	18.3/30	31.	<i>T.J. Hooker</i>	ABC	14.1/27	55.	<i>That's Incredible</i>	ABC	11.2/18
8.	<i>Alice</i>	CBS	18.3/28	32.	<i>Borderline</i>	CBS	14.0/26	56.	<i>American Parade</i>	CBS	11.2/17
8.	<i>Kate & Allie</i>	CBS	18.3/28	33.	<i>Tom Horn</i>	CBS	13.8/26	57.	<i>One Day At A Time</i>	CBS	11.0/19
10.	<i>TV's Bloopers, Practical Jokes</i>	NBC	17.8/27	34.	<i>Hill Street Blues</i>	NBC	13.8/24	58.	<i>People Are Funny</i>	NBC	10.9/20
11.	<i>Trapper John, M.D.</i>	CBS	17.7/30	35.	<i>Benson</i>	ABC	13.6/25	59.	<i>Mama's Family</i>	NBC	10.7/19
12.	<i>Newhart</i>	CBS	17.3/27	36.	<i>Hardcastle & McCormick</i>	ABC	13.5/22	60.	<i>Special Bulletin</i>	NBC	10.2/16
13.	<i>Jeffersons</i>	CBS	17.3/28	37.	<i>Happy Days</i>	ABC	13.5/21	61.	<i>Master</i>	NBC	9.8/18
14.	<i>20/20</i>	ABC	17.3/30	38.	<i>Fantasy Island</i>	ABC	13.4/28	62.	<i>Two Marriages</i>	ABC	9.7/15
15.	<i>Scarecrow & Mrs. King</i>	CBS	17.2/26	39.	<i>Foulups, Bleeps & Blunders</i>	ABC	13.4/21	63.	<i>Ripley's Believe It Or Not</i>	ABC	9.3/18
16.	<i>Three's Company</i>	ABC	17.1/26	40.	<i>Double Trouble</i>	NBC	13.1/21	64.	<i>Super Night of Rock 'n Roll</i>	NBC	8.9/16
17.	<i>Cagney & Lacey</i>	CBS	16.8/28	41.	<i>Duck Factory</i>	NBC	13.0/21	65.	<i>Peter & Paul, part II</i>	CBS	8.6/14
18.	<i>Fall Guy</i>	ABC	16.2/27	42.	<i>Blue Thunder</i>	ABC	12.9/19	66.	<i>Yellow Rose</i>	NBC	8.5/16
19.	<i>Oh Madeline</i>	ABC	16.2/26	43.	<i>Matt Houston</i>	ABC	12.8/24	67.	<i>Mama Malone</i>	CBS	8.4/14
20.	<i>Webster</i>	ABC	15.6/27	44.	<i>Real People</i>	NBC	12.8/21	68.	<i>Whiz Kids</i>	CBS	6.6/12
21.	<i>Love Boat</i>	ABC	15.3/22	45.	<i>Diff'rent Strokes</i>	NBC	12.3/24	69.	<i>Father Murphy</i>	NBC	4.9/10
22.	<i>Cheers</i>	NBC	15.1/24	46.	<i>Dukes of Hazzard</i>	CBS	12.3/22				
23.	<i>A Long Way Home</i>	ABC	15.1/24	47.	<i>AfterMash</i>	CBS	12.3/21				
24.	<i>Facts of Life</i>	NBC	14.7/23	48.	<i>Knot's Landing</i>	CBS	12.2/22				

*Indicates premiere episode

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ployment.

WRAL Radio, Raleigh, N.C. □ *Five Faces of Poverty.*

WRLH Public Radio, Huntsville, Ala. □ *TVA, After a Half Century—Has the "New Deal Dream" Become Impossible?*

WGBY-TV Springfield, Mass. □ *Soapbox.*

WCBS Radio, New York □ *The Diplomats Next Door.*

National Public Radio, Washington □ *Daufuskie: Never Enough Too Soon.*

ABC Radio News, New York □ *Crime in America.*

WRAL Radio, Raleigh, N.C. □ *Feed the Criminal. Starve the Victim.*

KOLD-TV Tucson, Ariz. □ *He Told Me Not to Tell.*

KUTV(TV) News, Salt Lake City □ *Extra Criminal Illness.*

KSNW-TV Wichita, Kan. □ *Code Red: Trauma Alert.*

Frontline/Network Features and North Carolina Public TV, Boston □ *88 Seconds in Greensboro.*

KPBS-TV San Diego □ *The Trail North.*

WMC-TV Memphis □ *The Cancer Victory.*

KYTV(TV) Springfield, Mo. □ *Dioxin: A Special Report.*

KGO-TV News, San Francisco □ *Growing Old.*

ABC News Closeup, New York □ *The Vanishing America.*

ABC News Closeup, New York □ *Vietnam Requiem.*

ABC News Closeup, New York □ *Oh, Tell the World What Happened.*

Natural and Physical Sciences

Glen A. Larson Productions in association with Universal Television, aired on NBC-TV, New York □ *Quincy: Dying for a Drink.*

TVOntario, Ont. □ *Landscape of Geometry: It's Rude to Point.*

WNET(TV) New York □ *Nature: The Flight of the Condor.*

WHRO-TV Norfolk, Va. □ *The Human Community.*

WBBM-TV Chicago □ *There's No Harm In Harmony.*

WTHR Television, Indianapolis □ *The Deadly Legacy.*

WGBH stations, Boston □ *The Miracle of Life.*

Performing Arts and Humanities

WMAQ-TV Chicago □ *If Not Today, Tomorrow.*

WQXR-AM-FM New York □ *A New World of Music: The Depression.*

Deutsche Welle, Köln, West Germany □ *Serenade in Krefeld's Castle.*

Judi Moore Smith Productions, Temple Hill, Md. □ *Expressions.*

Kentucky Educational Television, Lexington, Ky. □ *Arts Express.*

Maryland Instructional Television, Owings Mill, Md. □ *Teaching Writing.*

WFMT(FM) Chicago □ *Lincoln's Music in America: The Mahler 10th.*

National Public Radio, Washington, and WHA Drama Center, Madison, Wis. □ *NPR Playhouse: A Canticle for Leibowitz.*

Lorimar Productions-CBS Entertainment, New York □ *Two of a Kind.*

Nickelodeon, New York. □ *Against the Odds.*

WTTW(TV) Chicago □ *Say Goodnight, Gracie.*

Valley Cable TV, Encino, Calif. □ *Rasgade en Dos/Ripped in Two.*

A Larry White & Lou Reda Production in association with Columbia Pictures-CBS Entertainment, New York □ *The Blue and the Gray.*

Dick's debut. Richard Burton will make his first U.S. television mini-series appearance in *Ellis Island*, a seven-hour drama scheduled on CBS-TV during the 1984-85 season. Burton will perform with his actress daughter, Kate Burton, in the adaptation of Fred Stewart's novel about European immigration to the U.S. at the turn of the century. The production, which begins May 14 in Europe, is from Pantheon Television in association with Telepictures Productions.



Peabody parade. The Broadcast Pioneers, in cooperation with the Henry W. Grady School of Journalism and Mass Communications at the University of Georgia, handed out its Peabody awards (BROADCASTING, April 2), in New York on Wednesday, April 25. At left: Richard Ludwin, vice president, specials and variety series, NBC, and Suzanne De Passe, executive producer, *Motown*, accept the award for NBC's *Motown 25: Yesterday, Today, Forever*. At right: Paul Fine and Holly Fine, producers, and *CBS Morning News* anchorman Bill Kurtis accept CBS's award for *The Plane that Fell From the Sky*.

Intermedia

Orion enlarges. Hollywood-based Orion Pictures Corp. has formed Orion Entertainment Group, new studio arm that encompasses four video divisions: Orion Television Inc., Orion Home Video, Orion Pay Television and Orion Television Syndication. As titles of divisions suggest, Orion Entertainment Group will produce and syndicate programming for broadcast networks, home video and pay and syndicated television markets.

New unit will be headed by existing Orion Pictures and Orion Television executives in management reorganization. In addition to expanding and centralizing Orion's production activities, new structure is expected to result in increase in foreign co-production deals involving independent studio, which was formed by merging of Orion Pictures and Filmways Productions two years ago. Richard Rosenbloom, president of Orion Television, will broaden his area of responsibilities to include pay television, home video and syndication. □

No conflict. Americans on average spend 16.4 hours per week listening to radio and 16.3 hours per week watching television, according to nationwide survey conducted and released by Book Industry Survey Group. Findings showed average American spends 11.7 hours per week on all forms of reading. Summarizing that "television watching itself does not seem to interfere with reading books," report said 90% of heavy readers, 91% of moderate readers and 88% of light readers also say they like to watch television. Nearly 2,000 Americans were questioned in survey. □

From Abel to Zeidenberg. Bibliography, comprising 3,214 entries of writings about network television news between late 1940's and mid-1982, has been compiled by Professor Myron J. Smith Jr., director of libraries at Salem College, Salem, W. Va. Appendix extends listing through late 1983. Under title "U.S. Television News," it is guide to materials on that subject in books and monographs, scholarly papers, periodical articles, doctoral dissertations and some masters' theses. Publisher is McFarland & Co., Box 611, Jefferson, N.C. 28640. Price of hardcover, 240 page book is \$29.95 plus \$1.50 handling charge. □

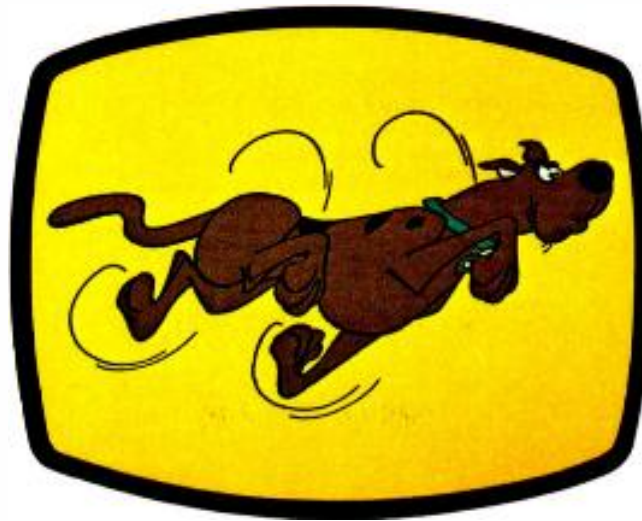
Study available. FCC's Office of Plans and Policy has released "Statistical Evidence of Substitutability Among Video Delivery Systems," paper that estimates demand equations for videocassette recorders and cable TV. Study suggests that VCR's and cable are economic substitutes, as are cable and broadcast TV, while VCR's and broadcast TV are complements (that is, their use rises and falls together). □

Sanjek prose. Under title that aptly describes its content, "From Print to Plastic: Publishing and Promoting America's Popular Music (1900-1980)" has been written by Russell Sanjek, longtime BMI executive. This monograph is based on two public lectures delivered in spring of 1982 by Sanjek when he was senior research fellow of the Institute for Studies in American Music at Brooklyn College, City University of New York. The first lecture was called "Building the Marvelous Hit-Making Machine, 1900-1941." The second was titled "Paying to Play and Playing for Pay, 1942-1980." Monograph publisher is institute at Brooklyn College. Sanjek retired in 1981 from post of vice president for public relations of BMI; he had been with music-licensing organization since its inception in 1940. Sanjek currently is working on large long-range history for Oxford University Press; its working title is "American Popular Music and Its Business: The First 400 Years."

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FCC asked to review new station grant

Commission is told by losing applicant that Review Board decision granting Colorado AM could set policy ignoring illegal behavior of licensees

Alan K. Levin, loser in a comparative contest for a new AM in Dillon, Colo., has asked the FCC for review. And in a filing at the commission, Levin contends that unless the full FCC steps in, it will be establishing "a policy of indifference to the illegal use of drugs at broadcast stations."

At issue is a split decision by the Review Board (board member Norman Blumenthal dissented) affirming the grant of the AM in question to Dillon Broadcasting Co. (BROADCASTING, March 26). One issue in the proceeding was whether Dillon's 100% stockholder, Robin Theobald, had been engaged in the illegal use of narcotics, and, if so, what effect that should have on his qualifications to be a commission licensee.

Three former employees had testified that they had seen Theobald, former general manager and 50% owner of KGLT(FM) Breckenridge, Colo., use cocaine at the station. Theobald denied the specific allegations, but acknowledged having used cocaine—on one occasion only—at home with friends.

Administrative Law Judge Joseph Chachkin dismissed the drug allegations, contending that they had come from disgruntled former employees. The Review Board majority said the alleged drug use should not have been a factor. According to the majority, the charges against Theobald had not been resolved in a court of "competent jurisdiction."

And even if a court had found Theobald guilty—or the board itself had credited the allegations—that still would not have automatically destroy Theobald's qualifications. "Commission policy would still require us to predict or forecast from the past violations whether the applicant can be relied to comply with FCC regulatory laws and policies in its broadcast operations," the Review Board said.

"Under these circumstances, the few alleged violations of drug laws, even if true, have no predictive value as to prospective compliance with the commission's rules and policies because they are overbalanced by [Theobald's] four-year history of broadcast operations without any demonstrated violation of the Communications Act, commission rule or policies," the majority of the board said.

In his application for review, Levin asked that the commission first consider whether the Review Board had erred in holding that Theobald's basic or comparative qualific-

Schott heard around FCC. Charles Schott III, a 32-year-old attorney, has been selected to serve as chief of the FCC Mass Media Bureau's policy and rules division. Schott, said to be the personal recommendation of Chairman Mark Fowler, was graduated from the University of Michigan's law school in 1977, then worked as an attorney in the Washington and New York offices of the law firm of Dewey, Ballantine, Bushby, Palmer & Wood from 1978 until 1981. He was an adviser on the Reagan transition team for the Securities and Exchange Commission in 1981. During 1982, he was a summer associate with the New York investment banking firm of Warburg, Paribas, Becker Inc. He also received an MBA from Stanford University's graduate school of business in June 1983. Since then, Schott said he had been traveling around the Pacific. Schott, who also said he does not have a background in telecommunications, is expected to start work in a couple of weeks. He said the bureau is planning to hire him as a GS-15, which pays between \$50,495 and \$65,000.

tions would not be affected even if he had been found to have engaged in illegal drug use. "The majority's 'blindfold' approach is use. "The majority's 'blindfold' approach is unsound, unwise, contrary to common sense and in conflict with national policy and commission precedent," Levin said.

Second, Levin asked the commission to review whether the board had erred in stating that the drug issue shouldn't have been considered in the first place. According to Levin, the FCC has "plainly stated" in its uniform policy that it is its policy "to inquire into allegations of criminal or civil misconduct even in the absence of a conviction or civil judgment where the alleged misconduct relates to matters entrusted to the commission," Levin said.

Finally, Levin asked the commission to consider whether "reliable and substantial evidence" established that Theobald had used and distributed cocaine at KGLT.

"Three eyewitnesses, former employees at KGLT, who had no financial motive or interest in the outcome of this proceeding, testified that they saw Theobald use drugs at KGLT. Two testified that he used cocaine to prepare himself to do newscasts. One testified, even after her request for immunity was denied, that she accepted Theobald's offer of cocaine at KGLT," Levin said.

"The commission should accept review of this case and conduct its own analysis of the evidence," Levin added. "Such a review and analysis will demonstrate that the evidence offered on the drug issue was reliable and substantial and that the ALJ's findings and conclusions with respect thereto are implausible. In sum, the majority erred in failing to consider the substantial evidence establishing Theobald's use and distribution of cocaine at KGLT." □

Denial sought. The Long Island Coalition for Fair Broadcasting has petitioned the FCC to deny renewal to Metromedia's WNEW-TV New York, alleging that the station has been ignoring Long Island's news needs. The group already has petitioned the FCC to consider reallocating a VHF to Long Island.

Danforth bill would use tariffs to protect U.S. telecommunications equipment makers

Senator Jack Danforth (R-Mo.), chairman of the Senate International Trade Subcommittee, last week introduced a bill that could help AT&T hang on to its share of the domestic telecommunications equipment market—and might encourage foreigners to open their own markets to American telecommunications equipment.

Under the bill, those countries that don't open up their markets to U.S. telecommunication products within three years could face more than double the import tariffs that now exist for certain varieties of telecommunications equipment.

According to Danforth, the AT&T breakup has been "an enormous unilateral give-away" to foreign countries. The age-old relationship between AT&T's Western Electric and the Bell operating companies has been severed, and other countries have greeted that split as a "fabulous" opportunity to increase sales in the U.S., Danforth said.

Major foreign companies, like Japan's NEC and Fujitsu, and Canada's Northern Telecom, said Danforth, have expanded their marketing efforts to take advantage of the freedom of the Bell operating companies to buy non-Western Electric equipment. The bill, according to Danforth, would use those new domestic opportunities as leverage to open up markets elsewhere.

"It would be folly for us to give away access to our markets while getting nothing in return from our trading partners," Danforth said in a press release. "If we fail to play our strongest cards, leading markets overseas will remain heavily protected. In a few years, U.S. producers will find themselves under intense pressure from imports with no opportunity to sell more overseas."

Also under the bill, the administration would attempt over a period of three years to negotiate market-opening agreements. Dur-



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More and more radio executives say the answer is ABC Talkradio.

ABC Talkradio not only can fill most of your regular broadcasting day (up to 12 hours), we'll make your weekends totally listenable, too. With 9 hours of programming Saturday and Sunday.

The ABC Talkradio lineup is packed with personalities who are experienced professionals, informed, provocative, entertaining. So audiences do more than just stay tuned, they get involved, not only with the programming but also with your sponsors.

Want some examples?

Dr. Susan Forward and Michael Jackson have grown their 18+ audiences more than 63% and 70%, respectively, for KNUS-Denver in the latest rating period.

Owen Spann, Dr. Forward and Jackson have scored increases ranging from 29% to 218% for WCBM-Baltimore.

Even in a mature Talkradio market like Los Angeles, Michael Jackson and Dr. Toni Grant are increasing audiences. For KABC, Jackson increased his 25-54 women listenership by 22% and Dr. Grant increased hers by 56% in one year.

Each program host on ABC Talkradio has achieved national recognition. Each generates publicity coverage from every type of medium. So it's no wonder audiences talk about the personalities on Talkradio.

To learn more about why you should be concentrating locally on drive time and letting the stars of ABC Talkradio integrate with your local staff, talk with Rick Devlin, Vice President, Director of ABC Talkradio at (212) 887-5638.



ing that period, U.S. tariff rates would remain at current levels, which Danforth said range from 5% to 15%. If the agreements aren't reached, than the U.S. would impose higher tariffs (about 35%) on equipment imports that have increased because of the AT&T divestiture. Danforth said. □

House telcomsubcom approves CPB funding through 1989

H.R. 5541 would give corporation \$238 million in '87, \$253 million in '88 and \$270 million in '89; measure is identical to one passed by Senate Commerce Committee

The House Telecommunications Subcommittee last week reported out H.R. 5541, reauthorizing the Corporation for Public Broadcasting for fiscal years 1987 through 1989 and setting appropriations ceilings of \$238 million for CPB during 1987, \$253 million during 1988 and \$270 million during 1989.

The bill represents a sharp increase over the Reagan administration's recommendation of \$100 million for CPB in 1987. The Senate Commerce Committee already has reported out an identical bill (BROADCASTING, April 16).

The House bill, as does its Senate companion, sets a ceiling of \$50 million for 1985 for the public telecommunications facilities programing, which is administered by the National Telecommunications and Information Administration. It sets a ceiling of \$53 million for that program during 1986, and \$56 million during 1987. As does the Senate bill, this one deletes language from the Communications Act directing NTIA to spend 75% of that money for new facilities in areas unserved by public broadcasting, an action intended to give NTIA flexibility to

Washington Watch

Clearing up copyright measure. In address to patent, trademark and copyright law sections of Virginia, Maryland and District of Columbia bar associations, Senator Charles McC. Mathias (R-Md.), chairman of Senate Copyright Subcommittee, stumped for S. 33, home videotaping bill that would amend "first sale doctrine" of copyright law (holding that copyright holders are not entitled to royalties from resale or rental of their products after first sale) to give copyright owners control over subsequent sale or rental of recorded visual material. He said S. 33 has faced "tough sledding," and as response to video dealers who oppose bill, saying it will drive them out of business, Mathias said he was "redrafting the bill now to make it crystal clear that video dealers as well as consumers will stand to benefit." □

New Florida TV. Reversing initial decision, FCC Review Board has granted application of Life Style Broadcasting for new TV on channel 26 in Daytona Beach, Fla., denying competing applications of Daytona Broadcasting Co. and Daytona Beach Television Associates. In initial decision, Administrative Law Judge John M. Frysiak had granted application of Daytona Beach Television Associates, finding that its integration proposal put it ahead of others. Board, however, said Life Style should be preferred for its superior coverage proposal, and for better serving interests of diversification. M. Lee Cook is president and 4.3% owner of Life Style, which is co-owned with 16 others. Cook, retired resident of Daytona Beach, is former department store manager. □

AT&T wants break. AT&T has asked FCC to relieve it of structural separation provision of Computer II decision. Provision requires AT&T to offer customer premises equipment and enhanced services through separate subsidiaries. In petition at FCC, AT&T said divestiture had eliminated basis for applying rules. AT&T also said requirements prevent it from taking full advantage of its resources. □

Distress sale. FCC has renewed license of Cullman Broadcasting Co. for WXXR(AM) Cullman, Ala., to permit licensee to distress sale station to Piney Hills Broadcasting Inc. for \$180,000 (BROADCASTING, July 25, 1983). FCC had concluded that two Cullman shareholders had engaged in strike activities in assisting another company to prepare application for new AM in Sumiton, Ala., to block application on same frequency in Cullman. Piney Hills, which has no other broadcast interests, is owned by Glen C. Lewis, 48%; Czarita C. Ghent and Havert L. Fenn (26%).

provide funding for refurbishing existing facilities.

At the markup hearing last week, the subcommittee defeated an amendment proposed by Representative James Broyhill (R-N.C.), who expressed concern that the increased levels of federal funding would cause public broadcasters to slacken their efforts to raise nonfederal money. Under Broyhill's pro-

posed amendment, public broadcasters would have had to increase their nonfederal funding by 6% a year to qualify for the full yearly increases in federal funding.

At the same time, the subcommittee approved H.R. 5497, which reauthorizes NTIA at \$15 million for each of fiscal years 1985 and 1986, just as the Senate measure does. □

In Sync

Longer fiber optics

Artel Communications Corp. introduced a laser-based fiber optic system which simultaneously transmits broadcast quality video and two wideband subcarriers for audio and data on a single optical fiber. The Worcester, Mass.-based firm said the new Artel SL3000 transmits information over distances up to 20 miles without a repeater. "It is designed to satisfy the need of the television broadcast and telecommunications industries for longer haul broadcast quality fiber optic systems," according to Artel. The SL3000 includes an automatic protection switch logic card which processes the on-line alarms and controls the one-to-one protection switch. For example, if a working channel is disabled, the card will automatically switch to a protection channel. It is also equipped with self-monitoring status indicators, self-test/measurement features

and alarm outputs. The front panel meter permits on-line measurement of electrical and optical signal disruption by sensing loss of video, audio and audio or optical signals.

Birding in Florida

The Florida Network Inc., a state radio network owned by Susquehanna Broadcasting Co., dropped its land lines and took to the sky on May 1 when it activated its Microdyne satellite uplink in Ocala and began transmitting via Westar III. Originally scheduled to be on Westar VI, the network had a backup clause that permitted it to use III when VI failed earlier this year. The Florida Network carries a mix of news, sports and weather to about 60 affiliates. Besides the primary service, it has a second channel for sports and special events and are currently carrying the Atlanta Braves baseball games.

Dish that isn't a dish

Comtech Antenna Corp., St. Cloud, Fla., is calling its new earth station antenna Offsat. The antenna, which is suitable for pulling in signals from satellites spaced two degrees apart in their orbit, has an offset feed and a concave rectangular reflector.

Bermuda dish

The island of Bermuda is a little closer to the rest of the world. On April 30, John Swan, Bermuda's premier, inaugurated the island's Intelsat Standard A Earth Station manufactured by the space and microwave division of Marconi Communications Systems Ltd. The station permits the transmission and reception of high grade television, voice, telex, data and facsimile via an Intelsat V satellite. The station includes a 32-meter wheel and track antenna capable of withstanding hurricane force winds along

A Tradition of Excellence



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Linda Cavanaugh — Steve Neumann — Steve Hauck
KTVY • Oklahoma City

A special projects series examining sanitary conditions in Oklahoma City restaurants by KTVY exposed a disregard of health standards and had a profound impact on the way Oklahoma City restaurants do business. A city amendment now provides public access to previously confidential inspection records of local restaurants; fines for health code violations have been raised; inspection procedures have been upgraded; stronger actions for restaurant closings have been implemented; and a new ordinance requiring restaurant managers to pass an FDA approved course on food sanitation has been proposed by the city council. For their outstanding effort "Behind the Kitchen Doors," news anchor Linda Cavanaugh, producer Steve Neumann and photographer Steve Hauck were awarded \$5,000 and the James E. Scripps Grand Prize, an honor in the name of ENA's founder.



THE EVENING NEWS ASSOCIATION

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KOLD-TV
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WALA-TV
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KVUE-TV
Austin, Texas

WWJ-WJOL
Detroit, Michigan

Newspaper Division

The Detroit News
Detroit, Michigan

The Desert Sun
Palm Springs, California

The Daily News
Indio, California

Times Graphics, Inc.
The Vineland Times Journal • Millville Daily
New Jersey

with high-power amplifiers, ground communication equipment and control and monitoring facilities. The contract was valued at about \$4.6 million.

Easy-to-fix amps

Scientific-Atlanta's Series 6800 feedforward amplifiers should be easy to maintain. They feature "gain blocks" that can be replaced in the field. The new amplifiers, S-A says, feature the lower distortion and expanded bandwidth (up to 550 mhz) inherent in the feedforward technology.

Avnet up

New York-based electronics manufacturer, Avnet Inc., reported results for second quarter ending Dec. 30, 1983. Sales increased 49% to \$395.8 million and net income increased 82% to \$21.3 million from same period previous year. Earnings per share were 60 cents. Video Communications Group, one of four operating divisions, accounted for 9.7% of sales (\$113.6 million) and 18.8% of earnings (\$9.5 million).

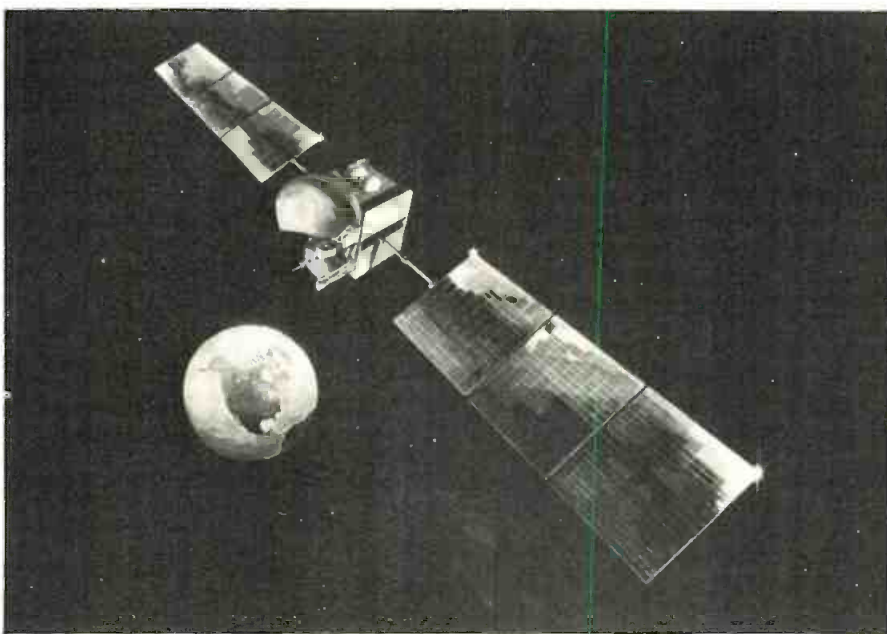
Air bits

A new concept which involves the free transmission of computer software programming via satellites over standard AM and FM broadcast bands rather than subcarrier channels (SCA's) was unveiled by Jefferson, Mo.-based Learfield Communications, a state and regional news and sports network, at a satellite engineering session the NAB convention last week.

According to Kent Malinowski of Learfield Communications, the concept, which was developed in conjunction with Seattle-based Micropenipheral Corp., was recently tested on Learfield's 130-station farm network when 16 seconds of the affiliate's broadcast day was interrupted to send data bits over the air. Stations can directly feed this information into a computer, he said.

Microwave maneuvers. The FCC has established technical standards for multipoint distribution service, according MDS stations 15 miles of protection from co-channel and adjacent-channel interference. The commission established a 45 db ratio as the level of allowable interference in a protected signal area, standardized methods for calculating protected signal areas and levels of interference and described the engineering data that has to be submitted with a filing.

In a separate action, the commission also proposed to specify the power of MDS stations in units of equivalent isotropically radiated power; to increase the required stability of MDS transmitters, and to decrease the permitted level of out-of-band emissions from MDS transmitters. At the same time, the FCC launched an inquiry seeking comment on the feasibility of permitting MDS licensees to use repeaters.



Ready, set. GTE Spacenet Corp. will launch its 36-transponder Spacenet I satellite on May 22 from French Guiana. The C- and Ku-band bird will be used for voice, data and video services.

Business

ABC buys ESPN for \$202 million

Network, which already had 15% of cable sports network, purchases remainder from Texaco, beating out Ted Turner and others

ABC covered all the bases last week and scooped up the remaining 85% of the Entertainment and Sports Programming Network for \$202 million. The agreement in principle between ABC and Texaco, the Houston-based oil company that obtained control of the network earlier this year when it bought former ESPN owner Getty Oil, pre-empted efforts by Ted Turner and others to buy the advertiser-supported cable sports network.

The move, however, was not totally unexpected. Under an agreement with former owner Getty, ABC had an option of first refusal to purchase the interest should Getty want to sell.

ABC will acquire the remaining interest

through ABC Video Enterprises Inc. (ABCVE), its wholly-owned subsidiary that also owns one-third each of Lifetime and Arts & Entertainment cable networks. ABC already controls 15% of ESPN, an interest it assumed last January when it exercised an option it reportedly held for 18 months. ABCVE will gain full control of ESPN by buying 100% of Cable Enterprises Inc., which controls the other 85%. CEI, in turn, is owned 85% by Texaco and 15% by ESPN founder, Bill Rasmussen, Rasmussen family members and three other investors.

Reports had been circulating for several weeks prior to the ABC-Texaco agreement that Ted Turner was interested in acquiring all or part of ESPN if ABC chose not to exercise its option. Turner confirmed that he was interested in acquiring ESPN, but following the ABC-Texaco announcement he issued a statement saying, "We were in-

formed this morning by Texaco and their investment bankers that ESPN had been sold to ABC over the weekend. This action was taken while we and a number of other parties were awaiting financial information on ESPN necessary to prepare a bid. The sale of ESPN was completed without the solicitation from any other parties other than ABC."

Texaco said that ABC will pay \$188 million for Cable Enterprises plus \$14 million for 100% of the stock of Getcom Inc., which owns and leases to ESPN satellite uplink facilities and one of the satellite transponders the network uses. ABC and Getty have never revealed how much ABC paid to boost its interest to 15% earlier this year, but published reports say it was between \$25 million and \$30 million.

According to security analysts, the purchase of the remaining 85% represents an additional—albeit perhaps temporary—li-

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KTTV LOS ANGELES: **13.3 RATING, 23 SHARE**

WFLD CHICAGO: **9.9 RATING, 22 SHARE**

WCVB BOSTON: **11.1 RATING, 23 SHARE**

WJBK DETROIT: **8.1 RATING, 16 SHARE**

WPHL PHILADELPHIA: **7.7 RATING, 16 SHARE**

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ability to ABC Video Enterprises. The ABC subsidiary charged with ventures in the new technologies has lost a total of \$96.9 million since 1981, including \$9.5 million in the most recent quarter ended March 31. ESPN reportedly has lost some \$80 million since it was founded in 1979 and current estimates don't put it in the black until the fourth quarter of this year at the very earliest.

ESPN recently instituted a higher subscriber tariff to help push the network toward profitability. On Jan. 1, ESPN raised its carriage tariff to cable operators from 10 cents per month per subscriber to 13 cents. However, not all of ESPN's 20 million subscribers are covered with the new fee. In the early days when ESPN was building the network it charged operators only four cents and locked those deals into five-year contracts which expire next year. ESPN president and chief executive officer, William Grimes, has said that the network will earn \$55 million in advertising revenue and \$10 million in subscriber tariffs in 1984. However, an ESPN spokesman pointed out that revenue from subscriber tariffs are expected to increase dramatically in 1985 when those old four-cent contracts are renegotiated.

Analysts tended to applaud ABC's purchase, but at the same time noted that the transaction, if closed this summer as anticipated, will have an immediate negative short-term effect on ABC's earnings. Analysts point out that ABC will suffer because it will have to assume ESPN's 1984 loss—estimated by various analysts at \$15 million—\$20 million—and because of the interest it will have to pay on the borrowed money or dividend earnings it will lose by taking the purchasing money out of its treasury. Analysts estimate the purchase would shave somewhere between 35 cents and 45 cents per share off ABC's 1984 second half earnings.

An ABC spokesperson did not dispute the analysts' estimates, but said the degree of dilution would depend on the size of ESPN's loss and the timing of the consummation.

ABC Video Enterprises management was indicating last week that the realization of full ownership of ESPN would bring no major changes. The immediate question of what the acquisition means for the 1988 winter Olympics in Calgary remained, to a large extent, unanswered. (ABC bought all broadcast, cable and home video rights to those games right before this year's winter games in February.) "It's very early to say anything," an ABCVE spokesperson said, and added that ABC Sports, which is part of the ABC Broadcast Group, and ESPN, which will be part of ABC Video Enterprises, will be operated independently.

Analysts tended to favor ABC's proposal to buy the rest of ESPN, many characterizing it "strategically" as a smart move. Noted Kidder Peabody's Joseph Fuchs: "It certainly doesn't add to the near-term speculative prospects for ABC's stock... but if you take a long-term view of the basic viability of the business, and move away from Wall Street's short-term paranoia, I think it makes strategic sense to be a player. Whether it will be an economically successful move or not, the jury is still out for a number of years—as it is in the entire cable programming business." □

Bottom Line

Looking down. Josephson International Inc. reported lower net income in third quarter ending March 31 and expects same in fourth quarter. Company's board has directed stock repurchase program of up to 500,000 shares, "based on its view of the company's future prospects." Revenues of New York-based talent agency, office design company, group owner of three AM's and four FM's and producer of *Captain Kangaroo* increased by 88% to \$71,795,000 for third quarter over same period last year. Alvin H. Schulman, Josephson's president, noted that most recent quarterly results include Houston design and furnishings business, purchased in March 1983, WMGF(FM) Milwaukee, purchased in June 1983, and Herzfeld & Stern, investment banking and brokerage firm, purchased in January of this year. Net income for third quarter dropped 61% to \$682,000. Earnings per share were 13 cents, based on 5,207,000 average shares and equivalents outstanding as of March 31. □

Record. Led by strong performance by its U.S. advertising, marketing, public relations and market research operations, JWT Group recorded record revenue, pretax income and net income for first quarter ending March 31. First-quarter revenue, 98% of which is from commissions and fees, increased 17% to \$120,795,000. Income before taxes increased from \$2,520,000 in 1983 to \$8,207,000 in most recent quarter. Net income increased from \$1,060,000 to \$3,754,000 and earnings per share from 20 cents to 62 cents. Don Johnston, chairman and CEO, said that commissions and fees of J. Walter Thompson and Hill & Knowlton increased by 18% over first quarter of last year, those of Lord, Geller, Frederico, Einstein registered 79% increase and those of Simmons Market Research increased by 14%. He noted, "Our U.S. companies accounted for 63% of commissions and fees in the first quarter and a higher proportion of pretax income." □

Interpublic increase. Gross income for Interpublic Group of Companies increased 11.6% to \$146,410,000 in first quarter over same period in 1983. Income before taxes increased 110% to \$14,613,000 and net income tripled to \$4,844,000. Philip H. Geier Jr., chairman and CEO, said that increase in first-quarter net income "was principally due to improved revenue. In addition, the company's effective tax rate was reduced from 77.1% to 66.3%." Interpublic Group of Companies comprises McCann-Erickson, Marschalk Campbell-Ewald, SSC&B-Lintas, Dailey International Group and other companies. □

New name. Robert O. Mahlman Inc., station broker, has changed its company name to The Mahlman Co. and has moved to new facilities at One Stone Place, Bronxville, N.Y. □

Disney decline. Walt Disney Productions reported declining net income on record revenue for second quarter ending March 31. Revenue for The Disney Channel parent rose 10% to \$346,116,000 while net income declined 26% to \$22,307,000 from second quarter in previous year. Ron Miller, Disney's president and CEO, attributed earnings decline to continuing loss on The Disney Channel; lower attendance, higher depreciation and higher property taxes at Walt Disney World, and higher interest expense. Miller said second-quarter loss for the Disney Channel was \$9 million (\$11 million in first quarter). He also reported channel has 916,000 subscribers as of March 31, 28% more than three months earlier. Channel is now offered on 1,292 systems. In other Disney news, papers filed at Securities and Exchange Commission by New York-based financier Saul Steinberg state he intends to increase his current 9.3% holdings of Walt Disney Productions Inc. stock to as much as 25%. And last week Steinberg began purchasing additional shares increasing his stake to 12.1%. Next largest owner of stock in parent company of Disney Channel, at 4%, is Roy E. Disney, who through Shamrock Holdings Inc., also owns Los Angeles-based group owner Shamrock Broadcasting Co. □

Publisher's gain. Washington Post Corp. said last week that first-quarter revenue from its four TV stations rose 13.5% over same period last year and that all stations showed "good gains." Company as whole registered 47% increase in net income (to \$9.1 million), 12% increase in first-quarter operating revenue of \$219.5 million. Company showed loss of \$4.4 million in equity earnings of affiliates. Loss was attributed to several factors, including "expenses associated with the company's new SportsChannel programing and cellular telephone operations." Company's operating profit margin was 10%. □

Price drop. Price Communications Corp., publicly held New York-based group owner of two AM's and two FM's, reported 1983 total revenue of \$5,970,572 and net loss of \$643,556. Loss per share was 23 cents. Three of four stations were purchased in 1983 and company had 1983 interest expense of \$1,108,057. Its year-end debt/equity ratio was 4.7/1. Price has also bought, subject to FCC approval, WTX(AM) New Orleans and KOMA(AM) Oklahoma City. □

Delay. Movielab Inc., New York-based processor of video tape and film, has notified Securities and Exchange Commission that it has held up filing of company's 10-K (annual report) pending negotiations with principal bank. Revenue in 1983 increased 1.6% to \$31,541,000, but company, which had reported losses in two preceding years, had limited tax credit refunds and in addition incurred \$950,000 write-off when one of customers filed chapter 11. □

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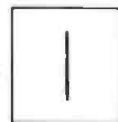
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Stock Index

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	May 2	April 25				(000,000)	
BROADCASTING							
N ABC	59	59 1/2	-	1/2	.84	11	1,731
N Capital Cities	149	146 1/2	2	1/2	1.71	17	1,997
N CBS	72 7/8	71	1	7/8	2.64	11	2,163
N Cox	48	46 3/8	1	5/8	3.50	17	1,359
A Gross Telecast	70	70				16	56
O Gulf Broadcasting	8 3/8	8 1/4		1/8	1.52		0
O LIN	21 1/8	20 7/8		1/4	1.20	20	443
O Mairlte Commun.	8 1/2	8 1/2				7	72
N Metromedia	38 3/4	39	-	1/4	.64	33	1,083
O Orion Broadcast	1/16	1/32		1/32	103.2		827
O Price Commun.	6 3/4	6 5/8		1/8	1.89		22
O Scripps-Howard	26 1/4	26 1/4				15	271
N Storer	34 7/8	32 1/2	2	3/8	7.31	20	572
O Sungroup Inc.	5 1/4	5 1/2	-	1/4	4.55	3	4
N Taft	62 5/8	57 1/2	5	1/8	8.91	15	570
O United Television	14	14 3/8	-	3/8	2.61	20	156

BROADCASTING WITH OTHER MAJOR INTERESTS							
A Adams Russell	17 7/8	17 3/4		1/8	.70	16	108
A Affiliated Pubs	43	40 3/4	2	1/4	5.52	17	349
N American Family	18 3/8	16 1/2	1	7/8	11.36	10	301
O Assoc. Commun.	9 5/8	9 7/8	-	1/4	2.53		46
N A.H. Belo	42	39 5/8	2	3/8	5.99	13	479
N John Blair	29 1/4	28 3/4		1/2	1.74	12	231
N Chris-Craft	26	26 3/8	-	3/8	1.42	31	165
N Cowles	32 1/4	32 7/8	-	5/8	1.90	31	128
N Gannett Co.	39 1/4	38 5/8		5/8	1.62	24	4,711
N General Tire	34 7/8	33 3/4	1	1/8	3.33	12	749
O Gray Commun.	58	58				13	29
N Harte-Hanks	31	29 5/8	1	3/8	4.64	19	680
N Insilco Corp.	16 1/2	16 3/4	-	1/4	1.49	8	280
N Jefferson-Pilot	44 1/2	42 5/8	1	7/8	4.40	10	946
O Josephson Intl.	9 1/4	9 3/4	-	1/2	5.13	7	45
N Knight-Ridder	25 1/4	25 5/8	-	3/8	1.46	14	1,651
N Lee Enterprises	22	22 1/4	-	1/4	1.12	13	295
N Liberty	24 1/8	24 1/4	-	1/8	.52	14	242
N McGraw-Hill	40 3/8	39 1/2		7/8	2.22	17	2,023
A Media General	52 3/4	53	-	1/4	47	10	367
N Meredith	43 1/8	42	1	1/8	2.68	12	406
O Multimedia	38 1/2	35 1/2	3		8.45	18	641
A New York Times	28 3/8	27 1/2		7/8	3.18	7	1,107
O Park Commun.	24 1/2	22 1/4	2	1/4	10.11	20	225
A Post Corp.	61 7/8	60 3/4	1	1/8	1.85	23	113
N Rollins	19 1/4	19 3/8	-	1/8	65	23	498
N Schering-Plough	38	36 3/4	1	1/4	3.40	11	1,919
T Selkirk	14 3/4	14 1/2		1/4	1.72	32	120
O Stauffer Commun.	52 1/2	52 1/4		1/4	48	14	52
A Tech Operations	39 5/8	39		5/8	1.60	17	37
N Times Mirror	37 3/8	36 1/8	1	1/4	3.46	14	5,133
N Tribune	27 7/8	26 3/8	1	1/2	5.69	13	1,142
O Turner Bcstg.	25 3/4	25		3/4	3.00	74	525
A Washington Post	73	70 1/2	2	1/2	3.55	17	1,035

SERVICE							
O BBDO Inc.	38 1/4	38		1/4	.66	13	245
O Compact Video	5 1/8	5 1/8				23	20
N Comsat	25 3/8	24 1/8	1	1/4	5.18	8	457
O Doyle Dane B.	17	16 1/4		3/4	4.62	14	103
N Foote Cone & B.	49 1/4	47 7/8	1	3/8	2.87	13	143
O Grey Advertising	110	110				9	652
N Interpublic Group	30 1/2	29		1/2	5.17	7	326
N JWT Group	36 1/4	35 3/8		7/8	2.47	13	215
A MovieLab	5 1/8	4 3/8		3/4	17.14	5	8
O A.C. Nielsen	29 1/2	29 3/4	-	1/4	.84	13	665
O Ogilvy & Mather	49 1/2	46	3	1/2	7.61	15	222
O Sat. Syn. Syst.	9 3/4	10	-	1/4	2.50	21	56
O Telemation	5 1/2	5 1/2				5	6
O TPC Commun.	9/16	3/8				0	1
A Unitel Video	7 5/8	7 5/8				11	17
N Western Union	25 3/8	22 3/8	3		13.41	11	62

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	May 2	April 25				(000,000)	
PROGRAMING							
O Barris Indus	5 1/4	4 5/8		5/8	13.51	28	30
N Coca-Cola	56 1/2	54 1/4	2	1/4	4.15	14	7,692
N Disney	64 3/4	64 1/4		1/2	.78	24	2,239
N Dow Jones & Co.	42 5/8	41 3/4		7/8	2.10	24	2,731
O Four Star	6 3/4	6 3/4				7	5
N Gulf + Western	34 1/2	34		1/2	1.47	10	2,668
O Robert Halmi	3 1/2	3 1/2				70	59
O Lorimar	26	25 1/4		3/4	2.97	15	133
N MCA	42 1/8	42		1/8	.30	13	2,030
N MGM/UA	15 1/2	15 1/4		1/4	1.64	27	770
N Orlon	10	9 7/8		1/8	1.27	11	93
O Reeves Commun.	8 1/2	7	1	1/2	21.43	14	105
O Telepictures	14 3/8	14 1/4		1/8	.88	24	94
O Video Corp.	13 3/8	13 5/8	-	1/4	1.83	24	22
N Warner	21 1/2	20 5/8		7/8	4.24	3	1,406
A Wrather	41	41 3/4	-	3/4	1.80	45	92

CABLE							
A Acton Corp.	7 3/4	7 7/8	-	1/8	1.59	27	43
O AEL	25 1/2	25 1/2				19	52
O AM Cable TV	3	3				15	11
N American Express	31 1/8	28 3/8	2	3/4	9.69	12	6,625
N Anixter Brothers	19 1/2	18 1/8	1	3/8	7.59	27	355
O Burnup & Sims	6 1/8	6 1/8				7	55
O Cardiff Commun.	7/8	7/8				88	4
O Comcast	20 1/2	18 3/4	1	3/4	9.33	19	168
N Gen. Instrument	23 1/4	22 1/2		3/4	3.33	17	732
N Heritage Commun.	16 1/4	19 3/8	-3	1/8	16.13	33	120
T Maclean Hunter X	17 3/8	16 3/4		5/8	3.73	24	640
A Pico Products	9 1/2	8 3/8	1	1/8	13.43	31	27
O Rogers	29 5/8	23 5/8	6			35	653
O TCA Cable TV	13 1/4	12 1/4	1		8.16	27	88
O Tele-Commun.	16 1/4	16 1/8		1/8	.78	16	699
N Time Inc.	41 7/8	42	-	1/8	30	16	2,459
O Tocom	2 1/4	2 3/16		1/16	22.83	2	18
N United Cable TV	23 3/4	23 1/4		1/2	2.15	16	262
N Viacom	30 3/8	30 1/4		1/8	.41	18	389

ELECTRONICS/MANUFACTURING							
N Arvin Industries	22 1/4	21 5/8		5/8	2.89	9	167
O C-Cor Electronics	9	9 1/2	-	1/2	5.26	9	32
O Cable TV Indus.	2 7/8	2 3/4		1/8	4.55	14	9
A Cetec	8 1/4	7 3/8		7/8	11.86	16	18
O Chyron	14 3/4	14 3/4				21	90
A Cohu	8 1/2	8 1/8		3/8	4.62	19	15
N Conrac	15 1/4	15 1/2	-	1/4	1.61	13	93
N Eastman Kodak	64 1/2	62 1/2	2		3.20	16	10,679
O Elec Mis & Comm.	10 1/4	8 1/2	1	3/4	20.59	31	30
N General Electric	56 3/8	55 1/4	1	1/8	2.04	13	25,606
O Geoteli-Telemet	1 1/8	1		1/8	12.50	16	3
N Harris Corp.	32 1/8	31 5/8		1/2	1.58	18	1,268
N M/A Com. Inc.	17 5/8	16 3/4		7/8	5.22	59	760
O Microdyne	9 3/8	8 1/2		7/8	10.29	30	43
N 3M	77	74 5/8	2	3/8	3.18	14	9,037
N Motorola	123 1/2	116 1/8	7	3/8	6.35	20	4,849
N N.A. Philips	35	34 1/4		3/4	2.19	5	502
N Oak Industries	4 1/2	4 3/4	-	1/4	5.26	1	74
A Orrox Corp.	3 5/8	3 3/4	-	1/8	3.33	4	8
N RCA	35 3/8	34	1	3/8	4.04	17	2,890
N Rockwell Intl.	27 7/8	25 5/8	2	1/4	8.78	11	4,306
A RSC Industries	6 1/2	6 5/8	-	1/8	1.89	81	22
N Sci-Atlanta	11 3/8	10 1/8	1	1/4	12.35	569	272
N Signal Co.s	30	28 1/4	1	3/4	6.19	30	263
N Sony Corp.	16 1/4	16 1/4				30	3,752
N Tektronix	65	65 1/4	-	1/4	.38	25	1,245
A Texscan	10 1/2	10 1/2				12	66
N Varian Assoc.	45 1/8	42	3	1/8	7.44	22	966
N Westinghouse	47 1/8	45 5/8	1	1/2	3.29	9	4,126
N Zenith	30 1/2	28 7/8	1	5/8	5.63	13	668
Standard & Poor's 400	183.69	180.01		3/8	2.04		

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 & Pooors or as obtained by Broadcasting's own research. Footnotes: P/E ratios for Gulf Broadcasting were unavailable.

Wometco Enterprises has been acquired in a leveraged buy-out by Kohlberg-Kravis ("In Brief," April 2). The stock was removed from the market. *Because of typographic considerations we will no longer include plus signs in the Stock Index. All listings not including a negative sign, except for unchanged prices, can be assumed positive. We hope this will present a cleaner, more easily read Index.

Getting a fix on how they're using all those VCR's

New Nielsen study shows pay cable homes most likely to have units; heavy commercial 'zapping' out there; daytime soaps favorites for recording

A.C. Nielsen's first major study on VCR usage hit the street last week, bringing with it a strong suspicion that those rapidly multiplying devices may be "zapping" far more commercials than may previously have been thought, and that daytime serials are high on the list of programs time-shifted by VCR's to different parts of the viewing day.

Other findings: that while pay cable subscribers are more likely to have VCR's, 74% of recording is made of network programming. The most-recorded shows are those with continuing storylines that hook viewers, especially the soaps, but also including *Dallas*, *Dynasty* and mini-series.

The new data may be read against a VCR sales universe that doubled to 4.1 million units in 1983 and with active first-quarter sales causing estimates of 1984 sales to be revised upward from 5.5 million to 6.7 million units.

At a Wednesday morning press conference in New York, Paul B. Lindstrom, research manager, Nielsen HomeVideo Index, Media Research Group, described the study, which was compiled from samples of 360 homes in November and December 1983, and January 1984, for a survey total of 1,080 homes. The sample and report size (260 pages of data) and the number of questions asked to obtain attitudinal and household characteristics were all at least twice as large as a 1982 pilot study that Lindstrom also oversaw. Those differences and the seasonal difference between the May-June period used in the previous survey rendered comparisons inconclusive.

The Nielsen report has six sections: equipment, recording and playback, rental, purchase or pre-recorded cassettes, purchase of blank tapes and household characteristics. Information released Wednesday by Nielsen, combined with information obtained from industry sources who have looked at the study, indicate the following:

- VCR's are more likely to be found in homes of the college-educated, between the

ages of 35 and 49 with incomes of \$20,000 or more and living in "A" size counties. He also noted that the study showed a higher percentage of pay cable homes than noncable homes had VCR's. He said that is not too surprising because characteristics of VCR owners coincided more with those of cable owners.

- Twenty-four of 100 homes said they had purchased a prerecorded cassette in the preceding 12 months. Seventy percent said they had rented a cassette during the same time and 38% said they had rented that month. Of those renting, the average was approximately five cassettes per month.

- Seventy-four percent of VCR recording noted in the diaries was made from network programming, 8% from independent programming, 8% from pay cable and 10% from "other" programming (6%-7% public television with the rest basic cable and STV).

Those houses defined as "heavy recorders" (recording 21 or more times a month) accounted for 23% of households and 63% of all recording activity. While recording, 25% said they were watching the same program, 21% were watching a different program and 54% were not watching TV. A show is played back 79% of the time if it is recorded when no one is watching it, and 45% of the time if it is being watched and recorded at the same time.

- While the highest percentage of recording activity was in prime time (42%), soap operas were the most often recorded program category (27%). During the total survey period *All My Children* was the most often recorded show and five of the top six shows most often recorded were soap operas. As was pointed out by Lindstrom and others, however, the high rating of soap operas can in part, if not largely, be explained because they are on every day, as opposed to the once a week incidence of most programs. As an example, while 22% of recording households said they recorded soap operas, 56% said they recorded movies, which accounted for a smaller percentage of recording activity (17%) than soap operas (27%).

- Among the highest recorded shows were also *Dallas*, *Dynasty*, *Hill Street Blues*, and mini-series. In November the most recorded show was *The Day After* (25% of households) with the *Kennedy* mini-series on that same night also ranking high at 14%. In January *Cheers* ranked high.

- Some of the Nielsen study focused on the use of VCR's to delete commercials. In response to the question whether they used the "stop" or "pause" features to delete commercials of shows they were both recording and watching, 36% of respondents said they did so usually (75% or more of the time), 10% said frequently (50%-74% of the time), 10% occasionally (15%-49%), 17% said sel-

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dom (less than 25%), 14% said never and 13% in this question said they did not view while recording. Nielsen also questioned homes on the frequency of use of "speed search" or "fast-forward" to skip over commercials in playing back a program recorded from TV with commercials. Forty-nine percent said they did so usually, 10% said frequently, 11% said occasionally, 14% said seldom and 16% said never.

One industry analyst questioned the reliability of diaries and questionnaires to measure commercial deletion behavior. "When the television audience assessment people asked those in cable households whether or

not they regularly zapped the commercials with their remote controls, 40% of the people said they did. When Nielsen and Information Resources, in two separate studies, actually measured that through their electronic meters, the average commercial was only being zapped by about 4% or 5% of the people," he said.

In the next few weeks Nielsen will probably decide on when it will run any future VCR studies. Lindstrom said the study would have to be done more frequently to eliminate seasonal variations and that a decision would likely be made between a quarterly or bi-annual frequency for the report.

Changing Hands

PROPOSED

KNXV(TV) Phoenix, Ariz. □ Sold by New Television Corp. to Scripps-Howard Broadcasting for \$36 million plus \$5 million for non-compete agreement, in cash. **Seller** is owned by Arlington Corp. (80%), owned by Byron Lasky (80%), and Donald Spiegleman (20%); and Edwin Cooperstein, president and general manager of KNXV (20%). Lasky and Spiegleman also own WQTV(TV) Boston. Lasky is sole owner of WTTQ(TV) Birmingham, Ala.; and principal owner of WCGV-TV Milwaukee. KNXV is former STV operation. **Buyer** is Cleveland-based owner of six TV's and seven radio stations and is MSO. KNXV is independent on channel 15 with 1,084 kw visual and 53.7 kw aural and antenna 1,715 feet above ground. **Broker: Howard E. Stark.**

WBEN-AM-FM Buffalo, N.Y. □ 83.7% sold by 23 shareholders to South Tea Lake Corp., which owns other 16.3% for \$4,423,960 cash. **Sellers** have no other broadcast interests. **Buyer** is solely owned by Laurence A. Levite, general manager of stations. WBEN(AM) is on 930 khz with 5 kw full time. WBEN-FM is on 102.5 mhz with 105 kw and antenna 1,340 feet above ground.

WJTO(AM)-WIGY(FM) Bath, Me. □ Sold by Porter Broadcasting Services to James & Hunter Communications Group Inc. for \$1.9 million cash. **Seller** is owned by W. Turner Porter Jr. who also owns WMYF(AM)-WERZ(FM) Exeter, N.H.; and WXRT-FM Niagara Falls, N.Y. **Buyer** is owned by Richard W. James (25%), his wife, Earlene (10%), Steve Hunter (25%) and several others. James is news correspondent for WABC(TV) New York. Hunter was formerly account executive at KZIA(AM) Albuquerque, N.M. None have any other broadcast interests. WJTO is daytimer on 730 khz. WIGY is on 105.9 mhz with 50 kw and antenna 500 feet above average terrain. **Broker, for seller: Horton & Associates; for buyer: Bob Kimmel's New England Media Inc.**

WJRQ-FM Williston, Fla. □ Sold by Jim Johnson Enterprises Inc. to Arkelian Broadcasting for \$750,000, comprising \$200,000 cash, \$50,000 assumption of liabilities, and \$500,000 note. Noncompete agreement was included. **Seller** is owned by James E. Johnson and his wife, Roberta. Johnson is former general manager of WSUN(AM) Tampa-St. Petersburg, Fla. and has no other broadcast interests. **Buyer** is owned by Erie Publishing

Co., publisher of *Erie Times-News*, in Erie, Pa., and six other newspapers. Subsidiary, Arkelian Broadcasting also owns WGR(FM) Naples, and WMIB(FM) Marco Island, both Florida. Art Arkelian is president of Arkelian Broadcasting and general manager of the stations. WJRQ is on 92.1 mhz with 3 kw and antenna 450 feet above average terrain. **Broker: Chapman & Co.**

WOFN(AM) Bradenton, Fla. Sold by Coast Broadcasting Corp. to Highlands Communications Inc. for \$475,000, comprising \$200,000 cash, \$45,000 assumption of debts and \$230,000 note. **Seller** is owned by Charles E. Hedstrom, who also owns WMTE(AM)-WRRK(FM) Manistee, Mich. **Buyer** is owned by Albert J. Moll (40%), Robert V. Barnes (40%) and Donald Zinkle (20%).

Moll and Zinkle own 23% and 22%, respectively, of WISQ-FM West Salem, Wis., and 16% of applicant for new AM in LaCrescent, Minn. Barnes is operations manager for WBRD(AM)-WDUV(FM) Bradenton, Fla., and has no other broadcast interests. WOFN is daytimer on 1490 khz with 1 kw. **Broker: Walker Media & Management.**

KBXN-AM-FM Tremonton, Utah □ Sold by Bear River Broadcasting Co. to Golden Spike Broadcasting Inc. for \$300,000, comprising \$40,000 cash, \$10,000 noncompete, and \$250,000 note. **Seller** is owned by Glaucus B. Merrill (85%), his wife, Marie B., and daughter, Darla Dee, who have no other broadcast interests. **Buyer** is owned by Gary Fornia, former publisher of *Stourlander* magazine, North Sioux City, Neb.; his father, Carl, retired engineer, and Gerald D. Calhoun, chief engineer at KWIT(FM) Sioux City, Iowa (all 33.3%). None have other broadcast interests. KBXN is daytimer on 1470 khz with 5 kw. KBXN-FM is on 104.9 mhz with 3 kw and antenna 150 feet above average terrain.

KQRK(FM) Bandera, Tex. □ Sold by Paloma Blanca Broadcasting to Big Pine Broadcasting Inc. for \$200,000 cash. **Seller** is owned by John A. Pedraza (51%) and Patricia A. DeWerff (49%). They are also owners of a new AM in Helotes, Tex. **Buyer** is owned by George W. Wilson (51%) and Larry D. James (49%). Wilson is news director of WOFL(TV) Orlando, Fla. James is with the Voice of America in Washington, D.C. They have no other broadcast interests. KQRK is on 98.3 mhz with 3 kw and antenna 300 feet

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Stanville



Turner

Award winners. Ted Turner, chairman of the board and president, Turner Broadcasting System, Atlanta, will receive Silver Satellite Award from American Women in Radio and Television at that organization's national convention in Chicago May 30-June 2. The award is given annually "to an individual for outstanding contributions to the broadcast industry." Also being honored at this year's convention is Martha Pell Stanville, VP, affiliate promotion services, NBC-TV, Burbank, Calif., and past president of AWRT, who will receive Achievement Award, given to member who "has earned respect of peers, strengthened the role of women in the industry and contributed to the betterment of the community."

300 feet above average terrain. Broker: Bob Kimmels New England Media Inc.

(For other proposed and approved sales last week, see "For The Record" page 116.)

Former WTTG anchor charges discrimination by five at station

Gloria Gibson, former news co-anchor for Metromedia's WTTG(TV) Washington, has alleged that the station discriminated against her on sexual and racial grounds.

In complaints filed with the federal Equal Employment Opportunity Commission and the Office of Human Rights for the District of Columbia, Gibson, a black who left the station last November, alleged that she had been sexually harassed, and even "was requested to engage in sexual acts during and in connection with her employment"—although no further details were included in the complaint.

She also charged that she had been paid "significantly less" than white co-anchors and had been provided with less desirable work quarters, administrative support and other privileges. Unlike her male colleagues, she said she had been required to host and produce a weekly community affairs program as a condition to being a co-anchor of the station's prime time news program. She further alleged she had been denied the same promotion and advertising given white co-anchors, and had been required to perform more administrative duties. Among other things, she alleged that she had been delegated to reporting news stories that were less significant than those reported by white co-anchors, had been deprived of the technology and aids that are "customarily used to present co-anchors in a positive public light and which were used in the presentation of white co-anchors," and denied "the opportunity for promotion and the opportunity to compete for and to develop assignments to host special programs, and the opportunity to report on special stories, while all of the foregoing opportunities were accorded male co-anchors."

Named in the complaints are John Kluge, Metromedia chairman and president; Robert M. Bennett, senior vice president-broadcasting and production; Kevin O'Brien, WTTG(TV) vice president and general manager; Betty Endicott, news director, and Dan Cohen, news producer.

A Metromedia attorney said the company had not received a copy of the complaint and therefore could not comment.

According to Gibson's attorney, the former co-anchor has been seeking other employment. "She's examining other options at this point," the attorney said.

Metromedia is currently involved in litigation with Christine Craft, former co-anchor of the company's KMBC-TV Kansas City, Mo. Craft was awarded \$325,000 on her allegation that the company had defrauded her with a promise not to alter her on-camera appearance (BROADCASTING, Jan. 16). The court did not support her allegation of sexual discrimination. Both she and Metromedia are appealing. □

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April 25, 1984

High court ruling eases federal libel review standard

'Bose v. Consumer Union' decision upholds appellate action that reviewed case involving finding of actual malice

The media won one in the Supreme Court last week.

In a 6-3 decision, the court made it easier for appellate courts to rationalize reviewing "actual malice" determinations in federal trial court decisions in libel cases involving public figures. Indeed, in a decision written for the majority by Justice John Paul Stevens, the court said appellate judges in those sorts of cases "must exercise independent judgment and determine whether the record established actual malice with convincing clarity."

At issue was Federal Rule of Civil Procedure 52(a), which holds that the appeals courts are not supposed to set aside findings of fact in federal cases unless those are "clearly erroneous," a tough standard. In the case at hand, *Bose v. Consumer Union*, however, the Supreme Court said the appeals courts did not have to meet that standard in reviewing actual malice determinations in public figure libel cases.

The actual malice standard, first set forth in the 1964 Supreme Court decision, *New York Times v. Sullivan*, holds that to collect libel damages a public figure must first prove that a libelous statement has been made about him with "knowledge that it was false or with reckless disregard of its truth or falsity."

In this case, Bose, a manufacturer of hi-fi components, took exception to a 1970 *Consumer Reports* article critical of its loud-speaker-system. After the magazine refused to print a retraction, Bose filed a "product disparagement" suit in a federal district court. The court found Bose to be a public figure, but also that the company had met the burden of the actual malice standard.

The article in question, according to the trial court, was false in that it stated that the sound of instruments through the speakers tended to wander "about the room," instead of "along the wall," as it apparently did. The trial court chose not to believe a magazine staffer's testimony that he had meant "along the wall" all along. The trial court said it was "simply impossible" for it to believe that the staffer's interpretation of "about" to mean "anything other than its plain ordinary meaning." From that, the court apparently inferred that the staffer, at the time of the publication, knew that his description was inaccurate. As a result, the false and disparaging statement had been published with actual malice, according to the trial court rul-

ing.

The Court of Appeals reversed that decision, however, holding that its review of the "actual malice" determination was not limited by federal rule 52(a). And after reviewing the record, the appeals court said it could not find "clear and convincing" evidence that the magazine had published the statement with actual malice.

Bose appealed again, asserting that the appeals court had overstepped the bounds of 52(a). Then the Supreme Court last week affirmed the appellate decision.

In his opinion for the majority, Stevens said the "clearly erroneous" standard of 52(a) did not prescribe the standard needed to review a determination of actual malice in a public figure case. "Appellate judges in such a case must exercise independent judgment and determine whether the record establishes actual malice with convincing clarity," Stevens said.

"The question whether the evidence in the record in a defamation case is of the convincing clarity required to strip the utterance of First Amendment protection is not merely a question for the trier of fact," Stevens added. "Judges, as expositors of the Constitution, must independently decide whether the evidence in the record is sufficient to cross the constitutional threshold that bars the entry of any judgment that is not supported by clear and convincing proof of 'actual malice,'" Stevens said.

Stevens further noted that the trial court had only questioned whether the magazine staffer was honest in maintaining that the words "about the room" could be fairly read, in context, to describe lateral movement. The trial court, Stevens noted, did not identify any independent evidence that the staffer realized the inaccuracy of the statement, or entertained serious doubts about its truthfulness at the time of publication.

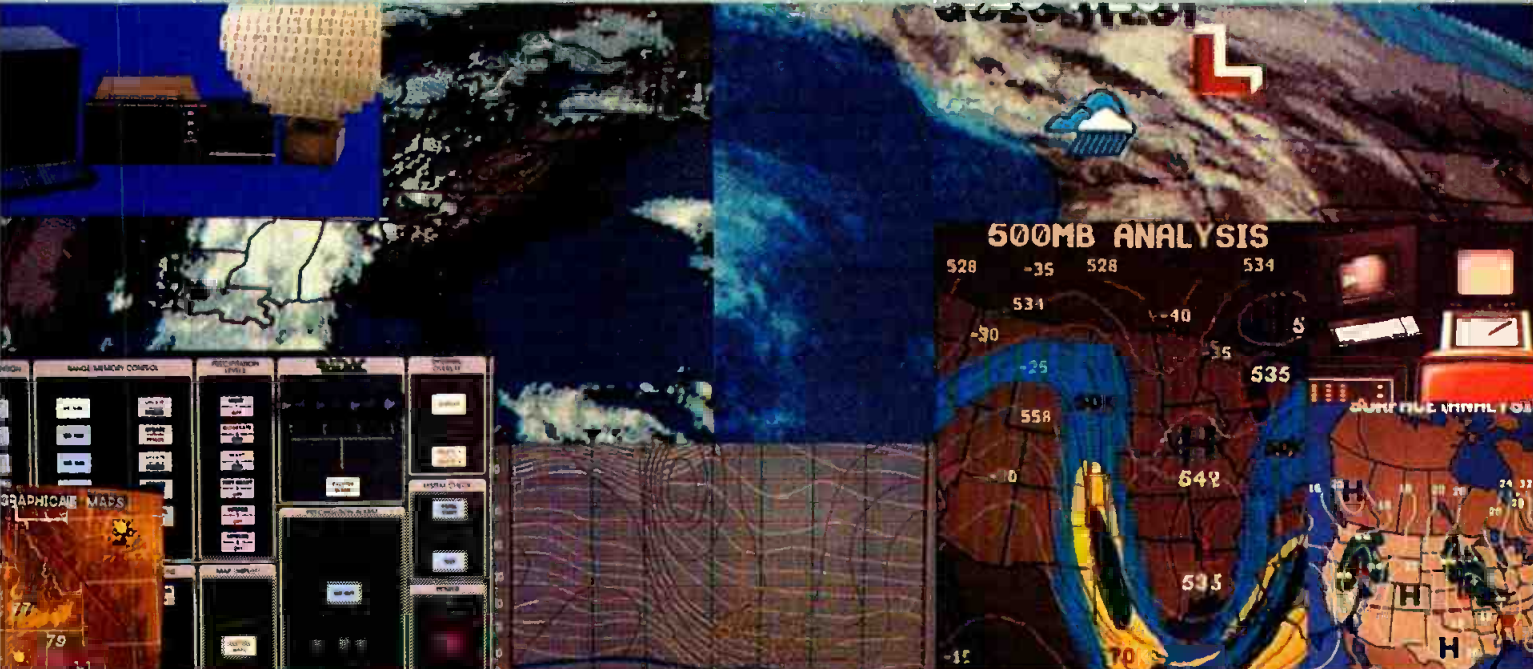
Stevens said that when the testimony of a witness is not believed, a trial court may disregard it, but normally the discredited testimony is not considered sufficient basis for drawing a contrary conclusion. The magazine staffer, according to Stevens, made a mistake and refused to admit it. But the fact that the staffer made the attempt does not establish that he realized the inaccuracy at the time of the publication, he said. "The choice of such language, though reflecting a misconception, does not place the speech beyond the outer limits of the First Amendment's broad protective umbrella," Stevens said. "Under the [trial court's] analysis, any individual using a malapropism might be liable, simply because an intelligent speaker would have to know that the term was inaccurate in context, even though he did not realize his folly at the time," Stevens said.

In a dissent, Justice William Rehnquist—joined by Justice Sandra O'Connor—said he couldn't join with the majority's "sanctioning of second guessing" by appellate courts.



Honored. Walter Cronkite, CBS News special correspondent, was presented with 1984 Lowell Thomas Award by Marist College at ceremonies April 26 at the Helmsley Palace, New York. The award was begun by Marist college in 1983 to recognize leaders in the communications industry who exemplify the high ideals of Lowell Thomas. The 1983 winner was CBS commentator, Eric Sevareid. Shown at presentation ceremony are Cronkite, flanked by Mrs. Lowell Thomas Jr. and Marist College President Dennis J. Murray.

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According to Rehnquist, 52(a) does not exclude certain categories of factual findings from the obligation of a court of appeals to accept a district court's finding unless clearly erroneous. "Although there well may be cases where the 'actual malice' determination can be made on the basis of objectively reviewable facts in the record, it seems to me that just as often it is made, as here, on the basis of an evaluation of the credibility of the testimony of the author of the defamatory statement. I am at a loss to see how appellate courts can even begin to make such determinations. In any event, surely such determinations are best left to the trial judge."

In a separate dissent, Justice Byron White agreed that the appeals court had been in error. Chief Justice Warren Burger concurred in the judgment of the majority. □

Joyce rebuts critics of election reporting

CBS News president tells SDX that there's no documentation that network projections have made an impact on voting results on West Coast; suggests switch to national 24-hour voting day

CBS has seen no "reliable" evidence that its system of reporting election results diminishes voting on the West Coast. So said Edward Joyce, CBS News president, before the Society of Professional Journalists, Sigma Delta Chi, in Washington.

In fact, said Joyce, in 1976 and 1980, Los Angeles county kept records of the number of people who voted in sample precincts during each hour of the day. In 1980, the outcome of the presidential race was known late in the afternoon; in 1976, however, the race was close, and the result wasn't known until the next day, Joyce noted. "Yet in 1980, when the election was a landslide, a greater share of the Los Angeles vote was cast during the last five hours of the voting day than in 1976, when the race was close," Joyce said.

Joyce conceded that sometimes the outcome of presidential elections can become



Joyce

NewsBeat

Stanton

Funded chair. Frank Stanton Professorship of First Amendment at Harvard University's John F. Kennedy School of Government is now reality. Harvard announced that initial capitalization of \$1 million has been reached; process began in June 1981 when CBS Inc.—of which Stanton was president for 25 years—contributed initial \$500,000 toward goal. Initial grant was matched by contributions from individuals and corporations, including ABC, Bonneville International, Capital Cities Communications, Corinthian Broadcasting, McGraw-Hill Broadcasting, Meredith Corp. Broadcasting Group, RCA, Sony and Westinghouse. Professorship, located within school's new Center for Press, Politics and Public Policy, will focus on broadcast journalism and its status under First Amendment. Search has begun for professor to fill chair.

□

Women's view. Most women responding to survey by *Glamour* magazine do not believe public is given accurate picture of current events and see need for restrictions on press. *Glamour* said 66% of those responding said they do not believe they are given honest picture of events, either from government or media. And 67% said they believe in need for press restrictions, particularly if national security is threatened. Magazine quotes one respondent as saying, "If reporters knew everything the government was in on, so would the Soviets." In that connection, 58% of respondents said government was justified in imposing blockade on news of Grenada invasion. Another 30%, however, objected to those restrictions. As for another aspect of Reagan administration's program for restricting flow of information, only minority of respondents—33%—said they would agree to "prepublication review" of their writings for rest of their lives in order to keep government job.

apparent from network projections of the winners in eastern and midwestern states, but only in landslides. "And that would be just as true were we not using exit polls," Joyce said.

In the Reagan landslide of 1980, Joyce noted, more than 42% of the precincts nationwide had been tallied by the time the West Coast polls closed. Reagan led in vote count in states that accounted for 396 electoral votes. "It takes 270 to get elected," Joyce said. "Figure it out for yourself."

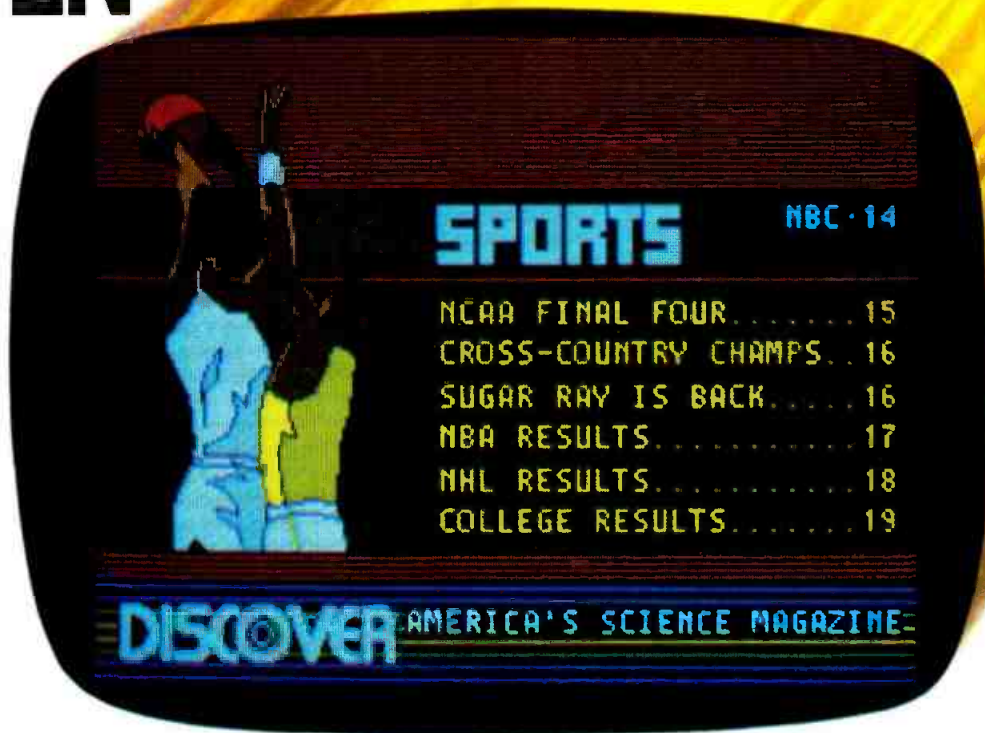
Joyce said CBS thought voters in eastern and midwestern states had a right to know who won in their states when the polls close. "We think it is unconscionable from a journalistic standpoint to withhold their voting information for up to three hours," he said. "The journalists who are covering the election know who won, and so do the politi-

cians who are involved in it. If the information were not put on the air, it would be only the voters who would be in the dark."

Joyce noted that the House Telecommunications Subcommittee has been "closely occupied" with the question of what degree election night projections affect voting patterns. In fact, it took enough of an interest to caution network representatives about such behavior at a hearing held the day before the New Hampshire primary. "It's a very serious matter for all of us, I believe, when a congressional committee can attempt to suggest to news organizations how they must cover an election," he said.

"Exit poll problems could be avoided by outlawing landslide elections, of course," he said. "On a more practical level, we could go to the 24-hour voting day, which may prove to be the simplest solution." □

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TELECASTINGS



Videos go country

Video rock music programs proliferated at NATPE this year, but one of this season's more novel video music ventures has gained a following outside the arena of commercial syndication. *The Country Express*, a weekly half-hour video music show featuring all country music exclusively, is now on 33 noncommercial stations and, according to its producer, may soon be on double that number. According to Hal Ewing, a producer at noncommercial WTVS(TV) Detroit and the show's creator, there has also "been an awful lot of interest expressed" by syndicators who would distribute the show nationally and abroad to commercial stations.

Ewing said the idea for the show came last year after he had produced a local rock video program, *The Beat*, which is not syndicated but still runs on WTVS. Like other video music shows, Ewing said he gets the video clips free from the record companies—principally CBS and RCA—and puts a show together using a radio personality from a local country radio station as host. Each show cost about \$2,500 to produce, Ewing said, and a package of 13 originals and 13 repeats is selling for anywhere from \$250 to \$2,000 per market, depending on size. Ewing said *The Country Express* is carried by noncom-

mercial stations in Denver; Louisville, Ky.; New Orleans; Memphis, and Nashville, and by state networks in Oklahoma, South Carolina and Georgia. In addition, Ewing noted, when country artists pass through Detroit many accept invitations to appear on the show. Among the performers who have been interviewed are Willie Nelson, Loretta Lynn and Hank Williams Jr. Ewing said he has declined offers by syndicators to take the show commercial because of the "uncertain future" regarding the free supply of video clips from the record companies. By remaining noncommercial and low cost, "we don't bite off more than we can chew," he said. The success of *The Country Express* and, previously, *The Beat*, Ewing said, has him thinking of producing other noncommercial video music programs. His next project, he hopes, will be an MOR or black formatted video music show—and if the success of *The Country Express* holds up, "maybe a nightly strip."

Late-night Lewis

Metromedia Inc. has taped five one-hour talk/variety shows hosted by comedian Jerry Lewis for test marketing as a possible first-run syndicated series this fall. According to Metromedia Broadcasting President Robert Bennett, the proposed program

might become a lead-in for the late-night talk show *Thicke of the Night*, a Metromedia/Intermedia/MGM production now airing at midnight or 12:30 a.m. in most markets. He said *The Jerry Lewis Show* pilots will be broadcast in late May or early June on Metromedia-owned stations and syndicated to others which he did not name. The pilots were produced in Hollywood by Lewis's manager, Joe E. Stabilo, and Metromedia, reportedly with such celebrity guests as Frank Sinatra, Mel Torme, and Tony Orlando. Bennett says he got the idea for the series while watching Lewis in "The King of Comedy," a 1982 film in which the comedian plays a talk show host. Lewis hosted a comedy/variety series on NBC-TV from 1967 to 1969, his last regularly scheduled prime time network program.

Religious network ready

Trustees of the Southern Baptist Radio and Television Commission, meeting in Fort Worth, set in motion funding strategy to guarantee the first year of operation of the new American Christian Television System. The network is to begin May 15, delivering daily family Christian entertainment programs to American homes through TV stations and cable TV systems. The official launch ceremony will take place on June 12 at the Southern Baptist Convention.

The trustees authorized the commission staff to negotiate a line of credit up to \$4.3 million to meet the immediate starting needs of the network. Also, the board of trustees approved the purchase of \$2.3-million worth of programs from Exclusive International Pictures Inc. of Vincennes, Ind. The major portion, \$1.8 million, is for religious programs, while the balance of \$500,000 is for a package of alternative programs (e.g. *The Melting Pot* cooking program starring Orson Bean and *The Bill Cosby Show*).

Bob Taylor, vice president for production at SBRTC, said "this acquired programming will not be a dominant element of the network, but will be supportive of our own original programs. We will not load prime time with this, but I can sprinkle it in instead of repeating our basic programs several times a day." In his president's report to the trustees, SBRTC President Jimmy R. Allen said ACTS hopes to reach seven million homes by fall and that the June 12 dedication would include a live feed via satellite from a new low-power television station in Anchorage. In other business, SBRTC trustees elected John E. Roberts of *Baptist Courier*, the news journal of the South Carolina Baptist Convention, as chairman.

Fame game

TBS Sports has extended its exclusive contract to televise college football's Hall of Fame Bowl through the 1986 season. TBS



Alzheimer's activity. The Group W television station group launched an Alzheimer's disease public awareness program in the markets where it operates (Boston, Baltimore, Philadelphia, San Francisco, Pittsburgh and Charlotte, N.C.). The project was dedicated by station group head Larry Fraiberg to Donald McGannon, former chairman and chief executive officer of Westinghouse Broadcasting, who suffers from the disease, a form of progressive senility. The project will culminate in June with the Group W stations' airing of *Whispering Hope: Unmasking the Mystery of Alzheimer's*, a one-hour documentary on the subject. Formally announcing the project at the video conference were (l-r): Fraiberg, Mrs. Donald McGannon and Yasmin Kahn, daughter of actress Rita Hayworth, who also suffers from the disease.

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will carry the game on superstation WTBS(TV) Atlanta and syndicate it to broadcast outlets nationwide. This year's game is scheduled for Dec. 29, originating from Birmingham, Ala., beginning at 8 p.m.

Video get-together

The Association of Music Video Broadcasters (AMVB) was formed at last week's NAB convention in Las Vegas. The idea for the group came after watching the "almost instantaneous success" of music video station WLXI-TV, Greensboro-Winston-Salem-High Point, N.C., since the channel 61 outlet went on the air March 5, said AMVB Chairman Mort L. Nasatir, who also serves as a consultant to that station.

According to Nasatir, more than 50 broadcasters attended the first meeting last Monday (April 30). He said a steering committee has been formed with the following goals: to identify common concerns and areas where joint action could be beneficial to the new industry; to establish uniform standards and procedures in dealing with suppliers of video programming for the medium, and to explore and help solve legal, engineering and sales issues. The committee is to meet in Boston on May 18.

Lost and found

The Missing Children Network, a combined effort of 14 private nonprofit and government organizations, aired last week on 30 television stations across the country. The syndicated television series will broadcast the pictures of nine missing children each week, usually during the local news. An 800 toll-free telephone number provided by the network will refer leads to the sponsoring organizations and will assist parents searching for missing children. In addition, the stations will distribute a poster with pictures of the children to schools, law enforcement agencies, banks and other facilities. The missing children organizations and the parents of missing children will not be charged



Sixcessful celebration. WCPX-TV (ch. 6) Orlando, Fla., cut the ribbon at its new "Broadcast House" last week, celebrating both 30 years of service to central Florida and the grand opening of its new broadcast facility. Pictured at the ceremony are (l-r): Mike Burger, WCPX-TV weather personality; David Henderson, president of licensee, Outlet Communications; state congressmen Bill McCollum and Bill Nelson; Mike Schweitzer, WCPX-TV vice president and general manager, and Vera Carter, Orange county commissioner.

for the service. Instead, a portion of the syndication profits will be donated to participating organizations through grants awarded by a board of television station executives. The network is based in Dayton, Ohio.

In the marketplace

The National Black Programming Consortium is offering four specials and series this spring: *The State of Black America, 1984*; *Black Wax*; *Piano Players: Rarely Ever Played Together*, and *Jazz Spots*. Based in Co-

lumbus, Ohio, the National Black Programming Consortium is a nonprofit program service promoting, co-producing and distributing "quality black programming."

Columbia Pictures Television is developing, in association with Ralph Andrews Production, *The Ms. Liberty Minutes*, a series of 250 one-minute features "to commemorate the centennial of the Statue of Liberty and celebrate the American way of life." The segments are being prepared for broadcast in 1985.

'Space' sold

Paramount Network Television Productions and Stonehenge Productions confirmed their plans to jointly produce James Michener's novel, *Space*, as a 13-hour mini-series for CBS-TV. The program, scheduled to air in early 1985, will be broadcast in five episodes, with Richard Berg as executive producer and co-writer. Other principals include: Stirling Silliphant, co-writer; Joseph Sargent and Lee Philips, co-directors, and Martin Manulis, producer. The mini-series will be shot on location in England and in the U.S., including at Cape Canaveral. *Space* traces the lives of men and women involved in space exploration.

Helping out

The Corporation for Public Broadcasting announced it was spending \$82,713 for the support of three radio reading services for the print-handicapped. The Association of Radio Reading Services (ARRS), based in Dallas, will receive \$39,600 for the development of new services. The Tape Exchange Program, Lawrence, Kan., is slated to receive \$26,771 for the distribution of more than 14,000 hours of tape. Finally, CPB gave \$16,342 to the Touch Networks Inc., New York, to fund uplink services for six months for a 24-hour "radio newsstand."



PeopleMeter preview. Norman Hecht (l), president of AGB TV Research Inc., registers his individual code during a Boston preview of the 'PeopleMeter' continuous ratings service (BROADCASTING, April 23). The device, which will be given a seven-month test starting in December, meters every family member's viewing intensity and preferences. At right, Richard Hallwood, a director of AGB Research, activates an electronic diary with a light-sensitive pen. The Boston test will use this device to measure out-of-home viewing, such as in bars and on mini-television sets.

House dereg bill on critical list

NAB panel provides forum for review of breakdown in talks, next move by legislators

The forecast for broadcast deregulation legislation in the House remains clouded, members of a congressional panel at NAB's convention agreed last week. Key members of the House Telecommunications Subcommittee presented their views on proposed legislation and discussed the events that led to the breakdown of talks between the members.

Talks collapsed two weeks ago after Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.), NAB's two chief congressional allies, "terminated" negotiations with Subcommittee Chairman Tim Wirth (D-Colo.) after concluding that an agreement with Wirth was not possible (BROADCASTING, April 30).

Tauke, who shared the dais with three other subcommittee members, told the broadcasters that although the negotiators strove to narrow their differences on legislation, "the fact remains that Congressman Tauzin and I want to deregulate the broadcasting industry and Chairman Wirth wants to increase regulation in a number of areas, while deregulating other areas."

Tauke and Tauzin are asking John Dingell (D-Mich.), chairman of the subcommittee's parent Energy and Commerce Committee, to bring the measure before the full committee. Tauke said they planned to meet with Dingell late last week.

Tauke was joined by Representatives Al Swift (D-Wash.), Michael Oxley (R-Ohio) and Matthew Rinaldo (R-N.J.), ranking minority member on the subcommittee. Other subcommittee members (Cardiss Collins [D-Ill.] and Henry Waxman [D-Calif.]) were scheduled to appear, but canceled. Tauzin missed the convention for personal reasons.

Tauke, Rinaldo and Oxley called for a comprehensive deregulation package. Their approach differed, however, from Swift's. Swift said Dingell would not support any deregulatory measure unless some industry accountability is included and Swift said petitions to deny and revoke would be the key to that.

Despite the members' differences over how to deregulate the industry, they all agreed with Rinaldo that time was running out. There are fewer than 60 days left in this congressional session, Rinaldo said. He felt the subcommittee should "have it out" rather than continue to try and reach a consensus on a bill. (Wirth has continually said that only a consensus bill can move through the subcommittee.)

If, however, a bill doesn't emerge during



Dereg doldrums. The fate of broadcast deregulation in the House was discussed by Representatives Michael G. Oxley (R-Ohio) and Thomas Tauke (R-Iowa); moderator John Summers, NAB executive vice president, and Representatives Matthew J. Rinaldo (R-N.J.) and Al Swift (D-Wash.).

this session, Rinaldo said he wasn't pessimistic. "I feel we will be in a far better position as a result of the negotiations that have taken place. We will have sorted out where we stand. And if we don't make it this year, as soon as that new session starts we should introduce a bill and get as many sponsors as possible," Rinaldo said.

Tauke told the broadcasters that he and Tauzin are anxious to move a bill as soon as possible, but not so anxious "that we'll accept anything to get a bill." He said they were willing to make some adjustments, but that he was not interested in passing a bill that was "more regulatory than deregulatory."

At this point, Tauke added, the matter is in the "hands of John Dingell." If they can't have their day before the full committee, they will search for "other avenues," he said.

The prospects for passage of a radio-only bill surfaced during the discussion. Tauke, Rinaldo and Oxley backed the concept of a radio-only bill. Tauke, however, believes the Senate is a more likely spot for a radio bill to originate. He predicted that if a measure were to appear it would probably be attached to an appropriations or budget bill which could later be debated during a House-Senate conference.

Swift opposes the idea. He believes a radio-only bill will only cause further complications. He asked the broadcasters how they can expect special consideration on such matters as must-carry when asking for complete deregulation. Moreover, he argued that it would be difficult to fight a spectrum fee if

the industry is no longer regulated. "If you get totally deregulated you'll have a spectrum fee within five years," Swift warned.

Swift also said it might be time for Dingell to get involved. He said there were "genuine philosophical differences" among subcommittee members in the negotiations. "We have come a long way. We have been able to make conceptual agreements only to have attorneys shoot them down subsequently." (Swift was referring to an analysis by NAB attorneys of proposed provisions concerning the petition to deny and revoke.)

It was in this area, Swift said, that the members could not settle their differences. He said they agreed to strengthen the petition-to-deny process by adding the right to discovery, but also would include provisions that would prevent the procedures from becoming "fishing expeditions." Tauke and Tauzin's proposal is still being reviewed, Swift said.

"I am hopeful that negotiations have not ceased. We may need to take a different approach. Nevertheless, after all of the effort we've put in, there ought to be some way to skin that cat," Swift said.

Rinaldo believes the comparative process has "outlived its usefulness." He described the negotiations as "long and drawn out" and felt it was better to move a bill and forget about further negotiations.

Oxley seconded Rinaldo's call for immediate action. "At some point we're going to simply have a showdown and we're going to have to choose up sides and find out who the good guys are and who the bad guys are," Oxley said. □

Dereg sputters heard in Vegas

Markey says marketplace is not truly competitive; Sturm deplores hang-up on numbers; Pettit gives FCC timetable

The FCC in recent years has been cutting a wide swath through its broadcast regulations. But there was no consensus among participants on a panel at last week's NAB convention as to whether the deregulatory push should continue with the same vigor. And for broadcasters, one administration official offered the chilling thought that enthusiasm for deregulation is waning on Capitol Hill.

The key to deregulation has been the marketplace. It would regulate in a more rational manner than is possible for Washington bureaucrats, or so the theory goes. But two members of the panel said they did not believe the television marketplace has evolved to the point reached by the radio marketplace when the commission felt secure in deregulating radio 11 years ago.

One of those unconvinced was former FCC Chairman Charles D. Ferris, now practicing law in Washington, under whom the commission deregulated radio. It eliminated application-processing guidelines for nonentertainment programming and commercial time, as well as formal ascertainment and logging requirements. But radio broadcasters "were already listening to a marketplace drumbeat," Ferris said. "We felt secure that dynamic would continue." But, he said, there are 10,000 radio stations, as compared to fewer than 2,000 television stations operating. (Ferris's numbers were off; there are some 9,000 commercial radio stations and 1,000 commercial television outlets.) "It's still a promise," he said of the regulatory ability of the television marketplace, "not a reality."

The other panel member who does not believe the television marketplace has evolved to the point reached by the radio marketplace when radio was deregulated was David Markey, head of the Commerce Department's National Telecommunications and Information Administration. "I hate to agree with Ferris," he said. "But whether



Future dereg. The future course of television deregulation was the subject of this NAB panel which featured (l-r) Bob Pettit, legal assistant to FCC Commissioner Mimi Dawson; David Markey, NTIA chief; moderator Jeff Baumann, NAB general counsel; Charles Ferris, Mintz, Levin, Cohn, Ferris, Glosky & Popeo, and John Sturm, CBS.

you have a competitive marketplace depends on where you live." He said some subscription television has failed and that while a direct broadcast system is operating, "no one knows how it will go." To achieve a truly efficient marketplace in television, he said, barriers to new entry must be removed. Such a prospect makes broadcasters nervous, but Markey sought to reassure them: "You compete well."

Markey was not ruling out deregulation because of what he perceived to be the lack of a fully competitive television marketplace. He cited an NTIA study concluding that "you either believe in the First Amendment or you don't. We don't think content regulation makes much sense." Still, though, he expressed concern about rural America which, he said, lacks the programming choices available in the big cities. Asked later what that implied for deregulation in small-town America, he said only, "we should watch" the situation.

The broadcasters' side of the issue was expressed by John Sturm, director of governmental affairs for CBS. "We're getting hung up on numbers," he said, adding that factors other than the number of television stations on the air justify deregulation. He cited technologies providing "substitutability"—cable television, MDS, and videocassette recorders. Those technologies, Sturm said, "accentuate the competitive nature of the marketplace."

As for the word from the FCC, that was offered by Robert Pettit, legal assistant to Commissioner Mimi Dawson. He said the

commission is expected to complete action on its proposed deregulation of television during the summer. And he said he is not convinced the commission must find the same degree of marketplace regulation as in the case of radio before deregulating television to the same extent it deregulated the older service. It is widely assumed that the commission order on television will generally track the earlier one.

Pettit also said content regulation is the kind the commission is most likely to eliminate. He noted that the commission staff is drafting a notice of proposed rulemaking—suggested by Dawson—aimed at determining what content regulation the Communications Act requires the commission to impose ("Closed Circuit," March 26). But as for further structural deregulation—eliminating the one-to-a-market and duopoly rules—that is not likely. The commission has already repealed the regional concentration of control rule and is considering abolishing or modifying the rule of sevens. As a result, Pettit said, the commission has "a full platter now."

The warning that the climate in Washington that had favored deregulation may be changing was expressed by Markey. He noted that Congress and the courts over the past few years have deregulated a number of industries—airline and telephone, among them—and that as a result deregulation does not have the same appeal. "It is beginning to acquire some baggage." Accordingly, he offered what he acknowledged was some "gratuitous" advice. "Ask for something besides 'deregulation,'" he said. "Be specific. Congress will think you want no regulation. Think of coming up with a different term. 'Deregulation' is not as popular as before."

Ferris, who led the commission in its first major foray into broadcast deregulation, last week was expressing concern about "unchecked power." When the panel's moderator, Henry L. (Jeff) Baumann, senior vice president and general counsel of the NAB, asked, near the end of the panel session, whether "the industry can get too much deregulation," Ferris offered a reply that left little time for any reply: "Our society does not like power that is unchecked. Broadcasters have a great responsibility because of the power given them. . . . If you have a license in perpetuity, with no restrictions, there would be a tremendous grass roots [outcry] against broadcasting. So deregulation seems good, but it has its downside." □

ABC activity. ABC Radio affiliates were brought up to date on the network's satellite delivery system as well as planned coverage of the upcoming political conventions at their annual meeting in Las Vegas Sunday morning, just prior to the start of the NAB convention.

Later this year, ABC will begin supplying affiliates with data cards and printers in order to receive printed information on programs, scheduling as well as affidavits which will allow for easier integration of network programming, said Bill Battison, ABC Radio's vice president for finance, administration and satellite development. "We'll be able to instantly communicate with our stations as well as offer them the opportunity to participate in a number of ventures for nonbroadcast sources," he said.

Peter Flannery, ABC Radio News vice president, noted that through satellite technology, ABC for the first time will be able to offer affiliates expanded coverage of the national political conventions—including gavel-to-gavel coverage, special regional feeds and live coverage of key speeches and events "without pre-empting any newscasts."

In other news, Dick Chapin, president of Lincoln, Neb.-based Stuart Broadcasting and head of the affiliates Government Relations Committee, was named the new chairman of the affiliate advisory board's executive committee.

Broadcasting's future undimmed by new technologies

Rising demand for programming is forecast with growth of DBS, MMDS, cable and VCR's, but over-the-air TV looks to remain the pre-eminent advertising medium

The new technologies—which on this occasion translated to cable, direct broadcast satellite, multichannel multipoint distribution service and videocassette recording—and their impact on over-the-air television had the attention of NAB convention delegates at a panel moderated by William Baker of Westinghouse Broadcasting and Cable and featuring Tom Wheeler of the National Cable Television Association, Paul Bortz of Browne, Bortz & Coddington, Ellen Berland Gibbs of Communications Resources Inc. and William Lilley III of CBS Inc.

It was Lilley who summed up the evolving media world by pointing out “the opportunity for distributional substitutability.” What that means is that each of the media may soon be able to do what the others can and that each will be going after the same product to do it with. “The bypass mechanisms are in place,” Lilley said.

Bortz followed that thought with the statement that “the single issue underlying all these technologies is programming,” and that “if there’s a place to be” in positioning one’s self for the future it’s in coming up with the proper program.

Wheeler began the session by remarking that his was the first appearance by an NCTA president at an NAB convention—an event he likened to President Reagan’s being in China. He reminded delegates that it had been six years since an FCC economic inquiry held that cable would do no harm to over-the-air television. “Experience has proved that correct,” Wheeler noted, adding that broadcasters continue to have 90% of the viewing audience—even among those viewers brought to the set by cable’s availability.

Wheeler went on to say that he hoped the “bad old days” between the two industries were in the past tense. But he raised “one red flag”—to warn broadcasters and cable “not to repeat what we did to each other in the past,” namely, turning to Washington to seek regulatory advantage over the competitive medium. He cited the controversy over cable carriage of ancillary broadcast signals, such as use of the vertical blanking interval for teletext, or for carriage of stereo sound.

Responding, Bortz noted that there is some adverse impact on broadcast ratings as cable penetration rises, but he declared that, nonetheless, broadcasting will remain the premiere advertising medium—and that it would remain one of the most underpriced media. Those who thought broadcasting was a mature medium without much growth ahead were wrong, Bortz said, but he continued that the medium will be tougher to sell as time goes on and competition increases.

To Ellen Gibbs, independent television stations and barter syndication were far greater factors than cable in affecting the basic broadcasting business. But she said the



Future shock. The brave new world of the new technologies was the topic for this NAB general session which included (l-r): moderator William Baker, Westinghouse Broadcasting and Cable; Thomas Wheeler, NCTA; Paul Bortz, Browne, Bortz & Coddington; Ellen Berland Gibbs, Communications Resources, and William Lilley III, CBS.

situation could change if pay cable begins to accept advertising—a prospect Wheeler discounted as unlikely if not impossible. That medium’s new and real competition is from VCR’s, he said, and the introduction of commercials would put pay cable at a disadvantage.

Lilley analyzed the cable competition as breaking down into three categories: (1) networks, such as HBO, which will compete with conventional broadcasters for programs; (2) special niche programmers, of which he cited CNN as an example, and (3) advertising-supported services reaching relatively small audiences. “In no way have [all of these services] emerged as a threat to over-the-air broadcasting,” Lilley said, although he remarked that HBO last year made more money than one of the three over-the-air networks.

The networks have responded to cable’s competitive advance in three ways, he said: by diminished reliance on the short situation comedy, by variety show artists moving to the pay TV networks (a movement accelerated by continuation of the financial interest rule) and by diminished reliance on theatrical films. The networks have gone instead to made-for-television movies and mini-series, Lilley noted.

Bortz spoke to the acceleration of two new media: MDS, via its new multichannel capacity, and VCR’s, which he called “the most important [new media] development.” VCR’s have passed the long incubation period associated with many new product developments, and finally reached the “price/value point,” needed for takeoff. Although VCR’s are used for time shifting, they are more and more used to play prerecorded movies, Bortz said, and now have become a threat to the premium TV services (i.e., pay TV and pay cable). “VCR’s will fundamentally affect the way people use TV,” he concluded.

(CBS’s Lilley remarked that slightly less than 50% of VCR’s usage is for movie playback, with slightly more than half their use for time shifting. One big segment of VCR use he identified was of working women tap-

ing soap operas.)

The presentation on DBS came from Gibbs, who finds many problems associated with that incipient medium. With cable projected to reach 85% penetration nationally, that leaves only 15% for DBS—enough, Gibbs said, for only one service. Anticipating that would be Comsat’s Satellite Television Corp. (STC), that would mean five channels against cable’s 35, and more viewers, she felt, would go to the service with more options. Her conclusion: that DBS would be another interesting “niche” business, and would produce “a chink in broadcasters’ armor but not a major rent.”

Moderator Baker ended the session by observing that a similar panel three or four years ago would have been completely different, and another next year might be yet another 180 degrees away. “All I can say in conclusion,” he said, “is ‘beware.’ ” □

Hill panelists kibitz media performance

Negative comments overshadow favorable views on exit polling, and election coverage, Grenada ban, First Amendment issues, House-Senate coverage prospects

A discussion of “Media Issues of the 80’s” at last week’s NAB convention turned out to be principally a discussion of free-press issues. The one senator and three members of Congress who participated split about 50-50 in being for or against the media, with an occasional negative comment tilting the overall balance toward the anti side.

The most pro of the lot was Representative Patricia Schroeder (D-Colo.), who at one point remarked that “the government is not a fungus and it can thrive in the sunshine.” On the other hand, as a western stater, she expressed concerns over exit polling and other election reporting techniques that make possible predicting the results of a



A look ahead. Looking at media issues in the 1980's were (l-r) moderator Bill Monroe, *Meet the Press*; Senator Alan K. Simpson (R-Wyo.), and Representatives Henry J. Hyde (R-Ill.), Patricia Schroeder (D-Colo.) and Jim Bates (D-Calif.).

contest before the polls are closed, and thus discourage later voting. "We have to do something about it," she said.

The hardest-liner on free press issues was Senator Alan Simpson (R-Wyo.), who was adamant in opposition to opening the Senate to broadcast coverage—primarily because he felt he would be called away from committee business too often to respond to something said about him on the floor—and who felt the news media not only were wrong but arrogant in pressing for their right to cover the Grenadan invasion.

Simpson said the First Amendment was designed originally to protect "some pamphleteer working in a basement in Philadelphia," and that it had been "stretched a bit" since then.

Representative Jim Bates (D-Calif.) appeared to be against the media on the election reporting issues ("If the media continue to run early election returns, you may see a movement to repeal the First Amendment") but was squarely with them on the Grenadan incident, which he called "outrageous." "It was a terrible mistake to exclude the media from Grenada," he said "There's no freedom to print if you don't have the information. If we start eroding the ability to get information, that's an even more serious risk," he said.

But Representative Henry J. Hyde (R-Ill.) didn't agree. It's an open question whether this democracy is equipped to defend itself in these times, he said, insisting that "there are times when secrecy is important." He said he defended the Grenada exclusion "absolutely."

Hyde was more sanguine about broadcast coverage of the House and, prospectively, of the Senate. He called C-SPAN's gavel-to-gavel coverage of the House one of the most useful developments, and called the balance it provides "terrific" in exposure to congressmen who might otherwise not be sought out by the media.

So too was Schroeder, although she expressed sympathy for those who want to control the situations under which they are seen. "It cleaned up a lot of our acts" when TV began covering the House, she said. "But it's good to have the people's faith restored, that we're not eating bonbons and watching soap operas."

Perhaps the toughest position of all was

taken by Congressman Bates on the subject of the fairness doctrine, which he felt not only should be retained but also should be extended to newspapers as well. Such a view, said moderator Bill Monroe of NBC News, demonstrates just how much trouble the First Amendment is in today.

But Bates also voiced the most optimistic view on the eventual opening of the Senate to broadcast coverage. "It's inevitable," he said, "that the American people want to see their government in action."

On the subject of election coverage in general, Bates returned repeatedly to a theme that broadcasters should do more to give attention to challengers or nonincumbents. Discussion of that suggestion failed to resolve inherent difficulties with the equal time rule. □

How to work in the new debate climate

With FCC's lifting of sponsorship rules, broadcasters are given primer how to set up and run debates

Broadcasters attending one of the clinics at the NAB convention last week learned again the basic lesson that the gift of freedom carries with it problems and responsibilities. The clinic was a how-to on political debate, a subject with special meaning given the FCC ruling last year that broadcasters may stage as well as cover debates without incurring equal-time obligations.

Joel Swerdlow, a consultant to the NAB on its election-year get-out-the-vote campaign and who has written a book on the 1980 presidential debates, and Lou Adler, news director of WOR(AM) New York and president-elect of the Radio-Television News Directors Association, urged the audience to present political debates. They said debates not only provide a significant public service but translate into prestige for the station, favorable publicity and even bottom-line benefits. And as Adler put it, "If we don't use the freedom we have, we may lose it again."

The clinic was not a major attraction. Only some 15 persons were in the audience. Political debates were discussed at length the previous day at another workshop, which may have affected attendance.



Dereg overview. "Living with Dereg," offered insight into current FCC regulatory changes as well as what might happen next. On hand for the discussions were (l-r): Rod Porter, deputy chief of the Mass Media Bureau, FCC; Michael McCarthy, Dow Lohnes & Albertson; moderator Valerie Schulte, associate general counsel, NAB; Jim Weitzman, Shrinsky, Weitzman & Eisen, and David Honig, National Black Media Coalition. What lies ahead for radio regulation? Porter told the broadcasters the FCC won't touch its local ownership rules. McCarthy predicted that elimination of the seven-seven-seven rule will increase trading, but primarily in large markets. Honig, however, said repeal of the multiple ownership rules was "dangerous" to small radio stations. He believes the stations will be bought up by large insurance, oil or steel conglomerates. And Weitzman felt the FCC's elimination of technical standards was "inviting marketplace chaos."

Both Swerdlow and Adler expressed the view that broadcasters were uniquely qualified to present debates, which, as Swerdlow noted, have become a part of the nation's political scheme, from presidential contests on down. Swerdlow said broadcasters who do local call-in shows "already know how to do debates." Furthermore, he said, broadcasters have "credibility and a tradition of public service." And Adler said broadcasters have a variety of formats from which to choose in presenting debates. He also said they could present them over a single station or a regional network arranged for that purpose.

However, unlike Swerdlow, who does not object to commercial sponsorship of debates, Adler is very much opposed. "Broadcasters are dead wrong to have debates taken out of their hands," he said. "You should sponsor debates as a public service."

But the discussion soon drifted into likely problems for broadcasters who decide to exercise their new freedom. Some candidates or their representatives may want to have a say in the questions asked by a panel, or even veto the makeup of the panel, Adler noted. "Never allow" that, he said. "That should be left to you."

Then there is the question of which candidates to invite. Swerdlow said broadcasters should be careful in deciding who is "significant." He noted that broadcasters as part of the media have frequently determined who is "significant. We're considering the wisdom we have created," he said, so "err on the side of being too inclusive."

Adler said he would include minor party candidates unless they made for an "unwieldy" debate. But he would not include "extremist fringes"—and that could create additional problems. "Be prepared," Adler said. "The nutty fringes may try to disrupt the debate, so have guards ready to deal with that problem."

Eliminating the public from the site of a broadcast debate might ease a broadcaster's mind regarding possible disruptions. But broadcasters could lose something in the absence of a live audience which can contribute to the excitement of a debate. Swerdlow's only advice was to use "good judgment, political and journalistic, in de-

termining how to invite the public."

Although the commission's ruling—modifying its Aspen decision of 1975—was designed to eliminate the equal time obligations of broadcasters who sponsor and cover debates—Swerdlow suggested legal problems could still await broadcasters who present debates. Does a candidate who does not appear after negotiations with a broadcaster fail to produce agreement on how a debate is to be conducted have grounds for an equal time complaint? What of the candidate who has heard most of the questions in a call-in formatted debate addressed to his opponents? Does he have grounds for a complaint? Swerdlow said the answer he has heard from lawyers is that those questions are in "a gray area." □

Broadcasters hear of proposed change in EBS supervision

FCC's Dawson outlines plan to move control of emergency network from FCC to Federal Emergency Management Agency and introduce new FCC position as liaison

"There are changes afoot in the EBS area," declared NAB Executive Vice President John Summers in opening a special meeting during last week's convention devoted to the subject of emergency broadcasting. It soon became apparent what the changes were, and equally evident that there will be broadcaster reluctance to their implementation.

As explained by FCC Commissioner Mimi Weyforth Dawson, the defense commissioner and the single FCC official most involved with EBS, the idea is to transfer administrative control of EBS—the voluntary system by which broadcasters work together to warn the public of natural or political disasters, or stand by to provide communication in the event of a national emergency—from the FCC to the Federal Emergency Management Agency (FEMA). When the idea was first suggested, Dawson



Dawson

said, some thought the FCC was prompting the transfer because it didn't care about EBS. "The truth is that we care too much to let the system continue as is," she said, contending that FEMA was far better equipped to bring EBS up to the proficiency level she envisions for it.

Simultaneously, a new position (GS 15) would be created within the Mass Media Bureau to look after the nonadministrative concerns of EBS. That person would have far higher rank and influence than anyone now representing the service, she said, and would represent a net plus for the broadcast volunteers. "I think you'll be dealing more closely with the FCC" under the new arrangement, she said.

The new plan is not yet a fait accompli. FEMA is preparing its own proposals on the changeover, and those will be viewed by the National Industry Advisory Committee before implementation. But if the decision is positive, the move could happen by July.

Several broadcasters in the sparsely attended session voiced cautionary reluctance to the idea, but the greatest resistance came from Morris H. Blum, of WANN(AM) Annapolis, state chairman for Maryland and a longtime figure in EBS affairs. FEMA, he said, was a political organization whose reach enters each county in the U.S. and involves civil defense directors he often finds ineffective. "How do we work with these people?" he asked Commissioner Dawson.

Moreover, EBS member stations "can't be running to two different people," Blum said. Then, imploringly, he said: "We're your children. We don't want to be given away. Don't put us in between two masters."

NAB's Summers tried to add a reassuring note. "There's no way any agency other than the FCC will have jurisdiction over you," he declared. □



Dealing with debates. Broadcasters were urged to sponsor political debates by panelists (l-r) Joel Swerdlow, media consultant, and Lou Adler, WOR(AM) New York and RTNDA president-elect.

A convention's worth of honors



DSA winner. The NAB presented its Distinguished Service Award to Elton Rule, former vice chairman, American Broadcasting Cos., New York, at Sunday's opening session. Pictured above are (l-r): NAB President Eddie Fritts; Rule; William Turner, NAB TV board vice chairman, and Geri Schmidt, NAB joint board chairman.



Pioneer honors. Stanley S. Hubbard, president, Hubbard Broadcasting, accepted NAB's Spirit of Broadcasting Award which the association presented to his father, Stanley E. Hubbard, chairman of Hubbard Broadcasting.



Science corner. Thomas Keller (l), NAB senior vice president, science and technology, presented the association's Engineering Achievement Award for engineering contributions "which measurably advance the technical state of the broadcasting art," to Otis Freeman (r), vice president and director of engineering, WPIX Inc.



Kenney honors. NAB presented its Grover C. Cobb Award to Peter Kenney, retired vice president, NBC, Washington, for "his contribution to broadcasting and government." Kenney was not present to accept the honors. The award is pictured above with its presenter, William Turner, NAB TV board vice chairman.

and citations at the NAB



Ham's man. Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, was honored during a ham radio operators' reception during the convention. Goldwater, who was unable to attend the convention, was presented in absentia with an award from ham radio operators. Accepting the award from National Association of Broadcasters President Eddie Fritts (r) on Goldwater's behalf was Ward White (l), senior counsel for communications to the Senate Commerce Committee. The award recognizes Goldwater as a friend of the amateur radio community and cites his "leadership and integrity in the amateur radio fraternity."



Livesay honors. The Daytime Broadcasters Association's first president, Ray Livesay (l), was recognized by the NAB and daytime radio stations for "outstanding leadership as a radio broadcaster who has done much to protect the interests of daytime radio stations in America." Livesay, president and general manager of WLBH-AM-FM Mattoon, Ill., accepted the award from NAB President Eddie Fritts (r).



BEA award. The Broadcast Education Association bestowed its Education Service Award on former NAB president Vince Wasilewski (r). Making the presentation was outgoing BEA president Peter Orne (l), president of WTNH-TV New Haven, Conn.



Local best. For the second year in a row, television stations were honored during the NAB convention for their roles in identifying community problems and helping to solve them. Programs produced by stations in large, medium and small markets were named to receive the awards. called the JCPenney-University of Missouri Television Awards for Community Leadership. Accepting the awards were (standing, l to r): Jim Hefner, news director, KDKA-TV Pittsburgh, certificate of merit for "KD + You: On the Job"; Michael Kettingring, president and general manager, WSMV(TV) Nashville, winner in large market category, for "Innocent Shame"; Gerald Nordsiek, chief engineer, KENS-TV San Antonio, Tex., winner in medium category, for "Teach the Children"; James Atwater, dean, University of Missouri School of Journalism, and Manny Calvo, production manager, WTVJ(TV) Miami, certificate of merit for "Epidemic: South Florida Fights Drugs." Seated (l to r): Rob Dalton, president and general manager, KAKE-TV Wichita, Kan., certificate of merit for "Target 4 Action: Drugs and Alcohol"; Amy McCombs, vice president and general manager, WDIV-TV Detroit, and Thomas Dargan, executive vice president and general manager, KATU(TV) Portland, Ore., certificate of merit for "Battling the Bottle." No award was given in the small market category this year.

What's inevitable and desirable in relationship between press and President

NAB session sees representatives from both sides of the street review motives and needs of each

Three former presidential assistants who had handled White House communications with the public were in general agreement with a couple of practicing network journalists last week at the NAB convention, saying that the adversarial relationship between the President and the press is inevitable—a built-in feature of the system—and, at least within limits, desirable. But in discussing that theory, the participants in the panel at the television opening session demonstrated that finding those limits is not always easy.

George Reedy, who now teaches journalism at Marquette University but who in 30 years in Washington was a United Press International correspondent and later press secretary to President Johnson, was the one member of the panel who seemed able to bridge the gap between the two corps. And it was he who set the theme, stating that the built-in adversarial relationship is desirable. "A President is a politician and soldier. . . to whom information is a weapon against those who oppose his policies," Reedy said. "He

thinks stories are written to serve partisan purposes." The press, on the other hand, he said, feels it contributes to a "public dialogue."

"If the relationship ceases to be adversarial," Reedy added, "it will mean one has taken over the other."

The issue of limits was raised by David Gergen, who resigned in December as director of communications for President Reagan to become a fellow at both the Harvard Institute of Politics and the American Enterprise Institute, in Washington. He said there is "a distinction between skepticism and cynicism, and during the Vietnam war we slipped into cynicism—it was almost animalistic." That, he suggested, was destructive. "But we've come out of that; a healthier atmosphere has been restored."

There seems to be room, however, for complaint from the White House side of the communications line. Gergen and Herbert Klein, who had been director of communications for the Nixon White House and who is now vice president and editor in chief of the Copley newspapers, complained that the press seems far more concerned with negative news, such as rising unemployment, than with news of improving economic conditions.

"Here," said Bob Pierpoint, who covered the White House for CBS for 23 years and who is now the network's national security correspondent, "is a perfect case of the press secretary's office versus the press." He said he did not know of any news organization that has not covered the improvement in the economy. But he quoted the late Edward R. Murrow in explaining why the press does not make "a big deal" of the rising employment statistics: "We're not in this business to make people feel good; we're here to make people itch." And Edward Fouhy, vice president and Washington bureau chief for ABC News, said the government employs 8,000 public information specialists who "seem to get the good news out."

The debate among the five also pointed up the irony of a system in which Presidents

have the enormous advantages conferred by access to television, yet frequently cannot command sufficient public support to win reelection. "The President gets on television whenever he wants, has the best writers and speaks for the entire executive branch," Reedy noted. Thus, he said, "Presidents who are mad at television are mad at themselves," because if they suffer reverses, "with all those advantages, they have only themselves to blame." And Fouhy noted that in the last 21 years, the U.S. has had six Presidents—one who was assassinated and one who is still serving, but four who left office "because of failed policies," despite their ability to use television to speak directly to the public.

To Gergen, those statistics indicate that the media create as many problems for Presidents as they offer advantages. Television coverage creates heightened expectations of a President, he said, as well as problems of "overexposure" of national leaders. "We have to learn to manage the TV image," he said, referring to the occupation for which he shared responsibility when he was on the White House staff. Then, too, there is the problem, as seen from the White House, that the press covers the bad but not the good news. "How," he asked, "do Presidents govern?"

While the talk focused on the adversarial nature of the relationship between press and President, Pierpoint noted that the press on occasion has turned its back on stories that would have embarrassed a President. Reedy said the press examines the personal lives of First Families in far greater detail than those of members of Congress. But Pierpoint recalled that "every reporter who covered John Kennedy knew he was having affairs." He also said President Johnson was known to have had "extramarital affairs" and that some Presidents "were on the verge of alcoholism." None of that was reported.

When, he asked, do you cross "the delicate line" and report on such matters? His only answer was to say that if President Carter had had an affair with his "beautiful

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Historical adversaries. The relationship between the press and Presidents was showcased in an NAB general session with (l-r) George Reedy, Marquette University; Herb Klein, Copley newspapers; moderator Elmer Lower, Syracuse University; David Gergen, American Enterprise Institute; Ed Fouhy, ABC News, and Robert Pierpoint, CBS News correspondent.



No to negativism. "There's a tremendous bias today toward being negative," said CBS radio and television newsman Charles Osgood at the NAB's Tuesday radio luncheon. "This troubles me," he said, because today's new breed of journalist out of college is inclined to be more negative. "We should not stop people from taking public office because of a predatory press," said Osgood.

He told the group of broadcasters in attendance that although he works in both radio and TV, "I prefer to be thought of as the radio guy who does a little bit of television. That's why I sign off my television newscast [the *CBS Sunday Night News*] with 'See you on the radio.'"

Also during the luncheon, Ted Snider, NAB radio board vice chairman, named comedians Red Skelton and the team of Bob (Elliott) and Ray (Goulding), all of whom started their careers in radio, as the newest inductees in the NAB Radio Hall of Fame.

blonde secretary"—and Carter had a secretary fitting that description—he, Pierpoint, would have reported it. For Carter, he said, "made morality an issue. Kennedy did not."

As for the communications policies of the Reagan administration, both Gergen and Klein found grounds for criticism. Gergen said, as he has on previous occasions (*BROADCASTING*, "At Large," Jan. 9), that the administration was wrong in barring the press from Grenada for the first two days of the invasions: "The press should have gone in within a few hours." He said that view is generally accepted within the civilian ranks of the administration; he did not know whether the military agreed. Gergen said the decision to bar the press was "a hangover" from the Vietnam war. "The military feel the war was lost not on the battlefield but in the living rooms where Americans watched it on television."

And Klein questioned the wisdom of administration actions that the press regards as antimedia. He said the views of press spokesmen who have relationships with the press are being overridden by other presi-

dential aides. "If Reagan backs off too far from the press—and he is—a vast gap makes him vulnerable to attack."

And although the issue has no direct bearing on the relationship between the press and the President, Elmer Lower, the former ABC News president who is now teaching journalism at Brigham Young University and who served as moderator, injected a question regarding exit polling and early projections of results by the networks—with predictable results. Gergen said it is "one of the hottest topics around the country; a tremendous number of people are irritated"—a position with which many in the audience apparently agreed. They applauded Gergen later when he said questions were asked why ABC, in

covering elections, cannot show the same restraint it showed when, in televising the winter Olympics hours after the events, it did not announce the results in advance of the coverage. (Actually, ABC News announced the results on the regular news programs.)

Fouhy said ABC's policy is not to use exit polling to project winners before the polls close. And all three networks, during the Democratic primaries, have indicated their sensitivity to such criticism by merely "characterizing" trends as revealed by exit polls. But Fouhy noted the reality with which the networks can be confronted in a presidential election. Under the electoral college system, he said, it is possible for an election to be

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decided in the Eastern and central time zones before the polls in the rest of the country close. "That's a major story," he said. "And we want to be first." □

Las Vegas hot spot: nighttime legal clinics

Evening sessions a popular draw;
Dawson says FCC may use lottery
in 80-90 proceeding; broadcasters
air complaints to commission panels

A few hundred broadcasters went to "night court" at the National Association of Broadcasters convention last week—nighttime legal clinics designed by the NAB staff to demonstrate that broadcasters, unlike most trade groups who visit Las Vegas, would rather listen to a discussion of how they might better survive, or even make another dollar, than visit the casinos or fleshpots of the city.

The strike that has shut down the shows in the hotel nightclubs might have made it easier for broadcasters to believe that Night Court, beginning at 8 p.m. and running to 10:15 p.m., on Tuesday, was the best show in town. But whatever the reason, the 12 how-to workshops—count 'em 12—proved a respectable draw.

That was particularly true of a clinic on "How to Deal with the FCC," which featured FCC Commissioner Mimi Dawson, former Chairman Richard E. Wiley, and Larry Eads, chief of the commission's audio services division. Before it was over, the audience had overflowed the small room in which the clinic was held, into the corridor. The session generated some news and served as a forum for an emotional outburst by a broadcaster critical of the treatment he says he has received at the commission's hands.

Dawson provided the news, when she was asked from the audience if the commission would resort to a lottery to resolve conflicts among competing applications filed in the commission's 80-90 proceeding, which is aimed at opening the door to some 1,000 new FM stations. She said there was a good probability the commission would proceed in that manner. Following the clinic, Dawson said she has a "predisposition" to employ a lottery, and believes that view is shared by the commission. So, she said, the commission would need a "compelling reason not to."

The emotional outburst was provided by a broadcaster who said the commission had treated him shabbily in the four years he said he waited for action on an application for an FM frequency in California. The broadcaster, Clifford Marko, who has a permit to build KNTI(FM) Lakeport, Calif., blamed his troubles on the "frivolous" protests of a competitor, as well as on what he considered the indifference of the staff, which he said had misplaced his application for months. The incident was embarrassing for the commission, not only because a commissioner was on hand to hear the complaint of an obviously distraught broadcaster but because the commission's Mass Media Bureau has spok-



Baumann, Dawson, Wiley and Eads

en with pride of the efficiency of its processing lines. Eads said later he would check into the complaint.

The commission was also cast as the villain in the clinic on "How to Live with 80-90." AM and FM broadcasters are not pleased with the prospect of the increased competition the docket will provide, and one FM broadcaster offered an example of the special pain the proceeding causes broadcasters in his position. He said the new rules will require Class C stations, like his, to upgrade or face downgrading to a lower classification. The upgrading, he said, will cost him between \$75,000 and \$100,000, which he said, "looks like a disaster." But that is not the worst of it. He said the allocations plan providing for new stations in 684 communities contemplates three new stations in his state, two of them in his service area. "This is unfair."

Jules Cohen, a consulting engineer who served on the panel, spotted what he said was a factual error in the complaint. "You have underestimated your tower costs," he said.

As for some of the other panels, a sampling of the smorgasboard provided these tidbits:

At the clinic on "Doing Business with Cable Television Systems," John Quale, a Washington attorney, said he expects litigation to be needed to resolve the question of whether broadcasters may require access to cable systems' channels. If there is no provision in the local ordinance or the franchise regarding access, a broadcaster's ability to gain it is not clear, he said. He noted that cable systems "are not common carriers." But if a broadcaster has managed to lease a channel, Tom Herwitz, legal assistant to FCC Chairman Mark Fowler, said it will find that counts against it on a diversification of media ownership issue if it applies for a broadcast license in the same community.

At a clinic on "Equal Employment Opportunity," Washington attorney Donald Zeifang offered the reassuring information that a broadcaster who can document an affirmative action program will not have problems

at the commission even if the station does not "meet the numbers." But Nathaniel F. Emmons, another Washington attorney, warned of trouble in the event of an "actual case of discrimination." Several members of the audience related an ironic and, to them, "frustrating" fact of life in connection with their minority-recruitment practices: Their minority employees most often are recruited not through outreach programs focused on the minority community but through contacts with existing staff and ads in local newspapers of general circulation.

At a clinic on "How to Hire and Fire Legally," Nashville lawyer L. Michael Zinser advised broadcasters to be prudent rather than sentimental in discharging employees. He recounted the experience of a broadcaster who, to be considerate, wrote a glowing letter about a woman employe after firing her and put it in the file. She sued, and the broadcaster had trouble explaining the basis for the discharge. "He was being paternalistic," Zinser said. But "he was his own worst enemy."

At a clinic, "How to Benefit from Trademark and Copyright," Washington attorney John I. Stewart said broadcasters are entitled to copyright payments from a range of programs, including news and syndicated material; those programs also generate royalty payments from cable retransmission. But Michael D. Berg, associate general counsel of the NAB, noted that the cost for an individual broadcaster to appear before the Copyright Royalty Tribunal to seek a share of the royalties paid by cable systems is high. That, he said, is why the NAB represents broadcasters before the CRT. But he said broadcasters must authorize such representation. The NAB now represents some 600 television stations that will share in the more than \$2 million the CRT allocated to broadcasters for 1983.

Following the clinics, many of the broadcasters and lawyers attended a reception given by the law firm of Verner, Liipfert, Bernhard & McPherson, in honor of the appointment of Henry L. (Jeff) Baumann, former deputy chief of the commission's

Mass Media Bureau, as senior vice president and general counsel of the NAB. One of the firm's new partners, Erwin Krasnow, preceded Baumann in the NAB post. □

Widening image of daytimers

NAB panel suggests AM stereo, cable audio and localism

AM stereo, cable audio and community involvement are the prime ways that daytime-only AM stations can achieve higher visibility in their respective markets, according to panelists at the daytimer's forum.

"A way to fight the daytimer's 'little guy' image is through AM stereo," said Wayne Eddy, president and general manager, KYMN-AM Northfield, Minn. And the way to attract attention is through promotional giveaways of AM stereo radios, he said.

"By leasing your local cable television weather channel in order to use your station as a background service, you can extend your broadcast coverage throughout the evening," added Glenn Olson, president,

G.O. Radio Group, Webster City, Iowa. The cost for leasing a channel can range, depending on market size, from nothing, if used as a trade-out, to \$10,000 up front, he said.

Olson emphasized that such a service benefits the station because it can serve as an image enhancer as well as a promotional vehicle. "For example," said Olson, "stations can run cable trivia contests by asking listeners what time certain information appeared on the television channel." The service can also be sold to advertisers at an economical cost, he said.

"Another way to bring stature to daytime stations is to be heavily community oriented," according to Bill Saunders, president and general manager, WPAL(AM) Charleston, S.C. The station, which programs a contemporary black format, is achieving high ratings through its community programming, he said, citing a Saturday afternoon issue-oriented talk show which has become a popular program in the market.

What's being done at the regulatory level to increase daytime AM stations' broadcast coverage was discussed during the second portion of the session. "I think daytimers have come a long way, but there are still issues that need to be addressed," said Gregg Skall, attorney with the Washington law firm

of Blum & Nash, who serves as DBA's counsel.

Skall highlighted some recent FCC decisions which included allowing daytime AM stations (Class III and some Class II) permission to operate two hours beyond local sunset with up to 500 watts of power (reduced at times to avoid interference). "But we need to repeal FCC rule 73.77," he said. (It requires that daytimers wanting to expand operating hours need to show that the area to which it is licensed does not have adequate broadcast service and that there are no FM channels available for assignment there.)

Skall also said that the issue of preference or new FM stations for AM daytimers has to be tackled.

Panel member Bill Hassinger, engineering assistant to chief of Mass Media Bureau, FCC, outlined the new daytime power calculations table for post-sunset operation slated to take effect May 21.

Although the issue of the Daytime Broadcaster Association merging into the NAB was not raised by either Skall or Jim Wychor, vice president and general manager, KWOA(AM)-FM Worthington, Minn., and DBA president, but the move turned into a reality before the convention closed (see "Top of the Week.") □

The AM stereo question: Motorola or multisystem?

NAB sessions find heated exchanges over merits of the C-Quam units versus switchable receivers

Motorola's campaign to make its C-Quam AM stereo system the nation's de facto standard has picked up considerable momentum over the last several months. Growing numbers of broadcasters, receiver manufacturers and integrated circuit manufacturers are jumping on the C-Quam express.

But the campaign could be derailed by vocal broadcasters who are dissatisfied with the C-Quam system and the quality of the C-Quam-only radios that have introduced so far. They are demanding from receiver manufacturers high-fidelity, multisystem receivers that will allow them to make the move from mono to stereo with any of the stereo systems now on the market.

At the NAB convention last week, Motorola's momentum was undeniable. Pioneer announced at a press conference that it would build and market a tuner with a C-Quam-only decoder. Supertuner III, an AM stereo-FM stereo tuner with a cassette deck, will be introduced next fall with a price tag of around \$300, it said. In supporting Motorola, Pioneer is reneging on an endorsement of the Magnavox system it made two years ago. "Magnavox didn't do the things it should have done in the market," said Pioneer President Jack Doyle, "and it failed."

Pioneer will be joining several other manufacturers building or promising to build C-Quam radios, including Delco Electronics, Chrysler, Sherwood, McIntosh, Concord, Jensen, Marantz, Potomac and Samsung. Delco, a division of General Motors and the maker of all the radios for GM's cars and trucks, was the first to declare for the Motor-

ola system and, by virtue of its size and weight in the industry, has been the prime factor in Motorola success.

In another development at the convention, Harris, which Motorola had considered its toughest competition in the standards battle, announced that it was switching the pilot tone of its system from 55 hertz to 25 hertz to make it compatible with the Motorola C-Quam system and receivers. Harris's decision, if nothing else, should encourage more receiver manufacturers to build C-Quam receivers.

Motorola has also been picking up the support of major integrated circuit manufacturers as well. Integrated circuits or chips containing AM stereo decoders are necessary for the mass production of AM stereo radios, regardless of the system. For more than a year, Motorola has been the lone supplier of the C-Quam decoding chips critical to mass production of C-Quam radios, but that will soon change. Two weeks ago Motorola announced that Toshiba had agreed to produce chips primarily for Japanese manufacturers.

What's more, it looks as if Sprague Electric Co., a major supplier of AM and AM-FM decoding chips, is ready to produce C-Quam chips. "The market demand from the receiver manufacturers is becoming sufficiently great that we can no longer ignore it," said Oliver Richards, supervisor, radio and audio design engineering, at the Motorola booth on the NAB exhibit floor. "We have an active project going to build an AM stereo decoder for the Motorola system." Unlike some involved in AM stereo, he said, Sprague is not "emotionally wedded" to any of the systems. "If Motorola drops dead in the morning, we will make Kahn chips."

Broadcasters, who opt for the Motorola system, have a number of sources to go to for C-Quam stereo exciters. Motorola, TFT, Broadcast Electronics and Delta Electronics were all showing exciters on the exhibit floor. (The Motorola and Delta units have been approved for use by the FCC; the others should be within the next few months.) "Motorola and C-Quam are impossible to beat," said BE's Larry Cervon. "Motorola is winning because it had control of the chips and low-cost receivers are critical to the success of AM stereo."

In addition to the receiver, chip and broadcast equipment manufacturers, Motorola has the longest list of broadcast stations committed to its system. According to Motorola's Frank Hilbert, more than 150 stations are committed to broadcasting with the Motorola exciter and more than 125 of them are on the air.

With all the Motorola system has going for it now, the standards battle would be over and the industry would have a standard, but for a group of broadcasters who refuse to go with the flow. The broadcasters, most of whom are committed to the Kahn system, could block or at least slow down Motorola by simply refusing to broadcast C-Quam signals until the tide turns. It seems unlikely C-Quam will make much of a splash in the marketplace with major stations in major markets broadcasting incompatible signals.

The anti-Motorola forces have a strong ally in Sony Corp. of America. Since last August the consumer products division has introduced two portable radios that can tune in all four systems now on the air, although a switch on the sets has to be flipped to receive Kahn signals properly. As long as Sony continues to market the multisystem radios,



AM stereo revisited. For two hours at the NAB convention, AM broadcasters questioned and, in some cases, criticized system proponents and receiver manufacturers about the still-foundering AM stereo service. Though authorized two years ago, the service has had a tough time due to the lack of a system standard. Fielding the questions (l-r): Leonard Kahn,

Kahn Communications; Almon Clegg, Panasonic; Robert Weirather, Harris; Ishi Ishikawa, Sansui; William Gilbert; Arno Meyer, Belar Electronics; Frank Hilbert, Motorola; Jon Strom, Sony; Bob Streeter, inventor of Magnavox/PMX system; Ralph Haller, FCC; John Reiser, FCC; Edward Henneberry, communications attorney, and Mike Rau, NAB (moderator).

broadcasters can confidently broadcast non-C-Quam signals. At two panel sessions, Sony's Jon Strom announced that Sony promotion of AM stereo and the two receivers would be included in Sony's upcoming radio advertising campaign.

Sansui has manufactured a multisystem tuner that automatically switches among the systems, but it chose not to demonstrate it at the convention. The decision did nothing to ameliorate the criticism aimed at the tuner by Motorola officials. At the AM stereo session, Sansui's Ishi Ishikawa said his company would introduce an automatically switched AM stereo car radio within a month to complement the tuner.

Leonard Kahn, inventor and chief proponent of the Kahn system and, at this point, multisystem radios, showed a manually switched multisystem car radio in his suite that he plans to sell to broadcasters and consumers. But since Kahn has no marketing muscle, the impact of the radio on the market will probably be slight.

The antipathy toward Motorola and Delco boiled up at an NAB panel session late last Tuesday afternoon. The large crowd that turned out for the session was dominated by broadcasters, who aimed a barrage of criticism at Motorola's Frank Hilbert and Delco's William Gilbert, who sat on a panel that may have been the largest at the convention. They criticized Motorola for its system's poor performance in the presence of co-channel interference and for causing adjacent channel interference and found fault with Delco for the poor quality of its C-Quam radio, particularly its limited frequency response, and for not building multisystem receivers that would give broadcasters

freedom to broadcast non-C-Quam systems.

The movement to stop Motorola is being led by Kahn. One of several panelists at the AM stereo session, Kahn said that he had assurances from broadcasters in 17 major markets that they would continue to broadcast with his system. "These stations are on the air and they are going to stay on the air," he said. And as long as they stay on the air, he said, consumers will eschew C-Quam-only radios. If they buy a C-Quam radio and can't tune in their favorite station in stereo because it's broadcasting with the Kahn system, he said, they are going to take the set back.

Delco would be happy to accommodate the broadcasters' wishes and make a multisystem decoder, said Gilbert, but it's not possible today. "We have evaluated the Sony and Sansui radios," he said, "[and concluded that] the performance that we want in our automobile radios is not available." That performance has to include automatic switching capability, he said. "Our customers do not want to be fiddling around with extra knobs" as they drive around, he said. A suitable multisystem radio is still two to four years from reality, he said.

One broadcaster complained that Delco's marketing of the C-Quam-only receiver was dividing broadcasters and retarding the development of AM stereo. "If you're not ready to make multisystem receivers, please get out of it until you are ready."

Another reason some manufacturers are wary of the multisystem receivers is the high cost of producing them. Almon Clegg, of Panasonic, which has yet to announce AM stereo plans, said consumers are "extremely sensitive" to what they pay for radios. Pana-

sonic estimates that at retail, an automatically switchable multisystem AM stereo decoder would add \$40-\$50 to the price of a radio, he said, while a single system decoder would add just \$5 to \$15. According to Delco's Gilbert, buyers of the Delco AM stereo car radio are paying a \$20 premium. They would have to pay three times that or \$60 for an "acceptable" multisystem decoder, he said, assuming it were available.

Sony's Strom suggested that the other manufacturers were putting too much emphasis on price. Consumers are paying about \$25 for the manually switched stereo decoder in the Sony portable radio, he said. The premium is a "reasonable amount for a quality product," he said. "We think consumers will pay the extra money for... a high-quality system."

One broadcaster complained that one of his group's stations was experiencing increased adjacent channel interference from a Motorola station, but Hilbert denied that such interference was a problem. Motorola has monitored the signals of many of the 126 stations on the air with its system, he said, and "we seem to be experiencing no problem."

Some of the anti-Motorola forces claim the C-Quam system is subject to "platform motion" under certain conditions. When its signals were subjected to strong co-channel interference, they said, the stereo image at the receivers shifts from left to right. (Kahn believes the platform motion is severe enough to make it unacceptable to broadcasters and, to convince others, he has been sending out a live recording of the effect involving a New Jersey station.)

Motorola's Hilbert said the platform mo-

tion concerns were "much ado about nothing." The phenomenon was real, he said, but only in areas where reception was so poor that people wouldn't listen to the station anyway. They would switch to another station before they heard the platform motion, he said.

Bob Denny, chief engineer at WBT(AM) Charlotte, N.C., questioned Hilbert's suggestion that listeners tune out just because reception is poor. People up and down the East Coast will listen to WBT and endure poor reception to enjoy the broadcast of Atlantic Coast Conference basketball games.

Another broadcaster claimed the platform motion is a problem not only in fringe areas, but also in a station's "active coverage area." And that can cost the station money. Ratings in his market, he said, are based on one ratings diary per 9,000 people. So if one of those listeners with a diary is lost because of platform motion, he said, he loses, as far as his advertisers are concerned, 9,000 listeners.

The heads of two companies that specialize in audio processing equipment—Greg Ogonowski of Gregg Laboratories and Bob Orban of Orban Associates—had the same question for Delco's Gilbert: Why do the Delco radios reduce the frequency response in the monophonic mode? Gilbert didn't have much of an answer. "It was a marketing decision," he said.

Harris's Roger Burns said the company's decision to switch pilot tones was dictated by the market. It "told us that there were going to be some Motorola receivers out there" and that the way to boost sales of the Harris exciters is to make them compatible with the Motorola receivers. The move was made, he said, "to enhance our position and give us a bigger share of the market."

The approximately 100 stations that are broadcasting with the Harris stereo exciters with 55 hertz pilot tone will be given kits for making the switch to 25 hertz, Burns said. "It's a matter of changing one capacitor," he said. "The paperwork will be more expensive than anything else," he said. "It's peanuts, really." The initial reaction to the news from the existing customers, he said, has been "very favorable."

After extensive testing, Burns said, Harris concluded that the quality of the Harris signal on a C-Quam radio was different, but comparable to that of the C-Quam signal on a C-Quam radio. "The average consumer is not likely to tell the difference, especially on a car radio," he said.

The Harris announcement should not be taken as an endorsement of the Delco system, Burns said. "We still feel it is not a good design for either Motorola or Harris."

The pilot-tone shift may damage efforts to persuade receiver manufacturers to build multisystem receivers since it reduces, in effect, the number of systems from four to three. Kahn said the Harris strategy is to make its system compatible with the C-Quam receiver and then "blow the whistle" on the C-Quam system—complaining to the FCC that the system is causing adjacent channel interference. If the FCC orders C-Quam exciters off the air, Harris will be in a position to fill the void. "And lo and be-

hold," he said, "Harris turns defeat into victory."

That's not Harris's strategy, Burns said, but the C-Quam system does have a "bandwidth problem." "We have been told by a number of radio stations that there has been an increase in interference from Motorola stations," he said. "I believe the FCC is aware of the problems... and we have heard that Motorola will file to change its system to correct them."

Motorola can do several things to solve the problems, he said. "But anything they do will degrade the performance of the system and most likely reduce the stereo coverage."

The move may allow Harris to continue selling exciters, but it closes the door on it reaping any patent royalties—the big prize—from the manufacture of Harris AM stereo radios. At one time Harris had talked about collecting 25 cents per set.

One other system is vying to become the national standard. The Magnavox, or PMX, system was developed by NAP Consumers Product, which then decided that the fight wasn't worth the effort and left the promotion of the system to Continental Electronics, the sole manufacturer of PMX exciters. With little support from broadcasters and receiver manufacturers, Continental's only hope of winning even a small share of the market is the proliferation of multisystem receivers. □

McKinney shows his hand at NAB

FCC's Mass Media Bureau chief uses three NAB forums to set record straight on docket 80-90, foot-dragging CP holders, TV dereg and loud commercials

James McKinney last week attended his first NAB convention as chief of the FCC's Mass Media Bureau, and he popped up in enough places to give the broadcasters in Las Vegas sufficient opportunity to make their appraisals. He participated in the one-on-one session which traditionally features the chief of the bureau, held a press conference and addressed the engineering lunch on Tuesday.

On all those occasions, McKinney, who has been with the commission for 20 years and who in his younger days was a radio station disk jockey, appeared confident and at ease in his new role. But it was in the one-on-one, in which he appeared with NAB President Edward Fritts, that McKinney was able to demonstrate a grasp of the wide range of issues in which the Mass Media Bureau was involved.

In response to a question from Fritts regarding the notorious 80-90 proceeding designed to open the door for some 1,000 additional FM stations, McKinney said the commission expects to close the docket in the fall, with applications for the new stations in 684 cities to begin flowing by the end of the year. "If we get tens of thousands of applications," he said, "we will not be holding comparative proceedings." The reference was to the use of a lottery. (Later he



McKinney

said he misspoke in saying "tens of thousands." He said he meant "thousands." Commissioner Mimi Dawson expressed a similar view in a session on Tuesday.)

McKinney indicated he would take a strong stand against broadcasters who, when commenting on the proposals and counter-proposals to be filed in connection with the cities to be selected, focused on a dislike for competition. For those concerned only with competition, he had one word: "tough."

He also revealed a hard-nosed attitude toward construction permittees who are slow to build. He said a public notice will be

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released this week advising those seeking an extension of time that they must meet a tough standard, which he did not spell out, to get it. If the standard cannot be met, he said, "I'm going to pull the CP," and make the facility available for new applicants. The commission will be even tougher on low-power permittees seeking extensions. "None will be granted," he said. The commission is understood to be concerned about "warehousing" of permits.

He was sympathetic, however to broadcasters who want to expand their hours of operation into the nighttime. A petition seeking repeal of 73.37(e), which requires a daytimer to demonstrate that the area involved does not already have broadcast service and that there is not an FM channel available for assignment, is pending. And, he said, "you have a sympathetic ear here; you'll also have one at the commission."

On other matters, McKinney said the commission will take up the television deregulation order in the summer—he expects it to resemble the order deregulating radio. He also noted that the U.S. is continuing negotiations with Mexico for an agreement that would permit class IVAM stations to operate with the new 1 kw power—an increase from 250 w—that the Commission has provisionally granted.

But, he stressed, in answer to a question from the floor, no consideration is being given to modifying the TV must-carry rules. "We don't have a rulemaking in preparation in the house on it, and no one has asked for one," he said. "Quit worrying about it."

McKinney added a couple of matters to the list during his press conference. He said two "underbrush" items—those regulations of less than major significance whose utility the commission doubts—will be brought before the commission "soon." One is in the form of a final order repealing regulations dealing with false and misleading advertising, use of a station for personal gain and for nonbroadcast use. The other, in the form of a notice of proposed rulemaking looks to the elimination of bans on double billing, network clipping and combination ad rates and joint sales.

He also said the commission may soon windup its five-year-old notice of inquiry into "loud" commercials. It will not propose a rulemaking, McKinney said, since there is "no chance" the commission would adopt a rule. But he expects the commission to report the results of CBS laboratory tests of a device it has developed for monitoring and controlling loudness—a feat that has defied engineers and scientists until now—then close the docket. His hope, at least, would be that broadcasters and networks, egged on by a public angry over "objectionable" levels of loudness, would demand mass production of the CBS device. "We can educate the stations and the public as to what the situation is," he said, "and let the marketplace be free to work."

McKinney, at the one-on-one, also gave a sketch of his personal views regarding regulation. He had been asked whether he agreed with Chairman Mark Fowler's position—as stated in an interview with BROADCASTING—regarding the only conditions under which he thought a broadcaster should be

separated from ownership of his station: through failure in the marketplace or sale (BROADCASTING, April 30.) McKinney did not make the obeisance to deregulation that has become customary for staffers in the Fowler commission. "I'm a strong enforcement-oriented person," said McKinney, who spent his first 18 years at the commission in the Field Operations Bureau. "I believe that

the vast majority of broadcasters—99.9% of them—are outstanding, but I could wring the necks of those who aren't.

"But," he added, injecting a note of realism into the remarks, "I have a problem in getting three votes of the five commissioners to take a hard line when I think it's warranted. We do, though, take action in egregious cases, and we will continue to do that." □

Commissioners on the spot

Dawson, Rivera and Patrick tell broadcasters they want input on stereo TV, are optimistic about repeal of rule of 7's and TV dereg, but unsure over future of must-carry rules

Repeal of the must-carry rules—a matter of uncommon interest to broadcasters attending the NAB convention last week—may not be on the FCC's agenda. And Mass Media Bureau Chief James McKinney may have advised broadcasters to "quit worrying about it" (see page 97). But three commissioners, participating in the traditional commissioners' panel that precedes the FCC chairman's address, indicated some uneasiness about maintaining the rule that requires cable television systems to carry local television signals. How retention of the rule would square with the commission's dedication to deregulation was at least implicit in some of the remarks.

John Summers, executive vice president of government relations for the NAB, led the commissioners—Mimi Dawson, Henry Rivera and Dennis Patrick; James Quello, who had been scheduled to appear was called back to Washington because of his wife's illness—on a tour d'horizon of issues confronting the commission. The exercise gave the several hundred broadcasters scattered through the cavernous ballroom of the Las Vegas Hilton an opportunity to hear, firsthand, commissioners' views on matters affecting their business. And of the questions Summers asked, the one on "must carry" was saved for last. It is, said Summers, a matter of "serious concern" to broadcasters.

Unequivocal endorsement of retaining the rule was not forthcoming, though neither did anyone call for its repeal. But Dawson said that "major policy questions" are to be asked. "Are we freezing must carry with the state of the art as of May 1984?" she wondered. "We should face the question head-on." And Commissioner Henry Rivera said it will be difficult to present one rationale for permitting the marketplace to deal with the issue in connection with the new technologies but not conventional television. He urged broadcasters to help the commission work its way through "this thicket" when they respond to the notice of proposed rulemaking the commission will issue on whether the rule should be applied to broadcasts of multichannel television sound.

As for Patrick, he is concerned with the commission's action in considering applying the rule to television stereo before the evidence is in as to whether the marketplace would dictate cable systems' carriage of those signals. And he does not see the issue

as going away. "Different questions will be presented time and again as new technologies come on," he said.

On another issue that has occupied the thoughts of many broadcasters, Dawson expressed the hope that the commission is on its way to considering repeal of the 7-7 multiple-ownership rule, which she regards as arbitrary. But she also favors a transition period during which the effect of easing the restriction on ownership can be measured. "We may be doing something the reverse of the diversity [of ownership of media] we want to achieve," she said. And Rivera, who voted against issuing the notice of proposed rulemaking on the issue, expressed concern major entities would be able to dominate ownership of stations in small- and medium-size markets.

Will daytimers be given a preference in competing for the new FM frequencies to be made available by the commission's 80-90 docket? Summers asked. The assumption, at least, has been that they will. McKinney said as much in his "one-on-one" appearance. But the commissioners who discussed the issue last week were not making any promises. "The record is still open," Rivera said. He also indicated that an option other than granting a preference to daytimers was open to the commission. The commission could "neutralize the antidiversity aspect of the multiple-ownership rules," he said. "We'll say we won't hold this [AM ownership] against you." Rivera indicated he favored that approach. On a related matter—that AM's generally resent that the multiple ownership rules will prevent them from applying for the new FM frequencies and that new owners would come into markets they had developed—Patrick said the commission is "sympathetic" to those AM broadcasters. But if it is a matter simply of broadcasters seeking protection against competition, he said, "I don't want that."

The commission has been reined in by Congress—or members of it—on occasions when actions the agency appeared determined to take were anathema on Capitol Hill. But the commissioners on the panel last week saw little danger that the commission will be checked in its drive to deregulate television. Dawson, a former Senate staffer, said the commission will benefit from the split between the Senate and House on the quantification issue—important House members favor it, while key members of the Senate oppose it. A regulatory agency is best able to move in an area when there are "strong philosophical differences between Senate and House," she said. Rivera and Patrick said the reaction on Capitol Hill will be a function of precisely what the commis-



Summers, Dawson, Patrick and Rivera

sion does, and the persuasiveness of the rationale it offers. They thought the commission will be able to deregulate television, at least to the extent it deregulated radio, without arousing Congress.

What of the view that the commission ignores the wishes of broadcasters to pursue deregulatory measures because they benefit the agency—allow it to trim staff and hold down costs? Summers mentioned elimination of the call signs rule and proposed repeal of “underbrush” rules that were adopted over the years to assure ethical behavior. Summers said the rule regulating the use of call signs benefitted broadcasters and that broadcasters feel some underbrush rules protect them against unscrupulous competitors.

“We’re trying to be more fiscally responsible,” Rivera said. “We have to make dollars go further.” Patrick said the commission must allocate its “scarce resources” to areas where it has “special expertise.” And Dawson’s was the sharpest cut of all. “We regulate for the public interest, not broadcasters’.”

But the commissioners rejected the criticism, as expressed in the consumer press, that the FCC has gone to excess in implementing its deregulatory policy. The commission actions have been “sound and sensible,” said Dawson. Patrick said technology “fuels” the rules changes and added that whether the agency has, as some say, “gone wild,” depends on one’s point of view. And Rivera, who has opposed Chairman Mark Fowler’s deregulatory policy moves more often and more vigorously than the other commissioners, said that, “except for maybe 5% of the time,” the commission has acted responsibly in its approach to deregulation.

Rivera, who has taken the lead on the commission in equal employment opportunity matters, also rejected charges Summers said originated on Capitol Hill that the commission is not enforcing its EEO rules. “We are enforcing EEO, as best I can tell,” he said. He noted that the commission has tightened up some of its EEO rules govern-

ing cable television and recently has cracked down on two broadcast stations and on a major cable MSO for violating the rules. “The criticism [of the commission on EEO matters],” he said, “is not justified.” And Dawson said the commission will continue “strong enforcement” of EEO, despite the general deregulatory thrust of its policies. “That’s critical.”

The commission has been operating with only five members for almost a year, down from the seven it operated with since the Communications Act of 1934 was enacted. How has it functioned?

Rivera said the individual commissioners have greater influence than previously; the chairman is more accessible to the members, and there is more interaction among them, all of which helps the commissioners to reach a consensus. That was the good news. The bad news, in Rivera’s view, is that the commission lacks the same degree of diversity of opinion; the two additional people provided “two more thoughts for the mix.” So “the public interest suffers.” □

An exhibit floor second to none

A wide range of new products—from half-inch VTR’s to a battle for the AM stereo standard—gave engineers plenty to see and hear in Las Vegas

By a journalist’s standards, the equipment exhibition of the National Association of Broadcasters convention last week was rather dull. The manufacturers that had a hot new piece of hardware or two had publicized them well in advance of the convention, perhaps to insure that their announcement didn’t get lost in the deluge of product literature and press releases that swamp the convention’s press room.

But the exhibition is not intended for journalists. It’s for the exhibitors and their customers and, by their standards, the show was as exciting as any in recent memory. First of all, the show was bigger than ever. The booths of the more than 650 exhibitors covered more than 300,000 square feet of the Las Vegas convention center. And second and more important, according to many of the larger exhibitors, the thousands of broadcast and production engineers who explored the floor and often lined up four or five deep before many of the displays, were in a buying mood.

In virtually every major product line of radio and television hardware, there was new equipment on display for the conventional delegates to hear, to see and to buy.

RCA made a play to recapture a large share of the ENG camera market with its novel CCD-1 solid-state camera, which employs light-sensitive silicon chips instead of tubes. The camera, which sells for \$37,000, has some real advantages over tube cameras, primarily its freedom from lag and burn-in and dynamic resolution. The camera, which was demonstrated side-by-side with a Sony Betacam recording camera, drew large crowds to the RCA booth, but coming away from the booth, some grumbled about the camera’s bulk and relatively low resolution.

The next generation of RCA’s CCD tech-

Cranking it up. There’s no doubt about it in James McKinney’s mind. “Television commercials are loud,” the chief of the FCC’s Mass Media Bureau told the broadcast engineers assembled for their annual luncheon at the NAB convention. “They are deliberately loud. Madison Avenue, the networks and the local stations spend lots of money every year trying to make even the quietest commercial loud. So, the secret is out—the emperor has no clothes, the public was right all along.”

So what is McKinney going to do about it? Not much. He said the FCC intends to educate the public about the practice, and suggested that broadcaster would begin turning down the commercial so as not to lose viewership to commercial-free pay television. “Remember that the same folks you can hook with programming they want to see and hear can be lost during the commercial crunches every 15 or 30 minutes,” he said. “So what have you gained and, more important, what have your advertisers gained?”

McKinney promised that he would work to eliminate technical regulations that are obsolete and those that may be “hindering the growth and quality” of broadcasting. He cited the annual audio-proof requirement. It has “simply outlived [its] usefulness,” he said. At television stations, rules limiting excessive vertical and horizontal blanking “no longer seems relevant,” he said. “In these days of computer-aided video processing where pictures are magically glued to cubes which than drift off into space like a long-lost astronaut, who cares if you choose to paint a border around your picture,” he said. “Cable programmers do it all the time. Half of MTV’s British tapes come with ‘too much’ vertical blanking and no one seems to complain.”

nology was on display in its suite at the Riviera hotel. It was a prototype of a EFP CCD camera with higher resolution and a shuttered lens that in combination with the CCD's high-dynamic resolution can stop action at 1/500 of a second. According to RCA's Tom Gurley, who conducted the dem-

onstration, the enhancements are achieved by a new configuration of the chips and an news optics system developed by Angenieux.

Hitachi showed for the first time its new HR-230 videotape recorder and, in so doing, joined the battle with Sony and Ampex for

the top-of-the-line VTR market. The HR-230 with built-in time base corrector was selling for around \$80,000. Ampex's ally in the VTR battle is RCA, which was selling an Ampex recorder with its label on them. The digital future of videotape recording was demonstrated in a Sony suite at the Tropicana hotel. It was a digital videocassette recorder based on a new 19 mm (about three-quarter-inch) tape format that has been adopted as the standard in Europe. The machine was demonstrated with 10-minute and 32-minute cassettes.

MERPS was the new set of initials on the exhibit floor. It stands for multiple event record/playback system, which is essentially a computer-controlled video jukebox. The devices are, generally speaking, intended for automatic on-air playback of news, commercials and full-length programs. Among the more sophisticated MERPS were the Sony Betacart BVC-10, the Panasonic MVP-100 and the Asaca/Shibasoku ACL-3000. Sony's Betacart was designed with user specifications supplied by CBS in mind and, according to Sony, the network has ordered one of the \$200,000 machines for news playback.

At the show, Sony seemed to be making progress in establishing its Beta-format as the industry's half-inch ENG tape standard, but, by the time it finally does, a large part of its market may have moved on to a standardized quarter-inch format. Hitachi and Bosch-Fernseh, which showed incompatible quarter-inch formats at last year's NAB, announced at this year's show that they had agreed on a common quarter-inch standard through a working group of the Society of Motion Picture and Television Engineers. And some broadcasters seem to prefer a standardized quarter-inch format to the non-standardized half-inch formats. At least one other major manufacturer expects to be in the quarter-inch market—Philips. It showed the LDK 54, a recording camera, comprising a camera with two-thirds-inch Plumbicon tubes and a quarter-inch recorder.

Manufacturers of video editing systems have focused on two basic improvements in their 1984 product lines—ease of operation and faster operation. Three editing system manufacturers appeared to attract a lot of attention at this year's show—CMX, an acknowledged leader in the field; Montage Computer Corp., a Concord, Mass.-based company, which offers the Montage editing system, and a joint venture between Lucasfilms and Convergence Corp., which showed its Editdroid system.

Philip B. Arenson, president of CMX, said that 1984, as evidence by the system's introduced by the three companies, represents a turning point in video editing. Exploiting advancement in computers and laser disks, he said, "we are moving away from number crunching and allowing the editor to deal with the art of combining pictures." The computer and disks, explained Arenson, have advanced in terms of capacity and cost-efficiency.

The new Lucasfilms/Covergence system was developed through the prototype stage by Lucasfilms. The production company began designing the system in 1980 initially with the film editor in mind and brought



Survivors. Three program directors of AM radio stations that broadcast variations of the "oldies" format told an NAB clinic how they were meeting the competition from FM. In each case, the format filled an unserved niche, the panelists said. Bill Steding (at left, standing) said KAAM Dallas (formerly WRR) introduced the oldies format in the spring of 1982 when the station was without enough audience to be included in the Arbitron books. By the end of 1983 it had achieved a 1.7 share in average quarter hours for the 12-plus audience, and the figure is still rising. AM stations must be infused with "creativity and enthusiasm" to prosper, Steding said.

Roger Dodson (second from right) of KQAM Wichita, Kan., sees a rejuvenation of AM. "We had become pallbearers for a medium that had done well for us," he said. A revitalized KQAM has turned in billings that rose from \$3,000 in August 1981 to \$63,000 in August 1982 to \$101,000 last August, he said.

Larry Shaw (r) of KGEN, a 1 kw daytimer in Tulare, Calif., programs Al Ham's "Music of Your Life" format. The station has formed a "Music of Your Life Club" and circulates a monthly newsletter to 5,000 members. The club not only promotes the station but also provides demographics of its audience since members must identify themselves when they join.

Moderator of the panel was Jim Long of Jim Long & Associates, Dallas (second from left).

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Convergence in on the project to manufacture and market the finished product. Like the new CMX and Montage systems, Editdroid has eliminated time code edit lists in favor of images.

Montage President Ronald Barker describes his editing system as a "picture processor." It's similar to a word processor, he said, but it manipulates video images instead of words. Eliminating the time code function, said Barker, is a big plus for the editor. "The picture should be the label," he said, "not the number."

Video Gets Graphic, Digitally

It was clear from a tour of the exhibits displaying videographics, digital video effects (DVE) systems and character generators, that the three products are closely linked. Few systems do all three, but some perform two.

The range of sophistication and price of such systems is wide. MCI/Quantel is a high-end supplier of graphics creation and DVE systems. Its Paint Box videographics system is priced at \$105,000 and its Mirage DVE unit goes for \$350,000. Thomson-CSF and Aurora offer Graphics system priced competitively with MCI/Quantel in the \$100,000 range. On the low end of the price scale, the Irvine Calif.-based Chartpak Co., offers an \$8,000 graphics systems, designed to create images on an IBM personal computer. Falling into the mid-price range are the Ampex AVA-3 (\$73,500) and 3M's system (\$32,000). Although there were not breakthrough announcements this year, manufacturers and distributors of weathergraphics and newsroom computers systems were well represented on the NAB exhibit floor this year. In both areas, competition has increased and prices have fallen for entry-level users. More television stations are accepting sophisticated graphics system as a necessity and not a frill, while newsroom computer configurations have moved out of the novelty stage and more stations—both radio and television—appear willing to make the financial commitment necessary to install such systems.

Beston/McInnis-Skinner introduced Data Graphics, a direct broadcast graphics system for weather, maps, charts and graphs. The PMT-100 high-resolution weathergraphics system, which includes Dopplar radar displays, was shown by Environmental Satellite Data. In its own booth for the first time this year, Vectrix introduced a low-cost weathergraphics system that runs on the IBM personal computer. Kavouras displayed several new high-resolution graphics systems and a satellite-delivered, high-speed weather data system. And Alden Electronics introduced its C-2000 series systems.

More than three dozen computer programs have been specifically designed for broadcasters and an increasing number of these include newsroom packages. At this year's show, new products included Basys's Personal Assistant, a scaled-down version of the company's News Fury and Clip Fury; Electronic News Processing package and a NewsFile archiving system from Jefferson-Pilot Data Systems, and new newsroom and

election reporting systems from Telesource Communications.

For Radio—AM Stereo and Ambient Sound

On the radio side of the convention floor, several companies positioned themselves to cash in on AM stereo should Motorola win the standards fight and there is ample evidence that it will. TFT, Delta Electronics and Broadcast Electronics all showed exciters for generating the Motorola's C-Quam stereo signal. Of the three new units, only Delta's has been type accepted by the FCC. All three

companies demonstrated their units using audio processing gear from CRL. "We recommend the Motorola AM stereo system," said Bob Richards, CRL's sales manager, "but our equipment works with all stereo excitors."

Among the more interesting products on the floor was Audio Design/Calrec's "ambisonic" processor. The processor creates a "surround-sound" effect, said AD/C's Nigel Branwell, when the a special decoder is hooked up to the receiver. Noncommercial KWMU-FM St. Louis plans to test the system beginning May 12. □

Orban's frequency research shows Sony on top

But premiere AM stereo receivers still fall behind their FM counterparts in quality

Even the best AM stereo receivers are not "wideband" by FM standards, according to research conducted by Robert Orban, president of Orban Associates. During a radio engineering seminar prior to the NAB convention, Orban presented results of a frequency response analysis he conducted of the Sony, Sansui and Delco AM stereo receivers now on the market.

Orban said that the Sony receiver showed the best wideband frequency response, although its drop-off in the higher range was much more severe than comparable FM stereo radios. The Sansui receiver followed, showing 20 db gain reduction at 9 khz. with the Delco auto radio's response down 5 db at 6 khz, falling off quickly thereafter. Orban compared the Delco receiver's fidelity to that of "a 78 rpm record."

All of the AM stereo receivers could benefit from a standardized pre-emphasis curve, said Orban, who has proposed AM stereo transmissions include such a modifi-

cation to flatten the frequency response of receivers. He said the change would not result in adjacent channel distortion on the AM band.

Commenting on the need for overall improvements in AM and FM audio signal quality, Orban said "distortion, noise and grunge" will merely be emphasized in the processing chain unless other components are maintained properly, such as turntables, pick-ups, tape heads and transmission systems. As for processors themselves, Orban predicted that such devices were about to reach psychoacoustical limits, with further modification yielding negligible listenability results. While processors have improved markedly in the last three to five years, Orban feels the biggest shift has been toward multiband processing.

"The single-band processor is probably obsolete," he declared. In adjusting processors, said Orban, the most important thing is to listen to a variety of program material on many different radios to closely simulate actual transmission conditions.

In a separate paper, Charles Bates, new product research supervisor for International Tapetronics Corp., explained in detail how



Searching for a solution. The quest for the best AM stereo receiver was reviewed by (l-r) Richard Jamieson, Jamieson & Associates; William Sacks, Straight Wire Audio; John Pizzi, National Public Radio; John Cheney, Comrex Corp., and Mark Durenberger, KSTP(AM) Minneapolis.

test and monitoring equipment can be weighted to more closely resemble the manner in which the human ear perceives sound, particularly at the low and high ends of the spectrum.

In practice, said Bates, engineers also need to keep in mind different testing procedures used by equipment manufacturers in developing specifications for new equipment. Measurements may be affected by variations in reference levels and outside noise sources inherent in the equipment itself. In the current era, added Bates, it is important to apply separate measurement approaches to digital versus analog equipment. The two technologies generate different types of noise within the devices themselves, he pointed out, and human tolerance to those different noise products also varies.

James C. Guthrie, director of Sony's audio products division, urged engineers to continue to integrate digital disk audio playback and recording technology into radio broadcasting. Guthrie said the recording industry's embrace of digital technology demonstrates its viability.

Among digital's advantages, he said, are fidelity, long-term reliability and mass storage capacity. Guthrie cautioned against side-by-side comparisons of compact disks and phonograph records because different equalization is often mixed in separate pressings of the two disks.

Acknowledging that digital has "tremen-

dous possibilities," Straight Wire Audio President William Sacks urged broadcasters not to abandon "the subtle nuances" he said are available only through analog recording. Important differences, such as the number of bits and sampling rate between digital and analog, must be considered in comparing the two systems, he said. Sacks claimed it is more appropriate to compare digital disk to direct-to-disk recordings than to black vinyl pressings.

During an earlier session, Comrex Corp. President John Cheney demonstrated advances in range-extending devices that enable radio stations to effectively broaden the frequency range available through dial-up from lines from 300-3500 hz to an effective dynamic range of 50-5000 hz. This technology, which involves the shifting of audio channels into lower and upper bands, can be used effectively in talk and news programming, Cheney emphasized.

Skip Pizzi, a staff engineer with National Public Radio, reported on advances in stereo radio production techniques and stressed the need to improve stereo broadcasting to compete with digital disk audio, video storage devices (such as VCR's and videodisks) and stereo television. Pizzi said there are limits to the application of stereo in talk programming—although it might even be applied to interviews and sports broadcasts—but contended an increasingly sophisticated audience will appreciate stereo production of

concerts and other performance programs. Microphone placement is critical in any such recordings, Pizzi said, but proper handling can add important realism to FM stereo transmissions. □

Economics may slow growth of stereo TV

Technology may be there, NAB session is told, but financial incentives are yet to come

Widespread multichannel television sound may be coming, but not in a hurry.

Hundreds of television broadcasters went to the NAB convention with questions about how to broadcast MTS—stereophonic sound and/or a discrete audio service (such as a foreign language soundtrack)—but the questions had little urgency to them.

Without an economic incentive and with a substantial economic disincentive in many cases, broadcasters are apparently not about to rush into MTS.

At two technical sessions devoted to MTS and on the exhibit floor, there was plenty of talk about how to produce and transmit it, but relatively little talk about anybody actually doing either.

ABC-TV was the only network to announce definite plans for broadcasting MTS—and they were extremely limited in scope. ABC-TV's Kevin Dauphinee said the network would produce Spanish-language soundtracks for broadcast by stations in markets with large Hispanic populations starting in 1985.

James Gibbings, of NBC-TV, said the network is gearing up for stereo production, but that the timetable for the introduction of stereo programming has yet to be set.

What seems to be putting the damper on the enthusiasm of many broadcasters is the cost involved in making a studio and/or a transmitter MTS-ready. According to various broadcast equipment manufacturers on the exhibit floor of the convention, the cost can range from several thousand dollars to several hundred thousand dollars.

An example of just how much it can cost to get a station's transmission system ready for MTS is KSL-TV Salt Lake City, one station that has decided to gear up for MTS as soon as possible. Chief engineer Cloyde W. Anderton said the Bonneville station will spend more than \$100,000 for the conversion to MTS, not including \$70,000 for a new studio-to-transmitter link that was purchased, in part, in anticipation of the move to MTS. If the station's RCA transmitter proves ill-suited for MTS, he said, it too will have to be replaced for around \$300,000.

At a minimum, said Bob Weirather of Harris, stations wanting to broadcast MTS will need an MTS generator and probably a new visual exciter, since most existing visual exciters will interfere with the MTS signals. Prices being quoted for MTS generators ranged from around \$3,000 by McMartin to \$13,000 (\$5,000 down) by Modulation Sci-



The art of radio research. "The behavior you want to influence in a television advertising campaign is 'unaided' recall," said Philadelphia-based consultant Ted Bolton at a radio management panel on in-house research. Bolton said television spots need to clearly display the call letters, provide a benefit, have emotional appeal, be interesting and define the format, and the visual portion must be supported by the audio. Ric Gorman, general sales manager, WEAN(AM)-WPJH(FM) Providence, R.I., told the audience that when his stations conduct call-out music research, sales-oriented questions are included. For example, said Gorman, listeners are asked where they shop for food and clothes and why. "This first-hand local market research has proved to be exceptional as effective support material for the sales team."

Terry Danner, director of marketing and research, WHN(AM) New York, discussed various methods of research including auditorium music testing. Danner said she usually conducts these tests twice a year—around the fall and spring Arbitron reports. About 300 songs are tested during each session along with TV commercials, billboards and T-shirts. The participants are paid \$20 each, she said. Her advice on when to air a new record: If there are competitors in town, let them air it first. If you're the only station programming the format in the market, she recommended airing it for four weeks, then testing its impact.

Pictured at the panel session are (l-r): Danner; moderator Ellen Hulleberg, executive vice president of marketing and communications, McGavren-Guild Radio; Gorman, and consultant Bolton.

ences. Weirather said a new visual exciter from Harris would cost around \$26,000.

A lot of things have to fall into place before MTS becomes a reality, said James Hurley, vice president, engineering, WTAE division of the Hearst Corp. "The studio and transmitter have to be made stereo compatible, the receivers have to be put on the market and the programing has to be made available," he said. "It's a multifaceted problem, and you have to solve it."

Hurley said the Hearst stations will not begin to "seriously consider" the switch to MTS for at least a year. He conceded, however, that if competitors move rapidly into stereo, the Hearst stations may have to follow. Competition, he said, "is one of the things that will control how quickly [MTS] will come."

Introduction of MTS service will be "spotty," said Tom Keller, NAB senior vice president, science and technology, who is a strong proponent of the technology. "But it is happening." He predicted an "initial surge" followed by a "leveling out and growth at a reasonably constant rate."

The one certainty in MTS is the proliferation of MTS reception equipment. Most of the major receiver manufacturers are preparing to make and market MTS decoders in set-top adapters and/or television sets with MTS decoders built into them. MTS will "revitalize the marketing of television receivers," said Lee Hoke Jr., NAP Consumer Electronics, in a paper delivered at one of the technical sessions. "Sets now in the home will begin to become obsolete in function, thereby leading to a replacement of a complete generation of home equipment in a much shorter time than the normal wear-out. . . . The rush to bring products to market is on and the timing is critical."

NBC-TV's commitment to stereo television seems real enough. The network has been producing *The Tonight Show* in stereo since October 1982 and is in the process of installing a state-of-the-art stereo audio console in its Burbank studios to facilitate future

stereo productions.

What's more, it has been broadcasting stereo sound over its WNBC-TV under an experimental license since April 15. One of the reasons for the over-the-air tests is to find out whether the MTS signals are compatible with the station's conventional visual and aural signals. So far, said NBC's Don Kusson, they seem to be. The station has yet to receive a complaint from its viewers, he said.

Gibbings also noted that NBC has set up an MTS listening room in New York to enable the network technicians to experiment with different sound formats and to demonstrate the potential of MTS to management, producers and advertising agencies.

According to Dauphinee, broadcasting a foreign-language soundtrack to complement the English soundtrack is the only sure way for some broadcasters to recoup "in the near term" their investments in MTS.

By broadcasting a complementary Spanish-language soundtrack, Dauphinee said, ABC can extend its reach into the Hispanic market and increase its advertising.

The Hispanic population in the U.S. is large and getting larger, he said—it now stands at 24 million and is expected to grow to around 30 million by the end of the decade. And Hispanics will be a relatively easy group to reach, he said, since 86% live in 30 cities and 60% live in just six cities—New York, Los Angeles, Chicago, San Antonio, San Francisco and Miami. (New York, Los Angeles and Chicago are served by ABC owned and operated stations.)

But the real prize is advertising dollars. Dauphinee said that advertisers are now spending nearly \$224 million each year on Spanish-language advertisements—nearly \$100 million of that in television.

The programing will appear gradually, he said. "NBC or in-house production and feature movies will be first," he said. "These will be followed closely by packaged sitcoms and then series shows produced in motion picture format." □

ENG miniaturization: cautious optimism

Three-quarter-inch equipment will eventually give way to half-inch and/or quarter-inch; broadcasters on panel indicate they will evolve into small formats

Although three-quarter-inch ENG technology is currently being used by almost every television station in the country, one engineer last week called the technology "a living dinosaur." Judging by the discussion during which that statement was made, it's not a matter of whether it will become a thing of the past, but when, and whether it will be half-inch or quarter-inch that will evolve in its place.

Panelists debating ENG technology last week agreed the reasons are compelling for believing the new recording cameras are the wave of the future: they are smaller, lighter, more reliable and, at least in the case of half-inch, produce a better picture.

Half-inch recording cameras are already available from Matsushita/RCA (M-format) and Sony (Beta format), and were on display during the NAB convention, as were prototype quarter-inch systems, made by Hitachi and Bosch-Fernseh. But the recording cameras have not taken off in the marketplace as their manufacturers had hoped.

As moderator Julian Barnathan, president of ABC Broadcast Operations and Engineering, noted, ABC and other broadcasters have made "tremendous investments" in three-quarter-inch. But the switch to a smaller format "doesn't have to be catastrophic. . . . We should evolve into it."

Harry Owen, director of engineering, Evening News Association, agreed. "It's going to be a replacement business for us," as equipment wears out.

When asked by Barnathan to name the single most important feature of the new systems, the panelists had different favorites. William Connolly, president and chief executive officer of Sony Broadcast Products, named weight. According to his calculations, the recording camera means a reduction of 50 pounds: the camera and recorder, lens, battery pack add up to 50 pounds.

On the other hand, said John Premack, chief photographer, WCVB-TV Needham (Boston), Mass., the recording camera may weigh less than the three-quarter-inch system, which is two separate pieces, carried by two people, but it is a heavier piece of equipment for a single person to carry. He expressed concern for the physical hardship on cameramen, many of whom already experience back problems from carrying heavy gear. But he said he looked forward to that weight getting down to "20 pounds or so" as they are refined by the manufacturers.

Premack said he felt the most important thing about the small-format was the improved video quality. "It's a better tape recorder." Owen seconded that. "We've taken the U-matic [three-quarter-inch] as far as we can in quality of image. We have to address going to new recording systems to take our



Stereo television. The effects of the FCC's decision on multichannel television sound was discussed by moderator Don Musson, NBC; James Gibbings, NBC; Mark Shubin, Scharff Communications; Douglas Dickey, Solid State Logic Corp.; Kevin Dauphinee, ABC; Cary Wight, Public Broadcasting Service; Thomas Keller, NAB; Ralph Heller, FCC, and Janice Hill, NTIA.

quality one more step in improvement."

(Of the two small formats, Premack indicated his station may leapfrog half-inch. "I think we will end up waiting for quarter-inch.")

Barnathan cited reliability. Because it is one unit, there are no connectors, which frequently cause problems, between the camera and recorder. "Connectors are the biggest Achilles' heel we have."

But still another feature, Premack pointed out, is "the ability to record, play back and edit several generations of much better pictures." Owen liked that idea. "We'd like to be able to air third or fourth generation tape shot under marginal conditions" and not be ashamed of its quality.

RCA's CCD-1 charged coupled device camera, which may serve as the camera portion of future half-inch and quarter-inch recording cameras, was also discussed. In this camera, which generated a lot of attention on the exhibit floor, light-sensitive silicon chips are used instead of the tubes. The camera is more reliable and requires less battery power. Also, there is no burn-in or comet tailing, and moving objects can be captured without smearing.

But despite these qualities, some on the panel seemed to be eyeing the camera, which will be available early next year, with caution. "I wouldn't be jumping to get a CCD camera because I don't think they can equal the current three-tube camera in low-

light performance," said Premack. It's true, he said, you may get better quality from a CCD in some areas, but at a much greater expense—\$37,500.

Martin Umansky, chairman of Kakeland Stations, licensee of KAKE-TV Wichita, Kan., cautioned buying equipment just because it's "new and different." He said new equipment such as the CCD may still be improved and that there are not enough competitors in the market to bring the price down. Umansky recommended patience.

But Owen said not to wait. "You can't wait to gather your news. . . . When the bugs are worked out, we will adapt to it. Take advantage of the technology when it's ready."

A discussion of small-format recording cameras inevitably gravitates toward another major obstacle to its adoption by the industry: the absence of a standard. Networks and TV stations would like to be able to interchange equipment and cassettes with one another in the field, a scenario that is made impossible by the existence of two formats in both half-inch and quarter-inch. But there is hope. Hitachi and Bosch-Fernseh, working through a Society of Motion Picture and Television Engineers committee, have made a tentative agreement on a standard.

But in half-inch, a standard has so far eluded the industry. Connolly's assessment: "The only hope, unfortunately, is for a marketplace decision, a de facto standard." □

Teletext takes its first steps

Panel sees growing pains, but bright future, for infant service; CBS, NBC, sign first paid national advertiser

In answer to the question, "Does teletext have a future?" panelists in a Tuesday morning NAB management session unanimously agreed that it does, but just when the new technology will move from the realm of novelty to that of profitability remained less certain.

The three broadcasters on the panel predicted that teletext would be available to about 10% to 15% of all broadcast television viewers by 1990, with break-even for network-delivered teletext services expected by 1987. An advertising agency representative was more conservative, predicting penetration of just one or two percent by the end of the decade, and profitability some time after that.

Although neither would disclose rate card information or place a dollar figure on their revenue estimates, NBC Teletext Services General Manager Barbara Watson and CBS Extravision Services Vice President Albert Crane both said their network-operated teletext magazines would be making a major push for affiliate participation later this year. Both CBS and NBC signed their first paid national teletext advertiser at the NAB convention as Sony Corp. placed a three-page ad featuring new Sony products available on the exhibit floor. Crane predicted CBS would "sell out" its advertising inventory by July 1.

"There is a great future for teletext if we can only get through the present," quipped Gary Arlen, president of Arlen Communications, a consulting firm specializing in teletext inventory and videotex.

"The one overriding requirement that is necessary to get teletext off and rolling is consumer awareness," declared NBC's Watson, noting the network's public expositions of teletext at the New Orleans World's Fair and the summer Olympics later this year. She said another important step would be to guarantee the manufacture of teletext decoders in new television sets.

While agreeing that public awareness is an essential requirement for the medium's advancement, Frank Simonelli, director of Young & Rubicam's new media task force, said more research is also needed to make teletext attractive to the advertising community. Metering of sets to evaluate teletext service usage will be needed by agencies to evaluate viewing habits, he said.

Crane predicted the teletext business would "break open" when new semiconductor chips are manufactured in sufficient quantity to bring the cost of teletext decoders down to the range of \$50 to \$150.

Terry Connolly, vice president of news for Taft Broadcasting, urged individual broadcast stations to move aggressively into teletext, suggesting that manufacturers would follow their lead. Taft, in a joint venture with

WIVB-TV plans teletext launch

Buffalo station will use NABTS system beginning July 1; it's still looking for home decoder supplier

CBS affiliate WIVB-TV Buffalo, N.Y., announced at last week's NAB convention that it would launch a local teletext service (complimenting CBS's Extravision network teletext service) on July 1.

The transmission equipment will be supplied by the Canadian Norpak Corp., a major supplier of teletext transmission equipment using the North American Broadcast Teletext Standard (NABTS).

However, WIVB-TV has yet to make a deal with a decoder manufacturer to supply the Buffalo market with the necessary units to receive the service. So far, only two subsidiaries of the Japan-based Matsushita Corp.—Panasonic and Quasar—have decoders on the market, although Sony has a NABTS unit that it may make available in time for the WIVB-TV rollout. Proponents of the NABTS system acknowledge that the price of the necessary receive equipment now on the market—\$300 for the decoder which requires a \$1,200-receive set with component red, green and blue color inputs—will depress the initial consumer market.

Albert Crane, president of CBS's Extravision, believes teletext will catch on as a mass consumer market only when manufacturers begin marketing TV sets with built-in teletext reception capability. Norpak President

James Carruthers says his company has developed the necessary circuitry for sets with that built-in capability, and he hopes to license the technology to manufacturers for use in their 1985 lines. Manufacturers, on the other hand, have to decide whether they want to assume the marketing effort of teletext-ready sets next year. Sets with the built-in Norpak teletext circuitry would add between \$100 and \$200 to the cost of the set, said Carruthers.

Leslie Arries, president of WIVB-TV, said that the local service will initially consist of 20 pages of standard teletext fare, such as news, sports and weather information, and other services, such as airline schedule information. Arries said that a local computer graphics company, Macrotel Inc., would create the pages for the local text service. Arries said that the station would place receive units in about 10 public places, such as shopping malls, to promote Extravision and the station's complementary local service. The immediacy of teletext-provided information will be demonstrated during the upcoming summer Olympic games in Los Angeles, he said, as Extravision intends to update results constantly.

WIVB-TV becomes the second CBS affiliate to announce the start of a local teletext service to complement the network's. On April 4, WBTW(TV) Charlotte, N.C., a Jefferson Pilot station, launched a service. It's expected that one or more additional local services will be announced during or before the annual CBS affiliates meeting, May 13-16, at Century City in Los Angeles. □

Zenith, has been offering an in-house teletext magazine over its WKRC-TV Cincinnati. Connelly told broadcasters: "Don't sit and wait for us to agree [on a single teletext] standard," a reference to the ongoing debate about which technology is preferable. Taft has adopted the World Teletext Standard, which is not compatible with the North American Standard used by NBC and CBS.

A concern of perhaps even more far-reaching consequence was raised by an unidentified station manager who spoke up during the session and pointed out that the FCC has not required cable operators to include the teletext portion of the broadcast television signal in its must-carry requirements.

"It's time for everybody to get on the bandwagon" and pressure the FCC, the broadcaster said. "If cable doesn't carry it, there is no teletext service." He argued that few stations would be inclined to invest in a technology that would be stripped away by cable systems in each of the homes they passed. Although the official comment-filing period is over, the FCC is not expected to take action on consideration of adding teletext to must-carry rules for at least the next month or two. One insider said the commission is leaning against requiring that teletext and other vertical blanking interval services be carried on cable.

Simonelli, who manages the teletext division of his agency, said advertisers are most attracted to the service's ability to respond almost immediately to changes in marketing strategies and addressability toward specific types of consumers. Direct marketing of products and services of a perishable or rapidly changing nature could be accomplished easily, he pointed out. Simonelli also expressed keen interest in the potential for downloading of coupons through small, teletext-activated, computer-based printers built into television sets of the future.

"Downloading of coupons is definitely exciting," Simonelli said, allowing merchandisers to make special appeals to teletext viewers. Others might include downloading of computer games and paging systems.

For the near term, Simonelli feels that teletext will remain a curiosity and a research tool for advertisers. He said that the dozen clients NBC has lined up for national teletext advertising are approaching their involvement with little expectation of consumer response due to the tiny number of decoders now in use.

Both CBS and NBC are offering a 50:50 revenue split with affiliates who transmit their national teletext magazines. CBS is planning to offer one magazine—Extravision—while NBC says it will roll out separate magazines for different types of users.

Simonelli also predicted a stronger interest on the part of local rather than national advertisers in teletext, mostly because the ability to make rapid changes in the advertisements makes them useful to sponsors with something to move quickly. One example cited was sales of unsold seats on airline flights leaving the same day. Another common suggestion is classified advertising.

"In the top 50 markets, I would guess you'd like to do it yourself," advised Connelly. He estimated that WKRC-TV spent about \$150,000 for teletext transmission equipment and another \$150,000 per year for related salaries when it began its service two and a half years ago. Connelly said start-up would cost less now, and predicted a station similar to WKRC-TV could expect to earn \$150,000 to \$200,000 a year in profits when the teletext industry matures. However, he said that is only one benefit of such an operation.

"Teletext can really help a station improve its image and increase local news viewing," Connelly maintained. "We use it to cross-promote our programing, particularly for news programs." He said in-house studies at WKRC-TV have shown that most teletext users watch an average of 10 to 15 pages a day, for a total of about 15 minutes. While the content varies according to demographic characteristics, news, sports, and weather pages are frequently read, which makes cross-promotion with news a logical move.

Both Watson and Crane said they intend to do heavy cross-penetration with network programing on their respective teletext magazines, and Simonelli agreed this was an approach that would be attractive to advertisers.

Simonelli also advised those interested in teletext to avoid the temptation of comparing it with videotex, which is generally delivered by cable with a telephone-based interactive capability. He said usage habits and content on videotex was significantly different from teletext, with the latter being more of a "mass medium" appealing to the general international needs of the audience.

There was complete agreement by panelists that broadcasters ought not to enter into long-term leases of the vertical blanking interval capacity, since development of the

technology is still in its infancy. In addition to teletext, data transmission, paging and other services could prove to be moneymakers for stations.

There was a general debate at the end of the session about cost and graphics differentials among the various teletext transmission systems, with proponents on all sides arguing that large-scale production of decoders would bring the cost of the devices within realistic limits for consumer use. Connelly predicted that the Taft system (World Standard) will have \$50 decoders available to it by January of next year. Crane estimated North American Standard decoders would be only slightly more costly than that within the next year or two. □

How to get AM daytimers into new FM fray

FCC's Hassinger says commission may give daytimers break in assignments for new FM allocations; Johnson reviews border negotiations

A "major issue" confronting the FCC is how to process the several thousand applications it expects to receive for new FM allocations in 684 communities under the commission's Docket 80-90 proposed rulemaking. That assessment was made during a Monday morning panel session by FCC engineering

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Simonelli, Watson, Arlen, Crane and Connelly

systems director William Hassinger, who disclosed his office is actively considering giving AM daytime-only station owners a preference in processing of such applications, or eliminating the "diversity demerit" that would accompany their requests for the new FM stations under current rules.

"We are seeking comments on what would be a rational scheme for handling [the new applications]," Hassinger said, inviting interested parties to submit comments to the FCC in the current proceeding before the May 14 deadline.

At a separate session on Tuesday morning, Larry Eads, chief of the FCC's audio services division, reminded broadcasters that the May 14 deadline also covers counterproposals for possible new FM allotments under the Docket 80-90 proceeding. He said from 1,000 to 3,000 new allocations are expected to result from combined research by the FCC and interested parties. While no final decisions have been made, Eads said the commission may go to a lottery system to select from among mutually-exclusive applicants and that processing will probably be on a staggered basis.

In the earlier session, Hassinger defended the FCC's decision to add the new stations, citing agency surveys indicating only 20% of existing Class A FM stations were using the maximum facilities allocated to them. He also said that many Class B and Class A stations were operating below authorized power and antenna height. We said such stations have until May 1, 1987, to upgrade their facilities or risk being downgraded in classifications. The intent of the rulemaking, he said is "to expand the public's choices."

Eads estimated that the final reply comment window will close next January, with the first FM construction permits to be issued soon thereafter. Asked about restrictions on the number of applications a single party would be allowed to submit, Eads said the commission would return excessive applications as long as the multiple ownership rules are in force.

William J. Potts Jr., a partner in the Washington law firm of Haley, Bader & Potts, said he is advising his clients with an interest in the new allocations to express their interest to the FCC by the May 14 deadline. Those allocations that are ignored by prospective applicants, he said, may be deleted from the final table issued by the FCC. "At least you have your ear in the water if you express interest," Potts advised.

Eads said that the commission will be interested primarily in what applicants plan to do with the proposed stations they wish to operate and whether they meet any preference criteria.

In response to a questioner, Eads said that the recently dismissed petition from the Moody Bible Institute for a proposed rulemaking establishing local origination from low power FM translators could be reconsidered at a later time if Moody or another group wishes to resubmit such a proposal. However, Eads explained that the FCC is reluctant to authorize a secondary FM service before the new applications generated under Docket 80-90 are handled and the question of channel 6 interference on the FM



AM-FM news. The effect of docket 80-90, AM daytimers and Cuban interference were among the topics discussed by (l-r): moderator Barry Umansky, NAB; Wallace Johnson, Moffet, Larsen & Johnson; Larry Eads, FCC, and William Potts Jr., Haley, Bader & Potts.

band is resolved. He said the latter issue will probably be dealt with in September or October. In the meantime, Eads said the FCC is not inclined to grant any waivers to existing FM translators to allow for original or satellite-relay programming.

Former Broadcast Bureau Chief Wallace E. Johnson, now a partner in the Washington-based consulting firm of Moffett, Larson & Johnson, reviewed the status of new agreements covering AM broadcasting and predicted that "there will be petitions for reconsideration" filed by unhappy unlimited-time AM stations in response to the FCC decision to allow some regional channel daytimers to operate with up to 100 watts until 6 p.m. after winter sunsets. Johnson said some stations fearing greatly increased interference from stations on or near their previously protected frequencies are considering requesting special authorizations for power increases to cope with the problem. Johnson noted that some regional Class III stations may soon be operating with four separate power authorizations for each broadcast day: pre-sunrise, daytime, post sunset and post-post-sunset.

A separate FCC action, authorizing Class IV stations to increase their current nighttime power four-fold, is on hold pending agreements for companion authorizations in Mexico and Canada. An agreement with Canada was reached last January, and a Mexican agreement could come as soon as this summer, said Johnson, with the power increases going into effect "possibly this fall." An agreement between Mexico and the U.S. allowing greater use of Mexican clear channel frequencies by U.S. stations could also be reached by the end of this year, according to Johnson.

The consulting engineer was less hopeful about negotiations between the U.S. and Cuba that might settle disagreements over Cuba's use of the AM band. "It's basically a political problem," Johnson said. He urged the U.S. to ratify the 1981 Rio Agreement covering use of the AM spectrum in the

Western Hemisphere, predicting that other countries would fall into line and eventually pressure Cuba to modify its practices. Thus far, only Canada and the Netherlands (which has territories in the Caribbean), have approved the treaty.

By 1990, Johnson continued, the U.S. and its neighbors may reach agreement on proposed expansion of the AM band from 525 khz to 1705 khz, although broadcasting may be a secondary service in some parts of the new spectrum.

Answering another questioner, the FCC's Eads reported his office had returned 806 applications from a single applicant who has made mass filings for FM service but said no consideration has yet been given by the FCC to limiting new applications to locally-based entities. □

The money ripple from that TV music licensing win

If decision holds in appeal, NAB session told, it augers more change

If a 1982 court ruling that blanket music licenses for television stations are anticompetitive holds up on appeal, the structure of television music licensing will be fundamentally altered, saving broadcasters millions in copyright fees.

Indeed, since that ruling, under an interim licensing plan that freezes TV music license fees at 1980 levels, it's estimated that television stations have saved more than \$25 million in payments. The All-Industry Television Station Music License Committee, based in New York, says that stations would have paid about \$83 million in 1983 blanket license fees to Broadcast Music Inc. and the American Society of Composers, Authors and Publishers, which administer the blanket licenses. Under the interim structure, set

up by the second district court in New York, which heard the initial challenge to the blanket license by Buffalo Broadcasting (WIVB-TV Buffalo), fees have been frozen at the 1980 level of \$57 million. And in 1984 the freeze on fees will result in a savings of an additional \$37 million, the committee estimates.

The blanket license system applies to local television stations for the rights to broadcast the music in syndicated and local programming, including the music contained in commercials sold in the spot market. As a rule, syndicators acquiring the rights to music for programming they distribute obtain only the so-called synchronization rights, allowing the music to be integrated into programs on videotape. The stations are then left to negotiate with BMI and ASCAP for the performance rights to the music in programs they air, with the two licensing groups acting as agent for the copyright holders.

In the initial court case, Buffalo Broadcasting argued successfully that the system shielded the music copyright holders from competition. The syndicators would bargain for the sync rights, Buffalo argued, but the performance rights would simply be passed along, uncontested and without competition among copyright holders for the syndicated business, in the form of the blanket fee. That fee is based on a percentage of the station's advertising revenues.

The Buffalo case and its effect on TV music licensing were the subject of a workshop at the NAB convention last week. The upshot seemed to be that if the initial decision is upheld (a second circuit appeals court decision is expected any time now—oral argument was held last November), the blanket licenses will be eliminated and stations, or preferably, from the station standpoint, syndicators, will negotiate directly with copyright holders for performance rights.

Meanwhile, Storer Broadcasting is testing another aspect of the interim fee structure, which, if the company prevails, may result in even further reductions in the blanket payments paid by its seven television stations. In the initial ruling, the court said that a station that can document that it obtains a substantial portion of the performance rights for music from copyright holders directly, may have its blanket license fee reduced below the 1980 license fee rates.

Storer currently pays a blanket fee of slightly more than \$1.6 million, based on the 1980 rate. If the court accepts its petition, which has been in the making for six months, Abiah (Bob) Church, vice president, Storer Communications, says the savings may amount to about \$700,000, or 43%, on average, for the company's seven stations.

Most of the documentation centers on Storer's direct licensing of music rights for locally produced programming—news, sports and various public affairs shows. "We had little luck," he said, clearing the rights for music in syndicated shows. After several false starts, each of the stations monitored and logged all of the programming to which Storer acquired the music rights directly in the period of one month and compared it to the programs with music licensed through BMI or ASCAP in the same period. The



Music licensing. What's in store for stations on the music licensing front was reviewed by (l-r) Jack Zwaska and R. Bruce Rich, All-Industry Television Music License Committee; moderator Leslie Arries, WIVB-TV Buffalo, N.Y., and Abiah Church, Storer Communications.

trick, he said, is to eliminate, as much as possible, those programs with music not licensed at the source.

The All-Industry committee is helping stations to keep track of companies with music libraries and custom production packages which have indicated a willingness to license performing rights directly. At the session, a list with about 20 such companies was distributed, which Jack Zwaska, executive director of the committee, said will be updated every two or three months.

Zwaska had a word of caution for stations that carry music video programming. Appar-

ently, he said, many of the record companies distributing such product are asking stations to assume the obligation of acquiring both the performance and the sync rights from groups such as the Screen Actors Guild, American Federation of Radio and Television Artists, American Federation of Musicians or other appropriate groups.

Zwaska, however, urged stations to "hang tough," and demand rights clearances. "You'll get your clearances," he said, "because the record companies want the videos on the air. They'll do it because they want exposure." □

Kastenmeier set to move on copyright bill

But his copyright counterpart on other side of Hill thinks passage will be set back by Senate's other business

Representative Robert Kastenmeier (D-Wis.) said last week that the omnibus copyright bill he introduced two weeks ago (BROADCASTING, April 30) was "designed for action in 1984." He said the House Copyright Subcommittee which he heads would mark up the measure this week.

What about action this year in the Senate if Kastenmeier realizes his hopes? Senator Charles Mathias (R-Md.), chairman of the Senate Copyright Subcommittee, said that chamber might pass a bill that would be "conferenceable," but other pressing business mitigates against copyright action this year. Kastenmeier and Mathias appeared with other lawmakers on the NAB panel last Monday morning.

The Kastenmeier bill contains a collection of copyright repairs that are fiercely controversial. One provision would turn back the rate increase for cable carriage of distant television signals set by the Copyright Royalty Tribunal. Mathias said he took exception to that. "I don't think we should second-

guess the tribunal," he told the broadcasters. "We shouldn't do anything that would appear to repudiate the tribunal's decision."

Kastenmeier said his bill, which also would reduce the CRT commissioners from five to three and impose new guidelines for its adjustments of royalty rates, was intended to get the CRT back in line with the original assignment the Congress gave it: to execute the policy devised by the Congress. When it raised the rate for distant-signal importation to 3.75% of a cable system's gross revenue every six months for each distant signal imported after the FCC dropped its importation rules, the CRT was "trying to make policy," Kastenmeier said. The CRT action was an attempt "to reregulate" cable after the FCC, acting within its legislated authority, had deregulated cable, said Kastenmeier.

The panel responded to questions by the moderator, David Polinger of WPIX-TV New York, chairman of the NAB's Copyright Committee. Polinger, saying the FCC's must-carry rules, which require carriage of local television signals, are in "jeopardy," described their preservation as "the single most important issue" on television broadcasters' minds when they think of Washington. What

are the prospects for codification of the rules in law?

Mathias said some legislators hoped that this would be "one of those problems that goes away." As for himself, said Mathias, he thought that one solution would be to "make this a matter of local option." If franchising authorities were in charge, he said, it would be in their interest and that of the local population to require cable systems to carry local signals.

Representative Carlos J. Moorhead (R-Calif.) thought legislation was desirable but it ought to exclude needless duplication of network signals when two or more affiliates of a given network qualify as local stations. Representative Sam B. Hall Jr. (D-Tex.) agreed with the establishment of local control.

Senator Patrick J. Leahy (D-Vt.) said that residents of his state would not want to be deprived of local television service and would refuse to let cable systems cut it off.

Representative Mike Synar (D-Okla.) said: "I'm probably leaning against must-carry." He cited smaller cable systems with limited capacity. Time, he said, would take care of the problem. He also thought technological developments would enable cable subscribers to retain the capacity to take local signals off the air if they were not carried on the cable. As for must-carry legislation, said Synar, "the votes are not there."

What about syndicated program exclusivity, which the FCC eliminated from its rules in 1981? Polinger asked whether there was any chance for legislation to restore it.

Hall said he thought exclusivity should be restored. To protect the local broadcaster's property right in the programs bought from syndicators.

Synar disagreed. "I don't think broadcasters can show economic harm," said Synar. "If I want to watch *M*A*S*H* eight times a day, I ought to have the right to do that."

Polinger interjected to say that economic harm could be proved in local ratings that decline when syndicated programs are duplicated on distant signals.

In Senator Mathias's view, the FCC "was wrong to do away with syndicated program exclusivity." But Mathias sees less pressure for restoration of the protection since the Copyright Royalty Tribunal raised the distant-signal royalties.

To Senator Leahy, the prospect of legislative restoration of exclusivity is "very small."

Polinger turned to radio, which, except for the noncommercial service, has never received a royalty for carriage or cable. To Moorhead, "some kind of remuneration is in order." None of the panelists disagreed.

The questioning at the close returned to must-carry and the bill introduced two weeks ago by Senator Paul Trible (R-Va.) to codify the FCC's must-carry rules (BROADCASTING, April 30). Like the FCC rules, the Trible bill would provide waivers under extenuating circumstances to let cable systems omit some local signals. Polinger asked: "Doesn't that satisfy you?"

It didn't satisfy Moorhead. "Waivers can be hard to get," he said. Said Mathias: "If you pass a law that permits waivers, it's great for lawyers, but not for anybody else." □



Copyright caper. Congressmen at an NAB panel disagreed on what should be done about copyright laws. L-r: David Polinger, WPix Inc.; Senators Charles McC. Mathias (R-Md.) and Patrick J. Leahy (D-Vt.), and Representatives Carlos J. Moorhead (R-Calif.), Sam B. Hall Jr. (D-Tex.) and Mike Synar (D-Okla.). Robert Kastenmeier (D-Wis.) was not present when the picture was taken, due to a flight delay.

What to do about must-carry news

Congressional panel agreed that codifying the FCC rules would be good idea but agreement couldn't be reached on a timetable

They all agreed the FCC's must-carry rules should be made law, but most agreed there's no rush. Congressmen appearing on a panel devoted to the codification of local cable carriage cited the consumer's right to free local TV service as one of the primary reasons for the existence of the rules, which require cable systems to carry the signals of broadcast stations within a 35-mile radius, stations that are "significantly viewed" and noncommercial educational stations.

One reason for pushing for enactment of the rules into law, according to Wallace Jorgenson, WBTV(TV) Charlotte, N.C., moderator of the session, is that FCC regulations are subject to interpretation and change. Another reason for preserving the rules as law, Jorgenson said, is that pressures will increase in the future to scuttle the rules as cable penetration increases and the cable industry becomes more powerful.

Must-carry rules (broadcasters prefer the term "local carriage," saying "must-carry" has a negative ring) assure viewers free local TV service providing news, weather, local information and dialogue with public officials, said Senator Paul Trible (R-Va.), who introduced legislation (S. 2539) two weeks



Good idea. All seven congressmen on this panel agreed that the FCC's must-carry rules should be law, but there is no rush to see that takes place. From l-r: Representatives Richard C. Shelby (D-Ala.), Thomas A. Luken (D-Ohio); Romano L. Mazzoli (D-Ky); Senator Paul Trible (R-Va.); moderator Wallace Jorgenson (at the podium), WBTV(TV) Charlotte, N.C., and Senators Robert W. Kasten Jr. (R-Wis.), Slade Gorton (R-Wash.), and J. James Exon (D-Neb.).

ago (BROADCASTING, April 30) that would codify the must-carry rules. He said the rules are also important to the broadcasting industry because they would inhibit cable operators from acting as "self-appointed judges" of what viewers watch, and would assure that local stations not be shut out.

Senator J. James Exon (D-Neb.), a member of the Commerce Committee, agreed the consumer is of paramount importance. "Whatever is of interest to the consumer will become the law of the land." The question, he said, is "who is going to control information that goes into the home of the consumer... you can't let the cable people decide."

Senator Slade Gorton (R-Wash.), a co-sponsor of S. 2539, conceded the arguments in favor of must-carry are much stronger than the arguments against it, but he also said "it is not a life or death piece of legislation." Still, Gorton said he understood why broadcasters want to remove that "degree of discretion" on the part of the FCC, but he said he did not believe the Commission was "on the verge of significant amendments to its own must-carry rules."

But Senator Robert W. Kasten Jr. (R-Wis.) said he did believe there was reason to press forward on the passage of the must-carry bill. As more time passes without passage of the Triple bill, "or one like it," the chances become greater that facets of must-carry legislation would have to be renegotiated and trade-offs might have to be made, he said. Another reason to take action, he said, is that cable's "ability to politically move subscribers increases over time."

Representative Thomas Luken (D-Ohio), a member of the Commerce Committee, pointed out that the FCC, in its enforcement of regulations, can be "ephemeral or detached and doesn't necessarily have to follow the regulatory scheme that has been established." But when matters come before Congress, he said, "we establish policy more evenhandedly" than the FCC because it has to take into consideration the "prevailing winds and currents" of public sentiment.

A member of the audience asked the panel if they would advise broadcasters to attempt, at the local level, to have a must-carry provision required for cable franchise renewal. Representative Romano Mazzoli (D-Ky.), a member of the House Judiciary Committee, said he didn't think that was a bad idea because a must-carry bill may not pass this year. "This is a fruitful course of action for the moment."

Representative Richard Shelby (D-Ala.) disagreed. "If you push from a local basis, you'll get piecemeal [legislation] all over the country... I would rather subscribe to Senator Triple's bill that would codify the must-carry rules, not knowing where the FCC is going to be down the road. If you're going to have must carry, it ought to be national."

Mazzoli, however, noted a contradiction in broadcasters' push for must carry. "You'd like to have a codification of must carry and yet in another committee down the hall, you're looking for broadcast dereg. This points out the difficult nature of resolving these issues where you have this contradictory element. That leads me to say that anything you can do on your own is well done." □

Minority preview. More than 30 minority television producers participated in the first-ever Minority Programming Exhibition at the NAB convention last week. The exhibition was sponsored by the NAB, which also provided free space for the exhibitors. "It's a unique step for NAB," said NAB's Dwight Ellis, vice president, minority and special services. Ellis said the exhibit was created to stimulate interest in minority programming. The association, he noted, selected 34 of the leading minority producers. Although traffic on the exhibit floor was moderate, Ellis predicted the idea would catch on. Moreover, he added, that the exhibition has sparked the interest of the National Cable Television Association and NATPE International.

"Programming is the next step," and the real opportunity in the 80's for minorities, said Ellis. He said NAB was likely to repeat the show.

Screening rooms were set up on Monday and Tuesday from 9 to 6 p.m. A variety of comedy, drama, documentaries and public affairs programs were being exhibited. Among the producers present were The Channel Black, Pacific Educational Network, Essence Communications, Wantu Animation, The Dance Theater Network, Quixote Productions, Interamerican Communications, Hispanic Telecommunications Network, La Raza, Rainbow TV Works, Tribune/Central City Productions, Madison International Group, The Darce Theatre of Harlem, Spectrum Entertainment, America's Black Forum, The Black Stage, and Meyer Television Network.

LPTV growing pains

NAB panels focus on backlog, carriage on cable systems, community image, financing and programming

Low-power television must deal with three major inhibitors to its acceptance as a full-fledged member of the broadcasting fraternity, declared Joe Reilly, chairman of the National Institute for Low-Power Television and an LPTV construction permit holder.

He told a Monday afternoon NAB panel session on the LPTV "logjam" that the name, "low-power" has diminished the potential of the new medium in the eyes of many, and has spawned a movement for shifting to "community television" as an industry byword.

A negative impression was also formed in some minds when the FCC concentrated its initial license-granting efforts on rural areas. This led some observers—and media reporters—to conclude that LPTV would never have a large enough base to support major

programming efforts.

A third problem has been the lack of investment capital available to the LPTV industry, a condition that Reilly predicted would begin to change as the number of operating stations increases. The industry needs between 500 and 1,000 on-air LPTV outlets in order to gain momentum that will attract needed suppliers of programming and capital, Reilly suggested.

Barbara Kreisman, director of the FCC's Low-Power Television branch, told Reilly she expects 500 LPTV applications to be granted by the end of this year, stressing "the FCC remains committed to this service."

Kreisman was asked how the new service is categorized: Is it a local or distant signal when picked up by local cable systems? She said the consensus at the FCC appears to be that it is not within the commission's jurisdiction to resolve that point. Kreisman suggested that LPTV operators seek clarification of their status through a rulemaking or legis-



Low-power logjam. The FCC's low-power television application backlog was the topic for this NAB panel with (l-r) Barbara Kreisman, with the FCC's LPTV branch; moderator Richard Hutcheson, American Low Power Television Association; Russell C. Balch, Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun, and John Reilly, National Institute for Low Power Television.

lative action.

Panel moderator Richard Hutcheson, president of American Low-Power Television Associates and a low-power station operator, said the Copyright Royalty Tribunal has issued a formal opinion concluding that LPTV stations are indeed distant signals and therefore cable operators are liable for payment of copyright fees for music broadcast by them. A communications attorney on the panel, Russell C. Balch, said he had received the same response unofficially from the CRT. A number of cable systems have refused to carry LPTV stations in their markets until the matter is clarified. Reilly said the issue has created considerable concern within the LPTV industry, and called for a united effort to determine appropriate action by interested parties.

"I guess you have to go up to the Hill," advised Kreisman, indicating that legislative relief may be the most appropriate means of resolving the problem.

Balch, a member of the Washington law firm of Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun, urged the FCC to sift out clearly ungrantable LPTV applications before the lottery stage. He claimed that many applications should be rejected for lack of proper site and financial viability. A substantial number, he said, have no permission from those in control of the transmitter sites listed on the applications.

In response, Kreisman said such close evaluation of qualifications would slow down the license processing rate dramatically, and urged those with knowledge of such deficiencies to contact the FCC directly. She insisted that the FCC is cracking down on deficient applications and said some problems become evident when construction permits are transferred or licensed applicants fail to meet their CP deadlines. Kreisman said that the FCC favors settlements among competing applicants whenever practicable. "We try to expedite those settlements," she explained, because they reduce time and paperwork that would otherwise go into processing.

The paper crunch may be eased substantially later this year, said Kreisman, if—as is expected—the commission adopts a proposal to establish a "window" for receipt of applications for the LPTV service. She said the FCC will act on the matter in September. Kreisman would not predict how long the filing window would be open, joking that "as far as I'm concerned, an hour would be fine." Balch said one week might be too long, bringing another deluge of LPTV and translator applications, while Kreisman said a one-day window would probably be considered unfair to applicants from remote parts of the country. She said she hopes a window might eliminate the burden of mass filings and crossfilings that the FCC has labored under in its LPTV processing thus far.

A separate session on Monday dealt with LPTV programming, with two divergent points of view expressed by panel participants. John Kompas, president of Kompas-Biel & Associates, a communications consulting firm, urged LPTV stations to schedule "specialized programming that weaves the station into the fabric of the community," stressing that localism is essential

to LPTV survival. He cited a survey by his firm indicating that the average LPTV station is spending \$350,000 on local origination equipment, which Kompas feels is a worthwhile investment to insure quality programming responsive to community needs.

In contrast, Frank Camaro, president of Community Television Services, said he plans to invest less than \$100,000 in building each of 17 LPTV stations for which he holds construction permits. The stations will be programmed primarily with the satellite-delivered Country Music Network and a separate all-sports program service. Camaro said he is negotiating with local newspapers in each of the Southeastern cities where he will be operating for origination of local news programming. Local churches will be asked to produce daily religious programs.

"We're going to treat it like a radio station with pictures," said Camaro of his LPTV plans. He said the approach he outlined was the only one that appears economically viable in markets of 40,000 or fewer residents.

Two other panel members—Denise McGahee of JPD Entertainment Network and Ray Klinge of the Satellite Programming Network—also recommended satellite-delivered programming for LPTV stations, supplemented by locally originated news and other community affairs programming.

Robert Allen, of the Washington communications firm Daly, Joyce & Borsari, stressed the importance of getting political advertising not only for revenue, but also to generate support and interest among political figures who may be unaware of the "baby on the block." □

Rice delivers good news for TV's first quarter

TVB president says both local and spot showed gains; offers optimistic prediction for full year, and unveils promotion designed for financial firms

Roger Rice, president of the Television Bureau of Advertising, had some good news for those attending TVB's presentation at the NAB convention last week. Local television advertising sales increased 19% in the first quarter of 1984, while spot advertising was up 11%, compared to year-ago first-quarter increases in those categories of 14% and 10%, respectively.

Rice also introduced a new promotional tape developed by TVB and designed to foster the growth of one of the hottest advertising categories in recent years—financial services. In 1983, financial service firms spent \$556.2 million in advertising, up 20% from the previous year. Sear's, which owns Dean Witter, Coldwell Banker and Allstate insur-

ance, was the number one advertiser, with TV expenditures of \$41 million. The TVB videotape, available to member stations for a fee, demonstrates how banks and other financial institutions can use television to increase their business.

Advertising categories generating healthy local business, said Rice, include appliance stores, which spent \$72 million last year, up 44%; auto dealers, up 43% to \$173 million, and home improvement products, up 39% to \$34 million.

Rice also quoted some figures from a recent McCann-Erickson study on ad expenditures for 1984. The agency predicts that total ad spending in all media will total \$85.4 billion, up almost 14% from 1983. Of that, the study indicates, newspapers will collect the greatest share of ad revenues, about \$23 billion, or 27%. Television will receive the next largest share, more than \$18 billion, or about 21%. Direct mail will rank third with \$13.4 billion (15.7%) and radio will place fourth with almost \$6 billion (6.9%).

Television will lead the list of national advertising vehicles this year, according to the study, collecting \$13.3 billion, compared to magazines which should get close to \$5 billion; newspapers, with \$3 billion; business newspapers, with \$2.2 billion, and radio, with \$1.5 billion.

On the local level, newspapers will have revenues of close to \$20 billion, followed by television with almost \$5 billion and radio third with almost \$4.5 billion.

Rice predicted that by 1990, television will have closed the gap significantly, generating perhaps \$40.7 billion in total ad revenues, compared to \$42.1 billion for newspapers.

Rice also noted that TVB is distributing a mailer, with research compiled by KOMO-TV Seattle, urging stations to focus more aggressively on sales in the first quarter, traditionally a weaker quarter. The pitch to advertisers is threefold: 1) The first quarter has the highest viewing levels—an average 16% more homes using television and 15% more viewing time per home per day; 2) With demand low, first-quarter prices have the lowest cost per rating point, and 3) The first quarter also has fewer commercials per week and thus, less clutter. □



Rice

Education and dollars needed to increase radio sales

RAB's Stakelin says industry must invest more time and money in its sales staffs and efforts and must work together to enlarge medium's share of advertising; unveils new sales presentation

An urgent plea for educating advertisers to radio's ability to sell products and services was issued by Radio Advertising Bureau President Bill Stakelin before a standing room only crowd at the general radio session last Tuesday. "I'm afraid that in many cases we do ourselves in by making it too easy for advertisers to say no," he said.

Stakelin highlighted data from the just-completed RAB perception survey conduct-



Stakelin

ed by the research firm of Jhan Hiber & Associates, which found 25% of advertiser decisionmakers pointing to television as a more effective medium for advertising than radio. "But none of them could explain why they held that idea," he said. And another finding, said Stakelin, showed 20% of the responding ad executives expressing a belief that radio salespeople don't understand their business.

Stakelin pointed to new business development and sales training as keys to success. "But radio sales professionals are reluctant to take people off the street for a day to teach them how to cope with changing markets and competitive pressures," he said.

According to Stakelin, the radio industry reinvests only 1% of its gross revenues to

develop new dollars and people. He compared that to the pharmaceutical business, which spends \$1 for training for each \$8 earned. "A 1% solution won't get the job done. We can't build our people or new revenues without investing time, ideas and dollars."

Although Stakelin said the RAB is still sticking to its projection of 15% growth for radio this year, he cited the need for a more united industry. "Let's stop fighting among ourselves and take on the real enemy—the other media and our self-defeating practices," he admonished.

During the session, Stakelin unveiled

RAB's new audio/video presentation produced by Dallas-based TM Productions and narrated by Orson Wells. The presentation will be shown, he said, to large national and regional meetings of current and potential advertisers. "Already on the calendar are presentations to the Retail Advertising Council, the National Retail Merchants Association, the Automobile Dealers Association and possibly the National Grocers Association," he said.

The presentation, Stakelin said, will be made available to all RAB member stations on videotape for use at the client and agency level. □

Station sale primer

With FCC rule changes creating new marketplace, NAB panel provides buying and selling primer

With the elimination of the FCC's three-year antitrafficking and regional concentration rules, the loosening of the attribution rule and the anticipated loosening of the rule of sevens, broadcast station sales are a whole new ball game.

A session at this year's NAB convention focused on the business and legal nuances of making a station transfer.

Susan Harrison, a broadcast station appraiser with Frazier, Gross & Kadlec, Washington, shared her preferred method for assessing the fair market value for a station.

Harrison described her approach as the "discounted cash flow" method of appraisal, involving nine basic steps. Included among them were that a prospective buyer should first determine the investment payback period.

Then, she said, the station should project over a few years the market revenues and the station's share of those dollars. Then a profit/loss statement should be estimated, along

with an estimate of capital requirements. Future cash flow should be calculated, adjusted for taxes, depreciation and amortization and capital expenditures. Current cash flow should also be calculated, taking into consideration business and industry risk factors, interest rates and the station's utility as a tax shelter.

Harrison said her appraisals also include a station's future resale value. And finally, she compares the sales and multiples of the station with ones in similar markets with similar facilities.

Erwin Krasnow, an attorney with Verner, Liipfert, Bernhard and McPherson, said the lawyer's role in a station transaction is, essentially, to make sure "there are no surprises" for his client after the closing.

Thomas Gammon, president of the station brokerage firm Americom Media Brokers, said that a prospective buyer's first priority should be to assemble documentation for sellers and brokers indicating he is a "qualified" buyer (i.e. able to come up with the money needed for the transaction).

He also said that sellers should select a broker who specializes in the type of outlet the buyer wants to purchase. □



New world. The FCC's deregulatory moves are expected to increase station sale activity. Giving pointers on buying and selling were (l-r): Thomas Gammon, Americom Media Brokers; Susan Harrison, Frazier, Gross & Kadlec; Erwin Krasnow, Verner, Liipfert, Bernhard & McPherson, and Larry Eads, FCC.

Continued from page 34.

June 18-22—National Association of Broadcasters board meeting. NAB headquarters, Washington.

June 19—New York chapter, Women in Cable, meeting. Viacom conference center, New York.

June 19—Television Bureau of Advertising regional sales training conference. Sheraton National Airport, Washington.

June 21-23—Maryland/D.C./Delaware Broadcasters Association annual convention. Sheraton Fontainebleau, Ocean City, Md.

June 21-24—North Carolina Association of Broadcasters summer meeting. Hotel Meridian, Montreal.

June 22-24—American Meteorological Society 14th conference on broadcast meteorology, Holiday Inn-Surfside, Clearwater Beach, Fla. Information: Tom Mahoney, WFRV-TV, P.O. Box 1128, Green Bay, Wis., 54301; (414) 437-5411.

June 22-24—Foundation for American Communications "Economics Conference for Journalists," co-sponsored by Gannett Foundation. New York Hilton, Tarrytown, N.Y. Information: (213) 851-7372.

June 23—Washington chapter, National Academy of Television Arts and Sciences, Emmy Awards ceremonies. Wax Museum, Washington.

June 23—San Diego chapter, National Academy of Television Arts and Sciences, Emmy Awards ceremonies. Intercontinental hotel, San Diego.

June 23-26—Georgia Association of Broadcasters annual convention. Columbus, Ga.

June 24-27—Virginia Association of Broadcasters annual meeting and summer convention. Wintergreen Resort, Wintergreen, Va.

June 25-28—Seventh annual Visual Communications Congress. New York Hilton, New York. Information: VCC headquarters, 2378 South Broadway, Denver, 80210; (800) 525-9710.

June 26—National Association of Broadcasters' seminar on television acquisition. Sheraton Center, New York.

June 27-30—Florida Association of Broadcasters 49th annual convention and exhibition. Hotel Royal Plaza, Lake Buena Vista, Fla.

June 27-July 2—National Press Photographers Association "Business and Education" convention. Bahia Mar hotel, Fort Lauderdale, Fla.

June 29-30—Radio-Television News Directors Association region 10 meeting with Tennessee AP Broadcasters. Nashville. Information: (202) 737-8657.

June 30—Deadline for entries in Radio-Television News Directors Association regional awards. Information: RTNDA, (202) 737-8657.

June 30—Cleveland chapter, National Academy of Television Arts and Sciences, Emmy Awards ceremonies. Cleveland Playhouse Square, Cleveland.

July

July 8-11—Senior Broadcasting Executives Seminar sponsored by the University of Vermont. Speakers include Roger Wimmer, Cox Communications; Jack Clifford, Colony Communications; Mel Goldberg, ABC. University of Vermont, Burlington.

July 8-20—National Association of Broadcasters 14th management development seminar. University of Notre Dame, South Bend, Ind.

July 9—Deadline for entries in Maggie Awards, presented by Planned Parenthood Federation of America for "outstanding media projects dealing with the issues of contraception, abortion, sexuality, education, teenage pregnancy or other family planning concerns." Information: PPF, 810 Seventh Avenue, New York, 10019.

July 10-12—Cable '84, international exhibition and conference on satellite and cable TV, organized by On-line Conferences Ltd., in cooperation with Cable Television Association of Great Britain, Society of Cable Television Engineers and International Alliance for Distribution by Wire. Wembley Conference Center, London. Information: Online, Pinner Green House, Ash Hill Drive, Pinner HA5 2AE, Middlesex, U.K.; telephone: 01-868-9933.

July 12-14—Montana Broadcasters Association annual convention. Outlaw Inn, Kalispell, Mont.

July 12-14—Montana Cable Television Association annual meeting and convention. Huntly Lodge, Big Sky, Mont.

July 14-17—28th annual Television Programming Conference. Hyatt Regency Austin, Austin, Tex. Information: Warren Jones Jr., Air University Television, Building 1402, Maxwell Air Force Base, Alabama, 36112.

July 15—Deadline for nominations for historic sites in journalism, to be marked by Society of Professional Journalists, Sigma Delta Chi, in 1985. Sites nominated should honor journalists as well as physical locations. Information: Larry Lorenz, department of communications, Loyola University, New Orleans, 70118.

July 15-18—New York State Broadcasters Association 23rd executive conference. Rye Town Hilton, Rye, N.Y.

July 16-18—Community Antenna Television Association annual "Community Cable Operator's Seminar (C-COS). Marriott's Tan-Tar-A Resort and Golf Club, Osage Beach, Mo. Information: (703) 823-6522.

July 17-19—Fourth annual WOSU broadcast engineering conference. Fawcett Center for Tomorrow, Ohio State University campus, Columbus, Ohio.

July 19-20—Broadcast Financial Management/Broadcast Credit Association board of directors meetings. Westin hotel, Seattle.

July 19-21—National Federation of Local Cable Programmers annual conference, "Community Programming: Managing the Hidden Resources." Sheraton hotel, Denver Tech Center, Denver. Information: (303) 484-6300.

July 19-22—Colorado Broadcasters Association summer convention. Beaver Run, Breckenridge, Colo.

July 20-22—Oklahoma Association of Broadcasters annual summer meeting. Shangri La, Afton, Okla.

July 22-24—Louisiana Association of Broadcasters radio-television management session. Sheraton hotel, New Orleans.

July 24-27—Florida Cable Television Association annual convention. Breakers, Palm Beach, Fla.

July 25-26—Wisconsin Broadcasters Association summer convention. Abbey, Lake Geneva, Wis.

July 27-29—South Carolina Broadcasters Association summer convention. Wild Dunes and Racquet Club, Isle of Palms (Charleston), S.C.

July 29-31—California Broadcasters Association summer convention. Hyatt Del Monte, Monterey, Calif.

July 30-31—"Home Satellite TV Conference," sponsored by University of Wisconsin-Extension. Wisconsin Center, UW-Extension, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

July 30-Aug. 1—New England Cable Television Association annual convention and exhibition. Sheraton Sturbridge Inn, Sturbridge, Mass.

August

Aug. 2-4—Idaho Broadcasters Association annual convention. Sun Valley Lodge, Sun Valley, Idaho.

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

Aug. 15—Deadline for entries in "Women at Work" Broadcast Awards, sponsored by National Commission on Working Women. Information: NCWW, 2000 P Street, N.W., suite 508, Washington, 20036.

■ **Aug. 15-19**—National Federation of Community Broadcasters annual convention. Mount Vernon College, Washington.

Aug. 16-19—West Virginia Broadcasters Association 38th annual meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 17—"Cable TV: Color It Rosy," seminar, sponsored by Kelly, Scott & Madison Inc., advertising agency, Hyatt Regency O'Hare, Chicago.

Aug. 22-25—Michigan Association of Broadcasters annual meeting. Hidden Valley Resort, Gaylord, Mich.

Aug. 28—Ohio Association of Broadcasters sales

managers' conference. Dublin Stouffers, Dublin, Ohio.

Aug. 28-30—Satellite Communications Users Conference. Louisiana Superdome and the Hyatt, New Orleans.

Aug. 29—Ohio Association of Broadcasters sales school for novice salespersons. Dublin Stouffers, Dublin, Ohio.

September

Sept. 6-8—Eastern Cable Show, sponsored by Southern Cable Television Association. Georgia World Congress Center, Atlanta. Information: (404) 252-2454.

Sept. 7—Deadline for entries in National Black Programming Consortium's "Prized Pieces 1984," awards honoring programs which "present blacks in positive, principal roles." Information: NBPC, 700 Bryden Road, suite 135, Columbus, Ohio, 43215; (614) 461-1536.

Sept. 7-9—New Hampshire Association of Broadcasters annual meeting. Red Jacket Inn, North Conway, N.H.

Sept. 9-11—Illinois Broadcasters Association annual convention. Eagle Ridge Lodge, Galena, Ill.

Sept. 11—Ohio Association of Broadcasters "small market radio exchange." Westbrook Country Club, Mansfield, Ohio.

Sept. 12—Ohio Association of Broadcasters "small market radio exchange." Holiday Inn, Chillicothe, Ohio.

Sept. 13—Ohio Association of Broadcasters "small market radio exchange." Holiday Inn, Wapakoneta, Ohio.

Sept. 14-16—Maine Association of Broadcasters annual convention. Sebasco Lodge, Sebasco Estates, Maine.

Sept. 16-18—Nebraska Broadcasters Association 51st annual convention. Holiday Inn, Columbus, Neb.

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. 18—Ohio Association of Broadcasters "small market radio exchange." Avalon Inn, Warren, Ohio.

Sept. 20-21—34th annual Broadcast Symposium, sponsored by Broadcast Technology Society of Institute of Electrical and Electronics Engineers. Program commemorating IEEE's 100th anniversary will be held. Hotel Washington, Washington. Information: (212) 975-3791.

Sept. 21-25—10th International Broadcasting Convention (IBC), sponsored by IEE, SMPTE, Electronic Engineering Association, Royal Television Society, Institution of Electronic and Radio Engineers and Institution of Electrical Engineers. Metropole conference and exhibition center, Brighton, England. Information: IEE, Savoy Place, London, WC2R 0BL; telephone: 01-240-1871.

Sept. 22—Ohio Association of Broadcasters "News Directors' Saturday Forum." Columbus Marriott North, Columbus, Ohio.

Sept. 23—Academy of Television Arts and Sciences 36th annual prime time Emmy Awards presentation on CBS-TV, originating from Pasadena (Calif.) Civic Auditorium. Governors' Ball follows at Century Plaza hotel, Los Angeles.

Sept. 23-25—Third annual Great Lakes Cable TV Expo '84, sponsored by Illinois-Indiana Cable TV Association and Michigan Cable TV Association. Indianapolis Convention and Exposition Center, Indianapolis. Information: Shirley Watson, (618) 249-6263.

Sept. 24—Broadcast management engineering seminar, sponsored by University of Wisconsin-Extension. Holiday Inn Southeast, Madison, Wis. Information: Don Borchert, (608) 263-2157.

Sept. 25-27—30th annual "Broadcasters' Clinic," sponsored by University of Wisconsin-Extension. Holiday Inn Southeast, Madison, Wis. Information: Don Borchert, (608) 263-2157.

Sept. 30-Oct. 2—New Jersey Broadcasters Association 38th annual convention. Golden Nugget casino/hotel, Atlantic City, N.J.

Sept. 30-Oct. 2—Washington State Association of

Broadcasters annual fall conference. Red Lion Inn, Pasco, Wash.

October

Oct. 1-5—*London Multimedia Market III*. Gloucester hotel, London. Information: LMM, 33 Southampton Street, London, WC2E 7HQ, London; telephone: 01-240-8676.

■ **Oct. 10-14**—*Women in Communications* national professional conference, with presentation of Clarion Awards. Theme: "Striving for Excellence." Westin hotel, Seattle.

Oct. 11-14—*Missouri Broadcasters Association* fall meeting. Marriott's Pavilion hotel, St. Louis.

Oct. 15-19—*Southern Educational Communications Association* conference and "SECA Center for Instructional Communications Postsecondary Screening." Adam's Mark hotel, Houston.

Oct. 16-18—*Mid-America Cable TV* convention. Hilton Plaza hotel, Kansas City, Mo. Information: (913) 841-9241.

Oct. 19-20—*Friends of Old-Time Radio* annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Oct. 21-23—Communications Expo '84, joint conference and national trade show sponsored by *Canadian Association of Broadcasters* and *Western Association of Broadcast Engineers*. Edmonton Convention Center, Edmonton, Alberta. Information: Gerry Action, (613) 233-4035.

Oct. 24-26—*Ohio Association of Broadcasters* fall convention. New Capitol Square Hyatt, Columbus.

Oct. 25—Presentation of CEBA Awards, honoring excellence in advertising and communications geared to African-American audiences, by *World Institute of Black Communications*. New York Hilton, New York. Information: Linda Bowie, (212) 586-1771.

Oct. 26-29—*Texas Association of Broadcasters* engi-

neering conference. Hyatt Regency hotel, San Antonio, Tex.

Oct. 28-30—*Texas Association of Broadcasters* management convention. Hyatt Regency hotel, San Antonio, Tex.

Oct. 28-Nov. 2—*Society of Motion Picture and Television Engineers* 126th technical conference and equipment exhibit. New York Hilton, New York. Information: (914) 472-6606.

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

November

Nov. 5-13—China Comm '84, exhibition and conference covering telecommunications, electronics and computers. Beijing Exhibition Center, Beijing, China. Information: Clapp & Poliak International, P.O. Box 70007, Washington, 20088; (301) 657-3090.

Nov. 7-9—*Television Bureau of Advertising* annual meeting. Hyatt, Chicago.

Nov. 14—*Ohio Association of Broadcasters* financial management workshop. Columbus Hilton Inn North, Columbus, Ohio.

Nov. 17-20—*AMIP '84, American Market for International Programs*, second annual program marketplace, organized by Perard Associates with MIDEA and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach. Information: Perard, 100 Lafayette Drive, Syosset, N.Y., 11791. (516) 364-3686.

Nov. 19—International Emmy Award dinner, sponsored by *National Academy of Television Arts and Sciences*. New York.

December

Dec. 3-6—*American Enterprise Institute* "Public Poli-

cy Week." Washington.

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

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

Dec. 9-10—*NBC* midseason promotion executives conference. Innisbrook resort, Tarpon Springs, Fla.

Dec. 11-12—*NBC* news promotion workshop. Innisbrook resort, Tarpon Springs, Fla.

January 1985

Jan. 10-15—*NATPE International* 22d annual conference. Moscone Center, San Francisco.

Jan. 13-16—Seventh annual PTC '85, *Pacific Telecommunications Council*. Theme: "Telecommunications for Pacific Development: Toward a Digital World." Information: PTC, 1110 University Avenue, suite 308, Honolulu, 96826.

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

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

February 1985

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

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

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For the Record

As compiled by BROADCASTING, April 23 through April 27, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

Applications

FM's

- Chatom, Ala.—June G. Fuss seeks 103.1 mhz; 3 kw; HAAT: 300 ft. Address: 425 Meadowbrook Dr., McDonough, Ga. 30253. Principal also has 51% interest in applicant for new TV in Albany, Ga. Filed April 23.
- Anchorage—Aloha Broadcasting Co. Inc. seeks 98.9 mhz; 75 kw; HAAT: 177 ft. Address: 765 Amata St., Honolulu, Hawaii 96814. Principal is controlled by J. Patrick

Lannan Jr. and his cousin, John J. Lannan. It also owns of KKUA(AM)-KQM-Q-FM Honolulu. Filed April 20.

- Anchorage—Star Broadcasting Co. seeks 98.9 mhz; 100 kw; HAAT: minus 84 ft. Address: 107 Burnham Rd., Lake Oswego, Ore. 97034. Principal is owned by Frederic W. Constant, who also owns KDUK(FM) Florence, Ore.; KYKN(AM) Eugene, Ore.; KTOX(AM) Boise, Idaho, and KIZN(FM) New Plymouth, Idaho. Filed April 19.

- Anchorage—Comco Broadcasting Inc. seeks 98.9 mhz; 100 kw; HAAT: 905 ft. Address: 1130 W. Sixth St., Anchorage, Alaska 99507. Principal is owned by Craig O. McCaw. McCaw, with his brothers, John, Kieth and Bruce (55%), and Affiliated Publications, New York-based publisher, group owner and MSO (45%). The McCaws also own McCaw Cable Communications, Bellevue, Wash.-based cable MSO, operator of 14 cable systems in Oregon, Washington and Alaska. In addition, MCC and Affiliated Publications are joint partners in McCaw Southern Oregon, operator of six cable systems in Oregon. Filed April 20.

- Pueblo, Colo.—Southern Colorado Broadcasting seeks 107.9 mhz; 100 kw; HAAT: 374 ft. Address: 41 Briargate Terrace, Pueblo, Colo. 81001. Principal is owned by Deborah Kock, sales manager at KCSJ(AM) Pueblo, Colo. (25%), and Sunbrook Broadcasting (75%). Sunbrook is owned by Larry Roberts (33.3%); Alan Cooper (33.3%); his brother, Edward (17.0%), and his wife, Barbara McIntyre (16.3%). Sunbrook also owns KCSJ(AM) and 49% of KQUY(FM) Butte, Mont. It is in the process of acquiring the remaining interest in KQUY(FM). Filed April 23.

- Michigan City, Ind.—Faith Educational Broadcasting Foundation seeks 89.5 mhz; 638 kw; HAAT: 438 ft. Address: 4415 Wabash Ave., Terre Haute, Ind. Principal is charitable trust to operate nonprofit educational FM, headed by Dr. Ed Thibodeux, minister, and board of six directors. It is also app. for new educational FM stations in Anderson, Evansville, Fort Wayne, Lafayette, Kokomo and Terre

Haute, all Indiana. Filed April 19.

- Decorah, Iowa—Scenic Broadcasting Co. Inc. seeks 100.9; 3 kw; HAAT: 300 ft. Address: Highland Dr., Decorah, Iowa 52101. Principal is owned by Verne Koenig (50%), and Ken Bjerke (50%). They also own KDEC(AM) Decorah, Iowa. Filed April 20.

- Reno—Amarillo Broadcasting Co. Ltd. Partnership seeks 102.3 mhz; 3 kw; HAAT: 300 ft. Address: 10330 Sala Pl., Sun Valley, Calif. 91352. Principal is owned by Lillia M. Carrillo (15%), gen. part., and Sherrill M. Klein (85%), ltd. part. Klein is daughter of Stanley D. Klein, owner of CP for KISK(AM) Reno. Filed April 23.

- Reno—Reno Broadcasters Inc. seeks 102.3 mhz; 3 kw; HAAT: 324 ft. Address: 1360 Manzanita, Reno 89509. Principal is owned by Ronald W. Ostland, who also has part interest in KOH(AM) Reno. Filed April 23.

- Reno—Meryle K. Holmes seeks 102.3 mhz; 1.45 kw; HAAT: 442 ft. Address: 1425 Calaveras Ave., San Jose, Calif. 95126. Principal is in partnership with Rick L. Murphy (50%) and Holmes (50%). Murphy, general manager at KCMJ-AM-FM Palm Springs, Calif., has part interest in KBAS(AM) Bullhead City, Ariz., and KWHZ(AM) Needles, Calif. His wife, Janice, is applicant for new FM in Desert Center, Calif. Holmes is fine art consultant. Filed April 23.

- Reno—Bonnie Broadcasting Corp. seeks 102.3 mhz; 1.58 kw; HAAT: 459 ft. Address: 359 Wheeler, No. A, Reno 89502. Principal is owned by Christina B. Graham. Graham's brother, Eric, is general manager of KUCV(FM) Lincoln, Neb. Filed April 23.

- Reno—Joy Denise Hill seeks 102.3 mhz; 1.4 kw; HAAT: 440 ft. Address: 2809 Camulos Way, Redding, Calif. Principal also owns (52% jointly held with husband, Eugene), with mother-in-law, Emma Hill (13%), KSHA(FM) Redding, Calif. Filed April 23.

- Grand Forks, N.D.—Gregory Broadcasting seeks 107.5 mhz; 100 kw; HAAT: 605 ft. Address: 815 40th Ave. S., Grand Forks, N.D. 58201. Principal is owned Mark Gregory, automobile salesman (33.3%); his mother, Marjorie (33.3%), and his father, Oliver (33.3%). They have no other broadcast interests. Filed April 23.

- *Ossining, N.Y.—Westchester Council for Public Broadcasting seeks 90.3 mhz; 1.25 kw; HAAT: 70 ft. Address: 21 Brookside Lane, Dobbs Ferry, N.Y. 10522. Principal is nonprofit corporation for educational broadcasting headed by Marc Sophos, broadcast engineer, Jonathan Shulman, theatrical technical director, and Burl Britt III, attorney. It has no other broadcasting interests. Filed April 23.

- Wellsville, N.Y.—Scenic Sounds Inc. seeks 93.5 mhz; 3 kw; HAAT: 177 ft. Address: R.D. #13, Box 220, Wellsville, N.Y. 14895. Principals are Michael Baldwin (50%), and Robert Weigand (50%), local investors who have no other broadcast interests. Filed April 23.

- Burns, Ore.—Beverly A. Pearson seeks 92.7 mhz; .37 kw; HAAT: 852 ft. Address: 135 Willow Ct., Grafton, N.D. 58273. Principal is individual with no other broadcaster interests. Her husband owns 50% of KXPO-AM-FM Grafton, N.D., and KZZY-FM Devils Lake, N.D. Filed April 23.

- *Abilene, Tex.—Abilene Christian University seeks 89.7 mhz; 100 kw; HAAT: 403 ft. Address: 1600 Campus Ct., Abilene, Tex. 79699. Principal is educational institution headed by Ray McGothlin, chairman. It has no other broadcast interests. Filed April 23.

- Amarillo, Tex.—New North Broadcasters Ltd. Partnership seeks 103.1 mhz; 1.3 kw; HAAT: 492 ft. Address: 1000 Savers Building, Little Rock, Ark. 72201. Principal is corporate partnership headed by New North Broadcasters Corp., general partner (5%), which is owned by Richard Mays (40%), Jim G. Tucker (40%), and John H. Haley (20%). Limited partners are Tucker (39%); Mays (14%); Haley (14%); John C. Earl (14%); Jack Cameron (7%), and John D. Seawright (7%). Principal is also app. for new FM's in Greenfield, Calif., and Panama City, Fla. Mays, former Arkansas Supreme Court judge, and his wife, Maria, have part interest in KLRT(TV) Little Rock, Ark. He is also part owner of WXGR(AM) Bay St. Louis, Miss. Tucker is former congressman and attorney general of Arkansas, owns 50% of cable TV service for Pulaski and Saline county, both Arkansas. Haley is attorney, Earl is former appeals court judge now in private practice. Cameron and Seawright are

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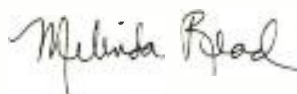
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- ③ — **Products**
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- ④ — **Trademarks**
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- ⑤ — **Eligible media**
Radio; TV; newspaper; weekly newspaper; circular; catalog; magazine; direct mail; flyer; outdoor.
May include spot announcements only, not sponsorships; classified line ads.
Other media require prior approval.
- ⑥ — **Regional variations**
Program only available in WA, OR, ID, NV, CA.
- ⑦ — **International availability**
Canada; Mexico
- ⑧ — **Timing**
Program: Calendar year
Accrual: Previous calendar year
Advertising: Jan. 1 thru Nov. 30
Claim: Within 60 days of ad run
- ⑨ — **Accrual**
5% of net purchases.
- ⑩ — **Participation**
100%
Lowest earned rate.
May include: agency fees; production charges; talent fees.
- ⑪ — **Advertising specifications**
Maximum size: 3 column inches.
All of manufacturer's products may be advertised.
No competing products.
Manufacturer's products must be clearly separated from other products.
Products must be illustrated.
Trademark name must be prominent.
Not misleading.
Store name and address.
- ⑫ — **Media requirements**
All media: Manufacturer's agreement/commitment form or contract must be completed before advertising is scheduled; prior approval required.
Radio: FCC license.
TV: FCC license.
Newspaper: Broad general interest; serving retailer's primary trading area; paid circulation; audited circulation; audited rates.
- ⑬ — **Advertising aids**
Print elements; radio commercials; TV elements.
- ⑭ — **Reimbursement method**
Credit memo or check.
- ⑮ — **Claim documentation**
All media: Paid media invoice.

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TRADEMARK INDEX (product by brand name)
MANUFACTURER'S INDEX (maker's name)
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president and vice president, respectively, of title company. Filed April 20.

■ Galveston, Tex.—Kimberly S. Harrison seeks 104.9 mhz; 300 kw; HAAT: 500 ft. Address: Box 1250, Galveston, Tex. 74067. Principal is station manager at KXOJ-AM-FM Sapulpa, Okla., which is owned by her father, Michael P. Stephens. Filed April 23.

■ Reliance, S.D.—Michael A. Swendsen seeks 94.5 mhz; 100 kw; HAAT: 562 ft. Address: 123 Lakeview Dr., Pierre, S.D. Principal is general manager of KGFX-AM-FM Pierre, S.D., he also owns 19% of KKO(A)M) Minot, N.D. Filed April 23.

New TV's

■ New Orleans—Hispanic Communications Corp. seeks ch. 49; ERP: 4,969 kw vis., 497 kw aur.; HAAT: 902 ft.; ant. hgt. above ground: 899 ft. Address: 4514 St. Charles Ave., New Orleans, La. 70115. Principals are brothers-in-law Rafael C. Reyna, and Victor R. Rose (49%), attorney. They have no other broadcast interests. Filed April 13.

■ *Roswell, N.M.—Prime Time Video Inc. seeks ch. 27; ERP: 676 kw vis; 67 kw aur; HAAT: 290.5 ft.; ant. hgt. above ground: 372 ft. Address: P.O. Box 967, Roswell, N.M. 88201. Principal is nonprofit corporation headed by Albert O. Cooper, president, who has no other broadcast interests. Filed April 19.

■ Block Island, R.I.—John J. Fuller and Jerrel E. Kautz seek ch. 69; ERP: 5,000 kw vis; 1,000 kw aur; HAAT: 387 ft.; ant. hgt. above ground: 483 ft. Address: B Street, McCook, Neb. 69001. Principals are also app. for new AM in Hope Valley, R.I. Fuller is meteorologist for WALN Allentown, Pa. Kautz is former part owner of KZMC(FM) McCook, Neb., and app. for new AM in Imperial, new FM in Orchard, and new TV in McCook, all Nebraska. In addition, his wife, Kathy is also app. for new FM in Imperial, and Hill City, both Nebraska. Filed April 20.

■ Lake Dallas, Tex.—Linda Seto & Associates seeks ch. 55; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1,438 ft.; ant. hgt. above ground: 1,243. Address: 6311 North Connor Rd., Irving, Tex. 75039. Principal is Linda E. Seto, is independent TV producer, who has intention to incorporate up to 49% of stock to minorities and others in service to public. She has no other broadcast interests. Filed April 13.

■ Bellevue, Wash.—Central Broadcasting Corp. seeks ch. 33; ERP: 800 kw vis., 79.4 kw aur.; HAAT: 1,631 ft.; ant. hgt. above ground: 250 ft. Address: 4th Floor, Hoge Bldg., Seattle, Wash. 98104. Principal is Gary D. Gayton, investor, who has no other broadcast interests. Filed April 13.

Actions

■ Clifton, Ariz.—Double Eagle Broadcasting granted 95.3 mhz, 250 w, HAAT: minus 882 ft. Address: 317 Laine Boulevard, Clifton, Ariz. 85533. Principal: Chuck Crisler (100%), who is also applicant for new FM at Hallsville-Centralia, Mo., and partner in application for new FM at Lordsburg, N.H. Filed April 19.

■ Eureka Springs, Ark.—LaFontaine Broadcasting returned app. for 100.9 mhz, 100 w, HAAT: 269 ft. Address: Rt. 3, Box 184, Eureka Springs, Ark. 72632. Filed March 8.

■ Willows Calif.—Willows Educational Broadcasting returned app. for 91.7 mhz, 387 w, HAAT: 90 ft. Address: 649 S. Butte, St. Willows, Calif. 95988.

■ Marco, Fla.—Marco Island Broadcasting Co. returned app. for 92.7 mhz, 3 kw, HAAT: 266 ft. Address: P.O. Box 88864, Atlanta 30338. Principal is owned by Terri Susan Pollack (60%) and her husband, Sanford Barry Cohen (40%). He is account executive at WXIA-TV Atlanta. Principals are also applicant for new FM's at Micanopy, Vero Beach, Sanibel and Panama City, all Florida, and Prescott Valley, Ariz. Filed Jan. 12.

■ Bradley, Ill.—Rhea Benton-Weatherford returned app. for 92.7 mhz, 3 kw, HAAT: 295 ft. Address: 1510 Kennicott Court, Sycamore, Ill. 60178. Principal is currently sales manager at WSQR(AM), where her husband, Larry, is general manager. Her recent application, mutually exclusive with WFYR-FM Chicago, was returned Nov. 18, 1983. Filed Feb. 13.

■ *Hazard, Ky.—Eastern Kentucky University granted 90.9 mhz, 50 kw, HAAT: 1,257 ft. Address: Lancaster Ave., Richmond, Ky. 40475. University is also owner of WEKU-FM Richmond, Ky. J.C. Powell is president. Filed May 7.

■ Gardnerville-Minden, Nev.—Charles P. Pascal dismissed app. for 99.3 mhz, 3 kw, HAAT: minus 389 ft. Address: 1420 Industrial Parkway, Gardnerville, Nev. 89410. Principal has no other broadcast interests. Filed Oct. 20.

■ *Toledo, Ohio—Family Stations returned app. for 90.3 mhz, 600 w, HAAT: 449 ft. Address: 290 Hegeburger Rd., Oakland, Calif. 94621. Filed March 15.

■ Sweet Valley, Pa.—Gospel Media Institute Inc. granted 88.1 mhz, 1 kw, HAAT: 113.4 ft. Address: Box 40-C, Hunlock Creek, Pa. 18621. Principal is nonprofit organization headed by Burl F. Updike, president. It has no other broadcast interests. Filed May 31.

■ Block Island, R.I.—Block Island Sound Inc. granted 99.3 mhz, 3 kw, HAAT: 300 ft. Address: 94 Oakwoods Drive, Peace Dale, R.I. 02883. Principal is owned by Shirley L. Krasner, president. It has no other broadcast interests. Filed Aug. 15.

■ North Charleston, S.C.—Bible Broadcasting Network Inc. granted noncommercial 90.7 mhz, 10 kw and HAAT: 443 ft. Address: P.O. Box 1818, Chesapeake, Va. 23320. Principal is headed by Lowell L. Davey, minister. It is license of WYFI(FM) Norfolk and WYFJ(FM) Ashland, both Virginia; WAVO(AM) Decatur, Ga.; WYFL(FM) Henderson, and WHPE(FM) High Point, both North Carolina, and WYFG(FM) Gaffney, S.C. It is also applicant for new non-commercial FM at Wilmington, N.C. Filed Oct. 20.

■ *Mitchell, S.D.—Mitchell Educational Broadcasting Foundation returned app. for 91.7 mhz, 383 w, HAAT: 124 ft. Address: 932 East Fourth St., Mitchell, S.D. 57301. Counsel: Stuart B. Mitchell & Assoc. Principal is charitable trust, including Charles Croyle, computer programmer, Martin Association. Filed Jan. 10.

■ Waco, Tex.—Business Communications dismissed app. for ch. 25; ERP: 1,466 kw vis., 146.6 kw aur; HAAT: 1,825 ft. ant. hgt. above ground: 1,658 ft. Address: 6300 Ridglea Place, suite 516, Ft. Worth, Tex. 76116.

■ Waco, Tex.—Blake-Potash Corp. dismissed app. for ch. 25; ERP: 5,000 kw vis., 500 kw aur; HAAT: 1,867 ft. ant. hgt. above ground: 1,814 ft. Address: 1200 American-Amicable Cuilding, Waco, Tex. 76701.

■ Washington—Sherrie Lynn Hauser dismissed app. for facilities of WGM-FM Washington; 103.5 mhz; 47 kw; HAAT 510 ft. Address: 1394 East 125th Street, Cleveland 44112. Principal has no other broadcast interests. Filed May 12.

Ownership changes

Applications

■ KSNA(FM) Anchorage—Seeks assignment of license from Last Frontier Broadcasting Inc. to Community Anchorage Broadcasting Corp. for \$31,224.50 cash. Seller is solely owned by Jhan Hiber, and his wife, Lynn, who have no other broadcast interests. Buyer, which also owns KTNX(AM) Anchorage, is owned by Community Pacific Broadcasting Corp., which owns five AM's and three FM's on the West Coast. It is owned by David L. Benjamin (34%), Charles W. Banta (34%) and six others. Filed April 24.

■ WOFN(AM) Bradenton, Fla. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Coast Broadcasting Corp. to Highlands Communications Inc. for \$475,000, comprising \$200,000 cash, \$45,000 assumption of debts and \$230,000 note. Noncompete agreement is included in sale price. Seller is owned by Charles E. Hedstrom, who also owns WMT(AM)-WRRK(AM) Manistee, Mich. Buyer is owned by Albert J. Moll (40%), Robert V. Barnes (40%) and Donald Zinkle (20%). Moll and Zinkle own 23% and 22%, respectively, of WISQ-FM West Salem, Wis., and 16% of applicant for new AM in LaCrescent, Minn. Barnes is operations manager for WDUV(FM)-WBRD(AM) Bradenton, Fla., who has no other broadcast interests. Filed April 24.

■ WFTE(AM) Lafayette, Ind. (1410 khz, 1kw-D)—Seeks assignment of license from L.B. Indiana to First Assembly of God, Lafayette Indiana Inc. for \$135,000 cash. Seller is principally owned by Richard Lightfoot, who also owns WAZY-FM Lafayette, Ind., and WSUB(AM)-WQGN-FM Groton, Conn. Buyer is nonprofit nonstock corporation, headed by Charles E. Hackett, senior pastor, and six-member board. It is also applicant for an LPTV in Lafayette. Filed April 20.

■ KIMT(TV) Mason City, Iowa (ch. 3, 100 kw vis., 10 kw aur. HAAT: 1,510 ft.), and WBTW(TV) Florence, S.C. (ch. 13, 316 kw vis., aur 31.6 kw, HAAT: 1,950 ft.)—Seek assignment of license from Daily Telegraph Printing Co. to Spartan Radiocasting Co. for \$36,750,000 cash. Seller is Bluefield, W.Va.-based newspaper publisher and group broadcaster owned by Hugh Shott Jr. It owns WHIS(AM)-WHAJ(FM) Bluefield W.Va. KIMT(TV) is licensed to Iowa Television Inc., a wholly owned subsidiary of Daily Telegraph Printing Co. Buyer is owned by Walter J. Brown (55.3%), and eight others owning 6.6% or less. It also owns WSPA-AM-FM-TV Spartanburg, S.C., and WTWA(AM)-WTHO-FM Thomson, Ga. Filed April 20.

■ WBEN-AM-FM Buffalo, N.Y. (AM: 930 mhz, 5 kw-U;

FM: 102.5 mhz, 105 kw, HAAT: 1,340 ft.)—Seeks transfer of control of Algonquin Broadcasting Co. from shareholders (83.7% before; none after) to South Tea Lake Corp. (16.3 before; 100% after) for \$4,423,960 cash. Seller is owned by Laurence A. Levite, general manager at the station (16.3%), and 23 shareholders who have no other broadcast interests. Buyer is solely owned by Levite. Filed April 24.

■ KBXN-AM-FM Tremonton, Utah (AM: 1470 khz, 5 kw-D; FM: 104.9 mhz, 3 kw, HAAT: 150 ft.)—Seeks assignment of license from Bear River Broadcasting Co. Inc. to Golden Spike Broadcasting Inc. for \$300,000, comprising \$40,000 cash, \$10,000 noncompete, and \$250,000 note. Seller is owned Glaucus B. Merrill (85%), his wife, Marie B., and daughter, Darla Dee, who have no other broadcast interests. Buyer is owned by Gary Fornia, publisher; his father, Carl, city engineer, and Gerald D. Calhoun, chief engineer at KWIT(FM) Sioux City (all 33.3%). The Fornia's have no other broadcast interests. Filed April 24.

Actions

■ KCRI(AM) West Helena and KCRI-FM Helena, both Arkansas (1600 khz, 1 kw-D; FM: 103.1 mhz, 3 kw, HAAT: 260 ft.)—Granted assignment of license from Twin Cities Broadcasting Co. to Delta Broadcasting Co. for \$400,000 cash. Seller is majority owned by National Association of Broadcasters President Eddie Fritts. He also owns 55% of WNLA-AM-FM Indianola, Miss.; 85% of KMAR-AM-FM Winnsboro, La., and 4% of WPAD(AM)-WDDJ(FM) Paducah, Ky. Fritts has announced intention to sell interest in Indianola and Winnsboro stations. He recently sold WELO(AM)-WZLQ(FM) Tupelo, Miss. ("Changing Hands," Oct. 10, 1983). Buyer also owns KFFA(AM) Helena, and will spin off KCRI(AM). It is also applicant for new FM at West Helena and will withdraw upon approval of sale. Buyer is owned by Thomas B. McBee (20%); Jamie M. Howe (51%); his wife, Nancy Howe (25%), and his brothers, Otis and John Howe (2% each). Howe brothers own Grand National Bank, at Hot Springs, Ark. McBee is general manager at KFFA(AM). Action April 12.

■ KCRI(AM) West Helena, Ark. (1600 khz, 1 kw-D)—Granted assignment of license from Delta Broadcasting Co. to Dr. M.M. Traylor for \$65,000 cash. Seller has purchased station along with KCRI-FM for \$400,000 from National Association of Broadcasters President Eddie Fritts. It already owns KFFA(AM) Helena and is spinning off KCRI(AM) to comply with multiple ownership rules. Seller is owned by Thomas B. McBee (20%); Jamie M. Howe (51%); his wife, Nancy Howe (25%), and his brothers, Otis and John Howe (2% each). Granted April 12.

■ [CP] Bowling Green, Ky. (ch. 40, 1,096 kw vis., 10.9 kw aur., HAAT: 340 ft; ant height above ground: 324 ft.)—Granted assignment of license from CMM Inc. to JMC Inc. for \$10,000. Seller is owned by Charles M. Miller, who is applicant for seven TV's and six FM's. CP was granted May 18, 1983. Buyer is owned by John M. Cunningham, who has no other broadcast interests. Cunningham's parents are applicants for new FM's at Fresno and Sacramento, both Calif. Cunningham's father has interest in WINT-TV Crossville, Tenn. Action April 13.

■ WAKY(AM)-WVEZ(FM) Louisville, Ky. (790 khz, 5 kw-D, 1 kw-N; FM: 106.9 mhz, 24.5 kw, HAAT: 670 ft.)—Granted assignment of license from Multimedia Inc. to Capitol Broadcasting Corp. for \$3.6 million, comprising \$1.8 million cash and \$1.8 million seller's note. Capitol is spinning off WAKY and studio facilities of WVEZ to Communications Investment and Capitol Group (see below). Seller is Cincinnati-based newspaper publisher, MSO, production company and group owner. Broadcast division is headed by James T. Lynch, vice president. It also owns six AM's, six FM's and five TV's, including KAAY(AM)-KLPQ(FM) Little Rock, Ark., which it recently sold for \$4.25 million ("Changing Hands," Aug. 1). Buyer is Mobile, Ala.-based group owner of two AM's and four FM's. Voting stock is owned by Kenneth S. Johnson, president (88.9%), and Allen Paul Howard (11.1%). Preferred nonvoting stock is owned by Johnson, Howard and five others. It recently sold WKDY(AM) Spartanburg, S.C., for \$600,000 ("Changing Hands," Aug. 1, 1983), and WCRT(AM) Birmingham, Ala., for \$287,500 ("Changing Hands," April 18, 1983). It is selling the frequency and transmitter site of WRKA(FM) St. Matthews (Louisville), Ky., and the studio facilities of WVEZ(FM) to comply with FCC duopoly rules. Action April 10.

■ WAKY(AM) Louisville and WRKA(FM) St. Matthews (Louisville), Ky. (790 khz, 5 kw-D, 1 kw-N; FM: 103.1 mhz, 3 kw, HAAT 283 ft.)—Granted assignment of license from Capitol Broadcasting Corp. to Communications Investment and Capitol Group Inc. for \$2.5 million, comprising \$2,050,000 cash and \$450,000 note. Allocation of station is \$700,000 for AM and \$1.8 million for FM. Capitol is keeping frequency and transmitter of WVEZ(FM) and studio facilities of WRKA(FM) and has filed app. to move studio to Louisville. Buyer replaces previously announced Marion

Communications, but involves same principals with different ownership configuration. It is group of 10 investors headed by Earnest L. Palmer, president (52%). It will use studio facilities of co-located WVEZ(FM) which seller is buying from Multimedia (see above). Action April 10.

■ KHOB(AM) Hobbs, N.M. (1390 khz, 5 kw-D, 250 w-N)—Granted assignment of license from The Smith Corp. to William S. Sanders for \$500,000—comprising \$50,000 cash, \$263,000 seller's note and \$187,000 in previous notes—plus \$100,000 noncompete agreement. Seller is owned by Dan O'Shea Smith and his wife, Linda. They have no other broadcast interests. Buyer is owned by William S. Sanders. He has minority interest in co-located KPER(FM); KAAP(AM)-KKBZ(FM) Santa Paula, Calif.; KOTE(AM)-KKZZ-FM Lancaster, Calif., and in four stations which will be sold upon FCC approval: KVKM(AM)-KGGG(FM)(CP) Monahans, Tex. ("For the Record," April 2), and KDHI(AM)-KQYN(FM) Twentynine Palms, Calif. ("Changing Hands," April 16). Action April 13.

■ KMQ(FM)(CP) Santa Fe, N.M. (105.9 mhz, 100 kw, HAAT: 1,631 ft.)—Granted transfer of control of Mesa Grande Broadcasting Co. from Philip H. Green (50% before; none after) to James M. Ellis (25% before; 63.2% after) and Melvin P. Hemmer Jr. (25% before; 36.8% after) for \$1,800. Neither seller nor buyers have other broadcast interests. Action April 18.

■ WKJA(FM) Belhaven, N.C. (92.1 mhz, 3 kw, HAAT: 280 ft.)—Granted assignment of license from Roach Communications Inc. to Winfas of Belhaven Inc. for \$150,000, comprising \$29,000 cash, \$22,000 assumption of loans and \$99,000 seller's note. Seller is owned by Robert Roach (51%) and wife, Betty Bernice (49%). Neither has other broadcast interests. Buyer is group of seven Virginia and North Carolina investors, whose principal owners are W.S. Foster Jr. and Larry W. Nichols, chairman. Buyer also owns WJNC(AM)-WRCM(FM) Jacksonville, N.C., and WAMV(AM)-WCNV(FM) Amherst, Va. Action April 18.

■ WAGR(AM) Lumberton, N.C. (580 khz, 500 w-D)—Granted assignment of license from Beasley Broadcasting of Eastern North Carolina Inc. to Henry William Hoot for \$325,000, comprising \$5,000 cash and \$320,000 note. Seller acquired station and \$75,000 in exchange for co-located WTSB(AM) and is selling station to satisfy multiple ownership rules (see below). Buyer is general manager of WEAW(AM) Evanston, Ill. Action April 10.

■ WTSB(AM) Lumberton, N.C. (1340 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Beasley Broadcasting of Eastern North Carolina Inc. to Southeastern Broadcasting Corp. in exchange for co-located WAGR(AM) plus \$75,000. Buyer and seller will keep respective call letters. Assignor is majority owner of seven AM's and seven FM's, including co-located WGSS(FM). His purchase of WTSB(AM)-WGSS(FM) for \$980,000 ("For the Record," April 5, 1982) was approved in December 1982 on condition that he spin off either WTSB or WFAI(AM) Fayetteville. To satisfy condition Beasley will spin off WAGR to Henry William Hoot (see above). Beasley also owns North Carolina cable systems and is applicant for new UHF at Goldsboro, N.C. Buyer is owned by Albert Kahn, who also owns co-located WJSK(FM). Action April 10.

■ WAJE(AM) Ebsenburg, Pa. (1580 khz, 1 kw-D)—Granted assignment of license from Cancom Corp. to Canbria County Christian Communications Corp. for assumption of obligations. Seller is owned by Roy J. Humphrey, who has no other broadcast interests. Buyer is owned by Robert K. Hickling. He also owns WPLW(AM) Carnegie, Pa. Action April 13.

■ *KLJ(TV) Harlingen, Tex. (ch. 44, ERP: 5.4 kw vis., 986 w vis.; HAAT: 370 ft.)—Granted assignment of license from Faith That Pleases God Church Inc. to Community Educational Television Inc. for \$50,000. Seller is nonprofit, religious corporation headed by Joe Sosa, president. Buyer is nonprofit California corporation. Action April 5.

■ KSVC(AM)-KKWZ(FM) Richfield, Utah (980 khz, 5 kw-D; FM: 93.7 mhz, 27.5 kw, HAAT: 283 ft.)—Granted transfer of control of Sevier Valley Broadcasting Co. from Brent T. Larson (90% before; none after) to Kent L. Colby (10% before; 100% after) for \$475,000, comprising \$20,000 cash, \$255,000 note and assumption of approximately \$200,000 in liabilities. Stations were previously bought for \$235,000 ("Changing Hands," Sept. 29, 1980). Seller also is owner of KBUH-AM-FM Brigham City, Utah, and 51% owner of KCKO(AM) Spokane, Wash., and KSIT(FM) Rock Springs, Wyo. Buyer is stations' general manager and has no other broadcast interests. Action April 17.

■ KTRW-FM East Wenatchee, Wash. (97.7 mhz, 3 kw, HAAT: 150 ft.)—Granted assignment from Read Broadcasting System to Challenger Broadcasting Corp. for \$250,000 cash. Seller is owned by Thomas W. Read, former board member of National Association of Broadcasters and currently member of FCC/Industry Advisory Committee on Radio Broadcasting. Read also owns KTBI(AM)-KTRJ(FM) Ephrata, Wash., and low-power TV at Wenatchee. Buyer is

owned by Seattle attorney William F. Baldwin, president, and Gerald B. Dennon, Bellevue, Wash.-based investment banker. Neither has other broadcast interests. Action April 18.

In contest

■ San Bernardino, Calif.—ALJ Joseph P. Gonzalez granted petition by Toluca Lake Broadcasting Limited Partnership and dismissed with prejudice its application for new commercial TV station on ch. 30 at San Bernardino. (MM 83-911-925; 927-930). Order adopted April 23.

■ Pagosa Springs, Colo.—ALJ Edward J. Kuhlmann granted joint request by Davis Broadcasting Co. Inc., San Juan Broadcasting Inc. and Debra Jo Hillery for approval of settlement agreement; dismissed with prejudice app.'s of Davis and San Juan; granted Hillery's app. for FM on ch. 292A (106.3 mhz) at Pagosa Springs, and terminated proceeding. (MM 83-1074-1076). MO&O adopted April 23.

■ Seaford, Del.—ALJ John H. Conlin granted joint request by John R. Powley and others, L.E.O. Broadcasting Inc. and Seaford Television Co. and dismissed their app.'s for new TV station on ch. 38 at Seaford. (MM 84-325-327). Order adopted April 23.

■ High Springs, Fla.—ALJ Thomas B. Fitzpatrick designated ALJ Joseph P. Gonzalez to preside in proceeding involving High Springs Television Inc. and Christian Channel/Ro-Mar Communications Inc.; scheduled prehearing for June 19 and hearing for July 19. (MM 84-372-373). Order adopted April 20.

■ Indianapolis—Associate General Counsel granted joint request by Mediacom Inc. and People's Broadcasting Corp. for approval of agreement and dismissed Mediacom's app. for FM at Indianapolis. (BC 78-243; 245-247). Order adopted April 24.

■ Topeka, Kan.—ALJ John M. Frysiaak granted joint request of Arapahoe Silent Majority Inc. and Channel 43 Inc. for approval of settlement agreement; dismissed with prejudice Channel 43's app.; granted Arapahoe's app. for new UHF TV on ch. 43 at Topeka, and terminated proceeding. (MM 83-783-784). MO&O adopted April 23.

■ Bangor, Me.—ALJ Frederick J. Coufal granted joint motion by Broadcast Data Corp., Community Broadcasting Service and Kravetz Media Corp. for approval of settlement agreement; dismissed with prejudice app.'s of Community and Kravetz; conditionally granted Broadcast Data's app. for new MDS at Bangor, and terminated proceeding. (CC 83-811-812; 814). Order adopted April 18.

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.

■ Hagerstown, Md.—ALJ Joseph Chachkin granted motion by Western Pennsylvania Christian Broadcasting Co. and dismissed with prejudice its app. for TV at Hagerstown. (MM 84-69-71). Order adopted April 24.

■ Maplewood, Minn.—Granted motion by Voyageur Broadcasting Co. for partial summary decision and resolved issue 1 in its favor. (MM 83-1356-1358). Order adopted April 20.

■ Bozeman, Mont.—ALJ James F. Tierney granted motion by Mayfish Corp. and dismissed with prejudice its app. for new FM at Bozeman. (MM 83-1281-1285). Order adopted April 19.

■ Lincoln, Neb.—ALJ Joseph Chachkin granted joint petition by Long-Pride Broadcasting Co. of Texas, Union College, Sioux Man Broadcasting Inc. and Mitchell Broadcasting Co. Inc. for approval of agreement; granted petitions of Long-Pride, Union and Sioux and dismissed with prejudice their app.'s; conditionally granted Mitchell's app. for TV at Bellevue, Neb., and terminated proceeding. (MM 83-1297-1300). MO&O adopted April 18.

Facilities changes

AM applications

Tendered

■ KAUL (1380 khz) North Little Rock, Ark.—Seeks CP to increase night power to 5 kw. App. April 26.

■ KEZY (1190 khz) Anaheim, Calif.—Seeks CP to increase power to day: 10 kw; night: 2.5 kw; change TL and make changes in ant. sys. App. April 27.

■ WCFB (1060 khz) Tupelo, Miss.—Seeks CP to change power to 1 kw. App. April 18.

■ WARR (1520 khz) Warrenton, N.C.—Seeks CP to increase power to 5 kw day. App. April 26

■ WCHQ (1360 khz) Camuy, P.R.—Seeks CP to increase night power to 1 kw and change to DA-D. App. April 26.

■ WEEL (1310 khz) Fairfax, Va.—Seeks mod. of lic. to change SL. App. April 26.

Accepted

■ KHUY (1030 khz) Folsom, Calif.—Seeks MP to change TL. App. April 27.

■ KKB (1090 khz) Aurora, Colo.—Seeks CP to make changes in ant. sys. App. April 27

■ WVN (1400 khz) Alphretta, Ga.—Seeks mod. of lic. to change SL. App. April 26.

■ KWPC (860 khz) Muscatine, Iowa—Seeks MP to make changes in ant. sys. App. April 23.

■ KIUL (1240 khz) Garden City, Kans.—Seeks CP to increase night RMS. App. April 23.

■ WCSY (940 khz) South Haven, Mich.—Seeks CP to change TL. App. April 27.

■ KOAW (1490 khz) Ruidoso Downs, N.M.—Seeks CP to make changes in ant. sys. App. April 23.

FM applications

Tendered

■ WHOO-FM (96.5 mhz) Orlando, Fla.—Seeks CP to change TL; change HAAT to 1,563 ft. and make changes in ant. sys. App. April 26.

■ KNDY-FM (103.1 mhz) Marysville, Kans.—Seeks CP to change TL; change HAAT to 289.09 ft and make changes in ant. sys. App. April 26.

■ WDCL (89.7 mhz) Somerset, Ky.—Seeks mod. of CP to change ERP to 100 kw and change HAAT to 570 ft. App. April 26

■ KROK (94.5 mhz) Shreveport, La.—Seeks CP to change TL; change HAAT to 1,000 ft.; install new trans. and make changes in ant. sys. App. April 27.

■ *WBHF (88.1 mhz) Bloomfield Hills, Minn.—Seeks CP to change freq. to 91.3 mhz; change ERP to .1 kw; change HAAT to 175 ft. and make changes in ant. sys. App. April 27

■ WMCH (91.7 mhz) St. Paul, Minn.—Seeks CP to change freq. to 104.9 mhz; change ERP to .0076 kw; change HAAT to 136 ft. App. April 27.

■ KTTS-FM (94.7 mhz) Springfield, Mo.—Seeks CP to change TL; change HAAT to 1,172 ft. and make changes in ant. sys. App. April 27.

■ KLFN-FM (100.9 mhz) Baker, Mont.—Seeks mod. of CP to change TL; change HAAT to 422 ft. and make changes in ant. sys. App. April 26.

- KMLA (103.9 mhz) Ashdown, Ariz.—Seeks mod. of CP to change ERP to 2.65 kw and change HAAT to 355 ft. App. April 18.
- *KGBA-FM (10.1 mhz) Holtville-EI Centro, Calif.—Seeks CP to change TL: change ERP to 3 kw and change HAAT to 300 ft. App. April 27.
- KLLY (95.3 mhz) Oildale, Calif.—Seeks mod. of CP to change ERP to 2.2 kw and change HAAT to 346 ft. App. April 23.
- WEAI (100.5 mhz) Jacksonville, Fla.—Seeks CP to change ERP to 50 kw and change HAAT to 322 ft. App. May 2.
- KIPO-FM (93.5 mhz) Lihue, Hawaii—Seeks CP to change TL and change HAAT to 262 ft. App. April 26.
- KJAD (92.7 mhz) Lihue, Hawaii—Seeks mod. of CP to change channel to 245c. App. April 26.
- WVR (105.5 mhz) West Terre Haute, Ind.—Seeks CP to change HAAT to 328 ft. App. April 26.
- FFMW (107.9 mhz) Waterloo, Iowa—Seeks CP to change TL and change ERP to 100 kw. App. April 27.
- WMSK-FM (95.3 mhz) Morganfield, Ky.—Seeks CP to change HAAT to 281 ft. App. April 26.
- WZYQ-FM (103.9 mhz) Braddock Heights, Md.—Seeks CP to change ERP to .42 kw. App. April 23.
- KFLN-FM (100.9 mhz) Baker, Mont.—Seeks mod. of CP to change TL: change HAAT to 422 ft. and make changes in ant. sys. App. May 2.
- KMZQ-FM (100.5 mhz) Henderson, Nev.—Seeks CP to make changes in ant. sys. App. April 27.
- *WKCR-FM (89.9 mhz) New York—Seeks mod. of CP to change TL: change ERP to .630 kw and change HAAT to 1,418.5 ft. App. April 27.
- WJZR (99.7 mhz) Kannapolis, N.C.—Seeks CP to change ERP to 100 kw. App. April 27.
- WGTZ (92.9 mhz) Eaton, Ohio—Seeks CP to make changes in ant. sys. App. April 27.
- WQEQ (103.1 mhz) Freeland, Pa.—Seeks CP to change ERP to .725 kw. App. April 26.
- WVCD (97.9 mhz) Hazelton, Pa.—Seeks CP to change ERP to 19.5 kw and change TL. App. April 18

- WKSZ (100.3 mhz) Media, Pa.—Seeks CP to make changes in ant. sys. App. April 23.
- WSPI (95.3 mhz) Shamokin, Pa.—Seeks mod. of CP to change SL. App. April 27.
- KIXY-FM (94.7 mhz) San Angelo, Tex.—Seeks mod. of CP to change HAAT to 110 ft. App. April 18.
- WPLZ (99.3 mhz) Petersburg, Va.—Seeks CP to change ERP to 3 kw. App. April 26.
- KACA (101.7 mhz) Prosser, Wash.—Seeks CP to change HAAT to minus 185 ft. and make changes in ant. sys. App. April 27.
- WSTX-FM (100.3 mhz) Christiansted, V.I.—Seeks mod. of CP to change ERP to 38.6 kw. App. April 18.

TV applications

Accepted

- KIMO (ch. 13) Anchorage—Seeks CP to change to ERP vis. 39 kw. aur. 7.8 kw and change TL. App. April 18.
- New (ch. 59) Sanger, Calif.—Seeks MP to change SL. App. April 26.
- WJXT (ch. 4) Jacksonville, Fla.—Seeks MP to change HAAT to 980 ft.; change TL and make changes in ant. sys. App. April 18.
- WTLV (ch. 12) Jacksonville, Fla.—Seeks MP to change HAAT to 970 ft.; change TL and make changes in ant. sys. App. April 18.
- KWHP (ch. 14) Boise, Idaho—Seeks MP to change to ERP vis. 185.35 kw; aur. 18.535 kw. App. April 23.
- WHSI (ch. 51) Portland, Me.—Seeks MP to change to ERP vis. 2.565 kw; 256 aur.; change HAAT to 912.98 ft.; change TL: make changes in ant. sys. App. April 23.
- WNJU-TV Linden, N.J.—Seeks MP to change SL. App. April 27.
- WAVY (ch. 10) Portsmouth, Va.—Seeks MP to change SL. App. April 23.

AM actions

- WPED (810 khz) Crozet, Va.—Granted CP to change power to 1 kw. Action April 17.

- KWRD (1470 khz) Henderson, Tex.—Granted app. for CP to increase power to 5 kw. Action April 18.

FM actions

- KSTM (107.1 mhz) Apache Junction, Ariz.—Returned app. for CP to change HAAT to 405 ft. Action April 23.
- KCDS (89.9 mhz) Angwin, Calif.—Granted app. for CP to change ERP to .794 kw. Action April 24.
- KDNO (98.5 mhz) Delano, Calif.—Granted app. for CP to change HAAT to 500 ft. Action April 18.
- KAVO (107.1 mhz) Fallbrook, Calif.—Granted app. for CP to change HAAT to 300 ft. and make changes in ant. sys. Action April 18.
- KUFW (90.5 mhz) Woodlake, Calif.—Granted app. for CP to change HAAT to 2,496 ft. and make changes in ant. sys. Action April 20.
- KSQU (100.9 mhz) Weed, Calif.—Dismissed app. for CP to change TL; change ERP to 1.94 kw; change HAAT to minus 927 ft.; change TPO and make changes in ant. sys. Action April 24.
- KSPZ (92.9 mhz) Colorado Springs—Granted app. for CP to change ERP to 83 kw; change TPO and make changes in ant. sys. Action April 24.
- WIKX (98.3 mhz) Immokalee, Fla.—Granted app. for mod. of CP to change HAAT to 900 ft. Action April 18.
- WKHX (101.5 mhz) Marietta, Ga.—Granted app. for mod. of CP to change HAAT to 968 ft. Action April 18.
- WOVE-FM (105.5 mhz) Rossville, Ga.—Dismissed app. for mod. of CP to change ERP to 2 kw; change HAAT to 380 ft. and change TPO. Action April 24.
- WXET (105.5 mhz) Woodstock, Ill.—Granted app. for CP to change ERP to .750 kw and change HAAT to 550 ft. Action April 19.
- KZZL (99.5 mhz) Le Mars, Iowa—Granted app. for CP to change HAAT to 1,000 ft. and make changes in ant. sys. Action April 18.
- KGLI (95.5 mhz) Sioux City, Iowa—Granted app. for CP to make changes in ant. sys. Action April 18.
- KSKU (102.1 mhz) Hutchinson, Kans.—Granted app. for CP to change TL; change HAAT to 1,052 ft. and make changes in ant. sys. Action April 19.
- WLGC (105.5 mhz) Greenup, Ky.—Granted app. for CP to change ERP to 1.413 kw. Action April 24.
- *KNWD (91.7 mhz) Natchatoches, La.—Granted app. for CP to increase ant. hgt. to 160 ft.; change ant. loc. and make changes in ant. sys. Action April 23.
- WYKX (104.7 mhz) Escanaba, Mich.—Dismissed app. for CP to change TL; change ERP to 100 kw; change HAAT to 1,081 ft. and make changes in ant. sys. Action April 24.
- KLKS (95.3 mhz) Breezy Point, Minn.—Granted app. for mod. of CP to change HAAT to 250 ft. and change TL. Action April 24.
- KUFM (89.1 mhz) Missoula, Mont.—Granted app. for CP to change ERP to 32 kw. Action April 24.
- WLLT (94.9 mhz) Fairfield, Ohio—Granted app. for mod. of CP to change SL. Action April 23.
- WHIZ-FM (102.5 mhz) Zanesville, Ohio—Granted app. for CP to change ERP to 50 kw(H). 48 kw (V) and change HAAT to 495 ft. Action April 19.
- KAEZ (107.7 mhz) Oklahoma City, Okla.—Granted app. for CP to change TL: change HAAT to 1,243 ft. and make changes in ant. sys. Action April 17.
- WMAR-FM (106.5 mhz) Baltimore—Granted app. for CP to change ERP to 31.6 kw and make changes in ant. sys. Action April 18.
- WCRB (102.5 mhz) Waltham, Mass.—Dismissed app. for CP to change ERP to 16 kw and change HAAT to 920 ft. Action April 11.
- *KDCV-FM (91.1 mhz) Blair, Neb.—Returned app. for CP to change ERP to .1 kw. Action April 20.
- KRR1 (105.5 mhz) Boulder City, Nev.—Granted app. for CP to change HAAT to 1,477 ft. Action April 24.
- WFME (94.7 mhz) Newark, N.J.—Granted app. for CP to change ERP to 37.2 kw. Action April 18.
- KHFM (96.3 mhz) Albuquerque, N.M.—Granted app. for CP to change ERP to 12.9 kw. Action April 19.
- WWSE (93.3 mhz) Jamestown, N.Y.—Granted app. for CP to change ERP to 26.5 kw and change HAAT to 643 ft. Action April 18.
- WFUV (90.7 mhz) New York—Granted app. for CP to change ERP to 5.5 kw and make changes in ant. sys. Action April 18.

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- **KDAK** (97.7 mhz) Carrington, N.D.—Granted app. for mod. of CP to change freq. to 98.3 mhz. Action April 23.
- **WHLM-FM** (106.5 mhz) Bloomsburg, Pa.—Granted app. for CP to change ERP to 15.1 kw. Action April 18.
- **WQXA** York, Pa.—Granted app. for CP to change ERP to 46 kw and make changes in ant. sys. Action April 24.
- **WTFM** (98.5 mhz) Kingsport, Tenn.—Returned app. for CP to change TL; change ERP to 72.4 kw; change HAAT to 2,270 ft. make changes in ant. sys. Action March 22.
- **KEZB** (93.9 mhz) El Paso—Granted app. for CP to install aux. ant. sys. at HAAT: 1,140 ft.; ERP: 9.64 kw. Action April 18.
- **KVOQ** (98.3 mhz) Lorenzo, Tex.—Granted app. for mod. of CP to change ERP to 3 kw; change HAAT to 296 ft. and change TL. Action April 19.
- **KRLB-FM** (99.5 mhz) Lubbock, Tex.—Granted app. for CP to change TL; change ERP to 100 kw; change HAAT to 589 ft. and make changes in ant. sys. Action April 13.
- **WXLK** (92.3 mhz) Roanoke, Va.—Granted app. for CP to make changes in ant. sys. Action April 12.
- **KLLH** (96.7 mhz) Quincy, Wash.—Granted app. for mod. of CP to change ERP to .33 kw; change HAAT to 920 ft. and change TL. Action April 23.
- ***WUWM** (89.7 mhz) Milwaukee—Granted app. for CP to change ERP to 15.44 kw; change HAAT to 871 ft. and make changes in ant. sys. Action April 18.
- **WEYS** (90.9 mhz) Kanahwa Econ. Development Institute, W.Va.—Granted app. for mod. of CP to change ERP to 13 kw; change HAAT to 428 ft.; change TL and make changes in ant. sys. Action April 20.
- **WMLW** (94.1 mhz) Watertown, Wis.—Granted app. for CP to change ERP to 50 kw and change HAAT to 476 ft. Action April 12.
- **WPKX-FM** (105.9 mhz) Woodbridge, Va.—Dismissed app. for CP to change TL; change ERP to 17.6 kw and change HAAT to 671 ft. Action April 11.

TV actions

- **New** (ch. 44) Pensacola, Fla.—Granted app. for MP to change to ERP vis. 3,941 kw, aur. 349.1 kw; change HAAT to 1,542 ft.; change TL and make changes in ant. sys. Action April 9.
- **WFCT** (ch. 62) Fayetteville, N.C.—Granted app. for MP to change to ERP vis. 223.9 kw; aur. 22.4 kw; change TL and change HAAT to 903 ft. Action April 19.
- **WFWY** (ch. 43) Syracuse, N.Y.—Granted app. for MP to change HAAT to 820 ft. Action April 20.
- **WKAF** (ch. 62) Syracuse, N.Y.—Granted app. for MP to change HAAT to 947 ft.; change TL and make changes in ant. sys. Action April 20.
- **KNBN-TV** (ch. 33) Dallas—Granted app. for CP to change to ERP vis. to 5,000 kw; aur. 500 kw. Action April 25.

Call letters

Applications

Call	Sought by
New AM	
KGRE	O'Kieffe Broadcasting Co., Greeley, Colo.
Existing AM's	
KDBI	KDBM Dillon Broadcasting Inc., Dillon, Mont.
WVSG	WCRR Hudson Valley Broadcasting Corp., Cornwall, N.Y.
WAAV	WKLM Cape Fear Broadcasting Co., Leland, N.C.
WBMS	WAAV Brunson Broadcasting of North Carolina, Wilmington, N.C.
KFOX	KRBC Fox Communications Inc., Abilene, Tex.
KMUV	KSKS Sweeney Broadcasting Co. Inc., Conroe, Tex.
New FM's	
KENY	Peninsula Communications Inc., Soldotna,

Alaska	Peninsula Communications Inc., Soldotna, Alaska
KNAI	Alaska
KTJC	Delta Communications, Rayville, La.
WYRY	Monadnock Broadcasting Co., Hinsdale, N.H.
KTCW	Herbert E. Cartmell, Pasco, Wash.
Existing FM's	
KMJI	KLIR Duffy Broadcasting Corp. of Denver, Denver
KYOU	KGRE O'Kieffe Broadcasting Co., Greeley, Colo.
WSAC-FM	WWKK W & B Broadcasting Inc., Fort Knox, Ky.
KATM	KHDN-FM Custer Communications Co. Inc., Hardin, Mont.
KKYS	KFFV Scott & Davis Enterprises Inc., Bryan, Tex.
KYOG	KFOX Fox Broadcasters Inc., Llano, Tex.
WTCV-FM	WBOB-FM Carroll-Grayson Broadcasting Corp., Galax, Va.
New TV's	
WNAL-TV	Anthony Jay Fant and Kyla Beth Fant, Gadsden, Ala.
KHCT	Haynes Communications Co., Salina, Kan.
KWVT-TV	Central Texas Broadcasting Co., Waco, Tex.
Existing TV's	
* WMEA-TV	WMEG-TV University of Maine, Biddeford, Me.
WJKB	WJIM-TV Backe Communications Inc., Lansing, Mich.

Grants

Call	Sought by
New AM's	
WMMG	Meade County Broadcasting Co., Brandenburg, Ky.
KSKR	KTXX Big Mountain Broadcasting Co., Whitefish, Mont.
KBRL	Jerrel E. Kautz, Imperial, Neb.
New FM's	
KSNA	Last Frontier Broadcasting Inc., Anchorage
WTPI	Peoplas Broadcasting Corp., Indianapolis
KHAZ	Peak Broadcasting Co., Hays, Kan.
KQMA	Northwest Enterprises Inc., Phillipsburg, Kan.
WIMJ	Ebony Broadcasting Co., New Albany, Miss.
WQSC	Andrews-Intermart Broadcasting Co., Andrews, S.C.
* KHOY	Diocesan Radio Corp., Laredo, Tex.
* KLUX	Diocesan Radio Corp., Robstown, Tex.
WZTT	Rhineland Broadcasting Corp., Rhineland, Wis.
KWEP	Pioneer Broadcasting Inc., Wheatland, Wyo.
New TV's	
KGRE	O'Kieffe Broadcasting Co., Greeley, Colo.
* WYBE	Independence Public Media of Philadelphia, Philadelphia
KZEI	Four Star Broadcasting Co., Alvin, Tex.
KBTI	M & M Telecasting, Fort Stockton, Tex.
KWVT-TV	Central Texas Broadcasting Co., Waco, Tex.
KVXO	Pacific Metrocom Northwest, Spokane, Wash.
WYJE	Hiawatha Valley Communications Inc., Man-

itowoc, Wis.

Existing AM's

KWHA	KCRI Dr. M.M. Taylor, West Helena, Ark.
KXTC	KXQR Clovis Broadcasters, Clovis, Calif.
KMDY	KGOE Comedy Broadcasting Co., Thousand Oaks, Calif.
WKHT	WINF Broadcast Management of Connecticut Inc., Manchester, Conn.
WCGY	WEAT Curt Gowdy Broadcasting Corp., West Palm Beach, Fla.
KTFI	KTLC Greentree Broadcasting Co., Twin Falls, Idaho
WJCO	WDJD James John McCluskey, Jackson, Mich.
WOAD	WJQS John H. Pembroke, Jackson, Miss.
KCXL	KKCI Kansas City Communications Inc., Liberty, Mo.
KCEZ	KXLF Mountain Sky Broadcasting Inc., Butte, Mont.
KSKR	KTXX Big Mountain Broadcasting Co., Whitefish, Mont.
KZZR	KRNS Warren D. Evans, Burns, Ore.
WXTO	WBMJ GM Broadcasting Inc., San Juan, P.R.
KXTC	KXQR Clovis Broadcasters, Springfield, Va.

Existing FM's

KYAX	KBGX KCNO Inc., Alturas, Calif.
KRAI-FM	KXRC Northwestern Colorado Broadcasting Co., Craig, Colo.
WUVU	WFOY-FM Douglas D. and Marilyn Shull, St. Augustine, Fla.
* WPBA-FM	WABE Board of Education of the City of Atlanta, Atlanta
KATF	KFMD Woodward Communications Inc., Dubuque, Iowa
WMMG-FM	WMMG Meade County Broadcasting Co., Brandenburg, Ky.
WKJN	WTGI Keymarket Communications of Louisiana Inc., Hammond, La.
WCGY-FM	WCGY Curt Gowdy Broadcasting Corp., Lawrence, Mass.
WCRZ	WGMZ WGMZ Inc., Flint, Mich.
KCKN	KRIZ Ronald H. Strother, Roswell, N.M.
WRLX	WLOS WISE Radio Inc., Asheville, N.C.
WZZT	WWWJ Kramer Communications Inc., Johnstown, Ohio
KVXL	KRAA Dakota-North Plains Corp., Volga, S.D.
KJIM	KWJS Jimmy Swaggert Ministries, Arlington, Tex.
* KCBI-FM	KCBI Criswell Bible Institute, Dallas
KDUV	KINE-FM Radio Station KINE Inc., Kingsville, Tex.
KKMI-FM	KYYX Madison Park Broadcasting, Seattle
KAYO-FM	KJMD KAYO Broadcasting, Aberdeen, Wash.
Existing TV's	
WDBB-TV	WDBB Channel 17 of Tuscaloosa, Tuscaloosa, Ala.
* WPBA	Board of Education of the City of Atlanta, Atlanta
WZTZ	WVTZ 66 Corp., Marlborough, Mass.
WMGM-TV	WAAT South Jersey Broadcasting Corp., Wildwood, N.J.
KIJN-TV	KKFC The Best Broadcasting Corp., Farwell, Tex.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General manager. Experienced (hands-on) manager (sales-oriented) in small (AM-FM) market - hill country - central Texas. Demonstrate success in this market, move up to top 75 mkt. within 2 years. Excellent salary and opportunity. Reply 3901 Westheimer, Ste. 190, Houston, TX 77027.

Station manager-WEKU-FM, a 50,000 watt NPR affiliate with fine arts/news format serving Richmond/Lexington, KY, and surrounding area, seeks manager to coordinate and direct activities of broadcast staff in areas of development/promotion, community relations, programming and operations. Requirements: Bachelors degree in broadcasting or related field (Masters preferred) and three years management experience in broadcasting or related area. Salary dependent upon background. Submit resume to Dr. Fred Kolloff, Director, Division of Television and Radio, 102 Perkins Bldg., Eastern Kentucky University, Richmond, KY 40475-0951, by May 21, 1984. An AA/EOE.

Texas - station manager. Small market opportunity in growing Dallas fringe. New owner seeks sales-oriented professional with ability to motivate, communicate and organize. Competitive salary & performance incentives. Send resume and salary history. EOE. Box P-112.

Hot GM to lead well positioned top 100 Sunbelt class C to market domination for a new expanding company. Box R-11.

Career GM with GSM success for leading Beaumont, Texas FM. Long term opportunity for ambitious winner. Box R-12.

Openings now for general manager and sales manager in our growing group of East Coast, small market radio stations. Minimum 3 years sales management experience for GM, 3 years broadcast sales experience for SM. Send resume with references and compensation requirements to Radio, P.O. Box 40725, Washington, DC 20016. EOE/M/F.

Station manager: for small to medium market AM/FM, southern New England. Strength in local sales and active community involvement required. Sales management experience also necessary, plus desire to make a successful combo even more successful. Compensation commensurate with experience. Send resume and salary requirements to Box R-25. EOE.

Sales manager wanted. Black format AM on central East coast of Florida. Call and sell us yourself! 305-636-2411.

Station manager. Immediate opening in automated satellite, Illinois FM. Experienced in sales-promotion, production management. Salary plus profit-oriented compensation plan negotiable. Send resume to Box R-31.

HELP WANTED SALES

Southern Illinois single station market AM/FM seeks aggressive, innovative sales manager. Radio sales experience required. Opportunity for station management. All replies confidential. Resume to Box P-170. EOE.

We have GMs begging for our salespeople. Learn & increase income. May/June classes. 4 days/\$250. Results Radio School, Box 741323, Dallas, TX 75374.

Join us in the land of great opportunity - Anchorage, Alaska. Experienced sales rep needed. Advance to sales manager, advance to general manager. Call Howard. 907-278-4631. EOE.

Sales manager for AM/FM, Southeast market. We are looking for a successful sales rep. to move up to this management position, or for an experienced sales manager to take charge of the three-person staff. Send resume and letter indicating earnings history and goals to Box R-17.

Several top quality radio salespersons needed to help revive regional station in northeast Oklahoma. Call Larry, 918-287-1211.

Florida - (west central), minutes from Gulf. New owner wants sales pros - professional heavy hittin' sales dept. - plus combo person, if great at both. Florida's #1 growth county, single station market, 5KW-ND, nice facility - nice area, over 40,000 pop. within 8 miles, county 70,000. Over 600 businesses in our own market. 1st come, 1st serve. Phone Bob, sole owner, 904-726-2170 day; 904-726-5975 night.

General sales manager- 50,000-watt news/information (talk, sports, farm). Demonstrable appropriate leadership skills and prior broadcast sales management experience a necessity. Send resume to: Talmage Thompson, WHO Radio, 1801 Grand Avenue, Des Moines, IA 50308. EOE.

\$55,000 annually isn't a promise, but two of my people already earn it. Your list is worth about 25,000 now. AM/FM. Bryan, Texas leader. Sell me first. Box R-24.

Sales wanted. KEZY Radio, Anaheim, has hired some killers from Nebraska, Alaska, Colorado, and locally. We still need one more. A salesperson in this market can earn upwards of \$75,000 annually if he/she is the right individual. The station gets results; the money is in the market. It's up to you. Give us a call. Victor Goldstein, General Sales Manager, 714-776-1191, or Dan Mitchell, President. Openings are immediate.

Salesman/announcer. Need combo person for 50KW FM adult rocker. Salary plus commission. Great opportunity for good announcer who wants to break into sales. Send tape and resume to Manager, WJSY, P.O. Box 1107, Harrisonburg, VA 22801. EOE.

HELP WANTED ANNOUNCERS

Worth more than you make? We appreciate good people and pay to prove it. Experienced announcers and production experts apply. Operations Manager, P.O. Box 509, Antigo WI 54409.

PM drive position open. Great station and benefits. Tape and resume: WLBR, Box 1270, Lebanon, PA 17042. EOE.

Announcer for small market in New York's Catskills. Good air work, writing and production skills. Send tape, resume and references to WVOS, Box 150, Liberty, NY 12754. EEO seriously!

Medium Midwest AM country seeking morning killer! Good bucks, benefits. If you're on the way and committed to winning, send resume to Box P-167.

Classical music announcer. Warm and knowledgeable on the air; mature voice and accurate but unaffected pronunciation of classical names and terms essential. BA & significant experience in classical music announcing required. Send resume and non-returnable tape to: Station Manager, WILL-AM-FM, 810 S. Wright Street, Urbana, IL 61801. 217-333-0850. Application deadline May 15, 1984. Target starting date July 1, 1984. EOE/AA.

Rocky Mountain Colorado AM/FM looking for a bright, quick morning announcer. Must be creative - not silly. Send salary requirements and resume to Box R-14.

Can you communicate with an adult audience? Do you feel comfortable with an easy listening format? If you can answer yes to these questions, we'd like to hear your tape. Our expanding group of East Coast, small market stations has current openings for quality announcers. Tape/resume and salary requirements to Radio, P.O. Box 40725, Washington, DC 20016. EOE, M/F.

HELP WANTED TECHNICAL

KBEZ-Tulsa, OK, has immediate opening for chief engineer. Must be strong on audio, preventive maintenance, digital and RF. Harris 9000 automation and Harris-50K transmitter. Send resume to Jim Van Sickle, KBEZ, P.O. Box 93, Tulsa OK 74104. EOE.

Chief engineer needed for top rated AM stereo/FM stereo stations in Palm Springs, California. Applicant must be strong on audio, studio maintenance, directional AM, STL and RPU systems. Send resume and salary requirements to Joe Tourtelot, KDES Radio, P.O. Box KDES, Palm Springs, CA 92263.

Group owner seeks engineer. AM-FM stations, Merrill, Wisconsin and Ironwood, Michigan. Must have directional experience. Call 715-536-6262; 906-932-2411.

KKBB Radio, Aurora (Denver), needs chief engineer for transmitter, 7 towers, and studio maintenance. 50,000 watt day/500 watt night. Call 303-832-1090. EOE/M/F.

Chief engineer for WIZE Radio, Springfield, Ohio. Strong maintenance skills required. Send resume, references, and salary history to Director of Engineering, Great Trails Broadcasting, 4 South Main, Dayton, OH 45402. EOE.

Chief engineer for Illinois AM/FM station. Knowledge of AM directionals, FM & STLs required. Group-owned station with highest quality goals & standards as requirements. Experienced with salary requirements apply to Box R-13.

Chief engineer. Southern California - AM/FM KMEN-KGGI - Riverside/San Bernardino. Send resume/salary requirements and availability date (no calls please) to: GM, KMEN-KGGI, P.O. Box 1290, San Bernardino, CA 92402.

WGNW/WFMN, serving Orange and Dutchess Counties, NY. Chief operator for AM DA-D, FM-A. Hands-on experience plus solid positive attitude required. References will be checked. Write GM, Box 3591, Newburgh, NY 12550. EOE/M/F.

Chief engineer. Small Maine town AM/FM. Beautiful region. Must double as announcer, newscaster, and/or salesperson. Resumes to Box R-15.

AM/FM chief engineer for top 25 Sunbelt market. We want you to love and care for our properties. There are new studios to be built. Only self starters with solid work ethics need apply. Salary in mid thirties with car. Send resume and references to Box R-16.

HELP WANTED NEWS

Top-rated Florida AM/FM radio station seeks news director/assistant professor to direct and manage largest local radio news gathering facility in area. Will teach radio reporting and supervise broadcast news students in news and weather operation at the University of Florida. Need Master's degree in broadcasting or journalism or similar related study plus three years full time broadcast news experience; or Bachelor's degree in same described areas plus four years full time broadcast news experience. Send tape & resume to Jim Geason, WRUF, PO Box 14444, Gainesville, FL 32604, by May 15, 1984. AA/EOE.

Reporter/newsman opening. Great station/benefits. Send tape and resume: WLBR, Box 1270, Lebanon, PA 17042. EOE.

Local newscaster for small market radio station in the New York Catskills. Energy and skill. News is important here. Send tape, resume and references. Apply to WVOS, Box 150, Liberty, NY 12754. EEO seriously!

Experienced news anchor for WTAD/WQCY-FM, Quincy, IL. Strong news gathering skills required for the dominant news station in the area. Group-owned stations affiliated with KHQA-TV. Good company benefits. Tapes and resumes to Scott Mulford, News Director, 510 Maine, Quincy, IL 62301. EOE.

KOSU-FM, a 100,000 watt National Public Radio station, is seeking a news reporter. Description: write and read newscasts. Produce original material for newscasts through interviews. Interview and report from the scene of news events. Conceptualize and produce original stories. Produce documentaries and other special news programs. Operate equipment. Qualifications: minimum one year of radio or TV news reporting. Valid driver's license. Bachelor's degree or equivalent work experience in combinations with some college is acceptable. The ability to edit audio tape. Salary: competitive. Application: audition tapes and resumes should be forwarded to Craig Beeby, KOSU-FM, 302 PM Building, Oklahoma State University, Stillwater, OK 74078. Deadline to receive applications: May 15, 1984. KOSU-FM is an AA/EOE.

Reporter (radio announcer). WFSU-FM, Tallahassee, Florida. Develops, plans, prepares and presents major news programs for WFSU-FM. Strong writing and on-air skills needed, as well as good reporting skills. One year of experience in radio broadcasting; or completion of a broadcasting or mass communications program. Salary \$11,600. Application deadline May 17th. Contact FSU Personnel Relations for application instructions. 904-644-6034.

News director wanted. Class IVAM with ABC, class C FM with CBS, both with Mo-network, AP, private weather service, Nat'l Weather Service, color weather radar, and two full time newspeople need a leader. Tape and updated resume to Terry King, VP & Gen. Mgr., KTRR/KZNN Radio, P.O. Box 727, Rolla, MO 65401. Equal opportunity employer.

News reporter with wide range of abilities, capable of producing and anchoring morning drive news. Two stations: 5,000 watt AM country music/strong air personality, and top-rated FM 50,000 watt commercial religious music station with strong news commitment. Stations run on biblical principles. Call Rick Carson or Marshall Lawrence 219-875-5166. Resumes to WCMR/WFRN, PO Box 307, Elkhart, IN 46515.

News director: small market FM, southern New England coastal community, wants strong local news coverage. Dedicated, take charge individual needed to upgrade and organize department. On-air anchor position included. Reporting experience, writing skills and on-air delivery important. Salary commensurate with abilities. Send resume in confidence to Box R-29. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Program director needed for successful full-time news/talk radio station. Top 100 market, with highly successful news history. Need take-charge PD to direct news, talk, & promotions. Send resume to Box P-110.

Medium midwest A/C looking for PD/morning personality, full air staff. Rare opportunity to join respected broadcast organization. Send resume to Box P-168.

Program director. Successful, small market radio station looking for creative PD with strong background in promotions, music, and deals well with people. Great opportunity. Resume and tapes to GM, WSYB/WRUT, Box 249, Rutland, VT 05701. EOE.

Producer- in two short weeks Studio Center Corporation will pick another creative heavyweight to join America's most awarded radio production team. This person will work daily with ad agencies and a roster of 45 top performers in creating and producing spots, voice-overs and A/V soundtracks; participate in SCC broadcast syndication projects and expand his or her horizons in our television production division. If you're ready to accept the challenges of creative independent production, sink roots in the casual Virginia Beach lifestyle, and work long and hard to establish a national reputation for yourself, send resume and tape of your ten best spots to Bob Jump, Studio Center Corporation, 200 West 22nd Street, Norfolk, VA 23517.

Growing East Coast small market radio station group needs PD's who won't settle for less than the best for our easy listening formatted stations. Production experience a must. Tape/resume and salary requirements to Radio, P.O. Box 40725, Washington, DC 20016. EOE,M/F

SITUATIONS WANTED MANAGEMENT

Looking for first general manager's position. 23 years experience, including sales and corporate operations-national program director of chain. 216-257-5004.

General manager, successful at turnarounds, sales oriented, seeks medium, major market assignment. Confidential, currently employed. Call 415-944-5396.

20 years success, small-large mkts. Management, sales, programing. Immediate availability. Call Manager, 316-799-2817.

Small market manager, Experienced-successful. Desires possible buy in. Presently employed. Box P-194.

General manager - general sales manager. 23 yrs. management experience including GSM at WUAB Cleveland & WFLD Chicago. Organized, aggressive, & successful track record. Can turn your station around. Write Bruno Sardi, 33 Gold St., Suite 519, NYC 10038. 212-406-1011.

Management: sales professional, team builder. Take charge GM or GSM. Documented organizational, sales and promotion skills. 42. NE or mid-Atlantic preferred. All considered. Box R-1.

High performing general manager with a strong tradition of success. Committed to professionalism and goal achievement. Top leader and motivator. 20 years in management, all size markets. Competitor with knowledgeable skills that produce exceptional sales and profits. Top drawer with excellent credentials. Box R-7.

Experienced general manager wants GM position, with option to buy (part or all of) radio property \$10,000 cash to work with. Prefer NE. Write Box R-20.

SITUATIONS WANTED SALES

Promotions & co-op sales, 3 years experience dealer group co-op promotions, develop & sell co-op and special promotions, co-op sales training for staff. Portfolio upon interview. Valerie, 914-735-8710; 914-425-9400.

SITUATIONS WANTED ANNOUNCERS

Female announcer seeking Indiana employment. Have Columbia School of Broadcasting training. Call Ruth Bull, 317-643-7956.

Florida, Announcer for MOR/big band format. Dedicated professional. Excellent background and references. Steve May, 516-286-9491.

DJ-experienced in progressive rock and other formats, seeks position. Ron Hube, 19E Cedarburg Court, Baltimore, MD 21234. 301-661-3684.

Can wear 2 hats, 10 years computer operator, now a trained broadcaster with writing skills. Seeking entry level position. All markets. Salary negotiable. Guy Hamilton, 212-297-4334.

Tired of that same old song? Try this small market experienced DJ/newsman for a new tune. College-educated, music degree with writing skills looking for expanded repertoire. Write Box R-5.

Experienced DJ- age 28- will relocate. Prefer rock or A/C, but have worked other formats. P.O. Box 27075, Houston, TX 77227.

Intelligent, worldly, hardworking, acting experience, great public speaker, Government, BA, plus graduate training, 25. Seeks broadcast opportunity in New York metro area. (career), Jeff 212-459-2478.

SITUATIONS WANTED TECHNICAL

Director of engineering. 15+ years experience as CE of major market group-owned AM/FM's. Highly experienced all phases technical management and engineering. Top references. Box P-165.

Offering experience, education, dedication, as chief engineer for your stations. 27 years AM/FM/TV. Last ten years with AM/FM. Last 3 1/2 years with AM/FM, Phoenix. Call Wayne Nelson, 602-841-6041.

15 years as combo. Also experienced as copy writer and farm news. Seeking permanent position either in or near Iowa. 319-283-3891.

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.

Top-notch, sophisticated PBP all sports. Looking for medium market station with solid sports commitment. Oldies expert can combo with board work. Currently working. Write Box P-117.

NFL PBP announcer seeks free lance radio major college football. Five years major college experience. Box P-133.

News reporter position wanted. Have one year experience, 6 months in medium market, 6 months in major market. Have experience in political reporting. Write to: Michael Carl, P.O. Box 843, Angleton, TX 77515; or call: 409-849-8293.

Woman news announcer wants job. Articulate, authoritative voice. Bright personality. 4 yrs. radio continuity exper. Mature, graduate broadcasting school. Serious worker. Fran Van, 219-931-2196.

Sports enthusiast has what it takes to succeed. Needs chance to show it. Seeks entry level position. Honest, hardworking, dependable. Confidence, desire is real. Prefer NY, will go anywhere. Money no object. I live for sports; it is in my blood. Give me my chance to bleed. Contact Mike Pagano, 23 Steep Hill Road, Nanuet, NY 10954. 914-623-4083.

Can we talk? Sports that is. Bright, personable sportscaster itching for college or pro PBP opportunity. Descriptive, ear-catching style. A winner on and off the air. I do my homework. Barry, 505-437-2824, after 2PM MT.

Experienced news anchor seeks Minneapolis-St. Paul market. Excellent organizer and voice. Angelo, 212-338-8328, between 12PM-2PM EDT.

Award winning sports coverage, 16 yrs. experience. Excellent daily reporting, interview, commentary, talk show, college & professional PBP, Hard worker. Box P-162.

Will go anywhere. Single. Seek entry level position. Contact Robert Brown, 20 East 93 Street, NY, NY 10128, or call 212-369-6319.

Bank officer (commercial lending) with MBA degree seeks career change into broadcasting field as business reporter/anchor. Prior radio announcing experience. Box P-173.

ATS Grad w/B.A. journalism, edit'l. exp. w/Bd of Ed. Seeks entry level news position. Anywhere. Max Rowe, 10915 37 Ave., Apt. 8C, Corona, NY 11368.

Experienced newsmen, strong public affairs and talk skills, with ideas to improve your product. Need opportunity to produce. Now near NYC. Box P-185.

Veteran sports/news director seeks relocation. NCAA and minor league PBP: excellent reporting skills. Scope your competition with Jon Richards, 406-761-1310w; 406-454-3736h.

Award winning sportscaster, 250,000 Western market, seeks position that includes college football/basketball PBP. I'm presently combining news & sports. Box R-21.

Experienced anchor/reporter with MS in journalism from large Midwest university. Strong writing and interviewing skills. Want to relocate. Terry, 913-843-7756.

Talented newscaster. 5 years experience, 3 as ND of Midwest medium market. Journalism degree. Jeff 815-663-9173.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Programming professional: 10 years experience. A/C, CHR, country. Profit oriented, people motivator, promotion and marketing knowhow. Degree, first phone. Thom Davis, 512-723-0600.

Tired of production & sales at each other's throats? Sales-oriented professional seeks production-promotion-sales position. 10 yrs. experience. Numerous voices. We can make money together! Percentage for winning specs. wanted. California, Nevada, Arizona only. Box R-3.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager. New Midwest independent seeks experienced motivator to lead local sales staff. Salary open, excellent fringes. Resume, salary history, sales philosophy to Box P-154. EOE.

Computer systems manager. Responsibilities include supervision and administration of traffic and operations department, as well as involvement with computer systems within the station. Applicants should have traffic and operations management experience and/or computer vendor experience. Send resume to: General Sales Manager, KPHO-TV, P.O. Box 20100, Phoenix, AZ 85036. KPHO is an equal opportunity employer.

Executive producer. Public affairs & children. Connecticut's only independent needs experienced executive producer to over-see twice-monthly magazine public affairs show, daily children's program and other specials. Two to four years experience. Send resumes and salary history only to Personnel Manager, WTTX Channel 20, 414 Meadow St., Waterbury, CT 06410.

Traffic supervisor - aggressive Southeast network affiliate needs experienced traffic person to take charge of day-to-day operation. Experience with IBM System 34 and Columbine desired. Send resume with references and salary history to Nancy Fulks, WCTI-TV, P.O. Box 2325, New Bern, NC 28560. No phone calls please. EOE.

Program director - aggressive Southeast network affiliate seeking program director or assistant looking for advancement. Experience in administering station's program schedule, market and program research, budgeting, and cost control desirable. Send resume with reference and salary history to William D. Webb, WCTI-TV, P.O. Box 2325, New Bern, NC 28560. No phone calls please. EOE.

General manager for unconventional VHF public TV station near Denver. Send resume to: Search Committee, KBDI-TV, P.O. Box 427, Broomfield, CO 80020. EOE.

TV traffic assistant. New York public broadcaster seeks person to assist TV traffic manager in all phases of TV traffic. Person must have TV traffic knowledge and minimum 3 years TV station experience. Degree in communications preferred. Send resume to: Wendy Wood, WNYC, 1 Centre Street, New York, NY 10007. EOE.

General manager for WSAV (ch. 3) in idyllic Savannah, GA. Group owned ABC affiliate is well equipped. Serves historic and vibrant port city. Terrific opportunity for someone who knows sales, news, programming, and how to lead energetic staff. Excellent salary and benefits. Inquiries by letter only to David Bradley, Jr., News-Press & Gazette Company, PO Box 29, St. Joseph, MO 64502. EOE-M/F.

Business manager. Rapidly growing WPWR-TV, Aurora, needs experienced financial professional to build strong tight department. Indie experience preferred. MBA/CPA/newspaper-broadcast-printing group background helpful. You must be meticulously organized, able to work in a fluid environment. Report to owner. Advance in profitable parent company with printing and investment interests building TV group. Desirable suburban area 35 miles west of Chicago. Resume, salary requirements, references to Fred Eychaner, 3505 N. Ashland, Chicago, IL 60657. I'll be at BFM for interviews, but can move sooner for the right person. EOE/MF.

Business manager for group-owned Midwest VHF station. Prefer 4-year degree in accounting or business administration. Handle payroll, personnel records, credit, insurance. Experience with Bias, cost accounting helpful. Contact Jim Waterbury, GM, KWWL, 500 East Fourth, Waterloo, IA 50703. EOE/M/F.

Program director-top independent station in fast-growing south-Atlantic coastal region needs person with 3-5 years experience in programming and management. EEO-M/F. Send resume to Box P-192.

Director of campus television station. Administrative/professional position to supervise TV 10 news (half-hour news program cablecast live weekdays), teach two broadcast courses each semester, supervise on-campus TV interns and coordinate off-campus intern placements. Twelve month position with salary commensurate with experience. Starting date: July 1 through August 15, 1984. The successful candidate will possess considerable experience in radio or TV news; a minimum of a Bachelor's degree (MA preferred), and have teaching experience. Send resume and names, addresses, and phone numbers of three references to Dr. William Semlak, Chair, Department of Communication, Illinois State University, Normal, IL 61761. Closing date June 1, 1984. Affirmative action/equal opportunity university.

Promotion manager. Great opportunity for innovative individual. Aggressive affiliate needs creative, experienced pro with excellent writing and producing skills. Send resume to PD, WOKR 13, Box L, Rochester, NY 14623. EOE.

Sales manager: looking for a strong number two with primary responsibility in national and regional sales. Exciting opportunity with start-up independent. EOE-M/F. Reply: WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408.

General manager: group owned, major market, new UHF independent seeks experienced professional with dynamic leadership qualities to head station. Excellent opportunity for right individual. EOE-M/F. Reply to Box R-27.

Manager of continuity and traffic. New Hampshire Public Television seeks a manager of continuity and traffic, which includes responsibilities for all logging, on-air promotion, satellite and line feeds, shipping and other operational functions. NHPTV is a growing organization located in Durham, on the NH seacoast, 65 miles north of Boston. Minimum qualifications: Associate's degree and two years supervisory experience or equivalent combination. Public television or other communications experience preferred. Salary: \$13,520 to \$20,940; starting salary normally \$15,130. Lucrative benefits package. Application deadline: May 18, 1984. Send resume directly to: Alton Hotelling, Director of Programming, NHPTV, P.O. Box 1100, University of New Hampshire, Durham, NH 03824. AA/EOE.

HELP WANTED SALES

Local sales manager: need experienced television AE to generate new business, train, direct local sales staff. Must carry account list and have some experience dealing with agencies. Send complete resume with references to Fred Proise, GSM, WTSG-TV, Box 4050, Albany, GA 31708. EOE.

General sales manager - move to the beautiful coast of southeastern Connecticut. A special opportunity for a dynamic results oriented person. Must have independent sales experience, be an aggressive motivator and strong leader. Excellent base salary, override and other ample rewards for performance. This is the start of something big. Send resume to WLCT-TV, P.O. Box 991, New London, CT 06320.

Co-op specialist - an opportunity is available to become the co-op specialist working as part of the sales team at WLRE-TV, the leading independent station in Green Bay, WI. The right candidate must have at least two years of co-op experience with a television or radio station, newspaper, or major retailer. Send a complete resume with references to General Manager, WLRE-TV, P.O. Box 26, Green Bay, WI 54305. 414-437-2626. EOE.

Local sales manager - Midwest indy seeks knowledgeable, tenacious TV sales professional. Ability to lead, motivate, teach, and direct local sales staff along with management and communication skills a must. Candidates must have independent sales experience and a proven track record. Send resume and compensation requirements to Box P-172. EOE.

General sales manager - group owned network affiliate (WGHP-TV Greensboro/Winston-Salem/High Point, NC) seeking goal-oriented general sales manager. Ability to lead, motivate and direct rep and local sales staff along with management and communication skills a must. Candidates must have previous TV management experience and proven track record. Send resume and compensation requirements to General Manager, P.O. Box 2688, High Point, NC 27261. All replies strictly confidential. EOE.

Sun and sand await successful applicant for cable television advertising sales in Ocean City, MD. Send resume to Richard Wiles, Regional Cable Network, 1000 Willow Circle, Hagerstown, MD 21740.

Local sales manager-network affiliate VHF, Midwest. Must be TVB and research oriented. Send resume and salary requirement to Box R-18.

TV account executive wanted: top 50 NBC affiliate-need to fill vacancy with experienced account executive. Send resume and income requirements to: Chic Kroll, WGAL-TV 8, Lincoln Highway West, P.O. Box 7127, Lancaster, PA 17604. Equal opportunity employer.

Local senior sales. Minimum 2 years television sales experience. Emphasis on agency sales. Resume and salary requirements to: Dale Coloma, Local Sales Manager, KPDX-TV 49, 910 NE Union, Portland, OR 97232. EOE.

HELP WANTED TECHNICAL

Television broadcast maintenance engineer. Top 20 VHF network affiliate, Southeast, is seeking a transmitter/studio maintenance engineer. Applicant must have had at least five years experience with TV transmitters and studio equipment. Duties require extensive weekend and overnight work. Qualified applicants should send complete resume to Box P-155. EOE.

Take charge chief engineer for public UHF TV facility in Midwest. Professional with state-of-the-art experience and leadership ability needed to supervise full time engineers and to continue building program. Will organize department and oversee all engineering work and projects. 2-4 years technical training or equivalent in electronic engineering related to TV broadcast equipment plus 4-5 years broadcast engineering experience required. General class radio telephone license required. Salary open. Excellent benefit package. Application deadline 5/22/84. Send resume to Box P-131. An equal opportunity/affirmative action employer.

Chief video technician. State-of-the-art CATV operation in Portland, Oregon, seeks qualified video technician to maintain and repair extensive local origination television production facilities and master control center. Minimum 6 years experience maintaining television production equipment required. Experience with computer driven alpha-numeric video display systems and computer driven commercial insertion equipment preferred. Supervisory experience preferred. Join a winning team that has been given national honors for high quality local programming. Salary range: \$25,000 - \$30,000, with good growth potential. Applications post-marked no later than May 21st, 1984, to Personnel, Rogers Cablesystems of Portland, 3075 NE Sandy Blvd., Portland, OR 97232.

Engineer/technician - a Midwest CBS affiliate is seeking an experienced engineer/technician to maintain studio, transmitter, and ENG equipment. If interested, send a resume and salary requirements to: Engineering Supervisor, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE-M/F.

Maintenance engineer- Sacramento, California. UHF independent, 20th market, seeking an experienced studio or transmitter maintenance engineer. Must have extensive maintenance experience, good references, and FCC first or general ticket; SBE certification a plus. Familiarity with Sony 1" and 3/4", TCR-100, Ampex quad, TK-29, TK-76, TK-86, GVG, CMX, Compositor, TVRO, and RCA UHF transmitters desirable. Immediate opening. Contact Bob Venditti, Chief Engineer, KRKB-TV/31, 500 Media Place, Sacramento, CA 95815. 916-929-0300. Equal opportunity employer.

TV engineer- Connecticut Public Broadcasting seeking TV engineer with FCC general. Minimum 2 years technical schooling and broadcast experience. Salary range \$14,924-\$26,832. EOE, M/F. Send detailed resume to Mary Sullivan, CPTV, 24 Summit St., Hartford, CT 06106.

Chief engineer. Group owned top 20 station needs self-motivated individual with good maintenance background and UHF experience to take charge of engineering department. Send resume and salary requirements to Box R-19.

Studio maintenance supervisor- Sacramento, California. UHF independent, 20th market, seeks hand-on shop supervisor to coordinate maintenance of all studio equipment. Extensive maintenance experience and some supervisory experience required. FCC first or general ticket mandatory; SBE certification and UHF transmitter experience desirable. Contact Bob Venditti, Chief Engineer, KRKB-TV/31, 500 Media Place, Sacramento, CA 95815. 916-929-0300. Equal Opportunity Employer.

Broadcast engineer: the department of speech communication and theatre in a small, church-related, liberal arts college is seeking a broadcast engineer for a non-commercial educational radio station and cable access television studio. Responsible for operation and maintenance of all equipment. BA degree in broadcasting and engineering experience required. Salary commensurate with education and experience. Application deadline: until filled. Duties begin July 1, 1984. Send letter of application and resume, along with three letters of reference, to Dr. Jerry Martin, Chairman, Speech Communication and Theatre, Muskingum College, New Concord, OH 43762.

HELP WANTED NEWS

News producer. Number one station in top 40's market is seeking the best. If you are a highly motivated producer who can write well, then apply. If you have solid news judgment and can manage people well, then apply. We're looking for quality aggressive people now! EOE-M/F. Resumes to Box P-109.

Live at Five co-anchor/feature reporter. Experience preferred. Tape and resume to News Director, WISC-TV, 7025 Raymond Road, Madison, WI 53711. EOE.

TV anchor/reporter, news/informational magazine program. Top ten market. Must have strong writing skills. Must have extensive producing, interviewing, and video tape production skills. Please send complete resume/tape to Ed Jones, 4001 Brandywine St., NW, Wash., DC 20016. AA/EOE.

Weather expert needed. Aggressive net affiliate in major Sunbelt market now looking to backup our Mon.-Fri. weathercaster. Meteorology background helpful, but warmth and ability to communicate are paramount. Resumes and salary history to Box P-183. EOE.

Quality number one station looking for several talented people. Producers, co-anchors (news and sports) and meteorologist. If you have what it takes to be number one, then rush resume to Box P-195. EOE, M-F.

Reporter--CBS affiliate in medium Southern market wants reporter with minimum 1 yr. TV news experience. Low cost of living, beautiful area. Send tape and resume to WDEF-TV, 3300 Broad St., Chattanooga, TN 37408. EOE.

Weathercaster- KRIV, Metromedia, Houston, TX, is looking for an experienced, knowledgeable personality with the ability to report environmental and weather related stories from the field as well as anchor in-studio segment. State-of-the-art computer weather graphics. Send resume and tape to Tony Burden, KRIV-TV, 3935 Westheimer, Houston, TX 77027. EOE

News directors, executive producers, producers, & air talent: send tapes/resumes to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-0044.

Washington news bureau for several Southwest network affiliates seeks experienced reporter with strong on-air presence to complement our female correspondents. This candidate must be high-powered & able to project the network look out of Washington. Send resume & written personal news philosophy only to Box R-2. We will request tape later after reviews of credentials.

ENG photographer to shoot news for award-winning news team. Experience in commercial television and a degree preferred. Please send a resume to Mike Swift, Chief Photographer, WPSD-TV, Box 1197, 100 Television Lane, Paducah, KY 42001. EOE.

Sports reporter/weekend anchor. KRIV, Metromedia, Houston is looking for an experienced reporter with a unique approach to sports. Anchoring and production experience a must. Send resume and tape to Tony Burden, KRIV-TV, 3935 Westheimer, Houston, TX 77027. EOE.

Bureau director: experienced TV reporter needed to head established satellite bureau for dominant middle market station. Resume to Box R-6. EOE.

News director- needed by Southeastern network affiliate. Strong people skills, able to motivate and lead a staff of 16. Ideal slot for someone to move up from a smaller market or an assistant or assignment editor ready for the top position. Send resume to Box R-10. EOE.

Weekend co-anchor/weeknight reporter. Excellent reporting, writing and production skills needed. Knowledge of producing and weather a plus. Minimum of two years reporting experience preferred. Send resume, video tape and salary requirements to: Steven D. Hamel, News Director, WSTM-TV, 1030 James Street, Syracuse, NY 13203. WSTM-TV is an equal opportunity employer.

Small market ABC affiliate in the Virgin Islands seeking a talented individual to help build local news. Experience essential in news production, writing and reporting. Send resume, tape, and salary requirements to: News Dept., WSVI-TV, Box 8 ABC, St. Croix, VI 00820.

Public affairs/special events: extensive writing, reporting, field producing skills, with agricultural, economical, and political emphasis. Long-form and documentary experience. Studio directing and remote special events experience necessary. Salary: \$16,203, plus full benefit package. For application blank, contact: Personnel Department, Iowa Public Television, P.O. Box 1758, Des Moines, IA 50306. 515-281-4498.

Weekend sports anchor -- rare opportunity to join aggressive group-owned VHF affiliate known for exceptional sports programming. Report, shoot, edit, produce and serve as primary backup to sports director. Strong presentation skills, thorough sports knowledge and interest are musts. Send tape/resume to Grant Price, VP/News, KWLL, 500 East Fourth, Waterloo, IA 50703. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Looking for hands-on director-producer-production manager for southwest Georgia UHF ind. Should have demanding supervisory ability, full talent with editing and all studio equipment. Phone or mail resume to Sid Perry, WTSG-TV, Box 4050, Albany, GA 31708. EOE.

Video director/cameraperson to co-direct and edit history series, similar experience important, one year contract, \$24K, resume tape required, able to work closely with small crew, heavy travel. 512-855-2213.

Promotion assistant for group owned, expanding market station. Good creative abilities, writing, production skills, coordinate special promotions. Send resume and samples to Clark Grant, KSBW-TV, Blair Broadcasting of California, 238 John Street, Salinas, CA 93901.

TV program promotion manager. Plans, prepares and implements publicity and promotional activity. Works closely with local and national media contacts. Requires ability to write promotional copy rapidly and accurately and ability to cope with heavy load of detailed information and to handle numerous assignments simultaneously. Prior experience in planning and executing major promotional campaigns and in dealing with the media essential. Salary: \$21,237 (\$22,512 as of July 1). Send resume to Clyde Maybee, Maryland Center for Public Broadcasting, Owings Mills, MD 21117, before May 15. No phone calls, please. AA/EOE.

Producer/writer/director position available at award-winning broadcast production center. Plan and execute a wide variety of programming for local, state, and national distribution. Must be able to demonstrate advanced production ability through examples of work. Film and EFP experience highly desirable. Salary low \$20's. Send credentials and work samples to: Lee O'Brien, Center for Television Production, University of Wisconsin-Green Bay, Green Bay, WI 54301-7001. (Work samples preferably on a 3/4" U-matic or 1/2" VHS video cassette). Equal opportunity employer.

Promotion #2 person. Must be creative, organized, and motivated. Responsibilities include copywriting, on-air scheduling, coordinating special promotions. Send resume and tape no later than May 11, 1984, to Personnel, WTRF-TV, 96-16th Street, Wheeling WV 26003. EOE.

TV producer/director. New Hampshire Public Television seeks a producer/director with responsibilities in the following areas: magazine formats, on-air promotions or commercials, performance particularly classical music and dance, and/or public TV fund-raising. NHPTV is a growing organization located in Durham on NH seacoast, 65 miles north of Boston. Minimum qualifications: B.A. liberal arts, communications, or journalism, and three years experience in producing and directing. Demonstrated written and communication skills. Salary: \$17,080 to \$26,500. Normal starting salary of \$19,140, plus lucrative benefits package. Application deadline: May 21, 1984. Send resume and sample tape directly to: Alan Foster, Senior Producer, NHPTV, P.O. Box 1100, University of New Hampshire, Durham, NH 03824. AA/EOE.

Television camera/lighting person needed to join active production company. Must have minimum two yrs. camera and lighting exp. in television production. Send resume to Aloha Hi-Tech Video, 1290 Ala Moana, Honolulu, HI 96814. EOE.

Producer/director needed for fast-paced, highly technical, top-rated hour newscast. Involves live remotes nightly. GVG 1600, ADO. Two years experience directing news and supervisory skills required. Send tape and resume to Production Manager, WFMV-TV, P.O. Box TV-2, Greensboro, NC 27420.

Video promotion associate. PBS presently has an excellent opportunity in our advertising and video promotion department. B.A. degree in broadcast communications, journalism, liberal arts or equivalent. Minimum of 3 years work experience in TV production with writing responsibilities, preferably in the area of on-air promotion. Must possess ability to write, produce, and direct television and radio promotional productions ranging in length from 30 seconds to an hour. PBS offers competitive starting salaries with excellent non-contributory benefits package. For consideration, please submit demo reel, resume, with letter of interest stating salary requirements and three professional references to PBS, Attn: Sheila Ellington, 475 L'Enfant Plaza, SW, Washington, DC 20024. AA/EOE.

PM Magazine feature producer. Buffalo NY, the Nation's 33rd market, is looking for that special story teller to join our already talented staff of experienced national feature producers. If you have magazine feature producing experience, as well as some videography/editing background, send a tape of your best work and resume to: John Fischer, Executive Producer, PM Magazine, WGRZ-TV, 259 Delaware Ave., Buffalo, NY 14221.

Videographer for mini-docs throughout western U.S. Knowledge of HL79E. Network experience. Top union scale. Send resume to Los Angeles News Service, 1341 Ocean Avenue 262, Santa Monica, CA 90401.

Audio visual production specialist. Bachelor's degree or equivalent education and experience. College credit course in TV studio production, mass comm or broadcast theory. Three years work experience in AV applications. \$18,189.12/year. Screening began May 2, 1984. Apply FJC Personnel Dept., 501 W. State Street, Jacksonville, FL 32202. 904-632-3370. EOE.

Videographer/editor. Delaware-based video production facility is seeking a videographer/editor for immediate employment. Requires excellent production skills and ability to work with both corporate and broadcast clientele. Minimum of five years experience in single camera EFP and both 3/4 inch and 1-inch videotape editing. A flair for post-production is a definite plus. Some directing experience and a working knowledge of digital video effects is desirable. Send resume, salary history, and sample reel to Scott Newman, Executive Producer, Angeli Film & Videotape, Inc., Suite 12, Lindell Square, 1601 Milltown Road, Wilmington, DE 19808.

Kelly & Company. Associate producer. WXYZ-TV, the ABC owned station in Detroit, has an immediate opening for an associate producer on Kelly & Company. This daily live program is the highest rated locally aired morning show in the country. The main responsibilities will be to book national and local guests, prepare information for their appearance, and assist in the coordination of the entire program. Your background should include a minimum of two years production experience. Knowledge of studio production and guest booking is essential. If qualified, send resume to: Personnel Department, ABC, Inc., 20777 W. Ten Mile Road, Southfield, MI 48037. EOE, M/F/H/V.

Director: we are looking for an experienced director with the talent, enthusiasm and leadership needed to direct/switch a fast paced highly technical newscast and creating commercials in studio and on location. Network affiliated in Northeast, top 70 market. Send complete written resume to Box R-28.

Good Afternoon Detroit. Associate producer. WXYZ-TV, the ABC owned station in Detroit, has an immediate opening for an associate producer on Good Afternoon Detroit. This daily live program is the highest rated locally aired afternoon magazine show in the country. The main responsibilities will be the booking and coordination of guest travel and appearances, as well as research, script writing, and other related duties. Your background must include experience booking national personalities and celebrities and have established national contacts. Knowledge of videotape production and editing is preferred. Send resume to: Personnel Department, ABC Inc., 20777 W. Ten Mile Road, Southfield, MI 48037. EOE, M/F/H/V.

SITUATIONS WANTED MANAGEMENT

Traffic assistant seeks challenging position in radio or television, public or commercial. Organized and motivated to keep your station running smoothly. Call Dawn, 517-773-1240; 313-777-8314.

VP group/GM/GSM. 20 yrs., all markets. Strong sales, billings, profits. UHF, VHF, indy, radio. Degree, professional broadcaster. Seeking interviews. 314-335-6869.

Looking for a general manager? Isn't it time you realize that not just anyone with "a little sales experience" can really do the job? I offer you 27 years experience in all phases of broadcasting. (Promotion, production, programing, sales, engineering, and on-air talent.) Being knowledgeable in all facets is an advantage for you. All markets considered. Box P-188.

SITUATIONS WANTED NEWS

ENG photographer, editor, videotape operator seeks full-time position. Call Charles Rakestraw, 615-272-4625.

Award winning ENG photographer/editor. Over 10 years expertise, 50-hour+ weeks. Extensive travel. Top 20 experience. Print journalism background. De-greed. Reply Box P-79.

Attractive American Indian female seeks position in top twenty market. Five years experience in all aspects of TV news (anchor/reporter/producer). Desires on-air position that presents a challenge. Box P-93.

Talented, creative, very energetic female has paid her dues in small market and wants to move to major market. Six solid years of experience (anchor/reporter/producer/editor and photog.). Warm, friendly on air presentation. Box P-94.

Will go anywhere. Single. Seek entry level position. Contact Robert Brown, 20 East 93 Street, NY, NY 10128, or call 212-369-6319.

Sports anchor/news reporter. Experienced, can shoot, write and edit. Seeks position with small market station. Tape and resume available. Call 404-284-8490.

Experienced news reporter/announcer seeks similar position at radio or TV news desk. Excellent on-camera personality. Box P-197.

News producer in Washington, DC market seeks position as on-air reporter. Solid experience. Call Kim, 202-338-9223.

American University grad fluent in Russian and Spanish with B.A. in broadcast journalism seeks reporter or writer position. Wrote, reported news for suburban NY and college radio stations and college TV station. Interned at ABC News in Washington, DC. Contact Anthony Riggio, 3 Magnolia Lane, Syosset, NY 11791, or call 516-364-8683.

Reporter/anchor with MS in journalism from large Midwest university. Two years experience both radio and TV, with award winning production skills. Want to relocate. Terry, 913-843-7756.

Experienced sportscaster — looking for a progressive, quality situation. Prefer sports director with PBP, but would work weekends in larger market. Write Box R-30. Only sincere offers need respond. Agents who might be able to help welcome to reply.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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 Follo, 716-244-7705.

Bright, energetic producer, director, editor and cameraman with experience in scenic & lighting design. Have Master's in television and five years experience in the number one market. Willing to relocate. H.B. Smith, 501 Lefferts Ave., Brooklyn, NY 11225.

Vidfont Mark V electronic graphics designer. Creative and industrious. Will relocate. Call Mark, 504-343-6185, after 5 PM CDT.

Hardworking college honors graduate (B.A. in broadcasting and film) seeks full time position in production or programming at broadcast or cable facility. 2 years experience in cable, industrial production and college instruction. Will relocate. Call Rodney, 419-255-6484, days.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Top-rated Florida AM/FM radio station seeks news director/assistant professor to direct and manage largest local radio news gathering facility in area. Will teach radio reporting and supervise broadcast news students in news and weather operation at the University of Florida. Need Master's degree in broadcasting or journalism or similar related study plus three years full time broadcast news experience; or Bachelor's degree in same described areas plus four years full time broadcast news experience. Send tape and resume to Jim Geason, WRUF, P.O. Box 14444, Gainesville, FL 32604, by May 15, 1984. AA/EOE.

Broadcasting faculty wanted — full-time, tenure-track, starting fall, 1984 — for small communications department to teach both the practical side and the broad, academic concerns of mass media. Candidates should have both professional and academic credentials and be qualified in most of these areas, emphasizing radio and television; mass media and society; production, law, history, research, women's issues, news. Modest technical facilities on campus, but chance to design and build new ones. Exceptional local resources for advanced work and internships. Deep interest in teaching and working personally with students is essential, as well as ability to help shape growing program. Excellent collegial environment in 450-student, women's, liberal arts setting. Candidates qualified for appointment as assistant professor preferred. Please send resume and references to: Office of Academic Affairs, Mount Vernon College, 2100 Foxhall Road, NW, Washington, DC 20007.

Broadcasting assistant professor. Tenure-track, to teach television production with R/TV/F program. Some supervision of TV production courses, activities and facilities. Must be qualified to teach basic film production. Other teaching depending upon interest and qualification. Ph. D., teaching and professional experience preferred. Rank contingent upon Ph. D. Salary negotiable. Attractive fringe benefits. Application letter to be received by May 11. Completed application includes resume, evidence of teaching and professional competence, three letters of reference, and transcripts of all work. Send materials to Dr. Joe Duncan, Search Committee Chairperson, Department of Communication, Indiana State University, Terre Haute, IN 47809.

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.

Used remote van, 16 to 20 feet. ENG/EFP. No camera. Air conditioning, generator, switches, monitors & 2-gHz microwave. Contact Jan Pierce, 501-785-2400.

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/2; 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, ground screen, flyscreen. All sizes. 317-962-8596, ask for copper sales.

58 AM/FM transmitters in stock for immediate delivery. All spares, inst. books, recent FCC proof, crystal for your freq. AM: 6-50kw, 5-10kw, 12-5kw, 4-2.5kw, 6-1kw. FM: 1-25kw, 4-20kw, 7-10kw, 4-5kw, 6-3kw, 3-1kw. All powers, all prices, all working, all our inventory. RCA, Continental, Collins, Harris, CSI, CCA, GE, Bauer. World leader in AM/FM transmitters. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. R.E. Witkovski, owner.

TCR-100A. Clean & well maintained. SPU, editor, diagnostics, spares & 1850 carts. 319-398-8403. Alliss or Kruse.

Expert installation of radio station RF equipment and new or renovation of existing studios. Fine Tuning Associates, Inc., 804-628-5315.

Video recorder. Sony BVU-50 3/4" portable VTR with Sony CG-110 time code generator. Package includes leatherette case, 2 VTR batteries. \$2500 or best offer. Contact: National Video Industries, 15 West 17 Street, NY, NY 10011. 212-691-1300.

Video recorders. Five RCATR-4-3 Quads. Demonstrable working condition. New replacement heads good for newer models. 212-990-6161, TV center.

New broadcast equipment: Buying equipment? Get their best deal. Then get our best. Pianelli Broadcast Assoc., Inc., 2422 Wilton Drive, Ft. Lauderdale, FL 33305. 305-561-2477.

Complete jig set up to build towers. 12"-66" face. Revolving jig for final welding. Leg jig for flanges. Computer generated structural drawings incl. for all sizes. \$20,000 value. Bids welcome. Call 918-540-2435 bus: 918-542-5770 res.

Video projectors: used, new and rental. Liquidation-priced. Aquastars, Kloss, Electrohome, General Electric. Future View Inc., Washington, DC. 202-393-1970, Greg Gerner.

Videocassettes. 3/4" blanks. Sony, 3M, etc. Perfect for broadcast quality masters and dubs. KCA-30's \$9.99, KCA-60's \$12.49. Look and work like new. Chyron evaluated, recycled, delabeled, degaussed. All lengths and sizes available. Free, fast delivery Carpel Video Inc. Call collect, 202-296-8059.

Rental inventory for sale: video projectors, Sony VTR's, Monitors, TV's and anvil cases. Liquidation-priced. Future View Inc., Washington, DC. 202-393-1970, Greg Gerner.

Cetec 7000 automation system, with two audio files, logging and printer package, cartridge logging and encoding terminal. New condition. Call Bob Johnson, 804-393-2501.

35 mm Telecine projector. Simplex (Singer GPL PA 200). Excellent condition. Northwestern Inc., 1224 SW Broadway, Portland, OR 97205. 800-547-2252.

For lease (short or long term or lease-purchase) remote truck. Four camera, 1" type-C, full audio, RTS PL and IFB, Tek monitoring. Gear well-maintained in excellent operating condition. Equipment list and details contact Box P-90.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

MISCELLANEOUS

Successful audio production team seeks relationship with qualified marketing firm to explore producing creative radio advertising for new markets. 302-737-9449.

Culture Shock wants your videos. Weekly cable TV kaleidoscope of entertainment film and video shorts. Send your best vision for television. Any format. Ten seconds to ten minutes. Anything goes that stretches the imagination from wasteland to wonderland. All submissions seriously considered: promptly returned. Fair prices paid. Culture Shock, Box 2040, Middleburg, VA 22117.

CONSULTANTS

Feedback Unlimited. Videotapes critiqued by former Denver news director. Stations and individuals. 1313 Williams #901, Denver, CO 80218. 303-320-6816.

RADIO

Help Wanted Sales

OWNER WANTS TO RETIRE

Looking for sales manager. Must have strong sales background with creative sales ideas, street competition, regional and national background, must carry list. Proven past record requested. Central PA. AM-FM stations. Possible future ownership. EOE. Send resume to Box P-138.

Help Wanted Sales Continued

REGIONAL AFFILIATE MANAGER

Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel-this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800-527-4892 for details and an appointment.

Help Wanted Management

Katz Broadcasting Company is growing...again!

Pending FCC approval, WWLT(FM), Gainesville/Atlanta, will be joining the Katz Broadcasting family of 6 FM's and 3 AM's. We are currently looking for bright, aggressive broadcasters to fill key positions at WWLT and other Katz Broadcasting stations, where vacancies are anticipated due to internal promotions. Specifically, we are looking for:

**GENERAL SALES MANAGER
PROGRAM DIRECTOR
PROMOTION DIRECTOR*
CHIEF ENGINEER*
ACCOUNT EXECUTIVES*
AIR PERSONALITIES
DATA SUPERVISOR/TRAFFIC**

All of the above positions or categories are open or have openings in Atlanta. Please send resume and tape (if applicable) to: Robert Backman, VP Katz Broadcasting, c/o: K95FM Radio, 1502 South Boulder, Tulsa, OK 74119. Katz Broadcasting is an Equal Opportunity Employer.

(*May be filled from within the company, thereby creating opportunities at other Katz Broadcasting stations.)



A SUBSIDIARY OF KATZ COMMUNICATIONS INC

SUCCESSFUL BROADCASTERS

acquiring new small market station in Midwest. AM-FM. Seek sales-oriented general manager with ownership opportunity. Minimum five years management experience. Apply in confidence to Box R-26.

Help Wanted Technical

SATELLITE OPERATIONS TECHNICIAN

Washington based broadcast organization is looking for a **satellite operations technician** with at least 3 years of broadcast engineering experience, preferably in public radio. Must be familiar with automated audio switching and the operation of computer I/O terminals. Knowledge of satellite operations very helpful. Will operate MOTC satellite audio transmission traffic facility. Will attend to urgent satellite distribution business when necessary.

We offer a competitive salary and excellent company paid benefits. An EOE. Interested persons should submit resume by May 25, 1984, to:

**NATIONAL PUBLIC RADIO
Personnel
2025 M Street, NW
Washington, D.C. 20036**

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR

This is a ground floor opportunity for a hands-on person to join a company with room for growth. The individual we're looking for is probably working in a small or medium market; has about five years experience; and may not necessarily be a program director. Our program director will perform an air-shift; work closely with the operations manager; and be totally committed to a quality product. If you listen to your station 24 hours a day - think creatively - and know when something is wrong (without being told) - you may be the person who gets in on the ground floor! Send resume, air-check, production sample, and other pertinent information to: Box 171501, Arlington, TX 76003. EOE.

Situations Wanted News

SAVE LISTENERS MONEY

Business magazine editor and major market radio talent can provide your listeners with timely, lively personal finance tips on free lance basis. Smooth, personable air voice. Tapes available on request. Call Jerry Rosen, 212-605-9445.

NEWS/OPERATIONS MANAGER

Aggressive goal-oriented planner, implementer and builder who works closely with management and staff to achieve market dominance. Peabody Award winner with excellent track record of building "winners" seeking a new challenge in a top 50 market. Box R-22.

Situations Wanted Management

TURNAROUND SPECIALIST

20 year radio/TV sales/management professional. Last 3 years as sales/marketing consultant to radio stations. Tired of travel & station management mediocrity. SEEK MANAGEMENT OPPORTUNITY with dedicated broadcast professionals. Call 219-484-9383 TODAY.

TELEVISION

Help Wanted Management

PRODUCER

To supervise our 10 person PM staff. Dedication to quality, supervisory experience, and three years producing experience required. Previous PM producing experience helpful.

Resume to Program
Director, KUTV,
P.O. Box 30901,
Salt Lake City, Utah
84130. NO PHONE
CALLS. EEO



Help Wanted Sales

SELL TELEVISION COMMERCIALS

Country's leading syndicator of highly creative television commercials requires a personable, aggressive representative for territory extending from eastern Canada to Virginia. Income should exceed \$40,000 even in first year. Excellent growth potential. Must be well organized, reliable and ready for continuous extensive traveling twice a year. Other requisites are a relatively new automobile and proof of financial stability. Drawing account against earned commissions. Applications must include resume & references. Respond to P.O. Box 528, Jackson Heights, NY 11372.

GENERAL SALES MANAGER

Move to the beautiful coast of southeastern Connecticut. A special opportunity for a dynamic results-oriented person. Must have independent sales experience, be an aggressive motivator & strong leader. Excellent base salary, override and other ample rewards for performance. This is the start of something big. Send resume to WLCT-TV, P.O. Box 991, New London, CT 06320.

Situations Wanted Announcers

SUCCESSFUL DRIVETIME PERSONALITY

Currently employed by one of nation's leading A C Stations, seeks Morning Drive opportunity in comparable operation.

★ PREFERABLY TOP 50 SUNBELT LOCALE ★

Reply in Confidence

WRITE BOX P-169.

**Help Wanted Sales
Continued**

**WANTED BY
AN INDUSTRY LEADER:**

**TWO TELEVISION
EQUIPMENT SALESPeOPLE**

You need a strong background in video and RF broadcasting, desire to join the leading equipment sales organization in the industry, and a willingness to work hard.

Opportunities to work in the West Coast area and the Rocky Mountain area.

Send your resume and references to RCA Broadcast Systems Division, P.O. Box 900, Gibbsboro, NJ 08026, Attn: Vice President of Marketing. EOE/MF.



**Help Wanted Technical
Continued**

**EXPERIENCED
ELECTRONIC MAINTENANCE
TECHNICIAN**

Seattle's ABC affiliate, KOMO-TV, seeks person with solid technical background to care for wide range of state of the art equipment. Must be well versed in transmission equipment and microwave, quad and helical VTR, audio mixing & recording equipment, digital devices, ENG, etc. FCC general required. Send resume and references to Personnel Department, KOMO-TV, 100 Fourth Avenue North, Seattle WA 98109. EOE.

ENG MAINTENANCE TECHNICIAN

WJLA-TV, Channel 7, Washington, DC, has an immediate opening for an ENG maintenance technician. Hands-on experience servicing ENG field cameras, recorders, Sony editing suites, Motorola 2-way radios and microwave field equipment is required. Send resume to: WJLA-TV, 4461 Connecticut Ave., NW, Washington, DC 20008. c/o Frank Brewery, Asst. CE. 202-364-7827. EOE.

**Help Wanted Programing,
Production, Others
Continued**

**AUDIENCE
PROMOTION
MANAGER**

Top rated, major market, CBS affiliate seeks highly skilled professional with 3-5 years in television promotion and production. Must have strong creative writing and conceptual skills, producing and directing experience in studio, location and post production situations as well as experience in radio, print and sales production. Managerial skills a plus. Salary negotiable. Send resume to:

BOX P-177.

Help Wanted News

**NEWS
ANCHOR**

Expanding network affiliate in growing mid-market location in California is accepting applications for a key anchor position. Seeking professional journalist whose on-air delivery reflects authority, knowledge, enthusiasm, and warmth. If you have these qualities and want to compete against the big city stations imported on cable, we may want to talk to you. Send resume to:

Box P-176.

Help Wanted Technical

**OPERATING
ENGINEERS**

WXNE-TV Boston seeks engineers to operate equipment in Master Control...2 to 3 yrs. experience preferred. Send resume to: Director of Engineering, WXNE-TV 100 2nd Avenue, Needham HTS.MA. 02194 No phone calls please.

WXNE is an equal opportunity employer. No agencies please.



**Help Wanted Programing,
Production, Others**

**WANTED
Engineer In Charge
Hands-on Maintenance
for**

**Network Quality
Mobile Unit
work with the best
on the road**

**Contact
E.J. Stewart Video
(215) 626-6500
(212) 288-0525**

**MISSISSIPPI
GULF COAST**

station is looking for an experienced reporter and anchor for our 5 P. M. broadcast. Working with our 30 person news staff, this person will be responsible for developing his/her own stories. At least 3 years reporting and a year anchor experience required. Contact David Vincent, ND, WLOX-TV, P.O. Box 4596-WBS, Biloxi, MS 39535-4596. No phone calls accepted. Resumes and tapes are requested. EOE.

**VIDEO
CHIEF ENGINEER**

Full service teleproduction facility seeks engineer experienced in 1", 3/4", Betacam VTRs, cameras and editing system maintenance and repair. R & D background helpful. Managerial experience a must. Salary commensurate with experience. Contact: Allen Goldman, National Video Industries, 15 W. 17 Street, NYC 10011. 212-691-1300.

PM MAGAZINE CO-HOST

WJKW-TV, CBS affiliate, seeks co-host to work with female co-host and staff of 12 people. Must be able to write and produce. Send tape and resume to PM Magazine, WJKW-TV, 5800 South Marginal Rd., Cleveland, OH 44103.

NEWS PRODUCER

WDIV, the Post-Newsweek station in Detroit, is looking for an exceptional person to produce newscasts. The person we seek is an excellent journalist, a leader and motivator, creative, and well-versed in all aspects of the technology. This is NOT a job for a novice or a stacker-and-a-packer. If you've had 3-5 years television news producing experience, and understand what it takes to orchestrate all elements of a newscast, please send resume and tape to: Mark Efron, Executive Producer, WDIV-TV 550 W. Lafayette, Detroit, MI 48231. An EOE.

**Help Wanted News
Continued**

**WEATHER
PERSON**

Dominant Southern station needs qualified meteorologist. Personable and creative, simple presentation desired. EOE. Send resume and video cassette (promptly returned) to:

**Tom M. Percer
Station Manager
KNOE-TV
Box 4067
Monroe, LA 71211**

NEWS OPENINGS

**Metromedia Television
Dallas/Ft. Worth**

Qualified Applicants Sought
For The Following News Positions:

- Producer
- Reporter
- Anchor
- Assignment Editor
- Sports
- Writer
- Weather
- Photographer

Minimum 3 Years Experience.

Send Resume & Tape To:

**TONY deHARD
KNBN-TV
P.O. BOX 215197
DALLAS, TX 75221**

No phone calls please.
EOE/MF

ALLIED FIELDS

Help Wanted Instruction

SCHOOL ASS'T. DIRECTOR

Connecticut School of Broadcasting is expanding its staff in CT. and Palm Beach, FL. Desire highly motivated, people-oriented person, with complete knowledge of broadcasting. Benefits include profit sharing. Send resume and salary requirements to Dick Robinson, President, Connecticut School of Broadcasting, Radio Park, Farmington, CT 06032. Training broadcasters since 1964. EOE/MF

Consultants

**Problems with
CLASS C PRESERVATION?**

- Consultation & Turnkey Construction
- Cost Analysis & Feasibility Studies
 - Tower Site & Frequency Separation Surveys
 - Tower Leasing & Management

**Call the specialists at
TINER ASSOCIATES, INC.
8300 Douglas, Suite #800
Dallas, TX 75225
(214) 739-2828**

Miscellaneous

**FOR RADIO
WATCHERS EVERYWHERE...**

- **American Radio** - ratings and programming analysis for over 170 markets.
- **Duncan's Radio Market Guide** - revenue and economic analysis for 170 markets.

For further information and a free brochure, contact:



**James Duncan, Jr.
DUNCAN MEDIA ENTERPRISES, INC.
P.O. Box 2966, Kalamazoo, MI 49003
Tel. (616) 342-1356**

ATTENTION LAWYERS

Now is your chance to file for AM, FM, & TV stations by bartering legal services. We will trade high quality engineering for your legal work. Everyone wins!! Call 800-368-3238 (or 800-542-2224 in DC & VA). Ask for extension #4, or write Box R-4.

**LIKE TO VISIT CHINA?
JOIN US**

*Escorted and hosted by Radio Peking.
Most comprehensive 22 day tour.
Inquire cost, potential tax benefits.*

*Paul Hale, 1619 N. Royer St.
Colorado Springs, CO 80907*

Employment Service

RADIO PERSONNEL NEEDED

The past several weeks, NATIONAL has received job orders from radio stations in California, Florida, Texas, Michigan, Tennessee, Virginia, Nebraska, Indiana, New York, Arizona, Pennsylvania, Massachusetts, to name just a few. Radio stations in more than 25 different states, looking for announcers, news people, programmers, and sales people. These jobs are for all size markets. If you are looking to make a change, now is the time. NATIONAL, THE NATION'S LEADING RADIO PLACEMENT SERVICE, places our registrants from coast to coast. For complete information and registration form, enclose \$1 postage and handling to:

**NATIONAL BROADCAST
TALENT COORDINATORS
DEPT. B, P.O. BOX 20551
BIRMINGHAM, AL 35216
ACT NOW: 205-822-9144**

10,000 RADIO-TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly! All market sizes, all formats. Openings for DJs, PDs, salespeople, news, production. 1 wk. computer list, \$6. Special bonus: 6 consecutive wks., only \$14.95 - you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108. Money back guarantee!**

Public Notice

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Wednesday, May 16, 1984, from 9 a.m. to 4 p.m. at National Public Radio, 2025 M Street, NW, Washington, DC. Subject to amendment, the agenda includes: Chairman's Report, President's Report, committee reports on Development, Finance/Audit, Governance, Membership, Programming and Technology/Distribution, The Membership Committee will meet on Tuesday, May 15 at 2p.m. at the same location. For further information concerning these meetings, please contact the office of the Executive Secretariat, 202-822-2018.

For Sale Stations



**Wilkins
and Associates
Media Brokers**

NC	AM	\$300,000	25%
FL	FM	\$600,000	30%
NC	AM	\$1,200,000	15%
LA	AM	\$500,000	20%
NJ	AM	\$800,000	30%
SC	AM	\$230,000	20%
IN	AM/FM	\$500,000	20%
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

**P. O. Box 1714
Spartanburg, SC 29304 803/585-4638**

901/767-7980

**MILTON Q. FORD & ASSOCIATES
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England

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Institution _____
Street _____
City _____
State _____ Zip _____



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION		CONTACT	
TN	Suburban AM/FM	\$3,750K	Ernie Pearce (615) 373-8315
TX	Metro AM/FM	\$3,500K	Bill Whitley (214) 680-2807
FL	Major FM	\$2,500K	Randy Jeffery (305) 295-2572
CA	Metro FM	\$2,300K	Sold Ray Stanfield (818) 366-2554
NC	Small AM/FM	\$1,600K	\$500K Mitt Younts (804) 355-8702
NJ	Metro FM	\$1,500K	\$600K Warren Gregory (203) 364-5659
OR	Medium AM	\$1,200K	\$400K Jim Mergen (818) 366-2554
SC	Medium AM/FM	\$795K	\$150K Brian Cobb (404) 458-9226
MT	Small AM/FM	\$795K	\$125K David LaFrance (303) 534-3040
FL	Suburban AM	\$450K	\$100K Randy Jeffery (305) 295-2572

For information on these & our other available stations, or to sell, contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

WALKER MEDIA & MANAGEMENT, INC.

- Midwest AM/FM with valuable downtown real estate. \$550,000 down.
- Texas daytime, includes real estate. \$20,000 down.
- Growing Sunbelt daytime, includes real estate. \$250,000, terms.

David E. Hurlbut, VP, Box 553, Mt. Carmel, IL 62863. 618-263-3380.

John F. Hurlbut, Pres., Box 1845, Holmes Beach, FL 33509. 813-778-3617.

BILL - DAVID ASSOCIATES BROKERS - CONSULTANTS

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

STATION FOR SALE

Price: \$175,000. Terms: \$25K down, long payout for exp. broadcaster. Located in town of 20,000, close to major town. Station has low dial position, good studio-xmtr. lease. Write Box 2129, Salt Lake City, UT 84110.

SUNBELT AM/FM COMBINATIONS

Growing sm. mkt fulltime AM plus 100 kw FM on tall tower serving 500,000 pop. Valuable 14 acres rl. est. Minimum competition. 30% FM increase gross last 6 mo. \$140,000 cash flow. \$1,500,000, terms.

Low freq. AM & cl. A FM. Ant. atop mountain. Rates #1 in 100,000 mkt. 250,000 retail trading zone. Dramatic gross increase including 60% April over last year. Grossing \$430,000. Projection \$500,000 in '84. Asking 1.1mm. \$400k down. Long payout.

REGGIE MARTIN & ASSOCIATES

Reggie Martin Ron Jones
919-363-2891 804-758-4214

H.B. La Rue

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.

EQUITY INVESTOR

We operate a top rated station in upstate New York with billings over \$300,000. Looking for financial investor to reduce current debt service (up to 40% ownership available with controlling interest possible) or purchase for \$850,000. Annual cash flow \$125,000+. Reply Box R-8.

FOR SALE BY OWNER

Upper Midwest small market AM/FM located in year round scenic four season tourist town of 3500. Only stations in county of 10,000. Stations profitable and growing in a stabilized economy. Ideal owner/operator or family situation. Sale includes facilities and real estate \$275,000 with terms or \$260,000 cash. Write Box R-9.

MIDWEST AM POWERHOUSE

Excellent equipment, outstanding staff, university town. Only two owners in over 45 years. Currently billing \$90,000 per month and heading higher monthly! Proof of financial qualifications necessary.

D/W INVESTORS, INC.
Don C. Dailey, Broker
417-865-7700

AM DAYTIMER

Small west central Michigan market. \$75,000 cash. Write Box R-23.

FULLTIME AM STATION

Priced for quick sale! Top 100 market. New transmitter, tower, studio equipment. \$350,000. Contact owner directly:

813-797-2436

AM/FM BY OWNER

located in top 20 SE metro. CP to relocate tower & increase height. \$1.2 million. Write CCC, 100 Wexford Place, Athens, GA 30606.

MISSISSIPPI AM/FM

Medium mkt. Profitable. Real estate included. Room to grow. \$930,000, on terms. Contact Mitt Younts. 804-355-8702.



CHAPMAN ASSOCIATES®
nationwide mergers & acquisitions

FOR SALE BY OWNER

1000 watt daytimer in Omaha, Nebraska, with consulting engineer's opinion to go fulltime. \$650,000 terms or \$550,000 cash. Bank references required. Call Sherry Sanders. 615-244-7300.



R.A. Marshall & Co.

Media Investment Analysts & Brokers

Bob Marshall, President

AM/FM in prosperous Southeastern market with attractive living conditions. Owner wants to retire and is leaving good history of profits with potential for the future. Well-equipped with land and buildings included. \$650,000, on excellent terms.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1036

CAROLINAS UHF-TV
Top 50 market. \$3.5 million. Contact Mitt Younts, 804-355-8702.



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nationwide mergers & acquisitions

FINANCIAL PARTNER WANTED

To help build new UHF-TV. Medium southern market, plus expansion of new electronic data service operation. Principals only. Phone 813-876-1956.

Dan Hayslett
Media Brokers
RADIO, TV, and CATV
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11311 N. Central Expressway • Dallas, Texas

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

WBME BELFAST, MAINE

Congratulations to new owner, Doug Brown and associates. We're pleased to have assisted, as broker, our old friends, Lee Blais, Steve Anthony, and Walt Szeliga in concluding the sale of WBME to Mr. Brown.

8 DRISCOLL DR., ST. ALBANS, VT 05478.
802-524-5963. OR GEORGE WILDEY:
207-947-6083; 207-827-5581.

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.

Media

Harry Sparks, VP and general manager, WMID(AM)-WLQE(FM) Atlantic City, named president. **David Klahr**, operations manager, WIIN(AM)-WFPG(FM) Atlantic City, succeeds Sparks.

Jim Sanders, president and general manager, WOTV(TV) Grand Rapids, Mich., with supervisory responsibilities for co-owned WANE-TV Fort Wayne, Ind., named VP of parent, LIN Broadcasting. **Frank O'Neil**, president, KXAS-TV Fort Worth, named VP of parent, LIN.

Ron Saito, VP and general manager, King Broadcasting's KGW(AM) Portland, Ore., named VP and general manager of co-owned KSFO(AM)-KYA-FM San Francisco. **Alan Mason**, program research director, King Broadcasting, Seattle, succeeds Saito.



Jones

Ronald Jones, general sales manager for KLTV(TV) Tyler, Tex., named VP, general manager. **Philip Hurley**, senior VP, business development, Interfirst Bank, Tyler, Tex., joins KLTV(TV) as station manager.

Ted Jordan, general sales manager, Group W Radio Sales, based

in New York, joins KOAX(FM) Dallas as VP and general manager.

George Singleton, general manager, WSLA(TV) Selma, Ala., named VP.

Connie Balthrop, VP and general manager, Group W-owned WPNT(FM) Pittsburgh, joins WBZ(AM) Boston as station manager.

Steve Coady, multipoint distribution service manager, Colony Communications, New Bedford, Mass., named general manager, Whaling City Cable TV, Colony system serving New Bedford and Dartmouth, Mass.

Appointments, WEI Enterprises Corp. and Wometco Broadcasting, two successor companies to Wometco Enterprises Inc.: **Michael Brown**, VP and controller, Wometco, to senior VP, chief financial officer and treasurer; **Robert Di Paull**, assistant controller, Wometco, to VP and controller, and **Gerald Whaley**, VP, public affairs, to VP, public and employe relations.

Kim Meltzer, manager, accounting operations, Corinthian Broadcasting Corp., New York, joins Price Communications there as corporate controller.

Joseph Winn, controller, American Cablesystems Corp., Beverly, Mass., named VP. **Terry Soley**, general manager, Alameda, Calif., cable system, United Cable Television Corp., joins American Cablesystems as director of development.

John Lack, executive VP, programing and

marketing, Warner Amex Satellite Entertainment Co., New York, joins Mass Communications and Management, New Kensington, Pa.-based parent of Total Communication Systems and Gateway Broadcasting Enterprises, as consultant.

Rene Evans, from the Phil Morris Co., Phoenix construction company, joins KLZI(FM) Phoenix as business manager.

Hilda Moskowitz, from U.S. Department of Education, Washington, joins Corporation for Public Broadcasting there as executive assistant, Annenberg-CPB Project. Project, operating under \$150-million grant from Annenberg School of Communications and administered by CPB, funds programs using telecommunications and new technologies to enhance higher education.

Neyeswah Abiku, program director, noncommercial WCLK(FM) Atlanta, joins noncommercial KUNV(FM) Las Vegas as general manager.

Marketing

Keith Fischer, president, D'Arcy MacManus Masius/New York, resigns. **Alvin Hampel**, chairman, DMM/NY, assumes Fischer's responsibilities. In addition, **D. Bruce Guidotti** and **Stephen Seiter**, senior VP's, account group directors, were named executive VP's, to support Hampel.

Barbara Mullins, senior VP, associate head of TV production, BBDO, New York, named associate director, broadcast production.

Robert Dudelson, assistant buyer-coordinator, network programing, BBDO, New York, named network buyer. Elected VP's, BBDO, New York: **Nora Gallick**, group planning supervisor; **Rachel Geller**, associate director of research; **Michael Levine**, account supervisor; **Maria Raffa**, supervisor, bids and contracts, and **Dennis Witpen**, network supervisor.

Anthony Teska, VP, business affairs manager, Young & Rubicam USA, named chief financial officer, Wunderman, Ricotta & Kline, direct marketing subsidiary there. **Peter Dolan**, VP and accounting manager, Y&R, Chicago, succeeds Teska in New York.



Knight

Barry Knight, head of Phoenix office, Grey Advertising, joins Minneapolis office as executive VP and general manager.

Brian Goodall, VP, account supervisor, Needham, Harper & Steers, Chicago, named management representative.

Bob Wood, VP, programing, Algonquin Broadcasting Corp., Buffalo, N.Y., assumes additional duties as president of newly formed division, Trailblazer Marketing, to assist broadcast operations in marketing their stations.

Richard Alcott, associate media director; **Bethany McLure**, creative supervisor, and **Cheryl Poser**, creative supervisor, N W Ayer, New York, named VP's.

John von Soosten, VP and program manager, WNEW-TV New York, joins Katz Television there as VP, director of television programing.

Rudolph Fiala, creative group supervisor, Carafiello Diehl & Associates, Irvington-on-Hudson, N.Y., named VP.

Catherine Lugbauer, group manager, Creamer Dickson Basford, Providence, R.I., named VP.

Terry Grimme, manager, Detroit office, RKO Radio Sales, joins CBS-FM National Sales there as sales manager.

Appointments, Eastman Radio, New York: **Lee Lahey**, New York sales manager, named senior VP, regional manager; **Mike Nicassio**, assistant New York sales manager and sports director, succeeds Lahey, and **Jim Marshall**, account executive, succeeds Nicassio as sports director. **Dave MacAllister**, VP, office manager, Eastman Radio, St. Louis, named VP, network, New York. **Ken Gioia**, account executive, Eastman Radio, St. Louis, succeeds MacAllister. **Riki Pritchard**, from



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KPRZ(AM)-KJIS(FM) Los Angeles, joins Eastman there as account executive.

Herb Jeschke, sales manager, Colony Electronic Information Services, teletext service subsidiary of MSO Colony Communications, Providence, R.I., named sales manager of Providence/southeastern Massachusetts cable system interconnect, Colony Interconnects Inc., wholly owned subsidiary of Colony Communications.

Polly Introna Hathorn, broadcast coordinator, Burton-Campbell, Atlanta, named assistant broadcast producer.

Robert Klingle, account executive, CBS-owned WBBM-TV Chicago, named account executive, CBS Television Stations National Sales there.

William Baker, director of affiliate promotion, Showtime/The Movie Channel, New York, joins Sports Time Cable Network, St. Louis, as manager of affiliate marketing. **Terrence Dunning**, from CBS-TV National Sales, Chicago, joins Sports Time as director of advertising sales.

Alan Cartwright, national sales manager, WTOL-TV Toledo, Ohio, joins WHEC-TV Rochester, N.Y., as director of sales.

Jeff Dean, sales manager, WEST(AM)-WLEV(FM) Easton, Pa., joins WMID(AM)-WLQE(FM) Atlantic City as VP, general sales manager.

Gayle Brammer, from Metromedia's WTTG(TV) Washington, joins co-owned KRIV-TV Houston as VP and general sales manager.

Stephen Whitehead, account executive, Clark-White & Associates, Spokane, Wash., joins KSKN(TV) there as general sales manager.

Joseph Schwartz, national sales manager, KMEL(FM) San Francisco, named general sales manager.

Victor Fredericks, from WFLX(TV) West Palm Beach, Fla., joins Telesat Cablevision, Pompano Beach, Fla., as manager of retail sales.

Jim Moyer, account executive, KCNR-AM-FM Portland, Ore., named regional sales manager.

Rich Ambrose, account executive, KSTP-TV Minneapolis-St. Paul, named retail marketing director.

Robert MacLean, account executive, KGO(AM) San Francisco, named manager, sales operations.

Ron Blue, executive VP and chief operating officer, Swanson Broadcasting, Tulsa, Okla., joins Tulsa Cable Television there as manager, advertising sales division.

Juliet Ellis, from Kettell-Carter/Christal, Boston, joins WFTQ(AM)-WAAF(FM) Worcester, Mass., as national sales manager.

Jim Bankston, from WTVF(TV) Nashville, joins WSMV(TV) there as national sales manager.

Norman Brodfuehrer, account executive, WGRQ(FM) Buffalo, N.Y., joins WRXT(FM) there as local sales manager.

Everett Martin, VP and general manager, KBSI(TV) Cape Girardeau, Mo., joins WBSP(TV) Ocala, Fla., as local sales manager.

Pam Edwards, from WFSL-TV Lansing,

Mich., joins Katz American Television, Detroit, as account executive.

Programing

Lennart Ringquist, executive VP, creative affairs, Blair Entertainment, New York, named to newly created post of executive VP in charge of worldwide program development, marketing and distribution of Spanish-language programing, Owned Television Stations Division, John Blair & Co. there.

Barry Nemcoff, executive producer, DBS Films, Malvern, Pa., and **John Kippycash**, executive producer, Graphics One Fifty, Morris Plains, N.J., named VP, production, and executive producer, respectively, of TeleJapan USA, New York-based producers of *Japan Today*, new weekly half-hour magazine program on USA Cable Network highlighting life in Japan. Both Nemcoff and Kippycash are former producers for ABC's *Good Morning America*.

Stu Samuels, VP, novels, limited series and motion pictures for television, ABC Entertainment, Los Angeles, named VP, worldwide production, ABC Motion Pictures there.



Montgomery

Robyn Montgomery, director of marketing, Embassy Home Entertainment, Los Angeles, named VP, marketing.

Marcia Babb, manager, affiliate relations, Home Theater Network, Portland, Me., named film acquisition manager.

JoAnne Lovelace, VP, product development, and general manager, *Odyssey File*, Jim Brown Productions, Santa Monica, Calif., named executive VP.

Lee Salzberger, VP, director of personnel, Belo Broadcasting, Dallas, named VP, programing and research.

Trisha Robinson, director of personnel, Lorimar, Culver City, Calif., named director, TV acquisitions.

Bud Weisner, account executive, Mutual Broadcasting, Chicago, joins Westwood One as director of sales, Midwestern region, newly opened Chicago office.

Randall Sherman, legal counsel, Oak Industries, Los Angeles, joins Ohlmeyer Communications Co. there as director of business affairs.

Jack Fentress, from Katz Television, New York, joins Petry Television there as program manager.

Jim Corno, program manager, WDIV(TV) Detroit, joins SportsVision, Chicago-based pay cable sports service, as general manager.

Sasha Ferrer, supervisor, acquisitions, The Disney Channel, Burbank, Calif., named production executive.

Dick Call, from KROQ-FM Pasadena, Calif., joins Weedeck Radio Network, Hollywood, as VP, national sales. **Don Cena**, VP, sales, for Bonneville Broadcasting's KBIG(FM) Los

Angeles and KOF-FM San Francisco, joins Weedeck Radio Network as national sales manager.

Dean Boal, acting coordinator, arts and performance programs, National Public Radio, Washington, named director, department of arts and performance programs.

Denise Cox, music director, Drake-Chenault, Canoga Park, Calif., joins Kris Stevens Enterprises, Sherman Oaks, Calif., as program director.

Carl Dietz, sales manager, Seltel, New York, joins Lexington Broadcast Services there as sales manager, LBS sports division, responsible for station clearances for *NFL Week in Review* and *NFL Pro Magazine*.

Kevin Lavan, from World Courier Inc., New York, joins Viacom International there as assistant controller.

J.J. Jordan, executive sales director, McLendon Broadcasting, Dallas, joins Satellite Music Network there as regional affiliate manager.

Patricia Kunkel, senior producer, KCET(TV) Los Angeles, named executive producer.

Rick Brady, music director, KPPL(FM) Lakewood, Colo., joins KLIR-FM there in same capacity.

Brad Longwell, daytime director, WEEK-TV Peoria, Ill., named assistant production director.

Theresa Leinweber, from WCHS-TV Charleston, W. Va., joins WTVN-TV Columbus, Ohio, as weekend producer-production assistant.

News and Public Affairs

Paul Beavers, news director, NBC-owned, WMAQ-TV Chicago, named to newly created position of director, news operations, NBC Television Stations.

Kathy Moore, assistant manager, Los Angeles bureau, CBS News, named manager, Dallas bureau. **Susan Morrison**, from Washington bureau, ABC News, joins CBS News there as assignment manager. **Bill Moyers**, correspondent, CBS News, joins Charles Kuralt as co-anchor, CBS News's *American Parade*. **Andrew Lack**, correspondent, *American Parade*, named senior executive producer.

Jim Chenevey, news director and anchor, WHYT(FM) Detroit, joins KKHR(FM) Los Angeles as director of news and community affairs.

Jim Brook, anchor-reporter and producer, *Newscope*, KFDA-TV Amarillo, Tex., joins WKJG-TV Fort Wayne, Ind., as associate news director and co-anchor.

Rose Guillbault, director of community affairs, KGO-TV San Francisco, named director of editorials and public affairs.

Gary Hanson, executive news producer, WKBN-TV Youngstown, Ohio, named executive news director, succeeding **Joe Gillis**, resigned.

Appointments, WDIV(TV) Detroit: **Mark Efron**, executive producer, to assistant news director; **Bob Reichblum**, from WPXI(TV) Pittsburgh, succeeds Efron, and **John Emmert**, assistant bureau chief, NBC News, New York, to news operations manager.

Lemar Wooley, assignment editor, WCIX-TV Miami, named assistant news director.

Jon Murray, producer of special news projects, WKYC-TV Cleveland, named news manager.

Jay Pearce, news director, WDDD(FM) Marion, Ill., joins WCIL-AM-FM Carbondale, Ill., as assistant news director and morning news anchor.

Sam Brown, anchor-reporter, KDKA-TV Pittsburgh, joins WATE-TV Knoxville, Tenn., as managing editor.

Linda Levy, news producer, KBTW(TV) Denver, joins WXFL(TV) Tampa-St. Petersburg, Fla., as executive news producer.

Chris Jadick, producer, Warner Amex Cable of Akron-Canton, Ohio, joins WKBN-TV Youngstown, Ohio, as executive news producer.

Tom Meek, from WFTV(TV) Orlando, Fla., joins WOFL(TV) there as community affairs director.

Jeff Cole, from Maryland Center for Public Broadcasting, Owings Mills, Md., joins WFSB(TV) Hartford, Conn., as anchor, early morning newscast.

Bruce Kirk, anchor-reporter, WTVN-TV Columbus, Ohio, joins WJBK-TV Detroit as anchor.

Terry Hadley, Southern bureau chief, KRDO-TV Colorado Springs, joins KSWO-TV Lawton, Okla., as morning anchor-money reporter.

Marilyn Brooks, medical editor, from WKRN-TV Nashville, joins WTAE-TV Pittsburgh as health and medical editor.

April Robertson, reporter, WSAZ-TV Huntington, W.Va., joins WICD(TV) Champaign, Ill., as 5:30 and 10 p.m. co-anchor and reporter.

Susy Robinette, anchor-producer, WIBW-TV Topeka, Kan., joins KTNV-TV Las Vegas as co-anchor. **Matt Baylou**, from KTTC(TV) Rochester, N.Y., joins KTNV-TV as meteorologist.

Neil Cavuto, from *Business Times*, New York-based cable program on ESPN, joins *Nightly Business Report*, produced by noncommercial WPBT(TV) Miami, as New York correspondent.

Phyllis Jarrett, junior account executive, WFYR(FM) Chicago, and **Joan Oberg**, from Birch Radio, Chicago, named account executives, WFYR.

Technology

Jerry Pearlman, president and chief executive officer, Zenith Electronics Corp. (formerly Zenith Radio Corp.), Glenview, Ill., named chairman, succeeding **Walter Fisher**, retired. Fisher had delayed his retirement, planned for October 1983, to assume chairmanship upon death of president and chairman, Revone Kluckman (BROADCASTING, Aug. 22, 1983).

In reorganization of Scientific-Atlanta's domestic and international satellite communications operations into single satellite communications division, **John Lappington**, engineering manager, distribution, data and subscriber products division, was named head of new division. **Jack Acker**, formerly manager of international operations, Sudan, Uganda, Saudi Arabia and Argentina, for

Harris Corp., joins Scientific-Atlanta as manager, international operations.

Appointments, Wold Communications: **Jon Schwenzler**, manager, Washington television operations center, to VP, Washington sales and operations; **Stephen Ludwig**, manager, New York television operations center, to VP, New York operations; **Cathie Labrador**, office manager and assistant to chairman of board, to VP, personnel and administration, and **Jim Burke**, supervisor of TV traffic, to manager, Western sales.

Appointments, Conrac Corp., Stamford, Conn.: **Donald Putnam**, president and chief executive officer, to chairman and CEO; **Paul Graf**, executive VP, to president, chief operating officer and director, and **Joseph O'Donnell**, manager, information group, to VP.

Appointments, NBC, New York: **William Beaty**, manager, electronic maintenance, operations and technical services, to managing director, electronic maintenance, operations and technical services; **Richard Edmondson**, senior staff engineer, engineering department, O&TS, to director, satellite network management system, O&TS, and **Robert Butler**, director, engineering planning, broadcast operations, O&TS, to chief engineer, satellite network, O&TS.

Everett Hirsh, VP, national accounts field sales, Anixter Communications, Skokie, Ill., named VP, CATV-West, based in Walnut Creek, Calif.

Donald Pisarcik, director of marketing, Burnup & Sims Cable Products Group, Atlanta, joins C-Cor Electronics, State College, Pa.,

as VP, sales and marketing.

Paul Fitzgerald, installation supervisor, multipoint distribution service, Colony Communications, Woburn, Mass., named chief technician, MDS operation.

Joseph Manning, engineering manager, non-commercial KAET(TV) Phoenix, takes leave of absence from station to become engineering consultant for Public Broadcasting Service's national narrowcast service, scheduled to begin in early 1985.

Promotion and PR

Amy Chateauvert, promotion-art director, Seltel, New York, joins Katz Communications there as director of creative services.

Claudia Flintermann, director of acquisitions, Oak Media Development Corp., Los Angeles, named director of creative affairs, The Playboy Channel there.

Mike Lerner, director of advertising and promotion, KNTV(TV) San Jose, Calif., joins The Weather Channel, Atlanta, as director of advertising and promotion.


Lawrence Burke, public relations, Georgia Pacific, Atlanta, joins Hill & Knowlton, Chicago, as VP. **John Donovan**, from Chemical Bank, New York, joins Hill & Knowlton, Chicago, as account executive.

Ron Harris, promotion manager and director of marketing, Christian Broadcasting Network, Virginia Beach, Va., joins Turner Broadcasting System, Atlanta, as promotion-advertising director.

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Exodus. Randy Peltier, general manager; Chuck Rawlinson, marketing director and regional sales director, and Jim Clayton, national sales manager, WSA-TV Savannah, Ga., have left station to form their own long- and short-form TV production firm backed by Lewis Broadcasting, owner of WJCL(TV) Savannah; WLTV(TV) Columbus, Ga., and WLTX(TV) Columbia, S.C. Three executives had had success with short-form programming, such as *Great Moments in Georgia Football*, which they had been producing independently and selling to WSA-TV. According to Peltier, station's licensee, News-Press & Gazette Co., was unwilling to make financial commitment to programming project, while Lewis "was receptive to using its equipment and down time to get into program production." Peltier also cited differences in management philosophy. "They wouldn't let us run the station the way we wanted, so we got out."

Marsha Kosteva, publicist, KGO-TV San Francisco, named manager of press information.

Joe Varholy, member of production department, WSPA-TV Spartanburg, S.C., named advertising and promotion manager.

Gary Beier, from WPTV(TV) West Palm Beach, Fla., joins WXMI(TV) Grand Rapids, Mich., as promotion manager.

James Gill, on-air promotion manager, KWGN-TV Denver, joins KKTU(TV) Colorado Springs as promotion manager.

Dennis Upham, promotion coordinator, WEEK-TV Peoria, Ill., named promotion manager.

Gene Lyons, producer, *Page 5*, WTTG(TV) Washington, joins noncommercial WHMM(TV) there as publicity and media relations coordinator.

Peggy Braveman, special assistant to VP and general manager, KYW-TV Philadelphia, named community relations manager.

Terri Turpin, producer-publicist, WJBK-TV Detroit, named producer-writer, advertising and creative services. **Kim Mason**, freelance public relations staff member working part-time for WJBK-TV, succeeds Turpin.

Ron Dylewski, audience promotion manager, KDKA-TV Pittsburgh, joins WHEC-TV Rochester, N.Y., as promotion director.

Katherine Downey, director of marketing, Memphis Americans professional soccer team, joins WPTY-TV there as associate promotion manager.

Allied Fields

David Lapovsky, director of research, Arbitron Ratings Co., New York, named VP, research.

Peter Bennett, assistant VP, telecommunications group, Electronic Industries Association, Washington, named staff VP of group.

William Brown and **Robert Kaplitz**, broadcast consultants, Audience Research & Development, Dallas, named senior consultant.

Susan Gill, general sales executive, Media-mark Research, New York, named director, electronic media sales.

Jim Myers, president, Parking Meter Advertising, Oakland, Calif., joins Radio Advertising Bureau, New York, as regional director, northern California and Pacific Northwest regions.

J. Richard Abramson, regional sales manager, cable marketing, First Data Resources, Omaha, Neb., named national sales manager, cable division. First Data supplies on-line computerized billing and management systems.

Dennis Israel, president, The Sky Stations, New York, named adjunct associate professor, Institute of Film and Television, Tisch School of the Arts, New York University.

Harold Hostetler, consulting editor, *The Alliance Witness*, Nyack, N.Y., joins National Religious Broadcasters, Morristown, N.J., as editor, *Religious Broadcasting*.

Deaths

Jack Barry, 66, partner, Barry & Enright Productions, Los Angeles and owner of Jack Barry Cable TV, Los Angeles, and co-owner with partner Dan Enright of number of other cable systems, died of heart attack May 2 at Lenox Hill hospital, New York, after collapsing while jogging in Central Park. Barry who began broadcasting career in early 1940's as staff announcer at WTTM(AM) Trenton, N.J., later joined WOR(AM) New York, where he met Dan Enright, program executive there. In 1946, they created radio version of *Juvenile Jury*, which NBC bought year later. Television game shows would become team's mainstay, including *Concentration*, *Tic Tac Dough* and *21*. In 1959, admission by *21* contestant Charles Van Doren that he had been coached and supplied answers led to revelations that practice was widespread, and eventually to general housecleaning of television game shows. Among Barry & Enright's current offerings are *Jokers Wild* (which Barry had hosted), *Tic Tac Dough* and *Nipsey Russell's Juvenile Jury*, last on Black Entertainment Television. B&E in last year had begun to shift its emphasis away from game shows and into cable and network and theatrical film production. Barry is survived by his wife, Patte, three sons and daughter.



Barry



Smith in 1960's

Carleton Dabney Smith, 79, former NBC network executive, VP and general manager of NBC-owned WRC-AM-FM-TV Washington, and "presidential announcer" for Franklin Roosevelt's Fireside Chat radio speeches, died of heart attack April 27 at Naples Community hospital, Naples, Fla. Smith joined WRC(AM) as announcer in 1931. In 1933, he helped announce President Roosevelt's inauguration, and a few days later introduced

President for his bank closing speech. That led to his designation as presidential announcer of WRC, post he held throughout Roosevelt's administration. Smith became assistant manager of then NBC Blue station, WMAL(AM) in 1935, added WRC(AM) to his responsibilities in 1936, and became manager of that station in 1941. In 1947, he moved to New York as, successively, manager, then director, of network television operations; VP, network station relations, and VP, director of operations, NBC O&O stations division. He returned to Washington as VP and general manager of WRC-AM-FM-TV in 1953. Smith retired in 1967 as staff VP, Washington, of parent, RCA. He is survived by his son, Craig.

David Gordon Scribner, 58, general manager, broadcast division, Donrey Media, Las Vegas, died of cancer April 28 at Desert Springs hospital, Las Vegas. Scribner was VP, radio, Trigg-Vaughn Stations (which was acquired by Doubleday) from 1959 to 1967. He was president of Doubleday Broadcasting from 1969 to 1977, when he left to become owner and general manager of KIDN(AM) Pueblo, Colo. He sold station and joined Donrey in 1983. Scribner was former vice chairman, radio board, of National Association of Broadcasters. He is survived by his wife, Marion, and three children, all of whom are involved in broadcasting: son, Ron, with Lee Martin Productions, Dallas; and daughters, Leslie, with KQYT(FM) Phoenix, and Laurie, with KTVK(TV) Phoenix.



Scribner



Bayliss

John F. Bayliss, 50, majority stock holder and general manager, KSMA(AM)-KSNI-FM Santa Maria, Calif., and head of own San Diego-based station brokerage firm, died April 30 at French hospital, San Luis Obispo, Calif., of injuries suffered in auto accident April 29. Bayliss's wife, Alice, was also injured in accident, and remains hospitalized. Bayliss, then president, WSAI-AM-FM Cincinnati, was named president of parent Combined Communications, Phoenix, in 1976. When that company merged with Gannett in 1979, he became president of Gannett's radio division. He joined Charter Broadcasting in 1980, leaving in 1983, when Charter spun off its last radio station. Bayliss was former director, National Radio Broadcasters Association. He is survived by his wife, and three sons. One son, Joe, is account executive at KCBQ(AM) San Diego.

Todd Neal Thayer, 30, account executive, KFI(AM)-KOST(FM) Los Angeles, died April 29 of injuries suffered in glider accident near Warner Springs, Calif. (San Diego county). Thayer was son of Jack Thayer, recently resigned VP and general manager, WNEW(AM) New York (BROADCASTING April 16). Todd Thayer is survived by his parents, brother and sister.

Making his mark on RKO General

Perhaps Shane O'Neil, president of RKO General Inc., New York, cannot quite escape the observation that "somebody up there likes me."

His father is Tom O'Neil, board chairman and chief executive officer of RKO General and former chairman of General Tire & Rubber Co. (now called GenCorp.), parent company of RKO General. Tom O'Neil is still a director of GenCorp. and a force within that corporation.

Although the son of a high-powered industrialist, Shane O'Neil is no dilettante. Not that O'Neil doesn't like to live well, but he also is a serious and dedicated executive.

In the 14 years he has been associated with RKO General, O'Neil has received a thorough grounding in the company's operations. Today, as president and chief operating officer, he directs a corporation that engages in diverse activities embracing 12 radio stations, three radio networks, three television stations, nine soft drink bottling companies, pay television production, motion picture production and distribution, hotels and airline transportation.

At 37, O'Neil is a tall, husky man with a relaxed manner and a ready wit. He comes off as an amalgam of the esthetic and the pragmatic, an impression supported by his educational background: He majored in English literature and minored in French and business administration.

O'Neil explains: "I was studying at New York University at the time and I remember that one of the college deans was puzzled by this major-minor combination. I told him that one's options with English literature were limited. You could either be a college professor or a novelist. I said to him, 'If you can guarantee that I'll be successful as a novelist, I'll give up business administration.'"

O'Neil had interrupted his college education to serve three years in the U.S. Navy as an aerial photographer. When he returned to civilian life in 1970, he discussed his future with his father and indicated he would like to join RKO General. Tom O'Neil made it clear that Shane would have to start at the bottom. The young man assented. He also enrolled at New York University to complete the college education interrupted by Navy service. Over the next four years, O'Neil earned his degree from NYU, attending classes during the evening and early afternoon while holding down a full-time job at RKO General.

O'Neil's on-the-job education proceeded. To acquire an overall grasp of the RKO General operation, he was assigned to the financial analysis and new acquisitions area of the company, where he remained for several years.

"I learned all the basics of business administration," he comments. "I learned how



Shane Thomas O'Neil—president and chief operating officer, RKO General Inc.; b. March 25, 1947, Boston; aerial photographer, U.S. Navy, 1967-1970; BA in English literature, New York University, 1974; with RKO General since 1970: in financial research and planning for mergers, 1970-77; VP, RKO Pictures, 1977-78; VP, RKO General, 1978-82; executive VP in charge of corporate long-range planning, 1982-83; president since 1983; divorced; child—Conor, 2.

a company should run and how it actually runs. I particularly enjoyed working in acquisitions. RKO has been involved in about 60 transactions over the years, including both sales and purchases."

He noted that in his early years with the company he was also active in moving RKO General away from its emphasis on broadcasting and into other fields. He was named vice president in 1978; executive vice president in charge of corporate and long-range planning in 1982, and president and chief operating officer in July 1983.

His 14 years at RKO General, he says, have represented an exhilarating experience, but he admits there have been worrisome periods. He cites specifically the 19-year challenge to the licenses of the RKO General stations, which resulted in the loss of WNAC-TV (now WNEV-TV) Boston in 1982.

He remarks ruefully that WNAC-TV today would bring \$175-\$200 million on the open market, and adds that the legal fees for RKO General for FCC matters have been so high "you could buy a good-sized FM station with the money."

The next chapter in the license challenge story, O'Neil says, will be written in Los Angeles when an administrative law judge considers the KHJ-TV case. O'Neil believes a decision will be made by early December of this year or the first quarter of 1985. All other cases, he says, "are on hold."

O'Neil says that the three RKO television stations—WOR-TV New York, KHJ-TV Los Angeles and WKQB-TV Memphis—have

been upgrading their news, public service and entertainment programming.

O'Neil enjoys all facets of RKO General's operations. The bottling enterprise brings in the most gross revenue, but television the most profits.

He said that the television group brought in about \$90 million in revenues in 1983 and showed a profit of about \$20 million.

O'Neil realizes that programming is the key to a successful TV operation. In the past few years the company has pressed for the syndication rights to top-flight off-network series and has snared such blockbusters as *Dallas*, *Magnum, P.I.* and *Hart to Hart*.

The company has a long history of involvement with entertainment programming. In 1955, Tom O'Neil recognized the potential of the RKO Radio Pictures' vast feature film library for television and bought RKO for \$25 million.

Though Tom O'Neil sold the RKO studio to Desi Arnaz and Lucille Ball (Desilu Productions) in 1958, he retained the rights to the films in the RKO General markets and all remake rights. For more than 25 years many of the classic features—which include "Citizen Kane" and "King Kong"—have been shown on the RKO television stations. "And now we're making money on these old favorites in home video," Shane O'Neil says with a smile.

Shane O'Neil played a key role in the re-emergence of RKO Pictures in 1977 and served as vice president of that firm. The company was active in co-producing with Universal Pictures five theatrical films that were later released to television.

O'Neil makes it clear that RKO General is aiming to make its mark in the new technologies. A few years ago it formed a subsidiary, RKO Videogroup, to produce legitimate theater presentations for pay television and for international video markets. He reports that Videogroup has produced such attractions as "The Gin Game" and "Sweeney Todd," and documentaries on such personalities as John Wayne, Fred Astaire and Henry Fonda. In all, the Videogroup has about a dozen presentations available for sale through RKO Programs International.

O'Neil is optimistic about the future of RKO General as a conglomerate and as a broadcast company. He has some concerns about the radio operation, particularly AM's, and to that end has engaged Walter Sabo, a former radio executive at ABC and NBC, as a consultant to the radio operation. O'Neil observes that two radio networks—RKO One and RKO Two—and a radio program syndication company, RKO Radio, are doing well.

O'Neil maintains a whirlwind schedule to keep abreast of his far-flung operations. But he relaxes by sailing, skiing, soaring and playing tennis.

"And some day I'd like to write a successful novel," O'Neil remarks. "But then, who wouldn't?"

National spot radio business for first quarter climbed 5.9% to \$145,446,400, according to Radio Expenditure Reports Inc. Data is based on financial information collected confidentially from 16 rep companies by RER.

Networks' **early projections** of primary results is under attack again. This time, 15 members of 29-member **Texas congressional delegation wrote** last week (April 30) to **news chiefs of ABC, CBS and NBC** and asked organizations to "voluntarily refrain from broadcasting early projections before all polls and caucuses in Texas have closed." Texas presidential caucuses and state primary elections were held Saturday, May 5. Earlier, New York and Pennsylvania delegations sent similar letters.

Proposed leveraged buyout of Harte-Hanks, San Antonio, Tex.-based publisher, group owner and MSO, has been **approved** by board of directors. Bid by company's top management and some family members of original owners ("Top of the Week," April 2) was approved after special committee of board members, not associated with bid, recommended in favor of plan. Offer made for stock of existing shareholders has been increased, raising estimated total **purchase price to \$457 million** from \$445 million. Increased offer resulted in settlement agreement, in principle, of two shareholder suits previously filed against buyout proposal. Special shareholder meeting to vote on plan is expected to take place in late July.

C. Edward Little, former president (1972-1978) of Mutual Broadcasting System, has assembled group of investors that will attempt to **buy network and its two stations** from Amway Corp. Move was precipitated by summary departures of three top MBS executives

Sunshine Act foreign exemption. *A post-Watergate reform aimed at opening government proceedings to the public—The Sunshine Act—does not apply to consultations that FCC members hold periodically with foreign officials. The Supreme Court last week, in a 9-0 ruling reversing a decision of the U.S. Court of Appeals in Washington, held that consultative process meetings that the three-member Telecommunications Committee held with its Canadian and European counterparts did not constitute the kind of meeting contemplated in the 1976 act.*

Justice Lewis F. Powell, who wrote the court's opinion, said the sessions "provided general background information to the [FCC] commissioners and permitted them to engage with their foreign counterparts in an exchange of views by which decisions already reached by the commission could be implemented." Powell said Congress intended the act to apply to deliberations that, in the words of the statute, "determine or result in the joint conduct or disposition of official agency business." The consultative process enables FCC members and their counterparts in Canada and Europe to engage in joint planning of telecommunications facilities through the exchange of information.

The Supreme Court opinion was a defeat for ITT World Communications, which had sought information regarding a consultative meeting in Dublin in 1979, at which commission members encouraged greater competition among record carriers; specifically, it urged Canadians and Europeans not to limit their dealings with U.S. record carriers to ITT and three other major companies.

Another aspect of the Supreme Court opinion was also welcomed by the FCC. It reversed a portion of an appeals court decision holding that ITT had standing to seek relief in U.S. district court on a claim that the commission had exceeded its authority in holding closed "consultative meetings" with foreign officials (BROADCASTING, Feb. 7, 1983). The commission inflexibly maintains that such complaints can be heard only by the U.S. Court of Appeals. And the Supreme Court held that the district court—as it itself had maintained when ruling on the ITT complaint—lacks jurisdiction to hear ITT's suit.

two weeks ago (BROADCASTING, April 30; also see story, page 51). Little now owns and operates Traffic Patrol Broadcasting Inc. in Dallas.

Victory Television has begun **distributing TattleTales**, celebrity game show that has not been renewed after two-and-half-year run on CBS network. Jim Victory, president of Victory Television noted low clearances by CBS affiliates (show was reportedly cleared by just over half of CBS affiliates) of **TattleTales** because of conflict with local news periods (network fed show at 4 p.m. EST) makes it "first run" in many markets. Show will be sold on cash basis "with eye towards first run production in fall of 1985" if show takes off, according to Victory. Beginning this fall, 260 episodes will be available.

Golden West Television, distributor of daytime strip, **Woman to Woman**, said it is **ceasing production** of show and **will not be distributing second season**. Golden West is offering in its place **new half hour strip titled The Intimacy Files**, hosted by Nancy Nelson, anchor at Metromedia's KTTV(TV) Los Angeles. Golden West will continue to offer **Woman to Woman** until Sept. 7, and those stations carrying it will be given right of first refusal to carry **Intimacy Files**. Show is being adapted from program Nelson currently hosts on ON TV, Los Angeles over-the-air pay channel. Bruce Johansen, vice president of syndication at Golden West, said **Intimacy Files** will be sold for "very reasonable" license fee on all-cash basis (**Woman to Woman** is sold for cash plus one-minute barter spot.) Programming reps who reviewed pilot late last week described Nelson as "female Donahue," who works with studio audiences discussing strong, sometimes controversial subjects. **Intimacy Files** will be ready for stations Sept. 10.

MCA Inc. has reported **first-quarter revenues** and income below comparable amounts in 1983. Revenues were \$392.4 million for period, down from \$430.9 million last year, while net income declined from \$39 million, or 81 cents per share, in 1983, to \$2 million, or 43 cents per share, this year. Operating income declined from \$52.6 million to \$23.5 million. Figures for 1983 were said to be inflated by unprecedented success of theatrical film, **E.T.** MCA predicted domestic syndication rights for **Magnum, P.I.** would exceed \$200 million, beginning in fall, 1986. Substantial revenues are also expected in 1987 from syndication of **Simon & Simon** and **Knight Rider**. **Television division revenues for quarter** increased from \$99.3 million last year to **\$100.6 million** in 1984.

Negotiations between nation's cities and National Cable Television Association on **House cable deregulation bill** (H.R. 4103) are **still under way with no immediate resolution expected**. Sources say talk have not broken down, but cable industry is getting tired of waiting for "cities to get their act together." Cities, who are fighting among themselves, are having difficulty reaching consensus.

Transtar Radio Networks, Colorado Springs-based satellite-delivered program service with three full-time formats, **will soon offer United Press International Radio Network's** hourly and half-hourly **newscasts to affiliates** as well as some other UPI services such as sports and business reports **via Wold Communications** satellite system. Agreement was reached among principal parties last Wednesday (May 2). Plans call for newscasts to be made available to stations that are programming either Transtar country or "light contemporary" ("Format 41"), which transmit from Wold's uplink facilities in Los Angeles over Telstar 301, transponder 5V. Transtar also has adult contemporary format which is uplinked to Westar I from its studios in Colorado.

Long-time independent clear channel, **wgn(AM) Chicago, will be come affiliate of ABC Information Network** on July 27. ABC Information, which features Paul Harvey commentary, serves 570 stations

Katz Communications, New York, reports **wcco-tv Minneapolis has named Katz Television American as its national representative**, effective May 28. Katz **replaces TeleRep**, which had represented station for seven years. Other rep firms said to be in contention for

representation were MMT Sales and Harrington, Righter & Parsons.

□
Viewtron has signed up 1,500 fully paid subscribers since its introduction in Miami last November, it was announced at company's annual meeting last week. Knight-Ridder videotex project is **unlikely to meet goal of 5,000 subs after one year**, but company is sticking with its projection that system will break even in three to four years. Knight-Ridder spokesman said reluctance of some to pay approximately \$600 for terminal, built by AT&T, has resulted in new \$39.95 per month package that includes terminal. He added that so far, subscriber sign-ups have spurred with new package.

□
WDSM(AM)-KZIO(FM) Superior, Wis., (Duluth, Minn.) has been sold for \$1.3 million by Robert Ridder and son, Robert Jr., to stations' general sales manager, Pat McNulty, and operations manager, Ken Buehler. WDSM is on 710 khz with 10 kw day, 5 kw night. KZIO is on 102.5 mhz with 100 kw and antenna 600 feet.

□
Acrodyne Industries, Blue Bell, Pa., announced at NAB convention that its parent company, **Whittaker Corp.**, has "**signed letter of intent**" to sell **Acrodyne to Comark Communications Inc.**, Southwick, Mass. According to Acrodyne, Comark has until end of month to sign firm contract. Terms of deal were not released. Acrodyne and Comark manufacture complementary lines of television transmitters.

□
Representative Edward Markey (D-Mass.), member of House Telecommunications Subcommittee, announced last week he has changed his mind, and **will not run for Senate**. Markey was one of several Democrats vying for outgoing Democratic Senator Paul Tsongas's seat.

□
Department of Justice says it cannot now give antitrust clearance to proposal of Radio Advertising Bureau of New York City to establish industry-wide committee to negotiate price and terms of radio ratings service currently provided radio stations by **Arbitron Co.** Department's position was expressed in business review letter from J. Paul McGrath, head of antitrust division, to counsel for RAB. In asking Justice whether it would challenge proposal to establish negotiating committee, RAB contended Arbitron has "natural monopoly" in supplying radio ratings to radio stations. It added that formation of committee would foster competition in radio ratings business by creating means by which other suppliers could compete with Arbitron. But McGrath said he could not agree Arbitron has natural monopoly—he noted that competitor, Birch report, has made inroads into radio ratings business. Furthermore, McGrath said, RAB proposal created potential for significant anticompetitive effects—he said RAB negotiating committee might be able to exercise market power to detriment of other suppliers of radio ratings services. He also said larger radio stations could manipulate Arbitron's pricing or ratings methodology to disadvantage of smaller stations. Accordingly, McGrath said, "we are unable to state a present intention not to institute antitrust enforcement proceedings challenging the proposed RAB negotiation committee."

□
Home **earth station equipment** has apparently **stopped flowing into distribution warehouses of United Satellite Communications Inc.**, satellite broadcasting venture that is trying to find new source of capital to keep it afloat. **M/A-COM**, which has supplied some 21,000 antennas to USCI through May 1, **has suspended further shipments of dishes**, according to M/A-COM official. Official was confident, however, that USCI would find necessary financing and that shipments would resume. Asked to comment on drying up of equipment pipeline, USCI spokeswoman said, "It doesn't have to mean anything. . . . If we need more equipment, we will take care of it."

□
Wynn Nathan, former president of Lionheart International who recently left company after 50% interest was set to be acquired by Western World Television (BROADCASTING, April 16), has been **named vice president, worldwide marketing, RKO Pictures**. He will lead "major expansion" of RKO's U.S. and international sales oper-



Frederick to move up. Robert H. Frederick, president and chief operating officer of RCA since September 1982, will step up to chief executive officer of the diversified communications company within the next year. The announcement was made Tuesday (May 1) at the annual RCA shareholders meeting in Indianapolis by Thorton F. Bradshaw, RCA chairman. Bradshaw presently is the chief executive officer of RCA but said that he will remain chairman for "an appropriate time." Bradshaw's current contract with RCA runs until 1986.

The announcement of Frederick's promotion did not come as a surprise to RCA watchers. Frederick has been regarded by analysts as the heir apparent since RCA went outside the company in 1982 to pick a chief operating officer. He had been executive vice president at General Electric and head of GE's international division.

How last week's announcement affects the RCA-NBC relationship remains to be seen. An RCA spokesman said it is "too premature" to speculate if Grant Tinker, NBC chairman, will begin reporting to Frederick once he assumes his new title as chief executive officer. Under the current structure, Tinker has been reporting to Bradshaw while Frederick has had day-to-day responsibilities for all of RCA's operating divisions except NBC. Bradshaw assumed the RCA chairmanship on July 1, 1981.

An NBC source said that Frederick, however, has sat in on high-level management meetings when NBC matters have been discussed.

The annual shareholder's meeting, however, served as more than a platform to announce Frederick's pending promotion. Shareholders also approved two tough anti-takeover measures (BROADCASTING, March 12). The corporate bylaw amendments are designed to deter any unsolicited tender offers. The first divides the board into three classes with each class serving three-year terms. The second measure calls for all mergers to be approved by 80% of the shareholders unless certain "fair pricing" and other requirements are met or the merger is approved by a majority of the directors not connected with the merger-seeking company.

ations as well as coordinate all upcoming production for television distribution. Position becomes effective May 14.

□
FCC's approval of \$1.5 billion **leveraged buyout of Metromedia Inc.** by management group headed by company chairman and president John Kluge has been **challenged in court by California group representing physically handicapped**. California Association of the Physically Handicapped, in notice of appeal filed with U.S. Court of Appeals in Washington, alleges that commission violated requirements of Communications Act in following procedure that did not allow for public comment. Commission permitted Metromedia to use short form (316) application rather than long form (315).

Editorials

Long haul

If there is a generality to be drawn from the National Association of Broadcasters convention last week, it is this: A lot of broadcasters and their suppliers think the broadcasting business is here to stay.

By the NAB's estimate, 35,000 were in attendance, the biggest crowd an NAB convention has drawn.

By the testimony of exhibitors, broadcasters went to Las Vegas to buy. They could choose from a monster of an equipment display that could have been assembled only for a business deemed to have a certain and expanding future. If anyone went to Las Vegas with questions about longevity in mind, the array of satellite dishes outside the convention hall provided its own answer: Media that already are technical marvels are getting more marvelous all the time.

Not that euphoria was the dominant mood in Las Vegas. Broadcasters may be confident about their prospects, but they are also realistic. However marvelous the hardware at their command, it is programing that makes the business function. The convention agenda provided full awareness that new ways of delivering electronic signals are coming on stream in astonishing abundance and that the American audience is being tugged in many new directions.

No one in Las Vegas was discounting the new competition, but the fears that in the past stalked convention corridors were missing last week.

Return to first principles

A Supreme Court that in recent years had been showing signs of favoritism toward plaintiffs in libel cases has provided reassurance that its earlier readings of the First Amendment are still the law of the land. Media may breathe a little easier.

The details of last week's decision are presented elsewhere in this issue, but in essence the court returned to its decision 20 years ago in *New York Times v. Sullivan*, a landmark case in libel law. In *Times v. Sullivan* the court held that a "public figure" can recover damages for libel only if "actual malice" can be proved in the publication (or broadcast) of material with knowledge of its falsity or with reckless disregard of truth. *Times v. Sullivan* has saved more than one innocent defendant from damages awarded by juries who were more moved by local passions than by a disinterested understanding of the law.

The court last week cited *Times v. Sullivan* in upholding the "obligation" of appellate courts "to make an independent examination of the whole record" to make certain "that the judgment does not constitute a forbidden intrusion on the field of free expression." That reaffirmation of the principle of meticulous review of trial court findings is particularly welcome now. At a conference of the Practising Law Institute in New York last March, it was reported that juries in trial courts since 1980 had been siding with plaintiffs in 83% of libel cases, and damages had been averaging \$2.2 million a case (BROADCASTING, March 19). Three out of four of those juries were reversed on appeal, a process that receives added encouragement from last week's Supreme Court ruling.

Both *Times v. Sullivan* and the decision of last week are as much incentives to responsible journalism as protections against vindictive libel actions. Write it on the newsroom wall: Nothing will be broadcast with knowledge of its falsity or with reckless disregard of truth.

Early warning?

The new Nielsen information on the use of videocassette recorders in the home catches that activity at too primitive a stage to predict conditions in the future. It is safe to say, however, that the instrument will make a difference in the way people watch television and in the way audiences must be measured when the VCR universe reaches significant size.

For commercial broadcasters, an unsettling finding in the new survey is the incidence of "zapping," the deletion of commercials. Thirty-five percent of the Nielsen sample say they zap at least 75% of the time. If that finding is accurate and can be projected to a growing universe, trouble for television advertising looms.

Nielsen is undecided whether to continue measuring VCR usage. It ought to be persuaded to go on at reasonable intervals. This development bears watching.

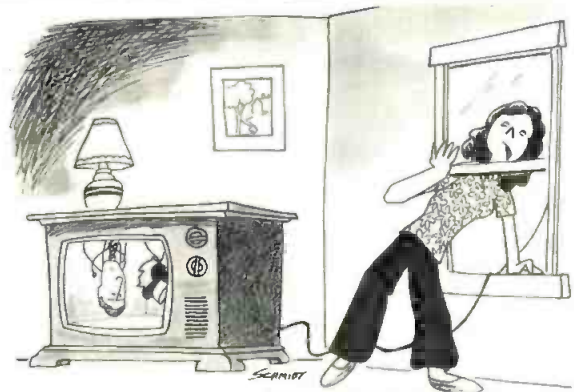
The grabber

Mark Fowler succumbed last week to the temptations of his office. He took a swing at television programing, with predictable results. "FCC Chairman Scores Broadcasters For News Coverage, Programing," exulted the *Washington Post* in a type size it reserves for approved public utterances.

Predecessors have led the way. Newton Minow turned into an instant celebrity when he called television a vast wasteland (BROADCASTING, May 15, 1961). James Lawrence Fly flashed across an earlier stage when, borrowing a political disparagement from John Randolph, he likened broadcasting to a dead mackerel in the moonlight: "It both shines and stinks" (BROADCASTING, May 19, 1941).

Fowler has also turned a phrase. He decries television programs that "look less like Huntley and Brinkley and more like Barnum and Bailey." That may not be in the league with mackerels and wastelands, but it's fairly racy stuff from a chairman who has previously chattered on about unregulation and the marketplace.

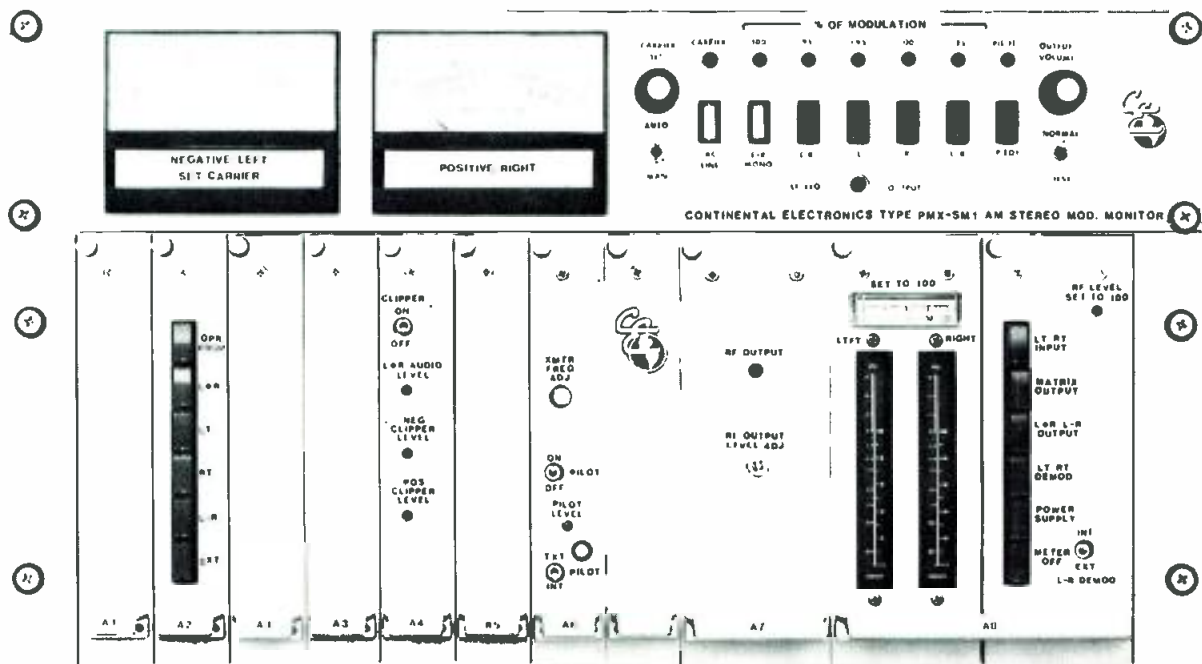
To his credit, Fowler buried his criticism of television news and the scarcity of programing for children in a speech that was otherwise laudatory of broadcasting's contributions and of the commission's record of ridding itself of archaic rules. You wouldn't know that to read the papers. If he keeps it up, he could make the evening news.



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