

# Broadcasting Jul 2

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Put yourself in our shoes. Here we are in what has to be one of the most civilized places in the country. Really! After all, we've got two world-class orchestras, a dozen professional theater companies, plus 951 lakes within the metro area, the fourth highest median family income\* and, well, you see the problem. We could easily get half the sun-belt up here looking for condos.

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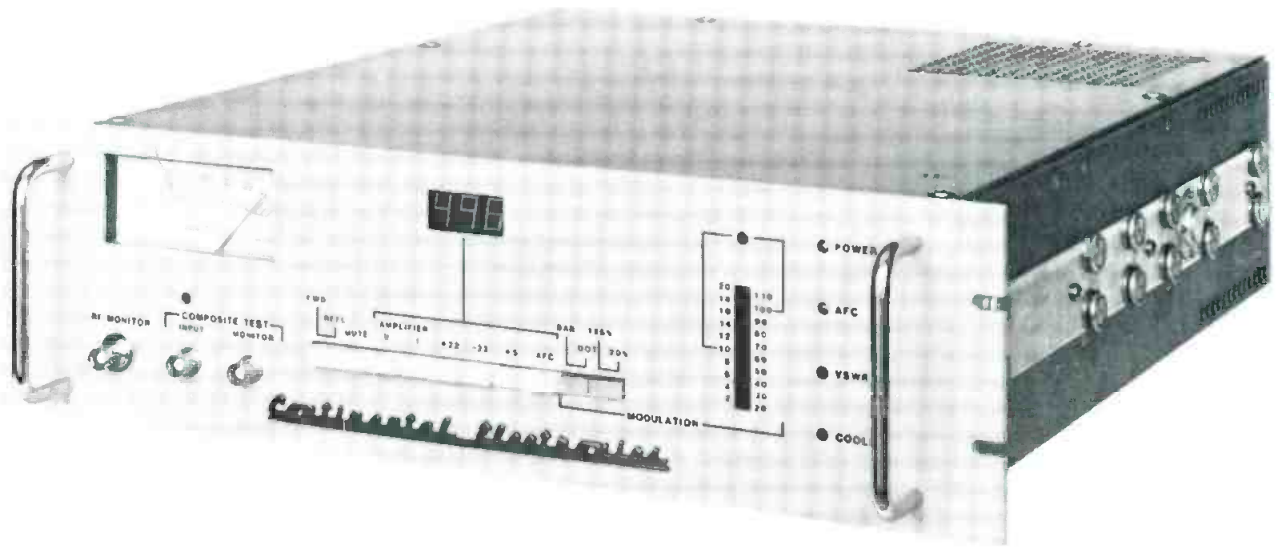
\*Among 25 largest metro areas. Source: 1980 U.S. Census. For more information, call KSTP-TV Sales at (612) 646-5555 or your nearest Petry office.

53rd Year 1984

FCC deregulates TV  
NAB loses grip  
TV rights

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- THE LEGEND OF WALKS FAR WOMAN
- MOTHER AND DAUGHTER
- MY BODYGUARD
- NIGHTMARE
- ON THE RIGHT TRACK
- THE SEDUCTION OF MISS LEONA
- THADDEUS ROSE AND EDDIE
- THAT LUCKY TOUCH
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- VISIONS OF DEATH
- WHEN SHE WAS BAD
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**PRIMETIME  
ENTERTAINMENT, INC.**

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**WJTV  
JACKSON, MS  
AND BLAIR TV  
TOGETHER  
WE HAVE A  
NEW RECORD  
TO BEAT.**

**OUR OWN.**

WJTV, the CBS affiliate in Jackson, Mississippi, has chosen Blair Television for national sales representation. We share a tradition with our clients... Leadership.

**BLAIR. ONLY BLAIR.**

Television



# Broadcasting **Jul 2**

## FCC deregulates TV □ CBS bows out of DBS Wide open field on college football rights A year's worth of Fifth Estate awards

**LESS PAPERWORK** □ FCC, following lead it took with radio, votes to deregulate television. Real-world effect on networks and major group broadcasters may be little. **PAGE 31.**

**NEW BALLGAME** □ Supreme Court rules that NCAA television football contracts violate antitrust law. End result expected to be more televised football from more sources. **PAGES 33-34.**

**MOVING ALONG** □ House committee marks up cable bill; although amendments are added, NCTA remains behind bill. **PAGE 35.**

**CHIEF TERMINATION** □ Bob Rosencrans fired from position at UA Columbia. **PAGE 37.**

**CABLE SWAP** □ Storer and Times Mirror exchange cable systems. **PAGE 37.**

**WON'T JUMP** □ CBS decides against going into DBS business, at least for now. Move leaves medium's future uncertain. **PAGE 38.**

**THE VICTORS** □ BROADCASTING's yearly look at the Fifth Estate's best and brightest as reflected in the rolls of 1984 award winners. **PAGES 40-59.**

**DARK CLOUDS** □ Threat of directors strike looms over Hollywood. **PAGE 60.**

**MUSIC SHOWDOWN** □ BMI renewal forms include rate hike; all-industry committee vows to fight increase. **PAGE 61.**

**NO REVIEW** □ Supreme Court declines to review Mississippi liquor advertising ban case. **PAGE 62.**

**BORDER MOVEMENT** □ Dougan to ask for meeting

of Assembly of Parties to help facilitate applications for transborder stations. **PAGE 63.**

**GAO CRITIQUE** □ Congressional agency says U.S. could have been better prepared for RARC conference. **PAGE 64.**

**SELF-RESTRAINT** □ House asks media to stop reporting election projections. **PAGE 66.**

**MOVING UP** □ TVB says that after slow first-quarter start, national and spot television sales are robust in second and third quarter. **PAGE 71.**

**GROUP BUY** □ H&C Communications buys Cowles Broadcasting for \$182.5 million. **PAGE 71.**

**ROLLINS DIVISION** □ Company splits into three separate entities, distributes stock shares. **PAGE 72.**

**DRY RUN** □ Group begins drive to get alcohol advertising removed from radio and television. **PAGE 73.**

**SELLING, BUYING PRIMER** □ NAB sponsors seminar on station trading. **PAGE 73.**

**MAKING OFFERS** □ Dallas and Milwaukee review Warner Amex proposal to cut back cable service in those communities. TCI presents bid to buy Pittsburgh system from Warner. **PAGES 76-78.**

**BROADCASTER FIRST** □ Wayne Cornils has parlayed his extensive radio station experience into successful associations with NAB, and now RAB. **PAGE 103.**

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# **BROKAW CHANCELLOR MUDD**



**NO WONDER MORE HOUSEHOLDS  
STAYED UP FOR THE COUNT  
WITH NBC NEWS THAN  
WITH ANY OTHER NETWORK.**

*The results are in and the winner was NBC News. From Iowa to California more people stayed up for the count with Tom Brokaw, John Chancellor and Roger Mudd, the team America looks to for the clearest picture in this political year.*

**FROM SAN FRANCISCO TO DALLAS RIGHT THROUGH  
ELECTION NIGHT, STAY WITH THE WINNING TICKET.**

Source: Nielsen NTI. Subject to qualifications upon request.

# **NBC NEWS**



# Closed Circuit

## Million a minute

ABC, which will carry Super Bowl for first time in 1985, has already sold 60% of availabilities (totaling 25 minutes) in game. It's first game in which one minute of time will cost \$1 million. Cost of 30-second spot is \$525,000, if bought singly, or \$500,000 in multiples. Biggest spenders so far are Anheuser-Busch, Datsun and Chevrolet, which have each spent \$1.5 million. Pre- and post-game programs are already 90% sold.

## No hurry

Don't look for FCC to face until next fall challenge by appellate court to come up with clearer, more relevant test to give broadcast licensees renewal expectancy. FCC's Office of General Counsel reportedly has completed draft of new policy, but wanted to get out order deregulating television (see page 31) before it gave final consideration to comparative renewal standard. There may be no sense of urgency for action at moment; next renewal applications to be filed—those for District of Columbia, Maryland, Virginia and West Virginia TV's—aren't due until June 1, 1986.

## Number two at NCTA

National Cable Television Association will name Bert Carp as its new executive vice president. Carp, 39, is partner in Boston-based law firm of Hale & Dorr and was deputy assistant to President Jimmy Carter for domestic affairs and policy. He will succeed Jim Mooney, who assumes presidency of association this week under new two-year contract.

## Shultz rebuked

Secretary of State George Shultz, who ranks as high in governmental pecking order as almost anyone in Washington, has drawn sharp reprimand from Office of Management and Budget Director David Stockman for letters to members of Congress that marked another chapter in State's ongoing turf battle with Commerce Department. In letters to chairmen of House Foreign Affairs and Energy and Commerce Committees, Shultz had complained of language in bill (H.R. 5497) providing funds for Commerce's National Telecommunications and Information Administration. Shultz suggested it improperly stressed NTIA's role, at expense of State's ("Closed

Circuit," June 11.) Stockman, in June 21 letter to Shultz, did not deal with substance of dispute, although Secretary of Commerce Malcolm Baldrige had urged him to come down on Commerce's side. He said Shultz erred in not clearing his letter with OMB.

Interagency review of State's letters, Stockman said, "could have saved the administration considerable embarrassment." Stockman said that "Mac Baldrige has complained to me personally about State's violation of OMB's legislative clearance requirements." Stockman says he does not consider State's concerns "frivolous or susceptible of easy resolution." But, he adds, "a considered analysis of the problems involved could have helped to avoid the public airing of this major policy disagreement between two cabinet officers."

## Judgment day

FCC policy statement narrowing purview over licensee character, removed from agenda last February after several commissioners expressed dismay, may be ready for commission action before August recess. As of last week, however, Commissioner Dennis Patrick's office was still said to be trying to work out its problems with draft. There has been consensus for statement's bottom line but questions over rationales used to get there ("Closed Circuit," March 5).

## Hour trial

Look for Group W Productions to distribute *Music of Your Life* television special, one-hour program reflecting popular radio format of same name that airs songs from late 1930's to present. Group W, along with Bob Banner Associates, Los Angeles, and Al Ham Productions, Huntington, Conn.—creator of radio format—are producing broadcast. Production is slated for fall. Producers are hoping special will turn into weekly series.

## Early courtship

Circle 7 Productions, programming arm of ABC's owned and operated stations division, is expected to announce significant changes in its Newsbank service, weekly syndicated hour of videotape news features. Neither party would comment, but Circle 7 is believed to be in talks with Telepictures Corp., which has announced that its own

syndicated daily news service, *Newscope*, would not be continued for second season (BROADCASTING, June 11). Telepictures said it hoped to continue service in "modified" form and was seeking partners.

## No and yes

It's been learned that during National Association of Broadcasters board of directors meeting two weeks ago consensus arose in TV board to consider elimination of network seat on executive committee. Next day, however, prevailing sentiment among TV members had shifted, and vote favored status quo.

## Getting some back

National Association of Broadcasters' announced deficit of \$265,000 for fiscal 1983, topic of discussion at joint board of directors meeting (BROADCASTING, June 25), is offset by news of budgetary surplus for month of April, first month of new fiscal year. According to monthly income and summary expense statement for FY 1984, NAB had projected income of \$604,037, of which it actually received \$565,245, leaving it with \$38,792 shortfall. But association spent only \$807,003 of \$917,143 projected for expenses, leaving it with extra \$110,140. Net surplus: \$71,348.

## Too late

Public television program (and congressional favorite), *The Lawmakers*, went off air June 28, due to lack of funds—and despite commitment by Corporation for Public Broadcasting of additional money. CPB had pledged \$300,000 to keep *Lawmakers* on air until "at least" Oct. 4. But WETA-FM-TV Washington, producer of show, declined money because show's staff had already partially disbanded and last-minute "emergency" injection of funds to broadcast for only two months was deemed bad planning. WETA-FM-TV proposed instead that long-term funding plan be developed to raise estimated \$1.8 million to air *Lawmakers* again in 1985.

## Not incognito

FCC Commissioner Henry Rivera cuts dashing figure—and is hard to miss—while driving around Washington. His 1984 black Corvette sports New Mexico license plates that say: "FCC."





*Now you'll see what it's really like for the men behind the badge.*

# POLICE STORY

Created by  
Joseph Waumbaugh

Available now!  
The series that inspired  
today's most outstanding  
police dramas.

A David Gerber Production  
in association with



## New from HBO

Home Box Office has announced expansion of its original programing lineup to include three new series next fall: *The Hitchhiker*, *Maximum Security* and *The Investigators: 30 Minutes of Investigative Ticking*. Continuing series are *Not Necessarily the News* and *Fraggle Rock*. *The Hitchhiker*, a half-hour drama produced for the pay cable service by Biff Markowitz, will have 10 episodes spinning off a three-episode anthology seen on HBO last fall. *Maximum Security* is a half-hour drama based on life in a maximum security prison, produced by Major H Productions. Four new half-hour episodes of *The Investigators*, which debuted as a comedy special last September, are being produced for the network by Peter Looke.

Also in production at HBO are: *Countdown to Looking Glass*, an original drama that "creates a realistic portrait of globe-spinning political and military events leading up to the prospect of World War III," set for a fall premiere with a cast that includes actors Scott Glenn and Michael Murphy plus television journalists Eric Sevareid, Nancy Dickerson and Patrick Watson; seven new programs for children under the *HBO Family Playhouse*, *Braingames* and *Paddington Bear* series; comedy and music specials from Bette Midler, Glen Campbell, Rich Little and George Carlin; a new HBO Premiere Films production starring Mary Tyler Moore and Robert Preston entitled *Finnegan, Born Again*, described as "a comedy/drama about an attractive schoolteacher who becomes involved with a much older married man"; seven new one-hour documentaries produced for HBO's *America Undercover* monthly series, and two live sports specials: *Sports*



**Missing children.** C-SPAN, primarily used by legislators to present their stands on issues, was used for a different purpose last week. Representative Mickey Edwards (R-Okla.), in an effort to help find a child reported kidnapped in his district, displayed a photograph of the girl, missing since 1981. He plans to continue to use C-SPAN to help find more than 160,000 children reported missing each year. Some 45 other congressmen say they will join Edwards in reporting missing children from their districts.

*Illustrated: Sportsman of the Year and Heavyweight Boxing: Gerry Cooney vs. Phillip Brown, airing Dec. 18 and July 20, respectively.*

## Turner delights right

Ted Turner delighted conservatives at the National Conservative Foundation's seminar on the media in Washington last week with another attack against the broadcast networks.

At various points in the stream-of-consciousness speech, Turner called network programing "stupid," "violent," "antifamily," "antibusiness," obsessed with the negative aspects of life and partially to blame for a 400% rise in crime over the past 20 years.

Although he's a strong advocate of the free enterprise system, he said, the country may be better off with government ownership of the networks. "Anything is better than what we have now," he said. "Nothing could be worse."

The network executives and owners, he said, are "guilty of treason." The current ownership should be changed, he said, or it should be "intimidated and scared" into scheduling programing that promotes the family, education, patriotism, a strong military and faith in the government's institutions.

Turner said he has tried to effect such ownership changes by merging Turner Broadcasting System Inc., of which he owns 87%, with each of the networks. But the networks have rejected his bids, he said, primarily because he would end up controlling any company that resulted from a merger.

During a question-and-answer period, Turner agreed with a questioner that most newspeople are liberal. But he seemed to attribute their liberalism to their experience and concern for humanity. "The more knowledge you have . . . of those less fortunate than yourself," he said, "the more you want to help them out."

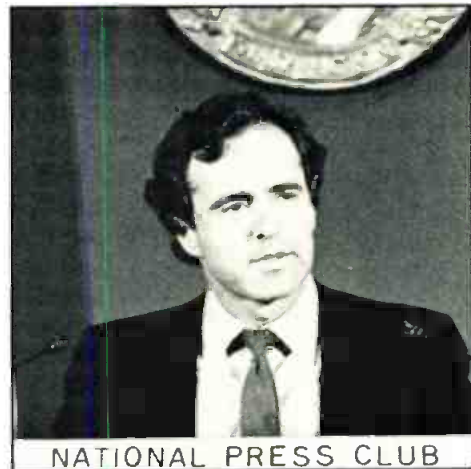
## Frank for the First

Frank Biondi, chairman and chief executive officer, Home Box Office, called upon members of the Fourth Estate last Tuesday to aid the pre-eminent cable network in turning back attempts by state and local governments to censor the programing of HBO and other cable networks. "The censorship issue in cable television is real and it is serious," said Biondi in a luncheon speech at the National Press Club in Washington. "Those who seek to control this new medium and shape it to conform to their own values should not be dismissed because they do not intend to go away. We as an industry and you in the media, who have historically been on the front line of First Amendment freedoms, cannot afford to sit on the sidelines of this issue."

Groups that are pressing for censorship of the cable networks, said Biondi, are often the same ones that are seeking to control

what is found on library shelves, at the local movie house, at the bookstore and on the magazine rack. "Resolution of this issue in the cable context will set the time and direction of government censorship in all media," he said.

"There is no such thing as just a little censorship," Biondi said. "If one mayor who disdains nudity or strong language is allowed to dictate what can be shown on cable, then why not another mayor who opposes organized religion or an official who



Biondi

does not like ethnic or minority-oriented programing." He cited the case of a cable operator in East Lansing, Mich., whose request to carry the Christian Broadcasting Network was denied by "the local authority" because it felt CBN presented a "one-sided political and religious perspective that was not appropriate."

What HBO or any network chooses to televise should be dictated by consumer demand, he said. Because HBO's research shows that some people want "adult-oriented material," he said, HBO provides it.

Local and state censorship "is a business concern as well as a philosophical one," Biondi said. "If the censors are allowed to get their way, the cable industry . . . faces a very real threat, one that could forever close out the possibility which our medium has only begun to offer."

In the question-and-answer period that followed his speech, Biondi conceded that the pay television market has gone soft. He said the growth rate of HBO is less than the two million subscribers a year that the network had anticipated. But, he said, the rate "will still be healthy."

Multipay will be the real victim of the soft market, Biondi said. "The reality that has come on like a light in the cable industry is . . . price elasticity," he said. There is a limit to what consumers will pay for the extra tiers, he said. The problem is "exacerbated" by the proliferation of videocassette recorders, which, he said, through their time-shifting capability, provide the viewing convenience that supplementary tiers have tried to provide.

Biondi also said scrambling of HBO's sat-

elite feeds is coming, but not as quickly as HBO has promised in the past. HBO is now conducting a test of M/A-COM's Videocipher scrambling system, he said, but its two feeds (east and west) will probably not be scrambled until some time during the last three quarters of 1985.

Once the HBO and other services are scrambled, Biondi said, HBO will "undertake to sell" the services to the owners of backyard dishes, whose numbers are growing at the rate of between 20,000 and 40,000 a month. And once the services are scrambled, he added, whether the interception of the cable services' feeds by backyard dishes is illegal becomes "a rhetorical issue."

### But no Michael Jackson

While everybody else in the cable industry is talking music videos, Garth Hallberg is talking consumer videos. Hallberg is general manager of Adams-Russell's Cablesop, a basic cable service that will feature a mix of consumer videos, in which Cablesop reporters will discuss the attributes of particular types of product (videocassette recorders, for instance), and infomercials, in which an advertiser will pay to discuss at length the attributes of his particular product. The service hopes to premiere in January 1985.

When the service makes its debut, said the former advertising executive, consumer videos will make up two-thirds of its programming day and infomercials, the remaining one-third. He hopes the shares will reverse as more and more advertisers come to recognize the value of infomercials and begin producing them. For \$30,000, he said,



Hallberg

advertisers will see one of their infomercials aired 150 times a month throughout every daypart.

Cablesop is nothing like *Consumer Reports*, said Hallberg, and it doesn't want to be. The service is designed to "tell the positive side of the consumer marketplace," he said. "We are telling people what is available to buy."

The Cablesop has been two years in the making, said Hallberg. It was first tested at an Adams-Russell cable system (7,000 subscribers) in Peabody, Mass., from March 1982 to January 1983. And it received a national workout at several systems (around 250,000 subscribers), belonging to various MSO's, between November 1983 and April

1984.

In the Peabody system and in most of the systems in the national test, Cablesop was interactive. Viewers could telephone the cable headend and order a particular consumer video or infomercial to be shown, he said. But the system requires costly headend equipment (a rack of videocassette recorders and a computer-controller) and it didn't generate much interest among viewers, he said. Once the novelty wore off, he said, few viewers used it. As a result, he said, the feature is being dropped.

To further refine the service, Hallberg said, Adams-Russell is continuing to offer it at a United Cable system (25,000 subscribers) in the Detroit suburb of Woodhaven.

Hallberg seems confident that MSO's will find room for the service next year. Many of the top MSO's were involved in the national test, he said, and have indicated a willingness to give Cablesop a run. Cablesop expects to reach two million homes at launch, he said, and expects to reach seven million by late 1985 and an average of four million for the year. To distribute the service to cable affiliates, he said, Cablesop has lined up a transponder on RCA Americom's Satcom IV.

Hallberg is also confident that advertisers will support the service. Among those that produced infomercials for the Cablesop tests are Kraft, Kodak, Levi, Johnson & Johnson, Ford and Arrow shirts, he said. Hallberg's confidence is based on his belief that the infomercial is a powerful sales tool. "After people see an infomercial about a product," he said, "they go to the store and buy it."

## Delta makes your deliveries DASH.



Delta DASH\* delivers the same day to over 90 cities across the U.S. and abroad, covering 10,000 communities. Why get that small package delivered tomorrow when you can DASH it today? DASH (Delta Air Lines Special Handling) delivers packages up to 70 lbs. . . to over 10,000 communities. So give us a ring at the Delta Marketing Office in the

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For top priority shipments over 70 lbs., use Delta Air Express. It guarantees your shipment gets on the flight specified. For full details, call your nearest Delta Marketing Office.

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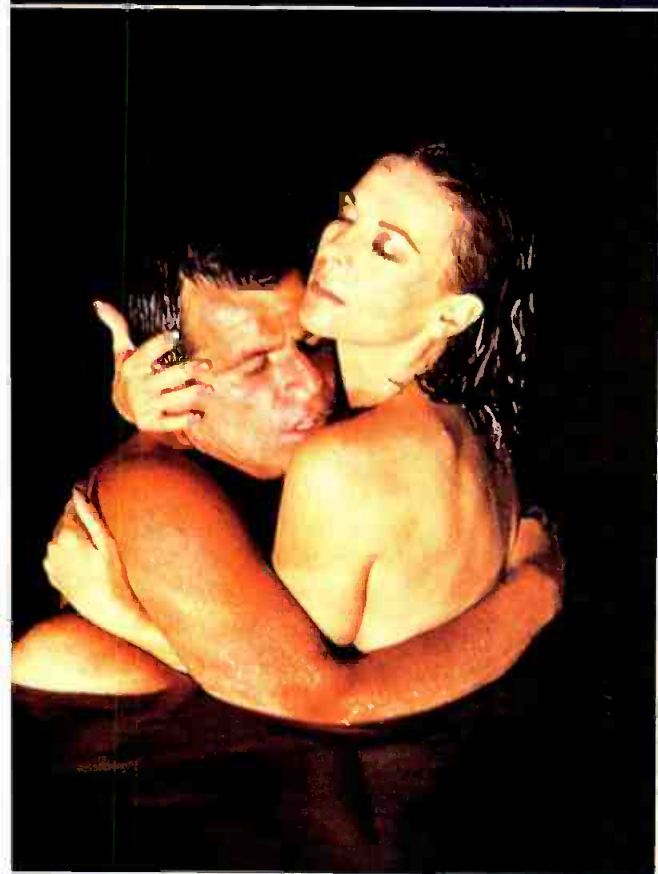
# MINISERIES WITH MAXIMUM IMPACT.

Introducing PRIME FOUR, four lavishly produced, superhit miniseries. Each a network blockbuster. Each a highly promotable production.

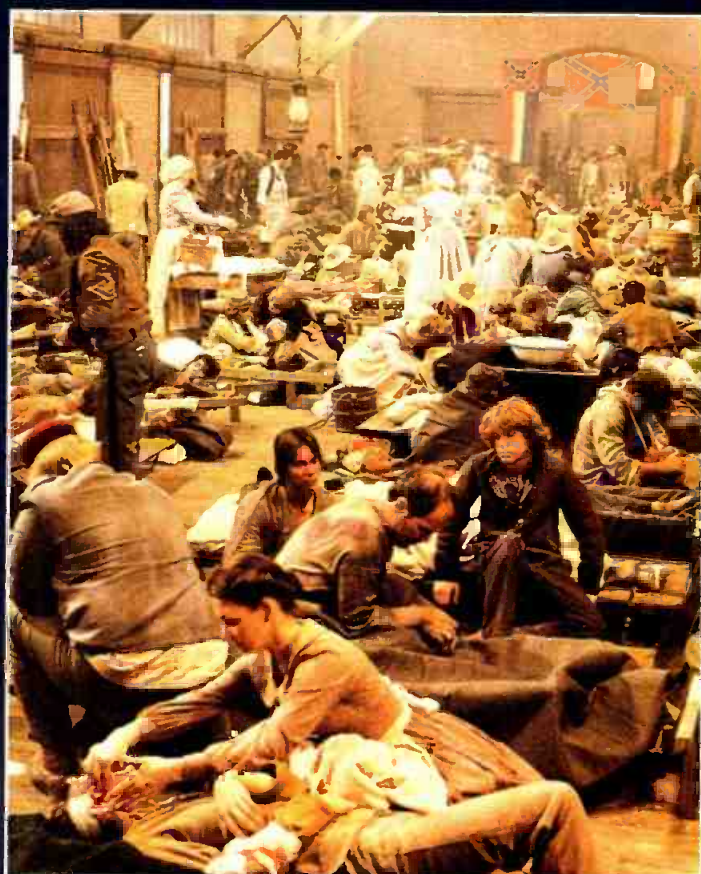
Turn your programming into a special event. Contact Columbia Pictures Television today!

## PRIME FOUR





FROM HERE TO ETERNITY



BEULAH LAND



BREAKING UP IS HARD TO DO



THE STORY OF DAVID

## Advantage

**Arts workings.** Arts & Entertainment Network has named Manhattan Group Associates as its advertising agency. Agency is working on new consumer campaign with heavy emphasis on tune-in advertising. Andrew Orgel, vice president, affiliate sales and marketing for network, said campaign may reach 25 markets by year's end, and perhaps 100 markets by next June. Orgel said network's marketing strategy will emphasize broad-based programs while seeking greater publicity (articles, reviews etc.) for arts-related programs. One tagline that has been developed for arts programming is: "Arts & Entertainment: Bringing the Arts Home." And while advertising campaign will focus on tune-in advertising, with ads running in various program guides and daily newspapers, Orgel said some spot television and radio, and cable will be used as supplementary vehicles.

**Shaking hands.** Fahlgren & Ferriss and Howard Swink Advertising, two independent Ohio advertising agencies, have merged. New agency, Fahlgren & Swink, will have total estimated billings of \$85 million. H. Smoot Fahlgren, (l) president and chief executive officer of F&F, will serve as chairman and chief executive officer of new agency, and C. Richard Fisher (r), president and chief executive officer, Howard Swink Advertising, will become president.



## TV ONLY

**Grey Drug Fair Stores** □ Three-week flight featuring various products will begin in early July in dozen markets, with another TV flight planned for August. Commercials will be placed in all dayparts. Target: adults, 25-54, and women, 18-49. Agency: Marcus Advertising, Cleveland.

**Venture Stores** □ One-week flight by retail chain will start on July 9 in more than seven markets. Commercials will run in prime time and late fringe. Target: women, 25-54. Agency: Grey-North, Chicago.

**California Dental Association** □ Three-week flight will begin in early September in 11 markets in California. Commercials will run in daytime and early fringe. Target: adults, 25-49. Agency: Kornhauser & Calene, Los Angeles.

**Peachtree Software** □ In its first major effort in television, computer software company will launch five-week flight in mid-August in about 20 markets. Commercials will run in all dayparts. Target: men, 25-54. Agency: Leslie Advertising, Greenville, S.C.

**Fayva Shoes** □ Campaign using flighted buys of two to three weeks begins in mid-August to run throughout fourth quarter in 20 markets. Commercials will be placed in all dayparts. Target: adults, 25-49. Agency: Arnold & Co., Boston.

## RADIO ONLY

**Remco** □ Television rental firm launches year-long campaign in about 15 markets, starting in late July. Commercials are scheduled for all dayparts. Target: adults, 18 and older. Agency: Mediacom, Houston.

**Ponderosa Inc.** □ Restaurant chain has scheduled five-week flight to begin in mid-July in four markets. Commercials are scheduled for all dayparts. Target: adults, 25-54. Agency: American Media Consultants, New York.

**Oshman's Sporting Goods** □ Retail chain is putting together fall campaign scheduled to start in early and late October in 18 markets, using flighted schedules of two to three weeks until end of year. Commercials will be carried in all dayparts on weekdays and weekends. Target: adults, 25-54. Agency: SRB Advertising, Dallas.

**Southern California Gas Co.** □ Three-week flight is being arranged in Los

# AP WireCheck

## SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

**WHERE THERE'S LIFE**—This regular 90-second feature takes a whimsical look at the fancies, follies and foibles of our fellow human beings. Watch for it every weekday before morning drive.

**FEELING GOOD**—A regular 90-second, weekday feature covering health and fitness news is designed to appeal to a nation that's traded in its loafers for running shoes. Scripts move in advance overnight.

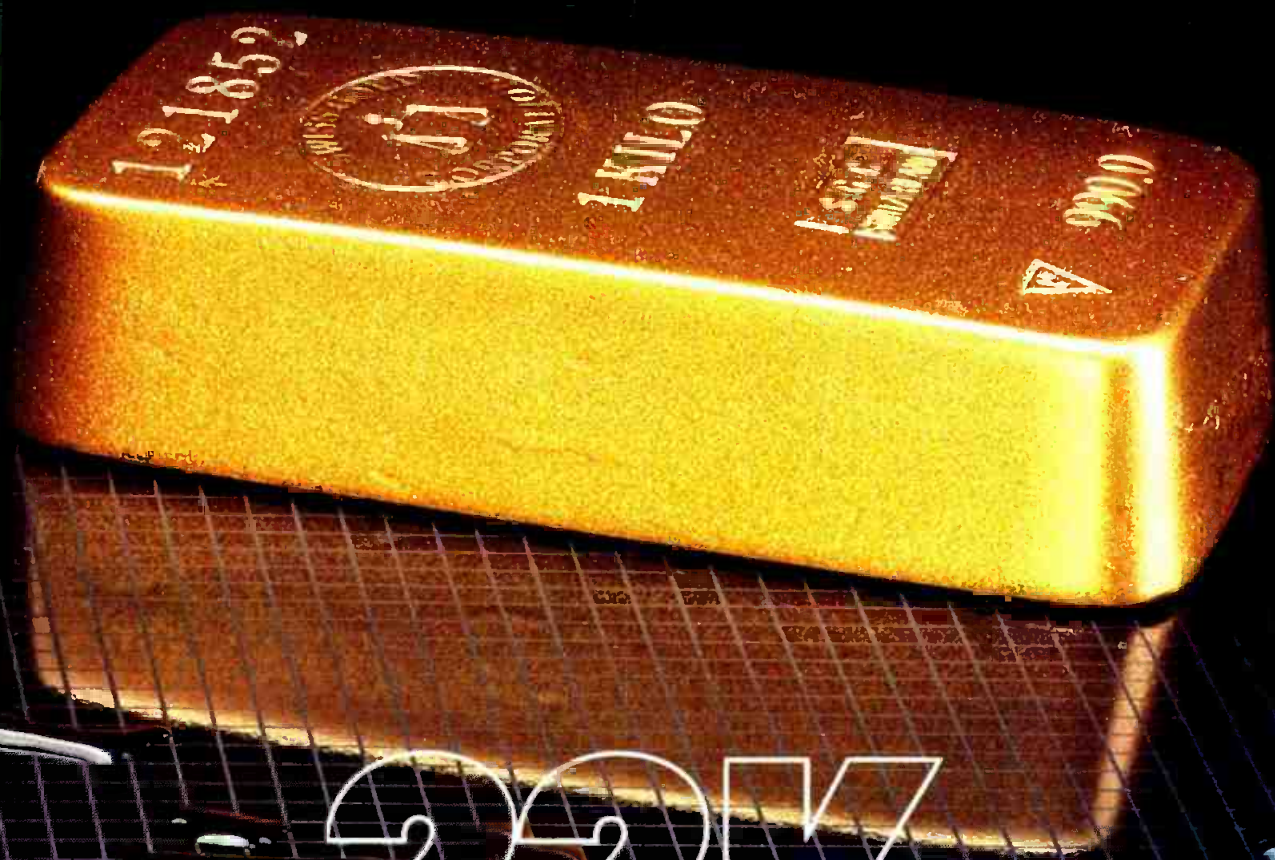
**BASEBALL**—All season long, AP recaps all major league baseball games, including final scores, standings, game highlights and statistics. Watch for our series on the mid-season All-Star game, too.

**PATRIOTISM ALIVE AND WELL**—July 4. America's return to patriotism is chronicled in AP's 5-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.**



# 22K

22 SUPERB FEATURE FILMS



S.O.B. — VICTORY — BEING THERE — THE BIG RED ONE  
THE POSTMAN ALWAYS RINGS TWICE — AND MUCH MORE!

LORIMAR

# **ALL NEEL IS BREAKING LOOSE!**

## The first 30 markets sold:

**New York  
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Chicago  
San Francisco  
Boston  
Detroit  
Washington D.C.  
Dallas-Fort Worth  
Houston  
Cleveland  
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Atlanta  
St. Louis  
Denver  
Sacramento  
Baltimore  
Indianapolis  
Kansas City  
Cincinnati  
Nashville**

**New Orleans  
Memphis  
Norfolk  
Birmingham  
Flint-Saginaw  
Richmond  
Mobile  
West Palm Beach  
Jacksonville  
Baton Rouge**



**...with more on the way!**





**NELL CARTER  
STARRING IN  
GIMME A BREAK!**

AN ALAN LANDSBURG PRODUCTION  
AVAILABLE FALL 1985

**MCA TV**

Angeles, Santa Barbara and Bakersfield to begin in mid-July for six weeks. Commercials will run in all dayparts. Target: adults, 18 and over. Agency: Doyle Dane Bernbach, Los Angeles.

**Wawa Food Stores** □ Four-week flight will begin in mid-July in six markets, including Philadelphia and New Haven, Conn. Commercials will run in all dayparts during weekdays. Target: adults, 18-49. Agency: Kalish & Rice, Philadelphia.

**Amoco Oil Co.** □ Company has initiated summer-fall campaign in 32 markets, with initial flight to run 12 weeks, take three-week hiatus, then resume on Oct. 1 for eight additional weeks. Campaign

will promote Amoco gasoline, credit cards and self-service stations via series of five commercials, which will run in all dayparts. Target: adults, 18-34. Agency: D'Arcy MacManus Masius, Chicago.

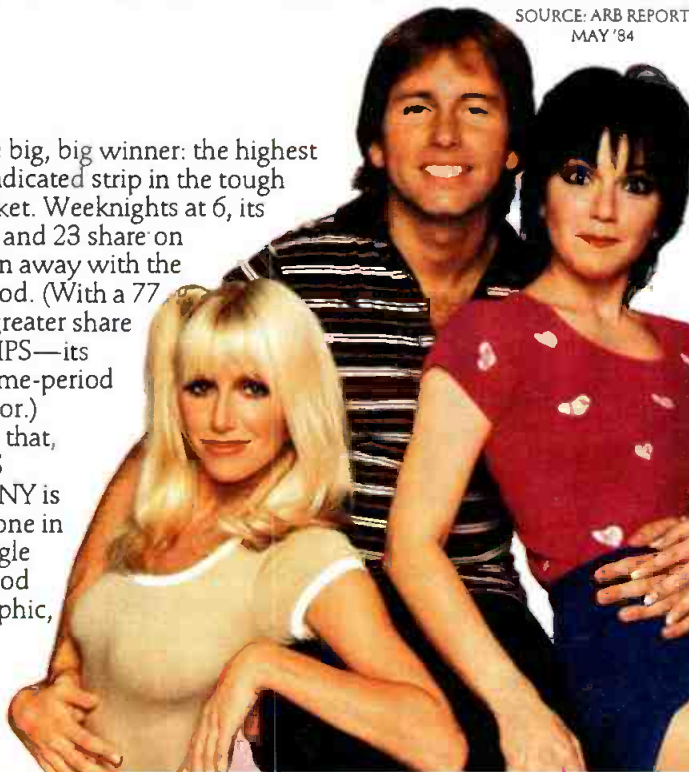
**Nabisco** □ Premium Saltines will be spotlighted in four-week flight starting in late July in four markets. Commercials will run in all dayparts. Target: women, 25-59. Agency: William Esty Co., New York.

**CNA Insurance Co.** □ Late-summer campaign will begin on Aug. 20 for five weeks in 11 markets. Commercials will be carried from morning through early evening. Target: men, 25-54. Agency: Frank C. Nahser Inc., Chicago.

# "THREE'S COMPANY" CLOBBERS THE COMPETITION IN LOS ANGELES.

SOURCE: ARB REPORT  
MAY '84

It's the big, big winner: the highest rated syndicated strip in the tough L.A. market. Weeknights at 6, its 11 rating and 23 share on KTTV run away with the time period. (With a 77 percent greater share than CHIPS—its closest time-period competitor.) Not only that, **THREE'S COMPANY** is number one in every single time-period demographic, too!



## THE AUDIENCE POWERHOUSE

From D.L. TAFFNER SYNDICATION  
NEW YORK (212) 245-4680 ATLANTA (404) 393-2491 CHICAGO (312) 593-3006 LOS ANGELES (213) 937-1144

**Computer spending.** The Television Bureau of Advertising reports that for the first quarter of 1984 television advertising expenditures by computer manufacturers (including network and national spot) rose 12% to \$43,796,000. Within that group IBM was the biggest spender with almost \$11 million for the first quarter, 22% more than the comparable period a year ago. Second biggest spender was Apple Computer which spent more than \$6 million, representing an increase of almost 1,500%. According to TVB's tabulations of data supplied by Broadcast Advertisers Reports, computer retail stores spent slightly more than \$4.7 million in the first quarter, with about \$2.5 million of that going to network and the remaining \$2.2 million allocated to local spot. That total represented a 550% increase over last year's first quarter when computer retailers spent about \$640,000 on local spot buys and only \$83,000 on network. Computerland stores accounted for more than half of this year's first quarter and most of the network time, spending more than \$2.2 million there, and almost \$500,000 in local spot. IBM Products Centers spent a collective \$1.1 million on local spots in the period, compared to no expenditures in the same period for 1983, TVB said.

### RADIO AND TV

**Columbia Gas Systems** □ Campaign for utility company will begin in August in 54 radio, six television and four cable markets. Flights will be two weeks on television and four weeks on radio. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Lord, Sullivan & Yoder, Des Moines, Iowa.

**Stanley Steamer** □ Carpet cleaning firm is putting together fall campaign using 13 TV markets and one radio market (Lexington, Ky.), with possibility that other radio and TV markets will be added before start of flights in early September. Campaign will run four weeks. Commercials will be used in all dayparts on television and radio. Target: women, 25-54. Agency: Meldrum & Fewsmith, Cleveland.

### Rep Report

KVCT-TV Victoria, Tex.: To Avery-Knodel from Unirep.

□

KKAT(FM) Ogden, Utah: To Weiss & Powell (no previous rep).

□

KRNA(AM) Iowa City, Iowa: To Masla Radio from Roslin.

□

KJLS(AM) Hays, Kan.: To Masla Radio from Weiss & Powell.

□

WRHC(AM) Coral Gables (Miami): To Powell Weiss from Selcom.

# THESE PEOPLE MEAN BUSINESS



Lots of it. In fact, Joanne Taub (not pictured), Dennis McGuire, Elizabeth Soldinger, Paul Thury, Art Catalanello, Mary Lou Ahern and Karen Fishbach combined, oversee the placement of more than 100 million dollars worth of radio out of New York every year. And that's a lot of business. As your rep, we think it's important to know what makes these people tick, and what ticks them off.

In April of this year, we began Operation Listen in New York. The idea is to meet with members of the New York spot-buying community and look for ways to improve the agency/rep relationship. This is not a self-serving venture. We'll be sharing this information with all the major reps. By listening to buyer's needs and observations, we can all

modify our procedures in a way that makes their job easier and our performance more effective.

What began in New York in April will soon become a nationwide program. We'll be initiating a committee in each of our ten major markets. As reps meet with buyers across the country, stations will realize the benefits of working with our customers, not against them.

The longer we're in the radio business the more we see that the key to productivity lies in working with the people who make the business work. Operation Listen is our way of extending that philosophy to our relationship with the advertising community and proving, once again, that... good people business is good business!



## MAJOR MARKET RADIO

NEW YORK • CHICAGO • LOS ANGELES • PHILADELPHIA • ATLANTA • DETROIT • BOSTON • SAN FRANCISCO • DALLAS • ST. LOUIS

# Where Things Stand

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

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**AM-FM allocations.** Applications for more than 1,000 FM stations that could be created by FCC's Docket 80-90 could start being filed before end of year—if things work out way FCC has planned. Commission has released list of 684 proposed locations for stations—most of them for Class A's and falling most heavily on Southeast (BROADCASTING, March 5). Comments on those proposed locations have been received. Commission is planning to issue public notice this month identifying all cities commenters have expressed interest in and all cities counter-proposed. Commission will then allow 30 days for reply comments and attempt to resolve where those allotments should be. Only after that will commission start accepting applications. FCC also said existing FM stations that haven't filed applications to upgrade their facilities to their class minimums by March 1, 1987, will be downgraded to lower class, move that should permit more new FM's to be dropped in. Room was made for new stations by creating three new classes of stations and permitting certain classes to operate on channels previously restricted to other classes (BROADCASTING, May 30, 1983).

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

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

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

posal is also contingent upon new agreement with Mexico.

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

Daytimers, however, generally were disappointed with FCC's post-sunset authorizations, under which only 640 were permitted to operate with more than 100 watts after sunset. So, responding to petition to reconsider, FCC gave many more post-sunset power (BROADCASTING, April 16). Association for Broadcast Engineering Standards has petitioned FCC to reconsider latter move, contending it would cause severe interference to full-time stations.

On another front, Senate Commerce Committee has approved S. 880, bill that would permit AM daytimers to operate two hours before sunrise and two hours after sunset, as long as expanded operations cause no objectionable interference to groundwave signals of existing AM stations or conflict with international agreements (BROADCASTING, June 13, 1983).

**AM stereo.** With wide support among receiver manufacturers and broadcasters, Motorola seems on verge of winning marketplace battle and making its C-Quam AM stereo system de facto industry standard. But Leonard Kahn, inventor and chief proponent of incompatible Kahn system, may prevent Motorola from claiming victory by keeping major stations in major markets on air with his system. Consumers will resist buying Motorola-only radios, he reasons, if they are unable to tune in stereo signals broadcast by stations using Kahn system. Kahn is encouraging manufacture of multisystem radios capable of picking up all stereo systems.

FCC instigated marketplace standards battle in 1982 when it decided not to decide which of five proposed systems should be standard for AM stereo broadcasting (BROADCASTING, March 8, 1982). Instead, FCC said broadcasters could begin broadcasting stereo programming using any system they desired. Marketplace forces—interplay of receiver manufacturers, broadcasters and consumers—FCC reasoned, would soon determine which of five systems proposed by Motorola, Kahn, Harris, North American Philips and Belar Electronics should be de facto standard. FCC's action was contrary to wishes of most broadcasters and receiver manufacturers, who feared marketplace approach would

kill AM stereo or at least delay its introduction.

Besides Motorola and Kahn, only Harris seems to have any kind of chance of winning marketplace fight. Having failed to attract any receiver manufacturers and having had to drop out of fray for several months, Harris adopted new tack at National Association of Broadcasters convention in Las Vegas in May. It modified system so that its signals are now receivable on Motorola-only radios. Besides giving Harris new life, move should encourage production of Motorola radios, while discouraging manufacture of multisystem radios. Continental Electronics continues to market so-called Magnavox system, which was more or less abandoned by its inventor, North American Philips, and has made small inroads among broadcasters. Belar Electronics, smallest of original proponents, dropped out of contest long ago.

Kahn system, first to win type-acceptance, was first on air, in July 1982—at KDKA Pittsburgh and KTTA San Antonio, Tex. (BROADCASTING, Aug. 2, 1982).

□

**Cable copyright.** Sudden activity in House Copyright Subcommittee has brought cable copyright legislation to forefront of 98th Congress, although passage of bill this year still appears doubtful. Subcommittee Chairman Robert Kastenmeier (D-Wis.) spearheaded effort to address major copyright issues and develop lasting compromise among competing interests through development of omnibus bill. Chairman, however, failed to win support for idea and abandoned concept and instead pursued passage of separate cable copyright bill, H.R. 5878. Bill squeaked through subcommittee by vote of 8-6 last month (BROADCASTING, June 25), but is not expected to come before parent, Judiciary Committee, before late July.

Measure is based on two House measures, H.R. 2902, introduced by Representative Mike Synar (D-Okla.), and H.R. 3419, by Representative Sam Hall (D-Tex.). It provides substantial copyright relief for cable industry, would reduce size of Copyright Royalty Tribunal from five commissioners to three, and authorizes tribunal to hire chief economist and general counsel. Bill would also limit impact of 1982 CRT decision that cable systems must pay 3.75% of their gross revenues each six months for each distant signal added after FCC dropped its restrictions on importing signals. Among other things, it would modify method by which cable systems calculate royalty fees for secondary transmission on tiers other than basic.

Campaign to kill legislation is being waged by motion picture industry, professional sports interests and broadcasters, who made considerable headway during markup by subcommittee and were able to weaken number of bill's key provisions.

Senate remains basically inactive on cable copyright issues, waiting to see what House does. (One Senate bill, S. 1270, introduced by Dennis DeConcini [D-Ariz.], is pending before Copyright Subcommittee.) Both House and Senate bills were subject of hearings last year.

In other CRT action, tribunal's decision on dis-

tribution of 1980 royalty fees is being appealed by National Association of Broadcasters and other parties in U.S. Court of Appeals. Discussions of distribution of royalty fees for 1981 drew to close in August 1983. All parties, including NAB and religious broadcasters, agreed to settle 1981 proceeding at 1980 award levels.

□

**Cable regulation.** House Energy and Commerce Committee on June 26 adopted cable measure, H.R.4103, that would, among other things, weaken regulatory grip cities hold over cable franchises. Bill, approved last year by House Telecommunications Subcommittee, has gone through series of revisions before markup by committee. Moreover, more than 10 amendments were attached during markup (see story, this issue).

(Measure was put on hold in Commerce Committee for number of months because of strong opposition by nation's cities. It is based on, but in some instances is strikingly different from, bill passed by Senate. Senate approved its cable bill, S.66, by vote of 87-9 in June 1983 after long debate and despite stiff resistance from AT&T and some big cities [BROADCASTING, June 20, 1983].)

National League of Cities and National Cable Television Association reached compromise on legislation last December, but NLC, after considerable pressure from big-city mayors, withdrew its backing for measure (BROADCASTING, Dec. 5, 1983). Even bill's author, Representative Tim Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, could not convince cities to stick with it.

Commerce Committee Chairman John Dingell (D-Mich.), who shared cities' reservations about measure, coaxed cities and NCTA back to bargaining table and new round of talks began in February. Talks came to close in early June with all parties ratifying new compromise.

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

Data transmission was addressed in amendment adopted by Commerce Committee. Original bill would permit cable systems to provide services in competition with local telephone companies without fear of state regulation. Amendment narrows cable's exemption from state regulation. It can still offer one-way services such as videotex, teletext, computer software and dial-a-movie, without being regulated. Two-way services such as shop-at-home, data processing and data transmission could fall under state regulation. Another amendment bans crossownership of cable systems by local telephone companies except in rural areas of 2,500 or fewer residents.

House measure frees most cable systems from rate regulation after four years and directs franchising authority to base decision for franchise renewal on defined set of criteria and creates due process environment for renewal proceeding. Both Senate and House bills also place 5% cap on city franchise fees.

Basic provisions in S. 66 would:

- Outlaw ceilings on public access channels and allow for set-asides for channels to be established by individual contract between cable operator and franchise authority.

- Limit franchise fees to no more than 5% of

cable operator's gross revenues.

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

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

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

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

□

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

□

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

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

□

**Communications Act.** Broadcasting industry's drive to achieve regulatory relief in 98th Congress is at standstill. National Association of Broadcasters dropped its legislative initiative in House of Representatives and appears to be pinning its hopes on FCC, which deregulated television last week (see story, this issue). National Association of Broadcasters switched its strategy after draft of broadcast deregulation bill emerged and association found it unacceptable. NAB feels draft is more "regulatory than deregulatory" and appealed to members of par-

ent, Energy and Commerce Committee, and its chairman, John Dingell (D-Mich.), to intervene on its behalf.

Discussions among key players—Representatives Al Swift (D-Wash.), Tom Tauke (R-Iowa) and Billy Tauzin (D-La.)—continue with blessing of Dingell and Subcommittee Chairman Tim Wirth (D-Colo.), although no resolution has materialized. Tauke and Tauzin walked away from negotiating table in April after concluding that agreement with Wirth on consensus bill is not possible in this session of Congress (BROADCASTING, April 30). Focus of discussions with Swift concern petition to deny/revoke process. Tauke and Tauzin propose maintaining status quo on petitions, while Swift and others believe process should be strengthened and suggested giving petitioners prehearing discovery rights.

Moreover, Tauke and Tauzin are exploring other options to move broadcast deregulation this year. Two House members have met with Senate Commerce Committee Chairman Bob Packwood (R-Ore.) to discuss possibility of attaching deregulation language to another legislative vehicle. One plan under consideration was proposal to fasten radio-only deregulation bill to Corporation for Public Broadcasting reauthorization measure in Senate. Idea was scrubbed, however, after considerable resistance from public interest groups and public broadcasting community.

Key provisions of draft broadcast deregulation bill floated earlier this year:

- Comparative renewals would be outlawed.

- Radio stations would be released from any obligation to provide news or public affairs or to follow any program format.

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

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

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

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

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

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

- In event of petitions to deny, FCC would provide reasonable period to allow petitioner opportunity for discovery. Any person would have right to petition to deny license or construction permit.

- FCC would establish rules to insure that significant preference be granted to minorities in contests for broadcast licenses or construction permits.

- FCC's existing personal attack and political

editorializing rules would be codified.

Deregulation bill is also likely to include equal employment opportunity language. Discussions on subject were limited to NAB and Representative Mickey Leland (D-Tex.). Leland asked NAB to accept same EEO requirement for 60% parity as contained in cable bill, request NAB found unacceptable (BROADCASTING, March 12).

□

**Crossownership** (television broadcasting-cable television; telephone company-cable TV). FCC's proposal to drop crossownership rule prohibiting television networks from owning cable systems has drawn strong support—and not just from networks themselves (BROADCASTING, Dec. 20, 1982). Department of Justice and National Association of Broadcasters supported repeal, and National Cable Television Association and Time Inc. said they wouldn't stand in way. FCC is expected to address proposal this year.

FCC Common Carrier Bureau has before it petition from United States Independent Telephone Association seeking repeal of telco-cable crossownership prohibition. Indications are, however, that bureau is permitting petition to gather dust (BROADCASTING, June 13, 1983).

□

**Direct broadcast satellites.** Satellite broadcasting became reality on Nov. 15, 1983, when United Satellite Communications Inc. began marketing multichannel service in central Indiana. It has since been expanding into other markets, including Baltimore, Washington and Philadelphia. Future of undercapitalized service was put in doubt after \$40-million private stock offering failed to attract backers earlier this year (see "Top of the Week,").

Programming now includes movies, video music and ESPN. USCI, which is backed by General Instrument and Prudential Insurance, broadcasts its service from Canadian Anik C-II satellite but will switch to GTE's GSTAR II satellite later this year. Two-and-a-half-foot or three-foot earth station is needed to receive service.

USCI will not be alone in DBS market for long. Comsat's Satellite Television Corp. will launch five-channel DBS service in northeast via SBS IV satellite late this year or early next, assuming satellite is successfully launched in August. In 1986, service will jump to STC's own high-power DBS satellite, service area will expand to cover eastern half of country and number of channels will increase to six. STC has announced that Alcoa-NEC Communications and Toshiba would supply home earth stations.

Home Box Office is threatening to make DBS business even tougher by getting other cable programmers and operators together to offer DBS service from Galaxy I beginning some time in 1985. Programmers could use Hughes Communications satellite to deliver services to cable affiliates as well as to individual homes. Cable operators would install and service earth stations.

DBS has already had its first casualty: Skyband Inc., backed by Australian media entrepreneur Rupert Murdoch. Skyband had planned to offer nationwide five-channel service over Satellite Business Systems' SBS III beginning late this spring. To receive service, most subscribers would have needed six-foot earth stations. But early last November, Murdoch indefinitely postponed project, citing unavailability of earth stations and programming and need for more powerful satellite that could transmit to smaller dishes. To get out of multiyear contract with SBS for satellite, Murdoch agreed to pay SBS \$12.7 million.

FCC created high-power DBS service in June

1982, allocating 500 mhz (12.2-12.7 ghz) and granting construction permits to eight applicants, including STC. But FCC year later also gave green light to USCI, Skyband and any other company wishing to offer broadcast satellite service with fixed (11.7-12.2 ghz) satellites (BROADCASTING, June 6, 1983).

In setting high-power DBS rules, FCC gave applicants broad leeway to determine what sorts of services they want to offer and how they want to be regulated. DBS operators opting to offer broadcast services will be subject to broadcast rules; operators offering common carrier-like services will be subject to common carrier rules. FCC declined to impose any ownership restrictions and imposed no technical standards on service beyond those required by international agreements which were worked out at international conference in Geneva last summer.

According to high-power DBS rules, eight permittees must prove to FCC that they have firm contract for construction of DBS system by July 17 or lose their permits. STC has satisfied FCC's so-called "due diligence" requirement, but others have not. They include CBS, RCA, Western Union, Graphic Scanning Corp., Dominion Video Satellite, Direct Broadcast Satellite Corp. and United States Satellite Broadcasting (Hubbard Broadcasting). Of seven, only CBS, Dominion, DBSC and USSB have shown signs of meeting FCC deadline.

□

**Equal employment opportunity.** FCC voted in 1980 to launch rulemaking looking toward more stringent EEO reporting requirements for broadcast stations with five or more employees, and comments were filed in proceeding on Oct. 24, 1980, but FCC, under Chairman Mark Fowler, doesn't appear inclined to head that way. Although commission was slated to address rulemaking two years ago, item was pulled after Commissioner Henry Rivera voiced strong opposition (BROADCASTING, Jan. 4, 1982). One item proposed reducing frequency of broadcasters' annual employment reports. Second item proposed to exempt all licensees with 15 or fewer employees from EEO reporting requirements. (Currently, only stations with five or fewer employees are exempt.) Third item would have requested comment on Office of Management and Budget recommendation that FCC stop requiring licensees to routinely file affirmative action reports—FCC model EEO program forms—at renewal time. In directive to FCC, OMB said model EEO program forms should be required only in cases where FCC had first determined licensee had been engaging in "discriminatory practices" (BROADCASTING, Nov. 30, 1981). OMB, however, has granted FCC permission to continue requiring routine filing of those forms through 1985. FCC could reject OMB recommendation with majority vote. Under current EEO guidelines, stations with five to 10 full-time employees are required to have 50% parity overall with available work force. Stations with more than 10 full-time employees must reach 50% parity overall and in top four job categories, and stations with 50 or more full-time employees receive complete review of their EEO programs.

FCC beefed up its processing guidelines for cable Jan. 1. Under new guidelines, cable units with five to 10 full-time employees will be expected to have 50% parity with labor force, and 25% parity in top four job categories. Units with 11 or more full-time employees will be expected to have 50% parity overall and in top four job categories.

On Capitol Hill, EEO language was included in cable deregulation bill, which was adopted

by House Energy and Commerce Committee June 26 (see "Top of the Week").

□

**Family viewing.** Ninth Circuit of U.S. Court of Appeals in San Francisco threw out November 1976 ruling by Judge Warren Ferguson that held family viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). And Supreme Court denied petition for review (BROADCASTING, Oct. 13, 1980). Appeals court ruled that Ferguson erred in concluding that U.S. district court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. In December 1983 commission absolved then-Chairman Richard E. Wiley and commission of wrongdoing in case, and held that NAB and networks acted voluntarily when they adopted family viewing policy in 1975. Report was filed with district court for its review. Also in December, Hollywood plaintiffs asked district court to reinstate its original decision, contending that commission's report "provides no basis for reviewing any of the court's previous findings of fact or conclusions of law."

□

**Federal Trade Commission.** Congress failed to act last year on authorizing legislation for Federal Trade Commission, but FTC received \$63.5-million appropriation for fiscal 1984. House Energy and Commerce Committee reported bill in May 1983 that authorizes agency for three years, and it is now pending before Rules Committee. It includes redefinition of agency's "unfairness" standard for advertising and trade practices but does not exclude advertising industry from jurisdiction under standard. It also clarifies jurisdictions of FTC and states over professional groups. Committee rejected proposal for redefinition of agency's "deceptive" advertising standard. Bill sets ceiling of \$70.7 million in fiscal 1984, \$75.7 million in FY '85 and \$80.9 million in FY '86. Senate Commerce Committee passed FTC reauthorization measure (S. 1714) that would redefine commission's unfairness standard and partially exempt advertisers from jurisdiction under standards in all rulemakings except on case-by-case basis (BROADCASTING, Aug. 8, 1983). Senate bill, now pending before Senate floor, sets FTC funding levels of \$71.1 million in FY 1984, \$71.1 million in FY '85 and \$72.4 million in FY '86. FTC Chairman James C. Miller III made request to House Appropriations subcommittee last March for \$66.5-million appropriation for fiscal 1985 (of which \$32 million would go toward consumer protection). Additional funds are necessary, Miller said, to cover FTC take-over of Civil Aeronautics Board's consumer protection functions. (CAB will be phased out in January 1985.) Senate appropriation hearings are still pending.

In October 1983, FTC issued controversial codification of its deceptive advertising policy, which would require proof that "reasonable consumer" had been harmed before advertiser could be charged with deceptive advertising practices. Statement was strongly criticized by Rep. John Dingell (D-Mich.), chairman of House Energy and Commerce Committee, which had requested FTC policy statement, and two FTC commissioners—Patricia P. Bailey and Michael Pertschuk. Miller defended statement before Oversight and Investigations Subcommittee on March 26, calling deception policy "neither a

*Continues on page 81.*

A broadcast music commentary from Frank Gari, Frank Gari Productions, Greenwich, Conn.

## There's more to music than meets the ear

The word "jingle" is used a great deal today in the commercial music business and in broadcasting. And I hate it. To me, "jingle" is inadequate to describe exactly what goes into the making of a major commercial musical score and its resulting impact on the overall marketing effort.

A few weeks ago, I was at a cocktail party with an interesting mix of people. I had had a particularly rewarding week, having put the finishing touches on this year's ABC-TV network music campaign, "We're with You on ABC." Someone at the party asked me what it is I do, and I rattled off a list of music credits—ABC-TV, the theme music for *Good Morning America*, *PM Magazine*, *Donahue* and several other radio and television music promotions that he might have heard.

His response: "Oh, you write the background stuff."

The background stuff! It wasn't until later that week that I realized why he felt these major musical scores were just background material. I was watching a tape of a local newscast from a station in the South and was aware of just how poorly this station was treating its musical complement. The audio quality was poor and what little bits of music were audible were distorted and unmemorable. In effect, this station was treating music as "background stuff," or what I call "jingle" music, and I am sure its viewers were aware of it.

I'm happy to say that most broadcasters feel differently about music and how it affects today's marketplace. Music as a marketing tool has never been so widely used and so powerful. "You Deserve a Break Today" and "McDonald's and You" have sold a great many of those billions of burgers. It may sometimes be difficult to determine which is remembered the most, the slogan or the music. But would you have remembered "Coke Is It" without its magnificent lyric and arrangement? Not likely. Good commercial music can be remembered for a very long time. Classic examples were recorded almost two decades ago to promote cigarettes like Salem, Winston or Marlboro. Many of these themes can still be hummed by consumers today. How many of you can sing along with "You can take Salem out of the country, but . . .?"

As broadcasters, ask yourself the question: Would your news or station promotional positioning hold up to the remarkable test of time of the Salem music? The test is not in creating jingles, but in producing successful, memorable songs. The theme for American Airlines is a beautiful, contemporary, 60-second song. It has been produced



Frank Gari is a singer-songwriter and music producer based in Greenwich, Conn., who has written musical themes for ABC-TV for the past three years. He has also written themes for major shows: *The Phil Donahue Show*, *PM Magazine*, *The Wonderful World of Disney*, HBO and Showtime. On the station level, he has written for more than 150 stations in the United States, Canada and Australia.

in Caribbean, Hawaiian and MOR arrangements. If that same music had been produced for television promotions, it would also lend itself to great news openings, ID's and bumpers.

The song is the thing. Local television and radio stations have started to market themselves in a musical manner. Heavy cable penetration and influence and the increasing reliance of Madison Avenue on music and music personalities to sell products are also prompting stations to become more aggressive with their musical promotions.

Also, stereo television is just around the corner, and stations that are using sound powerfully will certainly realize considerable benefits. Stations that are satisfied with "needle dropping" on 10-year-old movie score albums will be perceived as also rans. Imagine what it is like to follow a brilliant Coke, Pepsi or McDonald's spot with a lackluster, locally produced spot. Imagine the audio letdown of your listeners or viewers.

How are these songs arrived at? How is a promotional hit composed and produced? With some luck, a lot of hard work and creativity. In our first two efforts for ABC, the network was trying to create a bandwagon effect of stars and programs in a strong appeal to a young, up-beat, high-energy audience. We begin each year with the network

slogan and a one-page description of the video that is proposed along with a general campaign outline. Based on this input, we write 30 compositions. Of those 30, three or four are chosen to be produced in a final demo form, with additional instrumentation and vocals. The slogan and musical signature must work in a variety of lengths from a three-minute song to a three-second ID. Once the final judgment is passed on the song, we arrange and produce these various lengths, sometimes using as many as 70 musicians and singers. Something that large in scope and sound certainly does not qualify as a jingle.

Scoring themes that sell on the network level is different from those that sell in the station marketplace. The networks need a musical panorama, a musical score almost larger than life—one that reflects the grandness and excitement of network entertainment and information programming. Stations need a closer link to their audiences, an almost tangible intimacy with the viewer and his or her community. On both the station and network levels, audiences want and need to identify with what they see. They want to feel good about the people and programs they let into their living rooms each day. Music can create this "feel good" impression.

Radio stations have used jingles as format ID's and transitions since the early days of top 40. We have produced short songs for radio stations that tell people that they are "in touch with W . . .," a news/talk station, or that W . . .-FM plays "your favorite oldies." In times as short as five or seven seconds, a strong positioning statement is being sung to and implanted upon the listener. A simple jingle does not possess that marketing power.

It's easy enough to find out if your station's advertising/promotional music works. We can also get into a very subjective area as to music preferences, but, quite frankly, it all boils down to this:

- (1) Can you sing your station's song or part of it?
- (2) Can your mother?
- (3) Can your kids?
- (4) If you take the news music off of your newscast, does the environment change? Does it seem less important, vital or informative? Does it move slower?

If you answered "yes" to the above questions, your music is probably working well. I think the word "environment" is very important. In the electronic media, music promotes the product and also helps create the environment (your local newscast, for example).

If you answered "no" to any of the above questions, you're probably using what can be termed a jingle and you probably don't enjoy it any more than I do.

# Datebook

## July

**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: PFFA, 810 Seventh Avenue, New York, 10019.

**July 10-12**—Cable '84, international exhibition and conference on satellite and cable TV, organized by *Online 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.

■ Indicates new or revised listing

**July 11**—*California Public Radio* program director's workshop. Glorieta Bay Inn, Coronado, Calif. Information: Tom McManus, (619) 265-6431.

**July 11**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Robert Weisgerber, president and co-founder, *Modern Telecommunications Inc.* Topic: "East Coast Production: Alive, Well and Going on the Satellite." Copacabana, New York.

**July 12-13**—*California Public Radio* annual business meeting. Glorieta Bay Inn, Coronado, Calif. Information: CPR, (805) 541-1295.

■ **July 12-13**—"Advanced Wired Cities: Driving Forces and Social Implications," seminar sponsored by *Washington Program of Annenberg School of Communications*. Annenberg School, 600 Maryland Avenue, S.W., Suite 750, Washington.

**July 12-14**—*Montana Broadcasters Association* annual convention. Outlaw Inn, Kalispell, Mont.

**July 12-14**—*Montana Cable Television Association* annual meeting and convention. Huntley Lodge, Big Sky, Mont.

**July 14-17**—28th annual *Television Programing 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 15-18**—Fifth annual *Penn State Conference for Minority Journalists*. Penn State Sheraton Inn, State College, Pa. Information: Conference for Minority Journalists, 215 Carnegie Building, University Park, Pa. 16802 or Mrs. Templeton, (814) 865-6597.

**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**—*Southern California Cable Association* roundtable, "Urban Marketing Strategies for the Southern California Cable Operator." Speaker: Ed Bennett, executive vice president, *Viacom Cablevision*. Los Angeles Airport Hilton hotel, Los Angeles.

**July 17**—"Channel Switching and Commercial Zapping," symposium sponsored by *Media Research Club of Chicago*. Hyatt Regency, Chicago. Information: Audrey Lind Lessinger, (312) 337-4400.

**July 17-19**—Fourth annual *WOSU* broadcast engineering conference. Fawcett Center for Tomorrow, Ohio State University campus, Columbus, Ohio.

**July 18**—*Caucus for Producers, Writers and Directors* third annual general membership meeting. Speaker: Brandon Stoddard, president, *ABC Motion Pictures*. Chasen's, Los Angeles.

**July 19**—*Bay Area Society for Television, Advertising and Radio* luncheon meeting. Speaker: New York City Mayor Ed Koch. Hyatt Regency, San Francisco.

**July 19-20**—*Broadcast Financial Management/Broadcast Credit Association* board of directors meetings. Westin hotel, Seattle.

**July 19-21**—*National Federation of Local Cable Programers* 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. Speaker: Vince Wasilewski, *Dow Lohnes & Albertson*, Washington law firm. 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 24-27**—*Southern Educational Communications Association* Center for Instructional Communications summer conference, "High Tech-High Touch," hosted by North Carolina department of public instruction and University of North Carolina Center for Public Television. Chapel Hill, N.C. Information: Jan Surratt, (803) 799-5517.

**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

## Major Meetings

**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 and Programming Conference," combined conventions of *National Radio Broadcasters Association* and *National Association of Broadcasters* Radio Programming Conference. Westin Bonaventure and Biltmore hotels, Los Angeles.

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

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

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

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

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

**Nov. 17-20**—*AMIP '84, American Market for International Programs*, second annual program marketplace, organized by Perard Associates with 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. 10-14, 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. 26-29, 1985**—*Radio Advertising Bureau's*

Managing Sales Conference. Amfac hotel, Dallas.

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

**Feb. 3-6, 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.

**March 26-27, 1985**—*Cabletelevision Advertising Bureau's* fourth annual cable advertising conference. Sheraton Center, New York.

**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 7-11, 1985**—*American Women in Radio and Television* annual convention. New York Hilton, Future convention: May 27-31, 1986. Loew's Anatole, Dallas.

**May 12-15, 1985**—*Broadcast Financial Management Association* 25th annual conference, Chicago. Future conference: April 27-30, 1986, Los Angeles.

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

**June 2-5, 1985**—*National Cable Television Association* annual convention, including *National Cable Programming Conference*. Las Vegas Convention Center, Las Vegas. Future conventions: March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

**June 5-9, 1985**—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago. Future conventions: 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.

**June 8-12, 1985**—*American Advertising Federation* national convention. J.W. Marriott, Washington. Future convention: June 14-18, 1986, Hyatt Regency Chicago.



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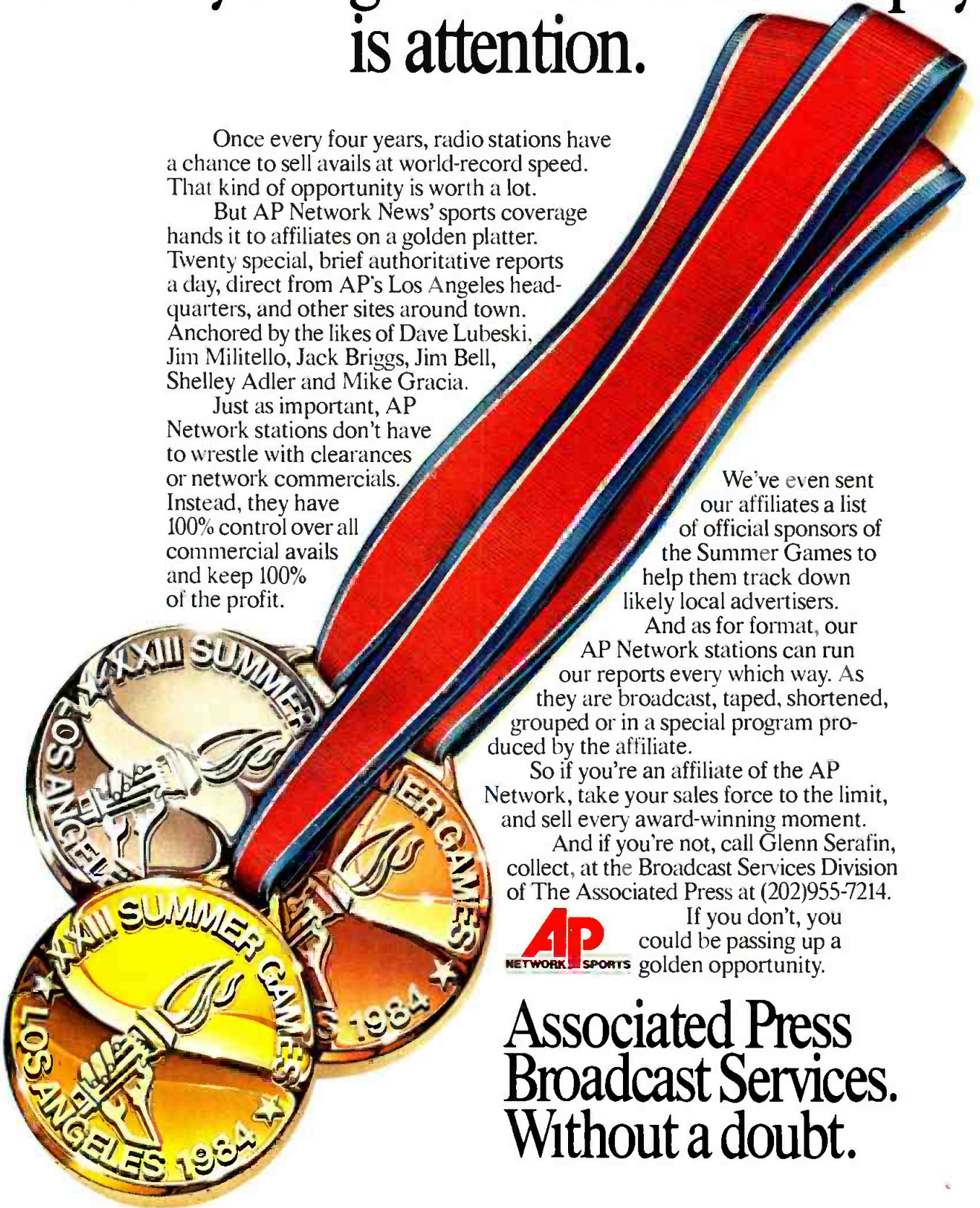
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## Stay Tuned

A professional's guide to the intermedia week

**Network television** □ PBS (check local times): *The Last Full Measure* (tour of Gettysburg), Monday 10-10:30 p.m.; *Evening At Pops: "Live From the Esplanade"* (concert), Wednesday 8-9:30 p.m.; *A Capitol Fourth* (concert), Wednesday 9:30-11 p.m.; *The Last Pullman Car* (documentary), Friday 10-11 p.m.; *Squatters: The Other Philadelphia Story* (profile), Sunday 10:30-11 p.m. CBS: *America at the Olympics* (historical portrait), Wednesday 9-11 p.m.; *Salute to Lady Liberty* (music-variety special), Sunday 8-10 p.m. NBC: \**Scrabble* (game show), weekdays 11:30 a.m.-noon.

**Network radio** □ NBC Radio: *Healing the Wounds* (post-Vietnam documentary), half-hour Wednesday (check local times). CBS RadioRadio: *Flying Solo* (10-part series on single adults), Monday through July 13 (check local times).

**Cable** □ Arts & Entertainment: *Tintypes* (musical special), Wednesday 3-4:45 p.m. HBO: *Not Necessarily the Olympics* (spoof), Saturday 11-11:30 p.m. The Learning Channel: *The Eye of Thomas Jefferson* (documentary), Saturday 9-9:30 a.m.; *George Washington's Mount Vernon* (tour), Sunday 3:30-4 p.m.

**Play It Again** (rebroadcasts) □ PBS: *Vietnam: A Television History* (13-part documentary), consecutive Tuesdays beginning July 3; *Inside Story: "Big Name, Fair Game?"* (focus on celebrity journalism), Friday 9-9:30 p.m. WTBS(TV) Atlanta: *Centennial* (10-part mini-series), weeknights beginning Monday, July 2 (check local times).

**Museum of Broadcasting** □ (1 East 53d Street, New York): *Lucille Ball: First Lady of Comedy*, 90 minutes of programing aired three times per day, now through Sept. 13. *Metro-media and the DuMont Legacy*, 90 minutes of programing aired three times per day, now through Sept. 20. For information and air times call (212) 752-7684.

\* indicates premiere episode

sin 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. 14-15**—*National Association of Broadcasters, department of minority and special services*, minority television programers business seminar. NAB headquarters, Washington.

**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* ninth annual conference. Mount Vernon College, Washington.

**Aug. 16-19**—*West Virginia Broadcasters Association* 38th annual meeting. Greenbrier, White Sulphur Springs, W. Va.

**Aug. 16-19**—*National Association of Black Journalists* ninth annual convention. Theme: "Politics, Power and the Press." Colony Square hotel. Atlanta.

**Aug. 17**—"Cable TV: Color It Rosy," seminar, sponsored by *Kelly, Scott & Madison Inc.*, advertising agency Hyatt Regency O'Hare, Chicago.

**Aug. 21**—*Southern California Cable Association* luncheon. Speaker: Herb Granath, president, ABC Video Enterprises. Los Angeles Airport Hilton hotel, Los Angeles.

**Aug. 22-25**—*Michigan Association of Broadcasters* annual meeting. Hidden Valley Resort, Gaylord, Mich.

**Aug. 27-30**—*Nebraska Videodisk Symposium*, sponsored by *Nebraska Videodisk Design/Production Group*. Nebraska Center for Continuing Education at University of Nebraska-Lincoln, east campus, and Cornhusker hotel, Lincoln, Neb.

**Aug. 28**—*Ohio Association of Broadcasters* sales managers' conference. Dublin Stouffers, Dublin, Ohio.

**Aug. 28-30**—*Satellite Communications Users Conference*. SCUC '84. Louisiana Superdome and Hyatt, New Orleans.

**Aug. 29**—*Ohio Association of Broadcasters* sales school for novice salespersons. Dublin Stouffers, Dublin, Ohio.

## Errata

Beginning of **ABC-TV coverage of 1984 summer Olympic games** moves from 10:30 a.m. to **11 a.m.** NYT on weekdays, not from 11:30 to noon as reported in June 25 issue.

□  
In June 25 issue, BROADCASTING referred to **International Relay Inc. (IRI)** as one of two applicants for international telecommunications satellite systems that have expressed concern about delay in establishing national policy on nonIntelsat services that FCC rulemaking would cause. Reference **should have been to International Satellite Inc. (ISI)**. IRI provides earth station facilities for users of Intelsat system.

□  
**George R. Kravis II** is the owner of **KGTO(AM)-KRAV(FM) Tulsa**, not Oklahoma City, as reported in June 25 "Changing Hands."

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## September

**Sept. 6-8**—Eastern Cable Show, sponsored by *South-eastern 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. 7-9**—*Society of Motion Picture and Television Engineers, Atlanta section*, symposium, "Film and Video: The Best of Both Worlds." Video Tape Associates, Atlanta. Information: (404) 239-0319.

**Sept. 8-10**—*Minnesota Broadcasters Association* fall convention. Kahler Inn, Hibbing, Minn.

**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. 13**—*Cabletelevision Advertising Bureau* local cable sales advertising workshop. Sheraton Tobacco Valley Inn, Hartford, Conn.

**Sept. 14-16**—*Maine Association of Broadcasters* annual convention. Sebasco Lodge, Sebasco Estates, Me.



### Between the lines

EDITOR: I was pleased to read the editorial in the June 18 issue in support of BROADCAST, the investment company formed by the National Association of Broadcasters to help the disadvantaged acquire broadcasting stations. I only noticed one omission and while he would never seek it, Don Thurston, BROADCAST's current chairman, deserves all the credit for both conceiving BROADCAST and assuring its success by getting out and telling the BROADCAST story to broadcasters, groups and networks in order to secure sufficient funding to get BROADCAST under way. The entire industry owes Don a debt of gratitude for his vision and his hard work.—*Cullie M. Tarleton, senior vice president/general manager, WBTV(TV) Charlotte, N.C.*

### Radio basics

EDITOR: I feel compelled to make some comments on Bob Botik's letter in the June 11 issue concerning AM stereo.

Mr. Botik feels as though we should spend more time on the content of our product. Maybe we do things differently here in the East, but constant attention to our product is one of the "basics" that we have always done. A look at all the music syndicators, formats, programming aids, consultants and research groups around would indicate that maybe others have been working this angle too, for quite a while. Don't you have to learn how to drive before you buy a Cadillac?

FM stations for the most part sound better than AM stations on most radios, but that does not mean that they are indeed better. In my travels I have probably heard more bad-sounding FM's than good ones. Yet even the worst FM station around will sound better than most AM's due to receiver quality. I see AM stereo as the catalyst for getting radios in the marketplace that have equal quality AM and FM sections. Only then will the listener have the best choice among the "top personalities" Mr. Botik feels are the main

reason people listen.

A look at the first published road test of an automobile AM stereo radio that I know of is in the June issue of *Stereo Review*. The "audiophile" reviewer seemed to be amazed at the quality of AM stations compared to what he had heard before. He also felt that WNBC New York, one of the stations monitored in stereo, "sounded substantially better than a large percentage of the FM stations I tried." This is not to endorse the Kahn system which WNBC uses, but if a critical expert can enjoy the difference with a high quality AM radio, can't the average listener enjoy the same?

Let's give the listener the highest quality signal possible as well as the best programmed station possible. AM and FM stations are both competing for the same listener. We do it with the "basics" of our programming and the quality of our signals. But let's give the AM stations an equal shot at the race. Equal quality AM and FM radios will only be developed through the push of AM stereo.

Good programming, good air staff, good news staff, good sales staff and good engineering are the "basics" of radio. Let's just give our listeners the best we can, in everything. Maybe then we can keep them.—*Edd Monksie, vice president, engineering, Hall Communications Inc., Lancaster, Pa.*

### Together again

EDITOR: Several employees of WNYT-TV ch. 13 in Albany, N.Y., are planning to hold a reunion party for all those ever employed by the station, which has been known as WTRI-TV, WAST-TV and WNYT-TV. The title of the party is: The Great "Do you remember . . . ?" Reunion 30 Years of 13 Party. It will be held on Aug. 25 at the Colonie Elks Lodge Pavilion in Latham, N.Y., from 1 to 9 p.m.

Anyone with information on former employees may address correspondence to: Monica Salvo, c/o WNYT-TV 13, Box 4035, Albany, N.Y. 12204; (518) 436-4791.—*WNYT-TV Reunion Committee: Mark Ryan, Walter Thompson, Paul (Rocky) Secor, John Wolfe, Monica Salvo.*

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# Broadcasting Jul 2

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TOP OF THE WEEK

## Deregulation comes to television

### FCC in unanimous vote follows pattern of radio dereg for commercial and public TV

How many commercials should a commercial television station be permitted to air in an hour? That, according to the FCC, should be up to the licensee. So should questions of whether to run program-length commercials, or how much, and what kind of, non-entertainment programming to broadcast.

In a unanimous vote last week (with Commissioner Henry Rivera dissenting in part), the FCC freed TV licensees to make those sorts of decisions: It deregulated commercial television along the lines of its earlier deregulation of commercial radio—eliminating nonentertainment programming and commer-

cial loading processing guidelines, and abolishing ascertainment and program logging requirements.

That's not to say that the federal presence has been removed from television operations. For starters, commercial television licensees still will be obliged to provide programming "responsive to the issues" confronting their communities. (But if one television station in a market is airing programming responsive to one of those issues, another television licensee in the same market will not be held responsible for addressing the same issue.) And licensees will have to place, on a quarterly basis, an "issues/program" list in their public inspection files. That list will have to include "at least" five to 10 issues to which the licensee paid particular attention

during the preceding three months. The list must be accompanied by a statement on how each issue was treated on the air.

In a related action, the FCC extended similar relief to noncommercial radio and television broadcasters, eliminating their ascertainment and program logging requirements.

Reaction to the commission's decision for commercial television was mixed. House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) said repeal of the obligation to keep a public record of programming and elimination of guidelines for news, public affairs and local programming were "totally unjustified." Broadcasters, Wirth said, have to keep logs for business purposes anyway. The effect of the decision

### FCC's TV dereg action seen having little practical effect

The prevailing reaction among group broadcast owners was that last week's FCC TV deregulation order will affect standard operating procedure very little. All said they surpassed the commission's minimum programming requirements, were below the commercial-limit requirements, and did not intend to expand commercial inventories. Those who commented on programming logs indicated they would continue to keep them. Some said they would continue the ascertainment surveys that are no longer required.

Phil Boyer, vice president, general manager program development and planning, ABC owned television stations, said: "Actually it will have very little effect on our stations at all. In the local programming area, news, public affairs, our stations are well over the limit. We were the first stations to go to the two-hour news and then the three-hour news in most of our markets. We don't intend to cut back... We're doing this because we find it a profitable way to serve the communities we are licensed to. In the record keeping area we're going to still have to log our commercials. Will it reduce our paperwork? A little bit, yes, and I think that's a positive. But there are so many reasons to keep records: what program number is running, what commercial is running, the client wants it verified that the commercial did run... Generally, anybody running a responsible broadcasting operation would give the same response."

All those commenting prefaced their remarks by noting their reaction was preliminary until the decision's full text was released. At CBS, Allan Shaklan, vice president and assistant to the president, CBS Television Stations Division, said: "In terms of its real life impact, it's just too early to determine... what changes there would be in terms of our practices and procedures, but I would expect there just would not be radical changes; there won't be radical changes in what we air."

NBC released this statement: "The policies of NBC's five owned stations have always been well within the commission requirements in this area. While we support the concept of deregulation, as a practical matter today's ruling will have no effect

on our operation."

The reaction of William F. Baker, president of Group W's television group and chairman of Group W Satellite Communications, was not entirely positive: "In general the television business probably won't change except for some of those who will probably want to take liberties. And we are worried about that... If there are too many commercials, people are going to stop watching television." Baker also questioned the elimination of the ascertainment requirement: "We're not even going to change any of that because we think that it is a good and useful process."

E. Blake Byrne, vice president, television, LIN Broadcasting, which recently completed two ascertainment surveys in connection with its purchase of WANE-TV Fort Wayne, Ind., and WISH-TV Indianapolis, said: "If ascertainment has been eliminated, I think that's sad. I think it's very important especially in the world where there are many corporations owning large numbers of stations that those of us that happen to find ourselves in ivory tower situations get out in the street and meet the people and find out what they think about the community."

Cox Communications's Walter Liss, president, broadcasting division, said: "First of all, I think they [the FCC] recognize that television stations have done a good job of news and public affairs and in most cases exceed all the guidelines anyway, and it's kind of nice that we get recognized for it. I think that the broadcasting community will continue to do a good job without the regulations."

The Radio-Television News Directors Association applauded the decision. "News on television is financially successful, not because the government has mandated that stations should present a certain amount of news, but because viewers want to watch news," RTNDA said.

The American Association of Advertising Agencies, American Advertising Federation and Association of National Advertisers urged all commercial TV stations to voluntarily maintain logs as proof of performance.

was "to permit those logs to be kept from the public so that viewers will have no adequate means of assessing whether their local broadcasters are serving their needs and interests," Wirth said. "These two aspects of today's decision will...insure that the FCC's licensing process will be even more arbitrary and less sensitive to the concerns of the public."

Andrew Schwartzman, executive director of the Media Access Project, said the FCC's action was a "cynical fraud on the American public." Schwartzman contended that the Court of Appeals in Washington had expressed "very serious problems" with the FCC's deregulation of commercial radio. He predicted the court will have even more serious problems with this action. "It was by no means surprising, but distressing nonetheless, to see the FCC say it will be placing an increased reliance on citizen complaints for enforcement while removing meaningful program logs as a mechanism for citizens to review broadcasting performance," Schwartzman said.

Cathy Boggs, policy analyst for the Telecommunications Research and Action Center, said that organization will appeal. "We think the James Watt of the airwaves has struck again," she said. "Mark Fowler's FCC has made another in its series of decisions designed to undercut the public's rights with respect to the airwaves."

The National Association of Broadcasters was singing a decidedly different tune. "Today's FCC action is a welcome and logical next step down the road of broadcast deregulation," said Eddie Fritts, NAB president. "Similar modifications were made for radio by the commission over three years ago and recently upheld by the courts. Since then we have seen increased diversity, maintenance of substantial levels of nonentertainment and informational programming, less commercialization and a continued commitment by radio stations to serving their communities. We are confident that television broadcasters will follow this impressive precedent."

FCC Chairman Mark Fowler said First Amendment considerations had been at stake, and that the commission's action removed an "unnecessary" layer of government involvement in the television program

decisions of the American public. "All of this is good news for the American public, except possibly for pulp producers who may see a decline in TV station demand for the reams of paper previously filled out at the government's request," Fowler said. "What's really at issue here is whether the government trusts the common man to make up his own mind about what to watch or not to watch," Fowler said. "If a half-hour TV shop-at-home service is an annoyance, he will choose to watch—or do—something else. If a news documentary has an appeal, he'll watch it. Neither the commercial broadcasters, nor his customer, the general public, needs the FCC to make program choices for him."

Under the old rules, license renewal applications demonstrating less than 5% informational programming (news and public affairs), 5% local programming or a total of less than 10% nonentertainment programming, were kicked up from the Mass Media Bureau to the full commission for review. Under those same processing guidelines, renewal applications reflecting more than 16 minutes of commercials per hour also were reviewed by the full commission. Commercial television licensees also had to ascertain the needs of their communities through formal interviews with community leaders and representatives and supply the commission with documentation of those efforts. They were also required to keep detailed logs of their programming and make them available for public inspection. The commission eliminated the processing guidelines, contending that licensees generally have been providing more nonentertainment programming—and fewer commercials—than the guidelines called for anyway. It added that the "marketplace" can better determine how many commercials should run than commission rules can. It also said the costs of documenting ascertainment surveys outweighed their benefits.

Rivera said he didn't think the commission's action was as deregulatory as it was being painted. According to Rivera, a broadcaster, by statute, still has to demonstrate meritorious service to receive renewal expectancy in a license challenge. Without the "safe harbors" of the formal ascertainment

process, which he said provided broadcasters with a measure of assurance that they would get a renewal expectancy, broadcast renewals may become more "perilous," he said. "Broadcasters may come to rue the day we adopted this proceeding," he said.

Robert Ratcliffe, chief of the FCC Mass Media Bureau's legal branch, told BROADCASTING that the commission's action did not free broadcasters to ignore the needs of their community. Under the commission's action, he said, a television licensee still has to "contribute to the issue-responsive programming mix" in its community. The FCC's decision, moreover, does not tear asunder the 1972 Court of Appeals in Washington's decision in *Stone v. the FCC*, he said. (In that case, the court affirmed an FCC decision renewing the license of WMAL-TV Washington [BROADCASTING, July 3, 1972]. A group of black leaders had petitioned to deny, contending that the station had a primary obligation to serve the needs of its city of license, and since that city was 70% black, the station should have been devoting a commensurate amount of programming to blacks. The court said a broadcaster had an obligation to meet the needs and interests of his entire service area but that how he responded to what might be conflicting needs of regional and minority groups was largely within his discretion.) Ratcliffe said *Stone* states that broadcasters "cannot flatly ignore strongly felt needs of significant segments of their communities of license." But according to Ratcliffe, a licensee can now meet, at least in part, its "*Stone* requirements" by "reasonable reliance" on the issue-responsive programming provided by other television broadcasters in a market.

After the meeting, Rivera added that he generally concurred with the item but had dissented in part to remain consistent with his dissent in an earlier commission decision to soften its policy on children's television. Children's television was not addressed in this proceeding, but Rivera said a premise in both proceedings is the same—that the marketplace will insure adequate levels of programming without guidelines. Rivera said he thought the marketplace would work in this case but has not worked in insuring that children's needs will be met on commercial TV.

Under the FCC's action, noncommercial broadcasters also will have to place quarterly issues/programs lists in their inspection files. And in a news release, the FCC said it expects public broadcasters "to continue serving the significant programming needs of their communities and to reflect their special status by providing their communities with significant alternatives to the programming of commercial stations." The commission further said that "various social and market forces will combine to assure that noncommercial stations will operate in the public interest."

FCC staffers also said the commission's action would eliminate 1.9 million government-required paperwork hours per year for commercial television licensees; they said the action also would eliminate 5.6 million government-required paperwork hours per year for noncommercial radio and television broadcasters. □

## More from the FCC

The FCC last week authorized expanded use of AM carrier signals. Under the action, AM stations will be able to devote their carrier signals to any broadcast or nonbroadcast use that doesn't interfere with their main broadcast channel offerings or the signals of other broadcast stations. However, they may only offer those services during the hours they are authorized to operate their main channels. In other action, the FCC denied petitions by the National Association of Broadcasters and the National Radio Broadcasters Association seeking reconsideration of the commission's decision to stop arbitrating call-sign disputes; terminated an inquiry exploring what to do about loud commercials, concluding that there is no clear way to impose effective regulations; changed its rules so that amendments to FM and TV applications for modifications of power, antenna location and antenna height will be considered minor changes; allotted three UHF TV channels to New Jersey—ch. 62 to Atlantic City; ch. 59 to Vineland, and noncommercial ch. 66 to West Milford—and terminated an inquiry into various means to improve the financial climate in which new UHF television channels would operate in New Jersey.





## Wide open field for football rights

### NCAA control of broadcast deals held to be antitrust violation

The Supreme Court has ruled that, where the televising of college football is concerned, it is to be a whole new ballgame. No more will the National Collegiate Athletic Association be able to control the exposure on network television of members' football teams, as it has since 1951. That control is anticompetitive and violates the antitrust laws, the court held in a 7-2 decision. The arrangements of the future—even the immediate future of the next football season—remain to be defined (see page 34). But if the opinion of the U.S. district court that heard the case brought by the Universities of Oklahoma and Georgia proves out, there will be more college football in the years to come—not only on national networks but on ad hoc regional arrangements, even on strictly local television.

The NCAA has argued throughout the more than 30 years of its regulation of intercollegiate football telecasts that it is concerned with protecting live attendance. And throughout the three years of the litigation that climaxed in the Supreme Court decision issued last week it argued that the purpose of the plan is to maintain a competitive balance among its members' teams.

But Justice John Paul Stevens, writing for the court, said the plan is not structured to protect live attendance. Rather, he said, the plan "protects ticket sales by limiting output—just as any monopolist increases revenues by reducing output." And he said that the plan "is not even arguably tailored" to maintain a competitive balance. He said the plan "simply imposes a restriction on one source of revenue that is more important to some colleges than to others." And there is no evidence, he added, that the restriction "produces any greater measure of equality throughout the NCAA than would a restriction on alumni donations..."

Under the plan, the NCAA negotiated

with the networks for the right to carry member schools' football games. The networks agreed to pay a specified "minimum aggregate compensation" to the participating NCAA members, and were authorized to negotiate directly with the members for the rights to their games. But the NCAA plan also limited the number of times a team could appear on the networks—six times during a two-year period, four of those times nationally. The agreement also set a maximum on the number of games that could be broadcast. And it barred members from negotiating for the sale of rights to any of their games to other broadcasters.

The court's decision invalidates contracts that would have provided NCAA schools with some \$74 million this year from network and cable contracts. ABC and CBS were entering the third year of four-year contracts under which they were paying a total of \$263.5 million, while Turner Broadcasting System was in the second and final year of a contract under which it was paying \$17.7 million for cable rights.

Justice Byron R. White, who as "Whizzer" White was an All-American running back at the University of Colorado and who later played in the National Football League, last year stayed a lower court ruling that held the plan illegal and would have barred its implementation last season. Last week, in a dissenting opinion in which Justice William H. Rehnquist joined, he said the majority had missed the point in its analysis of the case. He said the court erred "in treating intercollegiate athletics under the NCAA's control as a purely commercial venture in which colleges and universities participate solely, or even primarily, in the pursuit of profits."

He said the goal of the NCAA is, as an appeals court said in another case, "to enhance the contribution made by amateur athletic competition to the process of higher education as distinguished from realizing maximum return on it as an entertainment

commodity." And in pursuing that goal, White added, "the organization and its members seek to provide a public good—a viable system of amateur athletics that most likely could not be provided in a perfectly competitive market."

But to Stevens, "the anticompetitive consequences of [the plan] are apparent." He said: "Individual competitors lose their freedom to compete. Price is higher and output lower than they would otherwise be, and both are unresponsive to consumer preference." Stevens considered the last the most significant, "since Congress designed the Sherman [antitrust] Act as a 'consumer welfare prescription.'" Stevens also found the plan anticompetitive in that it eliminated competitors from the market, permitting only broadcasters capable of bidding on the entire NCAA package to compete for the rights.

The plan appears to have fallen victim to the success on the football field of some of its members, a success that was too great to be contained within the arrangement that had been in effect since the early days of television. A number of major football schools believed they could earn more money outside the NCAA package—and more money, they said, was needed to help subsidize athletic programs that were not self-supporting.

The newly organized College Football Association offered the vehicle for securing the more lucrative contracts. It had been organized to promote the interests of major football colleges and universities that were members of NCAA, and in 1981 it negotiated a contract with NBC—and touched off three years of litigation.

The NCAA threatened disciplinary action against any member that complied with the CFA-NBC contract—and the Universities of Oklahoma and Georgia responded with their antitrust suit. They won in the district court and again in the U.S. Court of Appeals for the 10th Circuit, before their final victory in

the Supreme Court last week.

The case offered the Reagan administration the opportunity to make its argument in favor of competition. And the Department of Justice appeared before the Supreme Court as a friend of the court to urge adoption of the position the court essentially took—not that the plan was a *per se* violation of the antitrust law but illegal because of its anti-competitive aspects.

Last year, 242 college games were televised nationally or regionally. With the NCAA plan scrapped, there are those who say there will be more in the future. The U.S. District Court, in ruling the NCAA plan illegal under the antitrust law, said: "It is clear from the evidence that were it not for the NCAA controls, many more college football games would be televised. This is particularly true at the local level."

One of the attorneys representing the University of Oklahoma in the suit, Andy Coats, of Oklahoma City, said the high court decision will allow small colleges and universities to sell coverage rights to their games to local stations, including UHF, and to cable television.

The interest of nonnetwork stations in breaking the NCAA grip on the television

rights of members schools was evident in the friend-of-the-court brief that was filed in behalf of the Association of Independent Television Stations.

Coats said schools just below the top rank—those that lack the national appeal of powerhouse football schools like Oklahoma and Georgia—will probably be seen in areas of the country where they are popular. "Before, only 60 to 70 schools got on television," he said. "Now, a lot that never got on will be seen on regional networks." He foresaw the development of plans similar to those under which colleges and universities sell television rights to basketball games—schools whose games are not on national television have an opportunity to be seen on a regional network. And any school whose team is not included in either kind of arrangement is free to sell rights to its games to a hometown station.

Although the decision last week sets NCAA members free to seek new arrangements, further lower court proceedings in the case are required. The injunction that was issued by the district court must be amended to accommodate the authority still available to NCAA to regulate the televising of its members' football games. □

The Chicago meeting also provided an opportunity for networks and syndicators to talk to various schools, conferences and organizations about the options. Both CBS and NBC had representatives on hand. However, despite much speculation to the contrary, an NBC spokesman said last week that the network would not pursue a college football package for the 1984 season. But, he said, "NBC is very interested" in putting together a package for the 1985 season and beyond. At least two syndicators had representatives at the meeting, Katz Sports and the Rockville, Md.-based Metrosports.

The other two collegiate groups that have emerged as potential TV plan coordinators are the College Football Association, which claims a membership of 63 major football schools, and the Football Television Planning Committee, representing the entire CFA body as well as the Big 10 and Pacific 10 conferences. They too have been working for months on alternative national packages that will be offered to major schools around the country. Those plans would allow the participants to cut other deals in addition to the national plan.

How the windows will be allocated and positioned is still very much a matter of negotiation. The networks, with their buying power, hope to be able to retain the two Saturday afternoon windows, with a third window positioned somewhere else for syndicated and cable coverage. Turner Broadcasting System, however, a spokesman said, would like to see a different scenario emerge—one perhaps with two Saturday afternoon windows, the first beginning at 1 p.m. and reserved for "free for all" syndication opportunities. The second window, he said, would be reserved for national network games and a third window, in prime time, reserved for cable.

TBS has talked to a number of schools and submitted three formal bids, one to Notre Dame for its package of six home games. It has also formally proposed a game-of-the-week package with the Southeastern Conference and has submitted a bid for a Saturday-night package of CFA games, should that group be drafted to coordinate a national plan. TBS has reportedly offered Notre Dame \$2 million per game, but company officials would not confirm or deny that report.

It's possible that under whatever new arrangement develops only one network would be awarded a rights pact, although both CBS and ABC remain very interested in college football for the coming year. Both networks have had extensive talks over the past several months with the NCAA, CFA and Football Television Planning Committee. But at this point, according to Jim McKenna, vice president and general manager, CBS Sports, it's a waiting game. "We have to react to what they offer," said McKenna. He noted that while both CBS and ABC have advised the groups on various options, it is up to those groups to create the packages. "We can't do it for them," he said.

Fred Botwinik, president of Katz Sports, is one who wonders whether both networks will be back with college football this sea-

## Networks, stations, syndicators scrambling for football games

**Negotiations abound for rights to college packages; networks waiting to see who they will deal with for national contracts**

The options for TV coverage of the upcoming college football season—now that the U.S. Supreme Court has upheld two lower court decisions that the National Collegiate Athletic Association's 33-year-old television plan is illegal and no longer valid—are literally endless. For one thing, it means that ABC and CBS will have to renegotiate their college football pacts with the organization that emerges with a national television plan that a majority of colleges elect to fall in line behind. And just about everybody in the industry believes that such an organization—probably one of three existing groups, including the NCAA—will emerge shortly.

The decision also means that there will be more college football on the air next fall, thus diminishing the value of network games in an era of other competition. Syndicators and cable networks will have greater opportunities to assemble both national and regional packages, as schools and conferences for the first time have the freedom to participate in a national TV plan as well as make separate deals for regional and even local coverage. As a result, CBS and ABC, should they both be successful in putting together new national packages, expect to pay out less than the \$34.3 million that each would have paid the NCAA for the coming season, and the \$36 million for the 1985 season, which would have been the final year of the now voided NCAA pacts.

And while most agree there will be more college football on television as a result of the decision, the chaos that some were predicting probably will not emerge. The media and schools alike appear to want to have some sort of structure in place, at least on the national level. The talks so far seem to focus on the creation of three so-called "windows" for television coverage on Saturdays not unlike the old NCAA arrangement, which established windows at 1-4 p.m. and 4-7 p.m. for over-the-air network coverage and a prime time window for supplementary cable coverage. There has also been some talk about establishing two Saturday afternoon windows and a third window somewhere else.

Perhaps the two questions foremost on the minds of those involved with the issue are (1) which collegiate organization will emerge as the one directed to formulate a national television plan, and (2) who will get the rights to which coverage windows and where those windows will be placed. As to the first question, most, if not all of the players involved were at a meeting (by sheer coincidence) in Chicago late last week of all NCAA Division 1-A members which had been scheduled months earlier to discuss matters for the most part unrelated to football. (Division 1-A includes more than 100 of the largest football schools in the country.) But with the court decision breaking, the agenda was altered to make room for football matters as well. The NCAA itself was scheduled to outline an alternative plan to the one rejected by the court on Saturday morning, the last day of the meeting.

son. "Both are crying that they are losing money," he said, and with games now less valuable since the loss of exclusivity, one network might conceivably drop out. Katz Sports hopes to put together a Northeast package of games featuring Pittsburgh, Syracuse and Boston College and possibly a separate package of Miami University games. The syndicator has also talked with the Big Eight Conference, for which it syndicates basketball games, about doing a football deal as well.

An ABC spokesman acknowledged that it was "conceivable" that the network might fail to forge a new national pact for itself, but added: "We want to be there and we are optimistic that we will." Like CBS's McKenna, the ABC spokesman said it is a matter of wait and see. "We have to see what the marketplace holds," he said. "Right now we are in uncharted waters."

Last week's court decision also aborted the tentative \$13.7-million supplementary cable contract that ESPN concluded with the NCAA last month. The network had no comment on the decision, indicating that it was still studying the matter. Earlier it announced a deal with Raycom, a Charlotte, N.C.-based sports syndicator, to jointly produce a package of Atlantic Coast Conference football games if the Supreme Court threw out the NCAA pacts. That deal goes on as planned and ESPN is talking privately with other schools and conferences.

Metrosports has negotiated contingency contracts with the Big 10 and Pacific 10 conferences, both of which are considered to have national appeal. Depending on the final structure of the TV package for the upcoming season, Metrosports will syndicate, either on a regional or national basis, between 15 and 20 games for each conference. Some of the games would be exclusive, but not those tied to a national package. Metrosports intends to wrap its Big 10 and PAC 10 games with preview and highlight programs under the banner, *Race for the Roses*.

Even public broadcasting is getting into the game. The Ivy League has made a deal with the Eastern Educational Network, a regional network within the Public Broadcasting Service, to carry nine games to almost 50 noncommercial stations including WGBH-TV Boston, WNET New York, WHYY-TV Philadelphia, WQED Pittsburgh and WEDH Hartford, Conn. The EEN is looking for five corporate underwriters to contribute \$211,000 apiece in exchange for four announcements each per game.

On the regional cable level, the Washington-based Home Team Sports pay sports network serving the Baltimore and Washington markets said it was talking to Metrosports about the possible purchase of a package that might include football games of the University of Maryland, Virginia, Virginia Tech and Navy. And the Nashville-based SportsView said it has signed a three-year agreement with Louisiana State University to provide cable operators throughout the state with a package of football and basketball games on a pay-per-view basis. Subscribers could expect to pay \$10 or more per football game. SportsView said it would also carry

the games via satellite to pockets around the country heavily populated with LSU alumni. The company said it was also talking to other schools about setting up similar deals.

Some observers are concerned that with the Supreme Court decision, smaller schools

will get even less national exposure, although on a regional and local level those schools may gain exposure, now that they are free to aggressively market their games to local outlets or regional networks without jeopardizing their NCAA membership. □

## Commerce committee clears H.R. 4103

**Cable dereg bill passes unanimously; NCTA pleased with data issue, wants to redo rate regulation provision**

The establishment of a national cable television policy moved one step closer to reality last week when the House Energy and Commerce Committee adopted a bill (H.R. 4103) that would, among other things, loosen the regulatory grip of municipalities on cable franchises. The measure passed the committee by a unanimous voice vote and now goes before the full House where it is expected to face opposition from some elements of the telephone industry.

Before the bill moves ahead, the National Cable Television Association is seeking to make further adjustments. NCTA President-elect James Mooney announced at a briefing following the markup that the association plans to re-evaluate the bill's rate regulation provisions, specifically a four-year grandfather clause. He said the decision to revisit rate regulation was based on the Supreme Court decision last month that affirms the FCC's authority to pre-empt city and state regulation of cable television (BROADCASTING, June 25). The bill frees most cable systems from rate regulation but only after four years. Sources said the municipalities are willing to discuss the matter although it is uncertain what the cable industry will ask for.

The bill is based on an earlier compromise among the NCTA, the National League of Cities and the U.S. Conference of Mayors. Among other things it would:

- Direct franchising authorities to base

their decisions on a defined set of criteria and create a due process environment for renewal proceedings.

- Prevent franchising authorities from regulating particular services except on basic tiers and only during the four-year period when rate regulation is continued for existing franchises.

- Permit cable operators to obtain modifications in facility and equipment requirements through negotiations with the franchise authority.

- Place a 5% cap on franchise fees.

Cable's request to renegotiate the rate regulation issue has been accepted by Energy and Commerce Committee Chairman John Dingell (D-Mich.), the person responsible for bringing the parties together when it appeared a compromise was not possible.

"We have some serious problems which we do not think are incapable of being resolved," Mooney said. He also responded to recent criticism of the bill by some elements of the cable industry. "We are not unaware that there is a lot of concern in the industry about different parts of this thing. The appropriate thing for the industry now is not to lose its nerve and fall into a condition of peevish grumpiness. This thing is not going to the President until it's right," Mooney said.

Rate regulation is not the only trouble spot. NCTA, Mooney noted, has difficulty with an amendment to the bill that would limit a cable operator's access to apartment buildings when an "equivalent" service is already offered. This provision, introduced by Telecommunications Subcommittee



Swift, Energy and Commerce Committee staffer Thomas Ryan and Dingell



Bliley and Wirth

Chairman Tim Wirth (D-Colo.), pits the cable industry against one of its major competitors, the satellite master antenna television (SMATV) business.

"We think the Wirth amendment's comparability concept is very hazy," Mooney said. During the markup, Representative Al Gore (D-Tenn.), in a colloquy with Dingell, expressed concern about the "equivalent" services clause and suggested that the committee report on the bill settle the question.

The committee adopted 12 amendments during the day-long markup. Much of the debate focused on the SMATV amendment. Representative Jack Fields (R-Tex.) offered an amendment to strike the bill's original SMATV language, which would have permitted tenants to receive cable services even if comparable services were available. Fields's amendment was supported by SMATV operators and the National Association of Realtors, but lost 18-8.

Representative Dennis Eckart (D-Ohio) offered a measure that would, if it passed, have required that at least 10% of a building's tenants request cable services before the system could go in.

In general, the NCTA is pleased with the results of the markup. "We won a major victory over the telephone companies over regulation of enhanced services," Mooney said. The committee adopted an amendment that narrows the definition of cable services to be exempt from regulation. The amendment was backed by the Communications Workers of America, NCTA and Pacific Telesis, one of the seven Bell operating companies, but the rest of the telephone industry felt the definition was unsatisfactory.

Originally, H.R. 4103 would have permitted cable systems to provide services in competition with local telephone companies without exposure to state regulation. The telcos, including the BOC's, independent telephone organizations and state utilities felt cable should be regulated in the provision of two-way video services.

The amendment, one of three offered by Representative Al Swift (D-Wash.), would permit cable systems to offer one-way services such as videotex, teletext, computer software and dial-a-movie, without being regulated. Two-way services such as shop-at-home, data processing and data transmission could fall under state regulation. NCTA stressed that the provision does not specifically say that two-way services should be regulated or deregulated. "The bill is neutral" on that, Mooney said. Interpretation of exactly which video text services fall in the two-way category is expected to be included in the committee report.

Another Swift amendment adopted by the subcommittee would allow the state or the FCC to require cable systems to file informational tariffs for noncable services. The amendment also contained language that reaffirms states' enforcement rights over two-way services. However, a colloquy between Swift and Representative Tom Tauke (R-Iowa) that is expected to be included in the committee report restated the existing authority of the FCC. Mooney said the colloquy would "gut the phone companies' interpretation of the Swift amendment." Representative Barbara Mikulski (D-Md.) offered a measure that would have precluded FCC authority over regulation of two-way services, but it was rejected.

The committee adopted another Swift amendment that would allow crossownership of cable systems by local telephone companies in rural areas without having to obtain a waiver from the FCC. This measure, Swift noted, was backed by the rural telcos and NCTA.

Matthew Rinaldo (R-N.J.) was the author

of an amendment that would eliminate the FCC as the ultimate authority in pole-attachment disputes. As the provision stands, states would be prevented from regulating the "rates, terms and conditions for pole attachments" unless the state had already established "rules and regulations implementing the state's regulatory authority."

Other key amendments (and the congressmen who submitted them) approved during the markup would:

- Require cable operators to provide by "sale or lease" lockboxes that subscribers could use to prevent children from viewing unwanted programs (Thomas Bliley [R-Va.]).

- Establish fines of up to \$10,000 or prison terms of up to two years for obscene programming (William Dannemeyer [R-Calif.]).

- Grandfather the California and Massachusetts rate deregulation laws and New York's public access law (Richard Ottinger [R-N.Y.]).

- Extend the bill's four-year grandfather



**Allen's view.** Resist the temptation for a "quick fix" and focus on long-range solutions. That was the thrust of remarks made by Ed Allen, chairman of the National Cable Television Association and president of Western Communications, before members of Washington's Metropolitan Cable Club last week. Allen was referring to the cable industry's current drive to obtain a deregulation bill in the Congress (see story, page 35). He discussed the bill (H.R. 4103) that was passed by the House Energy and Commerce Committee earlier last week and called it a "real win for our industry."

Allen urged the industry to rally around the legislation. "I do not intend to lead our trade association down the road of double crossing the Congress," Allen said. There is a lot of confusion and concern about the measure, he said. But he stressed the importance of not prejudging the amended bill. The NCTA chairman has called a special board meeting, tentatively scheduled July 13, to review the bill and devise a position paper on it. Some cable attorneys, Allen noted, are giving advice on the legislation without focusing on the national implications. He charged they were looking for a "quick fix."

The chairman outlined other legislative priorities including passage of cable copyright legislation. The current copyright law, he said, is good, but the way it has been interpreted by the Copyright Royalty Tribunal and the Copyright Office is "atrocious." The tribunal, he continued, needs more guidance and the help of a general counsel and economist.

Allen targeted other areas for improvement. Foremost was to improve cable's relationship with the telcos. "And I'd like to start a solid First Amendment effort this year," he said. Cable's relationship with other media, Allen noted, is another matter that needs attention. "I am disturbed recently by negative press. I ask that our critics and the media give us balanced coverage. We are not doing everything right, but we are doing a lot right."

provisions on rate regulation to all franchises that have been granted rather than just those in operation (James Broyhill [R-N.C.]). This provision is expected to be changed during negotiations with the cities.

■ Allow governmental access to subscriber information in court proceedings only if there is "clear and convincing" evidence that the subject is "reasonably" suspected of engaging in criminal activity (Mike Synar [D-Okla.]).

■ Require the franchising authority to provide "prompt public notice" of franchise and renewal hearings (Edward Markey [D-Mass.]). □

## Storer-Times Mirror swap systems

**Companies are each trading four cable systems in unprofitable or competitive areas; deal is estimated at \$200 million**

What appears to be the biggest cable system swap ever, involving eight systems with approximately 180,000 subscribers, was announced Friday (June 29) by Storer Communications and Times Mirror Co. The trade, two-and-a-half years in the making, is estimated to be worth approximately \$200 million. Both companies would end an unproductive competition with each other in Phoenix, by trading systems for others adjacent to ones they already own. In addition, Times Mirror will pay an undisclosed amount of cash to Storer, estimated by industry sources at between \$10 million and \$15 million.

The announcement said the agreement was for "...systems involving 446,300 residential dwelling units, approximately evenly divided between the two companies." Times Mirror will trade its cable systems in North Little Rock and Jacksonville, both Arkansas; Point Pleasant Beach, N.J., and Louisville, Ky., for Storer's cable systems in Phoenix, Mesa and Paradise Valley, all Arizona, and in Laguna Beach, Calif. "In each of these areas," the announcement said, "Times Mirror and Storer operate essentially adjacent cable television systems." Storer has recently sold several of its systems to help reduce its debt and is continuing to negotiate for the sale of additional systems (BROADCASTING, June 4). One of the systems up for sale is Storer's 20,000-subscriber system in northwest Minneapolis.

The situation will benefit both companies in Phoenix, where they were competing against each other in building cable systems and losing money at it. Times Mirror last October completed the purchase of its systems. Before that it had been a partner with American Cable Television, first as a 20% partner and then a half-partner. Storer will also be relieved of having to extend its already overburdened debt to build in the rapidly growing Phoenix market, and will, in exchange, acquire classic cash-flow producing properties.

The Laguna Beach system being traded to

**Reconsideration requested.** The National Radio Broadcasters Association has asked the FCC to reduce the frequency of reports that commercial radio stations must file on issue programming (BROADCASTING, March 5). The NRBA proposed that issues-programs lists be filed annually rather than quarterly as now required. NRBA said the requirement to file lists quarterly was a step backward. CBS filed in support. "CBS believes that NRBA's proposed requirement not only will impose far less of a burden on licensees but also suggests a more appropriate approach to the issue of licensee program record-keeping requirements—one based on reasonable licensee discretion," CBS said.

Times Mirror is adjacent to its Orange county, Calif., systems. Larry Wangberg, president and chief executive officer of Times Mirror Cable Television, said in the announcement: "These transfers will allow both companies to achieve increased operating efficiencies as they consolidate a number of their systems. This obviously will benefit all affected subscribers."

A Storer spokesman said that authorities in all eight of the affected localities had previously been notified of the impending trade, which is subject to their approval, as well as the approval of the Securities and Exchange Commission, the Federal Trade Commission and the FCC.

Communications Equity Associates brokered the two-and-a-half-year effort to make the swap. Rick Michaels, chairman of the Florida-based cable brokerage firm, said: "The real question mark is what is going to happen with the Justice Department. I can't imagine there being any problem but if they take an aggressive, negative position here, I see it as being a real dark hour for cable because it will mean that we can't clean up the overbuilds that exist and it will strike a blow against the economics of clustering." □

## Rosencrans fired by UA Cablesystems

**President of 11th largest MSO says he doesn't know why he was dismissed from company he founded**

On June 15, Robert Rosencrans, president of United Artists Cablesystems Corp., was dismissed by the MSO's parent company, the San Francisco-based United Artists Communications Inc., and as of last Thursday, he still says he doesn't know why.

Rosencrans told BROADCASTING he has yet to receive a "tangible" reason for his firing from the Naify brothers, Marshall and Robert, who control United Artists Communications. "Nothing has been expressed," he said. Nonetheless, he said, he has accepted the decision as final and has negotiated a severance agreement.

Whatever the reason, said the 22-year cable veteran, it should not have anything to do with the performance of the company. The earnings, he said, "are solid as a rock and right on target." Marvin Jones, senior vice president in charge of cable operations, who has been with the company since 1967, was named to replace Rosencrans.

The dismissal came just two weeks after UA Cablesystems Corp. acquired General Electric Cablevision for a large chunk of equity (37%) and \$132 million, almost dou-

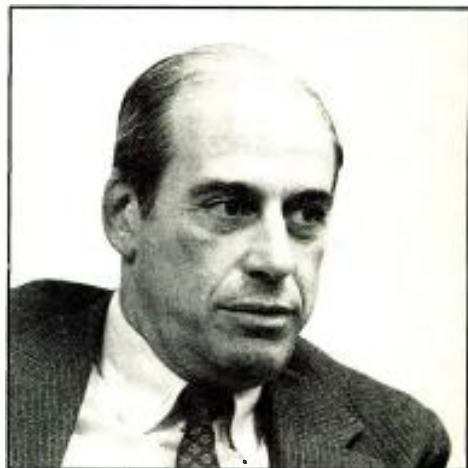
bling its basic subscriber count and making it the nation's 11th largest MSO with about 700,000 subscribers.

Rosencrans is a pioneer and one of the true visionaries of the cable industry ("Profile," July 3, 1978). After several years in the closed-circuit television business, Rosencrans and several partners bought a small system in Pasco-Kennewick, Wash., in 1962 and formed Columbia Television Co. It grew through acquisition and franchising and, after going public, merged in 1972 with United Artists' cable division to form UA-Columbia, of which United Artists held a 28% share.

In late 1981, UA-Columbia shareholders sold their interest in UA-Columbia to a new joint venture of United Artists and Rogers Cablesystems for about \$215 million. Rosencrans remained to head the new partnership, Rogers UA Cablesystems, and he was instrumental in dividing the assets and liabilities of the joint venture last year after the partners decided they could not get along ("Cablecastings," Feb. 14). At the time of the breakup, Rosencrans said, UA was "very insistent that I stay on."

Under Rosencrans's management, UA-Columbia was one of the first MSO's into the pay television business and one of the first to import pay television via satellite. UA-Columbia and Madison Square Garden co-founded the USA Cable Network, but sold it in October 1981 to Time, Paramount and MCA, its current owners. Rosencrans was also instrumental in getting C-SPAN off the ground in 1979.

Rosencrans said his only regret is that he will be leaving a company that he helped found and led for more than two decades. At 57, Rosencrans does not plan an early retirement. "The future will be very exciting," he said. "There are a lot of things out there that could be a lot of fun." □



Rosencrans

## CBS drops out of running for DBS

**Rumors turn out to be true as network decides to stay out of satellite business; future of medium up in the air**

After three years of thinking it over, CBS announced last Thursday evening (June 28) that it would not take the plunge into the direct broadcast satellite business, creating waves that rocked the fledgling high-power DBS business in general, and Comsat, CBS's would-be partner in the DBS business, in particular.

"In a venture of this kind, there is no way to put your toe in the water," said James Rosenfield, senior executive vice president, CBS/Broadcast Group. "You jump all the way in and get wet or you stay dry."

In the formal announcement, CBS/Broadcast Group said it "has decided not to execute a direct broadcast satellite construction contract in the near future; to end discussions with potential DBS co-venturers, and to discontinue planning for immediate entry into the DBS business." CBS left the door open, however, for its reentry into the business at a later date.

The decision leaves Comsat's Satellite Television Corp. standing at the altar, wondering about its future. STC was the first to announce its DBS intentions (in August 1979) and the first to contract for the construction of satellites (in October 1982). CBS began talking with Comsat as early as last summer about becoming a partner in STC and, late last year, the two announced that they were jointly exploring the business and searching for a third partner.

"We are disappointed with CBS's recent decision not to pursue for the present the DBS business," Comsat said in its official and only reaction to the CBS announcement. "We at Comsat believe that a significant business opportunity exists in this area with the right combination of skills, service offerings and partners. We are continuing to evaluate in detail the many facets of direct broadcasting, the timely and effective integration of which is essential to the full commercial potential of this business. At the same time, we continue to explore partnership arrangements with other companies whose complementary skills, experience and resources can provide the foundation for a successful and profitable business."

CBS, which first applied to launch a DBS system in July 1981, still believes DBS is an "extremely efficient" medium for distributing television and data to homes and businesses, Rosenfield said, but the network simply wasn't ready to make a commitment to a business for which expenditures could quickly run into hundreds of millions of dollars.

CBS had been pressed to make a decision by deadlines imposed by the FCC and the agreement with Comsat, Rosenfield said. The FCC had authorized eight companies to build DBS systems in 1982, contingent on their proving to the FCC that they had contracted for construction of their satellites by

July 17. The Comsat agreement specifies that CBS make up its mind about the joint venture by June 30.

Rosenfield would not say what made CBS wary of the DBS business. However, BROADCASTING learned two weeks ago that the highest levels of CBS management were reconsidering any involvement in DBS for a number of reasons, including the feeling of some that the money earmarked for DBS would be better spent on purchasing another terrestrial broadcast station and the uncertainty of the increasingly competitive pay television market (BROADCASTING, June 25).

According to one source, CBS's decision was merely a reaction to one made a few days earlier by Paramount Pictures. The search by Comsat and CBS for a third partner had turned up that Gulf + Western division, the source said, but it got cold feet at the 11th hour and CBS "fell like a domino." Rosenfield would not comment on the report, but he said one of CBS's "several criteria for a positive decision was that we would identify a specific partner. . . and we did not identify a specific partner."

The three other companies that seem to be moving ahead with the construction and launch of their own DBS systems—Direct Broadcast Satellite Corp., Hubbard Broadcasting's United States Satellite Broadcasting, and Dominion Video Satellite—were generally unhappy to learn of CBS's decision.

Wilbur Pritchard, president of DBSC, which has proposed launching a common carrier DBS system, said he was "sorry to hear" of CBS's decision, although he was not entirely surprised by it. "It could be bad" for the budding DBS industry, he said. "I have always believed that for DBS to succeed you need a number of successful operators," he said. "There has to be 20 or 30 channels up there." The more channels, he said, the more likely consumers are to go out and buy and install earth stations.

Told that CBS was still expressing interest in DBS, Pritchard said the CBS decision "could be an opportunity for us." The network might be willing to enter the business "in a small way" by leasing channels from DBSC, he said.

Pritchard had no idea how the news would affect the financial community, where DBSC has been trying to raise money through the investment firm of A.G. Becker without ap-

parent success. "I can't figure those people out," he said.

Like Pritchard, Bob Johnson, head of Dominion Video Satellite, which plans to launch a DBS service in 1987 offering consumers a mix of religious and family-oriented programming, was "disappointed" by CBS's decision. "It's important that DBS have as many channels of services from as diverse a number of sources as possible," he said, "if we are to compete with cable." Nonetheless, Johnson did not feel the failure of CBS to enter the business would harm Dominion's chances of success. Dominion will thrive because it has targeted a market that is underserved by broadcasting and cable, he said.

Stanley Hubbard, president and chief executive officer, USSB, which plans a six-channel national service beginning in 1988, thinks CBS is "very short-sighted and foolish to walk away" from DBS. "I think if [former CBS Chairman William] Paley were still in command and he were a 55-year-old man again, [CBS] would be going full speed ahead."

The announcement seemed to drain none of Hubbard's enthusiasm for the medium. "To the extent that CBS is not a part of DBS, it will hurt DBS, but somebody else will fill that void," he said. Despite what CBS or Hubbard Broadcasting does, he said, "DBS will emerge to become the number one program distribution system in America because it's a better way. It's cheaper and better."

Providing a counterpoint to Hubbard was Alan Gottesman, an analyst with L.F. Rothschild, Unterberg, Towbin. "DBS has a great future behind it," said Gottesman. "It's a solution to a problem that nobody has." That CBS decided not to jump in at this point "reinforces the judgment that these guys have their heads screwed on right."

CBS "used" STC to investigate the DBS business, he said. When the network found that the medium held no promise for it, it got out.

If, as a result of CBS's action, Comsat decides to get out of the DBS business, the majority of the Comsat watchers on Wall Street would be delighted, said Elliot Schneider, an analyst with Gruntal & Co. who, incidentally, counts himself among the minority that hopes Comsat pushes ahead with DBS. If Comsat were to drop STC, he said, the earnings "would pop up" about 50 cents per share after taxes. Comsat has been spending between \$15 million and \$20 million a year on the venture, he said. □

**What about USCI?** The country doesn't have to wait for Comsat's Satellite Television Corp. or any of the other high-power DBS operators to receive subscription programming from a satellite. It already has United Satellite Communications Inc., which has been offering a five-channel service in the Northeast over a low-power fixed satellite since last November. Although USCI's service was attracting subscribers, particularly in the Washington-Baltimore area, some industry observers were predicting USCI's demise after it failed to raise \$40 million in badly needed capital through a private placement earlier this year. But the word last week was that Prudential Insurance, the principal investor in the company, had agreed to pour additional funds into the venture to keep it afloat until other equity investors could be found. The firms reportedly interested in USCI are GTE, General Electric and UPI. HBO considered, but rejected, an offer to buy into USCI. USCI refused to comment on the reports.

Special Report



# THE ANNUAL FIFTH ESTATE AWARDS ISSUE



BROADCASTING magazine's eighth annual  
compilation of national awards  
in radio, TV and cable

*BROADCASTING's annual bringing together of the best performances among all the arts and disciplines of the Fifth Estate media, as discovered and certified by the major national award competitions.*

## Achievement in Children's Television Awards

12th annual. Presented by Action for Children's Television to producers of children's programming for "significant contribution toward improving children's television" and "continuing excellence."

### Commercial broadcasting

ABC-TV □ *ABC Weekend Specials.*

The Behrens Co. □ *Kidsworld.*

Clauser Television and WOR-TV New York □ *Romper Room and Friends.*

KING-TV Seattle □ *Flash.*

### Public broadcasting

Alaska Department of Education □ *Sea School.*

Great Plains National and WNED-TV Buffalo, N.Y. □ *Reading Rainbow.*

TVOntario □ *Artscape.*

WETA(FM) Washington □ *Songs Jumping in My Mouth.*

WNET(TV) New York, KCET(TV) Los Angeles and Satellite Education Services □ *Why in the World.*

WQED(TV) Pittsburgh □ *Moving Right Along.*

### Cable

Community Action Program of Evansville, Ind. □ *Family Room.*

Disney Channel □ *Welcome to Pooh Corner.*

Showtime/The Movie Channel □ *Faerie Tale Theater.*

Warner Amex Satellite Entertainment Co. □ *Mr. Wizard's World.*

### Public service announcements

Alabama Power □ *Louis the Lightning Bug.*

KDKA-TV Pittsburgh and Family Communications □ *Mister Rogers Talks About TV.*

NBC-TV □ *One to Grow On.*

USA Network □ *In a Minute.*

WLVI-TV Boston □ *Kid Trips.*

### Public service commendation

WBZ-TV Boston □ *This Secret Should Be Told.*

## Addy Awards

Presented by the American Advertising Federation for excellence in advertising.

### Radio

Combs/Resneck/Stone & Associates, Little Rock □ *Security Bank* (local, 30 seconds or less).

Keller-Crescent Co., Evansville, Ind. □ *Quality Checked Dairy Products* (regional, 30 seconds or less).

Brooks-Pollard Co., Little Rock □ *"This can't be YOGURT"* (national, 30 seconds or less).

Borders, Perrin & Norrander, Portland, Ore. □ *Code-A-Phone* (local, more than 30 seconds).

Dave Newton Inc., Seattle □ *Canadian Jumbo Hot Dogs* (regional, more than 30 seconds).

W.B. Doner & Co., Baltimore □ *Sedgefield Sportswear Co.* (national, more than 30 seconds).

Horlick Levin Hodges Advertising, Los Angeles □ *Los Angeles Herald Examiner* (local campaign).

GSD&M, Houston □ *Texas Safety Association* (regional campaign).

W.B. Doner & Co., Baltimore □ *Sedgefield Sportswear Co.* (national campaign).

### Radio national campaigns

Waring & LaRosa, New York □ *Great Waters of France* (beverages).

Marsteller Inc., New York □ *Executone* (business products/services).

Young & Rubicam, New York □ *Kentucky Fried Chicken* (food and food services).

Livingston & Co., Seattle □ *Steamboat Ski Corp.* (travel and tourism).

### Television

Seder/Cirace/Carvin, Washington □ *Citizens Against Government Takeover* (local, 30 seconds or less, budget less than \$10,000).

Davis, Johnson, Mogul & Colombatto, San Francisco □ *KGO-TV's "Mystery Illnesses" report* (local, 30 seconds or less, budget greater than \$10,000).

Frankenberry, Laughlin & Constable, Milwaukee □ *Sentry Insurance* (regional, 30 seconds or less).

Weden & Kennedy, Portland, Ore. □ *Nike* (national, 30 seconds or less).

KMOX-TV St. Louis □ *More Real People* (local, more than 30 seconds, budget less than \$10,000).

Luckie & Forney Inc., Birmingham, Ala. □ *Baptist Health Services* (local, more than 30 seconds, budget greater than \$10,000).

Needham, Harper & Steers, Chicago □ *Anheuser-Busch/Bud Light* (regional, more than 30 seconds).

DMM, St. Louis □ *Anheuser-Busch/Budweiser* (national, more than 30 seconds).

Veronic Weikel Media Consulting, William Jensen Productions, Seattle □ *City of Seattle*, King county (local campaign, budget less than \$10,000).

Woods Co., Superior, Wis. □ *Valley Banks* (local campaign, budget for each commercial greater than \$10,000).

Young & Rubicam, Chicago □ *Robbins & Myers Inc./Hunter Farms* (regional campaign).

J. Walter Thompson, Chicago □ *Kraft-Miracle Whip Salad Dressing* (national campaign).

### TV national campaigns

N W Ayer, Detroit □ *General Motors* (automotive).

BBDO, New York □ *Pepsi Cola* (beverages).

Needham, Harper & Steers, New York □ *Xerox* (business products).

NBC Advertising & Promotion, Burbank, Calif. □ *NBC TV Network* (entertainment).

Frankenberry, Laughlin & Constable, Milwaukee □ *Sentry Insurance* (financial services).

HBM/Creamer, Pittsburgh □ *Stouffer Foods Corp.* (food and food services).

Young & Rubicam, Chicago □ *Cole National/The Eyeworks* (personal products/health and beauty aids).

Foote, Cone & Belding, Chicago □ *S.C. Johnson & Son/Raid* (household products).

BBDO, New York □ *General Electric* (household appliances/home improvement).

BBDO, New York □ *General Electric* (institutional and corporate).

J. Walter Thompson, New York □ *Eastman Kodak* (leisure/gift items).

Saatchi & Saatchi Compton Worldwide, New York □ *British Airways* (travel and tourism).

### Hall of Fame inductees

Clairence Eldridge, Campbell Soup.

John Elliot Jr., Ogilvy & Mather.

Howard Morgens, Procter & Gamble.

Owen Burch Winters, Erwin, Wasey.

## American Chiropractic Association

Presented by the American Chiropractic Association "to recognize journalists whose constructive thoughts suggest solutions to basic health problems, motivate consumers to take care of their health and contribute to fair and responsible health reporting."

### Television

Peter Kunhardt/Hugh Downs, 20/20 (ABC) □ *The Silent Killer* (gold award).

Tom Andrews, WISN-TV Milwaukee □ *The Herpes Crisis* (bronze award).

Dr. Timothy Johnson, *Good Morning America* (ABC) □ *New Methods of Health Care* (bronze award).

### Radio

Michael Voley, Consumer Information Network □ *Drug Abuse: A*



**Top commendation.** President Reagan congratulates Tanya Carvalho, from the Honolulu AD Club 2, and American Advertising Federation President Howard Bell for the club's "Phone A Friend" volunteerism campaign. The campaign won AAF's club achievement award. "Phone A Friend" was a help line set up for children who cared for themselves after school.



**How did it feel to dominate the Chicago Emmys with 14 awards?**

**You had to Be There.**

**1983-1984 Chicago Area Television Emmy Awards**  
News Program: Featured Stories or Mini Series. **PAUL HOGAN**, Reporter; **DOUG LONGHINI, BONNIE VAN GILDER**, Producers. **Soviet Spies: Chicago's Best-Kept Secret.**  
WMAQ-TV

**1983-1984 Chicago Area Television Emmy Awards**  
News Specials: Planned Coverage of a Single Event. **PAUL HOGAN**, Reporter; **DANICE KERN**, Producer.  
**Three Marines.**  
WMAQ-TV

**1983-1984 Chicago Area Television Emmy Awards**  
News Specials: For an Investigative Report. **CAROL MARIN**, Reporter; **DON MOSELEY, DOUG LONGHINI, BONNIE VAN GILDER**, Producers.  
**The Maney and the Movement: An Account of the Rev. Jesse Jackson.**  
WMAQ-TV

**1983-1984 Chicago Area Television Emmy Awards**  
Documentary Programs: Documentary of Cultural Significance. **LEN ARONSON**, Producer.  
**They All Call It Home.**  
WMAQ-TV

**1983-1984 Chicago Area Television Emmy Awards**  
Informational Programming: For a Magazine Program Series. **PETER KARL, SHEILA GRIBBEN**, Hosts; **JUDY COLE, LEN ARONSON, SYLVIA GIANNINI**, Producers.  
**YOU.**  
WMAQ-TV

**1983-1984 Chicago Area Television Emmy Awards**  
Entertainment Programs: For a Series. **DAVID FINNEY, BOBBI CLARK**, Producers. **On Stage On 5.**  
WMAQ-TV

**1983-1984 Chicago Area Television Emmy Awards**  
Outstanding Editorial Achievement. **MARY LANEY**, Editorial Director.  
**Editorial Five.**  
WMAQ-TV

**1983-1984 Chicago Area Television Emmy Awards**  
Outstanding Commentary Achievement. **JIM RUDDLE.**  
**Jim Ruddle Commentaries.**  
WMAQ-TV

**1983-1984 Chicago Area Television Emmy Awards**  
Individual Excellence: For Persons Who Appear On Camera. **RICH SAMUELS**, Reporter.  
WMAQ-TV

**1983-1984 Chicago Area Television Emmy Awards**  
Individual Excellence: For Persons Whose Achievement is Non-Performing. **KATHY DANCY**, Tape Editor.  
WMAQ-TV

**1983-1984 Chicago Area Television Emmy Awards**  
Individual Excellence: For Persons Whose Achievement is Non-Performing. **JACK GINAY**, Director.  
WMAQ-TV

**1983-1984 Chicago Area Television Emmy Awards**  
Individual Excellence: For Persons Whose Achievement is Non-Performing. **BLAIR KAPLAN**, Playwright  
**"Deadly Dollars."**  
WMAQ-TV

**1983-1984 Chicago Area Television Emmy Awards**  
Individual Excellence: For Persons Whose Achievement is Non-Performing. **DON MOSELEY**, Writer.  
WMAQ-TV

**1983-1984 Chicago Area Television Emmy Awards**  
Individual Excellence: For Persons Whose Achievement is Non-Performing. **JOHN POWERS**, Playwright  
**"Lovers & Lanes!"**  
WMAQ-TV

**WMAQ-TV**  **CHICAGO**

AN NBC OWNED TELEVISION STATION

*One Way 'Trip' Through Hell* (gold award).

**Jon Belmont**, ABC Entertainment Network □ *Our Aching Heads* (bronze award).

**Roberta Altman**, NBC Radio News □ *The Mystery of Coma* (bronze award).

## Andy Awards

Presented by the Advertising Club of New York for creative excellence in advertising.

### Television

**Bozell & Jacobs** □ Jartran Inc.

**Chiat Day** □ Apple Computer.

**Doyle Dane Bernbach** □ Murjani.

**Intermarco-Farmer/Frankfurt** □ Kuemmerling.

**Livingston & Co.** □ Alaska Airlines.

**Satchl & Satchl Corp.** □ British Airways.

**The Marschalk Co.** □ Strohs.

**Foots, Cone & Belding/Honig** □ California Raisin Advisory Board.

**Ogilvy & Mather** □ Silhouette Books.

**Chiat Day** □ Nike Inc.

**Ogilvy & Mather** □ CBS/Advertising & Promotion.

**ABC On-Air** □ ABC Television.

**Needham, Harper & Steers** □ Israel Ministry of Tourism.

### Radio

**W.B. Doner & Co.** □ Sedgfield Sportswear Co.

**Zechman & Associates** □ Swift & Co.

**Mendelsohn Advertising** □ Raging Waters Theme Parks.

**Robinson Associates** □ Big Brother of Boston.

**Keller Crescent Co.** □ Quality Checked Dairy Association.

## Armstrong Awards

19th annual. Sponsored by the Armstrong Memorial Research Foundation at Columbia University in New York and presented by Columbia's School of Engineering and Applied Science, where the late Edwin Howard Armstrong, inventor of FM broadcasting, did most of his research. The awards originally recognized "excellence and originality in FM broadcasting," but have been opened up to AM stations as well.

**Charles Collingwood**, CBS □ Armstrong Radio Pioneer Award.

**KMOX(AM) St. Louis** □ News.

**WNEW-FM New York** □ Music.

**WAHT(AM) Lebanon, Pa.** □ News documentary.

**KQDS(FM) Duluth, Minn.** □ Community service.

**Canadian Broadcasting Corp.** □ Education.

**WGSO(AM) New Orleans** □ Creative use of the medium.

## Associated Press Broadcasters Award

Presented by AP broadcasters to AP writers of outstanding scripts and to member TV and radio stations for excellence in news gathering.

**KLAC(AM) Los Angeles** □ Overall member cooperation.

**KMJ(AM) Fresno, Calif.** □ Spot news contribution.

**WAFI-FM Milford, Del.** □ Weekend coverage.

**Carol Esler**, Minneapolis □ Best state news summary.

**Boise, Idaho staff** □ Spot news from an AP bureau.

**Ron Staton, Greg Small and Stewart Taggart** □ Best state enterprise.

**Steve Katz**, Washington □ Best national news summary.

**Ed Tobias, Bob Moon and Brian Bland**, Washington □ Programming on the AP Network.

**Bob Moon** □ Best spot news/AP Network.

**Steve Pendlebury** □ Best enterprise.

**Ira Dreyfuss**, Washington □ Jo-Ann Paige Award.

## AWRT Awards

Presented by American Women in Radio and Television for presenting positive women's images.

### Television

**WHP-TV Harrisburg, Pa.** □ *Images: I Can Do Anything.*

**WRC-TV Washington** □ *The Gender Gap.*

**KCST-TV San Diego** □ *The Forgotten Veterans: Women Who Served.*

**WBBM-TV Chicago** □ *The New Nuns' Story.*

**WTVD(TV) Durham, N.C.** □ *Poverty Has a Woman's Face.*

**Maryland Center for Public Broadcasting** □ *Working Women.*

**WXIA-TV Atlanta** □ *Anchorwomen.*

**ABC Theater** □ *Something About Amelia.*

**NBC Sports** □ *1983 Sports Hall of Fame.*

**CBS Entertainment and Moonlight Productions II** □ *Night Partners.*

**Mark Taper Production** in association with **KTTV(TV) Los Angeles** and **Embassy Television** □ *Tell Them I'm a Mermaid.*

**NBC and Orion Television** □ *A Matter of Sex.*

### Cable

**WTBS Atlanta** □ *Winners, "Edna Gardner Whyte."*

### Radio

**WBBM(AM) Chicago** □ *Women in Business.*

**WMCA(AM) New York** □ *Women Behind Bars.*

**KUAC-FM Fairbanks, Alaska** □ *Women's Resolution.*

**KRAV(FM) Tulsa, Okla.** □ *Salvation Army Maternity Home.*

**ABC Radio Network** □ *Women: Hard at Work.*

**National Public Radio** □ *Pregnancy in the '80's.*

### Commercials/PSAs/Editorials

**KOMO-TV Seattle** □ *Sally Ride.*

**Campbell-Mithun**, Minneapolis □ *Girl Scouts, Windsurfing.*

**WOFL-TV Orlando, Fla.** □ *Rape Prevention.*

**American Express and Ogilvy & Mather** □ *Interesting Lives New Card.*

**Lowe Runkle Co.** □ *People Like You Who Care.*

### Special Awards

**Ted Turner**, Turner Broadcasting □ *Silver Satellite Award.*

**Martha Pell Stanville**, VP, affiliate promotion services. **NBC-TV** □ **AWRT Achievement Award.**

## Howard W. Blakeslee Award

31st annual. Presented by the American Heart Association in memory of the late Associated Press science editor, for "outstanding reporting on heart and blood vessel diseases."

**John Angelides**, news director, **KMOX(AM) St. Louis** and **Margery Manning**, producer, **KMOX(AM)** □ *Your Heart and You* and *The Will to Live, Mending a Broken Heart*, respectively.

**Richard Trembath**, writer-producer, and **Barry Loper**, director, **WKYC-TV Cleveland** □ *Four Minutes.*

## Broadcast Designers Association Awards

Presented by the Broadcast Designers Association for the best work in broadcast design. Gold winners are listed.

### Print

**Barry Grimes, Steve Sohmer**, NBC, *A-Team* □ *TV Guide*, national.

**Ted Young, Jackie Goldstein, Tom Fleck, MASH Olympics** □ *TV Guide*, local or regional.

**Barry Grimes, Steve Sohmer, Boone** □ Large space newspaper ads.

**Gaye Corbet**, WGBH-TV Boston. *The Cat Fund* □ Stationery.

**Blit Duevelt, Henry Epstein**, ABC. *JFK Brochure* □ Brochures.

**Ted Matsuura**, NBC. *NBC Sports Calendar* □ Booklets.

**Herman Aronson, M. Lawrence, A. Kiss**, CBS Entertainment. *Sports Image Brochure*. □ Press, promotional and sales kits, national.

**Ellen Ditmanson, Bruce Bollard**, KING-TV Seattle. *KGW-Buy Oregon First*; **Erick Durst, Joel Fajnor, Claudia Zetlin, Ken Leonard, Tom Burton**, Caico. *KNX(AM) Keep in Touch* □ Press, promotional and sales kits, local or regional.

**George Pierson, Gene Johnson**, HBO. *Sophie's Choice* □ National posters.

**George Gonzalez, John David Dean**, WJZ-TV Baltimore. *A Century of Black Photographers* □ Local posters.

**Dick Derhodge, Roger Hill**, TVOntario. *Alvin Toffler's The Third Wave* □ Illustrations for print media.

### Scenic

**Ron Baldwin, Milt Clipper**, WDM-TV Washington. *Eyewitness News Set* □ News sets.

**Bill Mickley**, ABC. *All My Children, Chandler Parlor* □ Permanent nonnews set.

**Jerry Seregni**, WWL-TV New Orleans. *Bum Phillips Show* □ Strikeable sets.

**Jerry Hillyard, Robert Jones**, Maryland Center for Public Broadcasting. *C Bus Stop* □ One-time-only production sets.

### Photography

**Terri O'Hare**, Storer Cable □ Black and white prints for any related broadcast use.

### Multimedia

**Gene Mackles**, WGBH Educational Foundation. *Valentine's Day ID.*

**Ellen Ditmanson, Bruce Bollard**, KING-TV Seattle. *Buy Oregon First* □ Logo.

### On-Air

**Anne Cadel, Stephanie Mauer**, CBS. *1984 Revisited* □ Small-budget animation.

**Bruce Alexander, Larry Sharp**, KABC-TV Los Angeles. *Late Night Movie Opens*; **Pau Souza**, WGBH-TV Boston. *Don't Look Now Show Open* □ Intermediate budget animation.

**John Vandergast, Tom Vollick, Tom Burton**, Caico, ABC. *Eye on Hollywood Open*; **Ron Tsang, Maria Palazzi, Michael Colery, Paul Sidlo**, Cranston/Csuri Productions. *CBS, Super Bowl XVIII Open.* □ Promotional or sales animation.

**John David Dean**, WJZ-TV Baltimore. *Eyewitness News Open* □ Nonpromotional animation.

**Scott Snow, Greg Mason**, KSL-TV Salt Lake City □ News courtroom sketching.

**Ed Hassenratz, Ben Blank**, WABC-TV New York. *Road Construction* □ News still graphics.

**John Coorembis, Ann Williams**, CNN. *Flooding*; **Bill Ng, Ben Blank**, ABC. *ABC's Sports Campaign* □ Video-generated still graphics.

**Ann Walker, Ann Williams**, CNN. *The Week*; **Victoria Henigman, Jeff Huff**, WPBT(TV) Miami. *Nightly Business Report Open* □ Video-generated animated graphics: news.

**Kevin Hamilton, Bill Daniels, Chris Williamson**, The Weather Channel. *L.A.—City by City, Jackson—City by City and New York—City by City* □ Video-generated still graphics, nonnews.

**Gerry Laksberger, Jane Tierney**, KQED(TV) San Francisco. *30th Year ID* □ Station identification graphics.

**Joyce Cosby, Dick Derhodge**, TVOntario. *Belong* □ Title still graphics.

### Best of Show Awards

**Charles Stake, Ted Matsuura**, NBC Sports Calendar □ Print media.

**Paul Sidlo**, Cranston/Csuri. *CBS, Super Bowl Opening* □ On-air media.

## Broadcasters Promotion Association Awards

22d annual. Presented by the BPA to "recognize outstanding broadcast promotion achievements in three main categories—audience promotion, sales promotion and community involvement."

TV—TV announcement for news, image

**KVUE-TV Austin, Tex.** □ Small market.

**KSL-TV Salt Lake City** □ Medium market.

**KPRC-TV Houston, WJZ-TV Baltimore** □ Large market.

# MBA SALUTES THE WINNERS OF ITS 1984 JANUS AWARDS FOR EXCELLENCE IN ECONOMIC & FINANCIAL NEWS BROADCASTING

★ **WINNER FOR TELEVISION DOCUMENTARY** ABC-TV, New York: Pierre Salinger and William Sherman, reporters, Richard Gerdaud, producer; for a documentary about the international debt crisis, "ABC News Closeup—On Borrowed Time." ★ **WINNER FOR TELEVISION DOCUMENTARY** KUTV, Salt Lake City: Larry Warren, reporter; for two documentaries: "Extra-Chapter 11," a look at bankruptcy; and "Extra-Indian Industry," which explored how an Indian tribe succeeded at creating jobs. ★ **WINNER FOR TELEVISION NEWS PROGRAMMING** ABC-TV, New York: Dan Cordtz, reporter, Amy Entelis, producer; for a story aired on "World News Tonight," entitled "The National Debt." ★ **WINNER FOR TELEVISION NEWS PROGRAMMING** Channel 2, CBS Los Angeles: Phil Watson, reporter; for "American Labor," a news story on how America's changing economic base is affecting working people. ★ **WINNER FOR RADIO DOCUMENTARY** KNX News Radio, Hollywood, California: Miriam Bjerre, reporter; for "Hand in the Till," an examination of employee theft. ★ **WINNER FOR RADIO DOCUMENTARY** NBC Radio News, New York: Steve Porter, reporter, Gary M. Kaye, producer; for "... And They're Closing All the Factories Down," a look at the decline of smokestack industries. ★ **RADIO NEWS PROGRAMMING** WRAL Radio, Raleigh, North Carolina: Bill Leslie, Mike Edwards, Jay Joiner, reporters; for "Like A Thief In The Night," a story about environmental problems related to economic growth in the Raleigh area. ★ **WINNER OF A SPECIAL RECOGNITION AWARD** CNN, Atlanta: Lou Dobbs, reporter; for the "Moneyline" program.

William Sherman  
ABC-TV, New York

Pierre Salinger  
ABC-TV, New York



Dan Cordtz  
ABC-TV, New York



Steve Porter  
NBC Radio News, New York

Pictured at the awards presentation (l-r): Brad Fisch, Director, NBC Radio; Gary M. Kaye, Producer, NBC Radio; Amy Entelis for Dan Cordtz, ABC-TV; Mark J. Riedy, Executive Vice President, Mortgage Bankers Association of America; Myron Kandel for Lou Dobbs, CNN; Phil Watson, CBS, Channel 2 Los Angeles.



Pictured (l-r): Jerome Navies, CBS Radio, for Miriam Bjerre; Larry Warren, KUTV; Mark J. Riedy, Executive Vice President, Mortgage Bankers Association of America; Bill Leslie and Jay Joiner, WRAL Radio.



The Janus Awards, now in their fourteenth year, are sponsored by the Mortgage Bankers Association of America (MBA) to honor individual broadcasting stations and networks whose news programs have made a significant contribution toward the understanding of financial and economic issues of the day. MBA, headquartered in Washington, D.C., is the only national association devoted exclusively to the field of real estate finance and represents more than 2,000 member mortgage companies, commercial banks, life insurance companies, savings and loan associations, and others in the mortgage lending field.

TV—TV announcement for other than news, image

**KFTV(TV) Santa Rosa, Calif.; WCUB(TV) Gainesville, Fla.** □ Small market.

**KCCI-TV Des Moines, Iowa** □ Medium market.

**KPNX-TV Phoenix** □ Large market.

Radio—TV announcement

**Radio 2SM, North Sydney** □ Small market.

**WPLJ(FM) New York** □ Large market.

TV—Radio announcements for news

**KTVV(TV) Austin, Tex.** □ Small market.

**WAVY-TV Portsmouth, Va.** □ Medium market.

**WABC-TV New York, KMOX-TV St. Louis** □ Large market.

TV—Radio announcements for other than news

**WPCQ-TV Charlotte, N.C.** □ Medium market.

**WABC-TV New York** □ Large market.

TV—Radio campaign

**KVUE-TV Austin, Tex.** □ Small market.

**WXEX-TV Richmond, Va.** □ Medium market.

**WGN-TV Chicago** □ Large market.

Radio—Radio announcement for contest promotion

**WHWH(AM) Princeton, N.J.** □ Small market.

TV—Outdoor/transit promotion

**CITY-TV Edmonton** □ Medium market.

**KPTV(TV) Portland, Ore.** □ Large market.

TV—Print ads for other than news

**WTMJ-TV Milwaukee** □ Medium market.

**WFLO-TV Chicago** □ Large market.

TV—Print ads for news

**KVUE-TV Austin, Tex.** □ Small market.

**KSL-TV Salt Lake City** □ Medium market.

**KMGH-TV Denver** □ Large market.

Radio—Outdoor/transit advertising

**KFWB(AM) Los Angeles** □ Large market.

Radio—Print ad

**WFBR(AM) Baltimore** □ Large market.

TV—TV announcement for news, episodic

**KTIV(TV) Sioux City, Iowa** □ Small market.

**WLWT(TV) Cincinnati** □ Medium market.

**KGO-TV San Francisco** □ Large market.

TV—TV announcement for other than news, episodic

**KTRV(TV) Nampa, Idaho** □ Small market.

**WDTN(TV) Dayton, Ohio** □ Medium market.

**KPHO-TV Phoenix** □ Large market.

TV—Flyers, brochures, guides, books

**KTCA-TV St. Paul** □ Large market.

Radio—Flyers, brochures, guides, books

**KINK(FM) Portland, Ore.** □ Medium market.

**Voice of America** □ Large market.

TV—Print campaign

**KSL-TV Salt Lake City, KLRT(TV) Little Rock, Ark.** □ Medium market.

**WCVB-TV Boston, KMSP-TV Minneapolis, WMAQ-TV Chicago** □ Large medium.

TV—Sales presentations prepared on videotape or film

**KSEE(TV) Fresno, Calif., CFCN-TV Calgary** □ Medium market.

**KCPQ-TV Tacoma, Wash.** □ Large market.

Radio—Sales presentations

**KRVN(AM)-FM Lexington, Neb.** □ Small market.

**WQUE(FM) New Orleans, KSL(AM) Salt Lake City** □ Medium market.

**WKQX-FM Chicago** □ Large market.

TV—Special projects

**WINK-TV Fort Myers, Fla.** □ Small market.

**WKBW-TV Buffalo, N.Y., TVW-TV Perth** □ Medium market.

**WNBC-TV New York** □ Large market.

Radio—Special projects

**WNYR(AM) Rochester, N.Y.** □ Medium market.

**KABC(AM) Los Angeles** □ Large market.

TV—sales presentations, print

**WTLV(TV) Jacksonville, Fla., CITY-TV Edmonton** □ Medium market.

**WNEW-TV New York, WJZ-TV Baltimore** □ Large market.

TV—TV campaign, news

**KNTV(TV) San Jose, Calif.** □ Small market.

**KSL-TV Salt Lake City, WITI-TV Milwaukee** □ Medium market.

**WCVB-TV Boston** □ Large market.

TV—TV campaign, programing

**WGME-TV Portland, Me., KAKE-TV Wichita, Kan.** □ Medium market.

**WABC-TV New York** □ Large market.

Radio—Campaign using one or more media

**WBZ(AM) Boston, WCCO(AM) Minneapolis** □ Large market.

TV—Campaign using more than one medium

**WMTV(TV) Madison, Wis., WMAZ-TV Macon, Ga.** □ Small market.

**KSL-TV Salt Lake City; WSET-TV Lynchburg, Va.; WJXT(TV) Jacksonville, Fla.; WXMI-TV Grand Rapids, Mich.** □ Medium market.

**CITY-TV Toronto, WDMV-TV Washington, WXYZ-TV Detroit** □ Large market.

Program Distributors and Cable Companies

**Metromedia Producers Corp.** □ Sales presentations, print.

**Columbia Pictures** □ Sales presentation, specialty.

**Home Box Office, Paramount Pictures** □ Promotion kits.

**Embassy Telecommunications** □ Print ads.

**Columbia Pictures** □ Sales presentation, specialty.

**Home Box Office, Tulsa Cable Television** □ Campaign using one or media.

Networks

**NBC (4)** □ Sales or affiliates presentation, print; print ads; TV announcement, generic: campaign using more than one medium.

**CBS** □ Campaign using more than one medium.

## Christophers

Presented by The Christophers, ecumenical mass media organization, to producers, writers and directors for "works that embody artistic and technical excellence and which have received a significant degree of public acceptance as well as affirming the highest value of the human spirit."

Television

**ABC, ABC Theater: Who Will Love My Children?** □ Paula Levenback, Wendy Riche, producers; John Erman, director; Michael Bortman, writer.

**NBC, Adam** □ Alan Landsburg, Joan Barnett, executive producers; Linda Otto, producer; Nicholas Tuchner, director; Allan Leicht, writer.

**NBC, Choices of the Heart** □ Raymond Katz, Sandy Gallin, John Houseman, executive producers; David W. Rintels, Joseph Sargent, producers; Joseph Sargent, director; John Pielmeir, writer.

**WGBH-TV Boston, PBS, Frontline: Children of Pride** □ David Fanning, executive producer; Carole Langer, producer/director.

**NBC, He Makes Me Feel Like Dancin'—An NBC Special Treat** □ Edgar J. Scherick, Scott Rudin, executive producers; Emile Ardolino, producer/director.

**Syndication, The Life and Adventures of Nicholas Nickleby** □ Colin Callender, producer; Jim Goddard, director; David Edgar, writer.

**CBS, Memorial Day** □ Charles Fries, executive producer; Jay Benson, producer; Joseph Sargent, director; Michael Bortman, writer.

**NBC, NBC Reports: Marvelous Machines, Expendable People** □ James Gannon, producer/director/writer; Edwin Newman, writer.

**CBS, Paradise Lost: A CBS News Special** □ Robert Northshield, producer/director/writer.

**ABC, Special Edition of ABC's Wide World of Sports: Special Olympics** □ Roone Arledge, executive producer; Dennis Lewin, coordinating producer; Amy Sacks, producer; John DeLisa, director; Frank Gifford, Anne Simon, writers.

**CBS, The Scarlet and the Black** □ Bill McCulchen, producer; Jerry London, director; David Butler, writer.

**ABC, The Women Who Willed A Miracle—An ABC Afterschool Special** □ Dick Clark, Preston Fischer, executive producers; Joanne A. Curley, Sharron Miller, producers; Sharron Miller, director; Arthur Heinemann, writer.

## Clarion Awards

11th annual. Presented by Women in Communications "to recognize excellence in all areas of communications."

Television

**Jerry Miller, KOKA-TV Philadelphia** □ *A Child is Missing.*

**Mike O'Connor, Joe Brenes, Alex Zanini, Anne Peterson Barry, KRON-TV San Francisco** □ *The Revolution You Can Drive To.*

**Dillon Smith, David Finney, Peggy Allen** □ *Chicago Xpress.*

**Tuscany Productions, HBO** □ *Talking Sex...With Your Kids.*

**Pamela Hill, Robert Frye, Richard Richter, ABC-TV** □ *FDR—ABC News Special program.*

**Joseph Wisny, Lou Voipicelli, Dick Button, Marge Champion, Jacques D'Amboise, ABC-TV** □ *To Dance for Gold—ABC Video Enterprises.*

**Peter Karl, Doug Longhini, WMAQ-TV Chicago** □ *Street Files.*

**Richard Patrick, Virgil Dominic, Peter Miller** □ *One More Tomorrow.*

**Lloyd Kalsner, Mary Rawson, Herb Stein, WQED(TV) Pittsburgh** □ *The Chemical People: A Primer.*

**Bob Dotson, Bert Medley, NBC** □ *The Today Show: In Pursuit of the American Dream.*

**Nancy Fisher, Rudy Kluck, Peter Wild, Creative Programming** □ *Womanwatch.*

**Bruce Cohn Productions, HBO** □ *Yesteryear.*

Radio

**Angela Terraloto, Michael Phillips, Dave Cooke, RKO Radio** □ *Equal Time—Survivors'.*

**Joan Siefert, WBT(AM) Charlotte, N.C.** □ *Student Aid: A Question of Access.*

**Mike Landa, KNX(AM) Los Angeles** □ *The Volunteers.*

**Kleka Rogers, WSB(AM) Atlanta** □ *Housing Discrimination.*

**Irene Cornell, WCBS(AM) New York** □ *The Scandal of Revolving Door Justice.*

**Bill Yeend, Vic Bremer, Carolyn Duncan, Jim Meyer, KIRO(AM) Seattle** □ *Russia.*

## Clio Awards

Presented by the American TV & Radio Commercials Festival Group to companies for showing a high degree of excellence in advertising.

Radio

**Callard & Bowser** □ Sizes, Call to Action and How to Buy (Lord, Geller, Federico, Einstein).

**Friendship Cottage Cheese** □ Carlos, Sushi and Side-Saddle (Ogilvy & Mather).

**San Francisco Giants** □ Patton, Fog and Dodgers Theme (John Crawford Radio).

**Dr. Charles Ross/Dentist** □ Here On the Islands, Archie & Edith and Star Trek (WBAB-FM Babylon, N.Y.).

**Sedgefield Sportswear** □ Too Tight (W.B. Doner & Co.).

**Ford Electrical & Electronics Division** □ Throw in a Car (Bert, Barz & Kirby).

**MPACT Automatic Tellers** □ Trailblazers (The Richards Group).

**Dos Equis Beer (2)** □ Ordering (Bert, Barz & Kirby).

**Diet Pepsi (2)** □ Sip into Something (Sunday Productions).

**St. Mary of the Woods College** □ Val Speak (Zechman and Associates Advertising).

# MMI

## Metromedia, Inc.

has been acquired by

# JWK Acquisition Corp.

(a newly-formed corporation owned by Metromedia  
management and certain other investors)

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*The undersigned acted as financial advisor to the Special Committee  
of the Board of Directors of Metromedia, Inc.*

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**Lehman Brothers**  
Shearson Lehman/American Express Inc.

June 27, 1984

**Houston Symphony Orchestra** □ Beethoven's Ninth (Rives with Baldwin Carlberg and Young & Rubicam).

**Ballard & Bowser** □ Sizes (Lord, Geller, Federico, Einstein).

**Code-A-Phone Remote Phone** □ Long Distance Call (Borders, Errin & Norrander).

**ITCN-TV Minneapolis** □ Don't Be a Dope (Fallon McElligott Rice).

**Inlota Copters** □ It's Magic (Dick Orkin's Radio Ranch).

**New York Vietnam Veterans Memorial Fund** □ Parades (Ogilvy Mather).

**MI-America Records-Elbow Bones & Racketeers** □ A Night in New York (L.A. Trax).

**Kodak VR Films** □ Joey (J. Walter Thompson).

**Avanni's** □ Couldn't Believe It (Fallon McElligott Rice).

**Foodland House Condominiums** □ Mom's Boy Leaves Home (Dick Orkin's Radio Ranch).

**Lying Tigers** □ Big Factor (Marsteller).

**Northeastern Airlines** □ The Airline Game (Levine, Huntley, Schmidt & Beaver).

**Southern California Gas Co.** □ Sound Effects (Doyle Dane Bernbach/West).

**Houston Ballet Co. (2)** □ Swans (Hill, Holliday, Connors Cosmoulos).

**Play After the Day After** □ (WABC[AM] New York).

**Pan American Airlines** □ Pan Am Orient (Steve Karman Productions).

**Greyhound Lines** □ Go Greyhound-Soul (Bozell & Jacobs).

**IGNA Insurance** □ Museum (Doyle Dane Bernbach).

#### Television

**Coca-Cola** □ Mean Joe Greene (Roger Paul Mosconi).

**Rite Cola** □ Hava (Leo Burnett Co.).

**Editors Climstrol** □ Farewell Note (Gomes Loew).

**Federal Express** □ Easy To Use (Sedelmaier Film).

**Department of Transportation** □ Christmas Wreath and Crashing Glasses (Leber Katz Partners).

**Junkin' Donuts** □ Time To Make the Donuts (Ally & Gargano).

**Brooklyn Bridge Centennial Celebration** □ It's Your Bridge (Ogilvy & Mather and Sunlight Pictures).

**Like** □ Carl Lewis (Chiat/Day).

**Volkswagen Rabbit** □ Cows (Doyle Dane Bernbach).

**American Express** □ John Cleese (Ogilvy & Mather).

**Troh's** □ Alex the Dog (The Marschalk Co.).

**Dr Pepper (2)** □ Hunchback (Young & Rubicam).

**Cornnuts** □ Bob & Ed (Ogilvy & Mather and N. Lee Lacy/Associates).

**McDonald's** □ Little Sisters (Leo Burnett Co.).

**Revlon** □ We've Got Your Color #2 (Revlon Inc.).

**Scope Mouthwash** □ Better Scope (David Hale).

**Atlanta Ballet** □ New Shoes (Ogilvy & Mather).

**California Raisin Advisory Board** □ Dance (Foole, Cone & Belding and Mathew Brady Films).

**Kaypro Computer** □ Complete Computer (Della Femina, Traviano & Partners and Sedelmaier Film).

**General Electric Dishwasher** □ Son of Beep (BBDO and Cianci/Musica Ltd.).

**Olin HTH** □ Underwater (Grey Advertising).

**Federal Express** □ Crying (Ally & Gargano and Kelly Pictures).

**Travelers Insurance Cos.** □ Auto (Ally & Gargano and Gomes Lowe).

**KQED(TV) San Francisco** □ Masterpiece Theater (Dancer Fitzgerald Sample).

**IBM Personal Computer** □ Hats (Lord, Geller, Federico, Einstein and Hagmann, Impastato, Stephens & Kerns).

**Friskies Buffet Cat Food** □ Marching Band (SSC&B).

**Minnesota Business Partnership** □ Crybaby (Fallon McElligott Rice).

**Department of Transportation** □ Crashing Glasses (Phil Marco Productions).

**Kodak Disc Camera** □ Pets (J. Walter Thompson).

**Wendy's** □ Fluffy Bun (Dancer Fitzgerald Sample and Sedelmaier Film).

**Jartran** □ Rabbits Redux (Bozell & Jacobs).

**Knox Lumber Co.** □ Amityville III (Fallon McElligott Rice).

**Tomy Toys** □ Bring Along A Song (Sachs, Finley & Co.).

**Federal Express** □ Deserted (Ally & Gargano and Kelly Pictures).

**British Airways** □ Manhattan (Saatchi & Saatchi).

**MCI Telecommunications** □ Michael Winslow (Ally & Gargano).

**Camel Cigarettes** □ Camel Rocks (Pan Productions).



CPB Chairman Sharon Rockefeller and Bob Edwards

**Sony** □ Super Walkman (Digital Productions and Mitchell Brisker).

**Church of Jesus Christ of Latter Day Saints** □ Good Samaritan (Levine Pytko & Associates).

**Keller Geister** □ Party (Ally & Gargano).

**Apple Macintosh Computer** □ 1984 (Fairbanks Films).

**KPNX-TV Phoenix (2)** □ 12 Action Sports (William Timmer).

**ITT** □ Growing Cities (NH&S/Issues & Images and Robert Abel & Associates).

**TRW** □ Exchanging Ideas (Robert Abel & Associates).

**Wendy's (2)** □ Fluffy Bun (Sedelmaier Film).

**Minneapolis Institute of Art** □ The Take-Offs (Chuck Ruhr Advertising).

**Budweiser Light** □ Boxing (Klaff/Weinstein Music).

**IBM Personal Computers** □ Hats (Hagmann, Impastato Stephens & Kerns).

**Wheaties** □ Go Tell Your Mama What the Big Boys Eat (HLC).

**Nestle** □ Puppet (Leo Burnett Co. and THT Productions).

**General Motors** □ The Lean Machine (Bob Rogers & Co.).

#### Cable

**Atari Pole Position** □ The Jerks (Doyle Dane Bernbach).

**Department of Health** □ Cigarette Mash (Bobby Whiteside Ltd.).

**MTV** □ M-Metro (Warner Amex Satellite Entertainment Co.).

**KOZY-TV** □ Montage (KOZY-TV/Group W Cable).

## CPB Awards

Presented by the Corporation for Public Broadcasting.

#### Ralph Lowell Award

**Lawrence Grossman** □ NBC News president, former PBS president.

#### Edward R. Murrow

**Bob Edwards** □ Anchorman. *Morning Edition*.

#### Television

**WCBB(TV) Lewiston, Me.** □ *So You Think You Know Maine* (children's programming).

**WGTE-TV Toledo, Ohio** □ *King of the Hobos* (cultural documentary).

**KTCA-TV Minneapolis-St. Paul** □ *Battered Dreams* (informational programming).

**KRMA-TV Denver** □ *American Legacy: A Great River* (instructional programming).

**KCTS-TV Seattle** □ *Evening Edition: Neo-Natal Care* (news).

**KTCA-TV Minneapolis-St. Paul** □ *Paris* (performance programming).

**KCTS-TV Seattle** □ *Rape: Face to Face* (public affairs).

**WHYY-TV Philadelphia** □ *The Unemployment L-I-N-E* (target audience).

#### Radio

**WEBR(AM) Buffalo, N.Y.** □ *North Division Explosion* (news and public affairs).

**KUOM(AM) Minneapolis** □ *When Love is the Drug* (news and public affairs).

**WEVO(FM) Concord, N.H.** □ *Hubbard Brooke Experimental Forest* (news and public affairs).

**WBUR(FM) Boston** □ *Morning Edition, Evening Edition and Weekend Edition* (news and public affairs).

**KUN(AM)-KHFE(FM) Cedar Falls, Iowa** □ *Christmas with Mr. Grump* (arts and humanities).

**National Radio Theater of Chicago** □ *Dynamite Hill* (arts and humanities).

**Caribbean Education Project** □ *Grenada: Fall of the Revolution* (target audience).

#### Local Radio Development

**KLON(FM) Long Beach, Calif.** □ Public awareness, large market.

**WFBE(FM) Flint, Mich.** □ Public awareness, middle market.

**WNMU-FM Marquette, Mich.** □ Public awareness, small market.

**WGUC(FM) Cincinnati** □ Public participation, large market.

**Ecom Inc., El Paso** □ Public participation, middle market.

**KMXT(FM) Kodiak, Alaska** □ Public participation, small market.

**KUSC(FM) Los Angeles** □ Fund raising, large market.

**WNMU-FM Marquette, Mich.** □ Fund raising, small market.

## Directors Guild of America

Presented by the Directors Guild of America for outstanding directorial accomplishment.

**James Burrows** □ *Showdown, Part II. Cheers (NBC)* (comedy).

**Sharon Miller** □ *The Woman Who Willed a Miracle. ABC After-school Special* (drama, daytime).

**Jeff Bleckner** □ *Life in the Minors. Hill Street Blues (NBC)* (drama, nighttime).

**Don Mischer** □ *Motown 25: Yesterday, Today, Forever (NBC)* (Musical/variety).

**Harry Moses** □ *Willy Loman Comes to China CBS Evening News* (documentary).

**Edward Zwick** □ *Special Bulletin (NBC)* (dramatic specials).

**Bob Brooks** □ *Hallmark Cards—television commercials.*

**Sue Hagmann** □ *IBM PC and Church of Jesus Christ of Latter-day Saints.*

## duPont-Columbia Awards

Presented by the Alfred I. duPont-Columbia Survey and Awards, Graduate School of Journalism, Columbia University, New York, for "outstanding performance in radio and TV journalism."

#### Awards

**National Public Radio** □ *The Most Dangerous Game: Nuclear Face-Off in Europe.*

**John Camp and WBRZ-TV Baton Rouge** □ Small market investigative reporting.

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WSMV-TV Nashville's Marcus Harton, photographer, and Valerie Hyman, reporter, accept a duPont-Columbia award for *Innocent Shame: The Legacy of Child Sexual Abuse*.

**KCTS-TV Seattle and Face to Face Productions** □ *Rape: Face to Face*.

**WSMV-TV Nashville** □ *Innocent Shame: The Legacy of Child Sexual Abuse*.

**WTCN-TV Minneapolis** □ *Herpes Is Forever*.

**KRON-TV San Francisco** □ *The War Within*.

**WBBM-TV Chicago** □ *Killing Crime: A Police Cop-Out*.

**WMAQ-TV Chicago** □ *Unit 5: The Chicago Police Investigations*.

**Richard Threlkeld** □ "Status Reports" on ABC's *World News Tonight*.

**CBS-TV** □ *60 Minutes*: "Good Cop. Bad Cop." "Honor Thy Children" and "Go Park It in Tokyo."

**Terry Drinkwater** □ "Cancer Reports" on *The CBS Evening News*.

**NBC News** □ *News Overnight*.

**Jon Alpert and NBC News** □ *American Survival*.

#### Citations

**KMOX(AM) St. Louis** □ *Cities Afloat*.

**WFBG-AM-FM Altoona, Pa.** □ *First Amendment Issue*.

**WMAL(AM) Washington** □ *They Served With Honor*.

**WRAL(FM) Raleigh, N.C.** □ *Five Faces of Poverty*.

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

**WHA-TV Madison, Wis.** □ *A Battle for Minds*.

**WLEX-TV Lexington, Ky.** □ *These Troubled Waters*.

**KPRC-TV Houston** □ *Nursing Homes*.

**KSL-TV Salt Lake City** □ *The Flood of '83*.

**WCCO-TV Minneapolis** □ *Project Children*.

**WFSB(TV) Hartford, Conn.** □ *Babies Shouldn't Die*.

**Willie Monroe and KYW-TV Philadelphia** □ *I-Team*.

**WBBM-TV Chicago** □ *The Last Campaign of Lady Jane*.

**Herb Denenberg and WCAU-TV Philadelphia** □ *Denenberg's Dump*.

**WDIV(TV) Detroit** □ *A Gift for Serena*.

**ABC-TV** □ *Closeup: Oh, Tell the World What Happened*.

**NBC News** □ *NBC Reports: Bataan: The Forgotten Hell*.

**Meg Switzgale and WGBH-TV Boston** □ *Frontline: In Our Water*.

## Electronic Media Awards

Presented by the National Society of Professional Engineers to "recognize broadcasting excellence for programming which makes the difficult subjects of engineering and technology more comprehensible to the public."

TV—News/Public Affairs

**CNN** □ *Nitinol Updates*.

TV—Education/Information

**PBS** □ *Newton's Apple*.

Radio—News/Public Affairs

**NBC** □ *High Technology*

Radio—Education/Information

**National Public Radio** □ *Computer Hackers*

## Emmy Awards

Presented by the Academy of Television Arts and Sciences for excellence in all areas of television entertainment.

#### Governor's Award

**Sylvester L. (Pat) Weaver** □ Former NBC president "who revolutionized network programming in the late 1940's and early 1950's."

#### Programs

**Big Bird in China** (NBC) □ Children's programming.

**Motown 25: Yesterday, Today, Forever** (NBC) □ Variety, music or comedy

**Cheers** (NBC) □ Comedy series.

**Hill Street Blues** (NBC) □ Drama series.

**Special Bulletin** (NBC) □ Drama special.

**Nicholas Nickleby** (syndicated) □ Limited series.

**Pavarotti in Philadelphia: La Boheme** (PBS) □ Classical program in the performing arts.

**Ziggy's Gift** (ABC) □ Animated program.

**The Barbara Walters Specials** (ABC) □ Informational series.

**The Body Human: The Living Code** (CBS) □ Informational special.

#### Acting

**Shelley Long**, *Cheers* (NBC) □ Lead actress in a comedy series.

**Judd Hirsch**, *Taxi* (NBC) □ Lead actor in a comedy series.

**Ed Flanders**, *St. Elsewhere* (NBC) □ Lead actor in a drama series.

**Tyne Daly**, *Cagney & Lacey* (CBS) □ Lead actress in a drama series.

**Tommy Lee Jones**, *The Executioner's Song* (NBC) □ Lead actor in a limited series or special.

**Barbara Stanwyck**, *The Thorn Birds, part 1* (ABC) □ Lead actress in a limited series or special.

**Leontyne Price**, *Live From Lincoln Center: Leontyne Price, Zubin Mehta and the New York Philharmonic* (PBS) □ Individual performance in a variety or music program.

**Doris Roberts**, *St. Elsewhere* (NBC) □ Supporting actress in a drama series.

**James Coco**, *St. Elsewhere* (NBC) □ Supporting actor in a drama series.

**Jean Simmons**, *The Thorn Birds* (ABC) □ Supporting actress in a limited series or special.

**Richard Kiley**, *The Thorn Birds* (ABC) □ Supporting actor in a limited series or special.

**Carol Kane**, *Taxi* (NBC) □ Supporting actress in a comedy, variety or music series.

**Christopher Lloyd**, *Taxi* (NBC) □ Supporting actor in a comedy, variety or music series.

#### Directing

**Jeff Bleckner**, *Hill Street Blues* (NBC) □ Drama series.

**John Erman**, *Who Will Love My Children?* (ABC) □ Limited series or special.

**Dwight Hemion**, *Sheena Easton... Act 1* (NBC) □ Variety or music program.

**James Burrows**, *Cheers* (NBC) □ Comedy series.

**Alfred R. Kelman and Charles Bangert**, *The Body Human: The Living Code* □ Individual achievement in informational programming.

#### Writing

**Glen Charles and Lee Charles**, *Cheers* (NBC) □ Comedy series.

**John Candy, Joe Flaherty, Eugene Levy, Andrea Martin, Martin Short, Dick Blasucci, Paul Flaherty, John McAndrew, Doug Steckler, Bob Dolman, Michael Short and Mary Charlotte Wilcox**, *SCTV Network* (NBC) □ Variety or music program.

**David Milch**, *Hill Street Blues* (NBC) □ Drama series.

**Marshall Herskovitz and Edward Zwick**, *Special Bulletin* (NBC) □ Limited series or special.

**Louis H. Gorfain and Robert E. Fulz**, *The Body Human: The Living Code* (CBS) □ Individual achievement in informational programming.

#### Creative Arts

**Robert MacKichan and Jerry Adams**, *The Thorn Birds, part 1* (ABC) □ Art direction for a limited series or special.

**John W. Corso, Frank Grieco Jr. and Robert G. Freer**, *Tales of the Gold Monkey* (ABC) □ Art direction for a series.

**Ray Klausen and Michael Corenbliht**, *55th Annual Academy Awards Presentation* (ABC) □ Art direction for a variety or music program.

**Theadora Van Runkle**, *Wizards and Warriors* (CBS) □ Costume design for a series.

**Phyllis Dalton**, *The Scarlet Pimpernel* (CBS) □ Costume design for a limited series or special.

**Tommy Welsh, John Napolitano, Paul Vachon and Johannes Nikerk**, *The Winds of War* (ABC) □ Individual achievement—costumers.

**Del Acevedo**, *The Thorn Birds* (ABC) □ Makeup.

**Eddie Panda**, *Rosie: The Rosemary Clooney Story* (CBS) □ Hairstyling.

**Joseph Biroc**, *Casablanca* (NBC) □ Cinematography in a series.

**Charles Correll and Steven Lerner**, *The Winds of War* (ABC) □ Cinematography in a limited series or special.

**Helmo Ripp, Mike Bennett, Al Camoin, Jan Kasoff, John Plinto and Maurey Verschore**, *Saturday Night Live* (NBC) □ Technical direction and electronic camerawork for a series.

**Hank Geving**, *Special Bulletin* (NBC) □ Technical direction and electronic camerawork for a limited series or special.

**Robert A. Dickinson and C. Frank Olivas**, *Solid Gold* (syndicated) □ Lighting direction (electronic) for a series.

**John Rook, Ken Wilcox and Bob Phole**, *Sheena Easton... Act 1* (NBC) □ Lighting direction (electronic) for a limited series or special.

**Eastman Kodak Co.** □ Achievement in engineering development for high-speed color film 5294/7294.

**Ikegami Electronics and CBS Inc.** □ Citation for the engineering and development of the EC-35 electronic camera.

**Ampex Corp.** □ Citation for the development of the ADO digital effects unit.

**Bruce Broughton**, *Dallas* (CBS) □ Music composition for a series.

**Billy Goldenberg**, *Rage of Angels* (NBC) □ Music composition for a limited series or special.

**Dick Hyman**, *Eubie Blake: A Century of Music* (PBS) □ Musical direction.

**James Di Pasquale and Dory Previn**, *Two of a Kind* (CBS) □ Music and lyrics.

**James Castle and Bruce Bryant**, *Cheers* (NBC) □ Graphic design and title sequences.

**Ray Daniels**, *Hill Street Blues* (NBC) □ Film editing for a series.

**C. Timothy O'Meara**, *The Thorn Birds* (ABC) □ Film editing for a limited series or special.

**Larry M. Harris**, *The Jeffersons* (CBS) □ Videotape editing for a series.

**Arden Rynow**, *Special Bulletin* (NBC) □ Videotape editing for a limited series or special.

**Sam Horta, Don Ernst, Avram Gold, Eileen Horta, Constance A. Kazmer and Gary Krivacek**, *Hill Street Blues* (NBC) □ Film sound editing for a series.

**James Troutman, Dave Caldwell, Paul Clay, Paul Laune, Tony Magro, Richard Raderman, Karen Rasch, Jeff Sandler**



**William Shenberg, Dan Thomas and Ascher Yates, *The Executioner's Song*** (NBC) □ Film sound editing for a limited series or special.

**William B. Markey, John B. Asman, William Nicholson and Ken S. Polk, *Hill Street Blues*** (NBC) □ Film sound mixing for a series.

**John Mitchell, Gordon L. Day, Stanley A. Wetzel and Howard Wimarh, *The Scarlet and the Black*** (CBS) □ Film sound mixing for a limited series or special.

**Frank Kulaga and Ken Hahn, *Dance in America*** (PBS) □ Tape sound mixing for a series.

**Edward J. Green, Ron Estes and Carroll Pratt, *Sheena Easton... Act 1*** (NBC) □ Tape sound mixing for a limited series or special.

**Gene Warren Jr., Peter Kleinow, Leslie Huntley, Jackson De Govia and Michael Minor, *The Winds of War*** (ABC) □ Special visual effects.

**Debbie Allen, *Fame*** (NBC) □ Choreography

## Daytime Emmys

Presented by the National Academy of Television Arts and Sciences. This year's winners were to be announced late last week.

## International Emmys

Presented by the International Council of the National Academy of Television Arts and Sciences for outstanding achievement in international television.

**Fraggie Rock, CBC** □ Children's programming.

**The Miracle of Life, Swedish Television** □ Documentary.

**Dangerous Music, HTV Ltd.** □ Performing Arts.

**King Lear, Granada Television** □ Drama.

**The Black Adder, BBC** □ Popular Arts.

**Herbert Brodtkin, producer of *Holocaust, Missiles of October***



Emmy MC Johnny Carson and Pat Weaver

and *Playhouse 90* □ Founders Award.

**Dr. Roberto Marinho, founder and owner of Rede Globo** □ Directorate Award.

## News and Documentary Emmys

Presented by the National Academy of Television Arts and Sciences for outstanding news and documentary work.

**Outstanding coverage of a single breaking news story (program)** □ Disaster on the Potomac, *Nightline*; William Lord, executive producer; Stuart Schwartz, senior producer; Ted Koppel, anchor.

**Outstanding coverage of a single breaking news story (segment)** □ New Mexico's Yates Oil Company, *CBS Evening News with Dan Rather*; Steve Kroll, producer, reporter/correspondent; Personal Note/Beirut, *ABC World News Tonight*; John Boylan, producer; Peter Jennings, reporter/correspondent; Linda Down's Marathon, *World News This Morning*; Fred Wymore, producer, reporter/correspondent.

**Outstanding background/analysis of a single current story (program)** □ *Chrysler: Once Upon A Time... and Now*, (PBS); Shelby Newhouse, producer; Andrew Kokas, reporter/correspondent; *From the Ashes...Nicaragua Today*, (PBS); Helena Solberg Ladd & Glenn Silber, producers; Guatemala, *CBS Reports*; Martin Smith, producer; Ed Rabel, reporter/correspondent.

**Outstanding background/analysis of a single current story (segment)** □ College Sports, *The Money Game, NBC Nightly News*; ML Flynn, Paul Hazzard, Barry Hohlfelder, producers; Bob Jamieson, co-producer, reporter/correspondent; Tanks, A Few Minutes with Andy Rooney, *60 Minutes*; Jane Bradford, producer; Andrew A. Rooney, reporter/correspondent; Welcome to Palermo, *60 Minutes*; William McClure, producer; Harry Reasoner, reporter/correspondent.

**Outstanding investigative journalism (program)** □ *Frank Terpil: Confessions of a Dangerous Man*, (PBS); David Fanning, producer; Antony Thomas, reporter/correspondent.

**Outstanding investigative journalism (segment)** □ The Nazi Connection, *60 Minutes*; Ira Rosen, producer; Mike Wallace, reporter/correspondent; Air Force Surgeon, *60 Minutes*; Tom Bettag, producer; Morley Salef, reporter/correspondent.

**Outstanding interview(s) (program)** □ The Palestinians Viewpoint, *Nightline*; Bob Jordan, producer; Ted Koppel, interviewer; *The Barbara Walters Special* (ABC).

**Outstanding interview(s) (segment)** □ In the Belly of the Beast, *60 Minutes*; Monika Jensen, producer; Ed Bradley, interviewer.

**Outstanding coverage of a continuing news story (program)** □ *The Patterson Project* (PBS); Howard Husock, producer; Scott Simon, reporter/correspondent.

**Outstanding coverage of a continuing news story (segment)** □ Coverage of American Unemployment, *CBS Evening News with Dan Rather*; Rita Braver, David Browning, Quentin Neufeld, Terry Martin, David Gelber, producers; Bruce Morton, Jerry Bowen, Terry Drinkwater, Ed Rabel, Ray Brady, correspondents.

**Outstanding informational, cultural or historical programming (program)** □ *Here's Looking at You, Kid* (PBS); Andrew McGuire, producer; *The Taj Mahal* (PBS), James Messenger, Stuart Sillery, producers.

**Outstanding informational, cultural or historical programming (segment)** □ Eclectic: A Profile of Quincy Jones, *Sunday Morning* (CBS); Brett Alexander, producer; Billy Taylor, reporter/correspondent; Sid Ceasar, *20/20*; Betsy Osha, producer; Dick Schaap, reporter/correspondent; Lena, *60 Minutes*; Jeanne Solomon, producer; Ed Bradley, reporter/correspondent.

**Outstanding program achievement (program)** □ *Vietnam Re-*

# The American Chiropractic Association proudly announces the winners of The 1983 Journalism Awards Competition

### Television

**Gold Award (First Place)**

"The Silent Killer"

Peter W. Kunhardt/Hugh Downs.

ABC-TV News 20/20

**Bronze Award (Runner-Up)**

"The Herpes Crisis"

Tom Andrews, WISN-TV

**Bronze Award (Runner-Up)**

"New Methods of Health Care"

Dr. Timothy Johnson.

ABC-TV Good Morning America

### Newspaper

**Gold Award (First Place)**

"Smokers Die Younger" Series

Jane Clute, Evening Herald

**Bronze Award (Runner-Up)**

"Alternatives to Surgery" Series

Howard Wolinsky.

Chicago Sun-Times



**Bronze Award (Runner-Up)**

"FDA: Watchdog in Distress"

Michael L. Millenson,

Chicago Tribune

**Consumer Magazine**

**Gold Award (First Place)**

"Can You Live With the

Computerized Office"

Barbara Bialick, Whole Life Times

**Bronze Award (Runner-Up)**

"Breast Cancer:

Reaching for Recovery"

Eileen O'Hara, Wichitan

### Radio

**Gold Award (First Place)**

"Drug Abuse: A One Way Trip  
Through Hell"

Michael D. Veley.

Consumer Information Network

**Bronze Award (Runner-Up)**

"Our Aching Heads"

Jon Belmont.

ABC Entertainment

Radio Network

**Bronze Award (Runner-Up)**

"The Mystery of Coma"

Roberta Altman, NBC Radio News

**Special Interest**

No Awards Made

**CLOSING DATE FOR 1984 COMPETITION MARCH 1, 1985**

**FOR RULES & ENTRY FORMS, WRITE TO:**

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quiem (ABC); Jonas McCord, William Couturie, producers.

**Outstanding program achievement (segment)** □ It Didn't Have to Happen, *60 Minutes*; Norman Gorin, producer; Morley Safer, correspondent.

Outstanding individual achievement  
in news and documentary programing

**Writing** □ Sharon Blair Brysac, Perry Wolff, *Juilliard and Beyond: A Life In Music* (CBS); Charles Kuralt, *Cicada Invasion, CBS Evening News with Dan Rather*.

**Direction** □ Jonas McCord, William Couturie, *Vietnam Requiem* (ABC News); Bill Jersey, *Children of Violence* (PBS).

**Cinematographers** □ Norris Brock, *Egypt: Quest for Eternity, National Geographic Special* (PBS); Arnie Sirlin, *The Taj Mahal* (PBS); James Deckard, James Lipscomb, *Polar Bear Alert* (PBS).

**Electronic camerapersons; videographers** □ David Green, *Guerillas in Usulutlan, CBS Evening News with Dan Rather*; George Fridrick, *Along Route 30* (NBC).

**Sound** □ Robert Samdbo, Alan Berliner, S. Hymowitz, F. Marlinez, Jonathan Lory, Tom Fleischman, *FDR* (ABC); Tom Cohen, sound recordist, *The Campaign* (PBS).

**Associate directors** □ Consuelo Gonzalez, Neill Phillipson, *FDR* (ABC).

**Videotape editors, videotape post-production editors** □ Cathy Black, Catherine Isabella, Dean Irwin, Carla Morgensten, Edward Buda, Ruth Iwano, Chris Von Bengel, Mike Seigal, videotape editors, *FDR* (ABC); Thomas Micklas, videotape editor, *Ice Sculptor, CBS Evening News with Dan Rather* (CBS); Anthony Ciccimarro, Kathy Hardigan, Don Orrico, Matty Powers, videotape editors, *The Man Who Shot the Pope: A Study in Terrorism* (NBC).

**Film editors and film post-production editors** □ James Flanagan, Nils Rasmussen, William Longo, Walter Essenfeld, film editors, *FDR* (ABC); Nobuko Oganessoff, film editor, *Juilliard and Beyond: A Life in Music* (CBS); Bob Brady, film editor, *The Campaign* (PBS).

**Graphic designers, electronic graphics, graphic illustrators, electronic and film animation** □ Rebecca Allen, graphic designer, *Walter Cronkite's Universe* (CBS); David Millman, graphic artist, *The Cuban Missile Crisis, Nightline* (ABC).

**Music composers** □ James Pirie, music composer, conductor, *Alaska: Story of a Dream*.

## Sports Emmys

Presented by the National Academy of Television Arts and Sciences for outstanding sports programing.

**Outstanding live sports series** □ *CBS Sports Presents The National Football League* (CBS). Terry O'Neil, executive producer; Charles Milton, Michael Burks, Bob Stenner, David Dinkins, John Faratzis, Ed Goran, David Michaels, Jim Silman, David Winner, producers; Sandy Grossman, Andrew Kindle, Joe Aceti, Bob Dunphy, John McDonough, Peter Bleckner, Bob Dalley, Larry Cavolina, directors.

**Outstanding edited sports series/anthologies** □ *The American Sportsman* (ABC). Roone Arledge, executive producer; John Wilcox, senior producer; Chris Carmody, coordinating producer; Bob Nixon, Curt Gowdy Jr., producers.

**Outstanding edited sports special** □ *Wimbledon '83* (NBC). Michael Weisman, executive producer; Ted Nathanson, Bob Levy, directors; Richard Cline, producer/director; Terry Ewert, videotape producer.

**Outstanding sports personality—analyst** □ John Madden.

**Outstanding sports personality—host** □ Dick Enberg.

**Outstanding live sports special** □ *The 79th World Series* (NBC). Michael Weisman, George Finkel, producers; Harry Coyle, Andy Rosenberg, directors.

**Innovative technical achievement** □ *Triumph on Mount Everest* (ABC). David Breashears, Randy Hermes, Allan Weschler, John Wilcox, Nick Pantelakis, Peter Pilafian, Steve Marts.

**Program achievement** □ *Great American Bike Race* (ABC). Roone Arledge, executive producer; Dennis Lewin, coordinating producer; Larry Kamm, producer; Peter Lasser, Larry Kamm, directors, *Football in America* (PBS). Robert Carmichael, producer, *Triumph on Mount Everest* (ABC). John Wilcox, producer/director.

**Sports Journalism** □ *ABC Sportsbeat* (ABC). Michael Marley, Ed Silverman, producing managing editors; Howard Cosell, senior producer; Maury Rubin, Noubar Stone, Rob Beiner, directors.

Outstanding individual achievement  
in sports programing

**Associate directors** □ Angelo Bernarducci, Jean MacLean, *Triumph on Mount Everest* (ABC).

**Cinematographers** □ Kurt Diemburger, David Breashears, *The American Sportsman—Mount Everest East Face* (ABC); Peter Henning, Bill Philbin, *The Iditarod Sled Dog Race* (CBS).

**Videotape editors** □ Mike Kostel, Rick Reed, Rich Domich, John Servideo, *1982 World Series pregame show* (NBC); Bob Hickson, George Joannitis, Lito Magpayo, *NCAA Basketball Championship Game* (CBS).

**Film editor** □ Yale Nelson, *The 79th World Series* (NBC).

**Technical/engineering supervisors** □ Walter Pile, John Pumo, *Daytona 500* (CBS).

**Technical directors, electronic cameramen, senior video operators, senior audio engineers** □ Sandy Bell, Bob Brown, Anthony Filippi, technical directors; Bob Siderman, Tom Jimenez, audio; Robert Pieringer, Tom Dellila, Bill Berride, Ron Rasch, video; Jim Murphy, Neil McCaffrey, Tom McCarthy, Herman Lang, Barry Drago, Joe Sokota, Jim McCarthy, Jeff Pollack, Frank McSpedon, George Rothweiler, George Neader, George Graffeo, Ray Chiste, Hans Sincer, Sig Meyer, Walt Soucy, camera, *Daytona 500* (CBS).

**Graphic designers** □ Douglas E. Towey, Bill Feigenbaum, *NBA World Championship Series* (CBS).

**Writing** □ George Bell Jr., *The American Sportsman—A Retrospective of William Holden's Africa* (ABC); Steve Sabot, Phil Tuckett, *Wake Up the Echoes: The History of Notre Dame Football* (independent).

**Music composer, music director** □ John Tesh, *World University games* (CBS).

**Lighting director** □ Joe Crookham *NCAA Football* (CBS).

## Excellence in Consumer Journalism Awards

11th annual. Presented by the National Press Club for excellence in consumer reporting.

### Television

**20/20 ABC**, John Stossel, reporter; Bob Lange, producer □ Beef sales investigation (first place, networks and top 25 markets).

**WTVD-TV Durham, N.C.**, Dan Williams, reporter □ Home buying tips report (first place, markets 26 and below).

### Radio

**AP Broadcast Services**, Bob Moon, producer; Cynthia Hecht and Frank Sesno, reporters □ AT&T breakup (first place).

### Edwin Hood Awards

**Marvin Kaib**, NBC News.

**Ted Koppel**, *ABC Nightline* □ Special citation for "The Crisis Game."

## Excellence in Journalism Awards

Presented by the Deadline Club, the New York City chapter of the Society of Professional Journalists, Sigma Delta Chi.

**WABC-TV New York** □ *Cures That Can Kill*.

**NBC's The Source** □ *For Roseann*.

**Floyd Abrams** □ First Amendment Award.

## Freedom Foundation

35th annual. Presented by the Freedom Foundation, Valley Forge, Pa., to persons and institutions for "supporting the American way of life, the dignity of the individual and his responsibility for exemplary citizenship."

### George Washington Honor Medals

**ABC and Mrs. May Lamke** □ The Woman Who Willed a Miracle.

**Columbia University Graduate School of Journalism, WTTW(TV) Chicago and WNET(TV) New York** □ The Constitution: That Delicate Balance.

**CBS News** □ 1984 Revisited.

**Centron Films** □ Life Force.

**CII Productions** □ Small Business—The Last Frontier.

**C-SPAN** □ Students & Leaders at the White House with President Reagan.

**Home Box Office** □ Vanished: Missing Children.

**KIRO(AM) Seattle** □ Live! In the Nation's Capitol, July 4th.

**KOIT(FM) San Francisco** □ Johnny Can't Read 'Cause Johnny's Stoned.

**The Source** □ For Roseann.

**Turner Broadcasting** □ Portrait of America.

**WJXT(TV) Jacksonville, Fla.** □ Wards of the Street.

**WOR-TV New York** □ WOR on Crime.

**WVUE-TV New Orleans** □ Rescue on Roatan: A Mission of Love.

### Honor certificates

**Chamber of Commerce** □ Viewpoint.

**Washington State University, Robert Sandberg and Robert Cheatham** □ Oil: A Crude Warning.

**Decisive Media and Solar! Communications** □ The Measure of America.

**Donahue** □ Grandparents' Rights.

**KYW(AM) Philadelphia** □ Our Children Are Hurting.

**Multimedia Entertainment** □ Navajo Moon.

**NBC** □ Dear Mr. President.

**Osmond Entertainment** □ The Glory of America.

**Washington Broadcasting News** □ This Is My Country.

**WNBC-TV New York** □ The Foxfire Glow.

**WRAL(AM) Raleigh, N.C.** □ Life Experiences.

**WRFM(FM) New York** □ American Education.

## Gabriel Awards

18th annual. Presented by Unda-USA, the professional and autonomous Catholic association for broadcasters and allied communicators, for excellence in broadcasting.

### Personal Achievement

**Helen Hayes**

### Station Awards

**KDKA-TV Pittsburgh and WMAL(AM) Washington**

### National TV Programs

**ABC-TV** □ *Who Will Love My Children*

**NBC-TV** □ *NBC Reports: Bataan, The Forgotten Hell*.

**Swedenborg Foundation**, New York □ *Images of Knowing*.

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

**KING-TV Seattle** □ *Homefront 19: Turn It Around* (PSA).

### Local TV Programs

**WSPA-TV Spartsburg, S.C.** □ *Dreams Can Come True*.

**WJZ-TV Baltimore** □ *Child Molesters: Please Make Them Stop*.  
**Wisconsin Educational Communications** □ *Out & About: Maintaining Friends*.

**Families in Christ**, Ann Arbor, Mich. □ *On the Way: Handicapped? Cris's Story*.

**KDKA-TV Pittsburgh** □ *Punchline*.

**King Broadcasting Co.** □ *Celebrate the Differences* (PSA).

**KTVK-TV Phoenix** □ *The Pioneer Home: Time is Overcome by Love*.

**KGMB-TV Honolulu** □ *Hawaii Special Olympians*.

### National radio programs

**National Public Radio** □ *A Canticale for Leibowitz*.

**Southern Baptist Convention** □ *On Track*.

**WNYC-FM New York** □ *Remembering Jewish Europe*.

**Armed Forces Radio Network** □ *Love on the Rock*.

**American Lutheran Church** □ *Scan: An Eye for an Eye, a Heart for a Heart*.

**ABC Contemporary Network** □ *Father Harry: God Squad*.

**Media Ministries** □ *Stopping the Nuclear Clock* (PSA).

**CBC** □ *Stephan Hawking Profile*.

### Local radio

**Ethnic Communications Outlet** □ *Heartbeats: Father's Day*.

**KFRC(AM) San Francisco** □ *Firebreaks*.

**WOR(AM) New York** □ *College: Getting in and Paying for It*.

**Radio 2SM** □ *Thought Provokers* (PSA).

**WOR(AM) New York** □ *American Today Vignettes*.

## Gavel Awards

Presented by the American Bar Association to "publications and programs which serve to inform the public on the roles of the law, the legal profession and the courts in American life." Winners for 1984 are expected to be announced this month.

### 1984 awards

#### Television

**Alan Landsburg Productions** □ *Adam*.

**Media and Society Seminars** □ *The Constitution: That Delicate Balance*.

**WBBM-TV Chicago** □ *Notario Publico*.

**WMAQ-TV Chicago** □ *The Judicial Investigations*.

**KTHV-TV Little Rock, Ark.** □ *Juveniles in Justice: A System That Doesn't Work*.

**KETV(TV) Omaha** □ *Tell It to the Judge...Nebraska's Small Claims Court*.

**Louisiana Public Broadcasting** □ *...With All Deliberate Speed*.

#### Radio

**CBS News** □ *CBS Newsmark: Prison Overcrowding, The Crunch Follows the Crackdown*.

**WWL(AM) New Orleans** □ *The Robert Wayne Williams Execution*.

**WNRE(AM)-FM Circleville, Ohio** □ *Environmental Protection or Environmental Politics?: The People versus the Corporation*.

### 1983 awards

#### Television

**ABC** □ *In the Custody of Strangers*.

**Television Corp. of America** □ *78 1/2 Days That Shook America*.

**WBBM-TV Chicago** □ *Killing Crime: A Police Cop-Out*.

**WMAQ-TV Chicago** □ *Street Files*.

**WBAL-TV Baltimore** □ *Between the Loans*.

**KQED(TV) San Francisco** □ *By Reason of Insanity*.

#### Radio

**KRLD(AM) Dallas** □ *The Bill of Rights*.

**KMOX(AM) St. Louis** □ *The Wayne Cryts Story*.

**WAHT(AM) Lebanon, Pa.** □ *Under the Influence: A License to Kill*.

**WRAL(FM) Raleigh, N.C.** □ *Jury Gamble—Playing the Odds*.

## Grammy Awards

26th annual. Presented by the National Academy of Recording Arts and Sciences for outstanding performance in the field of recording.

**Record of the Year** □ *Beat It*, Michael Jackson.

**Album of the Year** □ *Thriller*, Michael Jackson.

**Song of the Year** □ *Every Breath You Take*, Sting.

**Best New Artist** □ Culture Club.

**Best Pop Vocal Performance, Female** □ *Flashdance...What A Feeling*, Irene Cara.

**Best Pop Vocal Performance, Male** □ *Thriller*, Michael Jackson.

**Best Pop Vocal Performance by a Duo or Group with Vocal** □ *Every Breath You Take*, The Police.

**Best Pop Instrumental Performance** □ *Being With You*, George Benson.

**Best Rock Vocal Performance, Female** □ *Love Is A Battlefield*, Pat Benatar.

**Best Rock Vocal Performance, Male** □ *Beat It*, Michael Jackson.

**Best Rock Performance by a Duo or Group with Vocal** □ *Synchronicity*, The Police.

**Best Rock Instrumental Performance** □ *Brimstone and Treacle*, Sting.

**Best R&B Vocal Performance, Female** □ *Chaka Khan*, Chaka Khan.

**Best R&B Vocal Performance, Male** □ *Billie Jean*, Michael Jackson.

**Best R&B Performance by a Duo or Group with Vocal** □ *Ain't Nobody*, Rufus & Chaka Khan.

**Best R&B Instrumental Performance** □ *Rockit*, Herbie Hancock.

**Best New R&B Song** □ *Billie Jean*, Michael Jackson.

**Best Jazz Fusion Performance, Vocal or Instrumental** □ *Travels*, Pat Metheny Group.

**Best Country Vocal Performance, Female** □ *A Little Good News*, Anne Murray.

**Best Country Vocal Performance, Male** □ *I.O.U.*, Lee Greenwood.

**Best Country Performance by a Duo or Group with Vocal** □ *The Closer You Get*, Alabama.

**Best Country Instrumental Performance** □ *Fireball*, The New South.

**Best New Country Song** □ *Stranger in the House*, Michael Reed.

**Best Gospel Performance, Female** □ *Ageless Medley*, Amy Grant.

**Best Gospel Performance, Male** □ *Walls of Glass*, Russ Taff.

**Best Gospel Performance by a Duo or Group** □ *More Than Wonderful*, Sandi Patti & Larnelle Harris.

**Best Soul Gospel Performance, Female** □ *We Sing Praises*, Sandra Crouch.

**Best Soul Gospel Performance, Male** □ *I'll Rise Again*, Al Green.

**Best Soul Gospel Performance by a Duo or Group** □ *I'm So Glad I'm Standing Here Today*, Bobby Jones & New Life With Barbara Mandrell.

**Best Inspirational Performance** □ *He's A Rebel*, Donna Summer.

**Best Traditional Blues Recording** □ *Blues 'n' Jazz*, B.B. King.

**Best Ethnic or Traditional Folk Recording** □ *I'm Here*, Clifton Chenier and His Red Hot Louisiana Band.

**Best Latin Pop Performance** □ *Me Enamore*, Jose Feliciano.

**Best Tropical Latin Performance** □ *On Broadway*, Tito Puente and His Latin Ensemble.

**Best Mexican/American Performance** □ *Anselma*, Los Lobos.

**Best Recording for Children** □ *E.T. The Extraterrestrial*, Mi-

# The 1984 Golden Hammer Awards honoring excellence in housing journalism

*Prizes of \$10,000 will be awarded to winners in five categories*

- newspapers with circulation of 50,000 or over
- newspapers with circulation under 50,000
- magazines
- television
- radio

Five first prizes of \$1,000 will be awarded. The second prize is \$500 in each category, and two honorable mention awards of \$250 will be awarded in each of five categories. All entries will be judged by a panel of practicing journalists.

The contest deadline is November 1, 1984. All entries must have been published or broadcast between November 1, 1983 and October 31, 1984. Entries must be accompanied by an official entry form. For entry forms and information contact:

Betty Christy, Director of Communications  
National Association of Home Builders  
15th and M Streets, N.W.  
Washington, D.C. 20005  
(800) 368-5242

**Sponsored by the National Association of Home Builders**

- Best Comedy Recording** □ *Eddie Murphy: Comedian*, Eddie Murphy.
- Best Spoken Word, Documentary or Drama Recording** □ *Copland: Lincoln Portrait*, William Warfield.
- Best Instrumental Composition** □ *Love Theme From Flashdance*, Giorgio Moroder.
- Best Album of Original Score Written for a Motion Picture or a Television Special** □ *Flashdance*, Giorgio Moroder, Keith Forsey, Irene Cara, Shandi Sinnamon, Ronald Magness, Douglas Cotler, Richard Gilbert, Michael Boddicker, Jerry Hey, Phil Ramone, Michael Sembello, Kim Carnes, Duane Hitchings, Craig Krampf, Dennis Matkosky
- Best Cast Show Album** □ *Cats*, Andrew Lloyd Weber, Trevor Nunn, Richard Stilgoe.
- Best Video Short Form** □ *Girls On Film: Hungry Like A Wolf*, Duran Duran.

- Best Video Album** □ *Duran Duran*, Duran Duran.
- Best Jazz Vocal Performance, Female** □ *The Best Is Yet To Come*, Ella Fitzgerald.
- Best Jazz Vocal Performance, Male** □ *Top Drawer*, Mel Torme.
- Best Jazz Vocal Performance, Duo or Group** □ *Why Not!*, Manhattan Transfer.
- Best Jazz Instrumental Performance, Soloist** □ *Think of One*, Wynton Marsalis.
- Best Jazz Instrumental Performance, Group** □ *At the Vanguard*, The Phil Woods Quartet.
- Best Jazz Instrumental Performance, Big Band** □ *All In Good Time*, Rob McConnell and The Boss Brass.
- Best Arrangement on an Instrumental Recording** □ *Summer Sketches '82*, Dave Grusin & The N.Y.L.A. Dream Band.
- Best Instrumental Arrangement Accompanying Vocal** □ *What's New*, Neilson Riddle.
- Best Vocal Arrangement for Two or More Voices** □ *Be Bop Medley*, Arif Mardin, Chaka Khan.
- Best Album Package** □ *Speaking in Tongues*, Robert Rauschenberg.
- Best Album Notes** □ *The 'Interplay' Sessions*, Orrin Keepnews.
- Best Historical Album** □ *The Greatest Recordings of Arturo Toscanini Symphonies Vol. 1*, Stanley Walker, Allan Steckler.
- Best Engineered Recording** □ *Thriller*, Bruce Swedien.
- Producer of the Year (nonclassical)** □ Quincy Jones & Michael Jackson.
- Best Classical Album** □ *Mahler: Symphony No.9 in D Major*, Sir Georg Solti cond. Chicago Symphony Orchestra; James Malinson, album producer.
- Best Classical Orchestral Recording** □ *Mahler: Symphony No.9 in D Major*, Sir Georg Solti cond. Chicago Symphony Orchestra; James Malinson, album producer.
- Best Opera Recordings (tie)** □ *Mozart-Le Nozze di Figaro*, Sir Georg Solti cond. London Philharmonic Orchestra/Principal Soloists: Kiri Te Kanawa, Lucia Popp, Samuel Ramey, Thomas Allen, Kurt Moll, Fredrica von Stade; Christopher Raeburn, album producer, and *Verdi La Traviata*, James Levine cond. The Metropolitan Opera Orchestra & Chorus. Principal soloists: Teresa Stratas, Placido Domingo, Cornell MacNeil; Max Wilcox, album producer.
- Best Choral Performance (other than opera)** □ *Haydn—The Creation*, Margaret Hillis, choral director; Sir Georg Solti, conductor.
- Best Chamber Music Performance** □ *Brahms—Sonata for Cel-*

- lo & Piano in E Minor, Op.28 & Sonata in F Major, Op.99*, Mstislav Rostropovich & Rudolf Serkin.
- Best Classical Performance—Instrumental Soloists (with orchestra)** □ *Haydn: Concerto for Trumpet & Orchestra in E-Flat Major. L. Mozart: Concerto for Trumpet & Orchestra in E-Flat Major*, Wynton Marsalis (Raymond Leppard cond. National Philharmonic).
- Best Classical Performance—Instrumental Soloist or Soloists (without orchestra)** □ *Beethoven—Sonata No.12 in A-Flat Major, Op.26 & No.13 in E-Flat Major, Op.27, No.1*, Glenn Gould.
- Best Classical Vocal Soloist Performance** □ *Leontyne Price & Marilyn Horne in Concert at the Met*.
- Best Engineered Recording, Classical** □ *Mahler—Symphony No.9 in D Major*, Sir Georg Solti cond. Chicago Symphony Orchestra; James Lock, engineer.
- Classical Producers of the Year** □ Marc J. Aubort and Joanna Nickrenz.
- Lifetime Achievement Awards** □ Chuck Berry, Charlie (Bird) Parker, Arturo Toscanini.
- Trustees Award** □ Bela Bartok.

## Sidney Hillman Foundation Awards

34th annual. Presented by the Sidney Hillman Foundation to recognize achievements in newspapers and magazine reportage, books and radio and television.

Television

**Leslie Cockburn** □ The Pentagon Underground *CBS News: Our Times with Bill Moyers*.

## Roy W. Howard Public Service Awards

Presented by the Scripps-Howard Foundation for "best examples of public service journalism and broadcasting."

Broadcast winner

**WBRZ(TV) Baton Rouge** □ *Give Me That Big Time Religion*.

## Headliner Awards

Sponsored by the Press Club of Atlantic City, N.J., for broadcast media.

Radio

- WTLC(FM) Indianapolis** □ Consistently outstanding radio reporting (cities over 250,000).
- WCHV(AM) Charlottesville, Va.** □ Consistently outstanding radio reporting (cities under 250,000).
- KHJ(AM)-KRTH(FM) Los Angeles** □ Outstanding public service by a radio station.
- WXCM(AM)-WIBM-FM Jackson, Mich.** □ Outstanding documentary by a radio station.
- WCCO(AM) Minneapolis** □ Outstanding investigative reporting by a radio station.
- NBC Radio, New York** □ Outstanding documentary by a radio network.

Television

- KCST-TV San Diego** □ Consistently outstanding TV news reporting (cities over 500,000).
- WPSD-TV Paducah, Ky.** □ Consistently outstanding TV news reporting (cities under 500,000).
- WSMV(TV) Nashville** □ Outstanding public service by a TV station.
- KOCO-TV Oklahoma City** □ Outstanding documentary by a TV station.
- WDIV(TV) Detroit** □ Outstanding investigative reporting by a TV station.
- ABC News** □ Outstanding news reporting by a TV network.
- ABC News** □ Outstanding investigative reporting by a TV network.
- Metropolitan Pittsburgh Public Broadcasting** □ Outstanding public service by a TV network.
- CBS News, New York** □ Outstanding documentary by a TV network.
- WBRZ(TV) Baton Rouge** □ Special citation for *Give Me That Big Time Religion*.

## Humanitas Awards

Presented by the Human Family Institute to writers of television programs that most effectively communicate "enriching human values."

- Marshall Herskovitz** (teleplay and story), and **Edward Zwick** (story) □ *Special Bulletin* (90 minutes or longer).
- David Milch** □ "Trial by Fury," *Hill Street Blues* (60 minutes).
- Elias Davis, David Pollock** □ "Who Knew?" *M\*A\*S\*H* (30 minutes).

## International Broadcasting Awards

23d annual. Presented by the Hollywood Radio and Television Society for the best radio and television commercials. (List includes advertising agency, commercial, company, and production company).

Television

- Hakuhodo Inc., The Fireman and the Skyscraper**; National Neo Hi-Top Batteries; Bushman Co. □ Sweepstakes winner.
- McCann-Erickson, Beach Can**; Coca-Cola; Jaffa Picture Co. □ Live action, 60 seconds or more, English language.
- Hakuhodo Inc., The Fireman and the Skyscraper**; National Neo Hi-Top Batteries; Bushman Co. □ Live action, non-English language, 60 seconds or more.
- Dancer Fitzgerald Sample, Fluffy Bun**; Wendy's; Sedelmaier Film Productions □ Live action, 30 seconds, English language, produced in U.S.
- Doyle Dane Bernbach, Ambassador**; Paul Masson; Myers Film □ Live action, 30 seconds, English language, produced outside of U.S.
- Hakuhodo Inc., Acapulco Cliff Diving**; Aderans Corp.; Toyocinema Corp. □ Live action, 30 seconds, non-English language.
- Ogilvy & Mather, Mona Lisa**; Milk Marketing Board; Richard Williams Animation □ Animation.
- Lowe Howard-Sank Campbell-Ewald, Any Road Up**; Whitbread & Co.; Park Village Films and Trickfilms □ Combination.
- Dancer Fitzgerald Sample, Fluffy Bun**; Wendy's; Sedelmaier Film Productions □ Humorous.
- W.B. Doner & Co., Zap**; Michigan Lottery; Lieberman/McKenzie □ IDs, 10 seconds or less.
- Wight Collins Rutherford Scott, Cliff**; Central Office of Information; Bussman Llewellyn Ltd. □ Public service.
- Marschalk Co., Driving Test**; NYC department of Transportation; Dennis, Guy & Hirsch □ Local, one market.
- McCann-Erickson; Club, Wellie and Forkies**; The Eggs Authority; Park Village Productions □ Series, three commercials.

Radio

**Bozell Jacobs & Partners, Too Tight**; Lee Canada; Griffiths, Gibson Productions □ Sweepstakes.



**Grand winners.** Among the winners of the International Radio Festival were (l-r) John Raedler, 3AW Broadcasting, Melbourne; Carl Dickens, WCAU(AM) Philadelphia; festival president Gerald Goldberg; Allan Serxner, WCAU(AM); Georgine Berdas, KMOX(AM) St. Louis, and Mike Ludlom, WBBM(AM) Chicago.

**Bozell Jacobs & Partners**, Genuine Jeans; Lee Canada; Asher Productions □ Musical, 60 seconds.

**Hayhurst Advertising**, Tickle Your Ribs; Multifoods Inc.; Rosnick Productions □ Musical, 30 seconds.

**Bozell Jacobs & Partners**, Too Tight; Lee Canada; Griffiths. Gibson Productions Humorous, 60 seconds.

**Radio Hauraki**, Sally; Natural Gas □ Humorous, 30 seconds or less.

**Winlus-Brandon Advertising**, I Am (Castle); British Caledonian Airways; W.B. Studio □ Open, 60 seconds.

**Lion Business Machines**, Mr. Copy; Lion Business Machines; Griffiths. Gibson Productions □ Local (one market).

**Big Brothers Association of Boston, Robinson Association**, Boston Big Brothers; Jay Rose Sound □ Public service.

**Rosen Novak Ford, Grant & Pollack**, (Big Buddy Job Interview and Believe It or Not); Chuck Blore/Don Richman □ (series, three commercials).

## International Film & TV Festival of New York

26th annual. Presented by the International Film & TV Festival of New York for outstanding television programs and commercials.

**CBS News**, New York □ *CBS Reports: The Plane That Fell from the Sky* (TV news program).

**Thames Television**, London □ *Unknown Chaplin* (TV entertainment special).

**HBO**, New York □ *Not Necessarily the News* (TV entertainment program)

**KABC-TV Los Angeles** □ *L.A.: Above and Below* (TV public service program).

**NBC**, New York □ 1983 Program Promotion Spots (promotional announcements).

**Millaney Grant Mallet Mulcahy**, London □ Peter Gabriel—Shock the Monkey (music video).

## International Radio Festival of New York

3rd annual. Presented by the International Radio Festival of New York for outstanding radio programming, advertising and promotion.

**KMOX(AM) St. Louis** □ *The Hidden Poison...Times Beach: Born 1925, Died 1983...Beyond Times Beach* (news program).

**WBBM(AM) Chicago** □ *A Christmas Story* (editorial).

**3AW Broadcasting Co.**, Melbourne □ *From Australian to the Great Wall*. (entertainment program).

**WCAU(AM) Philadelphia** □ *The Pump* (information series).

**Durfee & Solow Advertising**, New York □ Vita Food Products (commercial).

**TBWA**, New York □ Fromagerie Belcheese (commercial campaign).

**News Sounds**, New York □ Patrolmen's Benevolent Association (public service announcement).

## International Radio and Television Society Awards

Presented by IRTS to a person or organization judged to have made "an outstanding contribution to, or achievement" in radio or television.

**Carol Burnett**, actress □ Gold medal.

**Arlene Francis**, actress □ Broadcaster of the Year award.

## IRE Awards

Presented by the Investigative Reporters/Editors in conjunction with the University of Missouri.

**Bob Scott and Wendy Black**, KOY(AM) Phoenix □ Radio.

**Pam Zeckman**, WBBM-TV Chicago; **Al Austin and John Lind-**

**say**, WCCO-TV Minneapolis, and **Dave Minshall**, KMGH-TV Honolulu □ Large-market television.

**Bruce Bowers**, WSOC-TV Charlotte, N.C., and **Jim Lyons**, KCRG-TV Cedar Rapids, Iowa □ Small market television.

## Iris Awards

17th annual. Presented by NATPE International for outstanding local TV programming.

### Markets 1-10

**WBBM-TV Chicago** □ *The Last Campaign of Lady Jane* (public affairs special).

**KTLA(TV) Los Angeles** □ *Impact '83: East of the L.A. River* (public affairs series).

**WNEV-TV Boston** □ *Conquering the Cape* (sports).

**WCVB-TV Boston** □ *Chronicle: Love for Sale* (magazine format).

**KRON-TV San Francisco** □ *Buster and Me* (children's).

**WBZ-TV Boston** □ *The Rhythm of Life* (entertainment).

**KGO-TV San Francisco** □ 1984 (other).

**WNEV-TV Boston** □ *LOOK: La Cage Aux Folles* (talk/service/information).

**WNEV-TV New York** □ *Big Apple Minutes* (short subjects).

### Markets 11-40

**WNGE(TV) Nashville** □ *Lifesavers* (public affairs special).

**WVIT(TV) Hartford, Conn.** □ *The Public File* (public affairs series).

**KCNC-TV Denver** □ *Riding the High Country II* (sports).

**KATU(TV) Portland, Ore.** □ *Faces and Places* (magazine format).

**KSDK-TV St. Louis** □ *The Ten Plus Two Tasks of Terrible Tim* (children's).

**WCCO-TV Minneapolis** □ *One Who Stole at Christmas* (entertainment).

**KIRO-TV Seattle** □ *DWI: Sorry Isn't Enough* (other).

**KTCA-TV St. Paul** □ *Newton's Apple* (talk/service/information).

**KATU(TV) Portland, Ore.** □ *Great Kids Speak Out* (short subjects).

### Markets 41-210

**WJXT(TV) Jacksonville, Fla.** □ *Wards of the Street* (public affairs special).

**KUTV(TV) Salt Lake City** □ *Flood Watch: Special Reports* (public affairs series).

**KGMB-TV Honolulu** □ *1982 Honolulu Marathon* (sports).

**KSL-TV Salt Lake City** □ *Prime Time Access* (magazine format).

**WLYH-TV Lebanon, Pa.** □ *Teerrific Visits Gnome Countryside* (children's).

**WOKR-TV Rochester, N.Y.** □ *The Inaugural Concert at the Finger Lakes Performing Arts Center* (entertainment).

**WCSH-TV Portland, Me.** □ *Portland Museum of Art, Grand Opening!* (other).

**WBRC-TV Birmingham, Ala.** □ *WBRC-TV Jobfair* (talk/service/information).

### International

**Globo Network of Brazil and Paulo Netto** for Plunct Plact Zum.



Clark and Rule

Iris of the Year

Johnny Carson

President's Award

**Elton Rule**, retired ABC chairman, and television personality **Dick Clark**.

## Janus Awards

Presented by the Mortgage Bankers Association of America for excellence in financial news broadcasting.

**ABC-TV** □ *ABC News Closeup—On Borrowed Time* (television documentary).

**KUTV(TV) Salt Lake City** □ *Extra—Chapter 11* (television documentary).

**ABC-TV** □ *World News Tonight—The National Debt* (television news programming).

**KCBS-TV Los Angeles** □ *American Labor, Part One and Two* (television news programming).

**KNX(AM) Los Angeles** □ *Hand in the Till* (radio documentary).

**NBC Radio News** □ *...And They're Closing all the Factories Down* (radio documentary).

**WRAL(AM) Raleigh, N.C.** □ *Like a Thief in the Night* (radio news programming).

**Lou Dobbs**, CNN for *Moneyline* □ Special recognition award.

## Robert F. Kennedy Journalism Awards

16th annual. Presented by the Robert F. Kennedy Journalism Awards Committee to "recognize and encourage media attention to the problems facing disadvantaged Americans."

**WMAQ-TV Chicago** □ *Beating Justice: A Special Report*.

**WMAQ(AM) Chicago** □ *School Says...You're Retarded*.

## Abe Lincoln Awards

15th annual. Presented by the Southern Baptist Radio and Television Commission to "honor broadcasters throughout the nation for their achievements in advancing the quality of life in America."

### Top Abe Lincoln Awards

**Carl Zimmerman**, director of communications, WITI-TV Milwaukee □ Television award.

**John Fletcher**, general manager, KCLE-FM Cleburne, Tex. □ Radio award.

### Abe Lincoln Merit awards

**Walter Allen**, news director, WBGO(FM) Newark, N.J.

**J. Kevin Boyle**, reporter, KRON-TV San Francisco.

**Richard Maloney**, reporter, KYW(AM) Philadelphia.

**Leeta McDougald**, vice president, WRGA(AM)-WOTU(FM) Rome, Ga.

**Terry Meeuwssen**, director of special projects, WTMJ-TV Milwaukee.

**Sandy Rathbun**, reporter/anchor, KOLD-TV Phoenix.

### Special Awards

**Robert Mulholland**, former NBC president and chief operating officer □ Distinguished communications recognition award.

**Charles Colson** □ Christian service award.

## Media Awards for Economic Understanding

7th annual. Presented by the Amos Tuck School of Business Administration of Dartmouth College.

### Television

**Anne Boggan, James Gannon, Marvin Kalb, Robert Loweree, Todd Norbitz**, NBC □ *Banking on the Brink* (network).

**Richard Gerdau, Pamela Hill, Richard Richter, Pierre Salin-**



**Burke honored.** Daniel B. Burke, president and chief operating officer of Capital Cities Communications, received the Ida B. Wells award at a banquet sponsored by the National Association of Black Journalists, the National Conference of Editorial Writers and the National Broadcast Editorial Association in Washington. The award cited Burke for "exemplary leadership in providing minorities employment opportunities in journalism." Among other things, Capital Cities was commended for an internship program for its newspapers, which it funds at \$300,000 a year to help train minorities for journalism jobs. Above, l-r: Burke; Samuel Adams, professor of journalism at the University of Kansas and curator of the award, and Michael Richardson, associate editor, *Evening Independent*, St. Petersburg, Fla., and president of the award jury.

## NAB Awards

Distinguished Service Award: presented to any broadcaster... "who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry." Engineering Achievement Award: presented... for engineering contributions "which measurably advance the technical state of the broadcasting art."

**Elton Rule**, former vice chairman, American Broadcasting Companies. □ Distinguished Service Award.

**Otis Freeman**, vice president and director of engineering, WPIX Inc. □ Engineering Achievement Award.

**Peter Kenney**, retired vice president, NBC Washington □ Grover Cobb Award.

## NBEA Awards

Presented by the National Broadcast Editorial Association for excellence in the writing and presentation of editorials.

**Susan Nixon**, WBBM(AM) Chicago.

**Charles Cleveland**, WBBM-TV Chicago.

**Charles Thompson**, KYW(AM) Philadelphia.

**Tom Elkins**, KNUI(AM) Kahului, Hawaii.

**Sue Cott**, WCBS-TV New York.

**Sherri Tolar**, KTNV-TV Las Vegas.

## NCTA Awards

Presented by the National Cable Television Association for service to the industry and for excellence in cable programming.

### National Awards

**Douglas Dittrick**, Tribune Cable Communications □ Vanguard Award.

**Sally Davison**, Staunton Video Corp. □ Vanguard Award.

**John Evans**, Arlington Cable Partners □ Challenger Award.

**Frank Drandel**, M/A COM Cable Home Group □ Associates Award.

**Robert Luff**, UA Cablesystems; **George Gardner**, Cable TV Inc. □ State/Regional Association Award.

**Winston Cox**, HBO □ Marketing Award.

### President's Awards

**Brian Lamb**, C-SPAN; **Richard Loftus**, Trident Communications Group; **Daniel Ritchie**, Westinghouse Broadcasting & Cable; **Robert Schmidt**, Communications Technology Management; **Charles Walsh**, Communications attorney.

### Excellence in Local Programming

**Rogers Cablesystems of Portland**, Portland, Ore., Adam Haas, programming director □ Overall commitment to local programming.

**Group W Manhattan**, New York, *Nowhere to Sleep: The Homeless*, Nancy Solomon, producer □ Documentary.

**Group W Manhattan**, New York, *SRO*, Nancy Solomon, producer □ Public affairs or magazine show.

**Valley Cable Vision**, Seymour, Conn., *Auto Emissions Forum*, Mary Raccuia, producer □ Community events coverage.

**Palmer Cablevision**, Naples, Fla., *Winter Swamp Buggy Races*, Bob Michael, production manager □ Sports events coverage.

**Group W Manhattan**, New York, *Manhattan Gold*, Richard Derman, producer □ Sports.

**Group W Manhattan**, New York, *Before the Reviews*, Robert Katz, producer □ General entertainment or variety: music.

**Viacom Cablevision of Nashville**, Nashville, *If I Live to See Next Fall*, Deana Deck, producer □ Dramatic presentation.

**Valley Cable TV**, Encino, Calif., *Un-tattoo You*, Sharon Goldenberg and Sandra Stein, producers □ Educational or informational.

**Cablevision of Orange**, Orange, Calif., *Rumplestiltskin*, Chapman College communications department, producer □ Children's or family programming.

**er, William Sherman**, ABC News Closeup □ *On Borrowed Time* (network).

**Brian Cabell, Dave Polyard, Tom Twinam**, KTVK-TV Phoenix □ *Hospital Costs: You Can Help Control Them* (first prize, markets 1-25).

**Pat Marek, James Redmond**, KMGH-TV Denver □ *Farm Bonds Report* (second prize, markets 1-25).

**Glenn Farley, Marcie Goodrich, Pat Slattery**, WSMV(TV) Nashville □ *Ma Bell's Broken Home* (first prize, markets 26-100).

**Gary Baugh, Jack Hill, Randy Hollis, Ray Scales, Bix Smith**, CAIT-TV Jonesboro, Ark. □ *Intensive Agriculture and AP&L Comes to Newark* (first prize, markets 100 and below).

**Barbara Miller, Bob Zagorin**, KEZI-TV Eugene, Ore. □ *Deep Water, Deep Trouble* (second prize, markets 100 and below).

### Radio

**Frank Devine, Norman Morris, Charles Reeves, Frank Settlemo**, CBS News □ *Airline Deregulation: Flying the Uncertain Skies* (network).

**Gary Covino, Michael Curtain, John McChesney, Daniel Zwerdling**, National Public Radio □ *Japan Inc. & The U.S.* (second place, network).

**Rosemary Haddad**, KYW(AM) Philadelphia □ *Health Care: Costs and Consequences* (first prize, markets 1-50).

**Joel Bellman**, KBIG(FM) Los Angeles □ *America's Money Machine* (second prize, markets 1-50).

**Marcia Mint Danab, John Hockenberry, M'Lou Zahner Ottewang**, Media Rites □ *WPPS: Who Pays the Tab?* (first prize, markets 51 and below).

**Marilyn Fulper-Smith**, WKVT(AM)-FM Brattleboro, Vt. □ *Farm-land: Who Needs It?* (second prize, markets 51 and below).

## Mike Award

Presented by the Broadcast Pioneers for "distinguished contributions to the art of broadcasting."

**WNEW(AM) New York**, Metromedia Inc.

## Missouri Medals

Presented by the University of Missouri School of Journalism "in recognition of continuing service to journalism."

**Jack Buck**, CBS Sports announcer

**Howard Bell**, president, American Advertising Federation

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**Group W Manhattan**, New York. *An ARC Gospel Easter*. Thomas D. Adelman, producer □ Programming for a special audience.

**Valley Cable TV**, Encino, Calif., *Rasgado en Dos*, Claire McCance, Alan McGlade and John Helmore, producers □ Innovative programming genre.

**Rogers Cablesystems of Portland**, Portland, Ore., *Reaching Out*, Sarah Barnett, producer □ Documentary series.

**Cable Atlanta/MetroChannel 13**, Atlanta. *Profiles in Action*, Bobby Thomas, producer □ Public affairs or magazine show series.

**Viacom Cablevision**, Everett, Wash., *Seafair '82*, Rick Portin, producer □ Community events coverage series.

**Cablevision of Connecticut**, Westport, Conn., *Cablevision News 12*, Shannon Crowson, producer □ News series.

**Vision Cable**, Bergen County, N.J., *Channel 10 News*, Mark Allen, program director □ News series.

**Teleprompter of El Paso**, El Paso, *El Paso Diablo Baseball*, Steve Putnicki, producer □ Sports event coverage series.

**Cox Cable**, San Diego, *Sports Week San Diego*, Carl Wilson, producer □ About sports series.

**Minnesota Cablesystems**, Eden Prairie, Minn., *Edina Police Report*, Enc Felton, producer □ Educational or informational series.

**Rogers Cablesystems**, Portland, Ore., *Get Moving*, Sandra Peabody, producer □ Children's or family programming series.

**Rogers Cablesystems**, Syracuse, N.Y., *WHAT-TV*, John Orentlicher, executive producer □ Innovative programming genre series

#### Excellence in Regional Programming

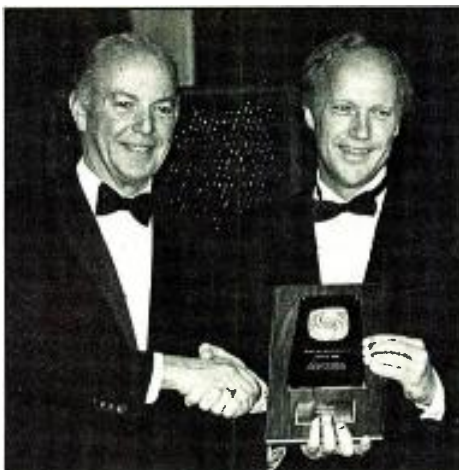
**SportsVision**, Chicago, *Chicago White Sox/American Baseball League Coverage*, James A. Angio, Bryan Seip, Michael Klein, Richard J. Woldow & Aldo Perri, producers □ Sports coverage.

**Group W**, Santa Monica, Calif., *Confessions of an Irish Rebel*, Ardie Ivie, executive producer □ Entertainment.

#### Excellence in National Programming

**Showtime**, *Divorce: Kids in the Middle*, Carol L. Fleisher, producer □ Documentary

**Cable News Network**, *Poisoning for Profit*, Peter Arnett, producer □ Public affairs or magazine show



Former NCTA Chairman Monroe Rifkin and marketing award winner, Winston (Tony) Cox

**ARTS**, *To Dance for Gold*, Jack Healy, executive producer □ News or special events coverage.

**HBO**, *World Figure Skating Championships: Exhibition of Champions*, Jeffrey Peyton Goff, producer □ Sports events coverage.

**WTBS**, *1982 Peachtree Road Race*, Dick Dodson, producer □ Sports events coverage.

**WTBS**, *It's a Long Way to October*, Glenn Diamond, producer □ About sports.

**ARTS**, *Seventh International Tchaikowsky Competition*, Robert Dairymple and Ken Locker, producers □ General entertainment or variety: music.

**HBO**, *Not Necessarily the News #2*, John Moffitt and Pat Tourke Lee, producer □ General entertainment or variety: comedy.

**The Entertainment Channel**, *Sweeney Todd*, Archer King, Bonnie Burns and Ellen Krass, producers □ Theatrical—musical.

**HBO**, *The Deadly Game*, Edie & Ely Landau and Hillard Elkins, producers □ Theatrical—nonmusical.

**Showtime**, *The Paper Chase: The Second Year—The Birthday Party*, Lynn Roth, executive producer □ Dramatic presentation—60 minutes or less.

**ARTS**, *Long Day's Journey into Night*, David Lown, producer □ Dramatic presentation—over 60 minutes.

**HBO**, *The Terry Fox Story*, Robert Cooper, producer □ Dramatic presentation—over 60 minutes.

**HBO**, *Consumer Reports Presents: The Not-for-Kids-Only Show*, Aram Boyajian, producer □ Educational or informational.

**Showtime**, *Faerie Tale Theater: The Tale of the Frog Prince*, Shelly Duvall, executive producer □ Children's or family programming.

**HBO**, *Braingames*, Eli Noyes & Kit Laybourne, producers □ Innovative programming genre.

**Bravo**, *The Life of Verdi*, An RAI production □ Documentary series.

**Daytime**, *Daytime*, Mary Alice Dwyer-Dobbin and Alyce Finell, producers □ Public affairs or magazine show series.

**Cable News Network**, *CNN Headline News*, Paul Amos, executive producer □ News series.

**The Nashville Network**, *American Sports Cavalcade*, John Mullin, producer □ Sports events coverage series.

**HBO**, *Inside the NFL*, Ross Greenburg and Louis Schmidt, producers □ About sports series.

**HBO**, *Not Necessarily the News*, John Moffitt and Pat Tourke Lee, producers □ General entertainment or variety: comedy series.

**Showtime**, *The Paper Chase*, Lynn Roth, executive producer □ Dramatic series presentation—60 minutes or less series.

**The Entertainment Channel**, *The Animal Express*, Sanford H. Fisher, Richard Schreiber & Hal Lewis, producers □ Educational or informational series.

**HBO**, *Fraggle Rock*, Duncan Kenworthy, producer □ Children's or family programming series.

**ARTS**, *ARTS*, Curtis Davis and Mary Alice Dwyer-Dobbin, directors of programming □ Programming series for a special audience.

**Showtime**, *Faerie Tale Theater*, Shelley Duvall, executive producer □ Innovative programming genre series.

#### Excellence in National Performance and Craft

**Showtime**, Frank Sinatra, *Sinatra: Concert for the Americas*, □ Best performance by an actor in a variety program

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**BusinessWeek** THE VOICE OF AUTHORITY

**Showtime, Cher, Cher—A Celebration at Caesars.** □ Best performance by an actress in a variety program.

**Showtime, John Moffitt for Rick Springfield in Concert.** □ Best achievement in directing a variety program.

**The Disney Channel, Peter Clemens for Contraption.** □ Best achievement in art direction in a variety program.

**HBO, Frances Daeoe for Rich Little's Robin Hood.** □ Best achievement in costume design in a variety program.

**The Entertainment Channel, Ken Billington for Broadway! A Special Salute.** □ Best achievement in lighting in a variety program.

**HBO, Matt Neuman, Larry Amstein, Rich Hall, David Hurwitz, Thomas Kramer, Elaine Pope and Ron Richards for Not Necessarily the News.** John Moffitt, producer, and Pat Tourke Lee, co-producer □ Best Achievement in writing in a variety program.

**The Entertainment Channel, George Hearn for Sweeney Todd.** □ Best performance by an actor in a theatrical-musical program.

**The Entertainment Channel, Angela Lansbury for Sweeney Todd.** □ Best performance by an actress in a theatrical-musical program.

**The Entertainment Channel, Terry Hughes for Sweeney Todd.** □ Best achievement in directing in a theatrical-musical program.

**HBO, Alan Bates for Separate Tables.** □ Best performance by an actor in a theatrical-nonmusical program.

**HBO, Julie Christie for Separate Tables.** □ Best performance by an actress in a theatrical-nonmusical program.

**HBO, Peter Hunt for Bus Stop.** □ Best achievement in directing in a theatrical-nonmusical program.

**HBO, Julia Trevelyan-Oman for Separate Tables.** □ Best achievement in art direction in a theatrical program.

**HBO, Jane Robinson for Separate Tables.** □ Best achievement in costume design in a theatrical program.

**HBO, George Riesenberger for The Rainmaker.** □ Best achievement in lighting in a theatrical program.

**ARTS, Earle Hyman for Long Day's Journey Into Night.** □ Best performance by an actor in a dramatic presentation.

**ARTS, Ruby Dee for Long Day's Journey Into Night.** □ Best performance by an actress in a dramatic presentation.

**HBO, Ralph Thomas for The Terry Fox Story.** □ Best achievement in directing in a dramatic presentation.

**Showtime, Michael Erler for Faerie Tale Theater—The Nightingale.** □ Best achievement in art direction in a dramatic presentation.

**Showtime, J. Allen Highfill for Faerie Tale Theater—Rapunzel, The Nightingale, The Tale of the Frog Prince.** □ Best achievement in costume design in a dramatic presentation.

**Showtime, George Eisenberger and Mark Levin for Faerie Tale Theater—The Nightingale.** □ Best achievement in lighting in a dramatic production (tape).

**HBO, Michael Reed for Phillip Marlowe—Private Eye.** □ Best achievement in lighting in a dramatic presentation (film).

**Showtime, Lee Kalcheim for The Paper Chase: The Second Year—Spreading It Thin.** □ Best achievement in writing in a dramatic presentation.

**Nickelodeon, Fred Newman for Livewire.** □ Best performance by a program host.

**Cable News Network, Sandi Freeman for Freeman Reports.** □ Best performance by a program hostess.

**Nickelodeon, Janelle Morris, Kristen Kroeger and Ted Gannon for Kids' Writes.** □ Special achievement award.

## NEA Awards

Presented by the National Education Association to honor production companies and producers that "represent the best in American broadcasting."

**Cathexis Inc. and WGBB-TV Springfield, Mass.** □ *Gary and Audrey and Us.*

**Children's Radio Theater, Washington** □ *Children's Radio Theater.*

**Dick Clark Co. and ABC Afterschool Special** □ *The Woman Who Willed a Miracle.*

**Education Film Center, Annandale, Va., and Education Department** □ *Powerhouse.*

**Embassy Television and CBS-TV** □ *Eleanor.*

**Michael Maclear and Ian McLeod** □ *Vietnam: The Ten-Thousand Day War.*

**Turner Broadcasting** □ *Portrait of America.*

**WAND-TV Decatur, Ill.** □ *A Foot in Both Worlds.*

**Daniel Wilson Productions** □ *Blood and Honor.*

**WKYC-TV Cleveland** □ *Hickory House.*

**WNET(TV) New York and PBS** □ *Tuned In.*

## NFCB Awards

Presented by the National Federation of Community Broadcasters for outstanding radio programming.

### Golden Reel Awards

**John Rieger, Berkeley, Calif.** □ *The Bill of Rights Radio Education Project Mini-Documentary.*

**WORT(FM) Madison, Wis.** □ *The Breakfast Special.*

**KUSP(FM) Santa Cruz, Calif.** □ *Octo-Rapp in Dub.*

**Youth News, Oakland** □ *Youth on the Air.*

**Laury Roberts, KTOO(FM) Juneau** □ *The Pelican Strike.*

**Magdalena Hernandez Beltran, KUBO(FM) Salinas, Calif.** □ *No Time for Silence.*

## Ohio State Awards

46th annual. Presented by the Institute for Education by Radio-Television under the auspices of Ohio State University Telecommunications Center for "meritorious achievement in educational, informational and public affairs broadcasting."

### Social Sciences and Public Affairs

**KNBC(AM) 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(AM) Chicago** □ *Up-to-Date.*

**KXAS-TV 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(AM) Hollywood** □ *Hand in the Till.*

**WOR(AM) New York** □ *College: Getting in and Paying For It.*

**KHJ(AM) Hollywood** □ *KHJ Children's Christmas Fund.*

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

**ABC Entertainment Network, New York** □ *Coping With Unemployment.*

**WRAL(FM) Raleigh, N.C.** □ *Five Faces of Poverty.*

**WLRH(FM) Huntsville, Ala.** □ *TVA, After a Half Century—Has the "New Deal Dream" Become Impossible?*

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

**WCBS(AM) New York** □ *The Diplomats Next Door.*

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

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

**WRAL(FM) Raleigh, N.C.** □ *Feed the Criminal, Starve the Victim.*

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

**KUTV(TV) 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.** □ *Diozin: A Special Report.*

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

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

**WNET(Ontario, 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(TV) Indianapolis** □ *The Deadly Legacy.*

**WGBH(FM)-TV 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.*

## Overseas Press Clubs Awards

Presented by the Overseas Press Club of America for "excellence in reporting and interpretation of foreign news, in writing, by television and radio, and photographic."

**Jlm Laurie, ABC News Radio** □ *Aquino Assassination* (radio spot news).

**Robert Kotowski, KYW(AM) Philadelphia** □ *Central America: The Central Issue* (radio news interpretation).

**Richard Threlkeld, ABC News** □ *Lebanon and Grenada* (TV spot news).

**Cable News Network** □ For excellence in the continuous coverage of foreign news (TV spot news).

**PBS** □ *Inside Story* (TV news interpretation or documentary on foreign affairs).

## George Foster Peabody Awards

44th annual. Presented by the Henry W. Grady School of Journalism and Mass Communications, University of Georgia, for the "most distinguished and meritorious public service rendered each year by radio and television."

**Don McGannon, former Westinghouse Broadcasting Corp. chairman,** for "a lifetime of achievement and distinguished service to the broadcasting industry."

**60 Minutes, CBS** □ *Lenell Geter Story.*

**WGBH-TV Boston** □ *Vietnam: A Television History.*

**Grand Ole Opry, WSM-TV Nashville.**

**WCCO(AM) Minneapolis** □ *Debbie Pielow: Waiting for a Heart.*

**South Carolina Educational Radio Network** □ *Piano Jazz.*

**WMAL(AM) Washington** □ *The Jeffersonian World of Dumas Malone.*

**KMOX(AM) St. Louis** □ *Times Beach: Born 1925, Died 1983.*

**Thomas Looker, Montague Center, Mass.** □ *New England Almanac: Portraits in Sound.*

**WRAL(FM) Raleigh, N.C.** □ *Victims.*

**WNBC-TV New York** □ *Asylum in the Streets.*

**CBS News** □ *The Plane That Fell From the Sky.*

**WCCO-TV Minneapolis** □ *I-Team: Ambulances.*

**NBC, Motown Productions** □ *Motown 25: Yesterday, Today, Forever.*

**WTTW(TV) Chicago** □ *The Merry Widow.*

**Chrysalis-Yellen Productions, NBC** □ *Prisoner Without a Name, Cell Without a Number.*

**WTTW(TV) Chicago, BBC** □ *The Making of a Continent.*





Scott Craig (center) accepts WBBM-TV Chicago's Peabody award from J. Thomas Russell (l) and Dr. Fred Davison (r), both of the University of Georgia.



Geter, a 60 Minutes Peabody winner.

- WTBS(TV) Atlanta** □ *Portrait of America*.  
**Sunbow Productions** □ *The Great Space Coaster*.  
**CBS Entertainment, Smith-Hemion Productions** □ *Romeo and Juliet on Ice*.  
**ABC, Dick Clark Productions** □ *The Women Who Willed a Miracle*.  
**CBS Entertainment, Mendelson-Melendez Productions** □ *What Have We Learned, Charlie Brown*.  
**WBBM-TV Chicago** □ *Studebaker: Less Than They Promised*.  
**WBRZ-TV Baton Rouge** □ *Give Me That Bigtime Religion*.  
**KRON-TV San Francisco** □ *Climate of Death*.  
**WGBH-TV Boston** □ *Nova: The Miracle of Life*.  
**NBC, Edgar J. Scherick Associates** □ *He Makes Me Feel Like Dancin'*.  
**KCTS-TV Seattle** □ *Diagnosis: AIDS*.  
**Cable News Network** □ For significant news and information programming.

## JC Penney—University of Missouri Awards

2d annual. Presented by JC Penney and the University of Missouri to local television stations that "identify community problems and take a leadership role in attempting to solve them."

- WSMV(TV) Nashville** □ *Innocent Shame*.  
**KENS-TV San Antonio, Tex.** □ *Teach the Children*.

## Polk Awards

Presented by Long Island University in honor of CBS newsmen, George Polk, killed while covering the Greek Civil War.

- Don McNeil**, CBS News.  
**John Fosholt and Ward Lucas**, KBTB(TV) Denver.  
**WGBH-TV Boston** □ *Vietnam: A Television History*.

## RTNDA Awards

Presented by the Radio-Television News Directors Association to TV and radio stations for editorializing, documentaries and reporting. This year's RTNDA awards will be announced later this year. The most recent winners can be found in the July 4, 1983 issue.

## David Sarnoff Award

Presented by the University of Arizona's Radio and Television department for individuals "who have made outstanding personal contributions to the development or use of radio or television in the United States."

**Roy Danish**, Television Information Office.

## Sigma Delta Chi Awards

Presented by the Society of Professional Journalists, Sigma Delta Chi, for meritorious achievement in broadcast reporting, public service and editorials.

### Radio

- Howard Berkes**, National Public Radio □ Radio reporting.  
**WMAQ(AM) Chicago**, *School Says You're Retarded* □ Public service on radio.  
**Gene Slaymaker**, WTLC(FM) Indianapolis □ Radio editorializing.

### Television

- Peter Arnett**, CNN, *Death Visits Tenancingo* □ General reporting.  
**WSMV(TV) Nashville**, *Innocent Shame: The Legacy of Child Sexual Abuse* □ Public service on television.  
**KYTV-TV Philadelphia** □ Television editorializing.

## SMPTE Awards

Presented by the Society of Motion Picture and Television Engineers.

- Paul Brown**, Southern Baptist Radio and Television Commission; **John Caluger**, consultant, and **Frederick Nobbs**, Eastman Kodak □ Citation for outstanding service to the society.  
**Norman Grover**, CBC vice president, engineering, and **Carlo Terzani**, Radiotelevisione, Rome □ Presidential proclamation.  
**C.B.B. Wood**, BBC □ Agfa-Gevaert gold medal for "his involvement in film telerecording, the development of new electronic cameras and early experiments in color."  
**Erik Barnouw**, retired Columbia University professor □ Eastman Kodak gold medal for "his significant contributions as an innovative educator."  
**Jean-Pierre Beauviala**, director, Aaton S.A. □ John Grierson International gold medal for "his outstanding technical achievement in the design of hand-held cameras, associated electronic circuitry and time code synchronizers."  
**C. Bradley Hunt**, Eastman Kodak, and **Haruo Sakata**, Japan

Broadcasting Corp. □ Journal award for technical papers.

**Hirozo Ueda**, Fuji Photo Film Co. □ Herbert T. Kalmus gold medal for "his distinguished contributions to the research and development of Fuji negative and print materials."

**Alexander Huston**, Metropolitan Vickers Electrical Co. □ Phonosonics achievement medal for his service to the photonics community.

**Ray Dolby**, Dolby Laboratories □ Alexander M. Poniatoff gold medal for "technical excellence for his contributions to the advancement of magnetic sound recording."

**Erik Rasmussen**, Danish Filmstudio consultant □ Samuel L. Warner memorial award for "his 50 years of continuing effort in the improvement of sound on film."

**Frank Davidoff**, retired, CBS-TV Network □ Progress medal for "a sound technical approach to digital video specifications while maintaining high technical quality."

## Sol Tishoff Award

Presented by the National Press Foundation for excellence in broadcast journalism. The award is in honor of the late founder and editor-in-chief of BROADCASTING magazine.

**Ted Koppel** □ ABC *Nightline* anchor.

## TV News Photography

Presented by the National Press Photographers Association, the Department of Mass Communications, Arizona State University, Eastman Kodak and Cinema Products.

Station of the year

**KBTB(TV) Denver**

Photographer of the year

**Mitch Wilson**, KXAS-TV Fort Worth

Awards

**George Fridrich**, NBC Washington □ *Repeat Offenders* (first place, documentary).

**Paul Fine**, CBS Washington □ *The Champ* (second place, documentary).

**Bryan Anderson** and **Gregory Andracke**, NBC New York □ *The Popes and Their Art* (third place, documentary).

**Bob Brandon**, Houston freelancer □ *Editor* (first place, feature).

**David Gray**, KOMO-TV Seattle □ *Pumpkin Madness* (second place, feature).

**Jeffrey Weinstock**, NBC Boston □ *Sweet Inheritance* (third place, feature).



Accepting the USTVCF "Best of Festival" award for "Never Before" were (l-r) Sean Fitzpatrick, Campbell-Ewald; J.W. Anderson, festival chairman; Sherry Seckel, Robert Abel & Associates; Ed Swanson, festival MC, Modern Talking Pictures, and Dan O'Brien, Robert Abel & Associates.

**Thomas Loveless**, WFAA(TV) Dallas □ *Boaters Rescued* (first place, spot news).

**Fabrice Moussus**, ABC New York □ *Arafat Journey* (first place, general news).

**Bill Fenster**, KING-TV Seattle □ *Maple Valley Fire* (second place, general news).

**David Dellera**, KRON-TV San Francisco □ *Aliviso Flood Victim* (third place, general news).

**Mitch Wilson**, KXAS-TV Fort Worth □ *Street People* (first place, magazine series).

**David Delozler**, KBTB(TV) Denver □ *Pain, Sweat and Speed* (third place, magazine series).

#### Editing award

**Jeffrey Weinstock**, NBC Boston □ *The Boston Globe*.

## Unity Awards

31st. Presented by Lincoln University, Jefferson City, Mo., in recognition of "excellence in the reporting of minority issues and concerns."

#### Television

**Joyce Reed Sterling, Jim Hankins**, KYTV(TV) Springfield, Mo. □ *Dollars for Dialing* (economic).

**Charles Scott, Amelia Hamilton, JoAnn Vallig Rush**, KPRC-TV Houston □ *Black History Special* (education).

**Frank Whittaker, Patricia Dean**, WBBM-TV Chicago □ *Harold Washington: The Man and the Mandate* (political).

**Ned Schnurman**, *Inside Story* □ "For the First Time Ever." (editorial).

**Joseph Lovett, Geraldo Rivera**, ABC □ *AIDS* (investigative).

**Charles Stuart, Richard Threlkeld, Bob Roy, Paul Friedman**, ABC □ *Crime in America: Myth and Reality* (public affairs/social issues).

#### Radio

**Marcia Hertz, Almee Sands**, WBUR(FM) Boston □ *Economic Revitalization* (economics).

**Pat Cassidy**, WMAQ(AM) Chicago □ *School Says You're Retarded* (educational).

**Jeff Rainford**, KMOX(AM) St. Louis □ *The High Cost of Growing Old* (investigative).

**Marcia Hertz, Greg Fitzgerald**, WBUR(FM) Boston □ *Black Political Participation* (political).

**Jim Branch**, WRFM(FM) New York □ *A Political Plum for a Political Crony* (editorial).

**Chuck Taylor, Herbert Kaplow**, ABC □ *The Dream Revisited* (public affairs/social issues).

## UPI National Broadcast Awards

Presented by UPI, with national winners picked from competition of state and regional winners. Last year's winners appeared in the July 4, 1983 issue. The winners for 1984 will be announced next week.

## USTVCF

13th annual. Presented by the U.S. Television Commercials Festival for excellence in advertising.

#### Best of Festival

**General Motors Corp./Chevrolet** □ *Never Before* (Robert Abel & Associates; Campbell-Ewald Co.)

Subject Category Winner—Under \$10,000

**J.C. Ehrlich Co.** □ *Pest Control Is Too Important To Trust To Anyone Else* (Kennedy/Lee Inc.; Arnold Advertising Corp.)

**San Jacinto Lung Association** □ *Smoker's Cough* (Joe Baraban; Bozell & Jacobs.).

**American Lung Association** □ *Nutty Professor* (Fred Levinson Productions; Robert Oksner & Keith Gould).

**Miller's Outpost** □ *Summer Clearance Campaign* (Miller's Outpost; Miller's Outpost).

Subject Category Winners—Over \$10,000

**GM Corp./Chevrolet** □ *Never Before* (Robert Abel & Associates; Campbell-Ewald Co.)

**Coming Glass Works** □ *Chameleon* (Peterson Communications; Foote, Cone & Belding).

**Archer Daniels Midland Co.** □ *Soy Protein* (Wilson-Griak; Martin Williams Advertising).

**IBM** □ *Hats* (Hagmann, Impastato, Stephens & Kerns; Lord Geller, Federico, Einstein, Inc.)

**Anheuser-Busch** □ *Pirates* (Production Partners; D'Arcy MacManus Masius).

**Rainier Brewery** □ *Gurning* (Kaye Smith Productions; Heckler Associates).

**The Stroh Co.** □ *Cabin* (Bob Giraldo Productions; Marschalk Co.).

**Kraft Inc.** □ *Diner* (Pfeifer Story; J. Walter Thompson USA).

**Wendy's International** □ *Step Aside* (Sedelmaier Productions; Dancer Fitzgerald Sample).

**Hunt-Wesson Foods** □ *Heard* (N. Lee Lacy & Associates; Ketchum Advertising).

**Revlon Inc.** □ *We've Got Your Color* (Film Consortium; 50th Floor Workshop).

**Timex Corp.** □ *Great Watch, Mother's Day, and Father's Day Campaign* (R. Greenberg Associates; Grey Advertising).

**Lowe's Inc.** □ *Nationwide Cats* (Swanson Productions; J. Walter Thompson).

**Kaypro** □ *Complete Computer and Options* (Sedelmaier Productions; Della Femina, Travisano & Partners).

**Pioneer Electronics** □ *Rossini* (Directors Consortium; Chiat/Day Inc.).

**Marriott Corp.** □ *Edgewatchers and Before/After* (Pfeifer Story; Smith, Burke, Azzam).

**Universal Pictures** □ *E.T.—The Extraterrestrial* (Flamingo Films).

**Mastercard International** □ *Starved/Bored* (N. Lee Lacy & Associates; Wm. Esty Co.)

**Sentry Insurance** □ *Best Worst, Falling Object and Special Auto Campaign* (N. Lee Lacy & Associates; Frankenberry, Laughlin & Constable Inc.).

**D.O.C. Optics Corp.** □ *Angel Eyes* (Magic Lantern; W.B. Doner & Co.).

**MCI Telecommunications** □ *Parents* (Bob Giraldo Productions; Ally & Gargano).

**Alaska Airlines** □ *Mankind* (Sedelmaier Productions; Chiat/Day/Livingston Advertising).

**ITT Corp.** □ *Clean Room* (Dennis, Guy & Hirsch; Needham, Harper & Steers).

**Massachusetts State Lottery** □ *Working For Me* (Sedelmaier Productions; Hill, Holliday, Connors, Cosmopoulos Inc.).

**Brooklyn Bridge** □ *It's Your Bridge (:60)* and *It's Your Bridge (:30)* (Sunlight Pictures; Ogilvy & Mather).

**WYNY Radio** □ *The Thinker* (Jim Johnston Films; D'Arcy MacManus Masius).

Production Category Winners—Under \$10,000

**CBS Sports** □ *1983 U.S. Open Show Titles* (Charisma Productions Ltd.; Charisma Communications Ltd.) art/animation.

Production Category Winners—Over \$10,000

**Wausau Insurance Cos.** □ *Where's Wausau?* (Bob Giraldo Productions; Cramer Krassell Co.) copywriting.

**IBM** □ *Hats* (Hagmann, Impastato, Stephens & Kerns; Lord Geller, Federico, Einstein Inc.) direction, set design and talent.

**Ford Motor Co.** □ *Fun Again* (Ford Motor Co.; J. Walter Thompson) editing.

**The Stroh Brewery** □ *Cabin, Relief Pitcher and Alex, the Dog* (Bob Giraldo Productions; Fred Levinson Productions; Levine Pytko Productions; Marschalk Co.) humor.

**Rainier Bank** □ *Veterinarian* (Independent Directors; Cole & Weber) overall production.

**GM Corp./Chevrolet** □ *Never Before* (Robert Abel & Associates; Campbell-Ewald Co.) editing, overall production, photography, product demonstration, special effects.

**Levi Strauss & Co.** □ *One Way* (Robert Abel & Associates; Foote, Cone & Belding) special effects.

## Weaver/MDA Journalism Awards

The Pat Weaver/Muscular Dystrophy Association broadcast journalism awards are sponsored by the MDA and established "to recognize and encourage television and radio programming that increases public understanding of neuromuscular diseases and stimulates public support of MDA's efforts to conquer them." The awards were named in honor of Weaver, former NBC chairman and MDA executive committee chairman.

**WLFJ-TV West Lafayette, Ind.** □ *Brian's Mom.*

**WTFF(TV) Nashville** □ *Today and Tomorrow.*

**WITI-TV Milwaukee** □ *Families Dealing with MD.*

**WINK-TV Fort Myers, Fla.** □ *Talking Knees.*

## WIBC awards

Presented by the World Institute of Black Communications Inc. for communications excellence to black audiences.

#### Television

**Burger King Corp./J. Walter Thompson** □ Product messages, less than one minute.

**Seven-Up Co./J. Walter Thompson** □ Campaign, product messages, less than one minute.

**Coca-Cola U.S.A./Burrell Advertising Inc.** □ Product messages, one minute or more.

**United Negro College Fund/Advertising Council, Young & Rubicam** □ Public service, institutional, political, less than one minute and one minute or more.

#### Radio

**Kraft Inc./Procter & Gardner; Amstar Corp./SSC&B Inc.** □ Product message, less than one minute.

**TDK Electronics/Phillip Stogel Advertising** □ Campaign, product message, less than one minute.

**AT&T/UniWorld Group** □ Product message, one minute or more.

**Kentucky Fried Chicken/Mingo-Jones Advertising** □ Campaign, product message, one minute or more.

**Opportunities Industrialization Center/Ketchum Advertising; Department of Health & Human Services/FDA** □ Public service, institutional, political, less than one minute.

**Committee to Elect Harold Washington/Brainstorm Communications** □ Public service, institutional, political, one minute or more.

**Uncle Ben's Rice/J. Walter Thompson** □ Nonentertainment programing, less than 15 minutes, single entries only.

**WRFM(FM) New York** □ Nonentertainment programing, less than 30 minutes, single entries only.

**Universal Broadcasting Corp. (KUXL[AM] Golden Valley, Minn.)** □ Nonentertainment programing, 30 minutes or more, single entries only.

## Women at Work Broadcast Awards

5th annual. Presented by the National Commission on Working Women "to recognize outstanding radio and television programing about working women's issue."

### Television

**Mary Beth Yarrow and Julie Thompson**, producers □ *The Willmar 8*. (public affairs/documentary).

**WCBS-TV New York** □ *Coping with Kids* (news series).

**CBS-TV** □ *Games Mother Never Taught You* (entertainment).

**WCBS-TV New York** □ *Project Working: Pay Equity* (editorial).

**WTBS(TV) Atlanta** □ *Womanwatch: Hard Hat Construction Worker Mary Lynch* (feature).

### Radio

**Thea Marshall Communications** □ *Comparable Worth—The Wages of Equality* (public affairs/documentary).

**National Public Radio** □ *Legislation to End Insurance and Pension Discrimination* (news series).

**WBBM(AM) Chicago** □ *Discrimination I & II* (editorial).

**Katie Davis** □ *Women Firefighters and Women Comics* (feature).

## Writers Guild of America Awards

36th annual. Presented by the Writers Guild of America to members whose work in writing and graphic arts for television, radio and motion pictures has been judged exceptional.

### Television

**Theodore Bogoslan** □ *Cobalt Blues*. PBS (documentary, current events).

**Jonathan Ward and Dale Minor** □ *1984 Revisited*, CBS (documentary, other than current events).

**Mervin Block** □ *A Selection of Television Spot News Scripts*, CBS (spot news).

**Claire Labine, Paul Avila Mayer, Mary Ryan Munisteri, Nancy Ford, B.K. Perlman and Judith Pinsker** □ *Ryan's Hope*, ABC (daytime serial).

**Arthur Heinemann, The Woman Who Willed a Miracle** (ABC) and **Jon Stone and Joseph Balley, Big Bird in China** (NBC) □ Children's script.

**Marshall Herskovitz and Edward Zwick** □ *Special Bulletin*, NBC (drama anthology, original).

**Ossie Davis and J. Kenneth Rotcop** □ *For Us, The Living: The Story of Medgar Evers* PBS (drama anthology, adaptation).

**Lila Garrett and Anne Meara** □ *The Other Woman* CBS (comedy anthology, original).

**David Milch** □ "Trial by Fury," *Hill Street Blues* NBC (drama episode).

**Glen Charles and Les Charles**, "Give Me a Ring Sometime," *Cheers* NBC; **Ken Levine and David Isaacs**, "The Boys in the Bar," *Cheers* NBC □ Comedy episode.

**George Stevens Jr. and Joseph McBride** □ *The American Film Institute Salute to John Huston* CBS (musical or comedy variety).

**Robert Boris** □ *Blood Feud, Part II* OPT Syndication (multipart long-form series).

### Radio

**Norman Morris and Peter Freundlich** □ *Exploring America: A Passage by Rail* CBS (documentary).

**Dennis Whitcomb and Joan Young** □ *A Family Affair* KLAC-(AM) Los Angeles (drama).

**Gill Longin** □ *World News This Week* ABC (spot news).

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## Threat of DGA strike hangs over Hollywood

### Negotiators are still meeting; contract expired on June 30

Hollywood began bracing last week for a possible strike by the 7,300-member Directors Guild of America following the expiration of the union's three-year industry contract last Saturday (June 30). Guild members were scheduled to meet in Los Angeles today (July 2) and in New York tomorrow (July 3) to vote on the recommendations made by their negotiators.

If the walk-out is authorized, it would be the first strike in the DGA's 50-year history and the third major labor dispute to affect the industry within the last five years. (Members of the Screen Actors Guild staged a strike during the summer and fall of 1980. The Writers Guild walked out the following

spring).

Representatives of the Alliance of Motion Picture and Television Producers, negotiating for the major movie studios and commercial television networks, have been meeting with the DGA since last April to work out a new three-year agreement. Both sides have maintained an embargo on statements to the press regarding substance of the talks, which have reportedly reached an impasse over profit-sharing from home video sales.

The DGA is seeking 1.8% of wholesale videocassette sales revenues, according to a taped television broadcast to members seen in Los Angeles on June 24.

The DGA-sponsored program also said the union is seeking royalties for directors of TV pilots, TV series spin-offs and films that

result in new TV series; an end to the alleged network practice of allowing non-DGA members to do some TV editing work; a "declaration of creative rights in entertainment programming and in sports and news jurisdictions" among DGA TV network members, and development of a "qualifications list" for assistant directors and stage managers in videotaped programs aimed at ending "nepotism and favoritism."

Although other entertainment industry unions have no-strike clauses in their current contracts, representatives of both the Screen Actors Guild and the American Federation of Television & Radio Artists said they would support a DGA strike and individual members could choose not to cross picket lines "as a matter of conscience."

A threatened strike by the DGA was nar-

### CBS's repeats push it into first place

CBS led the prime time ratings for the week ended June 24 based solely on the superior performances of its repeat programming. And NBC, despite coming in third four nights of the week, was able to beat ABC by half a rating point for second, principally due to a first-place showing on Thursday night. Meanwhile, sports on ABC continued to be lackluster, with its *Monday Night Baseball*, although picking up momentum, still outside the top 30 shows for the third consecutive week. And a special *U.S. Olympic Trials* broadcast on Thursday at 8 p.m. pulled a 7.3/14 and ranked 61 out of 63 prime time programs.

According to Nielsen's National Television Index, CBS recorded a 12.5/24, while NBC came in second with a 11.9/23 and ABC third with a 11.4/22

Highlights of the week, night by night:

■ CBS took Monday night with an average 16.8/29.8, the highest average for a nightly win of any network during the week. A repeat of *One Day at a Time*, in the 9-10 period, recorded a 17.2/29, a rating 8% above its season average.

■ NBC had a strong win on Tuesday with repeats of its regular lineup of *A-Team*, *Riptide* and *Remington Steele*. ABC was third for the second consecutive night, steady with an 18 share during 8 to 10 p.m.,

but garnering a 22 share with *Hart to Hart* in the final hour.

■ ABC took Wednesday with repeats of *The Fall Guy* and the *Wednesday Night Movie*, "In The Company of Strangers."

■ Thursday saw ABC and NBC again flip with NBC, although behind CBS every half-hour between 8 and 10 p.m., moving ahead between 10 and 11 p.m. when a repeat of *Hill Street Blues* gave it nearly a five rating point and nine share point lead.

■ ABC took Friday night, although at a 12.5/25.5 it was the lowest nightly win by any network during the week. ABC won every half-hour of the night, while NBC stayed in third with an average 18.7 share. ABC's *Blue Thunder*, which is not returning to the network next season, beat *Dallas* on CBS by 0.6 of a rating point and one share point.

■ NBC started Saturday night leading by one share point over ABC with repeats of *Diff'rent Strokes* and *Silver Spoons* between 8 and 9 p.m., but ABC pulled ahead the rest of the night, averaging a 24.5 share with *Love Boat* and *Fantasy Island*.

■ CBS won Sunday night principally due to *60 Minutes*. It lost the 8 to 9 p.m. period to *Hardcastle & McCormick* on ABC and *Knight Rider* on NBC, as well as the 9 to 11 p.m. period to the *NBC Sunday Night Movie*.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cagney & Lacey	CBS	19.2/33	23.	Family Reunion, part 2	ABC	13.1/22	45.	Knight Rider	NBC	10.2/20
2.	Rage of Angels, part 1	NBC	17.2/31	24.	Love Boat	ABC	12.8/25	46.	Hotel	ABC	10.1/18
3.	One Day at a Time	CBS	17.2/29	25.	Facts of Life	NBC	12.8/24	47.	Ripley's Believe It-Not	ABC	9.8/21
4.	Simon & Simon	CBS	16.9/30	26.	Hart to Hart	ABC	12.5/23	48.	American Jr. Miss Pageant	CBS	9.5/19
5.	Allie	CBS	16.5/29	27.	Fall Guy	ABC	12.1/24	49.	When Stranger Calls	NBC	9.5/19
6.	Trapper John, M.D.	CBS	16.3/29	28.	Fantasy Island	ABC	11.9/24	50.	Three's Company	ABC	9.4/18
7.	Hill Street Blues	NBC	15.8/30	29.	Rules of Marriage	CBS	11.9/22	51.	Duck Factory	NBC	9.4/17
8.	A Team	NBC	15.6/30	30.	Benson	ABC	11.8/27	52.	Four Seasons	CBS	9.3/18
9.	Riptide	NBC	15.5/27	31.	Somewhere in Time	CBS	11.8/21	53.	Foulups, Bleeps & Blunders	ABC	9.1/18
10.	60 Minutes	CBS	15.2/33	32.	Blue Thunder	ABC	11.8/23	54.	Real People	NBC	9.0/18
11.	Jeffersons	CBS	15.2/27	33.	Monday Night Baseball	ABC	11.6/20	55.	Falcon Crest	CBS	9.0/17
12.	Cheers	NBC	14.5/28	34.	Gimme a Break	NBC	11.5/24	56.	Monday Baseball pregame	ABC	8.9/18
13.	Night Court	NBC	14.3/26	35.	Webster	ABC	11.5/24	57.	Dukes of Hazzard	CBS	8.7/19
14.	Matt Houston	ABC	14.2/28	36.	Silver Spoons	NBC	11.2/24	58.	Rousters	NBC	8.7/17
15.	Scarecrow & Mrs. King	CBS	14.1/27	37.	Dallas	CBS	11.0/22	59.	Master	NBC	8.2/18
16.	20/20	ABC	13.8/25	38.	Diff'rent Strokes	NBC	10.9/24	60.	Mr. Success	NBC	7.9/15
17.	Family Ties	NBC	13.7/27	39.	Mama's Family	NBC	10.9/22	61.	Thursday Olympic Trials	ABC	7.3/14
18.	Magnum P.I.	CBS	13.6/28	40.	Knot's Landing	CBS	10.9/20	62.	Mama Malone	CBS	4.5/10
19.	Remington Steele	NBC	13.6/24	41.	Sunday Olympic Trials	ABC	10.9/19	63.	He Makes Me Feel Like Dan- cin'	NBC	3.6/8
20.	TV Bloopers & Prac. Jokes	NBC	13.5/26	42.	L.J. Hooker	ABC	10.8/23				
21.	Hardcastle & McCormick	ABC	13.3/26	43.	The Fury	NBC	10.8/22				
22.	In Company-Strangers	ABC	13.3/24	44.	St. Elsewhere	NBC	10.3/19				

\*Indicates premiere episode

rowly averted three years ago when a settlement was reached the night before the existing contract was slated to expire. Negotiations were continuing last week, and both sides said they were optimistic they could reach a new agreement that would be accepted by the DGA membership this week.

The three networks have trained supervisory personnel to take over in the event of a work stoppage, which would have an immediate impact on news, sports and entertainment programs. Over the long term, primetime series would be the hardest hit, as summer is an intensive production period for the fall shows. The daytime serials and game shows would also be affected. The networks have a combined total of 64 new and returning primetime series next fall, plus 22 daytime programs, 15 mini-series and more than 50 made-for-television movies scheduled for production.

The 1984 summer Olympics would play a role in a DGA strike in two ways: ABC would need to fill in with other personnel during its exclusive coverage July 27-Aug. 12, and Los Angeles-area location shooting would become even more constricted, since the city has imposed a ban on film permits during the games.

"It is our intention to negotiate in good faith and to remain as flexible as possible," said AMPTP President Nick Counter in a statement issued last Monday. "All of our efforts are now directed toward reaching an agreement and that is our most important objective." □

## BMI raises rates

**New three-year forms include fee hike; all-industry committee will fight it**

Radio stations across the U.S. received a jolt last week when new three-year blanket music license forms began arriving in the mail from Broadcast Music Inc. The forms include, among other things, a rate hike and a provision giving BMI the right, for the first time, to audit station program logs. The new contracts replace five-year agreements that expired on Dec. 31, 1983, but were extended twice, each time for three months, with the second extension ending last Saturday (June 30).

According to BMI President Ed Cramer, the new fees represent about a 10% hike. He told BROADCASTING that the fee hike "amounts to little more than \$1 a day for the average station." Cramer said the new fee increase will not take effect until Jan. 1, 1985, with 1984 remaining at the old rate. He added that the new contract forms have also been "simplified."

"I don't think the industry will hold still for this," said Martin Beck, chief executive officer of Rockville Center, N.Y.-based Beck-Ross Communications and former NAB radio board chairman. Beck said that for at least one of his stations, the rate increase in the new contract looks to be about 14.5% over the old form.

Alan Weinschel, an attorney with Weif, Gotshal & Manges and counsel to The All-Industry Radio Music License Committee, said BMI was seeking a fee increase as a "down payment" for continuing discussions past June 30, which the committee found unacceptable. BMI also suggested going to arbitration over the matter, but indicated it would use current ASCAP rates, which are higher than BMI's, as a basis for its submission. Weinschel argued that ASCAP and BMI were two separate standards of pricing arrived at differently over the years and that ASCAP's rates should not be the benchmark for other pricing.

Weinschel also said the committee will likely sponsor litigation against BMI on the rate increases and on money that he said was overpaid by radio broadcasters during the old contract because "the royalty reporting forms were not consistent with the contract." Discussions were taking place late last week between committee members and the law firm as to what kind of lawsuit might be presented.

BMI's move came after a breakdown in negotiations June 21 between the music licensing firm and the committee ("In Brief," June 25). The committee has taken the position that neither the American Society of Composers, Authors and Publishers, whose license agreement expired Dec. 31, 1982, but was extended through interim agreements, nor BMI should increase fees. (The committee is close to finalizing a new pact with ASCAP that would not raise the rate.) □

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## Supreme Court lets liquor ad ban stand

**It declines to review First Amendment issue raised by Mississippi media**

The Supreme Court last week decided against reviewing the question of whether the First Amendment bars states from enacting laws prohibiting liquor and wine advertising on radio and television stations, in newspapers and on billboards. It let stand without comment a Mississippi law imposing such a ban which 56 media parties had contended violated the right to protected commercial speech.

The denial of review came a week after the court had issued its decision overturning an Oklahoma law prohibiting cable television systems from carrying wine advertising (BROADCASTING, June 25). (Beer advertising is permitted in both states.) And in denying review, the high court again let pass the opportunity for dealing with the First Amendment issue. It avoided the same issue in the Oklahoma case in which it held that the FCC pre-empted state authority to impose such regulations and that, as a result, it was not necessary to deal with the First Amendment issue that had also been raised in the challenge to the Oklahoma law.

To some observers, it had seemed that the high court intended to deal with the question in the Mississippi case, since the First Amendment played a larger role in that one than in the one from Oklahoma. Furthermore, one of two district courts that heard the two cases that formed the basis of the case presented to the Supreme Court had held that the law was unconstitutional. So did a panel of the Fifth Circuit.

But the full bench of the Fifth Circuit, by an 8-5 vote, upheld the law constitutionally valid, even if it does restrain commercial speech. The court reached that conclusion after applying a four-part test prescribed by the Supreme Court to determine whether commercial speech is entitled to protection. But the appeals court said it was applying the test in a less stringent manner than it might otherwise because of the authority given states by the 21st Amendment to regulate liquor advertising.

There was no dispute as to the first two parts—the advertising involved was conceded to be lawful and not misleading, and the asserted government interest—in protecting the health of the state's citizens by controlling the promotion of liquor consumption—is substantial.

The dispute begins with the third part: Does the regulation directly advance the government interest that is asserted? And on that, the court expressed no doubt: "It is

**NAB wish list.** The National Association of Broadcasters has asked the FCC to insure that its rules be true to the intent of the All-Channel Receiver Act. In a filing at the FCC, NAB said the FCC could achieve that goal through the adoption of its proposal to impose a more stringent UHF noise figure requirement. In addition, NAB urged reconsideration of the FCC's action permitting Sanyo Corp. to market two-channel TV receivers (BROADCASTING, June 18). The association contended the FCC's action constituted a "serious erosion" of the UHF comparability principles enunciated by Congress.

In the same filing, NAB urged the commission to "act promptly" on a rulemaking reexamining the need for the rule of sevens, which limits station ownership to seven AM's, seven FM's and seven TV's (no more than five VHF's). The association is on record in support of relaxation or deletion of those limitations.

The NAB also noted that it had urged the FCC to give priority to nonsatellite-fed TV translators in processing new low-power television applications.

It further applauded the FCC's decision to dismiss Turner Broadcasting's petition for rule-making seeking deletion of the must-carry rules, but it expressed concern about the large backlog of petitions for special relief filed by cable operators seeking waivers of the must-carry rules. Under the rules, NAB noted, those cable petitioners can get an automatic stay relieving them of their must-carry obligations for as long as their petitions are pending, even when their petitions have no merit. "The consequence is often severe hardship—and, in some cases, even economic failure—for the television stations involved," NAB said. "In cooperation with FCC officials, NAB has advised its own membership of information stations can provide to the commission to facilitate the processing. NAB reiterates the need for streamlined processing procedures within the commission to pare the backlog and deal with new petitions promptly and efficiently."

The association further said no degradation in the signal quality of must-carry signals should be permitted. "The commission must maintain standards to preclude anticompetitive degradation of the quality of local signals retransmitted by cable," the NAB said.

The association further said the commission should implement a plan for meeting public safety mobile communications requirements through new technologies and advanced spectrum management techniques. "The use of improved spectrum management techniques will decrease channel congestion and afford greater ability to accommodate competing demands for scarce spectrum."

beyond our ability to understand why huge sums of money would be devoted to the promotion of sales of liquor without expected results, or continued without realized results. . . . It is total sales, profits, that pay the advertiser; and dollars go into advertising only if they produce sales." And as for the fourth part of the test, the court held that the restrictions "are not more extensive than necessary to serve the state interest."

The plaintiffs also argued that the advertising ban violates the equal protection clause of the 14th Amendment, in that it discriminates against the local media while permitting advertising to enter Mississippi from out-of-state media. But the court said that "the commercial speech doctrine is concerned primarily with the level and quality of information reaching the listener"; it is not concerned with the advertiser. As a result, it added, since residents of the state have access to liquor advertising, "there is no classification upon which the plaintiffs can assert a meaningful equal protection claim."

Counsel for the media, in seeking Supreme Court review, said the case was the first to present to the high court the question of whether the right to convey nondeceptive advertising concerning a legal product is a fundamental right subject to a strict scrutiny review for equal protection purposes. The petition for review said the assertion that speakers and their media representatives do

not have a fundamental right to disseminate commercial information will, if allowed to stand, extend to cases other than those involving liquor advertising. Accordingly, the brief said, the case is of concern to all advertisers and media representatives that may be treated unfairly. But the state, focusing on what it contends is the link between advertising of liquor and its consumption, said ads portraying attractive people enjoying liquor present a misleading picture of a destructive life style and are bound to encourage drinking.

One of the lawyers for the media, Jack H. Pittman, of Hattiesburg, Miss., expressed disappointment at the high court's refusal to review the case. He said the Supreme Court has "sanctioned" the Fifth Circuit's conclusion that states may regulate products they feel endanger the public welfare. What's more, he noted that the decision of the U.S. Court of Appeals for the 10th Circuit upholding the constitutionality of the Oklahoma law banning wine advertising on cable television systems was left undisturbed. As a result, he said, "there are now two circuits saying that First Amendment rights are not as strong as to commercial speech" as to other kinds. "So you have problems within state borders."

Mississippi enacted legislation in 1966 legalizing the sale and consumption of alcohol—but on a local option basis. Thirty-five

counties and four judicial districts in the state have remained "dry" while 43 counties and four judicial districts permit sales. □

## State moves on transborder applications

For applicants for FCC authority to transmit programming by satellite to other countries in the hemisphere, the wait has been long and frustrating—as much as four years in some cases. On Wednesday, some 60 representatives of the transborder applicants and of the programming services that would be offered met with State Department officials for a briefing on the issues involved and to express their concerns about delay—in some cases in voices of anger. Following the meeting, State began to move, with the result that it seemed likely a substantial number of applicants would be in the transborder business before the year's end.

In one of two letters being drafted on Thursday, Ambassador Diana Lady Dougan, the State Department's coordinator for International Communication and Information Policy, who presided at the meeting on Wednesday, will ask the International Telecommunications Satellite Organization to schedule an extraordinary meeting of the Assembly of Parties within the next six months. The purpose: to consider requests for coordinating proposals with the global system on whether they would cause economic harm. The applications will be primarily for a group of carriers proposing service to the Caribbean.

The other letter will go to FCC Chairman Mark Fowler. In it, Dougan will suggest a policy that is designed to permit the commission to act expeditiously in granting final authorization for some of the carriers proposing to deliver programming to Canada. The policy deals with the knotty question of assuring Americans copyright protection in a country whose laws do not assure such protection for retransmitted programming. However, the policy would not provide an answer for carriers seeking to transmit the programming of American superstations.

Executive branch policy on authorizing the transmission of broadcast signals across borders in the western hemisphere was set in 1981. But the problem of developing the necessary procedures has been a difficult one for the U.S. government to solve. As the letters being prepared last week indicate, it includes a mixture of the need to meet requirements under the Intelsat Agreements and of assuring copyright protection to producers of the programming being carried. Then, too, there are hurdles at the FCC.

And there are subsets of problems. State Department officials stressed at the meeting with the private industry representatives on Wednesday that Intelsat policy requires that the company proposing a service seek coordination in association with the country that would receive it. One of the points Dougan emphasized was the need for the American entrepreneurs to urge the foreign companies that want the programming to persuade

their governments to join with the U.S. in seeking coordination with Intelsat.

State's efforts to persuade countries to join with the U.S. in the Intelsat process has not been an overwhelming success. Of the some 40 countries contacted, positive responses have been received from only nine—the Dominican Republic, Canada, Panama, Montserrat, British Virgin Islands, Cayman Islands, the Bahamas, Antigua and the Netherlands Antilles. However, State Department officials said additional countries can be classified as "maybe."

Because of a failure to resolve those matters, some 75 applications are awaiting final FCC approval. The commission has approved them, subject to Intelsat coordination and final State Department clearance, in a series of five orders. The government's efforts have not been entirely fruitless; officials say that three applications have received final approval, two to provide service to Canada and one to Bermuda.

Dougan is seeking an extraordinary meeting of the Assembly of Parties because its next biannual meeting is not scheduled until the fall of 1985. Such a U.S. request would apparently be one of several. Mexico and Iraq have already said they will request an extraordinary meeting. And Intelsat officials have indicated the board of governors, which has the responsibility, will convene a meeting of the Assembly of Parties in the fall.

Congress helped lower the barrier to U.S. satellite service to the Caribbean when, last year, it approved an amendment to the Caribbean Economic Recovery Act that requires a country seeking aid to offer assurances neither the government nor a private party within the country would make use of American television signals without permission. Piracy of those signals has been widespread throughout the Caribbean and Central America, which are within the footprint of American domestic satellites. Countries designated to receive benefits have offered the necessary assurances.

Canada presents a different copyright protection problem. Canadian Satellite Communications Inc. (Cancom) routinely picks up and relays programs of American networks without paying compensation, and is within Canadian law. However, the State Department has decided American programmers with contracts to serve cable systems or stations in Canada are free to take the risk their copyright may be violated if they wish. Turner Broadcasting, which is seeking to provide its CNN News and CNN Headline News to Canadian systems, has written the State Department expressing its readiness to proceed with delivery.

Accordingly, in her letter to Fowler, Dougan will say the government is prepared to rely on the fact an entrepreneur has signed a contract with a customer in Canada and is prepared to take whatever risk is involved.

Along with the letter to Fowler, the State Department is sending one to the commission's Common Carrier Bureau, advising it that final authority can be given RCA American Communications Inc. to transmit the two CNN services as well as the Learning Channel, a product of the Appalachian Community Service Network, to Canada

and Bermuda.

Although the two letters represent progress in the effort to solve the transborder problem, some questions remain—how to deal with the programs of superstations, for instance. One State Department official said that is "a sticky" one. The official noted that the carriers involved do not own the copyrights involved, so could not clear the programs with the systems receiving the material. An interagency group is understood to be examining the issue. □

## FCC upheld in grant of new AM in Puerto Rico

The FCC may have had to reveal strategies of international negotiations in which it was involved, but the result was a successful defense of a grant of a construction permit for an AM station to be built in Lares, Puerto Rico. The U.S. Court of Appeals in Washington last week affirmed the action that had been challenged by the owner of WLRP(AM) San Sebastian, P.R., who would face competition from the new station, eight miles away.

The appeal, by Gloria Mendez vda. de Perez, centered mainly on the prospect that the Lares station would interfere with and receive interference from a Dominican Republic station, HIBS, in violation of a commission rule designed to assure efficient use of the spectrum. The Lares station would operate on 1200 khz, the same frequency on which HIBS broadcasts.

At issue was Mendez's challenge of the waiver the commission had granted of the rule prohibiting grants in cases that would result in interference. The commission twice sought remands of the case from the court in order to modify the rationale of the decision. But essentially, the commission held that the Dominican Republic had violated the North American Regional Broadcasting Agreement in placing HIBS on the air and that, as a result, there was no need to consider the interference it would cause or receive. It also held that interference problems could be resolved through negotiations.

But between the commission's decisions on the first and second remand, the countries of the western hemisphere had tentatively agreed on a treaty to replace NARBA. Under the Region II Agreement, HIBS was listed as a station that was interference-free, while the Lares operation was listed as one with interference problems. However, the commission concluded that the lists were tentative and subject to challenge.

What's more, it said it did not want to delay a grant of the Lares permit until the negotiations were completed because it felt the U.S.'s negotiating position would be improved if there was an actual, rather than a proposed, Lares station.

And that appeared to have impressed the appeals court panel that heard the case. The panel, in the opinion written by Judge Antonin Scalia, said the manner in which the commission had taken up and abandoned various "questionable justifications for the

**Sheriff protests.** The Los Angeles sheriff's department, which is seeking, among other things, use of UHF TV channel 19 for public safety in the Los Angeles area, has disputed an FCC staff study that appears to demonstrate that the sheriff hasn't been using the spectrum he already has (BROADCASTING, March 19).

In a package of submissions to the FCC, the sheriff said the staff study was "significantly flawed" for, among other things, failing to consider that public safety communications systems must have the capacity to serve anticipated peak period use levels with "no undue waiting periods to access a channel." The study, the sheriff added, also was conducted when use is at its lowest instead of during the peak summer months. And "the most important use factor for the public safety user, that of excessive and unacceptable waiting time to access radio channel, was not considered," the sheriff said. In an earlier submission to the commission, the Association of Maximum Service Telecasters said it thought the study had been "detailed and objective" (BROADCASTING, April 2).

waiver" does not inspire confidence in the commission's ultimate decision. But he added that it may be noted in mitigation that the commission's "desire to avoid domination of a domestic management decision by an unlawful and potentially eliminable foreign signal—which underlies the commission's ultimate decision—appears as a preoccupying concern throughout." Furthermore, he said, "it may be understandable that the commission was reluctant, until the very last stages, to rely fastly upon and speak bluntly about the strategies of international strategies."

Scalia said that "crucial" to the justification of the waiver is the reasonableness of the commission's belief it can substantially eliminate the interference problem by negotiations, and that it can be in a stronger negotiating position if the Lares station is operating when the negotiations are conducted. The commission's position on those matters is in the nature of a prediction, Scalia said, adding, "and is therefore entitled to great deference." The court, he said, does not find it "arbitrary." He also said the need to preserve U.S. claims to the use of the 1200 khz frequency "can justifiably be regarded as the 'unique and compelling circumstances' " the rules say would justify a waiver.

Mendez also opposed the grant on the ground it violated the rule then in effect prohibiting a regional concentration of control of media. With the grant of the Lares permit, two of Lares Broadcasting's stockholders would have interests in three radio stations within 100 miles of one another, with a primary service overlap between the proposed Lares station and an FM in San Juan. However, the commission had obtained information from the Interior Department demonstrating that San Juan was only 15 miles from Caguas, where the other AM was located. As a result, the stations could, under commission rules, be considered an AM-FM combination licensed to the same market.

Mendez had contended the commission should have used the National Atlas, as it normally does in such situations. And that reference work places the two communities more than 15 miles apart. The court, however, accepted the commission's use of the more current information available from the Interior Department. "It would be absurd not to permit the commission... to use more recent and accurate information," Scalia said. Joining him in the opinion were Judge Harry T. Edwards and Judge Gerhard A. Gesell of U.S. District Court in Washington, who was sitting by designation. □

## GAO report criticizes RARC preparations

**Draft says new State Department office was cause of "confusion" and "tension" among government agencies; improvements suggested**

The General Accounting Office, Congress's watchdog agency, says in a draft report that the State Department's new Office of Coordinator for International Communications and Information Policy generated "tension" and "confusion" among government agencies preparing for the Regional Administrative Radio Conference that last summer developed a plan for the use of direct broadcast satellites in the western hemisphere. The draft also questions "the extent of telecommunications expertise" in the coordinator's office and says the team that the coordinator, Ambassador Diana Lady Dougan, developed to back up the U.S. delegation accomplished little, and indicates it may even have created more problems than it solved. But the draft suggests a strengthening of the office, and recommends the secretary of State improve the coordination process by "defining and delineating" the coordinator's authority and responsibilities.

The draft report is the product of a study of U.S. participation in the conference and of the conference results. It was requested by the Senate Appropriations Subcommittee on Commerce, Justice, State and the Judiciary. And in the main, the draft is upbeat. It says the U.S. generally met its objectives at the Geneva conference: The conference adopted a technically and procedurally flexible plan for DBS service, and the U.S. obtained "a sufficient allocation of slots and frequencies to meet domestic needs." One disappointment was the failure to obtain agreement on the maximum satellite power level the U.S. thought desirable—a failure that led the U.S. to take a reservation that declares that, if it sees fit, the U.S. will ignore the agreement reached by the conference and employ the power level it feels necessary.

The draft attributes the successes to the quality of the U.S.'s technical preparations, the availability of sophisticated computer analysis during the conference and "the competence of a large U.S. delegation."

But the draft says there remains considerable room for improvement in the manner in which the U.S. prepares for such confer-

ences. It calls for more advance work by the State Department, and beginning at an earlier date, to anticipate the political positions of other nations and to help secure their support for U.S. positions. The draft cites opportunities it says were lost through inadequate preparation on the part of State. The draft also discloses the embarrassing situation that occurred in the final hours of the conference when, because of a change in the authority given the delegation, it appeared that the chairman—former FCC Commissioner Abbott Washburn—would not be authorized to sign the Final Acts. The necessary authorization was cabled the night before the signing was to occur. But by that time, the draft says, the chairman had decided "to sign with or without the department's authorization" because he believed that, by virtue of his presidential appointment, he had the necessary authority.

Inevitably, the draft deals with the jurisdictional dispute touched off by the appointment of Dougan to the new office of coordinator. And just as inevitably, the draft fuels the controversy. A Commerce Department official accused Dougan of "self-serving statements" in telling GAO researchers the new office's problems in coordinating preparations for the conference were a result of "resistance to its new role by other offices and agencies." The Commerce Department official, who participated in preparations for the conference, said, "That's just propaganda. I don't know of a single instance where an agency didn't cooperate. It didn't happen."

He also expressed the view that the draft "tilts toward State" in the ongoing controversy as to the respective roles of the State and Commerce Departments in coordinating international telecommunications policy. And he said the report seems to have been used to promote additional staff for the coordinator's office. The draft notes that the House has approved an authorization bill that would provide \$389,000 for 11 new positions in the coordinator's office. "The case for the new positions is not made," he said. He appeared to have read the draft as proposing that the staffers to be added to the coordinator's office be qualified to do the technical work now done in Commerce. "We don't mind people carrying out the coordinator's functions," he said. "But I don't like them doing things assigned to us."

The draft makes clear the turmoil generated by the new office of coordinator. It says the establishment of the office has "added to the tension with other federal agencies, especially NTIA (National Telecommunications and Information Administration) under the secretary of Commerce, over the extent of State Department responsibilities in international telecommunication policy." Indeed, officials in the State Department itself are said to be among those in the government who have resisted the new role of the coordinator: "Officials both in the State Department offices and other agencies involved in preparations for international conferences indicated that the new coordinator is usurping, or will try to usurp, some of their responsibilities."

The draft attributes part of the reason for such emotional conflicts to the fact the office



is a new one. But at least as important, the draft says, is the failure to define its duties clearly. It notes that the executive order creating NTIA in 1978 assigns "overlapping responsibility" to the State and Commerce Departments. And it says the agreement the secretaries of State and Commerce reached last year in an effort to eliminate the "confusion" over their respective roles has failed to do that job.

As for the office's role in the preparations for the conference, the draft says that most of them had been initiated by the time Dougan was officially appointed in 1983. It also says the office lacked the staff to support the work under way. And it says delegates criticized the office staff before and during the conference as to its "technical expertise and continuity." In May, a month before the conference opened, the office staff totalled five, with one person assigned to monitor the conference.

"Home teams" to back up delegations to International Telecommunication Union conferences are not new, although Dougan appeared to suggest the one she organized for the regional conference—composed of agency officials in administrative, political and technical areas—was a new departure. Whatever its novelty, the draft report says, the home team last summer "provided limited support" to the delegation in Geneva. The draft says that was due in part to the delegation's own technical expertise and in part to the fact the home team had not participated fully in the conference preparations. (It held its first meeting on June 9, 1983, four days before the opening session of the conference.) Many of the delegates were said to have reported that the only technical assistance required of the home team was computer support.

Perhaps a more serious criticism of the activities of the home team is the draft's report of the concern delegation members expressed regarding what seemed to some an effort to dominate the delegation. The draft says the delegation chairman reported that the home team, headed by the coordinator, "attempted to go beyond the support function by dictating actions to the delegation and by requesting an inordinate amount of information," and adds, "This caused confusion as to whether the role of the home team was to support or direct the delegation and caused consternation for some on the delegation."

By the end of the five-week conference, the delegation had transmitted 64 cables to the home team on developments, while the home team had sent 25 cables to Geneva, some of them requesting additional information.

As for State's role generally in preparing for conferences, Dougan told the authors of the draft report she has taken or is planning a number of steps to improve that process. These include developing a data bank that will include profiles of other countries' telecommunications policies and representatives, appointing an executive director in the coordinator's office to serve as the key staff member for each important conference and initiating broad bilateral discussions with other countries that include more than ITU matters. □

## Intelsat expands its horizons

**Satellite system proposes over 100 new services; some say action is in response to emerging competition; Intelsat says it is concerned with filling its capacity, generating revenue**

For many observers, the feverish activities of the International Telecommunications Satellite Organization in establishing new services has been a response to the applications being filed by those proposing international satellite systems that would compete with or serve as an alternative to Intelsat. Last week, Intelsat Director General Richard Colino indicated the applications pending before the FCC—the number has now reached seven—are not the principal reason for the hundred or so new services the Intelsat board of governors authorized at its meeting in Honolulu earlier this month (BROADCASTING, June 25). Intelsat, he said, is concerned with filling its capacity and generating the revenues needed to meet projections—something the organization has not been doing in recent years. Last year, he said, revenues fell \$30 million below projections.

Colino discussed the results of the board of governors meeting and a wide range of other Intelsat-related topics on Friday (June 22) and Monday (June 25), in briefings for the press. In themselves, the briefings represented a departure from past practice of the Intelsat bureaucracy and reflected one of the approaches Colino apparently has settled on as a means of attacking the problems presented by the applications of would-be competitors. Until Colino succeeded Santiago Astrain, of Chile, as director general, in January, the global organization had maintained a relatively aloof attitude toward the media, with the result that the 20-year-old organization was largely unknown in the U.S., even to government policy makers. Colino has been aggressive in efforts to remedy that situation, in the interviews he has given and in the public relations firms he has hired.

The attention Colino has given the board of governors meeting is a case in point. A press release refers to the approval the board gave to the "more than 100 international cable television and broadcast services [that are] to be offered on six Intelsat V satellites and two Intelsat IV-A satellites... at extremely low rates." Colino said the new offerings could result in charges as much as 50% lower than those imposed in 1983. He also said the prices would be less than those now charged by U.S. domestic satellite services, although he acknowledged that Intelsat's charges were to signatories, which add their own markup. But he said Intelsat would encourage signatories to pass along the savings on the new services.

Colino told reporters on Friday the variety—in terms of the transponders, channels, connectivity, bandwidth and power available, as well as whether full time or occasional use and preemptible or nonpreemptible service was needed—provides for "one hell of a range of flexibility." As a result, he said there would be no need for customers to

"overbook." They would, he said, have a number of ways of getting on the system. At the same time, he said penalties for last-minute cancellations would be stiff.

Government officials and representatives of some of the six applicants (one filed two proposals) credit the prospective competition with spurring the new activity at Intelsat. And Colino said he would defy prospective users to say they "can't get coverage" on Intelsat. But officials of the global system say the prospective competition that is the primary source of concern is the trans-Atlantic fiber-optic cable—TAT 8—that is to be laid in 1988 and that has already received FCC approval. It will have a capacity of 40,000 circuits. As for the proposed international telecommunications satellite systems, Colino said that until they are authorized, they would not be factored into Intelsat's projections of its future business.

Colino expressed his concern with faulty projections in his meetings with reporters, as well as in addressing, on Tuesday, the opening session of the 10th annual Global Traffic Meeting, at Intelsat headquarters. At the week-long meeting, 325 delegates representing the systems' users from 91 countries made five-year projections and refined forecasts made in previous years.

Colino urged the delegates to develop "the most complete, the most reliable, and forthright forecasts for the period of 1984 to 1989." Then he added, "We must earnestly ask you to abide by your earlier forecasts, upon which many decisions of the board of governors have been based, including the Intelsat VI program."

Colino, in his presentation to the Global Traffic Meeting, noted that the Intelsat system had experienced an average annual growth of 23% between 1971 and 1983. However, projections have been off—with experience failing to keep pace with them—for at least the last five years. In 1983, the shortfall was 20%, which resulted in the \$30 million difference between anticipated and actual revenues. If Intelsat had not been able to meet that disappointment by postponing capital costs, Colino said on Monday, it would have had to increase charges.

Colino attributed part of the forecasting problem to the worldwide recession, which is still a fact of life in many parts of the world. But he attributed part of it as well to the fact that "forecasting needs improvement."

One of the services in which revenues have not matched expectations is the new International Business Service, which Intelsat introduced in October with a considerable degree of optimism and which was also affected by the changes approved by the board. It is designed to permit multinational businesses to establish their own voice and data communications networks via Intelsat at relatively low rates. So far, it is being used by the Bank of Montreal to link offices in Toronto and London. Colino said the principal reason IBS has not attracted customers in the U.S. is that the FCC has not yet authorized tariff rates for the service. □

## House asks media to stop projections

**Resolution calls on networks to refrain from calling elections before polls close**

A nonbinding resolution that asks broadcasters and other news media to refrain voluntarily from characterizing or projecting the results of an election before all the polls close sailed through the House last week by a vote of 352 to 65. The resolution (H. Con. Res. 321) also calls on the news media to adopt guidelines to assure that data from exit interviews are not used to characterize or project results before all polls close.

The media, however, are not bound to obey the resolution, which goes before the Senate Commerce Committee.

There were no surprises in the networks' reaction to the House resolution. All three major broadcast networks stuck to their position that they would continue to report projections based on exit polls, although stressing at the same time that such projections would not be made until all or "the vast majority" of the polls in any particular state have closed.

CBS and NBC responded to the House's resolution on their evening news programs. On the *CBS Evening News with Dan Rather*, anchor and managing editor Dan Rather read a two-sentence statement, issued by Edward M. Joyce, CBS News president, that said: "We respect the importance of the issues raised in this resolution. It is our intent to act responsibly in our reporting of the November elections, as we believe we have acted responsibly in our past coverage." And NBC News President Larwence K. Grossman appeared before the *Nightly News* cameras to say: "Our policy will be as it always is—to report the news. If we have news that there is a winner in New York or Pennsylvania or Connecticut, then we will report that as soon as we know it."

ABC also defended its record, noting it has "exercised restraint in reporting election results and will continue to do the same in the future." At the same time, ABC added, "we must question the wisdom of Congress providing editorial advice to those entrusted with making news judgments."

Congressional concern over the impact of early projections on voter turnout surfaced after the 1980 election. The chamber even established a special task force on elections to investigate the matter. The task force concluded that the early projections in the 1980 election may well have affected voter turnout and that by decreasing voter participation the outcome of close state and local elections could have been affected. And after a series of hearings in 1982, the House Committee on Administration passed the resolution, but no further action was taken.

Congressional pressure on the three major television networks, in particular, mounted again this year when the presidential primary

season started (BROADCASTING, Feb. 27). The resolution moved through the committee again and this time members promised to take it to the floor. Even a number of the larger congressional delegations (Pennsylvania, New York and California) wrote the networks prior to each of their state's primaries and asked them not to make any predictions until all the polls close. While the networks were slightly more cautious, they refused to refrain from making so-called characterizations of elections.

Furthermore, the networks' insistence in characterizing the races infuriated many legislators and resulted in a revision of the original House resolution to include language concerning characterizations as well. Representatives Al Swift (D-Wash.) and Bill Thomas (R-Calif.) are the chief sponsors of the resolution that was heartily endorsed by most of their colleagues.

"I firmly believe that early election projections by the television networks constitute an intrusion by the networks into one of our most fundamental democratic institutions—our elections—and I hope they can be persuaded not to continue to intrude,"

Swift said.

Letters from Westinghouse Broadcasting & Cable and Turner Broadcasting System that stated their support for the voluntary restraints, were introduced during the floor debate. "The fact that Westinghouse Broadcasting and Turner Broadcasting have both gone on record as supporting voluntary restraint is evidence that no canon of journalism is being threatened or compromised by this measure," Thomas said.

The opposition was led by Congressman Willis Gradison (R-Ohio). Gradison characterized the measure as "intimidating the Fourth Estate." Furthermore, he argued that to blame the drop in voter turnout solely on network projections was wrong. "Even if the result were lower turnout and changed outcomes, it seems as likely that they stemmed no less from President Carter's newsworthiness, albeit premature concession," the congressman said of the coverage of the 1980 election.

Representative Tom Tauke (R-Iowa) also spoke against the resolution. "The bottom line is that we are making a mistake when we suggest that it is in the public interest to suppress the news and we attempt to use this raised-eyebrow method to do it," Tauke said. □

## Honing the craft of editorializing

**Speakers tell NBEA-NCEW conference that radio-TV needs to work to reach parity with print**

Broadcast and print journalists attending the joint convention of the National Conference of Editorial Writers and the National Broadcast Editorial Association should have left Washington with plenty to think about. In various sessions, they received advice on improving their products; they also heard a variety of national agenda-setters tell them what's on their minds.

At the opening session, David Broder, syndicated columnist for the *Washington Post*, and Fred Friendly, professor emeritus at the Columbia Graduate School of Journalism, appeared to agree that broadcasters generally have a way to go to catch up with the print media when it comes to editorials. Broder said his sense was that broadcast editorials lacked the impact of print ones. He also said he didn't think broadcasters were investing much in the area. "I think, to be polite, it [broadcast editorializing] is a very incipient art," he said.

Friendly said he generally agreed with Broder's assessment, although he said some broadcast stations had proved to be exceptions. Friendly also said that news may be the "muscle and the sinew" of a newspaper, but that editorials are the "brain and conscience." It can't be quite the same on radio and TV, since the latter media don't have the

time or space, "but it ought to be," Friendly said.

Newspaper editorials, Friendly said, should serve an agenda-setting function. They also should lay out the facts they use to arrive at their positions. The essence of a good editorial is "one that makes you think," Friendly said. "I want to have someone reason with me."

On a separate note, Broder and Friendly agreed that, with the proliferation of interpretive and analytical reporting, the public is having difficulty deciding where the news ends and editorializing begins. Broder said he thought it would be a "terrible mistake" to back away from interpretive and analytical reporting, "but I think we have to help our readers understand just what we're doing." Said Friendly: "I think we've got to be very good in our truth-in-labeling."

The consensus on another panel was that the media's "horseshoe" reporting of election campaign polls is overblown. According to Bill Roesing, a political consultant, the public really shouldn't care about the results of the polls. "We're trying to learn about them [the public]," he said. Peter Hart, pollster for Democratic presidential hopeful Walter Mondale, and Richard Wirthlin, pollster for President Reagan, appeared to concur with Roesing. "You do overreport the polls," Wirthlin said. "Seeing... the significance of the numbers to how the election is going to come out in the fall is an exercise in futility."



Broder



Friendly

"Seeing... the significance of the numbers to how the election is going to come out in the fall is an exercise in futility."

Mario Cuomo, governor of New York, said the media should demand that the presidential candidates—perhaps in a forum modeled on the Lincoln-Douglas debate—thoroughly air their positions on issues. If the media don't demand that, Cuomo said the candidates would "skate" through to the election on image campaigns. "It will only happen if you push for it," he said.

Jeane Kirkpatrick, U.S. ambassador to the United Nations, said she was "deeply concerned" that reading American foreign policy initiatives as being dominated by a rivalry between the U.S. and the Soviet Union is "profoundly incorrect" and "profoundly distorting" both at home and abroad. For one thing, she said, reading foreign policy that way tends to place the U.S. and Soviet Union on the same board, with each being read as trying to dominate the world, and each with "predictably similar" goals. But, according to Kirkpatrick, the two countries do not have the same goals. The Soviet Union, she said, is "expansionist," but not so the U.S. The U.S. has made attempts to block Soviet expansionism, she said, but is motivated by trying "to help other people help themselves."

Alice Rivlin, director, economic studies program, at the Brookings Institution, said the Reagan administration's enormous federal deficit was the result of "pretty dumb policy." She added that there were basically only

a couple of ways to patch things up: raise taxes or cut spending, or both. Rivlin noted that the Brookings Institution had published a prescription—"Economic Choices in 1984"—that she said demonstrated how the deficit could be reduced to zero by the end of the decade.

Mike Peters, syndicated cartoonist for the *Dayton (Ohio) Daily News* and *The Journal Herald*, demonstrated the wit and technique that earned him a Pulitzer Prize. According to Peters, cartoonists love to do caricatures of ugly people. So in this country, cartoonists have been blessed. "The great thing about our country is that we've had some of the ugliest Presidents," Peters said. Coming up with ideas apparently has been easier for Peters during some administrations than in others. "Nixon was so fabulous because everything he did was an immediate cartoon," Peters said. Democrats were not spared, however. "Not only was Carter ugly, but his whole family was ugly," Peters said.

At a luncheon Friday (June 22), NBEA presented its national editorial excellence awards to Susan Nixon, editorial director, WBBM(AM) Chicago, and to Charles Cleveland, editorial director, WBBM-TV, also Chicago.

NBEA also elected new officers: Don Gale, director of public affairs for KSL-AM-TV Salt Lake City, president; Dick Gage, WHBF-TV Rock Island, Ill., vice president; Tom Elkins, KNUI(AM) Kahului, Hawaii, secretary, and Marjorie Arons-Barron, WCVB-TV Boston, treasurer. □

## Washington Watch

**Indiana grant.** In initial decision, FCC Administrative Law Judge Joseph Gonzalez has granted application of Pan American Broadcasting Co. for new TV on channel 62 in Hammond, Ind., denying competing applications of Apogee Inc., Hammond Indiana TV Inc., Jovon Minority Broadcasting Corp. and Cross Country Network Inc. Pan American won on combination of integration and diversity grounds. Enrique Lopez is president and 50% owner of Pan American, which has two other stockholders. None have other media interests. According to decision, Lopez is anchorman and news director of *Informacion 26*, daily Spanish-language news program on WCIU-TV Chicago. He also sells time and produces commercials for station. □

**Frequency policing.** FCC announced last week that, from June 22 until Aug. 12, short-term auxiliary broadcast service use in Los Angeles must be coordinated through ABC, which has been designated as broadcast frequency coordinator during Olympic games. ABC contact is Michael LoCollo, 1313 North Vine Street, Hollywood, Calif., 90028.

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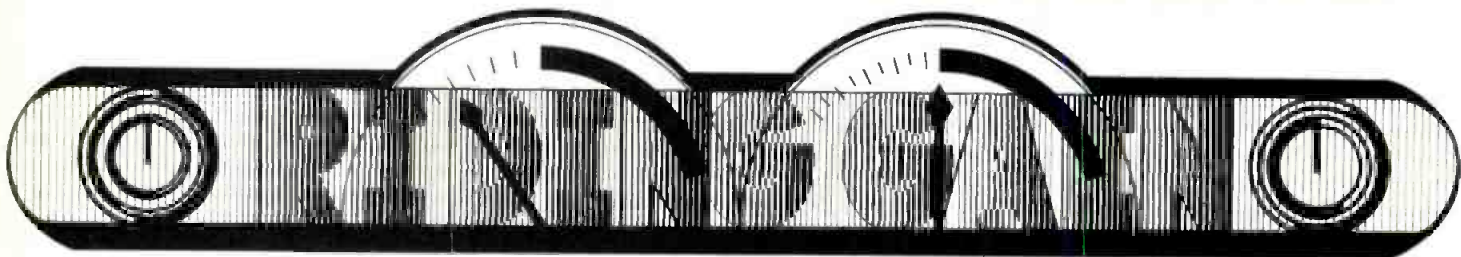
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## The week's worth of news and comment about radio

### Westwood One expansion

Westwood One, the Culver City, Calif., radio program producer and syndicator, is planning to expand its Spanish-language and live event programming in the wake of a successful public stock offering and acquisition of its own satellite distribution system.

Now billing itself as the Westwood One Radio Network, the company will soon introduce *Future Hits*, a weekly one-hour "new music magazine for contemporary radio." According to Ellen Ambrose, vice president of corporate administration, Westwood One is currently negotiating with potential advertisers for the barter series. The satellite-fed series will highlight music being added to the playlists of contemporary hit format radio stations and include group tour information, interviews and singles breaking overseas. "It's the kind of show that's designed for satellite because it's immediate," Ambrose said. It is the first new program from Westwood to take advantage of the firm's \$2.9-million agreement with RCA for long-term satellite access.

In an interview last week, Ambrose told

BROADCASTING the Spanish-language programming division of Westwood One is developing a live concert series and an interview program, and is seeking radio rights to major boxing events. She said Westwood One does not expect to announce final plans for any of these projects until after the 1984 summer Olympics. Westwood One's Spanish-language division, Radio Espanol, has exclusive Spanish-language radio rights to the Los Angeles games, and is broadcasting four separate program packages: *Olympic Capsules*, 60-second vignettes covering various aspects of the games from a Hispanic perspective, airing through July 27; *Olympic Updates*, daily short features airing July 28-Aug. 12 spotlighting all event categories in the competition; *Daily Olympics Wrap-up*, a summary segment during the games reviewing each day's events, including medal presentations and team point totals, and *Olympics Live Action*, live action broadcasts each day of the summer Olympics from baseball, soccer, boxing and other selected events.

"There has been a phenomenal amount of interest on the part of advertisers," said Am-

brose of the Spanish-language programming venture. "They are interested in reaching separate demographic segments of the Hispanic audience." She added that Westwood One intends to develop programming for each of the major audience segments and may also develop some regional programming. "We are currently determining what advertiser needs are and getting a fix on what [musical] groups would be appropriate for the weekly concert series."

Ambrose also confirmed that Westwood One has purchased a 14,000-square-foot warehouse near its current headquarters and will refurbish the new space as an office complex. The company will maintain its current offices and studios while adding a sound stage in the newly acquired building.

The expansion is fueled by a stock offering this spring which raised more than \$16 million for the company through the sale of over 1.1 million shares. More than \$1.3 million of that new capital is being used to develop a satellite distribution system for Westwood One, which recently leased four digital audio transponders on the Satcom I-R satellite from RCA. The firm expects to begin uplinking directly from its new Culver City earth station in July.

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you're ready for the the next step.*

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### Airline ad tally

First-quarter national spot radio expenditures for the airline industry over the past three years have remained relatively flat, according to the Christal Co., which bases its information on financial data from Larchmont, N.Y.-based Radio Expenditure Reports Inc.

Expenditures in the eastern region of the U.S. have dropped slightly, from \$6,534,000 in 1982 to \$6,141,000 in 1983 to \$6,264,000 in 1984. The central region showed the biggest jump, from \$4,883,000 to \$4,887,000 to \$5,376,000 from 1982 to 1984. The western region figures also fell slightly, from \$4,595,000 to \$5,167,000 to \$4,357,000 from 1982 to 1984.

### The hit just keeps on comin'

To say listeners to rock station KIQQ(FM) Los Angeles heard the new single by Michael Jackson is an understatement. Starting at about 11 a.m. on June 13, the station played "State of Shock" for 23 consecutive hours. According to the station manager, George Wilson, KIQQ received an advance copy of the song, in which Jackson is accompanied by Mick Jagger of the Rolling Stones, and decided to use the marathon gimmick to counter a recent series of cash and prize giveaways in the market. Air personalities introduced each spin of the Jackson disk with a different song title and artist before ending the "celebration" of Jackson's new album, *Victory*, at 10 a.m. June 14. From

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now on the station is playing "State of Shock" less frequently, but listeners who hear the song can call the station to become eligible to win cash and concert tickets.

### ABC-Global transmission

ABC Radio and Tarzana, Calif.-based Global Radio Network (GRN) have entered into a distribution agreement for three of Global's programs—*Rockline*, a weekly, 90-minute live album-oriented rock music and interview call-in show; *Power Cuts*, a weekly, two-hour live AOR music and news broad-

cast, and monthly MTV concert simulcasts. The shows are now aired via ABC Radio Networks' digital satellite system over Satcom I-R, transponder 23. Global's programs, which will continue to originate from West Coast, will still be transmitted over Westar IV, transponder 2 (National Public Radio's system)—its original satellite—for some time.

In another development, ABC-owned WMAL(AM) Washington will feed the ABC Information Network, via satellite, tonight's (July 2) "Third Annual Crackerjack Old Timers Baseball Classic" beginning with pregame coverage at 6:30 p.m. NYT. RFK Sta-

dium in the nation's capital will host 60 of baseball's past stars for a five-inning game. This will be the third year that WMAL(AM) has carried the broadcast and the second year for the ABC network.

### Playback

Washington Broadcast News Inc. (WBN), a supplier of actualities and news-oriented programming from the nation's capital, has launched a Hispanic news service offering daily reports and features of interest to Hispanics, free-of-charge to Spanish-language stations. Approximately 40 stations are affiliates. ■ Associated Press Radio Network was scheduled to unveil last Friday (June 29) a new 24-minute public affairs program which, according to AP, will feature leaders of government, business and the academic world debating major issues behind policy decisions. Called *National Policy Forum*, the program will be fed to affiliates each Friday afternoon at 12:35 p.m. NYT.

### From the FCC

Radio Stamford Inc., licensee of WSTC(AM) Stamford, Conn., has asked the FCC to dismiss the competing application of Harold K. McCombs Jr., whose law firm had formerly represented the station ("Closed Circuit," March 26). In a filing at the FCC, Radio Stamford noted that it was currently involved in litigation with McCombs's firm in a fees dispute. The licensee alleged that McCombs was barred by the American Bar Association's code of professional responsibility from prosecuting his application. Among other things, Radio Stamford also alleged that McCombs's handiwork amounted to a "strike" application—filed in an attempt to use the FCC's licensing process to gain leverage in litigation over fees. In the filing, Radio Stamford, also licensee of WYRS(FM) Stamford, noted that Robert A. Marmet, McCombs's law partner, had filed a competing application against the latter station... In another ALJ decision, judge Walter C. Miller has granted the application of Barbara D. Marmet for a new FM in Middletown, Md., denying the competing applications of Jerome Thomas Lamprecht, Dragon Communications Inc., and Port Royal Broadcasting Inc. Marmet, who has no other media interests, won on integration grounds enhanced by her female participation and auxiliary power proposal. Marmet, whose husband, Robert Marmet, is a Washington communications attorney, is a resident of Frederick county, Md., and owns real estate and manages some holdings through a real estate partnership, Ogden & Marmet.

### Executive group

The National Radio Broadcasters Association is forming a new suborganization called "The Radio Professional Society," which, according to Jane Rulon, NRBA's director of member services, will be designed to serve the needs of industry executives on an "individual basis." Organization, open to all who have been in radio at least two years regardless of whether they or their companies belong to NRBA, will provide members with, among other things, employment referrals. Charter membership for the first year is \$25.



**Veteran.** George McGovern (l), former South Dakota senator and 1972 Democratic presidential nominee, has signed an exclusive agreement with RKO Radio Networks (RKO I and II) to serve as political analyst for the 1984 Democratic national convention in San Francisco later this month. Pictured with McGovern are Bill Hogan (center), the new president of RKO Radio Networks, and David Cooke, vice president, director of news, RKO Radio Networks.

## RADIO

State of the Art: A Special Report Coming in BROADCASTING ■ in our July 23 issue, a report on what's new in the industry's premiere medium. Advertising closing date is July 13.

## THE RADIO CONVENTION

Full and complete coverage of this first combined convention of the NAB and NRBA beginning with the September 17 issue which will be distributed at the convention site. Advertising closing date is September 7.

Reserve space in both issues now while good positions are still available.

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## Spot and local TV sales on the rebound

**TVB figures say spending is taking off in second and third quarters after lackluster first three months**

National spot and local television sales bounced back in the second quarter after a sluggish first quarter, and third-quarter pacing is so far exceeding all expectations, according to reports from the Television Bureau of Advertising and major television station representative firms. Advertising dollars, they said, are flowing from a "broad base" of businesses, with the "corporates"—Procter & Gamble, General Foods, Kraft, Lever Bros., automotive companies and fast-food restaurants—back in the marketplace after keeping a low profile for the first three months.

Roger Rice, president of TVB, said that based on that association's time sales survey, spot television advertising was up 11% in the first quarter, and revenues from local sales were up 19%, compared to the first quarter a year ago. And based on an "informal" survey of 14 station representative firms, Rice said that second-quarter spot television looks as though it will be up a healthy 16%, while local advertising sales are expected to increase 20% over last year's second quarter.

But Rice added there were a few "caveats" to those averages, and the increases are "not true in all markets." Increases vary by market and region, he explained. For example, spot television increases during the first quarter were more pronounced in markets 140 and below, Rice said: about 20% compared to the 6% experienced on the average by stations in the major markets. And on a regional basis, spot television in the east/north central states (Illinois, Indiana, Michigan, Ohio, Wisconsin) was up 5% in the first quarter, compared to a 15% increase in the east/south central and Pacific states (Alabama, Kentucky, Mississippi, Tennessee, California, Oregon, Washington).

Walter Schwartz, president of Blair Television, said the second quarter was holding up "very strong" after what he acknowledged was a "shortfall" in the first quarter, "and the third quarter is pacing beautifully." Jack Oken, president of MMT Sales, said he expected the second quarter to close 20% ahead of last year, and the third quarter, on a continuing station basis, currently is up 27%. "We seem to have gotten off to a very good start." Bob Kizer, president of Avery-Knodel, said the second quarter would be up "in the low double digits" after what he described as a "soft" first quarter. However, he estimated stations in the top markets would come in under 10%, while stations in markets 125-200 should do several percentage points better than that. Bill Fagen, executive vice president and general sales manager at Petry Television, agreed that the second quarter should close in the "high teens." Ac-

ording to Fagen, it was a "good April, an outstanding May, but it halted in June... we're not seeing that second wave."

But station representative executives added their own caveat—that what they are seeing in third-quarter spending is the initial corporate surge, and that does not necessarily portend activity for the full quarter. Most of the third-quarter spending, it was said, is being done at this time by the advertisers who are buying for the full quarter—thus the unusually high increases—and will probably settle down once smaller advertisers begin buying shorter flights.

The big question regarding how the Olympics will affect the spot and local advertising sales climate is still unanswered. According to one sales executive at a network owned station group, the ABC stations have more available inventory "than they would like to have," and station representatives dropped hints of the same, one even suggesting there would be a "fire sale" if things didn't pick up soon. But Walter Flynn, vice president and general manager of ABC-TV spot sales, said that 65% of the local sales inventory on the five ABC-owned stations targeted for the Olympics is already sold out. Although this falls short of the 70%-75% that was sold out at the equivalent time before the winter Olympics, Flynn pointed out that there is more inventory to sell during the summer games "and we expect to see that gap closing in the next couple of weeks." He said that Olympic-targeted spots are fetching increases of 60% in the third quarter, as compared to "high teens" for spots outside the Olympics. (The Olympic inventory accounts for 20% of total inventory available on the ABC-owned TV stations during the third quarter, said Flynn.) Flynn added that the ABC-owned stations finished the second quarter with "record breaking" sales.

And after being out of the market for the second quarter, Procter & Gamble has reportedly returned to buy 90-second spots. P&G's return was credited in part to money left over at the end of its fiscal year which it will funnel into national spot advertising.

According to TVB's Rice, who just compiled figures on the first quarter, national spot advertising in the automotive category was up 51% to \$136 million, and consumer services (which include independent long distance phone services and the phone companies spun off in the AT&T divestiture) were up 34% to \$43 million. Insurance companies, which Rice said were flat as recently as two years ago, were up 19% to \$22 million. But home electronic equipment, which includes the video games and home computer lines of Atari and Texas Instruments, was down 39%, from \$26 million in the first quarter of 1983 to \$16 million in this year's first quarter. Rice said the national spot ad-

vertising in the travel and hotels category was up 40% to \$49 million, while publishing and media climbed 16% to \$37 million.

On the local level during the first quarter, Rice reported that spending by auto dealers was up 50% to \$59 million, and banks and saving and loan associations was up 13% to \$48 million. Department stores, Rice said, upped their advertising expenditures 22% to \$28 million, compared to furniture stores, which spent \$40 million (up 17%), and \$18 million spent by appliance stores (up 25%). Discount department stores spent \$18 million, 36% more than they did last year, and medical and dental services spent 56% more—\$14 million. But the number-one local category, Rice reported, was restaurants and drive-ins, which Rice said spent \$113 million in local television advertising, an increase of 23%. □

## H&C buys out Cowles

**Owner of two network affiliates is purchased for \$182.5 million**

Group owner H&C Communications Inc. announced last week it had agreed to acquire all the outstanding stock of Cowles Broadcasting Inc., owner of two VHF network affiliates, for \$182.5 million.

Houston-based H&C, which already owns four VHF stations, announced it intends to spin off WTOK-TV Meridian, Miss., to make room for the two Cowles stations, WESH-TV Orlando-Daytona Beach, Fla., and KCCI-TV Des Moines, Iowa. The offer of \$46 per share, approved by Cowles's board of directors Friday, June 22, was \$8 (20%) above its last traded price before the announcement.

H&C is a privately held company owned by heirs of William P. Hobby, the late former governor of Texas and *Houston Post* publisher. Owners include his widow, Oveta Culp Hobby, former secretary of Health Education and Welfare under President Dwight Eisenhower; her son, William P. Hobby Jr., lieutenant governor of Texas and chairman of HEC, and daughter, Jessica Hobby Catto.

Cowles Broadcasting is a relatively new public company, which was created as a result of the liquidation of Cowles Communications Inc. In January 1983, shares in the new company were distributed on a pro-rata basis to then existing shareholders, as was the old company's 22% holding in The New York Times Co. Gardner Cowles, honorary chairman of the company, was also its largest shareholder, with 12.5% of the 3,968,587 outstanding shares.

H&C had been positioning itself for acquisitions prior to Friday's acquisition an-

nouncement. H&C sold the *Houston Post* late last year for \$130 million to the *Toronto Sun*. Also, in April, Jack Harris retired as president of H&C's broadcast properties to become coordinator of acquisitions for the company ("Fates and Fortunes," Feb. 22). That was just one month before Cowles reportedly asked its investment banker, Goldman, Sachs & Co., to explore the possibility of selling either part or all of the company. There were at least two other companies in the running to buy Cowles, one of which was Hearst Broadcasting Group, group owner of four AM's, three FM's and five TV's.

WESH-TV, an NBC affiliate, is the third-ranked station in Orlando-Daytona, the 30th-ranked ADI. Last year it concluded a 13-year renewal battle when the Supreme Court refused to review an appeals court decision upholding the station's license renewal.

KCCI-TV, a CBS affiliate, is number one in Des Moines, the 67th ADI. Although no breakdown of the purchase price was given, a reliable source said that the cash flow from WESH-TV was \$9 million and from KCCI-TV, \$2.5 million. A multiple of 15 times cash flow would put WESH-TV's price at \$135 million, not far from the price and reported cash-flow multiple recently paid for the ABC affiliate in that same market, WFTV(TV), by SFN Companies Inc. ("Changing Hands," Feb. 27). The remaining \$47.5 million of the Cowles purchase price would have gone to buy KCCI-TV and the company's cash and short-term securities, last reported on the balance sheet at \$5.6 million. The company reported net income last year of \$4.5 million on revenue of \$24.1 million.

The purchase is subject to FCC approval and that of Cowles shareholders. □



Hubbell

## Rollins breaks out media interests

**Company divides itself into three separate ones; RCI is made up of broadcast, cable, outdoor properties**

As one Fifth Estate company, Cowles Broadcasting, announced it was going to be a discontinued item on Wall Street (see story, page 71), another one started to sell. Shares of Rollins Communications Inc. (RCI) were distributed on a pro-rata basis last Friday to existing shareholders. (The media operations have been made a company separate from the other diversified businesses of Rollins Inc.) Where there was once one Rollins Inc., there are now three entities: RCI, which comprises broadcasting, cable and outdoor advertising; RPC Energy Services Inc., the oil and gas equipment and service businesses, and the new Rollins Inc., which now comprises Orkin exterminating and the protective security business. Presiding over the reorganization is the companies' founder, O. Wayne Rollins, who was in New York last week with other key executives introducing the new corporate entities to the investment community.

More specifically, RCI comprises four AM's, one FM, three VHF network affiliates, the 34th largest cable MSO and an outdoor advertising business. Company officials gave the impression that the long-term future of the company (beyond the next five years) is in cable, that the company is in radio with only half a heart and that the company is not anxious to depart from its conservative acquisition posture.

RCI's fiscal year didn't end until last Saturday, but based on comparisons between the first nine months of this year and last (a company official said there would be no



"kickers" in the fourth quarter), the revenue for the company could be about \$92 million, or 12.2% higher than last year. Net income for the first three quarters has been running at a slower pace.

Richard Hubbell, executive vice president of RCI, said that part of the decline is due to a \$2-million write-off of franchising costs it spent attempting to obtain two of the four Philadelphia franchises. The company's proposal for one of the quadrants was accepted by Philadelphia's city council, but was later delayed in city politics. Philadelphia is now repeating the application process with a modified RFP, and Rollins filed again on Monday. If it wins, Hubbell said, the company would spend \$40 million to \$50 million over the next four years in construction and start-up costs.

Operating margins for RCI have declined slightly in recent years. The cable division is still building recently awarded franchises, and the company said it expects pre-1983 margins to return a year from now. Hubbell also noted that the three television stations, WCHS-TV Charleston, W.Va.; WEAR-TV Pensacola, Fla. (Mobile, Ala.), and WPTZ(TV) Plattsburgh, N.Y. (Burlington, Vt.), were in markets that have been "lagging the economy," and have been "slow to recover." Nonetheless, he said, the company's operating margins for its television stations were "right up there with the best of them." As for radio, one of the company's executives noted that the company could be doing a better job with its five stations, which have not

made a contribution to a better margin. He added that if "somebody came along with a good offer for the radio stations, we wouldn't have a strong commitment to stay in the business." (O. Wayne Rollins started Rollins Inc. 35 years ago with \$25,000, which he used to build WRAD[AM] Radford, Va.)

O. Wayne Rollins commented on the \$100-million-plus prices being paid for Orlando TV stations, noting that he once turned down a chance to buy one for \$6 million, "and that included a hotel." That kind of price escalation has not convinced him to defer his responsibilities to other shareholders—he and his family own and control over 40% of all three companies—to show earnings or his own cautious appraisal of a station's "upside" potential. As a result, there have been no new broadcast acquisitions during the past 20 years. Only one of the company's several dozen cable systems was bought; all the rest have been obtained in the franchising process, said Michael Higgins, RCI's vice president and chief financial officer. He added that the company has been shopping for the past 12 to 18 months as a "discriminating" buyer.

Before various parts of it were doled out, the old Rollins Inc. reported, for the year ending June 30, 1983, revenue of \$444 million, of which the exterminating and security businesses accounted for 55%; RPC, 26%, and RCI 19%. However RCI's share of net income was higher than either the new Rollins Inc. or RPC, which lost money due to the oil and gas slowdown, ending a 22-year string of higher earnings reported by the combined company.

Among the reasons the company gave for dividing the diversified company was that its businesses were dissimilar and "the management skills associated with one business are not necessarily applicable to the others." The new structure, it is said, will relieve top management of having to keep abreast of developments in all the different businesses. Another reason given was that the reorganization would end the previous penalizing of one division for the performance of another. In particular, the company said in its prospectus that credit decisions, executive compensation and the value of the company's stock would now be based on the respective performance of each company. □

### Rollins Communications Inc. and subsidiaries

	1983	1982	1981
Revenue	\$81,976,000	\$69,222,000	\$62,138,000
Outdoor advertising as % of total revenue	35%	37%	35%
Cable advertising as % of total revenue	34%	28%	27%
Broadcasting advertising as % of total revenue	31%	35%	38%
Net income	\$13,153,000	\$12,617,000	\$10,358,000
Basic cable subscribers as of June 30	147,000	110,000	102,000



## Groups take aim at alcohol ads on TV and radio

**Project SMART to collect signatures to get ads banned or be granted equal time; industry groups dispute claims**

Alcoholic beverage ads on television and radio may go the way of cigarette commercials if the supporters of a national grassroots campaign have their way. Twenty-four organizations have joined to promote Project SMART, a campaign to collect a million signatures calling for "either an end to alcoholic beverage advertising on radio and television or equal time for health messages."

SMART (Stop Marketing Alcohol on Radio and Television) was announced at a press conference in Washington last week. Michael Jacobson, executive director of the Center for Science in the Public Interest, an organizer of the movement, said the campaign will send a message to the White House and Congress "that Americans are fed up with slick broadcast commercial messages that encourage millions of children and adolescents" to drink. "Voluntary industry advertising codes have failed miserably in curbing abuses. It is time for government to act," he said.

Jacobson's center and most of the other groups in Project SMART petitioned the Federal Trade Commission last November to ban broadcast advertising for beer and wine or require equivalent counteradvertising (BROADCASTING, Nov. 28, 1983).

According to Jacobson, government data shows that beer and wine advertisers spent more than "\$550 million on television and \$135 million on radio advertising in 1983, compared with about \$7.1 million in free time for alcohol public service announcements on television." He added that "if beer and wine were as healthful as orange juice and skim milk, we wouldn't be here [at the press conference] today."

Organizations with an interest in alcoholic beverage advertising opposed the campaign. A statement by the U.S. Brewers Association said: "Despite CSPI allegations to the contrary, there is no scientific evidence that we are aware of, linking advertising and misuse of alcoholic beverages. Experience has demonstrated that in the brewing industry aggregate expenditures on alcoholic beverage advertising does not equate with industry sales."

National Association of Broadcasters President Eddie Fritts said that SMART "neither addresses specific problems nor offers reasonable solutions. Sweden and the Soviet Union," he said, "do not allow alcoholic beverage advertising and yet their rates of alcohol abuse far exceed the United States." Also, although "cigarette broadcast advertising was banned several years ago, consumption rates by young people—who have never seen nor heard a broadcast cigarette advertisement—remain exceedingly high," he said.

One target of the SMART campaign is televised beer commercials that use former



Duren

athletes to promote a product. Ryne Duren, a former New York Yankees pitcher whose baseball career was hindered by alcohol abuse and who now warns young athletes about alcohol's danger, said that 92% of the rookies he counsels "admit to excessive use of alcohol" and yet have had no formal teaching about the problem. He said that if baseball stars were "properly educated" about alcohol abuse, it might "make them think twice" about doing a commercial promoting alcohol.

American Advertising Federation President Howard Bell said that the AAF opposed the proposed ban and "the censorship of truthful, nondeceptive advertising of alcohol beverage products." Bell said that the advertising industry is currently sponsoring "a massive public service campaign" on both alcoholism and drunk driving through the Advertising Council and that the Federal Trade Commission "already has the power to regulate alcohol beverage advertising if it is false or deceptive."

The last issue was raised by CSPI and 24 other public interest groups in the petition now before the FTC. The filing asked the FTC to tighten regulation of alcoholic beverage advertising and asked for "a total ban of ads aimed at youths and problem drinkers" (BROADCASTING, Nov. 28, 1983). The petition is still under analysis by the FTC staff



Jacobson

and will be submitted to the commission with recommendations "within the next several months at the latest," a source said.

The SMART campaign follows two Supreme Court decisions affecting wine advertising on the air. Last week, the high court let stand without comment a Mississippi law banning liquor and wine advertising from radio and television, newspapers and billboards (see stories, this issue). The ban had been appealed by media on First Amendment grounds. Two weeks ago, the court overturned an Oklahoma law prohibiting cable television systems from carrying wine advertising (BROADCASTING, June 25). The court said the state law was in conflict with pre-empting federal regulation.

According to Stephen Brobeck, executive director of the Consumer Federation of America, a supporter of Project SMART, the campaign is a "necessary tactic in a broader strategy." He said that in the face of a minimum drinking age of 21, voted by Congress last week, "the continued bombardment of youth with clever broadcast appeals to drink, disguised as popular music or a fun-filled, sexy and prosperous life style, is no less than the encouragement of illegal activity."

Other co-sponsors of SMART include the National PTA, Remove Intoxicated Drivers (R.I.D.), Action for Children's Television and the National Council on Alcoholism. □

## Step by step station trading

### NAB seminar participants develop pointers on buying and selling

A hundred broadcasters and financiers followed the progression of a television station transaction last Tuesday through the eyes of some experienced buyers and sellers in a day-long seminar sponsored by the National Association of Broadcasters. Attending the "TV Broadcast Acquisition Seminar" were representatives of group owners including CBS and NBC; banks and insurance companies, and some future buyers. Although many in attendance were veterans of a few deals, they evidently found it worthwhile to compare notes with some of the panelists to keep abreast of the latest developments in station buying and selling.

The day's topics proceeded in the sequence they would be encountered by a tele-

vision station buyer, beginning with "Station Valuation and Elements of Station Pricing," moderated by Marvin Shapiro, head of Foxwood Communications. One of the panelists, Charles Kadlec, president of Frazier, Gross & Kadlec, said that those trying to determine a station's worth should be alert to possible changes in the market's growth and changes in the station's share caused by competition. "Sometimes 10-times-cash-flow is the right figure; sometimes it's the wrong figure. It's a short cut but not a magic figure and it can lead to some grief," said the president of the Washington-based appraisal firm.

The valuation of stations has been affected by a variety of new developments. Michael Finkelstein, senior vice president of New York-based Odyssey Partners, group owner and cable MSO, commented on one of them.

# Stock Index

	Closing Wed June 27	Closing Wed June 20	Net Change	Percent change	P/E	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N ABC	64 3/4	61 5/8	3 1/8	5.07	12	1,899
N Capital Cities	162	153 1/4	8 3/4	5.71	19	2,172
N CBS	76 3/8	78 3/4	- 2 3/8	- 3.02	12	2,266
N Cox	52	50 3/4	1 1/4	2.46	19	1,472
A Gross Telecast	72 1/4	71	1 1/4	1.76	16	58
O Gulf Broadcasting	8 1/4	7 1/2	3/4	10.00	206	363
O LIN	22	21	1	4.76	21	461
O Malrite Commun	9 1/2	9	1/2	5.56	8	80
O Orion Broadcast	1/16	1/16				827
O Price Commun	6 3/8	6 1/4	1/8	2.00		21
O Scripps-Howard	25 3/4	25 1/2	1/4	0.98	15	266
N Storer	38 3/4	38 1/8	5/8	1.64	23	635
O Sungroup Inc.	6 3/4	6 3/4			3	5
N Taft	64 1/2	63 3/8	1 1/8	1.78	16	587
O United Television	15 7/8	15 5/8	1/4	1.60	22	176

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams Russell	18 3/8	17 3/4	5/8	3.52	17	111
A Affiliated Pubs	43 1/2	43 1/4	1/4	0.58	17	353
N American Family	17 7/8	17 7/8			10	293
O Assoc. Commun	11 3/8	11	3/8	3.41		54
N A.H. Belo	47 1/8	46	1 1/8	2.45	14	538
N John Blair	35 1/8	35 3/4	- 5/8	- 1.75	15	277
N Chris-Craft	29	28	1	3.57	34	183
N Cowles	41 5/8	37 3/8	4 1/4	11.37	40	165
N Gannett Co.	42 7/8	42 1/4	5/8	1.48	18	3,431
N General Tire	36 1/8	33 3/8	2 3/4	8.24	13	776
O Gray Commun	61	61			13	30
N Harte-Hanks	29 3/4	29 1/4	1/2	1.71	18	652
N Insilco Corp.	15 3/4	15 7/8	- 1/8	- 0.79	8	267
N Jefferson-Pilot	43 3/8	44	- 5/8	- 1.42	10	922
O Josephson Intl.	10	9 3/4	1/4	2.56	7	49
N Knight-Ridder	29	27 7/8	1 1/8	4.04	16	1,896
N Lee Enterprises	23 1/8	22 3/8	3/4	3.35	14	310
N Liberty	24 1/4	23 1/4	1	4.30	14	243
N McGraw-Hill	43 3/4	44	- 1/4	- 0.57	18	2,192
A Media General	52 1/4	52 3/4	- 1/2	- 0.95	10	363
N Meredith	44 3/8	44	3/8	0.85	12	417
O Multimedia	38 3/4	40	- 1 1/4	- 3.13	18	645
A New York Times	31 3/8	30 1/2	7/8	2.87	7	1,224
O Park Commun	23	23			19	212
A Post Corp.	63 3/4	62 1/4	1 1/2	2.41	23	116
N Rollins	19 1/4	19 1/2	- 1/4	- 1.28	23	498
N Schering-Plough	37 1/4	38	- 3/4	- 1.97	11	1,881
T Selkirk	15	14 1/4	3/4	5.26	33	122
O Stauffer Commun	53	50	3	6.00	14	53
A Tech Operations	34 1/2	35	- 1/2	- 1.43	15	32
N Times Mirror	38 7/8	38 3/4	1/8	0.32	15	5,339
N Tribune	25 1/4	26 3/4	- 1 1/2	- 5.61	12	1,034
O Turner Bcstg.	24	22 1/2	1 1/2	6.67	69	489
A Washington Post	78	75 3/4	2 1/4	2.97	18	1,105

<b>SERVICE</b>						
O BBDO Inc.	41	41			14	263
O Compact Video	4 3/8	5 1/4	- 7/8	- 16.67	20	17
N Comsat	24 1/4	22 1/8	2 1/8	9.60	8	437
O Doyle Dane B.	19	19 1/4	- 1/4	- 1.30	15	115
N Foote Cone & B.	50	48 3/8	1 5/8	3.36	13	145
O Grey Advertising	115	115			9	682
N Interpublic Group	32	31 1/8	7/8	2.81	7	342
N JWT Group	36 1/4	35	1 1/4	3.57	13	215
A Movielab	6 7/8	5 3/8	1 1/2	27.91	7	11
O A.C. Nielsen	49 3/4	46 3/8	3 3/8	7.28	23	1,121
O Ogilvy & Mather	28 3/4	27 1/4	1 1/2	5.50	9	129
O Sat. Syn. Syst.	8 1/2	8	1/2	6.25	18	49
O Telemation	5 3/4	5 3/4			6	7
O TPC Commun	5/8	5/8				1
A Unitel Video	7	7			10	15
N Western Union	22 3/4	23 3/8	- 5/8	- 2.67	10	56

	Closing Wed June 27	Closing Wed June 20	Net Change	Percent change	P/E	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O Barris Indus	4 1/2	4 5/8	- 1/8	- 2.70	24	26
N Coca-Cola	57 3/4	58 1/8	- 3/8	- 0.65	14	7,862
N Disney	46 7/8	49	- 2 1/8	- 4.34	17	1,621
N Dow Jones & Co.	44 1/4	42 5/8	1 5/8	3.81	25	2,836
O Four Star	6	6			6	5
N Gulf + Western	28 5/8	30 5/8	- 2	- 6.53	8	2,214
O Robert Halmi	1 3/8	1 3/8			28	23
A Lorimar	26 5/8	24 5/8	2	8.12	15	136
N MCA	42 1/2	42 3/4	- 1/4	- 0.58	13	2,048
N MGM/UA	14 1/8	13 7/8	1/4	1.80	25	702
N Orion	10 7/8	10 3/8	1/2	4.82	12	101
O Reeves Commun	7 1/2	7 1/4	1/4	3.45	12	93
O Telepictures	13 7/8	14 1/4	- 3/8	- 2.63	23	90
O Video Corp.	13 5/8	13 1/4	3/8	2.83	24	23
N Warner	21 3/4	22 3/4	- 1	- 4.40	3	1,422
A Wrather	14 1/8	13 5/8	1/2	3.67	15	32

<b>CABLE</b>						
A Acton Corp.	6 1/4	6 3/8	- 1/8	- 1.96	22	35
O AEL	27 1/2	28	- 1/2	- 1.79	21	56
O AM Cable TV	3	3 3/8	- 3/8	- 11.11	15	11
N American Express	28	27 7/8	1/8	0.45	11	5,960
N Anixter Brothers	16 5/8	16 3/4	- 1/8	- 0.75	23	302
O Burnup & Sims	6 3/8	5 3/4	5/8	10.87	7	57
O Cardiff Commun	3/4	13/16	- 1/16	- 7.75	75	3
O Clear Channel	12	11 1/2	1/2	4.35	12	9
O Comcast	22 1/2	21 1/4	1 1/4	5.88	21	184
N Gen. Instrument	22 1/4	21 1/2	3/4	3.49	16	701
N Heritage Commun	15 3/4	16 1/2	- 3/4	- 4.55	32	117
T Maclean Hunter X	17 7/8	17 1/4	5/8	3.62	25	659
A Pico Products	7 3/4	7 7/8	- 1/8	- 1.59	25	22
O Rogers Cable	6 1/2	6 3/16	5/16	25.04	8	143
O TCA Cable TV	11 1/2	12	- 1/2	- 4.17	23	77
O Tele-Commun	19 3/8	19 3/8			19	834
N Time Inc.	40 1/2	38 3/4	1 3/4	4.52	15	2,378
N United Cable TV	23 5/8	22 7/8	3/4	3.28	15	260
N Viacom	28 3/8	27 5/8	3/4	2.71	17	363

<b>ELECTRONICS/MANUFACTURING</b>						
N Arvin Industries	22 3/8	22 1/2	- 1/8	- 0.56	9	168
O C-Cor Electronics	8 3/4	8 1/2	1/4	2.94	8	31
O Cable TV Indus.	4	3 7/8	1/8	3.23	20	12
A Catec	7 7/8	8 1/8	- 1/4	- 3.08	15	17
O Chyron	17	16 3/4	1/4	1.49	24	104
A Cohu	8 1/8	8 1/8			18	14
N Conrac	11 1/2	13	- 1 1/2	- 11.54	10	70
N Eastman Kodak	69 3/8	68 1/4	1 1/8	1.65	17	11,486
O Elec Mis & Comm.	10 1/2	9 3/4	3/4	7.69	32	30
N General Electric	53 3/8	53 5/8	- 1/4	- 0.47	12	24,243
O Geotel-Telemet	1 3/8	1 3/8			20	4
N Harris Corp.	26 1/4	25 1/2	3/4	2.94	15	1,036
N M/A Com. Inc.	18 3/4	19	- 1/4	- 1.32	63	808
O Microdyne	8 1/4	8	1/4	3.13	27	38
N 3M	77 3/8	77 1/8	1/4	0.32	14	9,082
N Motorola	32	31 3/4	1/4	0.79	5	1,257
N N.A. Philips	31 1/2	30 1/4	1 1/4	4.13	5	452
N Oak Industries	3 5/8	4	- 3/8	- 9.38	1	59
A Orrox Corp.	2 5/8	2 5/8			3	6
N RCA	32 1/4	32 1/4			15	2,634
N Rockwell Intl.	27 3/4	28 3/4	- 1	- 3.48	11	4,287
N Sci-Atlanta	8 7/8	8 1/2	3/8	4.41	16	212
N Signal Co.s	26 5/8	25 3/8	1 1/4	4.93	27	234
N Sony Corp.	15 3/8	14 1/2	7/8	6.03	28	3,550
N Tektronix	55 1/2	56 3/4	- 1 1/4	- 2.20	22	1,063
A Texscan	11 5/8	12 1/8	- 1/2	- 4.12	13	73
N Varian Assoc.	40 1/8	39 7/8	1/4	0.63	20	859
N Westinghouse	21 3/4	22 1/8	- 3/8	- 1.69	8	3,807
N Zenith	24 3/8	25 1/8	- 3/4	- 2.99	10	534
Standard & Poor's 400	172.72	176.17	- 3.45	- 1.96		

T-Toronto, A-American, N-N.Y. and O-OTC. Bid Prices and Common A Stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poors or as obtained by

Broadcasting's own research. **Special note:** Metromedia became privately owned and stopped trading as a public company June 21. **Footnotes:** \* Begins listing on stock page this week; had public offering of 750,000 shares April 19, 1984.

"The cost of programing has been escalating considerably and could be five to 10 times greater than the price four to five years ago," he said. Those higher prices could have a positive effect, he said, allowing a buyer to write up the assets and take advantage of accelerated amortization.

Finkelstein said that in valuing a station, "We try to imagine every conceivable thing that could go wrong," and added that this would be true for a station in a large, seemingly healthy market. He pointed out that for a station where the operating margin was high, a 2% decline in revenue could be \$4 million, for instance, of which 75%, \$2.8 million, could go to the bottom line. That, he noted, would affect the value of the station by \$28 million (10 times cash flow).

A number of the day's panelists, including both Kaldec and Finkelstein, said the anticipated relaxation of the rule of seven's would raise prices selectively, but that those owners currently holding off selling stations in some of the smaller or less desirable markets might find a surplus of properties on the market after the commission's expected rule-making.

Erwin Krasnow, partner with Verner, Liipfert, Bernhard & McPherson, next moderated a panel on "The Role of the Broker—for Sellers and Buyers." He lightened the proceedings by remarking that he "liked the old days when stations were valued at seven times legal fees." Discussing, and agreeing, about the responsibilities and problems of brokers were Joseph Sitrick of Blackburn & Co. and Ron Ninowski of Gammon & Ninowski. Krasnow asked whether sellers were interested in taking advantage of tax benefits provided to those who sold to minorities. Ninowski responded that television deals, being mostly all cash, are outside the reach of most minority purchasers, and that the tax-break provision is used more by radio operators.

Martin Pompadur, chairman and chief executive officer of Television Station Partners, moderated a panel discussing "Financing the Acquisition—Sources of Capital and the Lender's Requirements." Panelist David Croll, Managing Partner of T.A. Associates, Boston-based venture capital firm, compared the pro's and con's of two recently popularized acquisition methods: limited partnerships and leveraged buyouts. Limited partnerships, Croll said, often entailed less interference from passive equity partners and possibly, in cases of certain start-ups and "more marginal" properties, was the only way to get the purchase accomplished. Uncertainty of selling the limited partnerships and the prospect of keeping the station's seller on hold for 90 to 180 days while the partnerships were being sold, were listed as disadvantages. Other drawbacks of limited partnership financing Croll enumerated were underwriting fees of approximately 15%, "lots of financial reporting and paperwork," a structure that was "difficult to modify and use as a vehicle for acquiring additional stations" and the fact that "substantially all write-offs go to the limited partners and are not available to the entrepreneur."

Croll admitted being more predisposed to leveraged buyouts for television stations. He

said they allow the buyer to move quicker and their structure facilitates adding additional properties. As a disadvantage, the T.A. Associates partner said, leveraged buyouts leave less room for error and in some cases are more vulnerable to interest rate fluctuations. Croll concluded that either financing method could provide good or poor results for the entrepreneur depending on how the deal was structured.

G. Bradford Bulkeley, vice president and manager, communications loan group, Interfirst Bank of Dallas, told listeners, "Don't pretend to be an economist," with regard to interest rates, but instead, "insulate yourself against risk." He listed several ways to protect against a rise in rates, including interest rate caps and swapping debt.

Michael McCarthy, partner with Dow, Lohnes & Albertson, moderated "Negotiating the Deal—Interplay of the Key Elements in the Sale/Purchase Negotiation." To help him illustrate the thinking of the negotiating parties were A.H. Belo chief operating officer Robert Decherd (as buyer), Outlet's chief executive officer, Bruce Sundlun (as seller), and, as broker, Mike Overlock of Goldman, Sachs & Co. One of the first points negotiated was whether the deal was to be a stock sale or asset sale. Panelists pointed out that a buyer might prefer stock, because a separate company provided better corporate insulation if something went wrong, or assets, because they are easier to write up. But Sundlun reflected that if he "had a strong buyer and was paid cash," he wasn't sure how much difference it would make in the negotiations.

Sundlun, who recently left Texas without a contract thinking he had bought stations in Fort Worth, Dallas and Houston that soon afterward went to another buyer ("Top of the Week," May 14), emphasized that "this is a seller's market. . . . One of the ways to kill a deal is to get picky over the contract. What you're buying is a market and a license. If you get too picky there is someone else who'll take the seller's terms and probably a good deal faster than you will."

The day's final panel, "Management Issues in a Television Station Acquisition," was moderated by former FCC Chairman Richard Wiley, now with Wiley, Johnson & Rein. Helping him discuss what posture buyers should take before a deal has been approved by the commission were Ralph Becker, chief operating officer of Television Station Partners, and James Siefert, recently appointed president of Cosmos Broadcasting Corp.

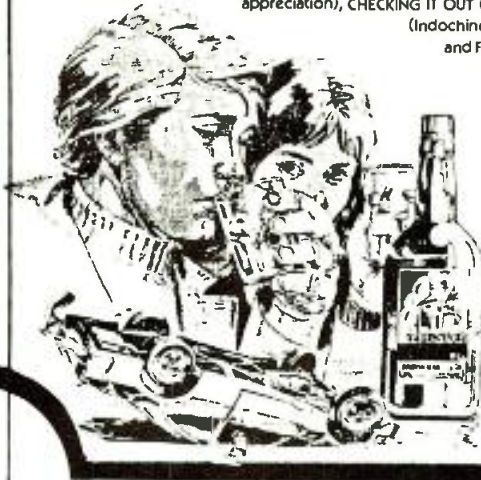
Becker said to avoid the appearance of premature control, he meets with the station's management to discuss his goals only off the premises. Siefert says he also meets with the "key persons" of the acquired stations and will have them visit stations already in the Cosmos group. Other ways in which the new owners, prior to FCC approval, can affect the bottom line include putting a limit on any large expenditures by the old owners while the sale is still pending. Becker said that in the Television Station Partners' contracts there is a provision that, "if their is going to be a program acquisition in excess of a certain number we will consult (as seller) or be consulted (as buyer)."

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## Warner gains some ground in franchise negotiations

**Dallas accepts some of company's system modifications; Milwaukee wants more information on proposed partnership with Viacom systems**

Rulings by Dallas and Milwaukee last week on proposed service cutbacks by cable franchisee Warner Amex Cable indicate that WA may have to do some compromising of its own.

The Dallas city council, by a vote of 6 to 4, denied in principle Warner's request to deactivate one of the cables in its 354 mhz dual-cable system there. However, the council granted in principle proposals to defer construction of an institutional network, reduce access programming obligations and raise subscriber rates. The council also voted in favor of revisions in the franchise agreement that would allow WA to compete more effectively with satellite master antenna systems and allow the company to install a microwave transmission system in lieu of a more costly coaxial or fiber optic supertrunk. The council is expected to vote on language codifying those proposals either

this week or next.

In Milwaukee, the city said it would defer approval of the proposed transfer of the WA system there into a limited partnership which would also contain 14 cable systems in the surrounding suburbs owned by Viacom Cable. The city, following the recommendation of the Office of Telecommunications there, said it wanted more specific operations and budgetary details on how the city and suburban systems would be integrated.

Robert Welch, executive director of the Office of Telecommunications in Milwaukee, said that the city was concerned with certain characteristics of the suburban systems, including how their dual-cable configurations and institutional networks would fit into the city system.

Warner's Dallas system currently programs 76 channels (with 80-channel capacity) and now has about 64,000 subscribers. When Warner first proposed cutting back service in Dallas last January, it was estimated that it could save more than \$12 million in capital spending and \$7 million in operational expenses (BROADCASTING, Jan. 23) if the

city accepted all the proposed cutbacks in system design and operation, and rate hikes. The proposals the city granted last week account for most of the capital expense savings as well as the rate hikes, but require Warner to maintain dual-cable capacity. The Dallas city council also voted to allow Warner to defer construction of those areas under franchise that contain fewer than 25 homes per square mile.

Under the approved rate hikes, tier one service (24 channels) will remain priced at \$2.95, but tier two service (48 channels) will rise from \$7.50 to \$9.50, while tier three service (76 channels and Qube) will increase from \$9.95 to \$12.95. HBO, The Movie Channel, Showtime and Cinemax will be raised from \$7.45 to \$12, while The Disney Channel and Home Sports Entertainment will go up from \$11.95 to \$12.

The city also said that WA could offer discount rates to multiple dwelling units, where more than 50% of Dallas residents reside.

The company's request to have the access studios funded out of the city's franchise fee was denied, but the council has endorsed the idea of establishing a nonprofit access corporation. WA would contribute \$4 per subscriber annually to that corporation until the system reaches 150,000 subscribers, when it will be asked to contribute \$4.25 per subscriber, and two years after that, \$4.50 per subscriber. The existing studios and equipment would be donated to the access corporation, and replaced once after initial depreciation.

A city official said that WA was informed of the council vote before it acted and that the company appeared ready to accept the compromise proposals. However, at the council meeting when the vote took place last Wednesday (June 27), Charles Gramlich, WA's Dallas cable system manager, did not exactly embrace the council's remedies wholeheartedly. Asked if he thought they would get the system on solid financial footing, Gramlich was quoted as saying "No, but it's a step in the right direction." Gramlich and other Warner executives could not be reached for comment at press time.

As for Milwaukee, OTC's Welch said that the city also wanted at least 10 of the 14 outlying suburban communities, where Viacom systems are involved in the proposed limited partnership with WA, to approve the deal before the city does. Welch said the city needed to explore possible risks in the proposed limited partnership. "They are proposing the transfer of the franchise to a third and yet to be established entity," he said. And until more details are available, the city's position is, "We've provided relief [from initial franchise obligations]; now let them build the city system on a stand-alone basis," he said. □

### JACOR Communications, Inc.

has purchased

### WQIK AM-FM

Jacksonville, Florida

for

### \$5,000,000

from

### Rowland Communications, Inc.

Marshall W. Roland, President

We are pleased to have served as broker in this transaction.

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7/2/84

# Changing Hands

## PROPOSED

**WKHM(AM)-WJXQ(FM) Jackson, Mich.** □ Sold by Patten Broadcasting to JXQ-KHM Associates for \$2,965,000 cash. **Seller** is owned by Myron P. Patten who also owns KAAR(AM) Vancouver, Wash. **Buyer** is controlled by Wayne R. Stakey, also known as Jim T. Ryan, vice president of programming at Patten Broadcasting, who has no other broadcast interests. Stakey is general partner holding 51% equity interest. Other 49% will be offered to still unknown limited partners. Purchase is being financed by Firstmark Credit Corp. WKHM is on 970 khz full time with 1 kw. WJXQ is on 106.1 mhz with 50 kw and antenna 500 feet above average terrain.

**WSWS-TV Opelika, Ala.** □ Sold by RCH Broadcasting to Robert R. D'Andrea for \$2,440,000 note. **Seller** is owned by R.C. Hiltom who holds CP for WSMF(FM) Florence, S.C. **Buyer** is officer of nonprofit licensees of WTGL-TV Cocoa and WCLF(TV) Clearwater, both Florida. He is also applicant for new TV in Palm Beach, Fla. WSWS-TV is independent on channel 66 with 794.3 kw visual and 79.4 kw aural and antenna 679 feet above average terrain.

**WKIO(FM) Urbana, Ill.** □ Sold by Macomb Broadcasting Co. to WKIO Inc. for \$2.5 million, comprising \$165,000 cash, assumption of debt not to exceed \$1,368,000, and remainder in note. **Seller** is owned by William A. Earman, and his wife, Mary, who last year sold WEIC-AM-FM Charleston, Ill. ("For the Record," Sept. 23, 1983) and now have no other broadcast interests. **Buyer** is owned by Sharad Tak, his wife, Mahinder, and his brother, Chandra. Buyers own computer software firm in Vienna, Va. WKIO is on 103.9 mhz with 3 kw and antenna 145 feet above average terrain. *Broker: Chapman Associates*

**WDSM(AM)-KZIO(FM) Superior, Wis.** □ Sold by Ridson Inc. to WDSM/KZIO Inc. for \$1.3 million, comprising \$400,000 cash, \$100,000 noncompete agreement and remainder in note. **Seller** is owned by Robert B. Ridder Jr. (51%) and his father, Robert (49%). Elder Ridder was formerly head of Ridder Publications broadcast division. Ridder Publications merged with Knight Publications in 1974 to form Knight-Ridder Newspapers Inc. At that time Ridder and his son formed Ridson Inc. and purchased WDSM. They now have no other broadcast interests. **Buyer** is owned equally by Patricia McNulty and Kenneth Buehler. McNulty is sales manager and Buehler is operations manager of stations. They have no other ownership interests. WDSM is on 710 khz with 10 kw day and 5 kw night. KZIO is on 102.5 mhz with 100 kw and antenna 600 feet above average terrain.

**WLOE(AM)-WSRQ(FM) Eden, N.C.** □ Sold by Carolina-Virginia Broadcasting Co. to Colonial Broadcasting Co. for \$1 million cash.

Stations were originally sold to A. Thomas Joyner ("Changing Hands," April 9), but sale fell through. **Seller** is owned by Mary Ann Bohi, wife of Eugene Bohi, former president and general manager of WGHP-TV High Point, N.C. She has no other broadcast interests. **Buyer** is owned equally by brothers, Robert E., James K. and Thomas H. Lowder. They also own WLWI-FM Montgomery, Ala.; WOWW-FM Pensacola, Fla., and WUSY-FM Cleveland, Tenn. WLOE is on 1490 khz with 1 kw day and 250 w night. WSRQ is on 94.5 mhz with 27 kw and antenna 96 feet above average terrain.

**WKIC(AM)-WSGS(FM) Hazard, Ky.** □ 50% of Mountain Broadcasting Inc., licensee, sold by W.G. Coal Sales Inc. to Ernest W. Sparkman for \$500,000 cash. **Seller** is owned by Elmer Wittaker and L.D. Gorman who have no other broadcast interests. **Buyer**, who already owns 50%, is also owner of 12.5% of CP for new AM in Flemingsburg, Ky. WKIC is daytimer on 1390 khz with 5 kw. WSGS is on 101.1 mhz with 100 kw and antenna 1,150 feet above average terrain.

**WBLP(AM) Fairview, Tenn.** □ Sold by BLP Inc. to Paul F. Durham for \$300,000, comprising \$25,000 cash, assumption of \$113,600 debt, \$50,000 noncompete agree-

ment, and remainder in note. **Seller** is owned by James Parker, Samuel Warden, James T. Williams, John A. Lampley, Douglas Warden, Kendall Thomas, Connie Williams and Fred Hicks, who have no other broadcast interests. **Buyer** is Fairview clergyman with no other broadcast interests. WBLP is daytimer on 850 khz with 500 w.

**KCPK-FM Clovis, N.M.** □ Sold by Triton Broadcasting to Taber Broadcasting for \$325,000, comprising \$75,000 cash and remainder in note. **Seller** is owned equally by Joe Stuckey and Will Wiggins. They have no other broadcast interests. **Buyer** is owned by Jim Taber (66.6%) and his father, Wally Taber (33.3%). Younger Taber is broadcast consultant. Father is photographer and lecturer on wildlife. Neither has other broadcast interests. *Broker: R.A. Marshall & Co.*

**KWVR-AM-FM Enterprise, Ore.** □ Sold by Tristar Communications Corp. to Wallowa Valley Broadcasting Corp. for \$266,700, comprising \$35,000 cash and remainder note. **Seller** is owned by Thomas F. Erickson (51%), and his wife, Monica (49%). It also owns Tristar cable, operator of cable system in Wallowa Lake, Ore. **Buyer** is owned by Lee D. Perkins (51%) and his wife, Carol-Lee (49%). He is the station manager of KTOY-FM Tacoma, Wash. KWVR is on 1340 khz with 1 kw daytime and 250 w night. KWVR(FM) is on 92.1 mhz with 3 kw and antenna 650 feet below average terrain.

*For other proposed and approved sales see "For the Record," page 85.*

## Bahakel Communications, Ltd.

has acquired

### KILO-FM

Colorado Springs, Colorado

for \$3,600,000

from

### KILO Broadcasting, Inc.

Brian Cobb and David LaFrance represented the buyer and seller in the transaction



Executive Offices 1835 Savoy Drive, Atlanta, Georgia 30341  
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## TCI makes Pittsburgh an offer

Tele-Communications Inc. submitted a proposal to Pittsburgh Mayor Richard Caliguiri last week, outlining the MSO's plans for operation of the system, should the city approve the transfer of the system and franchise to TCI from Warner Amex Cable for \$93.4 million. City officials reserved final judgment of the proposal, which is several volumes long, for further scrutiny, but some said that after an initial review, they believed some changes might be required for acceptance. Subscriber rates, public access and service to all residents emerged as possible problems areas in the TCI proposal.

TCI said it intends to scrub the system's Qube interactive service and subscriber terminals in favor of its own one-way addressable configuration with a service option that TCI has unveiled for the first time, called Movie on Demand. Instead of paying for one "view" of a film, subscribers would be offered a menu of films from which they could select multiple viewings for a week. Each film selected would be priced between \$3 and \$5. Subscribers would be offered a choice of three different home terminals—a Pioneer converter offered at no additional charge, a Scientific-Atlanta 8500 series converter which would carry a \$2 monthly lease charge, or an SA 85000 series converter/descrambler which would cost the subscriber \$5 per month. The Pioneer box would allow the subscriber to receive three pay services—HBO, Home Theater Network an-

d/or The Movie Channel. However, the SA converter would be required if the subscriber wished to receive Showtime or the Disney Channel. And the more expensive converter/descrambler would be required leasing for all subscribers desiring to access the pay-per-multiple-view movie service.

TCI proposed offering a basic package and three tiers of service on top of that, in addition to five pay options. Warner currently offers five service levels, with tier five including Qube, plus pay options. For the most part, pricing is fairly comparable. If the subscriber does not care about P-P-M-V or remote control options, and needs only a choice of three pay options, he could receive basic and TCI's highest tier for \$9.50. However, if he did want the P-P-M-V and remote options with that level of service, the price would be \$17.50, compared to the \$11.50 now paid by Qube subscribers.

TCI said the Qube two-way service would be scrapped on the Pittsburgh system because of the high maintenance costs and "increasing failure rate of Qube boxes."

TCI said it would like to consolidate 23 local origination channels into eight channels. It said of the current 23, five are blank, two are duplicated and 12 are less than 20% programed. The company also suggested that the five existing community access studios be maintained and operated by a non-profit organization of those in the community interested in access programing.

Assistant city solicitor Marvin Fein said the TCI proposal would "most likely meet with some objections." But he said, "That's not to say that those [problem] areas can't be worked out."



**Puttin' on Fritts.** National Association of Broadcasters President Eddie Fritts was among those lampooned before 600 people at the annual International Radio and Television Society follies and dinner June 19 at the Waldorf-Astoria in New York. Pictured (l-r) are Ralph Guild, president, McGavren Guild Radio and Interep, and freelance journalist Cynthia Tornquist, who led a tap dance routine to the parody, entitled "The Convention Song," sung to the tune of "Puttin on the Ritz."

### The Convention Song

("Puttin' on the Ritz")

When the good ole NAB/Released the TV trends study/Life was the pits/Puttin' up with Fritts.

Reader's Digest ran an ad/And we looked like we had been had/It gave us fits/Puttin' up with Fritts.

How do you clean up a stupid blooper?/ Guess we're gonna need a super duper/ blooper scooper!

Even though we pay big dues/It seems that we will always lose/Our patience quits/Puttin' up with Fritts.

Members could not all agree/If Fritts should head the NAB/He sure took on quite a dare/Is nominating yourself fair?/ Handshakes and ego stroking/Slick lines and lots of joking/Trying hard to snare/ That big president's chair.

One by one the VP's fall/Either by choice or by a call/Oh, what a blitz/Thanks to Eddie Fritts.

When their tempers start to fray/the board takes a long holiday/Such benefits, for/ Puttin up with Fritts.

The board is here today but gone to Maui/When they return you know you will be sowie / Oh my gowie!

Bye Bye Steven, Hello John/We hear you are the latest pawn/So make some hits/ But not at Eddie Fritts.

Carol Randles sure knew how to lobby/Till Wheeler ended up her full time hobby/ End of jobby!

Guess broadcast and cable could/Make their peace if only they would/Test their wits/Over Eddie Fritts.

If the shoe fits/It's on Eddie Fritts.

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Gammon & Ninowski takes pride in introducing our latest edition to the G & N team, Mr. Donald R. Bussell. Mr. Bussell is a CPA with a Master's in taxation. As an associate in broadcast investments, Mr. Bussell is experienced in identifying special tax opportunities as they relate to the broadcasting industry.

Give Don a call, he will be more than willing to discuss these opportunities with you.

## GAMMON & NINOWSKI

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# TELECASTINGS



## In the marketplace

Colbert Television Sales has been named exclusive distributor of *Lone Ranger* and *Sgt. Preston of the Yukon*, from the license holder, Wrather Corp. Available are 182 half-hours of *Lone Ranger* and 78 half-hours of *Sgt. Preston of the Yukon*. Colbert has also been exclusive distributor of Wrather's *Lassie*, currently airing on 50 stations. ■ Syndicast Services has cleared 97 stations for *The 1984 Mrs. America Pageant*, taped in May in Reno. Syndicast predicts it will eventually clear 110 stations representing 85% coverage for the two-hour bartered show. ■ Scott Entertainment Inc., Westbury, N.Y.-based syndicator, is distributing a first-run, two-hour special titled *Dealers in Death*, about America's crime figures in the 1930's and 40's and Hollywood's portrayal of them. The special is narrated by Broderick Crawford and is being sold on an all-cash basis. It has been picked up by KTXA(TV) Fort Worth and co-owned KTXH(TV) Houston and WBFS-TV Miami. ■ Warner Bros. Television Distribution has sold *Alice*, the CBS sitcom entering its ninth season on the network, in 12 additional markets, bringing the total markets carry-

ing the off-network repeats to 126. Latest stations to join include WBFS-TV Miami; KZAZ-TV Tucson, Ariz.; WKCH-TV Knoxville, Tenn.; KCWS-TV Aspen, Colo., and KSEE(TV) Fresno, Calif. ■ Warner Bros. Television Distribution has pre-sold *The Dukes of Hazzard* in 142 markets, including all of the top 25. The hour-long series, which has been renewed for the seventh season on CBS, is available for airing beginning next fall. Stations in the top 10 markets that have licensed *Dukes* are WNEW-TV New York; KCOP(TV) Los Angeles; WGN-TV Chicago; WTAJ-TV Philadelphia; KBHK-TV San Francisco; WXNE-TV Boston; WKBD-TV Detroit; WDCA-TV Washington; WTVT(TV) Dallas-Fort Worth, and KHTV(TV) Houston. ■ Blair Entertainment has sold a one-hour special, *Road To The Super Bowl 1985*, in 83 markets (60%), including four of ABC O&O's, and expects to clear 110-120 stations before broadcast on Jan. 19, 1985. The barter show is split six minutes for national sales, six minutes for local sales. Blair predicts the special will draw 10/20 in national rating and share. As part of the deal, Blair also is distributing *Mighty Men and Magic Moments: NFL Preview '85*, a special set to air Aug. 31, 1985, previewing

the upcoming NFL season along with highlights from the last Super Bowl game. Both shows are from NFL Films, the production arm of the National Football League. ■ King World has acquired worldwide rights "in all media" to *Topper*, the early sitcom that ran one season on each network (1953-55). The deal includes 78 half-hours, plus three feature-length films that have not been broadcast on television. King World negotiated the rights from Western Horizon Television, which held them through 1992, and Program Syndication Services, a subsidiary of Dancer Fitzgerald Sample, which held the rights from 1992 to 2001. King World President Stuart Hersch said King World is considering submitting *Topper* to a colorization process but that the series probably would not be put on the market until next year's NATPE. ■ Group W's Newsfeed Network, a twice daily hour of hard news fed to 73 stations, has signed a distribution agreement with Asia Communications PL of Sydney, Australia, to market the service in Australia, New Zealand and Southeast Asia. Newsfeed is already distributed to four stations on a Global network in western Canada, plus four stations in Australia affiliated with the Ten Network. Western World remains Newsfeed's distributor for all other international markets. ■ Procter & Gamble has picked up for the third season *Together—Shirley and Pat Boone*, a weekly half-hour home entertainment magazine format show aired on the CBN Satellite Cable Network. P&G has renewed for 26 episodes, of which it is the sole sponsor. The show is produced by Hollywood-based Gaynes Productions Ltd. ■ Gaynes Productions is also producing *The Mother/Daughter Beauty Pageant*, a two-hour barter special that will be taped in Fort Lauderdale, Fla., in December and aired the following January. Gaynes is producing the special in cooperation with the advertising agency, Cunningham & Walsh, which so far has cleared stations covering 50% of country and expects to "exceed" 75% coverage. The special will be hosted by Bert Parks. Gaynes Productions principal is Lloyd Gaynes, former head of daytime programming at ABC-TV. ■ As part of the upcoming centennial of the Statue of Liberty, Metromedia Producers Corp. and George Schlatter Productions are co-producing a two-hour special that will be broadcast on CBS-TV on July 8, at 8-10 p.m. The special is the first in a series of television and radio projects coordinated by Metromedia for the Statue of Liberty-Ellis Island Centennial Commission, chaired by Lee Iacocca. The commission is helping to raise \$230 million for restoration of the Statue of Liberty and Ellis Island monuments. The special will include location segments shot in the U.S. and various parts of Europe and featuring entertainers ranging from Kenny Rogers to Kirk Douglas, Marie Osmond and the Dallas Cowboys cheerleaders, as well as segments shot aboard the USS



**Alzheimer awareness.** Group W's six television stations participated in a live, two-hour commercial-free broadcast and teleconference from 8 to 10 p.m. on June 24 about Alzheimer's disease, the crippling disorder that took the life of Group W's former president and chairman, Donald H. McGannon (BROADCASTING, May 28). The broadcast was the highlight of the Alzheimer Project, a month-long joint public service campaign on the Group W stations that included news stories, community affairs programs and public service announcements by President Ronald Reagan.

Each of the Group W stations (KYW-TV Philadelphia; KPXF(TV) San Francisco; KDKA-TV Pittsburgh; WJZ-TV Baltimore; WBZ-TV Boston, and WPCQ-TV Charlotte, N.C.) broadcast locally produced specials on Alzheimer's and included Alzheimer's topics in their regularly scheduled public affairs programming. WPCQ-TV set up a "Grier Martin" award in honor of a local university president who was a victim of Alzheimer's. The award honors a local Alzheimer volunteer or family, and the money goes to the local Alzheimer's support group.

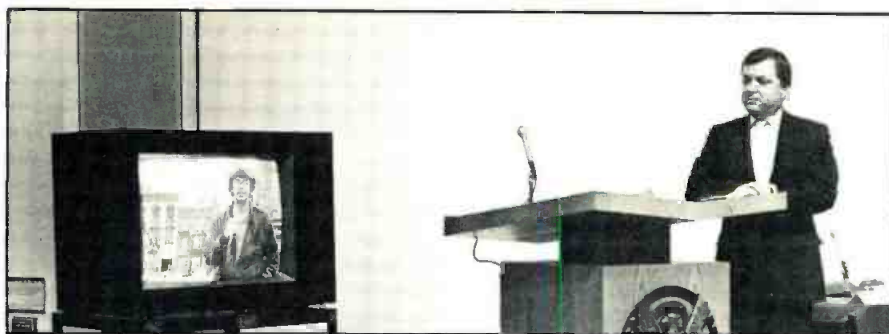
As part of its regular news programming, WBZ-TV ran a four-part series that explained the disease, reported on medical advances and what government and society can do to find a cure and the care that is given to Alzheimer's sufferers.

The final two-hour live broadcast and teleconference on June 24 originated at WBZ-TV. The special included a 45-minute documentary titled *Whispering Hope... Unmasking the Mystery of Alzheimer's*, and was followed by a 65-minute teleconference in which viewers, via a toll-free telephone number, and studio audiences at the Group W stations got a chance to question a panel of experts. More than 500 calls were received.

Independence during its Fourth of July holiday anchoring at Statue of Liberty.

### **Vietnam rebuttal**

National Endowment for the Humanities Chairman William Bennett has granted a \$30,000 "emergency grant" to Accuracy in Media, an organization that monitors the media, to evaluate the Public Broadcasting Service series, *Vietnam, A Television History*, for bias and historical accuracy. AIM plans to produce a two-hour program covering five topics it felt "received inadequate or erroneous treatment," including the history of the nationalist movement in Vietnam; the Tet offensive, the role of the media coverage of the war and "the aftermath" of the war. NEH, which contributed \$1.2 million to finance *Vietnam*, said the special grant was given so evaluation by AIM could be completed before the original program airs for the second time on PBS this month.



**School adoption.** Neil Derrough, president of the CBS Owned Television Stations, discussed CBS's "Adopt-A-School" project at the First National Symposium on Partnerships in Education last Wednesday. The five CBS O&O's (WCBS-TV New York, KCBS-TV Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis) have adopted a school in their respective communities, devoting resources and expertise for on-air projects by students (shown above) and in-school programs and activities. The symposium, held at Georgetown University in Washington, is a part of President Reagan's advisory council on private sector initiatives.

## In Sync

### **Look out for those VCR's**

The market for videocassette recorders remains unusually strong, according to the latest figures from the Electronic Industries Association's Consumer Electronics Group. Manufacturers sold 460,788 units to retailers last May, up 69% from 272,104 units in May 1983. For the first five months of 1984, they sold 2,285,675 units, up 86% from the 1,230,000 in the same period of 1983. The figures also show a significantly increased demand for projection television systems. Sales to retailers of the large-screen systems during the first five months of 1984 rose 31% over the same period of 1983, from 47,703 units to 62,569 units.

### **Proper protocol**

Cable's future as a two-way medium, bringing subscribers a host of interactive services, may not be as bright as it once was. Nonetheless, the Zenith Electronics Corp. and the Illinois Institute of Technology have joined to test various protocols and select the one that is best suited for the cable environment. Under their agreement, IIT will design and build a test facility at its main campus in Chicago, said James L. Faust, president, Zenith's Cable Products Division. The facility will be ready to go by year end, he said, and the testing will take about a year.

### **Sammons chooses Oak**

Sammons Communications, the nation's 12th largest MSO, has placed a \$1.5-million order with Oak Communications for four TotalControl addressable cable systems, according to Oak. The Oak hardware will be put to work in the Dallas-based MSO's systems in Ottawa, Pontiac and Dwight, all Illinois, and in Petersburg, Va. The delivery of the gear, which includes computer-controller, encoders and some 18,500 converter/decoders, has already begun and will be completed by September.

### **United, we strand**

Burnup & Sims Inc., Fort Lauderdale, Fla., has combined eight subsidiaries into one to improve its ability to respond to what it believes is a booming fiber optics market. The new company, Burnup & Sims Lightwave Systems Inc., is headed by LSI Executive Vice President Marty Kobs. It's a combination of Burnup & Sims Engineering; Burnup & Sims ComTec; Burnup & Sims Cable Co.; Burnup & Sims California; Burnup & Sims

Florida; The Deviney Co.; Fitton & Pittman, and Burnup & Sims of Texas. "We believe fiber optics technology is becoming a major force in the telecommunications industry, and we have pooled the total resources of eight subsidiaries into a unique and awesome company to respond to that," said Burnup & Sims President and Chief Executive Officer Nick Caporella in a prepared statement. "Burnup & Sims has gone to great lengths to shift toward the new technology to capture a significant share of a fiber op-



**Hard to miss.** As television broadcasters slowly make the transition from monophonic to stereophonic sound, they will have to keep a closer eye on the audio levels. To help them do so, Inovonics Inc., Campbell, Calif., has devised TVU, a black box that puts the VU meter on the video monitor where the meter is hard to ignore. The video VU meter "can be positioned anywhere in the picture you like," said Inovonics President Jim Wood. "It is very unobtrusive." Wood said the device, which is priced at \$500, is not ready to be shipped, but is in production.



tics market that is taking off in what is projected to become a \$30-billion industry by 2000."

## Stamford transformation

When Group W Satellite Communications sold its interest in Satellite News Channel to Ted Turner last year, it retained SNC's main studio and operations facility in Stamford,

"Where Things Stand" continues from page 22.

radical departure from precedent nor a retreat from vigorous enforcement of the consumer protection laws."

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**Financial interest-network syndication.** FCC Chairman Mark Fowler told reporters earlier this year that commission was unlikely to act on controversial network syndication and financial interest proceeding this year (BROADCASTING, April 23). Attempts by networks and Hollywood to negotiate compromise position on FCC network syndication and financial interest rules fell apart, with CBS last network to bow out (BROADCASTING, Feb. 20). Talks with CBS broke apart over proposed definitions of financial interest—and over question of when network would be able to negotiate for financial interest. Under proposed agreement, CBS would have agreed to stay out of syndication altogether through 1990. Network also agreed to limit itself to negotiating for 27.5% financial interest in 27.5% of total number of prime time network television entertainment hours weekly. Also, network agreed to limit itself to two-and-a-half hours per week of in-house production until September 1985, and three-and-a-half hours per week until September 1990. ABC and NBC bowed out earlier, taking offense at Hollywood's proposal to limit in-house production—subject that's addressed not in FCC rules but in consent decrees networks have signed with Department of Justice (BROADCASTING, Jan. 30).

In "tentative decision," FCC had proposed to eliminate rule preventing TV networks from acquiring financial interests in programs produced by others and gut much of rule prohibiting them from syndicating programs (BROADCASTING, Aug. 8, 1983). Under tentative decision, ABC, CBS and NBC would be able to negotiate for as much financial interest in independently produced programming as they wanted; they also would be able to negotiate for syndication rights. Decision would have prohibited networks from engaging in their own syndication of entertainment series that had been given network exhibition in prime time (7-11 p.m.). Network domestic syndication of all other kinds of programming would be permitted. In addition, FCC proposed to "sunset" whatever remains of those rules, abolishing them altogether on Aug. 4, 1990. Under tentative decision, networks would be required to sell their syndication rights in prime time entertainment series to independent syndicators within six months of time series ended its network run. If series ran beyond five years on network schedule, network would have to sell all of its syndication rights in that program to independent syndicator at end of fifth year of network run.

In wake of intense congressional pressure, FCC agreed last year to hold off on action until May 10 to give parties opportunity to settle their differences. Senate, in turn, had promised not to resume legislative work on issue until March 15, and not even then unless it appeared that one side was negotiating in bad faith or final FCC

Conn. Now the facility has been transformed into "The GWSC Corporate Video Center." Walter C. Nichol, vice president and general manager of operations and engineering for GWSC, said the video center "is a one-stop shopping facility for video. We're prepared to handle all or part of any video project including planning, studio production, field shooting, post-production, tape editing and duplication and 24-hour satellite transmission and reception to and

action was deemed unreasonable. Both Senate and FCC had expressed hope, if not expectation, that parties would reach compromise before Jan. 31. That turn of events came in wake of President Reagan's announcement of support for two-year legislative moratorium on commission action. Bill imposing six-month moratorium had been approved by House and was awaiting action by Senate Commerce Committee when FCC agreed to put off action until May, sparing senators from having to take vote.

In March, 20 senators, led by Barry Goldwater (R-Ariz.) and Pete Wilson (R-Calif.) wrote to FCC Chairman Mark S. Fowler to urge him to extend moratorium another two years (BROADCASTING, March 26). Letter came 11 days after date senators had said they would resume work on legislation to enforce moratorium if parties were unable to reach agreement and it appeared that one side had been negotiating in "bad faith." Letter, however, did not charge "bad faith."

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**Home videotaping and copyright.** Supreme Court ruled early this year that videotaping of broadcast programming on home videocassette recorders is exempt from copyright law (BROADCASTING, Jan. 23). Court, which was split 5-to-4, suggested that Congress resolve issue. It ruled that taping of television programs for later viewing was "fair use" of copyrighted works and therefore beyond liability for copyright royalties. Legislative proposals were introduced in House and Senate that would compensate copyright holders through compulsory license on sale of audio and videocassette recorders. Omnibus copyright measure floated by House Subcommittee Chairman Robert Kastenmeier (D-Wis.) would have exempted home taping from copyright liability, but given copyright holders control over rentals of video tapes. Kastenmeier's omnibus approach never got off ground and issue is expected to remain alive in next Congress.

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**International telecommunications satellite systems.** Question of whether President Reagan will endorse idea of U.S. companies being authorized to provide international telecommunications satellite services that would compete with International Telecommunications Satellite Organization remained unanswered, two months after it was presented to White House. Executive branch believes such competition should be permitted, subject to conditions designed to protect Intelsat against economic harm. However, split between State Department and Commerce Department on procedural questions has stalled action by government. At issue is conflict regarding respective jurisdiction of two departments. White House has asked them to resolve dispute, so far without result. At present, seven applications for nonIntelsat service are pending at FCC.

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**Low-power television.** FCC gave birth to new broadcast service two years ago, adopting rules for low-power television (LPTV) (BROADCASTING, March 8, 1982). Latest list shows FCC

from almost anywhere in the world."

Judging by the inventory of hardware, the video center is, as GWSC claims, a "broadcast-quality" facility. It contains two large studios with RCA TK-76B cameras, two control rooms with Ampex AVC-33 switchers and Bosch Compositor 1 graphics generators and a post-production suite with four Sony one-inch videotape recorders, two Sony U-matic videocassette recorders and two Sony half-inch machines.

has licensed 255 LPTV's and granted 217 construction permits. It also has issued construction permits for 567 translators, and now has 4,556 translator licensees. New-generation television stations are technically similar to translators, but are permitted to originate programming. (Translators had been restricted to rebroadcasting signals of full-service stations.) In adopting service, FCC estimated as many as 4,000 new stations could eventually be spawned by rules, adding to more than 4,000 existing translators that can rise to LPTV status simply by notifying FCC. LPTV stations have few regulatory obligations, and there are no crossownership or multiple-ownership restrictions. Stations must observe statutory prohibitions against broadcast of obscenities and lotteries, however, and they have limited equal-time and fairness doctrine obligations. Holding back rapid roll-out of new service is enormous backlog—estimated at 32,000—of LPTV and translator applications.

Using computer system to detect possible interference among stations and lottery to dispose of competing applications, FCC says it is granting or dismissing applications at rate of 250-350 per month. First LPTV lottery was held on Sept. 29, 1983. Commission has placed freeze on major amendments and on new LPTV and TV translator applications (BROADCASTING, Sept. 19, 1983).

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**Minority ownership.** FCC extended its tax certificate policy to cable systems (BROADCASTING, Dec. 6, 1982). Acting on other recommendations from Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications, FCC also approved change in policy to make it easier for limited partnerships to benefit from tax certificates. And it agreed to pass along to Congress committee recommendations to permit use of tax certificates for non-broadcast facilities and to increase value of used equipment that can be written off when facilities change hands. Those recommendations were incorporated into bill introduced in House by Congressmen Mickey Leland (D-Tex.) and Charles Rangel (D-N.Y.) (BROADCASTING, March 28, 1983).

In 1978, FCC adopted policies aimed at easing minorities' path to station ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (BROADCAP) through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). Fund's subsidiary MESBIC (minority enterprise, small business investment corporation) has invested \$5 million in 17 radio ventures and two TV ventures. Value of stations funded through MESBIC investments now totals \$24.3 million.

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**Multichannel MDS.** FCC received 16,499 applications for new multichannel multipoint distribution service (BROADCASTING, Sept. 19, 1983). Service provides two four-channel multipoint distribution services per market. It was created with eight microwave channels reallocated from instructional television fixed service (BROADCASTING, May 30, 1983). Under FCC order, all ITFS channels that had been authorized or applied for, as of May 25, 1983, were grandfathered. No further ITFS applications will be accepted on eight channels reallocated, but ITFS licensees will be able to lease, for profit, "excess" capacity on their channels. Under minimal rules adopted, no operator will be able to control both four-channel blocks in market, and all applications were accepted on one day only: Sept. 9, 1983. FCC has proposed to use lotteries to choose among applicants (BROADCASTING, Oct. 11, 1983).

Microband Corp. of America hopes to get jump on MMDS service providers by leasing excess capacity of ITFS broadcasters in major markets. In cooperation with existing single-channel MDS operators, Microband would use ITFS facilities to offer what it calls "wireless cable" to subscribers. Service would comprise several cable networks as well as off-the-air broadcast signals.

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**Multiple ownership.** FCC has adopted notice of proposed rulemaking aimed at eliminating—or at least loosening—its rule of sevens, which limits broadcast ownership to seven AMs, seven FM's and seven TV's (no more than five VHF's) (BROADCASTING, Sept. 26, 1983). Although vote broke 3-1 (with Commissioner Henry Rivera issuing vigorous dissent), majority left little doubt that it is prepared to hack rule as much as it can. Representatives Mickey Leland (D-Tex.) introduced bill aimed at preventing FCC from repealing ownership rules for five years. And members of Congressional Black Caucus and Congressional Hispanic Caucus are threatening to push through legislation if rules are relaxed (BROADCASTING, March 26). Vote is expected before end of summer.

Commission has relaxed attribution rules (BROADCASTING, May 7, April 2), which define ownership percentage that triggers multiple ownership-rules. Under changes adopted, everyone would be able to own up to 5% of media company before being considered owner, regardless of number of shareholders that company has. And passive investors would be permitted to own up to 10% before property in question counted against their portfolios. In other action, FCC has eliminated its regional concentration rule, which prohibited ownership of three broadcast stations when two are located within 100 miles of third and primary service areas of any overlap (BROADCASTING, April 16).

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**Music licenses.** All-Industry TV Stations Music License Committee, unable to come to terms with Broadcast Music Inc. and American Society of Composers, Authors and Publishers on new music licenses for TV stations, filed class action suit in U.S. District Court in New York in 1978, charging ASCAP and BMI licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 14, 1981); court agreed (BROADCASTING, Aug. 23, 1982). ASCAP and BMI appealed, and U.S. appeals court in New York heard oral arguments Nov. 1, 1983 (BROADCASTING, Nov. 7, 1983). Appeals court decision is expected shortly. Each side said if it lost it would seek Supreme Court review. Meanwhile, district court had ruled that during appeals period of at least

one year, ASCAP and BMI could continue to offer TV blanket licenses, but at prices approximately 25% lower than in 1982 (BROADCASTING, Dec. 20, 1982). SESAC, although not involved in lawsuit, agreed to roll back estimated 24% increase in its TV station music rates pending final decision on legality of ASCAP and BMI blanket licenses ("In Brief," June 27, 1983).

In radio, similar all-industry committee is expected to finalize agreement with ASCAP for new contract in near future (BROADCASTING, May 28) which will not change fees. Industry has been operating with interim contracts with ASCAP since old agreement expired, Dec. 31, 1982. However, All-Industry Committee's negotiations with BMI for new contract—old one expired Dec. 31, 1983, but were extended to June 30—broke off ("In Brief," June 25). BMI sent stations new three-year license forms last week which included rate hike. Committee's counsel said it plans legal action against BMI because of fee increases in new contract as well as what it claims was money overpaid by radio broadcasters during old contract.

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**Network standings.** Prime time TV rating averages of regular series from Sept. 26, 1983, to June 24, 1984: CBS, 16.7; ABC, 16.3; NBC, 14.6. Daytime ratings from Sept. 26, 1983, to June 15, 1984: CBS, 7.1; ABC, 6.8; NBC, 5.1. Early evening news ratings from Sept. 26, 1983, to June 22, 1984: CBS, 13.1; NBC, 10.9; ABC, 10.6.

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**Noncommercial broadcasting rules.** FCC has eliminated requirements that noncommercial broadcasters formally ascertain their communities. It also eliminated requirement that they keep program logs (see "Top of the Week"). Nonetheless, noncommercial broadcasters must, on quarterly basis, place issues/programs list in public inspection files. That list must contain at least five to 10 issues that licensee gave particular attention to over preceding three months and include statement on how each issue was treated. Earlier this year, FCC amended rules to permit public broadcasters to broadcast specific brand and trade names—and product and service lines of donors and underwriters. FCC said donor acknowledgements can include logo or slogan that identifies but does not promote; locations; value-neutral descriptions of product line or service, and trade names, product or service listings that aid in identifying donor. FCC, however, said public broadcasters will be generally prohibited from engaging in fund-raising activities that suspend or alter regular programming on behalf of any entity other than station itself. Commission already had moved to permit public stations to broadcast logos and to identify product lines of program underwriters (BROADCASTING, April 27, 1981). Under rules, identifications may be run without limit and public broadcasters may promote goods and services on air as long as no consideration is received—with proviso that they make determination that such promotion serves public interest. FCC also had moved to permit public broadcasters to air paid, promotional announcements for nonprofit groups, as long as those announcements didn't interrupt regular programming. FCC also said its prohibition against paid announcements for profit-making entities still stood.

In effort aimed at helping FM broadcasters make more money (BROADCASTING, April 11, 1983), FCC amended its rules to permit commercial and noncommercial broadcasters to use their subcarriers for all kinds of communications purposes on for-profit basis. At same time,

commission increased FM baseband from 75 to 99 khz (except within 200 miles of Mexican border), move that will permit broadcasters to offer two subcarrier services instead of one, to which they were restricted in past. FCC also has proposed to permit noncommercial television stations to offer subscription TV services (BROADCASTING, July 19, 1982). Comments were mixed, but many commenters thought restricted STV offering would be acceptable (BROADCASTING, Nov. 22, 1982).

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**Prime time access rule.** FCC dismissed petition by Chronicle Broadcasting Co. to delete prohibition against use of nonnetwork programming during prime time access (BROADCASTING, Nov. 16, 1982). FCC said that although there might be merit to Chronicle's proposal, it should be considered in context of review of entire prime time access rule which it said might be addressed when commission takes up staff recommendations stemming from FCC's network inquiry. Chronicle petitioned FCC to repeal section of PTAR that restricts off-network programming on network-affiliated stations in 50 largest TV markets (BROADCASTING, July 27, 1981), arguing that it was unconstitutional, ineffective and gave stations not affected by rule competitive advantages. NBC, filing comments, urged that proceeding be expanded to consider repeal of entire prime time access rule, arguing that rule presented "barrier" to expansion of its *Nightly News* to 60 minutes (BROADCASTING, Aug. 17, 1981). NBC's proposal to expand proceeding was strongly opposed by Chronicle and all network affiliates' associations (BROADCASTING, Aug. 31, 1981). ABC has stated publicly that it won't seek repeal of PTAR without consent of its affiliates (BROADCASTING, March 21, 1983).

Networks first appeared to back off on drive to win repeal or waiver of PTAR, rechanneling their energies to lobby for repeal of financial interest and network syndication rules. Network affiliates have agreed to support networks in that endeavor, but have linked their support to retention of PTAR (BROADCASTING, Dec. 13, 1982).

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**Public broadcasting.** Increased federal funding seemed within reach for Corporation for Public Broadcasting following passage of CPB's reauthorization legislation (S. 2436) on June 15. Bill, which was introduced by Senator Barry Goldwater (R-Ariz.) and backed by 54 co-sponsors, reauthorizes appropriation of \$238 million, \$253 million and \$270 million for fiscal years 1987, '88 and '89, respectively. Bill also includes ceilings for Public Telecommunications Facilities Program of \$50 million, \$53 million and \$56 million for fiscal 1987-89, respectively. Amounts are those recommended to Congress by CPB. Meanwhile, companion House bill (H.R. 5541) has been opened up for amendments. House bill authorizes same 1987-89 appropriations for CPB and PTFP as Senate bill.

CPB received authorization of federal funding for 1985 and 1986 budgets at \$130 million. Administration had attempted to cut CPB's 1985 budget to \$85 million, down 35% from \$130 million appropriated by Congress last year, and cut additional \$55 million from \$130 million authorized for CPB in fiscal 1986 (BROADCASTING, Feb. 28, March 21, 1983).

Despite strong resistance in some Republican quarters, supplemental funding for public broadcasting, contained in FCC authorization bill (H.R. 2755), was adopted by Congress in last session (BROADCASTING, Nov. 28, 1983) and signed by President Reagan on Dec. 8, 1983. It includes amendment that forbids CPB from distributing funds to any public broadcasting entity

(PBS and NPR) that has granted its employees interest-free loan.

Bill raises CPB's authorization levels by \$70 million in fiscal 1984, '85 and '86. In addition to authorization increases for CPB, bill provides for financial oversight of National Public Radio by CPB.

Discussion of allowing limited advertising on public broadcasting was set aside for time being while system worked together for increased federal funding (BROADCASTING, March 12). Advertising issue was debated before Senate Communications Subcommittee in February (BROADCASTING, Feb. 27) following push by five noncommercial TV stations that wanted Congress to authorize new, three-year "limited advertising" experiment. Meanwhile, FCC has given public broadcasters more leeway to identify donors and underwriters. Following FCC action, PBS revised its guidelines to reflect modifications in its underwriter identification policy.

On another front, Congressman Al Swift (D-Wash.) introduced legislation March 27 that implemented recommendations for "enhanced underwriting" made by Temporary Commission on Alternative Financing for Public Television. Parts of Swift bill, including increased funding for CPB, are included in bill renewing CPB authorization.

Terms of five CPB board members expired March 23, and sixth, Phoenix businessman Karl Eller, resigned from board (BROADCASTING, May 28), allowing President Reagan to appoint three people since number of CPB board members has been reduced from 15 to 10. Given political makeup of board, two must be Democrats or independents.

NPR's debt, although shifted from the forefront, was still subject of concern at 1984 Public Radio Conference, held in Washington in April (BROADCASTING, April 16). At meeting, NPR President Douglas Bennet outlined possible plans for debt retirement, including forming public radio coalition to "buy" debt in return for underwriting credits, direct mail campaigns and matching and on-air promotion.

Bill (H.R. 5149) that would change distribution ratio of federal appropriations earmarked to support public radio was introduced by Representative James T. Broyhill (R-N.C.). Under proposal, NPR would receive 40% of federal public radio monies in fiscal 1985; 30% in '86, and 20% thereafter. Rest would go to public radio stations. No further action is expected on bill.

PBS President Lawrence K. Grossman resigned in February, after almost eight years in position, to become president of NBC News last April. Bruce Christensen, National Association of Public Television Stations president, took over PBS helm May 15, following extensive two-month search (BROADCASTING, April 23). NABTS is now conducting its own search for new president.

Plans for PBS national narrowcast network moved closer to fruition with approval of 78 PBS applications in Instructional Television Fixed Service (ITFS). Nationwide system would be used for distribution of instructional and informational programming for public and private organizations—linking ITFS stations through PBS's satellite distribution network.

PBS announced in December 1983 tentative agreement with Western Union to purchase six transponders on WU's Westar IV satellite, which Grossman said would substantially reduce cost of PBS interconnection services to PBS member stations. Transaction is expected to close on July 28.

**Radio Marti.** Congress has approved Radio

Marti bill after it was amended to satisfy opponents who feared proposal, advanced by administration, would cause Cubans to retaliate by increasing interference to U.S. AM stations. In present form, programming aimed at Cuba will become responsibility of Voice of America and will be broadcast from VOA facilities on Florida's Marathon Key, on VOA frequency of 1180 khz. New service is expected to begin operating within six months.

**Regional Administrative Radio Conference.** U.S. obtained eight orbital slots at conference of western hemisphere countries in Geneva in summer of 1983 to plan direct broadcast satellite service use of 12 ghz band. U.S. had sought eight, but three of those assigned to it are in less desirable locations than called for in its proposal. And U.S. felt obliged to take reservation on question of satellite power; U.S. wanted standard providing for more power than conference approved. Nevertheless, Ambassador Abbott Washburn, who headed U.S. delegation, said U.S. had achieved its principal objectives (BROADCASTING, July 4, 1983, et seq.).

**Teletext.** Mixing some good news for broadcasters with some bad, FCC authorized television stations to offer teletext (BROADCASTING, April 4, 1983). It refused, however, to select technical standard or to give teletext must-carry status on cable. In order, FCC defined teletext as "ancillary" service—thereby exempting it from fairness doctrine and equal-time obligations. Broadcasters offering teletext as broadcast offering—that is, by offering mass media services—can launch or drop it without notifying FCC. Those whose offerings resemble private or common carrier offerings will have to notify commission first, however. Also under rules, non-commercial broadcasters may offer teletext on for-profit basis.

Earlier this year, FCC also proposed to permit TV stations to transmit nonteletext services on vertical blanking interval (BROADCASTING, March 12). Proposed change would permit VBI to be used for paging, utility load management purposes—or any other communication in digital or analog mode. FCC said it was proposing same technical rules it has adopted for teletext.

By deciding not to set standard, FCC touched off marketplace battle between incompatible World System Teletext, developed by British broadcasters and electronics manufacturers, and North American Broadcast Teletext Specification, developed through compromise of Canadian, French and U.S. teletext and videotext interests. WST proponents are now led by Taft Broadcasting, which is broadcasting WST-based service, Electra, in Cincinnati over WKRC-TV. Under agreement with Taft, Zenith is selling \$300 decoder compatible with its late-model sets in Cincinnati. NABTS proponents are led by CBS-TV and NBC-TV. While two networks are distributing national teletext services and although some CBS affiliates are supplementing CBS service with local pages, growth of NABTS teletext will be stymied until manufacturer begin producing low-cost terminals.

**TV allocations.** FCC Chairman Mark Fowler has directed commission staff to issue further notice of proposed rulemaking on VHF drop-ins looking toward additional protection of existing television service ("Closed Circuit," June 18). Under original proposal, short-spaced station would have been authorized as long as it provided same protection to existing stations that normal-

ly spaced station would and service gains would outweigh losses. Now staff, at Fowler's direction, is looking toward establishing criteria that would protect as much established service as possible. FCC official said further notice should be ready "around" end of year. Staff had completed work last year on original proposal, which was introduced four years ago (BROADCASTING, Sept. 22, 1980). FCC has approved four drop-ins: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8). Nine applications were filed for drop-in at Charleston, eight for Salt Lake City, 13 for Knoxville and four for Johnstown. Further applications have been cut off, and all have been designated for hearing.

**TV cameras in Senate.** Senate Rules Committee passed resolution (S. Res. 66) to allow televising of chamber proceedings (BROADCASTING, June 20, 1983). Barely reaching quorum, committee voted for admission 6-3, reflection of intense division both in committee and in full Senate. Senate Majority Leader Howard Baker (R-Tenn.) is measure's chief proponent. Senators Russell Long (D-La.) and Wendell Ford (D-Ky.) its major critics. No action is expected this year.

**TV deregulation.** FCC has deregulated commercial television along lines it already has deregulated radio (see "Top of the Week"), eliminating nonentertainment programming and commercial loading guidelines. It also eliminated formal ascertainment and logging requirements. Under order, commercial television broadcasters, on quarterly basis, will have to place issues/programs list in public inspection files. That list must contain at least five to 10 issues station gave particular attention to over preceding three months and include statement of how each issue was treated.

**TV stereo.** FCC has authorized stereo TV sound, protecting industry-recommended standard (BROADCASTING, April 2). Decision does not limit broadcasts on aural baseband to stereo sound, however. Any other broadcast and non-broadcast uses will be permitted—as long as they don't interfere with pilot tone of industry-recommended Zenith/dbx system, which activates stereo processing circuitry in TV sets equipped for stereo. New rules also permit public broadcasters to turn profit from their subcarrier offerings. Commission postponed action on whether to require cable systems to carry stereo on must-carry signals. No must-carry of signals is being required now, but commission voted to launch rulemaking to further consider issue.

**WARC.** Senate has approved treaty protocol negotiated at 11-week World Administrative Radio Conference in Geneva which concluded in December 1979. Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequencies were increased by about 500 khz, and proposal was adopted to increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz band and in western hemisphere.

In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-890 mhz band, but U.S. added footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz and reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (BROADCASTING, Dec. 24, 1979). Senate action came on voice vote in closing hours of 97th Congress.

# For the Record

As compiled by BROADCASTING, June 20 through June 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

#### AM

■ Deep Gap, N.C.—Pennington Broadcasting of North Carolina seeks 1410 khz; 1 kw-D. Address: 5519 Rockingham Rd. East, Greensboro, N.C. 27407. Principal is owned equally by Dorothy C. Pennington, and her daughter-in-law, Loretta B. Pennington. Dorothy and her husband, William, own 80% of app. for new FM in Mary Esther, Fla. Loretta's husband, William J. Pennington III, owns KEZP(FM) Canadian, KCFL(FM) Hebronville and KQMG(FM) Carrizo Springs, all Texas. Her father, Phillip E. Backus, and her sister, Deborah B. Carter, have control of WIXR(AM) Mount Pleasant, S.C. Filed June 22.

#### FM's

■ Willimantic, Conn.—Willimantic Broadcasting seeks 98.3 mhz; 3 kw; HAAT: 297 ft. Address: 56 Adams Heights, Willimantic, Conn. 06226. Principal is owned equally by Collin K. Rice and his wife, Loretta. Rice, along with members of his family, owns WILI(AM) Willimantic, and WINY(AM) Putnam, and controls WLIS(AM) Old Saybrook, all Connecticut. App. is mutually exclusive with app. of WNOU(AM) for renewal of license. Rice filed app. for channel in 1974, which was denied in comparative hearing. Filed June 18.

■ Fort Walton Beach, Fla.—Contemporary Communications seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 3976, Jackson, Ga. 30233. Principal is equally owned by Larry G. Fuss, and Rebecca R. Barney. Fuss is app. for new FM in Delhi, La., and new TV's in Kingman, Ariz.; Cumberland, Md., and Gallup, Tex. He owns 1% with his mother. June, owning 51% of app. for new TV in Albany, Ga., and 50% of app. for new TV in Greenville, Miss. Filed June 21.

■ Augusta, Ga.—Southwest Educational Media Foundation Inc. seeks 89.1 mhz; 2 kw; HAAT: 1,475 ft. Address: 7146 Bayberry, Dallas 75249. Principal is nonprofit educational foundation headed by T. Kent Atkins, college development officer. Atkins is also app. for new FM's in Plainview, Jacksonville, San Angelo, and Midland, all Texas, and new FM in Lake Charles, La. His wife, Mary, is app. for 179 LPTV's. Filed June 20.

■ Roswell, N.M.—Betty Eakin seeks 100.5 mhz; 100 kw; HAAT: 551 ft. Address: Rt. 3, Box 206-B, Roswell, N.M. 88201. Principal's husband, Wayne, owns 49% of KOAW(AM) Ruidoso Downs, N.M. Filed June 18.

■ \*Greenville, S.C.—Southwest Educational Media Foundation Inc. seeks 88.5 mhz; 10 kw; HAAT: 512 ft. Address: 7146 Bayberry, Dallas 75249. Principal is nonprofit educational foundation headed by T. Kent Atkins (see above). Filed June 18.

■ San Angelo, Tex.—Earshot Broadcasting Inc. seeks 98.7 mhz; 92.6 horiz., 100 kw max.; HAAT: 1,290 ft. Address: P.O. Box 1071, San Angelo, Tex. 76902. Principal is owned by Sylvia P. Thomas (51%), and her husband, James (49%). They have no other broadcast interests. Filed June 18.

#### TV's

■ Mobile, Ala.—Coleherne Broadcasting seeks ch. 61; ERP vis. 5 kw, aur. 50 kw; HAAT: 649 ft.; ant. height above ground: 529 ft. Address: 4809 Coleherne Rd., Baltimore 21229. Principal is owned equally by Peggy Nicholson, Michael Thurman and Zeather Willis. They have no other broadcast interests, but Willis has interest in simultaneous app.'s for four new TV's, two with Thurman and two with Nicholson; Thurman has interest in app.'s for four new TV's, and Nicholson has app.'s for four new TV's (see below). Filed June 18.

■ Pine Bluff, Ark.—Montgomery Broadcasting seeks ch. 25; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 763 ft.; ant. height above ground: 379 ft. Address: 505 Cabin Branch, Hyattsville, Md. 20743. Principal is owned by Elmer Montgomery, who has no other broadcast interests. Filed June 18.

■ Miami—Kilgore Broadcasting seeks ch. 35; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 287 ft.; ant. height above ground: 287 ft. Principal is owned equally by Johnnie B. Woodbury, Vernice Boozer, Bessie C. Noble, Paul Goodson, Michael Thurman and Zeather Willis. They have no other broadcast interests but Woodbury also has interest in simultaneous app.'s for four new TV's; Boozer also has interest in two new TV's; Noble also has interest in four new TV's, one with Thurman; Goodson also has interest in new TV in Cumberland, Md.; Thurman has interest in four new TV's (see above) and Willis has interest in four new TV's (see above). Filed June 18.

■ Panama City, Fla.—Rainbow Communications and Broadcasting seeks ch. 28; ERP vis. 5 kw, aur. 5 kw; HAAT: 369 ft.; ant. height above ground: 349 ft. Address: 4809 Coleherne Rd., Baltimore 21229. Principal is owned by Peggy Nicholson (see above). Filed June 18.

■ \*Charleston, Ill.—Eastern Illinois University seeks ch. 51; ERP vis. 48.5 kw, aur. 4.8 kw; HAAT: 213 ft. Address: Radio and Television Center, Charleston, Ill. 61920. Principal is educational institution headed by Dominick J. Bufalino. It also has CP for WEIU(FM) Charleston, Ill. Filed June 18.

■ Salina, Kan.—Odessa Communications seeks ch. 42; ERP vis. 5 kw, aur. 5 kw; HAAT: 1,692 ft.; ant. height above ground: 300 ft. Address: 4295 Winston Dr., Beaumont, Tex. 77708. Principal is owned by Johnnie Woodbury (see above). Filed June 18.

■ Owensboro, Ky.—Owensboro Television seeks ch. 61; ERP vis. 5 kw, aur. 50 kw; HAAT: 1,349 ft.; ant. height above ground: 839 ft. Address: 4295 Winston Dr., Beaumont, Tex. 77708. Principal is owned by Johnnie B. Woodbury (see above). Filed June 18.

■ Lewiston, Me.—Lewiston Broadcasting seeks ch. 35; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 594 ft.; ant. height above ground: 294 ft. Address: 32 Harbor House, Oswego, N.Y. 13126. Principal is owned by William Gault (51%) and Gary Shanley (49%), who also have app. for new TV in Lubbock, Tex. Filed June 13.

■ Cumberland, Md.—Cumberland Broadcasting seeks ch. 52; ERP vis. 5 kw, aur. 50 kw; HAAT: 1,800 ft.; ant. height above ground: 190 ft. Address: P.O. Box 4570, Houston 77245. Principal is owned by Paul Goodson (see above). Filed June 18.

■ Enid, Okla.—Enid Broadcasting seeks ch. 20; ERP vis. 5 kw, aur. 50 kw; HAAT: 850 ft.; ant. height above ground: 445 ft. Address: 5783 Merganser Dr., Syracuse, N.Y. 13281. Principal is owned by Bessie C. Noble and Michael Thurman (see above). Filed June 13.

■ Lawton, Okla.—Drake Broadcasting seeks ch. 45; ERP vis. 8 kw, aur. 50 kw; HAAT: 1,428 ft.; ant. height above ground: 270 ft. Address: 3948 Merganser Dr., Syracuse, N.Y. Principal is owned by Bessie C. Noble (see above). Filed June 13.

■ Cookeville, Tenn.—Gerald R. Roberts seeks ch. 28; ERP vis. 900 kw, aur. 90 kw; HAAT: 721 ft.; ant. height above ground: 415 ft. Address: 2nd Floor, FNB Liberty Sq., Sparta, Tenn. 38583. Principal is also app. for LPTV on ch. 58 Cookeville, Tenn. Filed June 20.

■ Crockett, Tex.—Hopkins Broadcasting seeks ch. 40; ERP vis. 50 kw, aur. 8 kw; HAAT: 520 ft.; ant. height above ground: 200 ft. Address: 4809 Coleherne Rd., Baltimore 21229. Principal is owned by Edward Hopkins, who has no other broadcast interests but has interest in simultaneous app.'s for new TV in Fort Worth (see below).

■ El Paso—Swan Broadcasting seeks ch. 65; ERP vis. 5 kw, aur. 5 kw; HAAT: 4,165 ft.; ant. height above ground: 100 ft. Address: 3948 Merganser Dr., Liverpool, N.Y. 13281. Principal is owned by Josie Montgomery (34%), Bessie C. Noble (33%) and Newt Hopkins (33%). Noble is app. for four new TV's (see above). Others have no other broadcast interests. Filed June 18.

■ Fort Worth—Haltom City Broadcasting seeks ch. 52; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 800 ft.; ant. height above ground: 800 ft. Address: 4809 Coleherne Rd., Baltimore 21229. Principal is owned by Edward Hopkins (25%), Zeather Willis (25%) and Peggy Nicholson (50%) (see above). Filed June 13.

■ Lubbock, Tex.—Lubbock Communications seeks ch. 16; ERP vis. 5 kw, aur. 5 kw; HAAT: 4,474 ft.; ant. height above ground: 520 ft. Address: 32 Harbor House, Oswego, N.Y. 13126. Principal is owned by William Gault (51%) and Gary Shanley (49%) (see above). Filed June 13.

■ Odessa, Tex.—Odessa Communications seeks ch. 42; ERP vis. 5 kw, aur. 50 kw; HAAT: 3,543 ft.; ant. height above ground: 490 ft. Address: 4295 Winston Dr., Beaumont, Tex. 77708. Principal is owned by Johnnie Woodbury (see above). Filed June 18.

■ Provo, Utah—Provo Broadcasting seeks ch. 16; ERP vis. 5 kw, aur. 50 kw; HAAT: 4,637 ft.; ant. height above ground: 57 ft. Address: P.O. Box 381, Syracuse, N.Y. 13281. Principal is owned by Mary Shanley and Michael Thurman. Shanley has no other broadcast interests (see above for Thurman). Filed June 18.

■ Provo, Utah—Morro Rock Resources Inc. seeks ch. 16; ERP vis. 2,700 kw, aur. 270 kw; HAAT: 2,803.9 ft.; ant. height above ground: 172.3 ft. Address: 265 Kern Ave., Morro Bay, Calif. 93442. Principal is publicly held corporation principally owned by Ross H. Boyd (20%), John C. Power (10%), Fred A. Strauss (2.5%), John F. Quirk (2.5%) and other stockholders having less than 10%. It is also app. for new TV in San Luis Obispo, Calif. Filed June 18.

■ Ashland, Va.—Christian Communications Inc. seeks ch. 65; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 859 ft.; ant. height above ground: 818 ft. Address: 10211 Staples Mill Rd., Glen Allen, Va. 23060. Principal is nonstock corporation headed by Sherry L. Campana, pres.; Robert E. Smith, VP; John R. Hall, and Campana's husband, James. They have no other broadcast interests. Filed June 20.

■ Fredericksburg, Va.—Fredericksburg Broadcasting seeks ch. 69; ERP vis. 110 kw, aur. 12 kw; HAAT: 445 ft.; ant. height above ground: 265 ft. Address: 505 Cabin Branch Rd., Seat Pleasant, Md. 20743. Principal is equally owned by Zeather Willis, Peggy Nicholson, Vernice Boozer and P. Michael Shanley. Shanley has no other broadcast interests (see above for others). Filed June 13.

### Actions

#### AM's

■ Bethel, Alaska—Granted app. of Western Alaska Broadcasting for 1426 khz, 1 kw-D, 1 kw-N. Address: 3933 Geneva Place, Anchorage, Alaska 99508. Principal is owned by John Lindauer (67%), Thomas Hager (16.5%), and Sheila Givens and her husband, Gary (8.25% each). Action June 14.

■ \*Mishawaka, Ind.—Returned app. of Mishawaka Educational Broadcasting Foundation for 89.9 mhz, 378 w, HAAT: 226 ft. Address: 302 E. Grove, Mishawaka, Ind. 46545. Counsel: Stuart B. Mitchell & Assoc. (Virginia). Principal is charitable trust headed by Indiana trustees including George Snyder, private school administrator. Action June 19.

■ Memphis—Dismissed app. of Cozzin Communications Inc. for 560 khz, 5 kw-D, 1 kw-N. Address: 485 S. Highland, Memphis. Action June 8.

■ White Pine, Tenn.—Returned app. of J. Barry Williams for 880 khz, 10 kw-D. Address: Rt. 13, Briggs Hill Rd., Bowling Green, Ky. 42101. Principal owns 1% of WKVL(AM) Clarksville, Tenn. Action June 20.

#### FM's

■ Gadsden, Ala.—Granted app. of Anthony Jay Fant for ch. 44 plus; ERP: 1,375.2 kw vis., 137.5 kw aur.; HAAT: 983.4 ft.; ant. height above ground: 379.15 ft. Address: 101 Oak Hill Road, Crossville, Ala. 35962-0067. Principal also is applicant for low-power TV at Gadsden, which he will

now withdraw with approval of this application. Action April 13.

■ Anchorage—Granted app. of Airwaves Ltd. for 97.3 mhz. 25 kw, HAAT: minus 15 ft. Address: 1005 Potlatch Circle, Anchorage 99053. Principal is equally owned by Janice I. Bowman, John A. Ray, Lynn (Sunny) Carpenter and Patrice S. Gerster. None have other broadcast interests. Action June 15.

■ Juneau, Alaska—Returned app. of Locher Development Corp. for 100.7 mhz. 50 kw, HAAT: minus 982 ft. Action June 20.

■ Miami, Ariz.—Granted app. of William D. Taylor for 98.3 mhz. 3 kw, HAAT: minus 358 ft. Address: 200 South Laurel, Ontario, Calif. 91761. Principal has no other broadcast interests. Action June 19.

■ Soldotna, Alaska—Dismissed app. of King County Broadcasters for 96.5 mhz. 100 kw, HAAT: 258 ft. Address: Box 527, Soldotna, Alaska 99669. Principal is owned by Sally Blakeley (75%) and husband, Norman (25%). Action June 19.

■ Los Angeles—Dismissed app. of Sandusky Newspapers Inc. for facilities of KRTH(FM) Los Angeles; 101.1 mhz, 58 kw, HAAT: 2,880 ft. Address: 4460 Morrison Road, Denver 80219. Principal is headed by Dudley A. White, chairman. It owns daily newspapers in Sandusky and Norwalk, both Ohio, and Grand Haven, Mich. It also owns four AM's and seven FM's. Action June 18.

■ Villa Grande, Calif.—Returned app. of Ninety One FM Inc. for 90.9 mhz. 150 w, HAAT: 36 ft. Action June 12.

■ Marathon, Fla.—Returned app. of Kevco Broadcasting for 97.7 mhz. 3 kw, HAAT: 120 ft. Action June 11.

■ Marco, Fla.—Returned app. of Marco Island Broadcasting Co. for 92.7 mhz. 3 kw, HAAT: 259 ft. Action June 11.

■ Augusta, Ga.—Granted app. of Augusta Radio Fellowship Institute Inc. for 89.3 mhz. 3.25 kw, HAAT: 800 ft. Address: 3213 Huxley Dr., Augusta, Ga. 30909. Principal is noncommercial corporation headed by C.T. Barinowski, who has no other broadcast interests. Action June 18.

■ Agana, Guam—Granted app. of Radio K-57 Inc. for 97.5 mhz. 3 kw, HAAT: 991 ft. Address: Box GM, Agana, Guam 96910. Principal is owned by Rick Wall (85%), Jon A. Anderson (10%) and Andrew N. Gayle (5%). It is also licensee of co-located KGUM(AM). Action June 18.

■ Charleston, S.C.—Granted app. of Family Stations Inc. for 88.5 mhz. 31.6 kw, HAAT: 581 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit Calif.-based corp. promoting religious programming. Action June 15.

■ Waco, Tex.—Returned app. of Waco Educational Broadcasting Foundation for 90.7 mhz. 300 kw, HAAT: 75 ft. Address: 1208 N. Robinson Dr., Waco, Tex. 76706. Lawyer: F. Joseph Brinig. Principal is charitable trust headed by R. L. Whitworth, Waco minister. Action June 18.

■ Trempealeau, Wis.—Granted app. of Greater Trempealeau Broadcasting Co. for 105.5 mhz. 1 kw, HAAT: 530 ft. Address: 413 Oak Avenue, South Onalaska, Wis. 54650. Principal is owned by W. Louis Lonngquist, who has no other broadcast interests. Action June 18.

## TV's

■ Burlington, Iowa—Granted app. of Burlington Broadcasting Co. Ltd. for ch. 26; ERP: 54.3 kw vis., 5.43 kw aur., HAAT: 315.4 ft., ant. height above ground: 232.8 ft. Address: P.O. Box 1105, Burlington 52601-1105. Principal is owned by Steven S. Hoth, who has no other broadcast interests. Action April 23.

■ Burlington, Iowa—Dismissed app. of Metro Program Network Inc. for ch. 26; ERP: 4,083 kw vis., 408 kw aur., HAAT: 1,090 ft.; ant. height above ground: 1,031 ft. Address: 1957 Blairs Ferry Road, N.E., Cedar Rapids, Iowa. Principal is owned by Gerald Fitzgerald, president, who is applicant for seven TV's. Action April 23.

■ Cumberland, Md.—Returned app. of Cumberland Broadcasting for ch. 52; ERP: 5 kw vis., 5 kw aur., HAAT: 1,800 ft.; ant. height above ground: 190 ft. Address: P.O. Box 381, Syracuse, N.Y. 13201. Principal is owned by Paul Goodson (51%) and P.M. Shanley (49%). Action April 9.

■ Cumberland, Md.—Returned app. of Woodberry Broadcasting for ch. 65, 1 kw vis., 1 kw aur., HAAT: 1,795 ft.; ant. height above ground 1,610 ft. Address: P.O. Box 381, Syracuse, N.Y. 13201. Principal is owned by Johnnie B. Woodberry. Action April 9.

■ Santa Fe, N.M.—Returned app. of Santa Fe Broadcasting for ch. 19; ERP: 5 kw vis., 5 kw aur., HAAT: 242 ft.; ant. height above ground: 297 ft. Address: Box 381, Syracuse, N.Y. 13201. Principal is owned by Vernice Boozer (51%) and Gary Shanley (49%). Action April 9.

■ Texarkana, Tex.—Granted app. of Powell Broadcasting Co. for ch. 17; ERP: 665 kw vis., aur. 66.5 kw; HAAT: 277

ft.; ant. height above ground: 286 ft. Address: 100 Dania Circle, Lehigh Acres, Fla. 33936. Principal is owned by Harry C. Powell. Action Apr. 23.

■ Fredericksburg, Va.—Returned app. of Fredericksburg Broadcasting for ch. 69; ERP: 5.5 kw vis., 6 kw vis., HAAT: 794 ft.; ant. height above ground: 794 ft. Address: P.O. Box 381 Syracuse, N.Y. 13201. Principal is equally owned by Zeather Willis, Peggy Nicholson, Vernice Boozer and P. Michael Shanley. Action April 9.

■ Bellevue, Wash.—Returned app. of Bellevue Broadcasting for ch. 33; ERP: 5 kw vis., 5 kw aur., HAAT: 1,750 ft.; ant. height above ground: 300 ft. Address: Box 381, Syracuse, N.Y. 13281. Principal is owned by Zeather Willis (51%) and William Gault (49%). Willis also has interest in applicants for new TV's at Fredericksburg, Va., and Jackson, Mich. Gault also has interest in applicants for new TV's at Lewiston, Me.; Alpine, Tex.; Greenville, Miss., and Billings, Mont. Action April 9.

## Ownership changes

### Applicatons

■ WWSW-TV Opelika, Ala. (ch. 66; ERP vis. 794.3 kw, 79 kw aur.; HAAT: 679 ft.)—Seeks assignment of license from RCH Broadcasting to Robert R. D'Andrea for \$2,440,000 note. Seller is owned by R.C. Hilton, who also owns WSMF(TV) [CP] Florence, S.C. Buyer is officer of nonprofit licensees of ch. 52 Cocoa and ch. 22 Clearwater, both Fla. He is also app. for new TV in Palm Beach, Fla. Filed June 15.

■ WKTZ-AM-FM Jacksonville, Fla. (AM: 1220 khz. 1 kw; FM: 96.1 mhz. 100 kw, HAAT: 830 ft.)—Seeks assignment of license from Beck-Ross Communications Inc. to The Kravis Co. for \$3.5 million, comprising \$1.5 million cash, \$500,000 note and assumption of liabilities of approximately \$1.5 million. Seller, based in Rockville Centre, N.Y., is owned by Martin F. Beck and George H. Ross. They also own WHCN(FM) Hartford, Conn.; WKMF(AM)-WGMZ(FM) Flint, Mich., and WBLI(FM) Patchogue, N.Y. Buyer is owned by George R. Kravis II, who also owns KGTO(AM)-KRAV(FM) Tulsa. Filed June 21.

■ WKIO(FM) Urbana, Ill. (103.9 mhz. 3 kw, HAAT: 145 ft.)—Seeks assignment of license from Macomb Broadcasting Co. to WKIO Inc. for \$165,000, comprising \$165,000 cash and assumption of debt not to exceed \$1,368,000. Seller is owned by William A. Earman, who has no other broadcast interests. Buyer is owned by Sharad Tak; his wife, Mahinder, and his brother, Chandra. They also have app. to acquire KTBY-TV Anchorage. Filed June 21.

## Summary of broadcasting as of April 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,747	170	4,910
Commercial FM	3,577	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,464	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	537	23	558
Commercial UHF TV	347	222	562
Educational VHF TV	112	3	114
Educational UHF TV	173	25	198
Total TV	1,169	273	1,452
VHF LPTV	194	74	266
UHF LPTV	78	136	207
Total LPTV	272	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.

■ WKIC(AM)-WSGS(FM) Hazard, Ky. (AM: 1390 khz. 5 kw-D; FM: 101.1 mhz. 100 kw, HAAT: 1,150 ft.)—Seeks transfer of control of Mountain Broadcasting Inc. from W.G. Coal Sales Inc. (50% before; none after) to Ernest Sparkman (50% before; 100% after) for \$500,000 cash. Seller is owned by Elmer Wittaker and L.D. Gorman who have no other broadcast interests. Buyer is also owner of 12.5% of CP for new AM in Flemingsburg, Ky. Filed June 18.

■ WKHM(AM)-WJXQ(FM) Jackson, Mich. (AM: 970 khz. 1 kw-U; FM: 106.1 mhz. 50 kw, HAAT: 500 ft.)—Seeks assignment of license from Patten Broadcasting to JXQ-KHM Associates for \$2,965,000 cash. Seller is owned by Myron P. Patten, who also owns KAAR(AM) Vancouver, Wash. Buyer is owned by Wayne R. Stakey, also known as Jim T. Ryan, vice president of programming at Patten Broadcasting, who has no other broadcast interests. Filed June 18.

■ KREN-TV Reno (ch. 43; ERP vis. 877 kw, aur. 171 kw; HAAT: 2,930 ft.; ant. height above average terrain: 90 ft.)—Seeks assignment of license from High Country Communications to Sainte Broadcasting Co. for sum not to exceed \$60,000. Station is unbuilt CP; purchase price will be "reasonable and prudent expenses" as determined by FCC. Seller is owned by Sheila Thomas (89%) and William Raggio (10.1%). It has no other broadcast interests. Buyer is principally owned by Chester Smith and his wife, Naomi (51% jointly), and nine others. They also own KCSO(TV) Modesto and KCBA(TV) Santa Maria, both California. It is also partner with Raul and Consuelo Palazuolos for new UHF in San Luis Obispo, Calif. Filed June 20.

■ WENU-FM Hudson Falls and WGFN(AM) South Glens Falls, both N.Y. (AM: not on air; FM: 101.7 mhz. 3 kw, HAAT: 31 ft.)—Seeks transfer of control of Premier Broadcasting Corp. from Carlton R. Reis (47.17% before; 25% after) and Joyce L. Jennings and Althea Quarters (2.8% each before; 1.5% each after) to Augustine M. Cawley (47.17% before; 75% after) for no consideration. Sellers have no other broadcast interests. Buyer inadvertently acquired control of station through stock purchase option for services rendered. He has relinquished control temporarily, and is now applying for FCC approval. He is broadcast consultant and GM of station, with no other broadcast interests. Filed June 18.

■ WLOE(AM)-WSRQ(FM) Eden, N.C. (AM: 1490 khz. 1 kw-D, 250 w-N; FM: 94.5 mhz. 27 kw, HAAT: 96 ft.)—Seeks assignment of license from Carolina-Virginia Broadcasting Co. to Colonial Broadcasting Co. for \$1 million cash. Station was originally sold to Joyner Radio Corp. It has withdrawn that app. and is superceded by instant app. Seller is owned by Mary Ann Bohi, who has no other broadcast interests. Buyer is owned equally by brothers, Robert E., James K., and Thomas H. Lower. They also own WLWI-FM Montgomery, Ala.; WOWW-FM Pensacola, Fla., and WUSY-FM Cleveland, Tenn. Filed June 21.

■ KWVR-AM-FM Enterprise, Ore. (AM: 1340 khz. 1 kw-D, 250 w-N; FM: 92.1 mhz. 3 kw, HAAT: minus 650 ft.)—Seeks assignment of license from Tristar Communications Corp. to Wallowa Valley Broadcasting Corp. for \$266,700, comprising \$35,000 cash and remainder in note. Seller is owned by Thomas F. Erickson (51%), and his wife, Monica (49%). It also owns Tristar cable, operator of cable system in Wallowa Lake, Ore. Buyer is owned by Lee D. Perkins (51%) and his wife, Carol-Lee (49%). He is station manager of KTOY-FM Tacoma, Wash. Filed June 25.

■ WBLP(AM) Fairview, Tenn. (850 khz. 500 w-D)—Seeks transfer of control of BLP Inc. from stockholders (100% before; none after) to Paul F. Durham (none before; 100% after) for \$300,000, comprising \$30,000 cash, assumption of \$113,600 debt, and \$50,000 noncompete agreement, and remainder note. Seller is owned by James Parker, Samuel Warden, James T. Williams, John A. Lampley, Douglas Warden, Kendall Thomas, Connie Williams and Fred Hicks, who have no other broadcast interests. Buyer is Fairview clergyman with no other broadcast interests. Filed June 21.

■ WDSM(AM)-KZIO(FM) Superior, Wis. (AM: 710 khz. 10 kw-D, 5 kw-N; FM: 102.5 mhz. 100 kw, HAAT: 600 ft.)—Seeks assignment of license from Ridson Inc. to WDSM/KZIO Inc. for \$1.3 million, comprising \$400,000 cash, \$100,000 noncompete and remainder in note. Seller is owned by Robert B. Ridder Jr. (51%) and his father, Robert, who has no other broadcast interests. Buyer is owned equally by Patricia McNulty and Kenneth Buchler. They are presently employed by station and have no other ownership interests. Filed June 18.

## Facilities Changes

### Applications

#### AM's

Tendered

■ WPLP (570 khz) Pinellas Park, Fla.—Seeks CP to in-

crease day and night power to 5 kw and change TL. App. June 26.

- WSMJ (800 khz) Cave City, Ky.—Seeks CP to increase power to 500 w and change to non-D. App. June 21.
- WMIA (1070 khz) Arecibo, P.R.—Seeks CP to increase night power to 2.5 kw. App. June 26.
- WFAB (1460 khz) Juncos, P.R.—Seeks CP to change freq. to 770 khz and change day and night power to 1 kw. App. June 25.
- KGHQ (1280 khz) Hoquiam, Wash.—Seeks CP to change hours of operation by adding night service with 250 w; change freq. to 1490 khz, and make changes in ant. sys. App. June 25.

#### Accepted

- KUTY (1470 khz) Palmdale, Calif.—Seeks mod. of lic. to change SL and operate trans. by remote control. App. June 21.
- KESP (1290 khz) Santa Barbara, Calif.—Seeks CP to change TL. App. June 20.
- KVSU (1190 khz) Beloit, Kan.—Seeks CP to make changes in ant. sys. App. June 21.
- WRPZ (1440 khz) Paris, Ky.—Seeks CP to change TL. App. June 25.

#### FM's

##### Tendered

- \*WGIB (91.9 mhz) Birmingham, Ala.—Seeks CP to change freq. to 89.5 mhz; change ERP to 22.67 kw, and install directional ant. App. June 20.
- KJJO (102.1 mhz) St. Louis Park, Minn.—Seeks CP to change TL; change ERP to 97.6 kw, and make changes in ant. sys. App. June 21.
- WYKZ (98.7 mhz) Beaufort, S.C.—Seeks CP to change TL and make changes in ant. sys. App. June 20.
- KTUX (98.9 mhz) Carthage, Tex.—Seeks CP to change TL; change HAAT to 730 ft., and make changes in ant. sys. App. June 21.
- \*KSHU (83.3 mhz) Huntsville, Tex.—Seeks CP to change TL; change ERP to 3.0 kw; change HAAT to 252 ft., and make changes in ant. sys. App. June 21.

■ KICN (98.9 mhz) Spokane, Wash.—Seeks CP to change TL; change ERP to 94.2 kw; change HAAT to 1,614 ft., and make changes in ant. sys. App. June 25.

■ \*WSEY (96.7 mhz) Sauk City, Wis.—Seeks CP to change TL; change ERP to .475 kw; change HAAT to 1,656 ft., and make changes in ant. sys. App. June 21.

#### Accepted

- KJBA (100.1 mhz) Bethel, Ark.—Seeks CP to change HAAT to 64.08 ft. App. June 25.
- KCMJ-FM (92.7 mhz) Indio, Calif.—Seeks CP to change ERP to 0.65 kw and change HAAT to 578 ft. App. June 26.
- KGB-FM (101.5 mhz) San Diego—Seeks CP to change TL; change ERP to 7.0 kw, and change HAAT to 1,103 ft. App. June 26.
- KMJI (100.3 mhz) Denver—Seeks CP to change SL. App. June 26.
- \*WPIO (89.3 mhz) Titusville, Fla.—Seeks CP to change ant. site; change ERP to 3 kw, and change HAAT to 490 ft. App. June 21.
- WAEV (97.3 mhz) Savannah, Ga.—Seeks CP to change HAAT to 991.5 ft. App. June 25.
- WYEN (106.7 mhz) Des Plaines, Ill.—Seeks CP to change TL; change ERP to 4.1 kw, and change HAAT to 1,560 ft. App. June 25.
- KVSU-FM (105.5 mhz) Beloit, Kan.—Seeks CP to change ERP to 2.79 kw and change HAAT to 320 ft. App. June 26.
- WHMD (107.1 mhz) Hammond, La.—Seeks CP to change TL. App. June 25.
- KRRR-FM (103.9 mhz) East Grand Forks, Minn.—Seeks CP to change ERP to 100 kw and change HAAT to 106 ft. App. June 26.
- KFMZ (98.3 mhz) Columbia, Mont.—Seeks CP to change ERP to 2.6 kw. App. June 21.
- KBBZ (98.5 mhz) Kalispell, Mont.—Seeks CP to change TL; change ERP to 60 kw, and change HAAT to 2,313 ft. App. June 25.
- WMJY (107.1 mhz) Long Branch, N.J.—Seeks CP to change ERP to 2.3 kw and change HAAT to 372 ft. App. June 21.

■ \*WLNG (92.1 mhz) Sag Harbor, N.Y.—Seeks CP to change ERP to 2.63 kw. App. June 21.

- WMHR (102.9 mhz) Syracuse, N.Y.—Seeks CP to change ERP to 16.3 kw and change HAAT to 782 ft. App. June 25.
- WLLT (94.9 mhz) Fairfield, Ohio—Seeks CP to change TL, change ERP to 16.2 kw, and change HAAT to 790 ft. App. June 21.
- KNLR (97.5 mhz) Bend, Ore.—Seeks CP to change ERP to 97 kw and change HAAT to 536 ft. App. June 21.
- KQXY (94.1 mhz) Beaumont, Tex.—Seeks mod. of lic. to change SL. App. June 26.
- KTON (106.3 mhz) Belton, Tex.—Seeks CP to change ERP to 1.35 kw and change HAAT to 489 ft. App. June 25.
- KEYI (103.7 mhz) San Marcos, Tex.—Seeks CP to make changes in ant. sys.; change ERP to 89.7 kw, and change HAAT to 530 ft. App. June 26.
- WEQX (102.7 mhz) Manchester, Vt.—Seeks CP to change TL; change ERP to 0.903 kw, and change HAAT to 2,490 ft. App. June 25.
- \*WVPB (91.7 mhz) Beckley, W.Va.—Seeks mod. of lic. to install new trans. sys. App. June 26.
- WJZQ (95.1 mhz) Kenosha, Wis.—Seeks CP to change ERP to 28.4 kw. App. June 21.

#### TV's

##### Accepted

- WTHR (ch. 13) Indianapolis—Seeks MP to change HAAT to 980 ft. and increase tower height. App. June 21.
- WWLP (ch. 22) Springfield, Mass.—Seeks MP to reduce transmitter power by 20%. App. June 22.
- WVCI (ch. 61) Bay City, Mich.—Seeks MP to change ERP to vis. 2900 kw, aur. 290 kw, and change HAAT to 1,558 ft. App. June 26.
- WIIM-TV (ch. 8) Iron Mountain, Mich.—Seeks MP to change ERP to vis. 31.6 kw, aur. 3.1 kw, and change HAAT to 635 ft. App. June 26.
- KJRH (ch. 2) Tulsa, Okla.—Seeks CP to install auxiliary ant.; change ERP to vis. 68.9 kw, aur. 6.89 kw; change HAAT to 1,388 ft., and change TL. App. June 26.
- New (ch. 27) Laredo, Tex.—Seeks MP to change ERP to vis. 3769 kw, aur. 376.9 kw; change HAAT to 206.7 ft. and change TL. App. June 26.

#### Actions

##### AM's

- WABB (1480 khz) Mobile, Ala.—Granted app. to augment night pattern. Action June 14.
- KIOT (1310 khz) Barstow, Calif.—Granted app. to change hours of operation by adding night service with 1 kw and change to DA-2. Action June 12.
- WAVS (1170 khz) Davie, Fla.—Granted app. to change SL and operate transmitter by remote control. Action June 4.
- WCOP (1350 khz) Warner Robins, Ga.—Granted app. to change hours of operation by adding night service with 500 w; install DA-N, and correct coordinates. Action June 20.
- WKDC (1530 khz) Elmhurst, Ill.—Granted app. to construct new ant.; change TL, and change SL. Action June 21.
- WSAC (1470 khz) Fort Knox, Ky.—Granted app. to change SL. Action May 31.
- KORK (920 khz) Las Vegas—Granted app. to change TL. Action April 10.
- WEMJ (1490 khz) Laconia, N.H.—Granted app. to change TL. Action June 14.
- KRZY (1450 khz) Albuquerque, N.M.—Dismissed app. for extension of time. Action June 14.
- WANN (1190 khz) Annapolis, Md.—Granted app. to make changes in directional ant. sys. Action June 19.
- WKNX (1210 khz) Saginaw, Mich.—Granted app. to change city of lic. Action June 20.
- WASC (1530 khz) Spartanburg, S.C.—Dismissed app. to change freq. to 760 khz; change city of lic., and increase power to 5 kw. Action June 14.
- WWGM (1560 khz) Nashville—Granted app. to make changes in ant. sys. and make changes in daytime pattern during noncritical hours. Action June 13.
- KAPE (1480 khz) San Antonio, Tex.—Granted app. to increase power to 2.5 kw and make changes in ant. sys. Action June 20.

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## FM's

- New (107.1 mhz) Bald Knob, Ariz.—Granted app. to change TL. Action June 12.
- \*KSCU (103.3 mhz) Santa Clara, Calif.—Dismissed app. to make changes in ant. sys. Action June 19.
- KKGO (105.1 mhz) Los Angeles—Dismissed app. to change HAAT to 2,900 ft. Action June 19.
- KKMG (98.9 mhz) Pueblo, Colo.—Granted app. to change HAAT to 1,000 ft. Action June 13.
- WELE (105.9 mhz) Deland, Fla.—Dismissed app. to change TL and change HAAT to 1,000 ft. Action June 18.
- WFLA-FM (93.3 mhz) Tampa, Fla.—Dismissed app. to change ERP to 95 kw; change HAAT to 1,429 ft., and change TL. Action June 19.
- WUFF-FM (92.1 mhz) Eastman, Ga.—Granted app. to change ERP to 2.4 kw. Action June 13.
- WWLT (106.7 mhz) Gainesville, Ga.—Dismissed app. to change ERP to 100 kw; change HAAT to 1525 ft., and change TL. Action June 20.
- WKAA (97.7 mhz) Ocala, Ga.—Granted app. to change TL; change ERP to 1.8 kw, and change HAAT to 393 ft. Action June 12.
- \*WCX (88.1 mhz) Chicago—Granted app. to change HAAT to 129 ft. and make changes in ant. sys. Action June 19.
- \*WHPK-FM (88.3 mhz) Chicago—Granted app. to change ERP to 100 kw. Action June 19.
- \*WLUW (88.7 mhz) Chicago—Granted app. to change ERP to 100 w; change HAAT to 218 ft., and make changes in ant. sys. Action June 19.
- \*WZRD (88.3 mhz) Chicago—Granted app. to change ERP to 10 w and change HAAT to 71 ft. Action June 19.
- WCBW (104.9 mhz) Columbia, Ill.—Granted app. to change ERP to 2.023 kw. Action June 21.
- WCRM (103.9 mhz) Dundee, Ill.—Dismissed app. to change SL. Action May 30.
- \*WRSE-FM (88.7 mhz) Elmhurst, Ill.—Granted app. to change ERP to 100 w and change HAAT to 94 ft. Action June 19.
- \*WMWA (88.5 mhz) Glenview, Ill.—Granted app. to change ERP to 100 kw and change HAAT to 31 ft. Action June 19.
- \*WHSD (88.5 mhz) Hinsdale, Ill.—Granted app. to change TL; change ERP to 180 w; change HAAT to 131 ft., and make changes in ant. sys. Action June 19.
- \*WLTL (88.1 mhz) La Grande, Ill.—Granted app. to increase power to 200 w and change HAAT to 139.1 ft. Action June 19.
- \*WRRG (88.9 mhz) River Grove, Ill.—Granted app. to change ERP to 100 w and change HAAT to 127 ft. Action June 19.
- \*WARG (88.9 mhz) Summit, Ill.—Granted app. to change ERP to 500 kw; change HAAT to 83.5 ft., and make changes in ant. sys. Action June 19.
- \*WNTH (88.1 mhz) Winnetka, Ill.—Granted app. to change ERP to 10 w and change HAAT to 83 ft. Action June 19.
- WWVR (105.5 mhz) West Terre Haute, Ind.—Granted app. to change HAAT to 328 ft. Action June 12.
- KGGO (94.9 mhz) Des Moines, Iowa—Dismissed app. to correct transmitter coordinates. Action June 18.
- KFDI-FM (101.3 mhz) Wichita, Kan.—Granted app. to change ERP to 100 kw; change HAAT to 1,139 ft., and change TL. Action June 15.
- WKSQ (94.3 mhz) Ellsworth, Me.—Returned app. to change TL; change ERP to 11.5 kw; change HAAT to 1,024.8 ft., and make changes in ant. sys. Action June 14.
- WLOL (99.5 mhz) Minneapolis—Dismissed app. to change TL and change HAAT to 1,294 ft. Action June 18.
- KDWB-FM (101.3 mhz) Richfield, Minn.—Dismissed app. to change TL and change HAAT to 1,294 ft. Action June 18.
- KQRS-FM (92.5 mhz) St. Paul—Dismissed app. to change TL and change HAAT to 1,294 ft. Action June 19.
- KFLN-FM (100.5 mhz) Baker, Mont.—Granted app. to change TL; change HAAT to 422 ft., and make changes in ant. sys. Action June 12.
- KYKY-FM (98.1 mhz) St. Louis—Dismissed app. to change TL and change HAAT to 644 ft. Action June 15.
- KPNY (102.1 mhz) Alliance, Neb.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 159.1 M. Action June 13.
- WLNH-FM (93.3 mhz) Laconia, N.H.—Granted app. to

change ERP to 1.45 kw and change HAAT to 412 ft. Action June 13.

■ KATK (92.1 mhz) Carlsbad, N.M.—Granted app. to change ERP to 191 kw and change type transmitter. Action June 15.

■ WRXT (98.5 mhz) Niagara Falls, N.Y.—Granted app. to make changes in ant. sys. Action June 18.

■ WSIF (94.7 mhz) Wilkesboro, N.C.—Returned app. to move ant. Action June 18.

■ WKKJ (93.3 mhz) Chillicothe, Ohio—Dismissed app. to change ERP to 22.1 kw. Action June 8.

■ WITO (107.1 mhz) Ironton, Ohio—Granted app. to change TL and change HAAT to 275 ft. Action June 12.

■ KQTZ (105.9 mhz) Hobart, Okla.—Granted app. to change ERP to 100 kw. Action June 18.

■ KYNG-FM (105.5 mhz) Coos Bay, Ore.—Granted app. to change TL; change ERP to 1.45 kw, and change HAAT to 412 ft. Action June 13.

■ WBXQ (94.3 mhz) Cresson, Pa.—Granted app. to change TL; change ERP to 0.195 kw, and change HAAT to 969 ft. Action June 15.

■ WVJP-FM (103.3 mhz) Caguas, P.R.—Dismissed app. to change TL. Action June 15.

■ WHBT (92.7 mhz) Harriman, Tenn.—Granted app. to change TL; change HAAT to 587 ft., and change ERP to .830 kw. Action June 19.

■ WQQK (92.1 mhz) Hendersonville, Tenn.—Granted app. to change SL. Action June 18.

■ KQAI (95.9 mhz) Childress, Tex.—Granted app. to change TL and change HAAT to 300 ft. Action June 15.

■ KDNT-FM (94.5 mhz) Gainesville, Tex.—Dismissed app. to change TL; change ERP to 100 kw, and change HAAT to 1,200 ft. Action June 15.

■ \*WMRA (90.7 mhz) Harrisonburg, Va.—Granted app. to change ant. Action June 12.

■ WANV-FM (99.7 mhz) Staunton, Va.—Dismissed app. to change ERP to 1.30 kw. Action June 18.

■ KTRJ (95.9 mhz) Ephrata, Wash.—Dismissed app. to change ERP to 1.4 kw and change HAAT to 460 ft. Action June 19.

## Addenda to the 1984 'Yearbook'

Following are additions and corrections to the BROADCASTING/CABLECASTING YEARBOOK 1984. They appear by page number in the same order as in the YEARBOOK.

Page B-8. Under Mobile, Ala., delete listing for **WYNI(AM)**

Page B-8. Under Monroeville, Ala., insert new listing for **WYNI(AM)**:

**WYNI(AM)**—Dec. 6, 1982: 1510 khz; 5 kw-D. Box 1510 (36461). (205) 575-9964. Hub City Bcstg. Corp. Net: NBC. Format: Adult contemp. C & W. ■ Ron Bates, pres; Fred Kelley, gen mgr; Stewart Young, gen sls mgr; John Rogers, prog dir; Rob Moore, news dir. ■ Rates: \$6; 5; 6.-

Page B-21. Under Pine Bluff, Ark., change **KADL(AM)** to **KABS(AM)**.

Page B-27. Under Grass Valley, Calif., insert listing for **KNCO-FM**:

**KNCO-FM**—Sept. 7, 1982: 94.3 mhz; 250 w. Ant 1,018 ft. Dups AM 90%. Stereo.

Page B-27. Under Grove City, Calif., delete listing for **KNCO-FM**.

Page B-42. Under Craig, Colo., insert listing for **KQZR(FM)**:

**KQZR(FM)**—1981: 102.5 mhz; 100 kw. Ant 1,260 ft. Stereo. 312 W. Victory Way (81625). (303) 824-8133. Tri-City Bcstg. ■ Michael Huning, gen mgr.

Page B-68. Under McRae, Ga., change **WDAG-FM** to **WDAX-FM**.

Page B-106. Under Owingsville, Ky., **WKCA(FM)** add on air date: Dec. 1, 1983, and Phone number: (606) 674-2266.

Page B-113. Under Tallulah, La., **KBYO(FM)** change frequency to 104.9 mhz.

Page B-129. Under Holland, Mich., change **WHTC-FM** to **WYXX(FM)**.

Page B-175. Under Ithaca, N.Y., change **WEIV(FM)** to **WQNY(FM)**.

Page B-178. Under Peekskill, N.Y., insert listings for **WLNA(AM)** and **WHUD(FM)**:

**WLNA(AM)**—1948: 1420 khz; 5 kw-D. 1 kw-N, DA-2. Box 188 (10566). (914) 737-1124. Radio Terrace Inc. (acq 9-82). Net: APR. Rep: Market 4, Masla. Format: Music of Your Life. ■ Gary B. Pease, pres; Edward J. Green, Jr., VP & gen mgr; Scot Baecker, sis mgr; Ken Lott, opns mgr; Steven Petrone, traf mgr; Michael Bennett, news dir; Nathaniel B. Johnson, chief engr. ■ Rates: \$15; 11; 11; 11.

Page B-118. Under Easton, Md., **WCEI-AM-FM** change rates to: ■ Rates: \$16; 16; 16. Change FM format: Adult contemp. Add ■ Thomas Anderson, prog dir.

**WHUD(FM)**—Co-owned with **WLNA(AM)**. Oct 24, 1958: 100.7 mhz; 50 kw. Ant 500 ft. Prog sep from AM. Rep: Masla. Format: Btl mus. ■ Ted Morris, sis mgr; Steven Petrone, opns mgr. ■ Rates: \$47; 47; 47; 47.

Page B-178. Under Penn Yan, N.Y., delete listings for **WLNA(AM)** and **WHUD(FM)**.

Page B-207. Under Oklahoma City, Okla., change **KLNK(FM)** to **KZBS(FM)**.

Page B-207. Under Oklahoma City, Okla., change **KXXY(FM)** to **KXXY-FM**.

Page B-231. Under Deadwood, S.D., **KSQY(FM)** change frequency to 95.1 mhz.

Page B-235. Under Chattanooga, Tenn., insert new listing for **WZRA(AM)**:

**WZRA(AM)**—Oct. 5, 1961: 1450 khz; 1 kw-D, 250 w-N. 407 Chestnut St., Suite 210 (37402). (615) 756-1450. Beacon Broadcasting (group owner; acq 9-1-80). Net: ABC Talk, MBS, CNN, Ga. News Net, Tenn. Radio. Rep: Masla. Format: News, talk. ■ William J. Kitchen, pres; Edward Wein, VP & gen mgr; John L. Bates, VP-gen sls mgr; Kelly McCoy, prog mgr; Parker Nyman, news dir; Thomas Cooke, chief engr. ■ Rates: \$18; 16; 17; 15.

Page B-235. Under Church Hill, Tenn., delete listing for **WZRA(AM)**.

Page B-243. Under Austin, Tex., change **KMMM-FM** to **KOKE-FM**.

Page B-261. Under Neola, Utah, delete listing for **KFAM(AM)**—Insert new heading for North Salt Lake City and listing for **KFAM(AM)**:

**KFAM(AM)**—Sept. 22, 1981: 700 khz; 50 kw-D, 1 kw-N. DA-1. Stereo. 1171 South West Temple, Salt Lake City (84101). (801) 531-0700. General Bcstg Inc. Net: UPI. Format: Btl mus. ■ David R. Williams, pres & gen mgr; Trudy Collard, gen sls mgr; Lynette Baum, prog & mus dir; DeAnna Williams, prom mgr; Jesse Wilson, news dir; Don Lloyd, chief engr. ■ Rates: \$25; 25; 25; 21.

Page B-262. Under Salt Lake City, Utah, change **WFAM(AM)** to **KFAM(AM)**.

Page B-273. Under Ephrata, Wash., insert listing for **KULE(AM)**:

**KULE(AM)**—Aug. 17, 1950: 730 khz; 1 kw-D. 118 Basin N.W. (98823). Central Columbia Bcstrs. (acq 1983). ■ Neil Gray, gen mgr.

Page B-289. Under Greybull, Wyo., change **KZMQ(AM)** to **KMMZ(AM)**; change new FM to **KZMQ(FM)**.

Page C-32. Under Kansas City, Mo., **KMBC-TV** change telephone number to (816) 221-9999.

Page E-2. Under Satellite Resale and Common Carriers change Continental Broadcasting Network to CBN Continental Broadcasting Network.

Page H-34. Under Equipment Manufacturers and Distributors change RCA Commercial Communications Systems to RCA Broadcast Systems Division, Box 900, Gibbsboro, N.J. 08026.

Page I-55. Under State Cable Television Associations change the address and telephone number for the Texas CATV association to Box 13518, Austin, Tex. 78701. (512) 474-2082.



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Growing radio group** needs director of finance & planning. Must have experience in acquisitions, divestitures & an accounting background. Experience in broadcasting at the station level a must. New York-based. Replies kept confidential. EOE. Box T-118.

**Sales manager** for group owned Northeastern medium market FM. Must be an aggressive, results-oriented individual with a proven track record. This position will be filled within six weeks. Send resume to Box T-128. EOE.

**Talented sales manager**, Myrtle Beach, SC. WNMB-WGSN is reviewing applications for creative, enthusiastic sales manager. We will consider potential as well as experienced track record. Individual will supervise, train, and motivate a sales force of 6, plus carry a list. If you are looking to move into a billion dollar tourist market, send resume, salary requirements, and references to Matt Sedota, Ogden Broadcasting Of SC, 429 Pine Avenue, North Myrtle Beach, SC 29582. EOE.

**General sales managers.** Group owner seeking experienced general sales managers for AM and FM stations in top 50 Midwest markets. Experience in national sales, and working knowledge of budgets important. Must be creative, motivator, people person with good marketing skills. Minimum 3 years sales manager or general manager experience required. Excellent starting salary, override, insurance, profit sharing and continuing education benefits are part of the package. Send resume, earnings history, salary requirements, and references in first letter to: Great Trails Broadcasting Corp., 4 S. Main Street, Dayton, OH 45402. All replies confidential. An equal opportunity employer.

**General manager:** experienced (hands-on) manager (sales oriented). 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. Send resume to 3901 Westheimer, Suite 190, Houston, TX 77027.

**Atlanta:** financial manager needed. Three to four years experience in broadcasting preferred. Accounting degree required. Computer experience preferred. Send resume only to Rick Ellis, WJYA, 19 Atlanta St, Marietta GA 30060.

**General manager.** Class C FM in Florida will soon undergo format and technical upgrading. This is a once-in-a-career chance to "create" a station almost from the ground up. Sales management and excellent track record are minimum qualifications. Box W-20.

### HELP WANTED SALES

**Unique opportunity.** WNIR, Akron, the station the nation is talking about, has an opening for an account executive. Unlimited sales potential including exclusive format, major league sports, aggressive sales promotions. Excellent guarantee, commissions, active account list. Call Bill Klaus, 216-673-2323. EOE.

**We are growing!** Need salespeople to replace those promoted from within. Must be hustlers with 2 to 3 years radio sales required. Markets are in Texas, Florida, Tennessee. Only those self-motivated, professional, and dedicated need apply. We pay top dollars and top commission, so we expect the best. Resume to Box T-86. EOE/MF.

**What a challenge!** New class C FM seeks sales manager to head staff of 3-5. Virgin market for FM-need someone with tons of new ideas and enthusiasm. 1-2 years' experience preferred, but not required. Owner/manager is 24 — if he can do it, you can too! On air July. KQMA, Box 493, Phillipsburg, KS 67661. EOE.

**Group broadcaster has** immediate opening for an experienced salesperson with an eye toward management. This single station market has outstanding growth potential, so we want the best. Send resume to Cory Thurston, President, WCNX, Box 359, Middletown, CT 06457. EOE.

**New owner, WV market,** seeking aggressive salespeople for AM station with music of your life format, & FM with adult rock. Room for advancement. Call John Demeter, GM, 304-485-7354, today.

**Money motivated professionals** for new class B FM. Resume and recent client proposal to WEQX, Box 102, Manchester, VT 05254

**Top list available** on number one rated FM for self-motivated salesperson. Position has excellent growth potential and earnings. Successful applicant will be hard worker with management potential. Drifters need not apply. Resumes to: Mr. McKeown, Suite 408, 1015 Eighteenth Street, NW, Washington, DC 20036, or call 919-527-1230.

**Salesperson to grow** with us in Sunbelt. Minimum 2 years small market experience and success. Call for details. 704-482-1390.

**WNGS-FM, West Palm Beach,** looking for experienced account executive/local sales. Bill Pearl, General Manager, P.O. Box 669, West Palm Beach, FL 33402. EOE.

**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.

**Northern Indiana AM/FM operation** looking for advertising consultants. Aggressive group has just purchased this sleeping giant and is looking for aggressive people with unlimited potential to make good \$\$! Send resume with references and salary background to: General Manager, P.O. Box 1140, Kendallville, IN 46755.

**Co-op advertising coordinator** for strong AM/FM combo on Maryland's Eastern Shore. Stations need pro who can build co-op area. Send resume, salary requirements and references to: Larry Patrick, President, Patrick Communications Corporation, 2221 Falling Creek Road, Silver Spring, MD 20904.

**Central coastal California AM/FM combo opportunity** with one of the largest radio groups. Come live in our beautiful community if you are motivated to make great money and enjoy selling direct retail. Send resume: KSLY/KUNA, P.O. Box 1400, San Luis Obispo, CA 93406. EOE.

### HELP WANTED ANNOUNCERS

**Immediate opening** for top-40 announcer with proven on-air and production ability. Play-by-play a plus. Send T and R to: Marshall Smith, WADZ-FM, Americus GA 31709, or call 912-924-1290.

**Eastern New Mexico's #1 country station** needs talented performer, air shift, production. Minimum two years experience; full service format; Nat'l AP news winner. T & R to VP, KWKA, P.O. Box 869, Clovis, NM 88101. EOE.

**We're looking** for a bright morning person who also does PBP. Excellent opportunity to work in a great area with terrific people. T & R to WLCC-FM/WRAA-AM, P.O. Box 387, Luray, VA 22835. EOE.

**Urban contemporary station** seeking complete air staff. Program director position open. References will be checked thoroughly. Air check and resume to: WJM, 2640 San Diego Road, Jacksonville, FL 32207. An equal opportunity employer.

**Tapes and resumes** needed to fill afternoon drive position on great station. WLBR, P.O. Box 1270, Lebanon, PA 17042.

**Mature individual** for afternoon drive. Must be capable of handling fast paced adult contemporary format emphasizing news/information/music respectively on market's #1 AM. No calls, please. Tape and resume to: Paul Thorne, KUGN, 4222 Commerce, Eugene, OR 97402.

### HELP WANTED TECHNICAL

**Colorado AM/FM** needs chief engineer. Installing new AM transmitter this Summer. Relocating studios next year. Contact Bob Treadway, KFKA/KGBS, Box K, Greeley, CO 80632.

**FM chief engineer** for major West Coast market. Hands-on position will require applicant to demonstrate a complete understanding of FM broadcasting techniques. Salary commensurate with experience. Send resume and references: c/o General Manager, KITS Radio, 1355 Market Street, Suite 152, San Francisco, CA 94103. Entercom is an equal opportunity employer.

**The world's finest** hunting and fishing. Need dedicated engineer for group operation, immediate opening. Send resume to P.O. Box 520, Cadillac, MI 49601, or phone Andrew MacDonald, 616-775-1263.

**Chief engineer needed** for AM/FM. Must be competent with modern studio equipment and transmitters. Prior experience essential. Stations located in McLeansboro and Carbondale, Illinois areas. Resume to Jim Glassman, VP, Community Service Broadcasting, 811 Broadway, Mt. Vernon, IL 62864 EOE. MF.

**Engineer/announcer.** AM/FM, vacation area. Transmitter/automation experience. Resume and tape to Operations, KALF/KBLF, Box 1010, Red Bluff, CA 96080.

**Chief engineer.** Top rated, quality conscious class C FM. Company involved in major rebuilding projects. Super growth opportunity for creative chief. Send resume and salary requirements to Tom BonDurant, WGLD, P.O. Box 2808, High Point, NC 27261, or call 919-869-0101. An equal opportunity employer.

**Chief engineer** - immediate opening. Directional AM/class C FM. EOE. KKA, Box 1770, Aberdeen, SD 57401.

### HELP WANTED NEWS

**Newsperson.** Experienced, mature, top gathering-writing-communicating skills. Straight news now, replace retiring farm news director 6-18 months. Opportunity to settle in Mid-Atlantic, end-of-the-rainbow locale. Group owned 50-year old AM with FM. Resume/salary to Box T-115. EOE.

**Newsperson.** Solid reporter-anchor. Must have experience or college journalism. Send tape, resume and writing sample; WCSS, Amsterdam, NY 12010.

**Small market station** wants an experienced and aggressive news director. Must be able to write and air broadcasts and direct the department. Medical and life insurance plan paid by station. ABC Information Affiliate, AP radio wire and audio service from state capitol. Immediate opening. WBYS AM/FM, Box 600, Canton, IL 61520. An equal opportunity employer.

**Dominant capital city AM-FM combo** seeking an experienced news director. Send /tape/resume to Tom Thies, KLIK/KTX, P.O. Box 414, Jefferson City, MO 65102.

**News/sports director** - San Luis Obispo, California. Station has outstanding news profile and major college PBP. Beautiful city with great climate. Station has excellent broadcast facilities. Only total professionals in news gathering, writing, reporting, and colorful PBP need apply. Tape/resume to Dan Clarkson, GM, KVEC, Box 787, San Luis Obispo, CA 93406. EOE/MF.

**News director** for Fall opening. Small northern Virginia market seeks a little experience and lots of ambition. Tape and resume now to Kemp Miller, P.O. Box 192, Front Royal, VA 22630.

**Agriculture director:** supervise and coordinate ag and consumer affairs program service. B.A. with 2 years experience as public affairs reporter/producer. Send resume and non-returnable tape to: News Director, WILL-AM-FM, 810 S. Wright St., Urbana, IL 61801. 217-333-0850. Application deadline: July 27, 1984. Target starting date: August 20, 1984. EOE/AA.

**Ready for a promotion?** News director needed with strong on-air skills and news judgement. Resume/references to Box W-15.

**Public Radio KNAU, Flagstaff,** is looking for a take-charge news and public affairs director, willing to start from scratch to build a student-staffed department. Duties include training, news-gathering, and studio-production of news, features, and public-affairs programming; plus teaching a news-writing and production course. You must be able to take a story from idea to finished on-air product; design programming that fits into a fine-arts/information format. Minimum qualifications: Bachelor's degree in journalism, broadcasting, or related field, and 3 years experience, or equivalent combination. Salary: \$18,111 to start. Applications must be received by July 31. Position starts Sept. 10 or earlier. Apply to: Russ Hammett, Manager, KNAU, Box 5764, Northern Ariz. University, Flagstaff, AZ 86011. NAU is an EEO/affirmative action/Title IX/Section 504 employer.

#### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**PD. Country format.** Major FL mkt. 100KW FM. Are you ready? Replies confidential. Resume to Box T-121.

**Music director:** 31,000 watt community public radio station. Program host; schedule and supervise announcers; record librarian; produce music programs. BA required plus 2-3 years experience in classical or jazz format. Comprehensive knowledge of classical plus familiarity with jazz and other music. Good announcing skills mandatory. Ability to conduct radio interviews desirable. Audition tape and 3 references required. Apply in writing to: General Manager, WBN1, Public Broadcasting of Northeast Indiana, 2000 Wells St., Fort Wayne, IN 46808, by July 20. EOE.

**Program manager.** For AM information/news radio station. Program management experience preferred. Must have proven ability to create and implement innovative programming concepts. College degree plus five years experience required. Send resume, salary expectations and tape to: Ward McCleary, General Manager, KDTH, P.O. Box 659, Dubuque, IA 52001. EOE.

**Program directors-medium market 100,000 watt** contemporary country station looking for aggressive pro with experience in air-shifts, promotions, production and being the best. Must be ready to support strong sales staff. Resume and tape to Radio, Box 1737, Jonesboro, AR 72403. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Chief operating officer** or broadcast vice president: successful general manager ready to move up. Confidential. Box T-68.

**General manager,** successful at turnarounds, sales-oriented, seeks medium, major market assignment. Confidential. Call 415-944-5396.

**If you are an owner** looking for a manager that's a heavyweight with success based on results, sales and profit oriented, whose expertise includes basic management skills, strong on promotions and programing, 19 years in management as a successful broadcaster, you found him. Write Box T-77.

**People/profit-oriented GM** available (present station being sold). 30 yrs. experience includes on-air, PD, SM, GM. Challenge & opportunity more important than market size. Prefer SE. Opportunity to buy-in an added +. 704-298-2986, or write Box T-112.

**Lady general manager.** Presently AM manager and co-manager of 100,000 watt FM. 6 years radio experience. 3 years at present location. Box W-4.

**Only GM in the country** who will admit, "I didn't do it all." Your station cannot succeed with a "one-man team." I will build, lead, and motivate a team of winners and doers. Major success in turnaround and startup (top 50's market). Winning track record with hands-on GM and GSM experience. Looking for a long-term challenge with business-minded broadcaster. Interested in a piece of the pie or chance to grow with major group. Write Box W-17.

#### SITUATIONS WANTED SALES

**Sales oriented GM** looking for permanency in a medium market. A sixteen-year pro who believes in radio. Willing to take charge. Must receive equitable compensation. Box T-134.

#### SITUATIONS WANTED ANNOUNCERS

**Two years' commercial** experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

**Have exceptional abilities** in talk-information radio. Major market experience. Available immediately 216-732-8383.

**Hardworking, dependable,** experienced announcer seeking opportunity in Baltimore-Washington area. Call Eric, collect, 301-725-3342.

**Experienced disc jockey** and newscaster with FCC permit seeking full-time announcing position. Christine Lampos, 414-546-0377.

**Professional voice** and delivery. Excellent reader. Personable. Any hours. Can start now. David Semenske, 414-258-6085.

**Need a "can do"** attitude around your station? Trained beginner gives 150% effort. Any format, any place, immediately. DJ-news-production. Rick, 18 Harvard Ave., Lynbrook, NY 11563. 516-599-1143.

**9 months part-time** experience, broadcast school graduate. Excellent voice, good production, PBP. Randy, 319-355-4212; 319-355-4353.

**Experienced, success-oriented** announcer, with diverse background, wants fulltime position now! Don Brinkley, 414-284-6983, after 6 PM CDT.

**Broadcast graduate seeks** fulltime announcer's job. Responsible, dependable, hardworking. Any format. Prefer Midwest. 312-389-0882, Jeff Allen.

**Have job, will relocate!** Prefer evenings/overnights in Ohio, nearby state, cool climate area. Previous part-time experience-training. Doug, 419-387-7761.

**Look out, West Coast!** Insane Chicago area personality moving westward. Dependable, hard working, good pipes, stable. CHR or AC. Tape/resume: (Crazy) Tony Imburgia, 312-442-1198.

#### SITUATIONS WANTED TECHNICAL

**Engineer** - experienced-AM, FM, TV & directional. Presently employed. Prefer IL, WI, or MN. 312-299-5703.

**Offering many years** experience as engineer/announcer. Would prefer to locate in Missouri, Iowa, Wisconsin, or Minnesota. Currently employed. 319-634-3852.

#### SITUATIONS WANTED NEWS

**Award winning PBP,** sportscaster, newswriter. 9 years experience. Ed Lewis, 714-630-8316.

**Experienced sports/news** director ready to move up. NCAA & minor league PBP. Excellent reporting skills. Will consider sports/airshift combo. Jon Richards, 406-761-1310 (W); 406-454-3736 (H).

**Sportscaster,** with exceptional skills and experience; groomed in small market, superb writer. I'll put my PBP up against anyone's. Broad knowledge, expertise. Medium, large market, college PBP. 513-433-1094, or write 6710 Green Park Dr., Centerville, OH 45459.

**If you're only allowed** one phone call. Blue-chip sportscaster headed for the top, seeks college or minor league PBP shot. Accurate, riveting PBP. Inventive writer, skillful reporter. Attitude, track record top-notch. Call Barry, 516-692-5188.

**Professional seeking** sports position. Energetic, knowledgeable, personable. Play-by-play experience as well. Andy, 305-763-1686.

**Experienced newsmen** seeks Minneapolis-St. Paul market. Excellent writer, organizer, and voice. Angelo, 212-338-8328, between 6PM-7PM EDT.

**Aggressive reporter** seeks full-time work in radio or TV news. BS in journalism. 2 years coverage of local and state government. Will relocate. Call Dave, 517-332-6780.

**Anchor/reporter/PBP.** 2 yrs. experience. BS journalism. Professional delivery/writing skills. Ready for top 75 mkt. Greg, 216-969-1559.

**Award-winning** news director, Southwestern medium mkt., desires move to major mkt. as news director or anchor. Write Box W-3.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Outstanding achiever** with proven performance in all areas of broadcasting from top ten markets to small markets. Very bottom-line and people-oriented. Currently in sales but wishing to return to operations or programing. Box W-19.

## TELEVISION

#### HELP WANTED MANAGEMENT

**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, 45 Broadcast Plaza, Dayton, OH 45408.

**Business manager** for KRBK-TV, Sacramento, California. Established independent, part of a small but growing group needs key player for its management team. Experience in independent TV helpful. Contact Larry Marcus, Koplar Communications, 4935 Lindell Blvd., St. Louis, MO 63108. We are an EOE, M/F.

#### HELP WANTED SALES

**Account executive:** needed immediately, an aggressive self-starter to complement our local sales effort. Candidates must have solid broadcast experience and a successful sales track record. Management aspirations will be considered heavily. If you qualify, send resume to: Greg O'Connor, Sales Manager, WVNY-TV, 100 Market Square, Burlington, VT 05401.

**Small, independent** Missouri television station seeks operations/sales manager. Write Dept. A, P.O. Box 808, Rolla, MO 65401.

**Account executive-WBRE-TV** is looking for an aggressive AE who has a proven track record. Rush resume and salary requirements to: Art Daube, WBRE-TV, 62 S. Franklin St., Wilkes-Barre, PA 18773. EOE.

**Account executive.** NBC affiliate station in Rockford market seeking seasoned individual to take over one of the top lists at the station. Must have prior experience in broadcast. Good station, excellent community to raise family and close to Chicago/Milwaukee markets. If your interest is to join strong sales department, send resume or call Rod Leezer, WTVO-TV, Box 470, Rockford, IL 61105. 815-963-5413.

**General sales mgr.** Hands-on manager in San Angelo, Texas. Demonstrate success in this market, move up to station mgr. within mkt. or move to top 50 mkt. within two yrs. Excellent salary and benefits with multi-operator. Send resume to PO Box 27206, Houston, TX 77027.

**TV account executive—KENS-TV,** San Antonio's leading television station, has an excellent opportunity for an account executive in one of the country's hottest growth markets. Qualifications must include at least two years television sales experience and an extremely strong aptitude for new business development. Send a complete resume with references to Arthur Emerson, Local Sales Manager, KENS-TV, P.O. Box TV 5, San Antonio, TX 78299. No calls, please. Applications must be received by July 25, 1984. KENS-TV, a CBS affiliate, is a division of Harte-Hanks Broadcasting, and an equal opportunity employer.

**Sales:** account executive-WJKS-TV, a rapidly growing NBC affiliate in Jacksonville, Florida, is seeking an experienced, team-oriented person with a proven record of excellence in television sales. Please send resumes to Eddie Rhyne, Local Sales Manager, P.O. Box 17000, Jacksonville, FL 32216. A Media General station. EOE.

**General/national sales manager-aggressive,** knowledgeable individual experienced in making agency calls, with proficiency in giving solid direction to local sales staff and capable of understanding and handling unique market situation in the Midwest. Previous sales management desirable. Write Box W-25. EOE.

**KOVR-TV, Sacramento, CA** has an opportunity for a person to fill the general sales manager position. Qualified applicants should have experience in local sales management and national sales. It is important to have competed with independents as well as affiliates. Contact Charles Kennedy, Pres/GM, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. 916-927-1313. EOE/M/F.

## HELP WANTED TECHNICAL

**Chief engineer.** Small UHF ABC television station, SE Georgia area. Salary \$20,000 - \$25,000, depending on experience. WDHN, P.O. Box 6237, Dothan, AL 36302.

**Maintenance technician** with experience in Ampex Quad and 1", Helical, Sony 3/4", TBC's, and other related broadcast equipment such as GVG 1600 A/V switcher with automation, GVG router, etc. AAS degree preferred, FCC license preferred, two years broadcast maintenance experience. Salary commensurate with experience. Send resume and letter of interest to PBS, Attn: Sheila Ellington, 475 L'Enfant Plaza, SW, Washington, DC 20024. AAEOE.

**Master control operator:** wanted for middle market UHF operation, CBS affiliate. Must have one or two years master control operations experience. Good opportunity for someone in small market to move up. Send resume with salary requirements to: Jim Brady, Chief Engineer, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE.

**News bureau engineer.** Immediate opening. Operation and repair of Ikegami 79-D's, Grass Valley switcher, Sony 800's and 110's. Experienced in satellite and microwave transmission. Will carry out facilities upgrade now underway. Opportunity for hardworking problem solver with growing news network. Rush resume, references and salary history to David Feingold, Financial News Network, 1 Liberty Plaza, New York, NY 10006.

**Asst. chief engineer.** Southern California, UHF commercial independent. needs engineer with at least five years maintenance experience and a solid knowledge of modern electronics. Should also have UHF transmitter experience. Send resume to: KDOC-TV 56, 1730 S. Clementine, Anaheim, CA 92802, c/o Bill Weity, 714-999-5000. EOE.

**Engineer-in-charge** for network quality mobile unit. Hands-on maintenance of RCA cameras, Grass Valley switching and terminal equipment, type C 1" VTR's. Resume to Hal Lipman, E. J. Stewart, Inc., 525 Mildred Avenue, Primos, PA 19018. 215-626-6500.

**Video services technician** to perform gen. maintenance, component-level diagnostics & repair of video production electronics w/high quality equipment. Min. two years formal education + equiv. experience. Requirements & resume: Staff Engineer, United Cable TV of Scottsdale, 3720 N. Marshall Way, Sct's., AZ 85251 M/F, AAEOE.

**Studio maintenance technician** needed by this 15th market VHF independent. We are looking for someone to help us maintain our RCA, Grass Valley & Sony equipped facility in the beautiful Pacific Northwest. Qualifications include 2-4 years of studio maintenance experience and a general class FCC license. SBE certification or tech. school also helpful. Send resume to: Larry Brandt, KCPC-TV, POB 98828, Tacoma, WA 98499. EOE.

**Chief engineer** for PA's largest teleproduction facility. Experience required. Equipment includes RCATH200 1" VTR's, RCA TK86's, Grass Valley switchers & DVE, Dubner CBG, Chyron IV, and RCA 2" VTR's. Company produces commercials, broadcast & industrial programs, music videos, animation & interactive video. Competitive salary and benefits. Contact Hal Lipman, E.J. Stewart, Inc., 525 Mildred Ave., Primos, PA 19018. 215-626-6500.

**TV maintenance engineer:** requires experience with Sony 3/4" tape and Ikegami cameras. RF, 1" and microwave experience preferred. Requires FCC general class license. Send resume to Marty Peshka, WTNH-TV, Box 1859, New Haven, CT 06508. An equal opportunity employer.

**KAVT-TV/FM** is seeking director of engineering for 1.2 megawatt public TV station on channel 15 and 100 watt city wide FM public radio station in Austin Minnesota. Candidate must be experienced in studio, transmitter, microwave and design. FCC general license and five years technical administration required. Responsibilities will include staff selection and supervision, construction of new facilities, budget administration, operation and maintenance of stations. Salary to \$28,000, plus excellent benefit plan for employee and family. Send resume to General Manager, KAVT, 1900 8th Avenue NW, Austin, MN 55912. EEO/AA.

**Satellite communications** company in Washington, DC has opening for engineers. Experienced in operation and maintenance of video/ENG, studio, and earth stations equipment. Resume to Box T-117.

**Maintenance engineer**-must have six years broadcasting experience including work on UHF transmitter, all videotape formats, microwave, field and studio cameras, switchers, etc. Enjoy good salary and benefits with a growing independent station. Send resume and salary requirements to: Randy Davis, WGNO-TV, Suite 2912, ITM Bldg., New Orleans, LA 70130. A Tribune-Broadcasting station.

**Maintenance engineer** experienced in VHF transmitter, all video tape formats, studio and field cameras, etc. sought by small market station in SE. Send resume to Box T-135.

**Maintenance engineer.** Experience and general class license required. RCA equipment. WTVX-TV, P.O. Box 3434, Fort Pierce, FL 33454.

**Operations engineer:** Telemation Productions, a major full service production facility, is looking for additional operating engineers. Duties to include in-house and remote video operations and light maintenance. Should be familiar with HL-79D setup, BVH-500 operation and remote audio. Applicant must be able to coordinate remote technical requirements and interface with clients. Salary based on knowledge and experience. Send resume to: Chief Engineer, Telemation Productions, 834 N. 7th Ave., Phoenix AZ 85007.

**TV maintenance/field engineer** - entry level. Repair and maintain studio and field equipment. Possible travel. Send resume to C-Span, Suite 155, 400 N. Capitol Street, NW, Washington, DC 20001.

**Studio maintenance technician.** Top ABC affiliate is seeking an experienced technician to maintain studio and ENG equipment. If interested, send resume and salary requirements to Manager of Engineering, WTVN-TV, 1261 Dublin Road, Columbus, OH 43216.

**TV maintenance technician.** Must have minimum 2-3 years video and maintenance experience on Sony 3/4" and 1" videotape machines, Ikegami ENG cameras, Convergence editing systems, and other state of the art broadcast equipment. Salary commensurate with experience. Send resume to Gene Gildow, CE, WTKR-TV, P.O. Box 2456, Norfolk, VA 23501-2456. Equal opportunity employer.

**Operations technician** Progressive ABC affiliate, heavy emphasis in production, has immediate opening for an operations technician, 1-2 years experience required. General class license is preferred. Contact: Mark Gordon, Operations Supervisor, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914. 401-438-7200.

**Maintenance engineer:** Telemation Productions, a major full service production facility, is looking for a top notch maintenance engineer. Should be knowledgeable with Sony one inch VTR's, CMX-340 editor, GV1600 switcher, Digital Video Effects systems, TR600's, audio, video, and digital transmission systems and circuits. Applicant must be highly motivated; salary based on knowledge and experience. Send resume to: Chief Engineer, Telemation Productions, 834 N. 7th Avenue, Phoenix, AZ 85007.

## HELP WANTED NEWS

**Group owned station** seeks co-anchor/reporter. Good communicator. Experience preferred. Excellent benefits, good pay, room to advance. Send resume to Box T-116. EOE, M/F.

**Just lost the top** rated female anchor in the market. Looking for experienced, aggressive anchor/reporter for 6 & 10 news. Must possess strong writing and producing skills. Journalism degree required. No beginners, no phone calls. Send tape, resume and salary requirements to Morris Emison, News Director, KODE-TV, Box 46, Joplin, MO 64801. An equal opportunity employer.

**Anchor wanted:** Co-anchor for CBS affiliate in Sunbelt. On air experience and field reporting required. Tape and resume to Roy Hardee, News Director, WNCT-TV, P.O. Box 898, Greenville, NC 27835. EOE.

**Weekday news anchor** to complement our female anchor. Looking for a journalist who can deliver the news. Producing ability a plus. Also, a weekend sports anchor with creative approach to local sports. Someone who doesn't rely on network feeds. Send resume and salary requirements to Box T-139. An equal opportunity employer.

**Strong (hands-on) mgr.,** well organized and capable of leading bright people in medium mkt., SW. Demonstrate success in this mkt., move up to top 50 mkt. within two years. Excellent salary and benefits with multi-operator. Send resume to PO Box 1867, Ft Smith, AR 72902. Attn. Jo Edgell.

**Executive news producer:** Producer for the most innovative 10 P.M. newscast in the Midwest. Must have experience with all phases of live ENG, be able to work with people. Includes supervision of daily newscasts and occasional special projects. Previous producing and management experience required. Tapes and resumes to Allen Oldfield, KGAN-TV, P.O. Box 3131, Cedar Rapids, IA 52406.

**News director-network affiliate,** medium sized Northeast market, seeks experienced, aggressive news director. People skills, creativity, initiative, and track record must be strong. Send resumes to Box T-144.

**For a better job,** contact: Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

**Meteorologist/weatherperson.** Top-rated CBS affiliate is looking for a prime weather person. 1 year television news experience required. Prefer AMS certified. EOE Minorities encouraged to apply. Tape, resume, salary history, and references to Terry Bynum, News Director, WTVR-TV, Box 11064, Richmond, VA 23230. No phone calls please.

**Producer/talent.** Tired of doing 2 stories a day? Do you yearn to work on the same story for more than 2 days running? Do you have an award-winning documentary inside you, screaming to get out? Would you enjoy working long hours with a young, energetic staff? Would you enjoy working within the community? If so, an aggressive public TV station is seeking a producer with 3 yrs. experience in news & public affairs. Candidate must have excellent research, writing, editing & on-air skills. If you're ready for the challenge, send resume only to: WGBY-TV, 44 Hampden St., Springfield, MA 01103. Deadline: 7/16/84. EOE.

**News operations manager.** Active news department needs someone solid in news judgement, working with people, creativity, organization, hustle. Tape and resume to News Director, WMTV, 615 Forward Dr., Madison WI 53711. EOE.

**Weekend sports anchor** with lots of energy and enterprise: to do sports reporting on weekdays. Top 50 Midwest market. Send resume to Box W-6.

**Sports reporter/anchor**-a little bit of everything in the sports department, reporting, anchoring, some shooting, editing. We're looking for knowledge and a fresh approach. EOE. Resumes and tape to Jim Collins, News Director, WFMY-TV, P.O. Box TV-2, Greensboro, NC 27420.

**Central Florida's leading** news station is looking for an anchor with a track record of success. If you have solid journalistic credentials and superior on-air skills, send your tape and resume to: Bob Jordan, News Director, WFTV, Box 999, Orlando, FL 32802. No beginners, no phone calls, and no agents please. WFTV is an equal opportunity employer.

**#1 Southern** top 60 CBS affiliate needs solid co-anchor to complement male co-anchor. At least 2 yrs. TV news experience, including 1 yr. anchoring, required. Resume, letter, references & salary history to Box W-10. EOE.

**Reporter**-aggressive news station in Southeast needs a general assignment reporter with some anchoring experience. Send resumes to Box W-16. EOE.

**Director:** looking for solid newscast director who likes to have input on fast paced 6 & 11 blocks. Will work with E-Flex, Still Store, Graphics V character generator. Must have 3 years experience in directing news. Send resume and tape to Production Manager, WTOL-TV, P.O. Box 715, Toledo, OH 43695. EOE, M/F.

**Dominant Gulf Coast** affiliate is looking for a weekend anchor-reporter and a sportscaster. Minimum 2 years commercial experience required. EOE. Send tape and resume to Mr. Jacques Minnotte, KIII-TV, Box 6669, Corpus Christi, TX 78411.

**Creative reporter** wanted for highly competitive medium market in the Southeast. Must be conversational writer and experienced in producing stories full of compelling sights and sounds. If you are really good, send resume, references, salary requirements and written news philosophy to Box W-24. EOE.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**TV producer/director**—must be able to direct/switch fast paced newscasts, live remotes, commercials, and promotion. Southeastern market. Excellent company benefits. Send resume to Box T-41.

**Promotion/on-air producer.** Top 50 market seeking creative individual with excellent writing and editing skills. Must have strong production/promotion background. Send resume and tape to Promotion Manager, WVEC-TV, P.O. Box 400, Hampton, VA 23669. A Belo Broadcasting Company. Equal opportunity employer.

**Director of television programming** needed for KWSU-TV, Pullman, WA. PBS station serves 150,000 HH in eastern Washington and northern Idaho and has strong commitment to local programming. Requires significant professional experience in television programming functions and in management. BA/BS required. Apply by July 20 to General Manager, KWSU-TV, WSU, Pullman, WA 99164-2530. WSU is AA/EOE.

**Television operations manager** Top 100 CBS affiliate, Southeast Sunbelt. Individual must know programming engineering, production, traffic, and work well with people. Prefer prior management experience. Send resume with salary history to Box T-88. EOE/MF.

**Producer/director** wanted for new daily religious program targeted to 45+ women who are typical donors of non-profit UHF television ministries. Applicant should have experience in local talk show studio productions, including skills in public relations, scheduling guests, format development, equipment operation including editing, and an understanding of the religious marketplace. Excellent working environment in suburban rural area with small dedicated staff. Resumes and video to Marvin D. Sparks, P.O. Box 26, Dayton, OH 45401. EOE. M/F/H.

**Television operations manager:** Pacific Northwest CBS affiliate station seeks experienced operations manager. Responsible for all technical aspects of commercial and program production. Should have supervisory or leadership experience. Minimum of 2-3 years experience in the technical and production areas of a television station. Qualified applicants send resume to: Dennis Williamson, Vice President/General Manager, KREM-TV, P.O. Box 8037, Spokane, WA 99203. EOE/M-F.

**Promotion manager** opening for a creative person with strong advertising and marketing skills. Minimum of three years as a broadcast promotion manager or assistant promotion manager. Challenging position with an aggressive ABC affiliate in Southwest. Send resume and examples of work to General Manager, KGUN-TV, Box 5707, Tucson, AZ 85703. EOE.

**Operation director**—must be able to supervise an excellent staff in traffic, film, and programming departments. Responsibilities will include start-up of full time cable television channel with heavy local production. Resume and salary history to: General Manager, KSWO-TV, Box 708, Lawton, OK 73502.

**TV producer/director** for public TV station serving southern Minnesota. Person must be experienced in the area of studio and remote productions. Minimum experience required 4 years plus post secondary education. Send resume only. Salary to \$15,000, plus liberal benefits. Contact KAVT, General Manager, 1900 8th Avenue NW, Austin, MN 55912. EOE/AA.

**Promotion writer-producer** for major market south Florida independent. Solid background in movie, program and news promotion, plus knowledge of state of the art equipment required. Strong copy writing skills essential. Resumes only to Promotion Manager, WCIX-TV, 1111 Brickell Avenue, Miami, FL 33131. EOE.

**News promotion producer:** if you're an experienced, creative promotion producer, we're looking for you! Strong writing ability and major market production skills required. Rush resume and 3/4" tape to: Marketing Director, WLWT Television, 140 West 9th Street, Cincinnati, OH 45202. No phone calls. Equal opportunity employer. M/F.

**Producer-director,** minimum 1 year's experience directing fast paced newscast and commercial production. Applicant must be knowledgeable in all phases of television studio production and have potential for growth within the company. Send 3/4" demo tape and resume to Irv Johnson, Production Manager, KOTV, P.O. Box 6, Tulsa, OK 74101. M/F. EOE. No phone calls, please.

**ENG photographer.** Immediate opening for hardworking camera operator at NY bureau of Financial News Network. Requires field operation of Ikegami 79-D, Sony 110 and lighting kit. 3/4-inch editing skills helpful. Rush tape, resume, references and salary history to Sean Hobin, Financial News Network, 1 Liberty Plaza, New York, NY 10006.

## SITUATIONS WANTED MANAGEMENT

**Experienced AM/TV treasurer & business manager** seeking similar spot in larger market/company (Sunbelt preferred). 8+ years in medium market, network-affiliated. Employed; computer-literate; degreed; heavy on budgets, analysis, and action. Earns \$40K. Box T-141

**Program director:** top O&O producer looking for the right station to grow with. Currently responsible for a popular syndicated series. My background includes ten years in production and management. 212-877-8540.

## SITUATIONS WANTED TECHNICAL

**Engineer**—experienced-AM, FM, TV & directional. Presently employed. Prefer IL, WI, or MN. 312-299-5703.

## SITUATIONS WANTED NEWS

**Anchorman.** Credibility, vitality, voice, appearance. Recently a financial news anchor/interviewer in 5th market. 415—856-6602.

**5 years experience** in television news and sports broadcasting. Looking for new opportunity. 713—484-3977.

**Black lady,** 8 yrs. ENG editor, 5 yrs. videotape operator. 1st class FCC license. Ready to relocate. Box T-73.

**ENG photographer,** editor, videotape operator seeks permanent position. Charles Rakestraw, 615—272-4625.

**Young, aggressive lieutenant** working for AFRTS in L.A. seeking sportscasting position. Can start mid-July. Prior medium mkt. experience. Call Jack, 213—468-1260.

**Professional seeking** sports position. Energetic, knowledgeable, personable. Play-by-play experience as well. Andy, 305-763-1686.

**Video humorist.** Versatile feature reporter specializes in the lighter side of news. Box T-140.

**News director/anchor.** 9-yr veteran from top-rated small mkt. station seeking to move up. Seeking anchor and/or reporting position. Call or write: Randy Swan, 106 Saratoga Circle, Hattiesburg MS 39401. 601-544-6355.

**Professional journalist.** Top market reporter of hard news, soft news, and no news. Principled, creative. Box W-7.

**Meteorologist.** 4 yrs. experience, including computer graphics work. AMS member seeking long term commitment, medium/large mkt. Box W-9.

**Sports director** in top 100 seeks top 50 position. Comfortable, enthusiastic delivery with class. Solid production skills. Excellent writer. Organized. Degree. Six years television experience. Box W-11.

**Meteorologist,** experienced with McKinnis-Skinner weathergraphics computer weather system, is available now. Stuart. 314-962-8419.

**22-year radio vet** would like a chance to learn TV. Would like either news or sports. Award winning radio PBP. Age 41, Box W-21.

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**I produce the best** human interest documentaries and human interest stories you've ever seen. I've won numerous awards. If you are looking for a producer-reporter of human interest stories for a public affairs magazine, a documentary series, special segments for your talk shows, special segments for the news or if you're looking for a public affairs director who will also produce specials, please contact me. Also interested in being overall producer for public affairs magazine. Box T-133.

**College graduate** with internship experience seeks entry production position. Bi-lingual, theatrical exp., creative, exc. writing skills. Prefer Midwest. Dane, 312-232-8428.

# ALLIED FIELDS

## HELP WANTED INSTRUCTION

**Expert in television** community service for professor of journalism and inaugural Leonard H. Goldenson Chair of Local Broadcasting. Candidate should have established national reputation with vision and energy to guide innovative venture. Goal is to provide continuing mid-career educational and research service to help broadcasters upgrade their skills and better serve their communities. Duties include serving as national spokesperson for the concept, conducting workshops and seminars, coordinating an annual competition and teaching broadcast issues. Tenure-line. Requires Bachelor's degree and extensive experience in local television, preferably in both news and management. Prefer Masters and some teaching experience, too. Open until filled. Send resume to Mackie Morris, Chairman, Broadcast Department, University of Missouri School of Journalism, P.O. Box 838, Columbia, MO 65205. AA/EOE.

**The department** of mass communications, St. Cloud State University, is seeking a person to fill full-time, nine-month, tenure track position beginning with 1984-85 academic year. Teaching responsibilities will be radio-TV and other mass communications courses and will assist in related media activities where appropriate. Student advising and department committee assignments will be part of normal load. The person hired would assist in preparing for the accreditation of the radio-TV sequence, teach classes in radio and television, and assist with the promotion of the campus 5,000 watt radio station. Doctorate preferred. ABD considered in mass communications or telecommunications, with teaching and mass media experience required. The department is accredited by ACEJMC and has accredited sequences in news editorial and public relations. For more information and applications forms, contact Chair, Search Committee, Department of Mass Communications, Stewart Hall 135, St. Cloud State University, St. Cloud, MN 56301. Deadline for applications, vitae and transcripts is July 6, 1984. No phone calls. AA/EOE.

**Faculty member** to teach courses in radio and TV news, including news writing, reporting and electronic news gathering; should also have background as broadcast generalist to teach other broadcasting and broadcast journalism courses. Possibility of advising student FM radio station. Master's degree required. Salary \$17,000 - \$18,675, depending on qualifications and experience. Starting date August, 1984. For further information, contact Mr. Ralph Carmode, Director of Broadcasting, Mississippi University for Women, Columbus, MS 39701. Mississippi University for Women is an equal opportunity/affirmative action employer.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

**Instant cash**—highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404—324-1271.

**1" C-type videotape** wanted. Will pay cash, will pay shipping. Contact Andy Carpel, 301—845-8888.

**Western Electric equipment.** Vintage tubes: 2A3, 10s, 45s, 50s, 80s, 81s, 82s, 83s, 211, 242, 845. Tel 818—576-2642. POB 832, M.P. CA 91754.

**Wanted** — 10 years or newer, ch-3, 10KW transmitter. Contact Jerry Homer, KYCU-TV, 307—634-7755.

## 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.

**2" Quad videotape**, archived in plastic shippers. Low pass 30's, 60's, major brands, fully guaranteed. Carpet Video. Call collect, 202—296-8059.

**20 KW FM Collins** 831G1 w/z1; also ITA 5KW FM, MS-15 exciter, under two yrs. old. Call M. Cooper, 215—379-6585.

**Tk-29C**, 3 years old. Saticons, PA3600/PA3000 computerized color correction system. All accessories. Call Carl Hanseman, 818—840-8060.

**54 AM/FM transmitters** in stock. All spares, all inst. books, all powers, all prices, all working, all our inventory. Immediate delivery. Crystal for your freq. World leader in AM/FM transmitters. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214—630-3600. R.E. Witkovski, owner.

**SMC automation**: ssp 3060 programmer with time clock correct; 2-350 series carousels; 2-6ft. equipment racks. \$7700. Call Bob Zak, 815—729-4400.

**JVC-KY2000** (two cameras) with CCU five inch view finder camera cables. Both need a little work. \$5,000 or best offer. Call Brian Lockman, 202—737-3220.

**Vital squeeze zoom**. Digital video effects unit. 2 channel with mini revision four software. System Associates, 213—641-2042.

**For sale**- 1 inch type C Hitachi HR-100 video recorder with low head time, 2 batteries, AC power supply and case. Call Jamey, 512—428-5532.

**Cetec 7000 automation**, 2 Audio file 2-A's, 2 42-tray go-carts, 2 ITC 750 reel playbacks, cassette load/dump, VEL logging, spares kit, and more. \$30,000. Skip Reynolds, 205—758-5523.

**Gates BC-5B** (5kw) transmitter, operational. Call Dave Plyler, WTOB, Winston Salem, NC. 919—723-4353.

**3/4" videocassettes**. MBU-18's, \$7.99. Blank U-matic videotapes in albums. Fully guaranteed, reprocessed Chyron evaluated, cleaned, delabeled, and erased. Perfect for electronic news gathering and editing. Other lengths and sizes available. Fast, free delivery. Call collect. Carpel Video, Inc. 301—845-8888.

**Used Dynametric news set**, new equipment in unopened shipping containers includes CMX editor, ADM audio console, etc. Call Clyde Parker, WOKR, 716—334-8700, for listing.

**Lenco Series 300** system timing equipment. Racks, DAs and Delays all in new condition. 25K inventory, will sell cheap. For info, call Rex Olson, 818—841-8277.

#### MISCELLANEOUS

**For sale**. Satellite time, including transportable uplink. Communications Carrier, Inc., Austin, TX. Phone 512—482-8111, Telex 75-9638.

#### CONSULTANTS

**Feedback Unlimited**. Videotapes critiqued by former Denver news director. Stations and individuals. 1313 Williams #901, Denver, CO 80218. 303—320-6816.

#### COMEDY

**Greatest sports rumors**. Hilarious 60-second radio fillers. Free Sample. Request on letterhead. Britton Productions, 241 Talbot Drive, Broomall, PA 19008.

#### RADIO PROGRAMING

**Tag team trivia**. Syndicated radio format for increased sales and ratings. Don Hodes & Associates, 19 Norwich St., P.O. Box 705, Worcester, MA 01613. 617—756-0077.

**Political conventions**: we'll cover your delegates. Convention floor actualities, reports with your outcue. Berns Bureau, 202—484-1840.

**For Fast Action Use  
BROADCASTING'S  
Classified Advertising**

## RADIO

### Help Wanted Announcers

## MOR!

Bob Henabery Associates, Inc., is staffing big signal major market AM facility in an old-line MOR/nostalgia format for 35+ demo. DJ's and new-people must be experienced pros familiar with non-rock music and pop history dating from World War II to today, and be able to operate in a controlled atmosphere. Creative environment with outstanding company, excellent living area, excellent pay and working conditions. Forward one page resume only to:

### Box T-143.

Phone calls will not be accepted.

### PHILADELPHIA

A unique, adult opportunity. Philadelphia's Love Song station is looking for a personable, mature morning person to help solidify station's market position. 5 years experience minimum. Great \$'s and people. Send tapes and resumes to Kris Chandler, PD, KISS-100, 1001 Baltimore Pike, Media, PA 19063. EOE, M/F.

### Help Wanted Sales

### 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.

### WITH A RECENT PROMOTION

to general sales manager, WBAP/KSCS's national sales manager position is open. 4 years sales experience and the desire to manage may qualify you for this position. No phone calls. Send resume to Joan Kessler, General Sales Manager, WBAP, 2730 Stemmons, Suite 1108, Dallas, TX 75207. A Capital Cities Station and an equal opportunity employer.

### Help Wanted Management

**\$40,000+**

AM/FM combo with religious format located in central New York State. Seeks GM/GSM with heavy emphasis on sales. Salary plus commission, plus benefits. Experience a must. Resumes to PO Box 22204, Tampa, FL 33622.

### Help Wanted Programing, Production, Others

### STAFFING NEW ACQUISITION

from ground up. We need management, air, news, sales, and engineering people. Include philosophy, goals, track record, and current income in first letter only to Box W-26. EOE, M/F.

### Situations Wanted Management

### PROFESSIONALISM?

OK. Now you've answered all the other ads. You've come up ZERO with all those "I want to be a general manager" types. All of them vapid, inane, insipid, and so droll, reading soup can labels and watching people get haircuts is exciting to them. There are STILL a FEW good SELLING general managers with many years of true experience from the ground up who can LEAD. I'm one of them who has found he belongs at one radio station rather than trying to build a group. I can explain and offer top references. Let me hear from you. Box W-5.

### YOUNG, AGGRESSIVE, EXPERIENCED!

Top 20 market VP/general manager seeking management opportunity with growing broadcast group. Strong people, sales and programming skills including corporate headquarters experience. Box T-104.

### DIRECTOR OF ENGINEERING

Currently employed as chief by #1 50kw AM/FM. I have 21 years experience, 17 years with major 50 kw AM/FM. Experienced in management, labor contracts, high power AM/FM, directionals, audio. Heavily into computers. Desires position as director of engineering. Will wait for the right opportunity Box W-22.

### Situations Wanted News

### INSTANT CREDIBILITY

for your sports dept. Major college PBP man left broadcasting, now in mgmt. with major corp. Loves sports-casting too much; wish to return. 17 yrs. experience. Award winner. Successful in programming, music directing. DJ, news, & production. Great at PBP, talk shows, sportscasts, radio or TV. Lee Burdorf, 314—867-3011.

## TELEVISION

### Help Wanted Management

#### VICE PRESIDENT, FINANCE & ADMINISTRATION AND TREASURER

The Corporation for Public Broadcasting, a private nonprofit corporation, is seeking a chief financial officer and principal adviser to the Corporation's president and board of directors on all financial, business and administrative aspects of CPB, and to administer the day-to-day financial operations.

As vice president/treasurer, you will be responsible for the stewardship and investment of corporate resources, preparation of appropriate financial reports, and certification to the federal government of nonfederal financial support.

A bachelor of arts/science degree and extensive experience as a financial manager are required. You should also be knowledgeable in the fields of federal and nonprofit budgeting, financial management, contract administration and current management practices; and be able to represent the Corporation in written and oral presentations at appropriations hearings and other Congressional hearings, professional meetings, and similar forums. It would also be desirable for applicant to be familiar with television and/or radio broadcasting.

Please forward resume before close of business July 13, 1984. EOE.



Corporation for Public Broadcasting  
1111 16th Street, NW  
Washington, DC 20036  
Attn: Harvey G. Dickerson

### Help Wanted Programing, Production, Others Continued

#### DIRECTOR, TOP 20 MARKET

Director, WXFL-TV, Tampa, Florida. Immediate opening for director with experience in news, local live programming and commercial production. Applicants should be self motivated leaders with a creative eye for quality production. Send resume to: Chuck Easler, Executive Producer, WXFL-TV, 905 Jackson St., Tampa, FL 33601. Phone: 813-229-7781. EOE, M/F.



PM MAGAZINE, Midwest market, has opening for co-host to work with male co-host. Previous experience as television field producer (including creating, writing and post-production) is mandatory. Send resume and tape to P.O. Box 168, Kansas City, MO 64141. An equal opportunity employer.

#### KONG-TV A NEW TELEVISION TEAM SEATTLE, WA

KONG-TV (Channel 16), is building the most exciting management team in the beautiful Pacific Northwest for a Fall start.

Send resume, tapes and references to qualify for these positions:

Local and national sales managers, program and operation manager, promotion manager, chief engineer.

**Personnel Dept.**  
**KONG Television, Inc.**  
**660 Sacramento Street, #303**  
**San Francisco, CA 94111**  
**415-781-4864**

### Help Wanted Programing, Production, Others

#### Promotion Manager

**If you have great marketing instincts and a good sense of design, if people love working for you and you love creative risk-takers, if you value and demand great writing, if you're slightly irreverent, if you know when it's right and don't stop until it is, then we want to hear from you. Right away.**

(Because you'll supervise all aspects of promotion including on-air, radio, print, sales, and budgets, Promotion Manager experience, or the equivalent, is a must.)

Please rush your letter, resume and demo reel to: **Program Manager**  
**WSBK-TV**  
**83 Birmingham Parkway**  
**Boston, MA 02135**

**No phone calls, please.**  
An equal opportunity employer.

#### ART DIRECTOR!

Inspire.  
Lead.  
Imagine.  
Manage.  
Contribute.  
Dazzle  
Win.

Contact: H. Brian O'Neill, KYW-TV,  
Group W, Independence Mall East,  
Philadelphia, PA 19106. EOE

#### PRODUCER

An established Midwestern production company which is network affiliated seeks a writer/producer. Candidates must be able to document experience from conceptualization through post-production; studio and location; broadcast and video-cassette. Experience in dealing with commercial clients essential. Experience within context of religious programming and in multi-media adult education a plus. Send letter and resume to Box T-137.

#### SENIOR VIDEOTAPE EDITOR

For major independent videotape production facility. Send resumes to Tele-color Productions, 150 S. Gordon Street, Alexandria, VA 22304, Attn: Jonathan Park.

#### PM MAGAZINE CO-HOST

College degree and experience in television reporting/writing/producing/ and on-air required, as well as experience in long form feature reporting. Will work as PM Magazine co-host with current male co-host. Will produce story segments for program. Skills should include story conception, reporting, writing, editing, etc. Send resume and tape to:

**Jeff Deiana**  
**PM Magazine Producer**  
**KFDM-TV**  
**P.O. Box 7128**  
**Beaumont, TX 77706**

#### PROMOTION MANAGER

The person we need must have excellent creative, writing and production abilities, both print and on-air. Must be able to administer people and a budget. Midwest Network Affiliate. **Experienced only, please.** Resume to Box W-18. EOE.

#### THIS PUBLICATION IS AVAILABLE IN MICROFORM University Microfilms International

300 North Zeeb Road,  
Dept., P.R., Ann Arbor,  
MI 48106

## Help Wanted Sales

### ACCOUNT EXECUTIVES/ ADVERTISING SALES

Established cable television company is building a national advertising sales organization in New York City. This organization needs several account executives who have 1-5 years experience selling radio or television time in New York. A base salary plus substantial commissions and benefits are provided. The company is one of the most innovative and fast growing in the industry and offers qualified candidates real opportunities for growth. Send resume with salary history to

Dept. 979  
Rm 2104,  
401 Bway,  
NYC 10013

An equal oppity. employer

## Help Wanted Technical

### MAINTENANCE ENGINEER

For major independent videotape production facility. Send resumes to Tele-col-or Productions, 150 S. Gordon Street, Alexandria, VA 22304, Attn: Jonathan Park.

## Help Wanted News

# NEWS WRITERS

Cable News Network is searching for news writers with two or more years of news experience to join our Peabody Award-winning staff in Atlanta.

Send samples of recent broadcast copy, a resume which includes date of availability, and five references to:

**Ken Chamberlain**  
**Cable News Network**  
**1050 Techwood Dr., NW**  
**Atlanta, GA 30318**

No telephone calls please. CNN is an equal opportunity employer.

## Help Wanted News Continued

# NEWS PRODUCERS

Cable News Network has openings for line news producers at its Atlanta headquarters.

If you have at least 3 years of experience producing news programs and are ready for the challenge of producing network news programs, send your best video tape, a resume, and five references to:

**Ken Chamberlain**  
**Cable News Network**  
**1050 Techwood Dr., NW**  
**Atlanta, GA 30318**

No telephone calls. CNN is an equal opportunity employer.

# NEWS CAMERAPERSON

For top 10 Northeast market. Subject to overall management supervision. Driver's license required. Minimum 5 yrs. experience. Cameraperson will shoot & edit videotape.

We are an equal opportunity employer; minority & female candidates are encouraged to apply. Send resume only to Box W-1.

## Situations Wanted Management

### PEOPLE PERSON

Network news manager seeking news director; asst. news director; station manager, top 75 markets. Have solid management record. Creative leader. Box W-14.

## Situations Wanted News

### NEWS DIRECTOR

#1 medium market news director is looking for a new challenge. 12 years broadcast experience, with a heavy production and writing background. I can do the job for you!! Write Box W-8.

### EMMY AWARD WINNER

As NY's best TV news producer. Seeks exec. prod. or asst. ND spot with aggressive top 10 mkt. station. Leadership, creativity, maturity, commitment to excellence. Exp. with special programs. Write Box W-12.

## CABLE

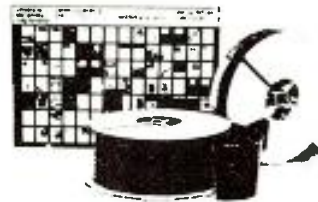
### Help Wanted Management

### PRESIDENT

Sales executive with multi-radio station management experience to operate multi-system cable ad sales company. Ground floor opportunity with well-financed communications company. Unique concept. Call Bill Stacy at Cable Marketing Systems:

**305-576-4327**

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available in  
microform**



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London, WC1R 4EJ  
England

Name \_\_\_\_\_  
Institution \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

**Miscellaneous**

**SATELLITE TIME AVAILABLE**

Spacenet 1: \$430/hr. prime time. Satcom-1R: \$430/hr. prime time. Satcom-4: \$400/hr. prime time. We also have a Datsat D-42 transportable uplink for complete turnkey service.

**COMMUNICATIONS CARRIER, INC.**  
**702 COLORADO #420**  
**AUSTIN, TX 78701**  
**TELEX 75-9638**  
**512-482-8111**

**Public Notice**

**PUBLIC NOTICE**

The Board of Directors of National Public Radio will meet in open session on Tuesday, July 17, 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 Board committees will meet on Wednesday, July 18, 1984, at same location. For further information concerning these meetings, please contact the office of the Executive Secretariat, 202-822-2018.

**Employment Service**

**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 DJ's, PD's, salespeople, news, production. 1 wk. computer list, \$6. Special bonus: 6 consecutive wks., only \$14.95 — you save \$2!! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108. Money back guarantee!**

**The White House Fellowships**



A unique opportunity for outstanding Americans early in their careers to work for a year at the highest levels of the Federal Government

For more information:

The President's Commission on White House Fellowships  
 712 Jackson Place, N.W.  
 Washington, D.C. 20503  
 (202) 395-4522

**For Sale Stations**



**R.A. Marshall & Co.**

**Media Investment Analysts & Brokers**

**Bob Marshall, President**

**AM/FM combo located in Southeastern single station market with highly desirable living conditions! Excellent cash flow situation. \$1.2 million.**

R.A. Marshall & Company will soon offer direct data transmissions to selected clients with computer communication links.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252  
 809 Corey Creek - El Paso, Texas 79912 915-581-1038

**FLORIDA FULL-TIMER!**

- Profitable, Full-Time AM In Medium-To-Large Florida Growth Market.
- Priced Right At \$1,250,000— Approximately 1½X Gross Billing.
- Owns Its Own Valuable Real Estate.
- Good Terms To Qualified Buyer.

Call 901/767-7980  
 In Complete Confidence!



**MILTON Q. FORD & ASSOCIATES**  
 MEDIA BROKERS/APPRISERS

5050 Poplar Ave. • Suite 816 Memphis, TN 38157

**EXCELLENT INVESTMENTS**

Myrtle Beach, SC station. FL FM, MO FM, GA AM, NC AM. 803—585-4638.

**Horton & Associates**



**MEDIA BROKERS/APPRISERS**

**PENN COMBOS**

Profitable facilities with R.E. in medium markets. Favorably priced in relation to revenues and earnings at \$845K and \$1.1 million. Terms to qualified buyers.

Woodland Park • Box 948 • Elmira, N.Y. 14902  
**607-733-7138**

**BOB KIMEL'S NEW ENGLAND MEDIA, INC.**

**OWNERS: ARE YOU SICK**

& tired of fancy gimmick letters from brokers with a "hot prospect" for your station, or with calls from "tire kickers" asking if your station is for sale? We do virtually NO soliciting of owners by mail or phone. But there DOES come a time when you do think about selling & need someone to talk values with. If you're at that point, give us a call—we'd like to meet with you.

**8 DRISCOLL DR**  
**ST. ALBANS, VT 05478**  
**802-524-5963**

- AM/FM combos: AL, GA, IL, MI, NE, OH, TN, VA.
- FM's: AL, AZ, CA, GA, GU, IL, MI, MS, NE, OH, PR, TN, TX, VA, VI.
- Daytimer. Covers 1 mil. people near Baltimore. \$750,000. terms.
- Over 80 listings in 31 states priced from \$80,000 to \$8,500,000.

**BUSINESS BROKER ASSOCIATES**  
**615-756-7635-24 HOURS**

**For Fast Action Use BROADCASTING'S Classified Advertising**



# BLUE CHIP DEAL!

- One Of America's Best Known And Highest Rated Radio Stations.
- A Powerful, Full Time/Low Dial Position AM In A Highly Desirable Medium-To-Large Market In The SE.
- A Very Profitable Property.
- Owns Its Own Real Estate—Including An Attractive Building.
- Priced At \$3,000,000—Approximately 2X Gross Billing.
- Good Terms To Qualified Buyer.

Call 901/767-7980  
In Complete Confidence!



**MILTON Q. FORD**  
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MEDIA BROKERS/APPRAISERS

5050 Poplar Ave. • Suite 816 Memphis, TN 38157



## CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION				CONTACT			
NE	Sm	AM	\$745K	\$245K	Warren Gregory	(203) 364-5659	
FL	Maj	AM	\$850K	\$350K	Randy Jeffery	(305) 295-2572	
Pac.	Met	AM/FM	\$900K	\$250K	Elliot Evers	(818) 366-2554	
SW	Sm	AM/FM	\$650K	\$130K	David LaFrance	(303) 534-3040	
MWest	Sm	AM/FM	\$720K	\$125K	Bill Lochman	(816) 254-6899	
Pac	Metro	AM	\$650K	\$200K	Jim Mergen	(818) 366-2554	
West	Med	FM	\$1,200K	Terms	Greg Merrill	(801) 753-8090	
So	Met	AM	\$375K	\$250K	Ernie Pearce	(615) 373-8315	
So	Met	AM	\$425K	\$125K	Bob Thorburn	(404) 458-9226	
So	Med	AM	\$300K	\$90K	Mitt Younts	(804) 355-8702	

For information on these and our other available stations, or to sell, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

### WALKER MEDIA & MANAGEMENT, INC.

You, the buyer, need impartial asset evaluations on acquisition. We furnish item-by-item listings of assets acquired for your realistic & credible depreciation &/or amortization schedules. Prices quoted on request. References furnished.

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.

### 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.



**Wilkins**  
and Associates  
Media Brokers

LA	AM	\$500,000	20%
NJ	AM	\$700,000	30%
SC	AM	\$230,000	20%
IN	AM/FM	\$500,000	20%
CO	FM	\$30,000	downpayment
AL	AM	\$25,000	downpayment
MO	FM	\$50,000	downpayment
AR	AM	\$50,000	downpayment
MI	AM	\$35,000	downpayment
NC	AM	\$40,000	downpayment
TN	FM	\$50,000	downpayment

P. O. Box 1714  
Spartanburg, SC 29304 803/585-4638

### SPANISH LANGUAGE STATION

Highly profitable radio station. Major Hispanic mkt. Your response will be acknowledged & kept strictly confidential. **PRINCIPALS ONLY.** Write Box T-124.

*Hogan - Feldmann, Inc.*  
MEDIA BROKERS • CONSULTANTS  
SERVING SINCE 1959  
16255 Ventura Boulevard, Suite 219  
Encino, California 91436  
Area Code 213 986-3201

### JAMAR-RICE CO.

Small OK AM. Impressive cash flow \$475,000, terms.  
512-327-9570  
950 W. LAKE HIGH DR.  
STE. 103  
AUSTIN, TX 78746.

### BILL - DAVID ASSOCIATES BROKERS-CONSULTANTS

303-636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

**THIS PUBLICATION IS AVAILABLE IN MICROFORM**  
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**Dan Hayslett**  
 & Associates, Inc.  
**Media Brokers**  
 RADIO, TV, and CATV  
 (214) 691-2076  
 11311 N. Central Expressway • Dallas, Texas

**For Sale Stations Continued**

**AM WITH FM CP**

This 250W daytimer with FM CP in rich farm land of NW Texas must be sold due to owner's other interest. Making money. Priced to move. \$40,000 down. Box W-2.

**AM/FM  
NEW ENGLAND**

Powerhouse signals; excellent continued growth potential. Priced at \$1.8 million. Negotiable if cash. Principals only. Include financial qualifications. Write Box W-13.

**IOWA  
CLASS A**

Population of 30,000+. 1/3 down, 10% terms. Write Box T-127.

**FM, ARIZONA & NEW MEXICO**

Two for sale by owner, scenic recreational markets. Both with class C potential. Both for \$100,000, plus assume equipment notes. Low down, or aircraft trade. 248 Monte Alto Pl., NE, Albuquerque, NM 87123.

**FULL POWER  
UHF TV CP'S**

One in Louisiana metro market of over 150,000. \$75,000. The other in Kansas metro market of over 50,000. \$50,000. Buy or build and I'll take small percent. NO BROKERS. Box W-23.

**CLASS A FM**

Southern Illinois-single station market of 7500. \$170,000. Presently in black with non-selling manager and one salesman. Needs owner-operator, terms to financially responsible buyer. For complete information, call 414-622-4440.

**For Fast Action Use  
BROADCASTING'S  
Classified Advertising**

**BROADCASTING'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

# Fates & Fortunes

## Media



Duffy

**James E. Duffy**, president of ABC Television Network, has been named senior VP, ABC Broadcast Group, and head of newly established office of communications. Duffy, who will retain his responsibilities as president of television network—position he has held for 14 years—will also be charged with “communicating the policies, performance and responsibilities of the ABC Broadcast Group to a broad range of publics.” In addition to continuing to report to John C. Severino, president of ABC Television, Duffy will also report to Anthony D. Thomopoulos, president of ABC Broadcast Group.

**Rafe Engle**, attorney specializing in marketing, advertising and communications, Toronto, named president and chief executive of Selkirk Communications Ltd., Toronto-based station group, cable MSO and owner of Seltel and Selcom rep, succeeding **J.S. MacKay**, who becomes chairman.

**James Robbins**, VP, Cox Cable, New York, named senior VP, operations, Cox Cable Communications, Atlanta, heading a newly created third operations division for Cox Cable. Robbins will have responsibility for franchises in New York, San Diego, Santa Barbara, Calif., New Orleans and Jefferson Parish, La.

**John Kelly**, general manager, WTRY(AM) Troy, N.Y.-WPYX(FM) Albany, N.Y., named executive VP, operations, of parent, Scott Broadcasting, responsible for 12 Scott-owned radio stations.

**Robert Salem**, general manager, Acton CATV, Acton, Mass., named VP.

**Don Sailors**, VP, operations, Mariner Broadcasting, licensee of WMRE(AM) Boston, named executive VP and general manager of station.

**Merrell Hansen**, VP and general manager, KUSA(AM)-KSD-FM St. Louis, named president and general manager.

**Dick Yankus**, general manager, WHND(AM) Monroe, Mich.-WMJC(FM) Birmingham, Mich., named VP.

**Bruce Mayer**, vice president and general manager, KIRT(TV) Little Rock, Ark., joins WETG(TV) Hartford, Conn., in same capacity.

**Phil Zachary**, general manager, WQUE(AM) New Orleans, named VP.

**Phillip Nye**, VP, marketing and product development, ABC Owned Television Stations, New York, joins WLUK-TV Green Bay, Wis., as general manager.

**Kerry Bogard**, general sales manager, KDON-AM-FM Salinas, Calif., named general manager.

**John Hunt**, assistant general manager, KGTO(AM)-KRAV(FM) Tulsa, Okla., named VP of parent, Kravis Co.

**Bill Paddock**, general sales manager, KELI-AM-FM Tulsa, Okla., joins KTFX(FM) there as general manager.

**Stephen Schram**, operations manager, WLZZ(AM)-WZUU(FM) Milwaukee, named station manager.

**Steve Stewart**, news director, WSPD(AM)-WLQR(FM) Toledo, Ohio, named operations manager.

**Mark Thomas**, program director, WKMF(AM) Flint, Mich., named operations director, WKMF(AM)-WCRZ(FM) there.

**Walter Schaar**, director of MMDS, Cox Cable, Atlanta, named general manager, Cox Cable, Yakima, Wash.

**Larry Howe**, VP, new business development, American Television and Communications, Englewood, Colo., named chief of staff of newly created executive committee.

**William Guttman**, corporate associate general counsel, Time Inc., New York, named VP.

**Ron Rosenberg**, director of customer services, Cablevision of Long Island, N.Y., named to newly created position of director, retailing, Cablevision Systems, Woodbury, N.Y.

**Sarah Cusick**, recent MBA graduate, Columbia University, New York, joins WBBM-TV Chicago as manager of cost planning.

**Stewart Cheifet**, general manager, noncommercial KCSM-FM-TV San Mateo, Calif., joins noncommercial WIFT-FM-TV Harrisburg, Pa., as president and general manager.

**Larry Giele**, business manager, WANE-TV Fort Wayne, Ind., joins WVEC-TV Norfolk, Va., as financial manager.

**Thomas Paine**, station manager, noncommercial WGLE(FM) Lima, Ohio, named assistant general manager of WGLE and co-owned noncommercial WGTE-TV Toledo, Ohio.

Appointments, Doyle Dane Bernbach, New York. Senior VP's named creative directors in restructuring of creative department from four groups to five: **Diane Rothschild**, **Irwin Warren** and **Tom Yobbagy**. Named VP's: **Hedda Neil**, director of legal clearance; **Peter Bregman** and **Nicole Cranberg**, copywriters, and **Gary Goldsmith** and **Mark Hughes**, art directors.

**Sherri Fritzon**, freelance producer, joins Foote, Cone & Belding, New York, as VP, senior producer. **Joel Sobelson**, senior art director, Laurence, Charles & Free, New York, joins FC&B there as VP, executive art director.

**Roger Honkanen**, VP, creative director, Wil-

liam Esty Co., Detroit, joins McCann-Erickson there as VP, group creative director.

## Marketing



Schultz

**Louis Schultz**, group senior VP and associate director of media services, Campbell-Ewald, Warren, Mich., named executive VP and director of media services.

Named VP's, Benton & Bowles, New York: **Stephen Jankowski** and **Molly Clevenger**, creative supervisors.

and **Lawrence Deitch**, **Frederick Sawabini**, **Diane Murray Krouse** and **William Vitriol**, account supervisors.

**Brad Barton** and **Tony Price**, account supervisors, Marsteller Inc., New York, named VP's.

**Susan Gonzales**, senior traffic coordinator, Doyle Dane Bernbach, New York, joins BBDO Direct there as traffic manager.

**Paul Streitz**, research supervisor, Doyle Dane Bernbach, New York, joins Biederman & Co. there as VP, research director.

**Bill Severick**, VP and general manager, Philadelphia office, Selcom Radio, named VP and general manager, Atlanta office. **Dan Hudson**, account executive, Selcom, New York, succeeds Severick as general manager of Philadelphia office.

**Bruce Pollock**, from Eastman Radio, Seattle, named VP, manager, Los Angeles office.

**Lawrence Weber**, public relations director, Humphrey Browning MacDougall, Boston, joins Creamer Dickson Basford, Providence, R.I., as VP, group manager.

**J. Dixon Byrne**, senior VP, director of client services, Venet Advertising, New York, named executive VP.

Appointments, BBDO, New York: **Angela Ragona**, local spot negotiator, to local broadcast supervisor; **Randy Altman**, media coordinator, and **Barbara Kiffel**, assistant buyer, to local broadcast negotiators.

**Jessica Steward**, local sales manager, WWVL(FM) Miami, joins Abramson Associates, Washington, as media planner-buyer.

**Steven Gilbert**, art director, Grey Advertising, San Francisco, joins D'Arcy MacManus Masius, St. Louis, as senior art director.

**Bob Grant**, member of sales staff, MMT Sales, Miami, named sales manager.

**Deborah Pavitt**, senior art director, Bozell & Jacobs, Chicago, joins Tatham-Laird & Kudner there in same capacity. **Dave Dolle**, recent graduate, Central Academy of Com-

mercial Art, Cincinnati, joins T-L&K as junior art director.

**Barbi Zakin**, senior account executive, Geer, DuBois, New York, named account supervisor.

**John Accetta**, account supervisor, Mel Richman, Philadelphia, joins Gillespie Advertising, Princeton, N.J., as account supervisor.

**Dan Lawlor**, VP, advertising sales, Eastern region, USA Network, New York, named VP, regional advertising sales, overseeing USA's three regional sales offices in New York, Chicago and Los Angeles. **John Cronopulos**, from Hearst/ABC Video Services, New York, joins USA Network as account executive, advertising sales.

**Sheri Cushner**, from Ogilvy & Mather, New York, joins Katz Independent Television there as account executive, swords team.

**Paul Peden**, from CBS-TV Spot Sales, Chicago, joins Blair Television, Chicago, as account executive, NBC sales team.

Appointments, N W Ayer, New York: **William Blumer**, account executive, Marsteller Inc., to senior account executive; **Stephen Magee**, senior art director, McCann-Erickson, Dallas, to art director, and **Michael Petruncola**, advertising manager, Ethan Allen, Danbury, Conn., to account executive.

Appointments, Seltel: **Michael Custardo**, account executive, blue team, Chicago, to sales manager, red team there; **Gary Winter**, account executive, white research team, New York, to independent rebels team there; **Anne Minarchi**, from NBC Spot Sales, New York, to analyst, independent research division, and **Robert Smith**, from McCann-Erickson, Washington, to research analyst.

**Vicki Strickland**, media director, Merritt Mosby Advertising, Memphis, named to additional post of traffic manager.

**Janice Pierani**, freelance artist, joins Sive Associates, Cleveland, as artist.

**Christine Bateman**, from Blair Chicago, joins Harrington, Righter & Parsons there as account executive.

**Eugene (Pete) Vincelette**, director of sales, WRCQ(AM)-WRCH-FM New Britain, Conn., named general sales manager. **Gene Gruenberg**, regional sales manager, WRCQ-WRCH, named local sales manager.

**Robert Davidson**, VP and local sales manager, WLEX-TV Lexington, Ky., retires effective July 31. **Joseph Oliver**, national and regional sales manager, WLEX-TV and co-owned WCOV-TV Montgomery, Ala., named VP and general sales manager. WLEX-TV.

**Pat Bryson**, account executive, KGTO(AM)-KRAV(FM) Tulsa, Okla., named general sales manager. **Lou Vespasian**, account executive, KGTO-KRAV, named national sales manager.

**Sam Taylor**, former local sales manager, WRCB-TV Chattanooga, joins WWSB-TV West Point, Miss., as general sales manager.

**Jim McCarthy**, general sales manager, KPPL(FM) Lakewood, Colo., joins KBRQ-AM-FM Denver as director of agency services. **Don Nelson**, general sales manager, KLIR-FM Denver, joins KBRQ-AM-FM as account executive.

**Mark Loder**, sales manager, KKS(N)AM Van-

couver, Wash., named general sales manager. **Joan Madden**, senior account executive, named regional sales manager.

**Jeff Rowland**, account executive, KDON-AM-FM Salinas, Calif., named sales manager.

**Connie Blackwood**, account executive, WRXL(FM) Richmond, Va., named local sales manager.

**Joe Kreder**, account executive, WDIV(TV) Detroit, named assistant sales manager.

**Kenlyn Zschunke**, local sales manager, KHOU-TV Houston, named regional sales manager.

**Arthur Emerson**, local account executive, KENS-TV San Antonio, Tex., named local sales manager.

**Stephen Young**, account executive, WKBR(AM) Manchester, N.H., named local sales manager.

**Tim Gordon**, part-time air personality, KCNR-AM-FM Portland, Ore., named traffic director, succeeding **Bryan O'Neal**, named production director (See "Programing," below).

**Mary Beth Pytell**, account executive, WLUP(FM) Chicago, joins WBBM(AM) there in same capacity.

**Daniel Humfreville**, account executive, Roslin Radio Sales, Los Angeles, joins Blair/RAR there in same capacity.

**Ileen Brown**, from TeleRep, Houston, joins KTXH(TV) there as account executive.

**Lee Durham**, account executive, Katz Radio, Detroit, joins WOTV(TV) Grand Rapids, Mich., in same capacity.

Appointments, WRQX(FM) Washington: **Terri Cooke**, from WZR(FM) Manassas, Va.; **Angela Stribling**, from WTTG(TV) Washington, and **Steve Lichtenfels**, from WRC(AM) Washington, to account executives.

**William Tucker**, from KCOY-TV Santa Maria, Calif., joins KSBY-TV San Luis Obispo, Calif., as account executive.

**Kathy Daume**, from TeleRep, Dallas, joins KTXA(TV) Fort Worth as account executive.

**Pauline Pokorny**, from WYEN(FM) Des Plaines, Ill., joins WLUP(FM) Chicago as account executive.

**Keith Olbermann**, sports reporter, 6 p.m. news, WCVB-TV Boston, named sports anchor-reporter, 6 and 11 p.m. news.

**Laura Pate**, account executive, WSB-AM-FM Atlanta, joins WKLS-AM-FM there in same capacity.

## Programing

**Roy E. Disney**, who resigned as director of Walt Disney Productions, Burbank, Calif., in March (BROADCASTING, March 12), has rejoined firm as vice chairman of board.

In what Columbia Pictures terms "major expansion" of its television interests, **Herman Rush**, president, Columbia Pictures Television, Los Angeles, has been named president of newly formed Columbia Pictures Television Group (CPTG), overseeing all television activities, including production and distribution of network and nonnetwork programs to broadcast and cable markets. CPTG will be



Rush



Corday

divided into three units: production, distribution and pay/cable television. **Barbara Corday**, independent producer and head of own firm, Can't Sing, Can't Dance Productions, succeeds Rush. Corday will report to Rush, as will Joseph Indelli, who heads Columbia's domestic television distribution arm. Also reporting to Rush will be production unit for cable and pay television, which formerly was part of Columbia's theatrical pictures division. **Humphrey Barclay**, independent producer, joins Columbia Pictures Television as creative consultant, United Kingdom.

**Carol Rubin**, associate producer, *Dynasty*, Los Angeles, joins The Disney Channel there as director, feature development. **Bruce Friend**, manager of program and development research, Oak Media Development, Los Angeles, joins Disney Channel as manager of research.

**William Judge**, VP, U.S. merchandising, Children's Television Workshop, New York, named senior VP, worldwide product licensing.

**Christopher Palmer**, executive director, Audubon Television Programs, Washington, named VP and executive director.

**David Bagliebter**, production executive, *Sports Probe*, ProServ Television, Washington, named VP, business and legal affairs.

**William Carpenter**, partner, Fisher-Braun-Carpenter Productions, New York, joins On The Air there as executive VP, general manager.

**Toby Martin**, independent television producer, joins Viacom Enterprises, New York, as VP, program development and production.

**Andrew Seid**, manager of financial planning, USA Network, Glen Rock, N.J., named director of financial and strategic planning.

**Alan Krieger**, VP, business affairs, Ladd Co., Los Angeles, joins Lorimar, Culver City, Calif., as VP, business affairs.

**Lewis Krone**, general manager and partner, WNW(S)AM South Miami, Fla., joins Krolor Entertainment, Los Angeles television film production company, as president and chief executive officer.

**Jack Masters**, sales representative, ancillary markets, Samuel Goldwyn Co., Los Angeles, named director of in-flight and TV sales.

**Allen Koss**, producer, *Tic Tac Dough*, Barry &



Martin

Enright, Los Angeles, named producer, *The Joker's Wild*. **Chris Sohl**, assistant producer, *Tic Tac Dough*, succeeds Koss.

**George Meier**, from Polydor Records, New York, joins M.J.I. Broadcasting, syndicated radio program there, as VP, affiliate relations.

**Paul McQuillan**, from special features division, Drake-Chenault, Canoga Park, Calif., named regional manager, consulting sales division.

**Edward McDonnell**, production executive, features division, Paramount, Los Angeles, joins Monument Pictures there as director of development.

**Patricia Hall**, from Arthur Anderson & Co., Los Angeles, joins Dick Clark Companies there as assistant controller.

**Melissa Hoffman**, freelance producer, joins Lexington Broadcast Services, New York, as manager of programming.

**Tony Dwyer**, account executive, TeleRep, Chicago, joins National Telefilm Associates there as manager, Midwest division.

**John Cook**, president and general manager, WIQ(FM) Tampa, Fla., and VP and national program director, radio division, of parent, Gannett, named senior VP, programming, Gannett Radio Division.

**Anita Fore**, music purchasing director, Walterick Publishers, Kansas City, Mo., joins Moody Broadcasting Network, Chicago, as network music coordinator. Moody comprises 11 owned radio stations.

**B.K. Kirkland**, program director, Inner City Broadcasting's KGFJ(AM)-KUTE(FM) Los Angeles, and KRE(AM)-KBLX(FM) Berkeley, Calif., named program director of co-owned WLJB(AM)-WBLS(FM) New York.

**Leland Petrik**, production manager, KATU(TV) Portland, Ore., named program director. **Terry Deming**, producer-director, special events, KATU, named executive producer, local programming.

**Kirk Cliatt**, air personality and music director, KDON-AM-FM Salinas, Calif., named program director.

**Michael Keesling**, from KGMB(TV) Honolulu, joins KHNL-TV there as program director.

Appointments, WLS-TV Chicago: **Tim Bennett**, creative services director, to program director; **Mary Kay Clinton**, production assistant, to associate producer, and **Janet Davies**, from WPVI-TV Philadelphia, to entertainment reporter.

**Bryan O'Neal**, traffic director, KCNR-AM-FM Portland, Ore., named production director.

**Gary Stricklin**, sports director, KIII(TV) Corpus Christi, Tex., joins KSAT-TV San Antonio, Tex., in same capacity.

**Mary Windishar**, from Group W's WJZ-TV Baltimore, joins co-owned KPIX(TV) San Francisco as producer.

**Fred Beck**, assistant sports director, WXOW-TV LaCrosse, Wis., joins KTIV(TV) Sioux City, Iowa, in same capacity.

**Julie Rogier**, from noncommercial WKAR(AM) East Lansing, Mich., joins noncommercial WDAV(FM) Davidson, N.C., as production director.

**Steve Swinehart**, senior director, KGUN-TV Tucson, Ariz., named assistant production manager.

**Chris Peterson**, part-time weekend anchor, KHOU-TV Houston, named sports producer.

## News and Public Affairs

Appointments, ABC News: **Stuart Schwartz**, senior producer, *Nightline*, Washington, to senior broadcast producer. *World News Tonight*, New York; **Bill Moore**, senior producer, *Viewpoint*, Washington, to senior producer, *Nightline* there, succeeding Schwartz; **Pam Kahn**, broadcast producer, *World News This Morning*, Washington, to producer, *Nightline* there, and **Timothy Johnson**, medical commentator, *Good Morning America*, New York, to medical editor, ABC News. **George Will**, syndicated columnist, Washington, has signed contract with ABC to be regular commentator on number of news programs, including *World News Tonight*, *Nightline* and *This Week with David Brinkley*. Will has been freelance contributor to *Brinkley* and *Nightline*.

**Harry Moses**, executive producer, CBS News, New York, named executive producer, *Crossroads*.

**Jeanee Von Essen**, director, foreign news gathering services, Cable News Network, Atlanta, named VP.

**Glenn Lambertz**, morning news anchor-writer, KING(AM) Seattle, joins KCIS(AM) Edmonds, Wash., as news director.



Crosson

dent.

**Mike Jablonski**, assistant news director, WSPD(AM)-WLQR(FM) Toledo, Ohio, named news director, succeeding Steve Stewart, named operations manager (see "Media." above).

**Sherry Lorenz**, reporter and weekend anchor-producer, WRDW-TV Augusta, Ga., named news director.

**Ron Reams**, reporter, WABB-AM-FM Mobile, Ala., named news director.

**Michael Callahan**, news producer, WKRQ-TV Mobile, Ala., joins WISN-TV Milwaukee in same capacity.

**Lee Meredith**, account supervisor, Weekley & Penny, Houston, joins KHOU-TV there as assignment editor.

**Jerry Mayer**, assignment editor, WLOS-TV Asheville, N.C., named assistant news director.

Appointments, news department, KVOA-TV Tucson, Ariz.: **Debra Morton**, from CBS


Appointments, news department, WCBS-TV New York: **Lesley Crosson**, director of editorials, WINS(AM) New York, to same capacity; **Anthony Mason**, correspondent, CBS-owned WCAU-TV Philadelphia, to same capacity, and **Barbara Nevins**, from WAGA-TV Atlanta, to correspon-

# Broadcasting

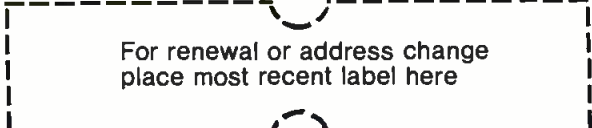
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 Company \_\_\_\_\_  Bill me  
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News, New York, to assignment editor; **Sally Sumner**, from Cox Cable, Tucson, to chief photographer, and **John Thompson**, photographer, KVOA-TV, to assistant chief photographer.

**David Robinson**, from WJAR-TV Providence, R.I., joins WLWT(TV) Cincinnati as executive producer. **Ken Gullette**, from WCPO-TV Cincinnati, joins WLWT as weekend news producer.

**Steve Heimel**, anchor-reporter, KTNX(AM) Anchorage, joins Alaska Public Radio Network there as producer-reporter.

**Mary Phelan**, recent graduate, Trinity University, San Antonio, Tex., joins MissouriNet, state news network, Jefferson City, Mo., as reporter-anchor.

**Joseph Shortsleeve**, from Cablevision, Westport, Conn., joins WLVI-TV Boston as reporter. **Uma Pemmaraju**, from WMAR-TV Baltimore, joins WLVI-TV as reporter.

**Greg Stone**, from Time Inc., New York, joins KSTP-TV Minneapolis-St. Paul as money specialist, news specialists team.

**David Evans**, from KAMR-TV Amarillo, Tex., joins KAKE-TV Wichita, Kan., as reporter.

**Ed Dygert**, from KWVL-TV Waterloo, Iowa, joins WOTV(TV) Grand Rapids, Mich., as sports photographer-reporter.

**Clif Caldwell**, from WMBD-TV Peoria, Ill., joins WOTV(TV) Grand Rapids, Mich., as reporter.

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## Technology

**Michael Morin**, director, mass media services division, Comsearch, Reston, Va., named VP of division.

**John Koehler**, director of resources planning, space and communications group, Hughes Aircraft Co., named executive VP, Hughes Communications, Los Angeles.

**James Cofer**, from Harris Corp., Melbourne, Fla., joins Scientific-Atlanta, Atlanta, as antenna product line manager, satellite communications division.

**Larre Nelson**, VP, marketing, Ikier Technology, Boston, Mass., joins Augat Inc., Attleboro, Mass., as program manager, integrated systems. **Domenic Rignanese**, product manager, Augat, named regional sales manager, Northwest region.

**Dick Vitzthum**, **John Latchford**, **William Kayes** and **Richard Brisson**, retired AT&T Communications employes, join Meadowlands Communications, Rutherford, N.J., as client service coordinators.

**Lamont Winkelman**, assistant general manager, VCA Duplicating, West, Los Angeles, named general plant manager.

**Kenneth Letzring**, territorial sales representative, Colony Communications' Lowell (Mass.) Cable TV, named marketing manager, Colony's Woburn, Mass.-based multipoint distribution service.

**Christie Mueller**, from KIRO-TV Seattle, joins Quanta, Salt Lake City, as West Coast sales representative.

**Ken Reid**, chief engineer, KSBY-TV San Luis

Obispo, Calif., elected VP of licensee, Blair Broadcasting of California.

**Ray Benedict**, engineering manager, WTAF-TV Philadelphia, joins WJZ-TV Baltimore as assistant engineering manager.

**Paul Mears**, recent graduate, Rochester (N.Y.) Institute of Technology, joins Microvare Filter Co., East Syracuse, N.Y., as electrical engineer, research and development department.

**Donald Kirby**, chief engineer, KXLI(TV) St. Cloud, Minn., to same capacity, KITN(TV) Minneapolis-St. Paul.

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## Promotion and PR

**Rosalyn Weinman Schram**, visiting research associate, Institute for Research on Women, Douglass College, New Brunswick, N.J., joins NBC, New York, as director, community relations.

**James Baar**, senior VP, Northeast region manager, Hill & Knowlton, Boston, resigns. **Patricia Butterfield**, VP, Hill & Knowlton, Boston, named acting manager of office. **Susan Stuart-Otto**, from noncommercial KTCA-TV Minneapolis-St. Paul, joins H&K there as VP.

**Ellen Rodman**, director of corporate information services, NBC, New York, joins Group W there as director of corporate communications.

**William Hamby**, director of production, WETA-TV Washington, joins Siddall, Matus & Coughter, Washington, as director of marketing communications and media relations.

**Tom Remiszewski**, assistant director of creative services, WLS-TV Chicago, named director of creative services.

**Robert Morrison**, promotion consultant, WKTU(FM) New York, named director of advertising and promotion.

**Susan Walker**, news director, WSKI(AM) Montpelier, Vt., joins Vermont ETV, Winooski, Vt., as assistant public information director.

**Sonya Hlutkowsky**, manager of public relations, West Penn AAA Motor Club, Pittsburgh, joins KDKA-TV there as publicist-writer. **Sharon Barth**, freelance writer-producer, joins KDKA-TV as writer-producer, creative services department.

**Gordon Sclar**, promotion manager, WOKR(TV) Rochester, N.Y., joins WIXT(TV) Syracuse, N.Y., as creative services director.

**Deborah Hamberlin**, acting promotion manager, KUTV(TV) Salt Lake City, named promotion manager.

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## Allied Fields

**Jack Christian**, VP, development, National Radio Broadcasters Association, Washington, resigns to form own radio brokerage business with offices in Washington and Chicago.

**Richard Kotuk**, producer-reporter, noncommercial WNET(TV) New York, joins Columbia Graduate School of Journalism there as pro-

fessor of broadcast journalism.

**Ralph Bartolotta**, account executive, Nielsen Clearing House, A.C. Nielsen, Hackensack, N.J., named to newly created position of director of universal product code development. **Earl Gomershall**, consultant, A.C. Nielsen, Northbrook, Ill., named VP, director of technical development.

**Claude Hall**, adjunct assistant professor of mass communications and director of information, Phillips University, Enid, Okla., and former radio-TV editor, *Billboard Magazine*, New York, joins State University of New York, Brockport, N.Y., as professor of mass communications.

**Dorothy Fuldheim**, news commentator, WEWS(TV) Cleveland, and station's parent, Scripps-Howard Broadcasting, receives Anti-Defamation League of B'nai B'rith's First Amendment Freedoms award.

**Catherine Smith**, student, California State University, Northridge, Calif., and part-time news associate, KLAC(AM) Los Angeles, awarded Radio-Television News Directors Association's Michele Clark Fellowship.

Elected officers, Federal Communications Bar Association: **Jonathan Blake**, Covington & Burling, president; **Gene Bechtel**, Farmer McGuinn Flood Bechtel & Ward, vice president; **Paul Rodriguez**, National Telecommunications and Information Administration, secretary; **A. Thomas Carroccio**, Santarelli & Gimer, assistant secretary, and **Erwin Krasnow**, Verner Liipfert Bernhard & McPherson, treasurer.

Elected officers, Iowa Broadcasters Association, Des Moines: **Larry Edwards**, WMT-AM-FM Cedar Rapids, president; **George Carpenter**, WHO-AM-TV Des Moines, vice president, and **William Sanders**, KICD-AM-FM Spencer, treasurer.

Elected officers, Public Telecommunications Financial Management Association, Columbia, S.C.: **Paul Few**, Nebraska ETV, Lincoln, Neb., chairman; **Eldon Hale**, KPBS-TV San Diego, vice chairman; **Phyllis Jones**, WTVI(TV) Charlotte, N.C., secretary, and **Jill Ridky**, WUNC(FM) Chapel Hill, N.C., treasurer.

**Elizabeth Hartnett**, from Deloitte Haskins & Sells, Washington, joins Electronic Industries Association there as controller.

Elected officers, Tucson (Ariz.) Broadcasters Association: **Dick Paye**, KAIR(AM)-KJOY(FM), president; **Jack Parris**, KGUN-TV, vice president; **Russ Haberle**, KTKT(AM)-KLPX(FM), secretary-treasurer, and **Paul Cassidy**, KOLD-TV, executive board member.

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## Deaths

**Stanley White**, 53, art director, *Television Magazine*, from 1961 to 1966, and more recently producer of *The Tap Dance Kid* on Broadway, died June 22 at his home in Stamford, Conn. He is survived by son and daughter.

**Ned Glass**, 75, television character actor, died June 15 at Encino hospital. He appeared in such shows as *Bridget Loves Bernie*. *Julia* and *You'll Never Get Rich*, later called *The Phil Silvers Show*.

## Wayne Cornils's winning associations

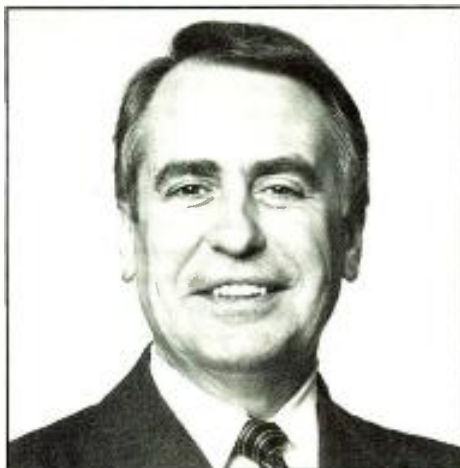
"You'll have to talk the rest of your life, so you might as well get paid for it." That advice from a Wisconsin disk jockey helped propel Wayne Cornils, executive vice president of the newly revamped Radio Advertising Bureau, into radio. Cornils, 49, a relaxed and personable radio broadcaster from the Midwest, came to the attention of the industry six years ago when he was named vice president of radio for the National Association of Broadcasters, a post he held until moving to RAB in late 1983.

Largely through his efforts at NAB, program directors across the country were increasingly accepted as part of a radio station's management team. Testimony to that was the growth of NAB's annual Radio Programming Conference, which under Cornils's guidance, grew from 853 participants in 1978—Cornils's and the conference's first year—to nearly 2,500 last year. (The conference will be combined with the National Radio Broadcasters Association annual convention next Sept. 16-19 in Los Angeles.)

Cornils, who was interested in speech and drama as a high school student, started in radio at the age of 15. His performance as a member of the radio club in a 15-minute on-air school project turned into a paid weekend air shift at WTRW(AM) Two Rivers, Wis. Cornils worked at the station through high school. Upon graduation, he planned to go to the University of Wisconsin in Madison to get a degree in electrical engineering, but a conversation with Kermit Knutson, a disk jockey at WTRW, made him decide on a short-cut to a career. Cornils recalls Knutson asking: "What if you go to school for four or five years, get a degree in electrical engineering, and decide you don't like it?"

Influenced by Knutson, Cornils enrolled in a one-year course at the Brown Institute of Broadcasting and Electronics in Minneapolis to become, as he puts it, "the world's greatest disk jockey." Upon graduating, he joined KPIG(AM) Cedar Rapids, Iowa, owned by the Fletcher-Mitchell group, as an announcer at \$325 per month.

Starting as an all-night announcer in 1954, he eventually became program director and chief engineer (he had earned an FCC first-class license during his year at Brown). But his multifunctional role at the radio station did not end there. In 1957, Cornils was asked by KPIG's station manager, Jim Mitchell, to pick up some advertising copy at a local Lincoln-Mercury dealership in place of a vacationing salesman. The dealer, Cornils recalls, had just decided to double the order of spots for that week when Cornils arrived to pick up the schedule. When Cornils returned to the station, Mitchell proclaimed: "My God, you're a salesman." The next week, Cornils started selling part-time after his morning air shift, and



WAYNE CARL CORNILS—executive VP, Radio Advertising Bureau, New York; b. Aug. 26, 1935, Two Rivers, Wis.; graduated, Brown Institute of Broadcasting and Electronics, Minneapolis, 1954; various positions, KPIG(AM), Cedar Rapids, Iowa, 1954-1961; general manager, 1962-64; president and general manager and co-owner, 1964-76, KFXD(AM), Nampa, Idaho; director, membership department, 1976; vice president, membership department, 1977; vice president/radio, 1978-83; senior vice president/radio, 1983, National Association of Broadcasters, Washington; present position since Dec. 1, 1983; m. Carolyn Monaco, Feb. 7, 1959; children—Catherine, 24, Carrie, 22; Christopher, 18.

quickly found that Mitchell was right.

Two years later, Cornils became a full-time salesman and was eventually upped to sales manager and then to assistant station manager.

In 1962, Cornils became general manager of Fletcher-Mitchell's newly purchased KFXD(AM) Nampa, Idaho.

"For the first two years I was manager the station lost money," says Cornils. He points to then cross-town rival KAIN(AM), operated by former KFXD sales manager, Dwight Cain, as part of the reason. Cain had been with KFXD for about 35 years, says Cornils, and was able to take a lot local advertising dollars with him. Cornils eventually bought 25% of the station, and when Fletcher-Mitchell sold its interest in 1964, Cornils stayed on. A little over three months after the sale, KFXD began to turn a profit. "It took us over two years to gain the acceptance of the community and to prove to the local merchants that we weren't the city slickers from back East [Cedar Rapids] who had come to take their money," he says.

In 1974, Cornils got his first taste of association life when he was appointed to the National Association of Broadcasters' small-market radio committee by Charles T. Jones, then NAB's radio vice president. After a year on the committee, Cornils ran for and was elected to the NAB board.

During his first board meeting, Cornils

spoke his mind: "You people have too many lawyers on staff, and not enough broadcasters." The association apparently did not forget his comment. A year later he was offered the post of NAB's director of membership.

The offer couldn't have come at a better time for Cornils. Feeling stagnant as general manager at KFXD, and looking for a new challenge, Cornils negotiated a one-year deal with NAB and took a leave of absence from the station. That leave would prove to be extended. His first post led to the position of vice president, membership, for NAB in 1977. And in 1978, when Jones resigned as NAB radio vice president, Cornils was offered the job.

As head of the association's radio department, Cornils inherited the blueprint for what was to become one of the industry's most popular meetings: NAB's Radio Programming Conference. According to Cornils, it was Charlie Jones and late ABC Radio President Hal Neal who laid the groundwork for the event. "We needed a training ground for programmers set up as a noncommercial enterprise," says Cornils. Why? "Because," says Cornils, "programmers must be a part of management. They must know about budgets, investments and financial and listener risks that go along with any decisions."

In October of 1983, Cornils was promoted to senior vice president at NAB. And no sooner was Cornils, dubbed "Radio Wayne" by his NAB colleagues, elevated to a senior post, than Bill Stakelin, former radio and NAB joint board chairman who became president and CEO of the RAB in July 1983, approached him about becoming the number-two person at RAB.

By now, Cornils was comfortable at NAB, and had sold his interest in KFXD-AM-FM (the FM went on the air in 1974). Nevertheless, he decided to take the RAB post. "From a career standpoint, the move made sense," he says. And on Nov. 30 of last year, he joined RAB as executive vice president.

Cornils says he's excited about being involved in the retooling of a major trade organization. "It's good to get my sales juices flowing again," he says.

One of Cornils's main responsibilities is to enhance the association's sales training efforts. "This fall," Cornils says, "there will be a series of regional meetings for new radio sales people [on the job for a year or less] in 15 cities around the country."

Cornils says radio station management is being "convinced" that it's time to allocate money for sales training. Radio sales people need to be true "marketing consultants."

One of RAB's goals is to get the creative community at ad agencies excited about radio again, he says.

And Cornils is one who can appreciate creativity. Decorating his new office at RAB headquarters in New York is a collection of woodcarvings gathered from around the world. "One of my hobbies," he says. The other: listening to the radio. ■

# In Brief

**Prices for half-hour off-network situation comedies are breaking records** in major markets across country. MCA's *Gimme A Break* and Paramount's *Cheers* are leading way among syndicated half-hours, along with Embassy's *Facts of Life*. Majority of buyers are independent stations, although affiliates are also bidding. Due to scarcity of off-network half-hours expected in 1985-86 and 1986-87 seasons, stations are paying record license fees. MCA started ball rolling first week of June when it kicked off *Gimme A Break*, which as of last week had cleared 34 markets with several more expected before July. MCA is guaranteeing 85 episodes with six runs each for fall of '85, only new off-network half-hour available for '85-'86 season. Another 22 episodes are expected to come out of NBC's renewal for 1984-85 season. MCA declined to comment on marketing details of show beyond identifying stations that have picked up show, but outside sources said prices reached \$70,000 per episode at KCOP(TV) Los Angeles, \$50,000 at WFLD-TV Chicago and \$20,000 at KBHK San Francisco. MCA negotiated deal for *Gimme A Break* with WPIX(TV) New York for undisclosed sum. Other stations to buy *Gimme A Break* include KTXH(TV) Houston, WTTG(TV) Washington, WATL-TV Atlanta and KNBN-TV Dallas. Paramount also broke out *Cheers* and in two weeks closed deals with WPIX(TV) New York; KTLA(TV) Los Angeles; WGN-TV Chicago; KTXH(TV) Houston; KTXA(TV) Fort Worth; WUAB(TV) Cleveland; WBFF(TV) Miami, and WATL-TV Atlanta. Paramount is offering stations anywhere from seven to 10 runs of each *Cheers* episode, and is also willing to back first-run syndication of show if canceled by NBC after next season. At present, Paramount is guaranteeing 94 half-hour episodes (44 in can, 26 due from 1984-85 season) plus at least one season of first-run in case of network cancellation. Paramount Television President Randy Reiss said sales to stations in New York, Los Angeles, Chicago, Dallas and Atlanta have grossed approximately \$30 million. *Cheers* reportedly sold at over \$80,000 per episode in New York for 10 runs; at estimated \$60,000 per episode for seven runs in Los Angeles (although total license fee is actually somewhat higher because KTLA(TV) and Paramount worked out package deal with renewal of *Happy Days* reruns). In Dallas, *Cheers* was said to fetch \$50,000 per episode. Paramount is marketing *Cheers* based on complicated formula that has stations paying additional 75% of per-run cost for eighth run of show and 50% per-run cost for ninth

**Dead end.** The fate of broadcasting deregulation in the House was sealed last week when members negotiating a bill in the Telecommunications Subcommittee called it quits. The decision to abandon the effort was in the making for several months. But the final straw came last week when House Energy and Commerce Committee Chairman John Dingell (D-Mich.) indicated that a deregulation measure would not come before his full committee unless subcommittee members agreed to a compromise on the legislation, the industry supported it and the bill insured that broadcasters remained accountable to the public.

Dingell's decision was announced during a meeting with Representatives Tom Tauke (R-Iowa), Billy Tauzin (D-La.), Al Swift (D-Wash.) and Subcommittee Chairman Tim Wirth (D-Colo.). Tauke and Tauzin told the chairman they had gone as far they could in trying to achieve a compromise bill. The most recent talks between Swift and Tauke and Tauzin on petitions to deny were at a stalemate. They asked Dingell to bring up their broadcast deregulation bill, H.R. 2382, before the committee, but he refused.

A committee source said: "The National Association of Broadcasters wanted a free ride and the chairman said the industry is not going to get a free ride."

"The negotiations are over," Tauke said. "It is a serious disappointment, but not unexpected." He noted that they had made every effort to reach an accommodation. "In my judgment we have kept our end of the deal," Tauke added. While he said legislation won't emerge from the subcommittee this year, they will try to attach their broadcast deregulation bill to another appropriate legislative vehicle. Despite the failure to produce a bill, Tauke said, "much of our goal has been recognized through the FCC." He was referring to the FCC's TV deregulation decision (see story, page 31).

and 10th runs. (For example, if station paid \$35,000 per episode for seven runs, or \$5,000 per run, then it would pay additional 75% of \$5,000, or \$35,000 plus \$3,750 for eight runs of show.) Strict comparisons between gross dollar amounts of *Gimme A Break* and *Cheers* should be avoided, programmers warn. *Cheers* become available in fall of 1987, two years after *Gimme A Break* become available; thus inflation must be considered as possible factor in some markets where *Cheers* license fees reportedly exceed *Gimme A Break*'s. Also, MCA is licensing six runs per episode compared to at least seven Paramount is licensing.

**RKO General Inc. last week notified FCC that it has "discovered" \$ million worth of errors in charges to advertisers and payments to certain affiliated stations by its subsidiary, RKO Radio Networks Inc** during 1983 and 1984. In one filing at FCC, RKO said it appears that matter "might involve fraud against RKO as well as third parties." RKO said it was conducting investigation and intended to "pursue whatever steps are necessary to recompense injured parties." It added that preliminary findings by outside accountant first became available to it on June 20. RKO is currently involved in hearings before FCC administrative law judge aimed at resolving whether it is qualified to be licensee (BROADCASTING, June 25 Attorney for Adway Co., Boston Radio Corp., East Lake Communications Inc., Magna Media Corp. and Potomac Broadcasting Corp.—five of more than 160 parties challenging RKO licenses—said matter would be pursued at hearing.

**FCC last week released list of 50 markets** that will be subject to prime time access rule from September 1986 through September 1989. Only changes from markets subject to rule from 1986 through 1986 are that Little Rock, Ark., and Raleigh-Durham, N.C. have been added, replacing Dayton, Ohio, and Wilkes Barre Scranton, Pa. List, according to FCC, was based on average prime time audience figures shown in February 1983 and February 1984 Arbitron audience surveys.

**Mutual Broadcasting System has asked FCC to rule that Larry King Show is bona fide news interview program exempt from equal time obligations.** In request for declaratory ruling at FCC, Mutual note that FCC has granted Multimedia's *Donahue* that relief. "*Larry King Show* presents an even more compelling case for an exemption than *Donahue*," Mutual said.

Backers of daytime talk/variety show **Breakaway** reached decision last Wednesday (June 27) **not to continue program into second season.** Alan Bennett, president of Bennett Group, said producer would honor contracts with stations that call for first-run episode to be supplied until Aug. 5, at which time "refreshed" episode will be distributed which include deletion of all time-sensitive material and updating with new or nondated segments. Reformatted shows will be supplied until Sept. 14. Bennett said daily show was licensed by 65 stations, but was carried by about 5 *Breakaway*'s partners included Bennett Group, Metromedia Storer, Colbert Television Sales, Lexington Broadcast Service King Broadcasting, among others.

**MGM/UA Television Distribution cancelled last Thursday, June 2** **Thicke of the Night.** Lawrence Gershman, president of MGM/UA Television Group, said that decision arrived at between MGM/UA and producer Fred Silverman was in large part due to lack of station support. Second cycle of 26 weeks of *Thicke* was covering 67% of country and after gauging reaction from stations on proposed third cycle, Gershman said there "would be more slipshod and not enough coverage to justify doing the show." Current cycle will finish in early September.

Opponents of exit polling by media scored major victory in Washington state on Friday, when U.S. district judge in Tacoma upheld constitutionality of state law banning exit polling within 300 feet of voting places. Attorney for media said appeal will be taken. Exit polling has been target of growing criticism on part of those who object to early vote projections—or "characterizations"—that a



based on them. And several states have laws banning exit polling. But one in Washington was first to be challenged in court. U.S. District Judge Jack Tanner conceded law "incidentally" violates First Amendment rights of press to gather news. But he said state's interest "to protect the polling places, to protect the peace, order and decorum" is "overriding." The law was challenged by ABC, CBS and NBC, *The New York Times* and *The Herald of Everett*, Wash., which is owned by The Washington Post Co. Floyd Abrams, counsel for media, said law is "overkill" that First Amendment does not allow. He said law could have been written specifically addressing matter of guaranteeing voters opportunity to cast ballots without disruption or confusion. "This law has defined all exit polling and public polling as intrusive, whether or not it is. This is just what we are not allowed to do under the Constitution." Washington's assistant attorney general, Jim Johnson, told court law represents "legitimate" exercise of state's police power to guarantee citizen's right to vote, which he described as "the most fundamental right in the Constitution." Abrams said he will appeal court's decision to U.S. Court of Appeals for Ninth Circuit. He also said he will attempt to secure injunction in time to prevent state from enforcing law during election in November.

**Westinghouse Broadcasting & Cable Inc.** last week signed letter of intent for purchase of **KQXT(FM) San Antonio, Tex.**, from Tichenor Media Systems Inc. Although purchase price was not disclosed, amount was reported to be in \$6-\$7-million range. New acquisition will be Westinghouse's fifth FM property (it owns six AM's and six TV's). Easy listening format of **KQXT(FM)** is expected to remain intact after deal is completed.

**Arbitration proceeding** to establish cable subscriber rate hikes for **Warner Amex systems in Cincinnati** and surrounding suburbs has stalled with inability of WA's Richard Berman and city representative Nicholas Miller to agree on selection of third arbiter. American Arbitration Association has been called in to supply list of potential candidates. Once chosen, three-member panel will choose between set of rate hikes suggested by WA and rates suggested by city. It's hoped process can be completed by July.

**California Judicial Council has approved permanent use of electronic news-gathering equipment in state courtrooms**, extending what had been experimental rule in force since 1980. Permanent rule went into effect yesterday (July 1) and grants judges right to refuse cameras in courts "in the interests of justice, to protect the rights of the parties and the dignity of the court, or to assure the orderly conduct of the proceedings." Rule also specifies jury selection may not be photographed or televised and bans close-ups of jurors, lawyer/client conversations and conferences at judge's bench.

Eddie Fritts, president of **National Association of Broadcasters**, said last week association will offer to serve as mediator in dispute between **Broadcast Music Inc.** and **All-Industry Radio Music License Committee** (see page 61). "NAB encourages the parties to return to the bargaining table as quickly as possible. NAB stands ready to help facilitate a resumption of negotiations," Fritts said.

Stock of **Satellite Music Network**, Dallas-based radio programming service offering four formats, began trading counter exchange last week, according to company chairman and CEO, John Tyler, who announced his intent to take SMN public earlier this year ("In Brief," Jan. 30). In addition, SMN is moving into new branch office facilities in New York with expanded sales and research staff. Company has dropped Katz Radio as national rep and will conduct own sale, said Tyler.

**Using lotteries, FCC last week granted low-power television construction permits** to Longhorn for ch. 9, Childress, Tex.; Phoenix Broadcasting, ch. 4, Atlanta; Broadcast Affiliates, ch. 8, Paris, Tex.; Mountain TV Network, ch. 32, Central, N.M.; Orion Broadcast Group, ch. 2, Tyler, Tex.; Tucson Television Society, ch. 27, Tucson, Tex.; Neighborhood TV, ch. 14, Syracuse, N.Y.; Citizen Television, ch. 65, Tulsa, Okla.; Worldwide Enterprises, ch. 66,

Reno; Summa Communications, ch. 58, Destin, Fla.; Second Local Power Television, ch. 54, Paducah, Ky.; Rural California Broadcasting, ch. 25, Clearlake, Calif.; Vailvisions, ch. 36, Vail, Colo.; Local Service Television, ch. 8, Milwaukee, and Omar Villarreal, ch. 52, Key West, Fla.

In move designed to bolster Midwestern and Western coverage, **MacNeil/Lehrer NewsHour has hired fourth correspondent—Elizabeth Brackett**, who will be based in Chicago, and who will join Judy Woodruff in providing floor coverage of upcoming political conventions for *NewsHour*. Brackett joins program from **WLS-TV Chicago** where she was reporter. She also served as reporter at WGN-TV and WBBM(TV) there. She will help Kwame Holman, based in Denver, cover Western half of U.S., with support from **KQED(TV) San Francisco** and **KTCA(TV) St. Paul** which have signed on as quasi news bureaus for *NewsHour*. Woodruff is based in Washington. Remaining correspondent, Charlayne Hunter-Gault, is based in New York.

Northern California city of **Palo Alto has rejected controversial telephone company proposal to build cable television system and lease it back to city** for municipal operation. Pacific Bell had proposed to wire 45,000-home community as first step in former AT&T subsidiary's planned move into cable services, meeting stiff opposition from California Cable Television Association. However, Palo Alto city council left door open for some telco involvement by including in its action recommendation that city staff discuss with Pacific Bell possible involvement in construction or maintenance of system to be built.

**Spitting contest.** *A cable television system threatened with loss of its franchises in two Wisconsin cities has filed suit in a U.S. district court challenging the legality and constitutionality of the franchising process as practiced throughout the country. RVS Cablevision Corp., which provides cable television service to a number of cities in Wisconsin, has named the National League of Cities, the U.S. Conference of Mayors and the National Cable Television Association as defendants in the suit which alleges violations of the antitrust laws and the First Amendment.*

*The suit, filed in district court in Sacramento, Calif., choice of venue law firm wouldn't explain, alleges that cities employ the power to grant or deny franchises and their renewal "to allocate customers and territories among horizontal competitors, and to fix prices." The suit says those acts constitute per se violations of the antitrust laws. It also says "the very existence" of a community's franchising power is "a chilling prior restraint on editorial freedom of any kind."*

*The RVS suit, filed by the Washington law firm of Farrow, Schildhause, Wilson & Rains, names the league of cities, the conference of mayors and NCTA on the ground that the franchising standards now generally in effect are the product of the negotiations in which those associations participated. NCTA's president-elect, James P. Mooney, offered a two-sentence response, in which he attributed the suit to Harold Farrow, a senior partner in the firm involved: "Mr. Farrow's lawsuit is the legal equivalent of a spitball—it does no damage but has a certain inherent nastiness. We're going to refer it to outside counsel and not worry about it."*

*The filing of the suit follows an effort on the part of two Wisconsin cities served by RVS—Brookfield and Mequon—to strip the company of its right to operate within their borders. In the brief it filed last week, RVS said the cities acted after it dropped some of the programming it was carrying and asked to be relieved "of one of the more onerous burdens" of the franchises. RVS said it had found it "increasingly difficult to operate and engage in First Amendment dissemination under the burdens of the franchise contracts" under which it was operating. RVS is now fighting the franchise-revocation efforts in federal court.*

# Editorials

## Television's turn

The television deregulation—not exactly the right word for it—that was adopted by the Mark Fowler FCC last week parallels the radio deregulation adopted by the FCC in 1981 under a chairman whose name escapes us. It will no doubt save some paperwork and some managerial time that has been squandered on pointless ascertainment exercises. But it is not the liberating stroke that the Timothy Wirths pretended it to be in their programmed cries of outrage.

It is probably the most relief that television broadcasters may reasonably expect at this time in Washington. It turns back a page or two of what Commissioner Mimi Dawson had called the “remarkable history of regulatory accretion” and gets closer to what the Congress had in mind when it adopted the Communications Act. The question is whether many more pages can be turned back by anybody but the Congress.

The hearts of present members of the FCC are in the right place, although Henry Rivera's skipped a beat when deregulation came to the vote last week. There is a limit, however, to the FCC's authority to undo the work of 50 years of regulation, much of it confirmed by the courts.

This FCC seems willing to test the limits of its power to lighten the hand of government. For that it deserves the plaudits and support of all of broadcasting.

## Don't laugh or yawn

It is the common presumption of crusaders to speak for a constituency that has never heard of them, let alone given them its vote. Michael Jacobson, of the Center for Science in the Public Interest, is no exception. “Americans,” he said last week in the second phase of a developing campaign against the broadcast advertising of beer and wine, “are fed up with slick broadcast commercial messages that encourage millions of children and adolescents, in addition to the adult audience, to drink.” His assertion will be put to the test when he tries to collect the million signatures he wants on a petition to ban the targeted advertising or require equal time for counteradvertising.

The temptation is to dismiss Jacobson as just another man with a mission. The temptation will be resisted if broadcasters wish to avoid a repetition of an earlier fate. As has been mentioned on this page before, there are disquieting parallels between the campaign for which Jacobson has elected himself spokesman and the onset of events that led to the outlawing of cigarette advertising on radio and television.

However many signatures Jacobson collects, they will constitute no evidence of an association between the broadcasting of commercials for beer and wine and the instigation of alcoholic intake by anyone, man, woman or child. But emotions can overpower reason, as they did when the Congress voted to prohibit cigarette advertising on the air. As Jacobson and other petitioners admitted in their earlier petition to the Federal Trade Commission to knock wine and beer commercials off broadcasting, the cigarette ban was voted “even though a proved cause-and-effect relationship between broadcast advertising and cigarette consumption and various health hazards was not demonstrated.” But according to the addled reasoning of the Jacobson groups, “legislative and regulatory bodies may justifiably take actions that advance the public health, even absent a showing of cause and effect.” Don't bother to ask how an action can possibly be judged to advance the public health without a showing of cause and

effect. These people will answer with a Ryne Duren, who had drinking problems when he played baseball, deploring the appearance of baseball players in beer ads.

At this point it is in their common interest for broadcasters and beer and wine advertisers to unite in defense. Who's to call the first meeting?

Anybody who really thinks that public drinking can be reduced by the deletion of beer and wine commercials is reminded that the sales of cigarettes continued to increase after cigarette advertising left the air. After the fact, it was conclusively proved that there had been no cause-and-effect relationship between broadcast advertising, which was intended to persuade smokers to switch brands, and the incidence of smoking. The only beneficiaries of the cigarette ban were the other advertising media.

## Second thoughts

When the FCC decided in June 1982 to authorize direct-to-home broadcasting by satellite, a reluctant Commissioner Quello concurred, with the cautious observation that DBS may be “an idea whose time has come.” CBS's withdrawal last week from the race to the rocket pad suggests that Quello's appraisal may have been premature. Certainly the CBS decision did nothing to accelerate the race.

Comsat's Satellite Television Corp., with which CBS had been talking partnership, issued a brave statement about carrying on. It could hardly do otherwise, having been the principal propulsion behind the FCC's rush to authorize DBS and issue construction permits to the first eight comers. But STC has said for some time that it would not launch without one or more partners.

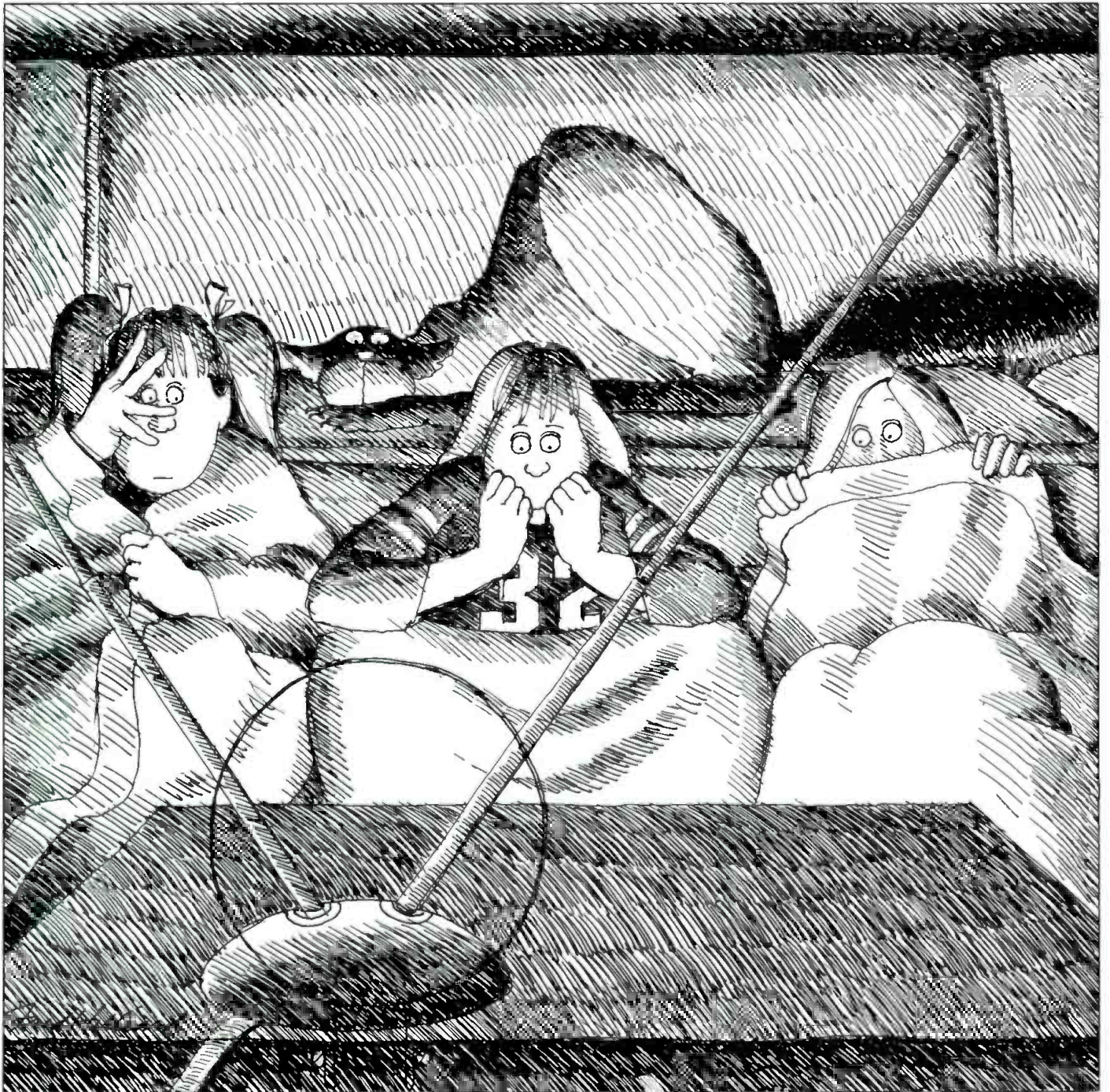
Unless the rules are changed, CBS will presumably lose its construction permit when July 17, the deadline for presentation of tangible intentions to proceed, passes. (There is some doubt as to how many other CP holders will show the “due diligence” the FCC calls for.)

Maybe the FCC will want to take another look at its timetable for DBS introduction. It was proceeding in response to what it perceived to be a demand from the marketplace. CBS has concluded, after deliberation, that the marketplace isn't there.



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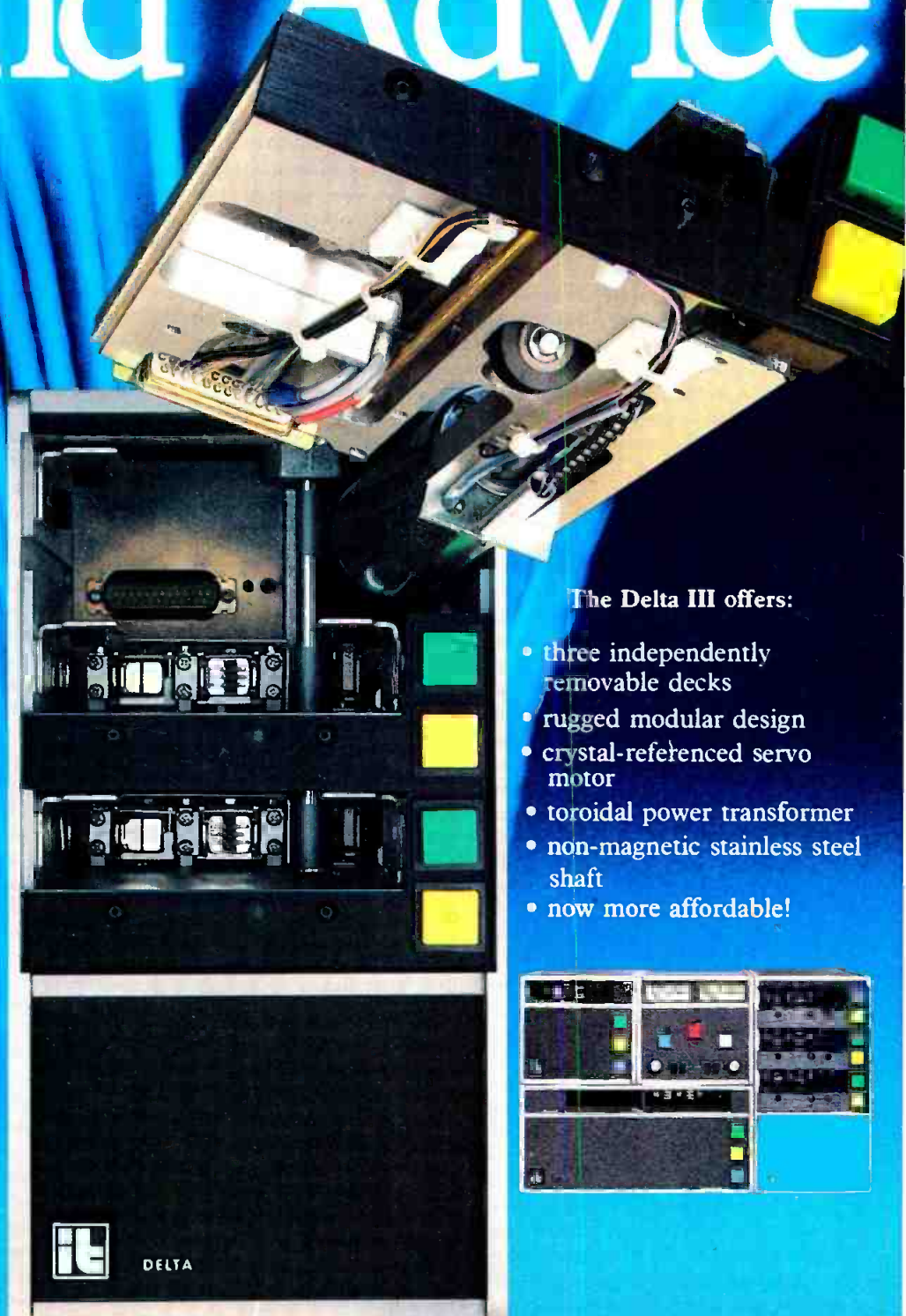
# Sound Advice

ITC announces a revolutionary departure from the traditional triple deck cartridge machine. The Delta III's advanced modular design gives you three independently removable decks. This means that you can remove a deck for easy maintenance and still stay on the air.

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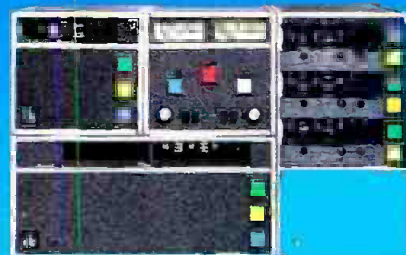
The Delta III is part of the Delta series, ITC's new generation of cartridge machines. Mechanically, electronically and physically superior to previous models, the Delta Series is fast becoming the new standard of the industry.

That's something you need to know. Because you wouldn't want to miss the revolution.



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