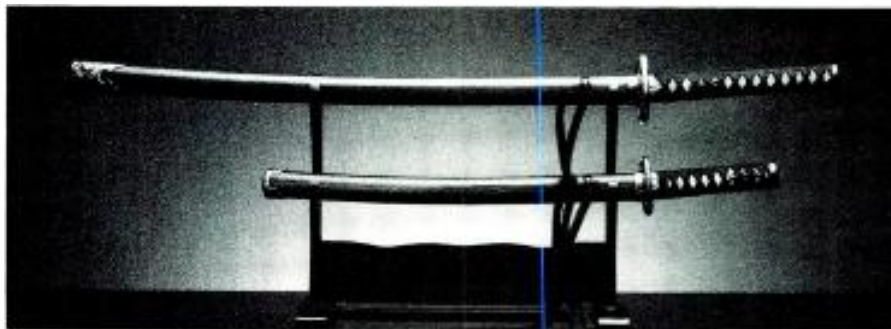


Broadcasting Jul 16

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JANUARY

ON JUNE 25, 1984 WJTM-TV BECAME WNRW-TV.

On June 5, 1984, the broadcast industry lost one of its most talented and dedicated members — William N. “Bill” Rismiller.

Bill began his distinguished career at the age of 21. For 28 years he worked in every facet of the industry from production to programming to sales and sales management. In each position, Bill left his mark on the communities he served.

But he left his most enduring mark as General Sales Manager of WJTM-TV in Winston-Salem/Greensboro/High Point. In his few short months

with WJTM-TV and THE TVX BROADCAST GROUP, Bill was known and admired as a man of

compassion and dedication.

His untimely death has shocked and saddened everyone who knew him. He will be sorely missed. And his contributions to the industry will not

be forgotten.

In honor of this extraordinary man, WJTM-TV became WNRW-TV on June 25. So when people watch Channel 45, or see our call letters, they will be reminded of a very special man — Bill Rismiller.



In Memory of Bill Rismiller

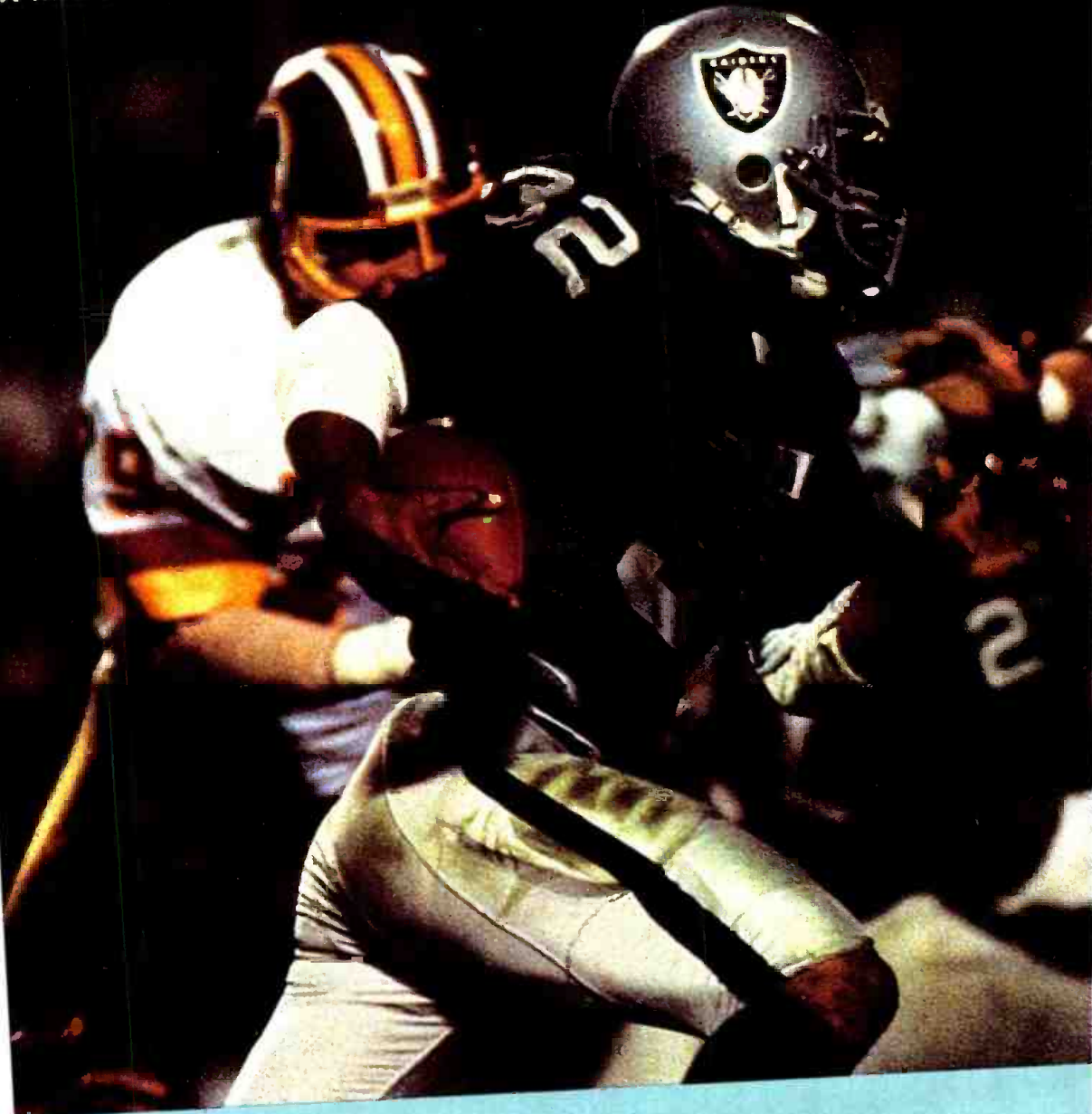


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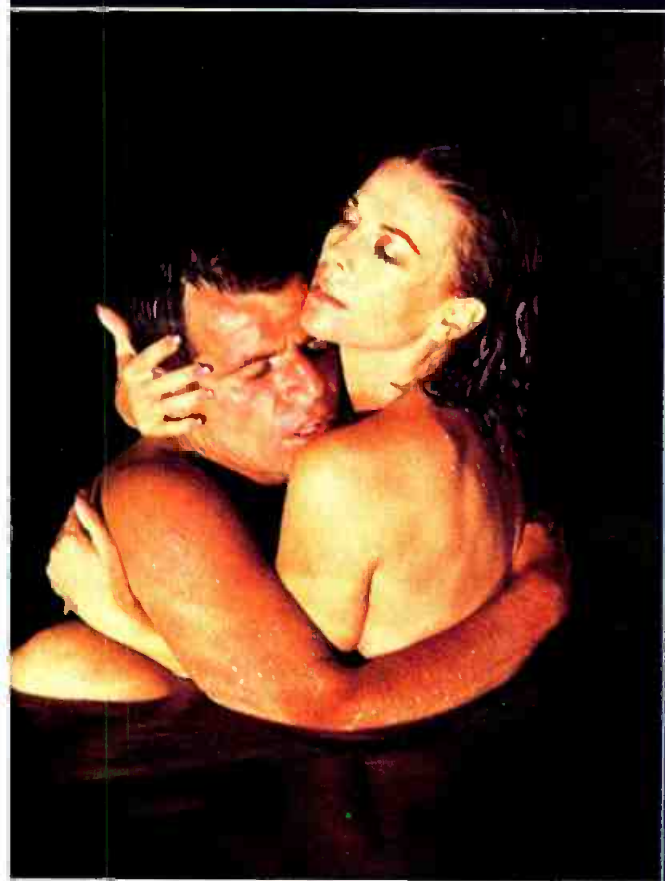
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CTAM

Cable Television Administration and Marketing Society, Inc.

Broadcasting **Jul 16**

Momentum for cable bill slows Day of reckoning at FCC for DBS hopefuls FCC reasserts jurisdiction over cable

CABLE BILL □ Support for cable bill is eroding and it appears that it won't pass muster within industry unless changes are made. **PAGE 27.**

BASIC DECISION □ FCC reaffirms decision that local governments cannot regulate basic cable rates; says must-carry stations must be on basic tier. **PAGE 29.**

DBS DEADLINE □ As FCC deadline for DBS due diligence showing nears, the field of players dwindles. **PAGE 30.**

14,000 STRONG □ Press representatives will outnumber delegates nearly 3 to 1 this week at the Democratic national convention in San Francisco. **PAGE 31.**

CBS VICTORY □ CBS wins case in Louisiana court involving segment on *60 Minutes*. **PAGE 32.**

WORK TO DO □ Although FCC has gone a long way toward unregulating Fifth Estate, chairman still believes there is work to be done, including push for full First Amendment rights. **PAGE 33.**

RADIO SALE □ In deal of two easy-listening format players, Bonneville Broadcasting buys Schulke Radio Productions to tune of nearly \$2 million. **PAGE 33.**

LPTV NETWORK □ UPI owners join with major low power operator to form Community TV Network. **PAGE 34.**

RECORD QUARTER □ Cost-cutting measures and improved performances in Broadcast and Records

Groups push CBS earnings to record highs. **PAGE 38.**

NEW BLOOD □ Computer, long distance telephone companies, among new advertisers pouring millions into broadcast spending. **PAGE 45.**

BACK TO THE DIGEST □ Kenneth Tomlinson, Voice of America chief, resigns to return to *Reader's Digest*. **PAGE 50.**

ARBITRON NUMBERS □ Contemporary hit radio stations top Arbitron ratings in New York and Los Angeles; MOR station first in Chicago. **PAGE 54.**

EXPANDING DOCUMENTARIES □ ABC announces plans for multiple-hour format for *Closeup* documentaries. **PAGE 54.**

CAPTAIN'S LOG □ Bob Keeshan leaves CBS and looks to PBS for new home for *Captain Kangaroo*. **PAGE 55.**

SYNDICATED AUTOPSY □ *Thicke*, *BreakAway* and *On Stage America* fail to make the fall programming cut. Observers review what went wrong. **PAGE 56.**

REPS ON THE FLOOR □ Katz Television and Petry, two representative firms, decide to buy space on NATPE's exhibit floor for next year's convention. **PAGE 57.**

DOUBLE WIN □ NBC wins prime time ratings for second week in a row. **PAGE 57.**

VOA VOICE □ Kenneth Tomlinson has brought a journalists eye to job of running the Voice of America. **PAGE 79.**

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Rick Simon

Pssst! Did you see what they're saying about us?

“Simon & Simon appears to be one series that is remaining popular in rebroadcasts (potential station buyers of syndication, take note).”*

The Hollywood Reporter, June 21, 1984

And it's only the beginning!



A. J. Simon

MCATV

***Simon & Simon was the #1 ranked show in all of television for the month of June 1984.**

Source: NTA. © 1984 UNIVERSAL CITY STUDIOS INC. ALL RIGHTS RESERVED.

Sevens up

FCC is now hoping to adopt order relaxing rule of sevens at open meeting July 26 ("Closed Circuit," July 9). Last week, majority of commissioners was said to be in line for increasing limits from current seven AM's, seven FM's and seven TV's (with no more than five of them VHF's) to 12-12-12, with exception that entity would be able to own as many UHF TV's as desired. Notion of trying to limit TV's to 25% or 27% of total TV households reportedly has fallen to wayside because it's felt it would be "too difficult to administer." Source said it's likely that limits would be eliminated altogether three years later, but only if FCC first determines that relaxation of limits has had no adverse impact. There also appears to be support for concept of granting waivers to own more than 12 stations in single service. But party desiring more than 12 would first have to demonstrate that acquisition would be in public interest and that proposed acquisition would not create antitrust problems.

All the way

FCC Mass Media Bureau is still working on draft notice of inquiry aimed at exploring notion of getting commission out of all content regulation not required by Communications Act. Inquiry, which has been vigorously pushed by Commissioner Mimi Dawson (see page 32), is unlikely to make it to agenda before FCC's August recess. But FCC source said it "could" be ready in September.

Buyers in market

Fred Silverman, former NBC president and one of principal forces behind canceled *Thicke of the Night*, has moved fast since being released from exclusive MGM/UA contract that restricted his outside business interests. Silverman wants to join ranks of former network executives such as John Backe, former CBS president, and Marty Pompadur, former ABC and Ziff-Davis Broadcasting executive, and enter TV station ownership. In past week since settling with MGM/UA, Silverman has already contacted New York investment banking firms about available stations and financing. He hopes to lead private investment group through leveraged buyout/limited partnership arrangement. Silverman's eyeing "turnaround" affiliates

or independent stations in top 25 markets. Elton Rule, retired ABC vice chairman and now partner in Rule/Starger Co., is also mulling station ownership.

Nonwired CBS

In two weeks newest nonwired radio sales effort will be introduced, this one by CBS Radio Spot Sales. Presentation to advertisers and agencies will focus on quality audience—highly educated and compensated—of 50 news and news/talk stations in top 25 markets. CBS list will include nonclient stations.

At the top

Secretary of Defense Caspar Weinberger is expected to release Sidle Commission report on press-military relations by end of month. That is word retired Major General Winant Sidle, who headed panel, picked up on visit to Pentagon last week. General John W. Vessey Jr., chairman of joint chiefs of staff, who created panel in wake of outcry over military's ban on press coverage of Grenada invasion during first two days, is said to have passed report along to Weinberger about four weeks ago. Panel put it in Vessey's hands late in April. Vessey is said to have approved report, whose recommendations were generally welcomed by media (BROADCASTING, April 14). But it was not known whether he suggested changes.

It starts in Chicago

Which television station will be first to broadcast stereophonic sound? Bet here is noncommercial WTTW Chicago. Station plans to pick up stereo generator built to industry's multichannel sound standard (Zenith/dbx system) from Broadcast Electronics this Wednesday and be on air with it early next week. WTTW was site of side-by-side tests of competing multichannel sound systems by industry standards committee last year and has considerable experience with technology.

Movie mixture

In what is believed to be first of its kind, MGM/UA has begun floating barter-plus-cash movie package among television stations. Deal calls for stations to run on straight barter basis 24 theatrical titles, one per month, over period of 24 months. Stations get double runs per title in two-week window of their choice. After barter

run, stations pay cash for additional package of six "blockbuster" titles, including "Rocky III," "Raging Bull," "Rich and Famous," "Victor/Victoria," "Black Stallion Returns" and "Still of the Night." Barter titles will have had cable exposure but not network broadcast. Advertising is split 10 1/2 minutes for national, 11 1/2 minutes for local. Stations must also guarantee 75 on-air promotions between noon and midnight.

Titles in barter include "Fame," "Clash of the Titans," "The Formula," "Pennies from Heaven" and "French Lieutenant's Woman."

Nearing end

After succession of sale and swap announcements from cable division of Storer Communications Inc., latest of which is reported on page 51, company is near end of year-and-a-half-long roll of properties marked for disposal. Storer's plan to divest both stand-alone and "bells and whistles" systems is complete but for two systems, one of which has handshake deal and should be announced within next two weeks. Remaining system would then be that serving St. Cloud, Minn. Sale price for both systems could total at least \$30 million.

Pitch for places

Representatives of RCA Americom, Cygnus Corp. and PanAmSat had their day with Senior Interagency Group at State Department last Thursday. Their applications for alternative international telecommunications satellite services were filed following those of Orion and International Satellite Inc., whose officials had already met with SIG, which is developing policy on authorizing nonIntelsat systems. Meeting, presided over by Kenneth Leeson, of State's Office of Coordinator of International Communication and Information Policy, gave applicants opportunity to explain their proposals and members of SIG chance to ask questions. Nothing much new is said to have emerged. One more applicant remains to be heard from—Systematics General Corp., which filed two applications, one for service in Atlantic, other for service in Pacific, on June 12, apparently too late for representatives to be included.

Meanwhile, policy makers still have no word as to when President Reagan will act on recommendations for authorizing nonIntelsat services.

A broadcast programing commentary from David Waterman, president, Waterman & Associates, Los Angeles

The pay media and Hollywood inflation

While attention has been focused on broadcast rating trends as pay TV and videocassette recorders expand their markets, a greater long-term impact of the pay media on broadcasting is likely to be inflation in program costs.

Actual diversion of audiences from network programs to pay media has been pretty mild so far. In pay cable homes, pay services together average about a 15% share of the prime time audience, about 4% of the prime time audience nationwide. The average VCR-owning household averages fewer than 2% or 3% of its viewing hours watching prerecorded programing. And in the midst of pay TV and VCR growth, independent station ratings have been rising.

Another story about the pay media is the demands they are putting on program supply sources. The result of newly found sources of income from pay media has been a tremendous amount of new money flowing into the production supply industry. The signs of strain have shown up clearly in the form of production cost inflation and seem likely to worsen.

The main target of increased investment is theatrical features, for evident reasons. Pay TV license fees and net revenues from domestic home video approached three-quarters of a billion dollars in 1983, up from almost nothing in 1977, when pay TV penetration was 2% and VCR's 1%. Income from domestic television has declined in the past few years due to a drop in movie sales to the networks, but by nowhere near the increase in pay TV and home video income. In the meantime, domestic theater rentals have remained surprisingly undaunted. From 1977 to 1983, box office revenues rose from \$2.4 billion to \$3.8 billion, and records are falling for the first half of 1984. An expansion in theatrical film markets has occurred overseas also, where the boom in home video has been even greater than in the U.S. Over all, the pay media have roughly doubled the net revenue base of theatrical features in six years.

In response, the number of new theatrical features released by the nine companies that are members of the Motion Picture Association of America has increased by 50% since 1977. Production activity in 1983 promises an additional increase of 20% or more in 1984 releases. According to trade reports, theatrical production planned by the nine majors for 1984 is \$1.7 billion, a huge increase of 36% over the 1983 expenditures.

Original production for pay cable is another new demand on the production industry. HBO, Showtime and the Disney Channel spent \$200 million-plus on made-for-pay features, series and other original program-



David Waterman is president of Waterman & Associates, a Los Angeles consulting firm serving motion picture and video media clients, and is adjunct professor at the Annenberg School of Communications, University of Southern California. He was a research economist for the National Endowment for the Arts before forming his consulting group in 1979.

ing last year. Recent expansion of foreign television markets has directly fueled U.S. investment in broadcast programing as well. Put together, the new investments are a major factor, even when compared to \$3 billion in network program production.

How responsive have the film and video program supply industries been to this acceleration in demand so far? According to the MPAA, average theatrical feature costs for the nine majors have risen 125% since 1977, from \$5.6 million to \$11.9 million, or a 29% increase in CPI-deflated 1977 dollars. Does this mean that movies are bigger and better? To an extent, that's possible. But it's a strong indication of simple cost inflation.

The available evidence on broadcast program costs points in the same direction. From the 1976-77 to the 1983-84 seasons data reported by the trades show an increase in 60-minute action adventure, 30-minute sitcom and made-for-TV feature costs of 103%, 100% and 122%, respectively. In CPI-deflated dollars, these translate to respective 24%, 21% and 35% increases. Again, production values could be improving, but not likely by these dimensions.

The point of these numbers is less to document the past than to raise questions about the future. The real tests of the production supply are probably yet to come. The worldwide expansion of subscription-supported pay TV, home video and pay-per-view which we can expect over the long term is still in its earlier stages.

Increased competition for the factors of production in any industry bids up their costs. In the long term, how high they go

depends on how readily these factors can flow in from other sectors of the economy. Program production is highly labor intensive. An encouraging sign is that Hollywood is host to an abundance of talented but unemployed writers, directors, actors, actresses and craft artists eager for opportunities. In most other industries, these conditions would make the pressure on labor costs from increased product demand a minor factor. But the market for entertainment talent just doesn't work that way, particularly for the top talent.

A discouraging model is professional sports, an entertainment industry with similarities to movies and television. Did the creation of television markets for sports events lead to an abundance of new and better teams and players? Several new teams and more games per season, yes. But by and large, team owners simply bid for all the same players to exorbitant heights.

If history is a lesson, the latest frenzy of production investment is part of the boom and bust cycles the industry is famous for. The general trend upward, however, is clear.

Without better data, we are left with these speculations. But if program cost inflation should accelerate, how will it affect broadcasters? To the extent they can pass on higher costs to their advertisers, the same programing can continue to be supported. But a threshold may be reached where broadcasters find advertisers diverted to alternative media by the higher prices broadcasters are forced to charge. Less attractive original programing will be unavoidable. This could confound, for example, current network efforts to differentiate their programing from pay TV by production of more made-for-features.

How can broadcasters respond to production cost inflation? One way will be more frequent exhibition of programing that has already appeared elsewhere. Independent stations are already masters of this art. To the networks, however, hand-me-down theatrical features are becoming less attractive because pay TV audiences that see them first upstream are now too broad. Down the road, the solution for the networks could be guarantees that made-for-PPV or perhaps even made-for-home video programing will come directly to them, bypassing the pay cable services—just as independent stations now find it profitable to license made-for-pay movies that have bypassed the networks. This would lower program costs to the networks at the expense of only a very thin slice of the audience willing to pay the high prices PPV and home video sales can command.

What can broadcasters do right now? One thing is to form, where it's feasible, long-term, fixed-price contracts with top talent and producers. In a few years, their prices could be even higher in the sky. ■



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Charles Dickens Classics



WHO'S ON

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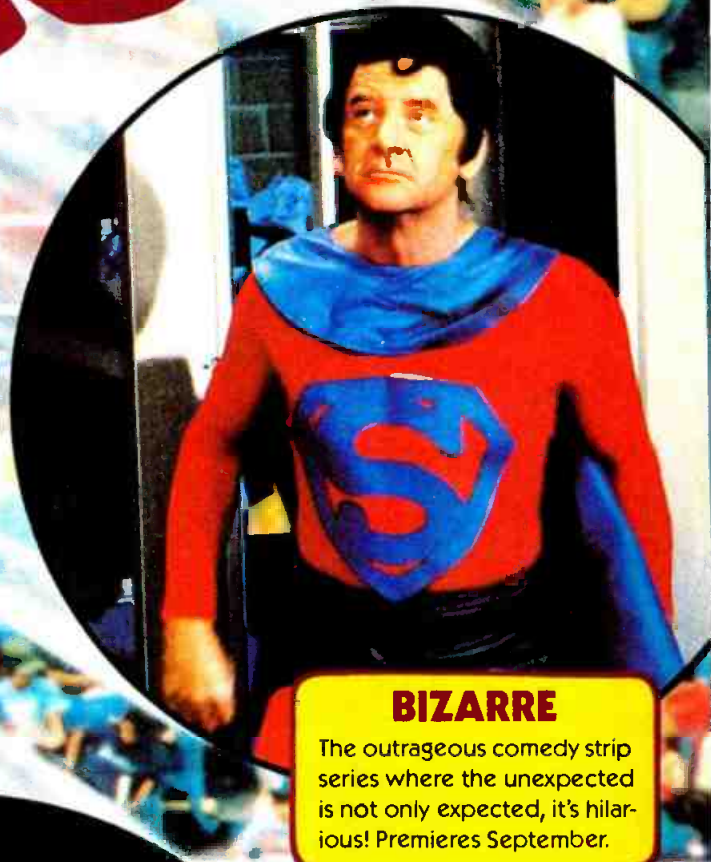
And so far we're batting a thousand—all of the new shows we took to NATPE will premiere this fall. And everyone agrees they're going to be this season's winners.

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NEW FIRST?



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FAMILY FEUD

America's favorite game show and America's favorite host in an all-new Strip V. Premieres September.



THIS WEEK'S MUSIC

The innovative and exciting music show that's dancing its way to the top. Available in strip and one-hour formats. Premieres September.

Cable castings

Council gives D.C. to Johnson

Bob Johnson, who has been working for more than four years to win the cable television franchise for his hometown of Washington, is now on the verge of claiming the prize. The city council instructed the city staff by a 9-4 vote to negotiate a 15-year cable franchise—the right to wire the city's approximately 250,000 homes—with Johnson's District Cablevision Inc.

In selecting Johnson and DCI, the council rejected the bids of Capital City Cable, headed by Percy Sutton's Inner City Broadcasting Co. and recommended by the council's cable committee, and District Telecommunications Development Corp., headed by Washington engineer Early D. Monroe.

One of the things that set the DCI's bid apart from those of its competitors is its plan to have the Chesapeake & Potomac Telephone Co. build and maintain the cable system's transport system.

"We won because of the merit of our proposal," said Johnson, who is also president of Black Entertainment Television and a former staffer and director of the National Cable Television Association.

DCI proposed a 78-channel system with three tiers of service. The basic tier, which will sell for \$1.95, includes 36 channels of mostly access services and local broadcast signals. The second, which will retail for \$8.95, includes all the popular ad-supported cable networks and options for the major pay services at \$10.50 each. The third tier at \$12.95 comprises additional ad-supported services and pay options.

According to Johnson, he and a group of local investors own about 60% of DCI and Tele-Communications Inc. and United Cable, two of the nation's largest cable MSOs, own around 20% each.

Johnson believes it will take about six months to negotiate the franchise agreement, but that if all goes well, the first subscribers could be on line by April or May 1985. The entire system will take about four years to build, he said.

Nabisco cooking up a deal

ABC Video Enterprises' search for a partner to share in the ownership of the Entertainment and Sports Programming Network has zeroed in on Nabisco Brands, a source involved in the negotiations confirmed last week. Negotiations between the two companies are continuing, although it's still too early to tell what shape the deal would take, except that ABCVE would retain control. The source denied published reports of a \$50 million-\$60 million price tag for 30% of ESPN. (ABC paid about \$235 million for the service, so at that rate, 30% would be worth about \$70 million.)

A principal player in the talks is Ohlmeyer Communications, 50%-owned by Nabisco. Ohlmeyer operates the advertising agency of the same name (which has a substantial chunk of Nabisco's business) and is also involved in program syndication, primarily sports, but other entertainment fare as well.



Lewis, Sie and TCI president Dr. John Malone

The company's chairman, Don Ohlmeyer, is a former executive with NBC Sports and John Martin, the company's president, was the number-two man at ABC Sports under Rooney Arledge until he assumed his current post last November.

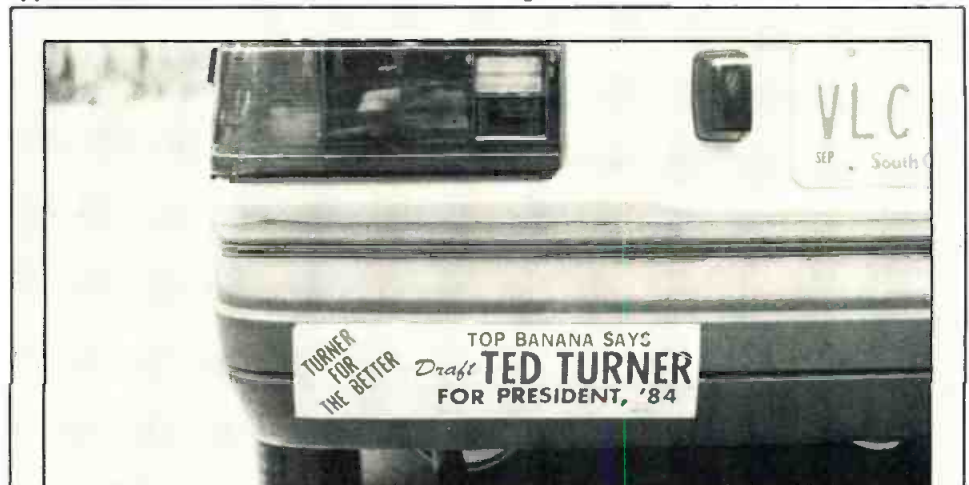
Pittsburgh negotiations

Two weeks after Tele-Communications Inc., the nation's largest multiple service operator, submitted its written proposal to the Pittsburgh city council outlining the operational changes it would institute if allowed to purchase the Pittsburgh system from Warner Amex Cable ((BROADCASTING, July 2), executives from both companies traveled to the city to explain the proposal's benefits.

WA Chairman Drew Lewis told the city council last week that the company simply could not afford to continue operating its Pittsburgh system and that TCI was best qualified to take over. "We cannot afford to stay here and lose \$20 million a year," he said. Lewis also noted that if the council approved the transfer to TCI, WA would still

be incurring a substantial loss, having invested a total of \$130 million to build and operate the system over the past four years, while the proposed sale price is \$93.4 million. He noted that TCI, an otherwise profitable enterprise, could operate the Pittsburgh system at a loss for several years and take advantage of certain write-offs that WA could not, because the latter on the whole is not profitable. He also said that TCI could take advantage of certain "economies of scale," if allowed to add the city system to its cluster of suburban cable systems in adjacent communities.

The city council raised several concerns with the proposed takeover plan. One was some apparent confusion concerning the exchanging of the present Qube subscriber terminals for one of three being offered by TCI. Also, one council member, Michelle Madoff, objected vehemently to the fact that TCI would not commit to making cable available to every resident of the city, "without exception," as called for in the franchise agreement with WA. She said she would



Bumper stumper. Dark horse candidate for this year's election sweepstakes would be Ted Turner—the Atlanta media superstar whose ventures include WRBS and the Cable News Network—if a certain Florida T-shirt and bumper sticker entrepreneur had his way. "Top Banana" produced this presidential endorsement, pictured on a vehicle being driven around South Carolina this summer. Turner advises that he has declined the "Top Banana" draft—which began two years ago—and does not authorize production of such paraphernalia.

PanAmSat

SPACE AGE COMMUNICATIONS FOR LATIN AMERICA

Pending Presidential and FCC approval, Pan American Satellite Corporation will launch a new state-of-the-art, Western Hemisphere satellite spacecraft. **PanAmSat** is specifically designed to meet the communications needs of all countries in Latin America, large and small. Latin America can enter the satellite communications age... soon, and at costs any country can afford.

PanAmSat will revolutionize communications in the Western Hemisphere two ways:

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24 C-Band transponders (channels) will be offered for sale on a condominium basis to Western Hemisphere nations for domestic communications uses such as telephone service, television and radio networking, telex, teletext, electronic mail, data communication, or any communications need.

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PanAmSat will offer 12 Ku-Band transponders for sale or lease to governments and private industry for domestic, regional and international audio and video satellite communications.

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PanAmSat Transponders: Only \$6,950,000 each! **PanAmSat** offers Western Hemisphere nations a cost-effective alternative to spending \$150,000,000 or more for a satellite system whose capacity far exceeds their present needs.

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PanAmSat transponders are non-preemptible and have a life expectancy of 10 years. An average annual cost of \$695,000, plus a nominal annual maintenance and service charge is a small price to advance from obsolete terrestrial communications into the Space Age.

PanAmSat condominium purchasers can become limited partners in the Pan American Satellite Corporation.

Purchasers of **PanAmSat** transponders will receive title and certificate of ownership with all ownership rights and privileges. The first 24 owners will become limited partners in the Pan American Satellite Corporation, thus sharing in the profits from the sale or lease of the remaining transponders.

If **PanAmSat's** Western Hemisphere satellite and condominium purchase plan makes sense to you, write us now. **PanAmSat** is accepting letters of intent subject to FCC approval. Or, if you have questions or need more information, please write or call Fred Landman, President of: **PanAmSat**

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PanAmSat

THE WESTERN HEMISPHERE SATELLITE COMMUNICATIONS SYSTEM

veto any transfer proposal unless TCI agreed to be bound by that provision. WA and TCI executives argued the number of homes not passed by the system, which is supposed to be complete in August, would amount to fewer than 1%.

The council has also made known its displeasure with WA's filing a petition with the FCC that would grant the company a rebate amounting to about \$1.4 million in franchise fees. That money represents the amount WA says it has spent helping the community produce access programming. WA filed the petition after the commission granted the city a waiver allowing it to collect franchise fees totaling 5% of WA's gross revenues. The city council has told WA it will not approve a transfer unless it withdraws the petition.

The council also raised concerns over mi-

nority employment, the provision of access facilities and rate hikes among the higher level service offerings. TCI's John Sie offered a one-year freeze on the rates the company has proposed implementing upon transfer of the system, and said the company was "negotiating" with several access user groups over the provision of facilities. WA has operated five access studios that TCI wants to sell to a nonprofit group that would be responsible for their maintenance and operation. Sie said TCI would meet the FCC's minimum equal opportunity employment standards, although he said the company could not guarantee meeting the 28% minority employment rate met by WA in Pittsburgh.

A public hearing will be held on July 28 on the transfer. City officials do not expect a decision until after an August recess.

Request test

Group W Cable launched a field trial of its Request Teletext service at its Buena Park, Calif., system last Monday (July 9). Group W has been exploring potential applications of cable teletext for close to two years, and, according to Kazie Metzger, the company's vice president, strategic planning and development, the Buena Park trial will help Group W assess the viability of teletext as an additional pay offering for subscribers. At this point, the company does not anticipate



the acceptance of commercial advertising during the Request trial, but will be evaluating advertising opportunities for the service if it is continued beyond the trial.

The trial, involving about 30 subscriber homes, may last several months, or as long as it takes to work all the bugs out, said Metzger. Six information providers are participating, each feeding data directly into the system from its home office (BROADCASTING, April 30). They will transmit their program offerings via a combination of landline and satellite links directly to the Request Teletext headend equipment in Buena Park. The six companies are: Comp-U-Card, a computerized shopping service; Electronic Media Services, a division of United Media Enterprises which will offer features such as soap opera updates, Hollywood gossip and trivia; the *Los Angeles Times*, which will provide local entertainment and sports information; Scholastic Co., which will offer information about using computers; TV Data, offering electronic television listings, and WSI Corp., which will provide weather updates and sports scores. Request will also offer a feature called *At Your Service*, produced by Group W Cable offering community news and facts about cable service.

The 30 initial subscribers in the trial, said Metzger, will receive the service free. If the operational phase of the trial is successful, she said, the next step would be to offer the service to subscribers on a pay basis, at rates comparable to existing premium pay services. Request is a 24-hour service that is initially offering 1,500 pages of text (with capacity for 5,000 pages, which can be transmitted to the subscribers at a speed of 500 pages per second). As to how and where the service would be rolled out to other Group W systems, Metzger said "it makes more sense" to offer a service like Request to a cluster of systems, because the required headend equipment (which for Group W is being supplied by the Leicester, England-based Jasmine Co., and based on the British World System Teletext standard) could then reach more potential customers. Zenith Corp. is supplying the MSO with the home terminals that subscribers need to receive the Request service.

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

☆ See Pepsi-Cola's Jackson Commercial on A-Team

Pepsi's Jackson commercial was an even bigger thriller"

Henry Hayes
Director of Media
Planning & Control
Pepsi-Cola Company.

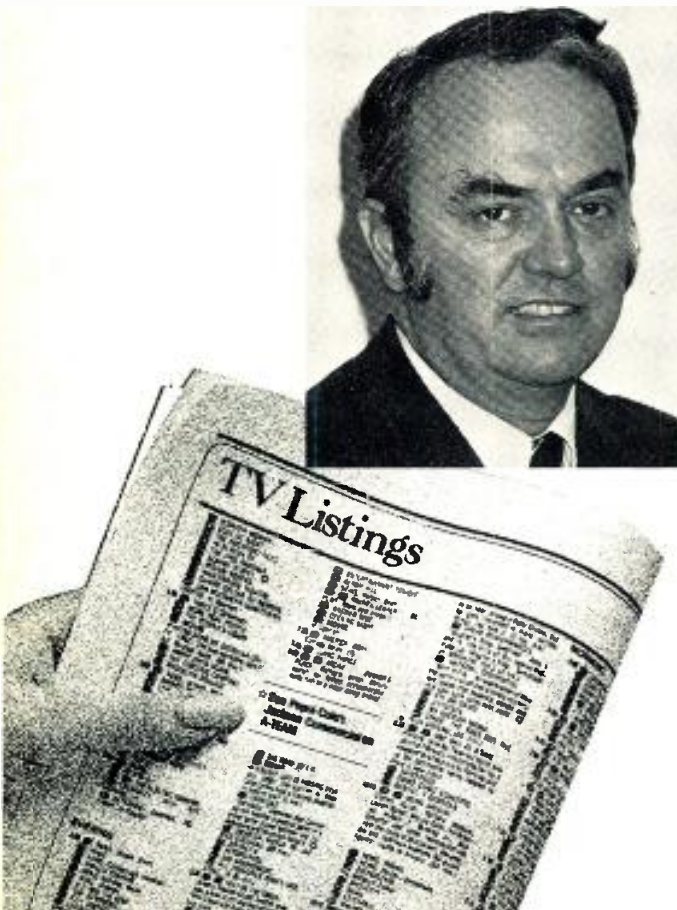
Pepsi-Cola discovered TV Log years ago when we used it to promote *Tony Brown's Journal*, a show we're proud to underwrite on PBS. We didn't discover the Jacksons—they've been superstars for a long time. But in the innovative tradition of Pepsi we did find a way to capture that star-power for our product. Working with our agency, BBDO, we created a commercial so exciting, so entertaining, that people actually demanded to see it. In answer to that demand we took another breakthrough step and decided to promote the commercial, letting viewers know just where and when it was on. Once we made that decision we immediately thought of TV Log. Because when it comes to reach, frequency, flexibility... all the things that make a perfect promotional vehicle... you just can't beat it."

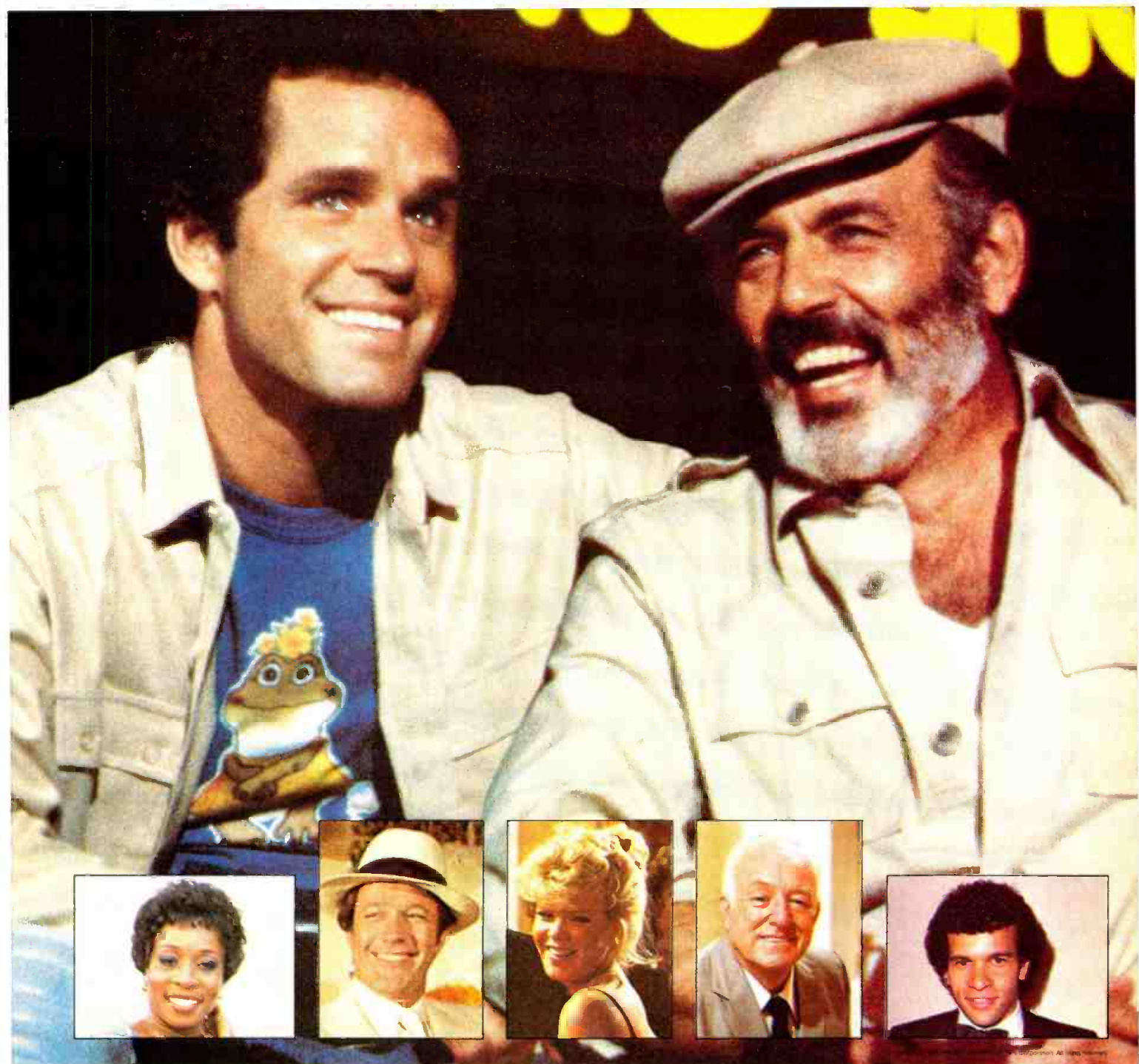
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During our CBS run, the competition has thrown some real blockbusters at us. But Trapper John has racked up a 5-year average that's a solid #1 in its time slot.

Now you've got the chance to treat your viewers to the same irreverence that's made Trapper so popular with network audiences everywhere.

Trapper John

Renewed for Year 6 on CBS.

Over 70 markets sold, available now.

Source: NFI Sept. '79-Apr. '84

See Fox First



TELEVISION

TV ONLY

Mid-Atlantic Exchange □ Ten-week flight in nine markets in North and South Carolina will feature Relay, automatic teller system for banks. Campaign will begin in mid-September, with commercials placed in all time slots. Target: adults, 18-49. Agency: Lawler Ballard Advertising, Norfolk, Va.

Philco □ Annual "Better Buy Now" promotion for color television sets will be advertised in 27 markets in Southeast, starting in mid-October for two weeks. Commercials will run in all dayparts. Target: women, age 25-54. Agency: Davis-Newman-Payne, Knoxville, Tenn.

El Chico Restaurants □ One-week flight is scheduled to start this week in four markets in Southwest. Commercials will be placed in fringe and prime time. Target: adults, 18-49. Agency: Keller Crescent Co., Dallas.

La-Z-Boy Chairs □ One-week flight is set to run in late September in more than 20 markets including Indianapolis, Las

Vegas and Oklahoma City. Commercials will be placed in fringe and news periods. Target: men, 18-49. Agency: Ross Roy Inc., Chicago.

Orit Corp. □ Gitano Jeans will be spotlighted in six-week flight in 20 markets, with campaign set to start this week in some markets and to begin next week in others. Commercials will be scheduled in all dayparts. Target: women, 18-49. Agency: Richard & Edwards, New York.

RADIO ONLY

Power Service Products Co. □ Diesel fuel supplements will be spotlighted in four markets in 26-week flight to begin in early September. Commercials will be carried on various personality-talk programs. Target: men, 25-54. Agency: Point Communications, Dallas.

Champale Inc. □ New nonalcoholic beer called Metbrau will be tested in Baltimore during fourth quarter of year, starting in late September. Commercials

Rep Report

WALK-AM-FM Patchogue and WHLI(AM)-WKJY(FM) Hempstead, both New York: To Weiss & Powell from Roslin Radio.

WGGB(AM) Freeport and WBAB-FM Babylon, both New York: To Roslin Radio Sales (no previous reps).

WOJO(FM) Evanston, Ill.: To Caballero Spanish Media from Lotus Representatives.

WLBC-AM-FM Muncie, Ind.: To Masla Radio from Weiss & Powell.

KSKG(FM) Salina, Kan.: To Masla Radio (no previous rep).

WOBS(AM) San Juan, WPRP(AM) Ponce and WORA(AM) Mayaguez, all Puerto Rico: To Blair Radio (no previous rep).

WBBY-FM Columbus, Ohio: To Regional Reps Corp. (no previous regional rep).

will run in all dayparts. Target: adults, 25-64. Agency: Silberman, Whitebrow, Dolan Inc., Philadelphia.

Ohio Office of Travel and Tourism □ Four-week flights will begin in eight markets outside of Ohio this week and later this month. Commercials will run in daytime periods on weekdays. Target: adults, 25-49. Agency: Hameroff/Milenthal, Columbus, Ohio.

Gordon's Jewelry □ One-week flight in 65 to 70 markets will start in mid-August. Commercials will be scheduled in all dayparts during weekdays. Target: women, 25-54. Agency: Goodwin, Dannenbaum & Wingfield, Houston.

Grandy's Restaurants □ Four-week flight is scheduled to begin in early August in 10 markets in Texas, Florida, New Mexico and Oklahoma. Commercials will run in all dayparts. Target: adults, 25-49. Agency: Grace Media Services, Houston.

RADIO AND TV

Pep Boys □ Retail auto supply store chain is putting together one-week flight in six Western markets for late July start. Commercials will be carried on radio in

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

PEOPLE IN THE NEWS—AP focuses on the personalities that make headline news—entertainers, politicians, athletes. This two-minute feature moves twice a day. Watch for it in the evening and before morning drive.

TODAY IN HISTORY—This regular AP feature jogs the memory and puts current events into perspective. Synopses run just before the first Newswatch. Also, get a week's worth of scripts two weeks in advance every Sunday.

THIS MORNING—A talk show that covers the hot topics of the day, from the state of our educational system to the state of the union. Scripts move during morning drive.

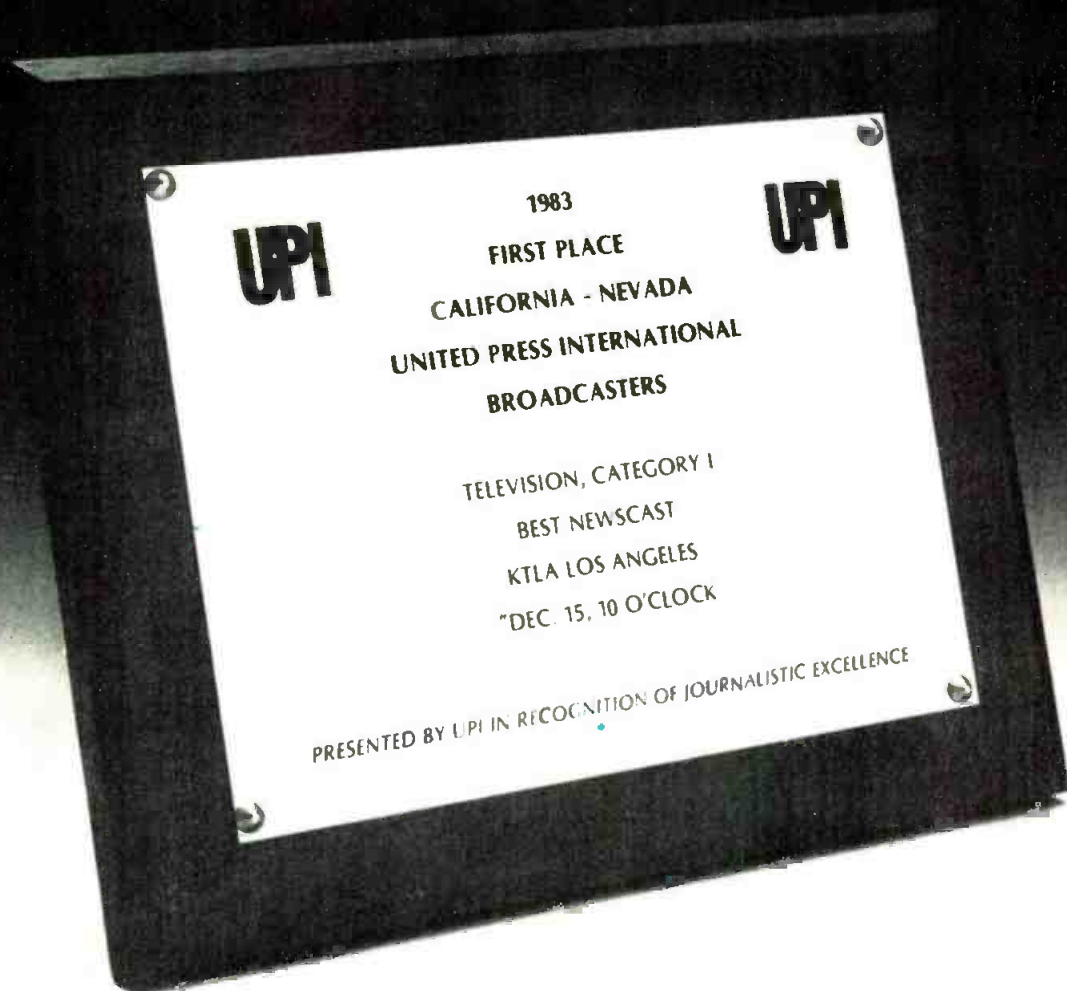
SPORTS QUIZ—Test your listeners' memory with this sports trivia feature. Use questions as a contest for tickets and other prizes. Questions and answers run Tuesday and Thursday mornings.

COMING ATTRACTIONS—All of AP's features are in this Monday morning preview of the week's programming. It's an easy way to find out about special upcoming features and other outstanding sales opportunities.

For more information call, (202) 955-7200

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"CALIFORNIA'S BEST NEWSCAST"



Channel 5 News At Ten

In April, KTLA's News At Ten was named "Best Newscast" in California-Nevada by United Press International, against all competition, affiliate or independent!

In May and for the past 4 consecutive years, News At Ten continued its dominance as the Highest Rated Prime Time Newscast in Los Angeles!

KTLA
LOS ANGELES **5**

daytime and on TV in daytime and fringe positions. Target: adults, 18-49. Agency: Michael-Sellers Advertising, Los Angeles.

King Arthur Flour □ Five-week flights

are scheduled to begin in early October on radio in Boston, Providence, R.I., and Albany, N.Y., and on television in Albany. Commercials will be carried in all time slots. Target: women, 25-54. Agency: Rizzo, Simons, Cohn, Boston.

Advantage

Bon appetit. Restaurants and fast-food chains increased spending in network and local television advertising in first quarter this year by 30%, to \$171,471,600, according to figures released by Television Bureau of Advertising. Local TV spending accounted for \$113,431,700 while network TV registered remaining \$58,039,900. Figures, based on compilation by Broadcast Advertisers Reports, also show that leading advertiser for first quarter of 1984 was McDonald's, with \$20,136,500, up 41%, followed by Wendy's with \$15,420,200, up 79%, and Kentucky Fried Chicken with \$11,259,200, up 19%.

Beer bath. D'Arcy MacManus Masius, St. Louis, is losing estimated \$65 million in Anheuser-Busch billings as result of Anheuser-Busch switching its Michelob brand to Ted Bates & Co., New York, and its Michelob Light account to Needham, Harper & Steers, Chicago. Although no expenditure figures were released, estimates are that Michelob spends about \$37 million and Michelob Light about \$28 million. A-B allots more than 80% of its billings to radio and television. DMM and predecessor agencies have had relationships with A-B since 1915. Currently D'Arcy still represents such A-B brands as Budweiser, Natural Light and new brand called LA.

Sports ratings down. Study by BBDO Inc. shows that in last five years, number of sports events telecast on three television networks has grown "tremendously" but there has been "steady decline" in ratings. Study cites these reasons for decrease in ratings: oversaturation, growth of cable TV and, indirectly, "astronomical" player salaries. BBDO points out that to meet salary demands, club owners must turn to television. "This means higher rights fees paid by television, which in turn is passed along to the sponsors," BBDO says. "In an effort to slow down escalating costs, each new contract provides for more games. This spreads the viewing opportunities much larger and shrinks the audience to each telecast."

LEARN TO SELL TV TIME FROM THE MAN WHO TAUGHT REPRESENTATIVES OF WPIX, WNEV, KTTV, WDVM, KTVU AND WSB.

There are 1,149 TV stations across this country. Selling their air-time is a career that's wide open.

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Now, Martin Antonelli, who trains representatives for some of the industry's leading TV time-sales firms and TV stations, and who helps experienced sales professionals sharpen their techniques, is offering his program to you.

In this intensive, individualized program you'll become a TV sales professional. You'll learn to speak the language of TV sales and how to evaluate programs, stations and

markets. You'll understand the role of news, movies, specials, sports and cable.

You'll learn how to maximize your revenue by using your total inventory of shows, how to present to ad agencies, and how to create a package of shows. And you'll learn how to close the sale.

The program works. Former students now successfully sell time for firms like TeleRep, Blair, Seltel, Petry and Katz. Plus dozens of major stations all across the country.

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TELEVISION. Cablecastings.

A new star in the network sky this summer.

**SATCOM 1-R
GLEN CAMPBELL
WAYLON JENNINGS
FUTURE HITS
PRETENDERS
REO SPEEDWAGON
DURAN DURAN
STEVIE WONDER**

July 1984 marks the dawn of a new era in network and satellite technology from *Westwood One*, America's largest producer and distributor of nationally-sponsored programs, concerts, simulcasts and big-event specials: the *Westwood One Satellite Network* begins delivering the biggest events on radio in digital stereo via RCA'S Satcom 1-R communications satellite—the "network bird."

That means any radio station able to receive programming from ABC, CBS, NBC or RKO can now receive *Westwood One's* live programming as well. We're the only radio network with its own digital uplink facility, guaranteeing the very best distribution service available.

In addition to our more than 25 regularly-scheduled shows, *Westwood One* has assembled a stellar lineup of new programming and simulcast specials to inaugurate the new West Coast Earth Station and digital stereo satellite delivery this summer.

We're proud to present "FUTURE HITS," an exciting, fast-paced look at the hits of tomorrow today. Premiering Thursday, July 12, "FUTURE HITS" is an hour-long weekly music magazine for contemporary radio that is so far ahead of its time it could only be delivered by satellite. In addition to summer simulcasts featuring the Pretenders, Stevie Wonder and Waylon Jennings with MTV, Showtime and HBO, *Westwood One* has slated simulcasts starring Duran Duran on Cinemax and Glen Campbell with Anne Murray, Kris Kristofferson, Johnny Cash, Mel Tillis and Willie Nelson on HBO, plus an exclusive live album preview with REO Speedwagon.

Don't pass on the opportunity to participate in *Westwood One's* summer satellite spectacular. We'll supply any radio station—free of charge—a crystal that will allow your station to receive all of our programming from Satcom 1-R's Transponder 3. It's as simple as that! So call your *Westwood One* representative today at (213) 204-5000. The future of satellite technology is here now...from *Westwood One*.

FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY!

This week

July 15-18—*New York State Broadcasters Association* 23d 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 Programmers* annual conference, "Community Programming: Managing the Hidden Resources." Sheraton hotel, Denver Tech Center, Denver. Information: (303) 484-6300.

July 19-22—*Colorado Broadcasters Association* summer convention. Beaver Run, Breckenridge, Colo.

■ **July 20**—*Northern California Broadcasters Association* general membership meeting. Speaker: Larry King, talk show host. Hyatt Union Square, San Francisco.

July 20-22—*Oklahoma Association of Broadcasters* annual summer meeting. Speaker: Vince Wasilewski, Dow, Lohnes & Albertson, Washington law firm. Shangri La, Afton, Okla.

Also in July

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 25-27—Teleconferencing workshop sponsored by *Services by Satellite (SatServ)* and *Applied Business Communications*. Washington.

July 27-29—*South Carolina Broadcasters Association* summer convention. Wild Dunes and Racquet Club, Isle of Palms (Charleston), S.C.

July 29-31—*California Broadcasters Association* summer convention. Hyatt Del Monte, Monterey, Calif.

July 30-31—"Home Satellite TV Conference," sponsored by *University of Wisconsin-Extension*. Wisconsin Center, UW-Extension, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

July 30-Aug. 1—*New England Cable Television Association* annual convention and exhibition. Sheraton Sturbridge Inn, Sturbridge, Mass.

August

Aug. 2-4—*Idaho Broadcasters Association* annual convention. Sun Valley Lodge, Sun Valley, Idaho.

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

Aug. 14-15—*National Association of Broadcasters, department of minority and special services*, minority television programmers 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, spon-

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.

■ **April 20-25, 1985**—20th annual *MIP-TV*, Marche International des Programmes, international TV program marketplace. Palais des Festivals, Cannes, France.

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.

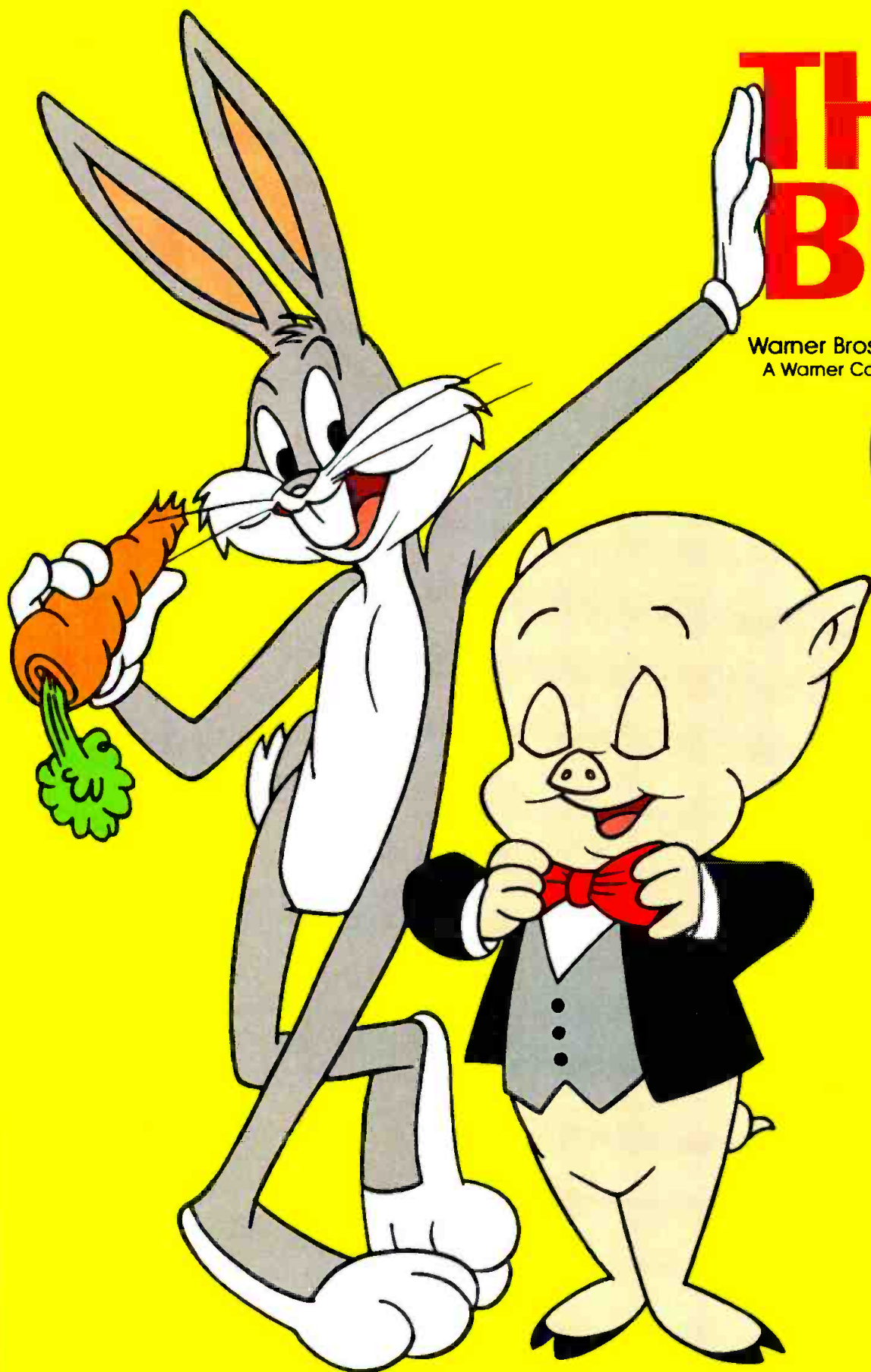
May 15-18, 1985—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

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.

■ **Aug. 8-Sept. 14, 1985**—Space WARC, first of two sessions to develop plan for space services in geostationary orbital arc. Some 150 countries expected to attend. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.



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Aug. 17—*National Association of Telecommunications Officers and Advisors* and *National League of Cities* regional seminar, "Telecommunications '84: Challenges and Choices." Hilton Hotel, Portland, Ore.

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 workshop. Dublin Stouffers, Columbus, Ohio.

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

September

Sept. 6-8—*Eastern Cable Show*, sponsored by *Southern Cable Television Association*. Georgia World Congress Center, Atlanta. Information: (404) 252-2454.

Sept. 7—Deadline for entries in *National Black Programming Consortium's* "Prized Pieces 1984," awards honoring programs which "present blacks in positive, principal roles." Information: NBPC, 700 Bryden Road, suite 135, Columbus, Ohio, 43215; (614) 461-1536.

Sept. 7-9—*New Hampshire Association of Broadcasters* annual meeting. Red Jacket Inn, North Conway, N.H.

Sept. 7-9—"Film and Video: The Best of Both Worlds," symposium sponsored by *Southeast Film and Video Consortium*. Videotape 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.

Sept. 14-16—"Film and Video: The Best of Both Worlds," symposium sponsored by *Southeast Film and Video Consortium*. Crawford Communications, Atlanta. Information: (404) 239-0319.

Sept. 16-18—*Nebraska Broadcasters Association* 51st annual convention. Holiday Inn, Columbus, Neb.

Sept. 16-18—*National Religious Broadcasters* Western chapter convention. Los Angeles Marriott (Airport), Los Angeles.

Sept. 16-19—"The Radio Convention and Programming Conference," combined conventions of *National Association of Broadcasters* and *National Radio Broadcasters Association*. Westin Bonaventure and Billmore hotels, Los Angeles.

Sept. 17-19—*Kentucky Broadcasters Association* annual fall convention. Marriott, Lexington, Ky.

Sept. 18—*Cabletelevision Advertising Bureau* local cable sales advertising workshop. Red Lion Inn, Omaha.

Sept. 18—*Ohio Association of Broadcasters* "small market radio exchange." Avalon Inn, Warren, Ohio.

Sept. 19—*Ohio Association of Broadcasters* pro-

Errata

July 2 "Rep Report" incorrectly listed **new national representation for WRHC(AM) Coral Gables (Miami)**. Station's new rep is **P/W Radio**.

Vicksburg Broadcasting Group's application for new TV station on ch. 35 in Vicksburg, Miss. ("For the Record," June 25) was granted, not dismissed. Competing applications were dismissed.

gramers' conference. Columbus Marriott North, Columbus, Ohio.

Sept. 20—*Cabletelevision Advertising Bureau* local cable sales advertising workshop. Sheraton Denver airport, Denver.

Sept. 20-21—34th annual Broadcast Symposium, sponsored by *Broadcast Technology Society of Institute of Electrical and Electronics Engineers*. Program commemorating IEEE's 100th anniversary will be held. Hotel Washington, Washington. Information: (212) 975-3791.

Sept. 21-22—*Massachusetts Broadcasters Association* annual convention. Westin hotel, Copley Square, Boston.

Sept. 21-25—10th International Broadcasting Convention (IBC), sponsored by *Electronic Engineering Association, Institution of Electronic and Radio Engineers, Institution of Electrical Engineers, Royal Television Society, Institute of Electrical and Electronics Engineers and Society of Motion Picture and Television Engineers*. Metropole conference and exhibition center, Brighton, England. Information: IEE, Savoy Place, London, WC2R OBL; telephone: 01-240-1871.

Sept. 22—First "Sol Taishoff (late editor-in-chief, Broad-

Stay Tuned

A professional's guide to the Intermedia week (July 16-22)

Network television □ PBS (check local times): *Little People* (documentary), Wednesday 9-10 p.m.; *Citizen: The Political Life of Allard K. Lowenstein* (profile), Friday 10-11 p.m.; *Exiles* (profile), Sunday 10:30-11 p.m.

Network radio □ ABC Radio: *Politics and the Olympics* (five-part series), Thursday and Friday (check local times). CBS Radio: *Summer Olympics Special* (16-part profile of games), Saturday and Sunday (3½ minutes each, check local times).



Hincus, Pincus & Hincus

Cable □ Cinemax: **Hincus, Pincus (& Hincus)* (comedy series), Tuesday 10-10:30 p.m. HBO: *Getting Even—Victims Fighting Back* (documentary), Wednesday 9-10 p.m. Showtime: *Night of At Least a Dozen Stars* (comedy special), Thursday 8-9 p.m. USA Network: "Olympia" (film tribute to 1936 Olympics), Monday 8 p.m.-midnight.

Play It Again (rebroadcasts) □ ABC: "Midnight Express" (film docudrama), Sunday 9-11:30 p.m. CBS: "Chariots of Fire" (film), Saturday 8:30-11 p.m. Prism: "Bridge on the River Kwai" (film), Monday 6-8:45 p.m.

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

* indicates premiere episode

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casting magazine] broadcasting seminar, for future leaders among broadcast news personnel," sponsored by *Society of Professional Journalists, Sigma Delta Chi*. KRON-TV San Francisco. Information: SPJ/SDX, 840 North Lake Shore Drive, Chicago, 60611; (312) 649-0211.

Sept. 23—*Academy of Television Arts and Sciences* 36th annual prime time Emmy Awards presentation on

CBS-TV, originating from Pasadena (Calif.) Civic Auditorium. Governors' Ball follows at Century Plaza hotel, Los Angeles.

Sept. 23-25—Third annual Great Lakes Cable TV Expo '84, sponsored by *Illinois-Indiana Cable TV Association* and *Michigan Cable TV Association*. Indianapolis Convention and Exposition Center, Indianapolis. Information: Shirley Watson, (618) 249-6263.

Sept. 23-26—*National Association of Telecommunications Officers and Advisors*, affiliate of National League of Cities, annual conference. Sheraton El Conquistador, Tucson, Ariz. Information: (202) 626-3115.

Sept. 24—Broadcast management engineering seminar, sponsored by *University of Wisconsin-Extension*. Holiday Inn Southeast, Madison, Wis. Information: Don Borchert, (608) 263-2157.

Sept. 24-26—*National Cable Television Association* third minority business symposium, "Cable Television: The View From the '80's." Speakers include Bill Daniels, chairman, Daniels & Associates; Frank Biondi, HBO chairman, and Congressman Parren Mitchell (D-Md.). Marbury House hotel, Washington.

Sept. 25—*International Radio and Television Society* opening newsmaker luncheon. Speaker: Leonard Goldenson, chairman, ABC Inc. Waldorf Astoria, New York. Information: (212) 867-6650.

Sept. 25—*Cabletelevision Advertising Bureau* local cable sales advertising workshop. Wyndham Southpark, Austin, Tex.

Sept. 25-27—30th annual "Broadcasters' Clinic," sponsored by *University of Wisconsin-Extension*. Holiday Inn Southeast, Madison, Wis. Information: Don Borchert, (608) 263-2157.

Sept. 26-28—*National Religious Broadcasters* Southeastern chapter convention. Sheraton Atlanta, Atlanta.

■ **Sept. 28**—*Society of Broadcast Engineers* central New York regional convention and equipment show. Sheraton Syracuse, Syracuse, N.Y. Information: (315) 423-4001.

Sept. 28-30—*North Dakota Broadcasters Association* annual convention. Ramada Inn, Grand Forks, N.D.

Sept. 28-30—*Florida Association of Broadcasters* annual fall conference. Sandpiper Bay Resort, Port St. Lucie, Fla.

Sept. 30-Oct. 2—*New Jersey Broadcasters Association* 38th annual convention. Golden Nugget casino/hotel, Atlantic City, N.J.

Sept. 30-Oct. 2—*Washington State Association of Broadcasters* annual fall conference. Red Lion Inn, Pasco, Wash.

Open Mike

Fan mail

EDITOR: From the headline to the last line, your June 25 article on CBS/DBS reflected the superb writing and the crisp, comprehensive coverage that make BROADCASTING still the undisputed leader in its field.

To the writers and editors my congratulations and compliments for a job exceedingly well done.—*Philip Scribner Balboni, vice president for news, WCVB-TV Boston.*

More voting information

EDITOR: In addition to the get-out-and-vote material mentioned in your timely "Say Yes" editorial (BROADCASTING, June 18), television broadcasters can also avail themselves of three 30-second public service announcements on voting prepared by the Television Information Office.

"Soapbox" (Version 2) is an animated spot that urges viewers to vote. (Version 1 deals with registering as well as voting.)

"Get Out the Vote" is a reminder that every individual vote counts. This live-action spot features Representative James J. Florio, who lost the 1981 New Jersey governor's race by just 6/100 of 1%.

TIO has already mailed the spots on one two-inch tape to its member stations. Non-member stations may buy the tape for \$30. We've also sent TIO members over the years a number of publications on politics and television's role in the political process that stations can use in many ways in their communities. Some are available to non-members at a modest fee. For information, write Television Information Office, 745 Fifth Avenue, New York 10151.—*Bert Briller, manager, creative services, TIO, New York.*

Bugged

EDITOR: I noticed with interest the ad for KSTP-TV Minneapolis on the cover of the July 2 issue of your magazine. So they think they've got mosquitoes. We have some of the most ideal living anywhere in the country and we are one of the most rapidly expanding markets in the country, as well.

As to mosquitoes, I think this story tells it all: According to one gentleman living close to the Everglades, there were two mosquitoes in a tent. One said to the other, "Shall we eat this guy in here or take him outside and eat him?" The other replied, "Let's eat him here. If we take him outside, those big guys will get him." That will give you some

idea of the kind of mosquitoes we have around here. With that exception, we are an absolutely perfect market.

We are willing to arrange a mosquito shootout at any neutral site.—*Robert C. Wiegand, general manager, WPEC(TV) West Palm Beach, Fla.*

Picture this

EDITOR: Is nothing sacred? The music videos story in the June 25 issue details the impact being made by television programming 'round-the-clock music. We applaud Gary Smithwick's statement: "... We are a radio station with pictures, not a television station that plays music..." Radio has always had pictures: the ones created between your ears. The nice thing about radio—you can "see" it while you're driving your car.—*John M. McRae, station manager, KHWY(AM) Folsom, Calif.*

This announcement appears as a matter of record only.

June, 1984

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THE TIME IS RIGHT.

The success of offbeat stories is well-established. "Alfred Hitchcock Presents" and "The Twilight Zone" were big, big winners. "ET" and "Gremlins" are today's blockbuster movies.

THE PRODUCER IS RIGHT.

He's thrillmaster George A. Romero, who created such enormously successful movies as "Night of the Living Dead" and "Creepshow."

THE STATIONS ARE RIGHT.

The series has already been grabbed up for Fall in nearly a hundred markets. Including stations of such quality-conscious groups as Tribune Broadcasting, Cox, Group W, Allbritton, Hubbard, Scripps-Howard, Gaylord, Jefferson Pilot, Golden West, Malrite, and Television Corporation.

So if you think this compelling new series is positioned just right for '84-'85... You're right.

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Broadcasting Jul 16

Vol. 107 No. 3

TOP OF THE WEEK

H.R. 4103 support eroding; industry wants changes

Voices within industry call for modifications in bill; NCTA board meets this week to decide next step; NLC holds out possibility for further talks

Passage of cable television legislation, which seemed certain just a few weeks ago, has become highly questionable. And the reason is not rebellious cities as it was last year at this time, but widespread uncertainty among cable operators as to whether the legislation is in their best interest.

No segment of the industry, including the National Cable Television Association, which was integrally involved in drafting the legislation, now seems willing to support it unless substantial changes are made.

The fate of the bill now hinges on how willing representatives of the nation's cities and towns will be to make concessions to the cable industry. The legislation—S.66 and H.R. 4103—is the direct result of a compromise among the NCTA and the National League of Cities and the U.S. Conference of Mayors.

The NLC board met in St. Paul last Friday, and, according to Cynthia Pols, the legislative counsel for the NLC, passed by voice vote a resolution affirming its support for the compromise and urging House Energy and Commerce Committee Chairman John Dingell (D-Mich.) to "take the bill to the floor and complete action on it."

However, Pols said, the board decided not to disband its negotiating team on cable legislation, leaving open the possibility of further discussions with NCTA. The NLC will make no decision on how far it is willing to go in negotiations, she said, until it learns exactly what the NCTA wants.

The NLC already has a general idea. In a letter to the NLC dated July 11 and copied to the U.S. Conference of Mayors and Dingell, NCTA President James Mooney said the NCTA wants changes in sections of H.R. 4103 covering rate regulation, provision of services, renewal and "access to premises." But, as Mooney and Pols both pointed out, the exact changes will not be known until the NCTA board meets in special session this Tuesday (July 17) in Washington.

Apparently to gauge for himself how much latitude NCTA has with the cities, Mooney went to New York last week to visit Carol Bellamy, the New York City councilwoman who was one of the signatories to the compromise. "She was quite cordial, but I don't know whether she is going to be flexible or not," he said. "The principal purpose

of the meeting was to make sure she understood the extent of the problem. She does."

The possibility exists that the NCTA board may walk away from the bill when it meets this week, Mooney said, but it will probably wait to see how the cities react to its demands. "This is a calculus and you assign different weights, positive and negative, to the different elements of the bill. At the moment, in view of the Supreme Court's [Crisp] decision, the calculus comes out on the negative side. What we have to do is put the calculus back on the positive side.

"If the calculus ultimately comes out on the negative side, then so be it. It is extremely important that everybody understand that the trade association is not interested in legislation per se. The trade association is only interested in legislation that unambiguously represents a gain for the industry."

The rising tide of dissatisfaction among cable operators has, if nothing else, slowed the progress of the bill. "Whether there will be legislation or not will probably be decided in early September," said Mooney. "It will take that long to get this thing sorted out."

So far, NCTA's problems with the bill center on provisions that were directly affected by the Supreme Court's *Crisp* decision three weeks ago (BROADCASTING, June 25), and those that, in its opinion, were not properly translated from the compromise into legislation language or were changed significantly during markup.

"The *Crisp* case has cast in entirely new light the FCC's ability to assert federal jurisdiction over cable generally," Mooney wrote to the NLC. The decision "approves the FCC's *Nevada* decision limiting rate regulation to local off-air signals and [access] channels, affirming the cable operator's right to remove other programming services from the basic tier and from the system. . . . *Crisp* also, however, is a landmark decision in that it finds generic commission jurisdiction over cable in the Communications Act rather than depending upon an 'ancillary to broadcasting,' doctrine: thus the prospective authority of the commission to further assert exclusive jurisdiction over cable seems very broad.

In light of the decision, the letter said, "we believe that the 'transition' or 'grandfathering' period envisioned by H.R. 4103 as currently drafted is no longer appropriate, given the fact that the provision of satellite delivered cable services has already been deregulated by the FCC and the Supreme Court. Statutory reimposition of such regu-

lation . . . would . . . be disruptive, anomalous and not in the interest of either the franchising authorities, the cable industry or cable subscribers."

Many segments of the cable industry have also expressed concern about other provisions, particularly those concerning renewal and access to premises, the letter said. But the NCTA and the city representatives, it said, should be able to resolve such concerns through drafting revisions and committee report language.

But the problems some segments of the industry have with the bill go far beyond NCTA's. Operators or groups of operators, including at least one state and one regional cable association are now complaining about provisions ranging from equal employment opportunity to leased access. "There are some people who have policy problems with the whole thing," said Mooney. "I think it is too heroic to try to obtain absolute unanimity. What we are striving for is a consensus."

The first serious blow came two weeks ago when the California Cable Television Association passed a resolution demanding changes in key provisions of the bill (BROADCASTING, July 9). And just last week, the New England Cable Television Association passed a similar resolution. "The bottom line is that our association is not trying to lay a bombshell on NCTA," said NECTA Vice President and General Counsel Tom Steel. "This is not an ultimatum in which every demand has to be met, but we want to get a clear message to the NCTA board that there are problems."

The major factor in the industry's wavering support for the bill was the Supreme Court decision. Since it was issued, said Steve Effros, executive director of the Community Antenna Television Association, "support for the bill has steadily eroded." He said last week that he expected the CATA board, which was scheduled to meet this past weekend, to withdraw its support from the bill unless changes are made.

Sol Schildhouse, who with his law partner Harold Farrow and several of their cable clients have opposed passage of any kind of legislation that would legitimize municipalities' right to award cable franchise and regulate cable, said cable operators are now divided into three camps. "There is a group that is gung ho for the bill, a small group that opposes it and a group that has been asking, 'What bill?'" he said. "But as the third group reads the bill and begins to understand what it's all about, the second group is expanding." □

There is a small but vocal group of cable libertarians that opposes the pending cable bills or any federal legislation that would affirm the right of municipalities or states to regulate cable rates or services in any way. Its philosophical leader is Harold Farrow, a 57-year-old Oakland, Calif.-based attorney who has tried to limit the authority of municipalities over cable through a legal war of attrition since the mid-1960's.

Farrow's most recent visibility has been as a *nudge* without portfolio against the cable industry's attempt to achieve landmark legislation—a process he has made every effort to derail. The pending cable bills (S. 66 and H.R. 4103) "legitimize the franchise process," Farrow said last week. "They attempt to make legal what



Cable's obstreperous advocate may be vindicated after all

the cities have been doing and to take away all the weapons we have developed over the years to resist that pressure." Farrow's legal arsenal includes the federal antitrust, civil rights and racketeering laws as well as the First, Fifth and 14th Amendments. If the cities have the power to award a franchise, he said, they have the power to take it away. "It's just unacceptable. You can't run a business that way."

By late last week, it appeared that a number of industry leaders had come over to Farrow's way of thinking on the instant cable legislation (story page 27), if not to a concession that he's been right all along.

Over the years, Farrow—armed with his laws and amendments—has challenged cable regulations in dozens of cities in dozens of cases. Most often, the cities have been reluctant to fight protracted court battles and have reached settlements with Farrow and his clients. The tactic has been effective, says Steve Effros, executive director of the Community Antenna Television Association, who characterizes Farrow as a "skillful and intimidating" litigant. But the day will come, his detractors say, when a city is going to call Farrow's bluff and battle him all the way. If Farrow's arguments fail him then, says Effros, "the game is over." To pursue deregulation through litigation, he says, is not a "responsible long-term position" for the industry to take.

Another Washington cable attorney echoes Effros. "Farrow is the cable equivalent of a very tough divorce lawyer," he said, "but you can't make policy that way."

Typical of Farrow's legal assaults on municipalities' franchising authority is the suit filed last fall in San Francisco federal district court on behalf of his client, Century Federal Inc., against Palo Alto, Menlo Park and Atherton, all California, which have

joined forces to award a single cable franchise.

The complaint charges that the cities refusal to grant Century Federal a cable franchise unless the cable operator responds to their request for proposal and participates in their "auction process" is a violation of the federal antitrust laws and the operator's constitutional rights. The cities, it alleges, are using their power to exclude Century Federal from public rights-of-way to "consciously acquire, maintain and exert monopoly power over the cable television industry."

Despite Farrow's deep involvement in cable—he counts Tele-Communications, Century Communications, Sonic Cable TV, Jones Intercable and American Television and Communications among the MSO's he has represented—he says he is not a communications attorney. After graduating from the University of California's law school at Berkeley in 1953, he practiced "general" law for a San Francisco law firm, and five years later set up his own office across the bay. He was drawn into cable as a special counsel to the California Cable Television Association in the mid-1960's. Then he became a partner with Sol Schildhouse, the first chief of the FCC Cable Television Bureau, in 1974, deepening his involvement in the medium. Their firm, with offices in Oakland and Washington, is Farrow, Schildhouse, Wilson & Rains.

Farrow made his mark on cable in the late 1960's when he persuaded the FCC that telephone companies be required to get FCC approval—214 authorization—before building or operating a cable system. The requirement gave cable operators a forum in which to battle the telcos, which were entering the business at the time and overwhelming the established cable operators. The telcos subsequently

lost interest in the medium.

But Farrow is perhaps best known for litigating the Boulder case, which culminated in a landmark Supreme Court decision in January 1982. On behalf of Tele-Communications, Farrow sued Boulder, Colo., charging restraint of trade, after the city tried to prevent TCI, which provided service to about a third of the city, from expanding service to portions of the remaining two-thirds. The district court agreed with Farrow, ruling the city had violated the antitrust laws. But the appeals court overturned the district court, saying the city derived from the state its immunity from antitrust actions. Farrow took that decision to the Supreme Court, which found that cities enjoyed antitrust immunity, but only in narrowly defined areas. The deci-

sion left most cities vulnerable to further attacks on their regulatory authority over cable on antitrust grounds, which Farrow has not hesitated to exploit.

However, the real story of the Boulder case occurred after the Supreme Court made its ruling and remanded the case to the district court, Farrow said. Weary of the legal battle, the city reached a settlement with TCI. The court's final judgment, which reflected the settlement, gave TCI the right to expand its service area and prohibited the city from any "attempt to control programming, control subscriber or other rates or prices, control the number of channels or impose similar controls." "What the case said was that the cable operator is in a lawful business," he said, "... and the alleged power of municipalities to exclude from the market any cable operator is illegal."

Farrow believes cable operators should be willing to accept competition from other cable operators in their franchise areas in exchange for commercial and First Amendment freedoms. "The guy who is making a fat profit may attract competition," he said, "but I think you have to let it happen."

Farrow won't take credit for turning any cable operator against the cable legislation, but he will take credit for getting many of them to read it. "What's stopping the bill is what's in the bill," he said. "People hadn't read the bill before," he said. "They had relied on what they were told by those they trusted."

From his perspective, the cable legislation is "a dead duck," and all right-thinking cable operators will oppose its passage. "The bill doesn't solve anybody's problems; it creates them," he said. "If [NCTA President Jim] Mooney thinks the bill is good for the industry," he said. "I don't think he knows what he is talking about."

FCC reasserts jurisdiction over cable

Commission says nonbasic rates may not be set by local municipalities; other actions taken on busy day

Local governments may not regulate the rates of nonbasic cable television services. So said the FCC once again at its open meeting last week.

Adding a fresh touch, however, the FCC also made clear that the only elements that have to be included in a cable system's basic service are must-carry television signals.

According to the FCC ruling, the cities cannot lawfully require cable operators to provide more. And the other offerings of cable operators—whether those had once been included in their basic service packages, even as part of a franchise agreement—cannot be subjected to local rate regulation.

In still other action, the FCC proposed to allocate spectrum for a "radiodetermination" satellite service, a move that could result in forcing some broadcast auxiliary service users to move to new frequencies; refused to launch a rulemaking aimed at exhuming its syndicated program exclusivity rules, and declined to launch a rulemaking aimed at increasing rates for pole attachments.

The FCC pre-empted the states from regulating nonbasic cable services last year (BROADCASTING, November 14, 1983), responding to a request for declaratory ruling by Community Cable TV Inc., a cable operator serving the Las Vegas area. The cable company had requested the ruling after the Public Service Commission of Nevada made clear that it wanted to regulate the rate of the cable company's tiered service.

The public service commission, the Cable Television Information Center, the National League of Cities and the city of Dallas petitioned the FCC to reconsider. But the FCC turned the petitioners down.

At the same time, however, the commission addressed another petition for declaratory ruling from Cablevision of New Jersey. Cablevision had been offering a nonmust-carry sports service on its basic tier. When it took the sports service off the basic tier to offer that as a pay service, it ran into trouble: The New Jersey public service commission ordered Cablevision to return the service to its basic tier. Cablevision asked the FCC to intercede in its behalf, and the FCC accommodated it.

In a press release, the FCC, which contended it wasn't breaking new ground, said "franchise provisions which purport to control the content or placement of broadcast or cablecast signals have been pre-empted and . . . Cablevision is free to add, delete, or realign its service offerings as long as all 'must-carry' signals are retained as part of its basic service offerings."

After the meeting, Jim McKinney, Mass Media Bureau chief, said cable operators needed the freedom of movement. "They need the flexibility to shift things around," McKinney said.

Jim Mooney, president of the National Cable Television Association, said the FCC's

action was a "clear signal" to local governments that they are doing more to frustrate the promise of cable than to help it. "It's a clear signal too, that unless local governments stop trying to treat cable as a political football, the FCC may take them out of the cable regulation business entirely," Mooney said.

■ In other action, the FCC accepted for filing the application of Geostar Corp. to launch a radiodetermination satellite system—three satellites that would, through triangulation, be able to fix the positions of mobile transmitters on earth or in the air—and launched a notice of proposed rulemaking aimed at allocating spectrum for a radiodetermination satellite service.

In the rulemaking, the FCC proposed to allocate 1610-1626.5 mhz, 2483-2500 mhz and 5177-5183 mhz for the service. Comments or petitions on Geostar's application should be filed within 30 days. Parties that want to file radiodetermination satellite service applications, and want those to be considered at the same time as Geostar's, must file within 45 days.

At the meeting, Robert Foosner, chief of the Private Radio Bureau, said there are 84 private radio and 161 broadcast auxiliary service microwave "links" in the 2483-2500 mhz band. If the FCC adopts its proposal, the users of those links will have to move to new spectrum.

■ The commission also voted 3-1 (with Commissioner James Quello dissenting and Commissioner Henry Rivera absent) to deny a proposal requesting full syndicated program exclusivity in all markets for carriage of distant TV signals.

In a petition for rulemaking, Henry Geller, former head of the National Telecommunications and Information Administration, had also suggested that the FCC beef up its sports blackout protection (BROADCASTING, May 31, 1982). Geller noted that the FCC's current blackout rule is aimed at protecting the home gate by preventing the importation of a distant signal carrying a home game if it is unavailable on a local signal. He suggested expanding that protection, perhaps by prohibiting cable systems from retransmitting into any area within 50 miles of the home stadium of a club that is a member of a professional sports league, the broadcast of any game involving the home club or a member club of that league, unless the cable system obtains the consent of the home club.

Geller had contended, among other things, that by repealing the syndicated exclusivity rules, the commission failed to give local broadcasters exclusivity against cable systems bringing in the same programs on a distant signal.

The commission, however, said that if there were a "market failure" for copyright holders of syndicated program packages, those parties seeking compensation should take their cases to the Copyright Royalty Tribunal or to Congress.

The FCC also said that the expanded sports blackout provision was not needed,

and that Geller had not presented evidence to show that it was needed now.

In a dissenting statement, Quello said the commission should launch a notice of inquiry to examine the changes in the broadcast programming marketplace since the syndicated program exclusivity rules were repealed in 1980. "Then, should it find that adverse effects have resulted from their absence, the commission could consider what steps it—or others—might take to remedy any market failure," he said.

"Congress gave the commission a broad mandate to regulate broadcasting, and the commission should act in conjunction with Congress and the Copyright Royalty Tribunal to insure that the system as a whole operates to serve the public interest. The commission should not brush off potential market failures that may adversely affect broadcast service by stating simplistically that copyright issues are not its responsibility," he said.

"The broadcast industry does not operate in a vacuum. Copyright issues are a crucial element of the broadcast marketplace, and the commission cannot fulfill its responsibilities if it ignores the effects of its actions on the very marketplace forces on which it has placed such heavy reliance," Quello said.

■ The commission also refused to launch a rulemaking aimed at revising its pole attachment rules and policies. Several utilities had requested the rulemaking, asking the FCC to change the formula it uses to determine pole attachment rates to increase those. But the FCC said the petitioners had not submitted enough evidence of a need to change the formula to warrant a rulemaking.

■ In still other action, the FCC proposed to amend its rules to permit radio and TV stations to rebroadcast citizen band and amateur radio transmissions without having to get permission from the originating stations. It also proposed to eliminate the requirement that broadcasters get FCC approval to rebroadcast transmissions of private non-broadcast radio stations. It further proposed to eliminate the requirement that broadcasters have written notice of permission to rebroadcast government-owned radio station transmissions.

■ The FCC also denied a petition by the National Association of Broadcasters seeking partial reconsideration of its action last year permitting broadcasters to identify themselves by additional cities, even though their signals did not cover them. In its action, the FCC had said that licensees could identify themselves with the names of any communities they wanted, as long as they named their community of license first. The NAB had argued that, in the interests of avoiding confusion, the broadcaster should have to place some signal over the additional cities named (BROADCASTING, Dec. 19, 1983).

■ In addition, the FCC denied several petitions seeking reconsideration of its action eliminating the Berwick doctrine, the suburban community and de facto reallocation policies (BROADCASTING, Feb. 21, 1983). □

Thinning rank of DBS pioneers heads for July 17

With approach of FCC's due diligence deadline, CBS and Western Union decide against entering business; RCA modifies its proposal; for STC and USSB it's still full steam ahead

Three years ago, satellite-to-home broadcasting or DBS was the hot new medium. Everybody wanted in. In December 1980, Comsat's Satellite Television Corp. asked the FCC for permission to build high-power direct broadcast satellites capable of beaming multiple channels of pay television to subscribers equipped with small, inexpensive earth stations, and seven months later, 13 other companies, excited by the possibilities of the medium or simply afraid to be left behind, followed STC's lead.

Over the years, however, the regulatory process and economic realities have winnowed the original batch of applicants to a handful. Of the original applicants, only eight were granted construction permits by the FCC and, of the eight, only four—STC, Dominion Video Satellite, Direct Broadcast Satellite Corp., United States Satellite Broadcasting—still seem to be moving ahead in a timely fashion to make their DBS plans a reality. They have told the FCC that they have ordered their satellites and made the attendant financial commitment and, thereby, met the FCC's so-called "due diligence" test before the FCC's Tuesday (July 17) deadline for doing so. (The remaining applicant, Graphic Scanning, was trying to hammer out a satellite contract last Friday in time to meet the deadline.)

Further attrition is still possible. So far, the FCC has said that only STC and USSB (see box) have passed the due diligence test. The FCC will be reviewing the claims of DBSC and Dominion and, if it finds that either lacks a firm satellite construction contract, it will revoke its permit. What's more, one or more of the applicants may fail to find the necessary capital to finance their ventures and drop out. Comsat, for instance, has said it will dissolve STC and write off its considerable investment in the company if it can't find some equity partners.

CBS, RCA and Western Union are the three DBS permittees that will let the due diligence deadline pass without contracting for satellites and will allow their permits to expire. However, RCA has modified its proposal and wants to be considered for a new

permit when the FCC processes the next batch of applicants, and CBS and Western Union say they are still interested in DBS, implying they might be back some time.

Western Union, which had planned a four-channel system, announced its decision to scrap its DBS plans last week. Western Union had hoped to offer its DBS channels to programmers, said James T. Ragan, vice president, communications systems group, but the programmers expressed little interest. "For the technologist to say, 'I am going to do it,' and then look around for programmers is not a very smart move," he said. DBS will come, he said, but not until the programmers decide it's the way to go.

CBS, which had proposed broadcasting six channels of conventional television or three channels of high-definition television, dropped out three weeks ago after much soul-searching. In the end, CBS executives felt that the DBS business was too risky, given the enormous costs (hundreds of millions of dollars) and the uncertainty of the market (BROADCASTING, June 25, July 2). CBS's decision was a blow to Comsat, which had been counting on CBS to be one of its partners in STC.

Although RCA will allow its permit to lapse, it still says it's interested in launching a DBS system and selling the capacity to programmers. To that end, it asked the FCC two weeks ago to consider a radically modified and more economical version of its original DBS proposal with the next batch of DBS applicants. According to an FCC filing, RCA's new proposal trades off the transmission power of its original scheme for lower overall system cost and more channels. The new plan calls for the launch of two satellites, with each providing 16 channels of service to one half of the country through 16 100-watt transponders, the filing said. The revised system would cost \$370 million, RCA told the FCC, \$308 million less than the original system. "This very significant reduction in investment costs will enable RCA Americom to provide DBS channels to its customers at much lower rates than we had originally thought possible. In turn, our programmer-customer will be able to provide DBS service to the public at correspondingly lower rates."

After the FCC parcels out channels to all the original permittees that prove due diligence and figures out how many channels it

has left, said FCC staff attorney Bruce Romano, it will begin processing a second round of DBS applications. The second-round applicants, which all met a Jan. 12, 1984, filing deadline, are Satellite Syndicated Systems, Satellite Development Trust, National Christian Network, Advanced Communications Corp., Hughes Communications Galaxy Inc., National Exchange Inc. and Space Communications Services. Satellite Development Trust and National Christian Network, Romano said, were first-round applicants that did not receive construction permits because their filings were either late or incomplete. RCA apparently wants its modified application to be considered in the second round, he said, but the FCC hasn't yet decided what to do with it. Consideration in the second round "is certainly not automatic," said Romano.

CBS is not the first company to come close to a partnership with Comsat in STC, only to back out. Sears, Roebuck had taken a serious look at joining Comsat, but, after looking at the enormous costs involved, got cold feet. Although Comsat has poured millions into STC, it has made it clear from the beginning that it would not go ahead without partners to share the risks and costs of the venture. Despite being abandoned by CBS and Sears, Comsat is continuing its search for partners and still has hope—at least publicly—of finding one. Over the past five years, scores of major companies have looked over the STC business plan. Among the latest to do so are Columbia Pictures, R. R. Donnelly Corp. and General Motors.

Comsat's DBS plans have evolved considerably since it first announced its intention to enter the business in August 1979. As they now stand, STC will offer five channels of service in the Northeast early next year, using specially modified transponders on Satellite Business System's SBS IV. Once its two high-power, three-transponder satellites, which were ordered from RCA Astro-Electronics in October 1982, are delivered in 1986, STC will launch them into the same orbital slot and beam six channels of service to the entire eastern half of the country.

USSB, which is owned by the Minneapolis-based Hubbard Broadcasting, contracted with RCA Astro-Electronics last month for two six-transponder satellites that will allow it to provide six channels of service to the entire country beginning in 1988 or 1989. Hubbard Broadcasting has climbed out on a financial limb in ordering the satellites, which will cost about \$160 million, but Stanley S. Hubbard, president of Hubbard Broadcasting and USSB, believes USSB will find the necessary equity partner and financing to help pay for the satellites and make the DBS business happen. USSB's programming would be supported by a combination of pay and advertising dollars.

Like STC and USSB, Dominion Video Satellite continues to have faith in the DBS business and has told the FCC that it has signed a contract with Hughes Aircraft Co. for two satellites that will allow it to beam six or, if the FCC gives it permission, eight

USSB is next in line. The FCC authorized Hubbard Broadcasting's United States Satellite Broadcasting to move ahead with the construction and launch of its two-satellite, six-channel DBS system. The action came last Thursday in a public notice, but only after the FCC staff had satisfied itself that USSB had met its due diligence requirement of having contracted for the construction of the DBS satellites. USSB is only the second DBS applicant to meet the requirement and receive approval (and the channels and orbital assignments that go with it) from the FCC. Comsat's Satellite Television Corp. was the first. Three other applicants are claiming they have met the requirement, but the FCC has yet to rule on them.

The news of the FCC action delighted Stanley S. Hubbard, president of Hubbard Broadcasting and its USSB subsidiary. "It's a construction permit for a national television station with six channels," he said. "It's the first time it's ever happened." (STC's permit allows it to service just the eastern half of the country, he noted.) He said USSB now plans to ask the FCC to allow it to modify its system so it can broadcast eight rather than six channels and serve Alaska, Hawaii, Puerto Rico and the Virgin Islands.

channels of service to the nation. Dominion is headed by Robert Johnson, who said he has the necessary financing and marketing scheme to enter and succeed in the business. Johnson plans to turn over one of his channels to a group of religious broadcasters, including Jerry Falwell, Jimmy Swaggert, Jim Bakker, Robert Schuler and Pat Robertson. And, according to Johnson, the religious channel is central to his marketing plan. The video evangelists will urge their viewers to install earth stations aimed at the satellite, he said, and, if the viewers respond as faithfully as they have in the past, they

will create a solid core market upon which Dominion's other pay and advertiser-supported services can grow. Among the programming services that have expressed interest in filling the Dominion's other channels, Johnson said, are Robertson's CBN and The Disney Channel.

Direct Broadcast Satellite Corp. plans to launch two high-power, high-capacity satellites. Each is designed to broadcast six channels to half the country and four additional channels to three discrete regions within its primary service area. It signed some sort of contract with Ford Aerospace and Commu-

nications for the satellites, but has been unable to raise any money to pay for them. As a result, the FCC may reject its due diligence claim and revoke its construction permit.

Graphic Scanning, which plans to provide two channels of national service, was in the midst of negotiations last Friday with satellite manufacturers. Graphic Scanning's Richard Vega said if it can find an acceptable deal for satellites, the company will claim due diligence prior to the deadline. If it can't, it will join CBS, Western Union and RCA in watching its construction permit expire. □



Searching for exciting news in San Francisco

Broadcasters gear for what may be less than spectacular convention, although there will be plenty of speeches inside and demonstrations outside the hall to cover; NAB to provide TV monitors on the floor

Until last Thursday, the Democratic national convention opening today in Moscone Center in San Francisco had promised to present a challenge to the 14,000 press representatives assigned to cover it—a challenge almost as large as the one that awaits them in Dallas next month, when the Republicans gather to renominate President Reagan: how to file reports—on air or in print—that would command attention. The Democrats had done what they could to eliminate the controversy that would make for news. But Walter Mondale, with his selection of a woman as his running mate late last week, may have pushed the button that will energize the convention.

Whatever happens inside the hall, the tens of thousands of demonstrators scheduled to plead causes ranging from homosexuality to the environment to a nuclear freeze movement to antihomosexuality in a series of parades throughout the week had not been expected to offer the press and the cameras a major alternative to events inside the hall. Police preparing for the demonstrators—and the list of those that have obtained parade permits from the police covers 15 pages—did not anticipate the kind of disturbances that would command the press's attention. "It will be a piece of cake," said one officer

who will be in charge of traffic this week. Nor were the Democrats concerned about the possibility of being upstaged. Said one spokesman for the Democrats: "There is no anxiety."

But a disturbance on Thursday evening that led to eight arrests raised a question as to whether that California laid-back attitude was justified. Some 2,000 people were protesting against Jerry Falwell's Moral Majority and its position in opposition to homosexuality and abortion. Still, a police spokesman remained unconcerned. "This doesn't change our estimate" of how the week's events will go.

With Mondale having won sufficient delegates to assure himself a first-ballot victory in his quest for the Democratic presidential nomination, there will be no drama in his selection on Wednesday night. And Mondale himself eliminated the one real element of suspense that remained when, last Thursday, he announced his choice for the vice presidential nomination—Representative Geraldine Ferraro (D-N.Y.). (The West Coast Edition of *NBC News Digest* broke the story on the selection. Nick Clooney reported that Mondale "has apparently picked" Ferraro, in a broadcast at 9:58 p.m. PT on Wednesday.) But whatever the cost in suspense—and in the excitement of a demonstration that members of the National Organization for Women had threatened if Mondale did not choose a woman—the announcement of the selection of the first woman picked for a major party's ticket seemed last week to have electrified the par-

ty and stimulated new interest on the part of press and public in the Democratic convention. Indeed, Ferraro, whose nomination for the second spot is assured, is likely to get as much attention as the top of the ticket, if not more. For the Democrats, that would be better than kicking off a campaign against a formidable incumbent with a lackluster convention.

The convention schedule itself has been structured as much as possible to present the party in a favorable light. Committee reports, which can be dull or generate squabbles—and the Democrats are not interested in exposing dullness or squabbles to the nation's voters—have been scheduled for the late afternoon, before the networks plan to start their coverage, at 6 p.m. Pacific Time. (Party officials expect the sessions each night to end before 9 p.m., or midnight NYT. The networks will provide a window for local late evening news programs for stations in the Midwest and East that want it.)

But the party will be defining itself on national television, in the presentation of the party platform—by Ferraro, who was chairman of the platform committee, among others—and in the speeches of party stars, present and past, all in prime time. The presidential and vice presidential nominees will deliver their acceptance speeches on Thursday night. Former President Jimmy Carter will speak on Monday night, ahead of Governor Mario Cuomo of New York, who will deliver the keynote address. And the two men who fought Mondale for the nomination to the very end are also on the prime

time schedule—the Rev. Jesse Jackson, on Tuesday, and Senator Gary Hart (D-Colo.), on Wednesday, before the balloting for the presidential nomination begins.

The Democrats will also resort to films to make their case to the public tuning in. On Monday night, the lights will be turned down for the showing of a film on one of the party's heroes—Harry S. Truman. And on Wednesday, as part of a session on women's rights, convention managers have scheduled a film on Eleanor Roosevelt.

For broadcasters, covering the outside demonstrations will be simple. The Democrats—in a manifestation of considerable confidence—reached an agreement with leaders of the groups involved and with the San Francisco Police Department permitting the groups to rally in a large parking lot in front of the Moscone Center. "This party believes in free expression," said Democratic party spokesman Terry Michael. He said convention committee representatives have been working with the groups for months in preparation for the activities to be conducted this week. And broadcasters will set up cameras and assign reporters to cover the demonstrations in the parking lot. They can also dispatch minicam crews anywhere in the

city.

How much of the extracurricular activities they use is another matter. Reuven Frank, who is directing coverage of the convention for NBC, said some of the coverage of massive parades—one by unionists, the others by gays and lesbians—on Sunday (July 15) would probably be used on the *Nightly News* that night. As for most of the rest, he indicated the coverage would simply be of the "in case" variety. Even with a dull convention under way, coverage of "a lot of crazies" would provide "an inaccurate picture," he said. But he could not say the network would not provide live coverage of an event in the parking lot. "If something is going on [there] and someone [in the convention] is singing a song . . ."

□

Whatever it is the broadcasters provide in the way of coverage, many in the convention center will be able to see it, on television monitors provided by the National Association of Broadcasters. The NAB has rented 160 monitors, affixed plaques noting they are "courtesy of NAB," and distributed them throughout the building—in the hallways, press areas, candidate holding areas, hospitality suites and VIP lounges, and the like.

"It's a goodwill gesture," said Rory Wilcox, of the NAB public affairs office. Cost of the gesture: \$8,000. It will be repeated at the Republican convention.

What's more, those attending the Republican convention may also see a version of the star-spangled presentation design encouraging broadcasters to promote voter registration, which opened the NAB convention in Las Vegas in April. Wilcox said it was offered to both parties but that the Democrats, with the shorter lead time they had, were unable to work it into their convention's schedule. The Republicans, she said, have given "a tentative yes." NAB will work with TM Productions, which produced the piece, in re-editing the material to meet the Republicans' needs. Wilcox said NAB is looking for someone to underwrite the cost. But NAB, she said, will get production credit.

Nor are those matters the extent of the NAB's involvement in the conventions. Apparently taking a cue from the less-than-exhausting schedule both Democrats and Republicans will face, in San Francisco and Dallas, the NAB's Government Relations Office has invited members of Congress among the delegates for breakfast and tennis in both cities. □

Is there life after unregulation at the FCC?

The consensus is that there is, although most of the largest items are behind, or about to be; push to secure First Amendment rights high among remaining issues; Fowler himself says he'll still work out his term, until 1986

Now that the Fowler FCC has deregulated television (on top of the commission's earlier deregulation of radio); is almost ready to relax its broadcast ownership restrictions, and has put its calamitous financial interest and domestic syndication proceeding into the Deep Freeze, is there anything left to accomplish on the Fowler administration's mass media agenda?

Yes, insist the chairman and most of his fellow commissioners.

"We have come a significant distance, but there's still work to be done," Fowler said in an interview last week. "We've got to continue to push for the print model."

Among the notable proceedings that Fowler said still need to be resolved are the commission's proposal to narrow its purview over licensee character and its proposal to streamline comparative renewal criteria.

Fowler also said the commission's notice of inquiry into the fairness doctrine had been given "increased relevance" in the wake of the Supreme Court's decision to permit public broadcasters to editorialize (BROADCASTING, July 9). In that decision, the Supreme Court indicated it "might have to reconsider" its holding in *Red Lion* that the fairness doctrine is not unconstitutional, according to Fowler.

Commissioner Mimi Dawson insisted that some of the more important mass media top-

ics have yet to be addressed. Near the top of her list is her proposal to launch an omnibus notice of inquiry to explore the concept of getting the FCC out of all content regulation not required by the Communications Act. "I feel very strongly about that," she said.

Then there's the still unanswered, and thus far officially unasked, question of how or whether to bring the various technologies for delivering video—direct broadcast satellites, multichannel multipoint distribution service and instructional television fixed services, to name a few—into regulatory equilibrium. "One of the most important questions facing the FCC in the coming year is the question of regulatory parity among the different video technologies," she said.

Commissioner Dennis Patrick agreed that there is "more to do." He cited Dawson's proposed notice of inquiry on program content. "That's something I think is important," Patrick said. As did Fowler, he also cited the commission's proceeding on comparative criteria. Then there's the commission's ongoing proceeding aimed at eliminating regulatory "underbrush"—generally obscure rules and policies governing content and business activities, he said. The latter proceeding may not generate a lot of controversy, but the rules and policies at issue "may be pretty important" to broadcasters affected by them, Patrick said.

Commissioner James Quello, however, said he thinks the FCC has made the lion's share of major deregulatory moves in the mass media area. Comparative renewals and petitions to deny are statutory requirements, he noted. "The next moves will take congressional action in many areas," Quello said.

Of course, assuming that Fowler has played the big cards in his mass media hand, the question arises as to how much longer he will stay at the commission. It must hurt the chairman—who is known as an unabashed advocate of the free enterprise system—to realize that former top lieutenants who have left the agency to take advantage of lucrative opportunities elsewhere are making more money than he. Gary Epstein, Fowler's former Common Carrier Bureau chief, left the agency last year to start up a telecommunications practice for the law firm of Latham, Watkins & Hills. Larry Harris, Fowler's former Mass Media Bureau chief, left about the same time and is reported to be bringing in six figures a year as president of Metromedia Telecommunications, the group broadcaster's radio common carrier arm. And it has been announced that Fowler's top aide, Willard (Randy) Nichols, will leave the FCC next month to become vice president and general counsel of Communications Satellite Corp.

But last week, Fowler said he intends to serve out his full term, which expires June 30, 1986. Fowler added that attempts to link his departure solely with his mass media agenda fall short. That ignores the fact that there's still much to be done in telephone issues, which are "so important to the country," he said.

It's not that Fowler presumes himself to be the only one fit to handle the telephone issues, but there would be a "lag," one that can't be afforded, involved in turning over the agency's reins to another, he explained. "I certainly have other ambitions that I might want to pursue in early 1985, but that is not possible under the present circumstances." □

Bonneville buys competitor Schulke

Radio syndicator bolsters its position as top provider of easy-listening format by absorbing smaller company; move will give Bonneville 200 stations

Bonneville Broadcasting System, the major supplier of easy-listening/beautiful music to the radio industry, has eliminated its long-time rival, Schulke Radio Productions (SRP). Last week, Bonneville agreed in principle to acquire SRP from Cox Communications. Although the purchase price was not disclosed, the transaction reportedly was in the \$1.7-\$2-million range. (Cox bought SRP from Jim Schulke, who retired as company chairman last month, in 1979 for \$4.5 million [BROADCASTING, July 9, 1979] with Schulke retaining 10% ownership).

The announcement comes several weeks after SRP president and chief operating officer, Larry Adams, acknowledged that he and Dave MacFee, SRP's executive vice president in charge of creative, were trying to execute a leveraged buyout of the company ("Riding Gain," May 21). But, according to Adams, talks with Cox ceased after two to three weeks.

Bonneville is now expected to close SRP's South Plainfield, N.J., headquarters next month and centralize operations in Chicago, where Bonneville is based.

The Bonneville/SRP deal bolsters Bonneville's top position in the easy-listening field (Schulke was number two) with approximately 200 stations, nearly 50 of which were SRP clients. "There is a minimal amount of market conflict," said Jim Opsitnik, president and chief executive officer of Bonneville Broadcasting System, referring to the overlapping of Bonneville and SRP client stations in some markets. "We will try to work out any conflicts we have on an individual station basis," he said. The SRP acquisition marks the second time Bonneville Broadcasting System has bought out a major competitor. Two years ago Bonneville purchased Darrel Peters's FM-100 Plan operation in Chicago ("In Brief," Aug. 9, 1982) for a reported \$5.6 million.

While Bonneville and Schulke have remained the principal suppliers of easy-listening music to stations (others include Churchill Productions, TM Communications, Kalamusic, Carson Productions and Broadcast Programming International, some of which specialize in small-market stations), the easy-listening syndication field, according to industry sources, has recorded lower revenues in recent years. Sources say easy-listening syndicated music for radio stations in 1981 was estimated to be an \$8-\$10-million business with Schulke cornering about 50% of the market and Bonneville about 25%. By 1983, the business fell to \$6 million, but Bonneville's share of the market, which included the FM 100 Plan, climbed to over 60% as Schulke dropped off.

Bonneville presently categorizes its selection of easy-listening taped formats as:

match-flow (instrumental and vocal songs programed in 15-minute clusters on the same reel of tape with tempo and harmonic structure blending together), random-select (instrumental and vocal songs selected randomly by alternating among different reels of tape) and the new Ultrasound, which replaced the company's satellite-delivered programing that was discontinued earlier this year ("In Brief," March 5). The Ultra format concept, said Opsitnik, encompasses the full spectrum of easy-listening music. Schulke's current programing format is match-flow. □

CBS upheld in contempt case

Louisiana judge turns down appeal by private prosecutors seeking transcript of '60 Minutes' segment

CBS has won another and perhaps final round in its battle to resist a contempt citation by the U.S. district court for the Eastern District of Louisiana. At issue is CBS's refusal to produce a transcript of a *60 Minutes* segment before broadcast. That occurred in January 1983, after seven New Orleans policemen who were facing trial for violating the civil rights of four blacks tried to block the airing of the piece, which dealt with the case. Since then, the case has taken several unusual twists that finally led the U.S. Court of Appeals for the Fifth Circuit last week to dismiss an appeal brought by private attorneys. They had been hired by the same court

(though with a different judge sitting) that had originally dismissed their request for an order to show cause why CBS should not be held in contempt. The appeals court said the private prosecutors lacked the authority to file the appeal. The reason: The court that had hired them had dismissed the show-cause application, and with it their authority.

The order to produce the transcript was issued by U.S. Judge Adrian Duplantier of New Orleans, who was to preside at the trial. CBS based its refusal on its belief the order violated its First Amendment rights. Duplantier also sought to enjoin the broadcast, and when CBS was successful in opposing that effort, Duplantier asked the U.S. attorney for the New Orleans district to initiate contempt proceedings against CBS. But the Justice Department, in the first unusual twist, refused to comply. It said the First Amendment argument CBS had made was substantial.

So Duplantier hired private attorneys to prosecute the criminal contempt action. With the matter to be brought before him, Duplantier found himself to be disqualified. The Fifth Circuit named Judge Earl E. Veron of the Western District of Louisiana to replace Duplantier. And he, on Sept. 1, 1983, issued what the appeals court in its decision last week called "a well-considered opinion" that dismissed the private prosecutors' application for a show-cause order. Veron found the production order unconstitutional. But the private prosecutors did not abandon the fight; they appealed.

To the appeals court, the private attorneys' fight had ended at the district court level. "Under the unique circumstances of

Another round

The National Association of Broadcasters has asked well-known First Amendment lawyer Floyd Abrams to espouse its position against banning alcoholic beverage commercials on national radio and television. NAB President Eddie Fritts said Abrams would participate in a discussion of the issue, set up by the National Conference of State Legislatures for its July 23 meeting in Boston. It will include David Pittman, professor at George Washington University in St. Louis, and Michael Jacobson, executive director of the Center for Science in the Public Interest, an organizer of recent campaigns to effect the ban (BROADCASTING, Nov. 28, 1983; July 2, 1984). According to Fritts, there is a "move afoot" by the NCSL to pass a resolution that would propose banning beer and wine commercials during prime time sporting events programs. Fritts said the proposed ban would have "a major impact" on college and university revenues from such programs. What is at issue, he said, is the "singling out" of the broadcasting industry for the ban. It's a "repeat of the cigarette issue," he said. Earlier this month, the NAB spoke out against Project SMART (Stop Marketing Alcohol on Radio and Television), a campaign launched in Washington by Jacobson and others, to collect a million signatures calling for either the ban or "equal time for health messages." Fritts said the NAB is giving "high priority" to the issue.

The NAB last week also released its "Public Affairs Programing Survey on Alcohol Abuse, Cigarette Smoking, Voter Participation and Debates." The study represented research done by the NAB research and planning department in February and March to assess broadcasters' "programing and community outreach contributions" in the areas of alcohol abuse, smoking and voter registration. Among the survey's findings were that 96% of all stations aired at least one alcohol-related public service announcement in the previous 12 months; 92% carried at least one smoking-related PSA, and 96% "plan to air voter-related PSAs" during the upcoming election campaign, with 30% planning to run debates between federal, state and/or local candidates.

this case," the court said, "it is inconceivable that the private prosecutors represent the United States." The appeals court noted that the district court that had initiated the contempt proceeding had, even though in the person of a different judge, dismissed it. "The dismissal of the proceedings effectively revokes the prosecutors' appointment," the appeals court said, adding: "The court does not find its expression in people—the court is the court." □

New questions over Intelsat alternatives

Government officials, including those who have been involved in the issue, last week received, unsolicited, two documents raising major questions as to the manner in which the U.S. has been developing policy regarding the authorization of alternative international telecommunications satellite systems. The U.S., the documents say, should lay the groundwork for the introduction of its market-oriented telecommunications policy through negotiations with foreign governments. For that U.S. policy can succeed, the principal of the two documents contends, "only if foreign sovereigns are in accord with that policy, or if they can be induced or pressured to acquiesce despite their differing interests."

Establishment of U.S. policy awaits—as it has since April—a decision by the White House as to how the U.S. will proceed. Most observers believe the decision regarding such service will be affirmative. And while there is a conflict between the recommendations of the State and Commerce Departments regarding procedures, both would condition final approval on the authorization of the foreign countries to be served and on their agreement to join with the U.S. in coordinating the proposal with the International Telecommunications Satellite Organization, as required by the Intelsat agreements.

But that is not the kind of negotiations to which the documents refer. They are concerned with government-to-government talks that would lead to agreements under which governments would authorize international service. They note that U.S. efforts to deregulate international aviation services as it was deregulating aviation domestically led to confrontations with other countries that had different views and interests, and slowed the progress to stimulate competition in international air travel.

The documents have their origin in a request by Intelsat—most of whose members have expressed opposition to the proposals in the U.S. for nonIntelsat systems—for an independent projection of what course the U.S. government is likely to take regarding such systems, and when. The analysis was prepared by members of the law firm of Wiley, Johnson and Rein. Bert Rein, who was a deputy assistant secretary of State for Transportation and Telecommunications in the Nixon administration and who was in charge

of the project for Intelsat, said that after the study was turned over to the client, he asked and was given permission to recast it in terms of a more general public policy piece and to make it public. He said that the document, which runs to 71 pages and contains two appendices, has been distributed to a number of government policy making officials and members of the media. The second document was prepared by Philip H. Trezise, another former State Department official who is now a senior fellow with the Brookings Institution. He served as a consultant to the Rein group on the project.

The Rein document—on which four other members of the firm collaborated—does not deal directly with the Intelsat issue. It proceeds on the assumption that the U.S. will favor competitive private initiatives in international telecommunications. But it also says the issues discussed in the analysis exist independently of Intelsat obligations and policy, "and should be considered regardless of the effect of the pending applications on Intelsat or the importance attached to that issue."

But the Trezise document, while taking the same position as the other regarding the

importance of government-to-government negotiations, is unequivocal in a reference to Intelsat. Trezise gives it as his "personal view" that the evaluation he suggests will be a recognition of the "critical value to the U.S. of a strong Intelsat, that unrestrained private sector competition cannot be squared with the international cooperative concepts underlying Intelsat arrangements, and that in any event an effort by the U.S. government to impose its philosophies on the rest of the world will produce controversy and deadlock without any commensurate results."

Both documents warn against a policy of granting licenses first, then dealing with foreign governments. The documents say such a policy would lead to confrontations with other governments and negotiations conducted "in a crisis atmosphere," as the Rein document puts it. When it was pointed out to Rein that the U.S. is likely to require its applicants to win the approval of a foreign government before licensing it—and that that would constitute a form of negotiations, Rein said, "That's worse. You get into a non-competitive situation. The guy who makes the sweetest deal [with a foreign government] gets the contract." □

UPI owners launch LPTV venture

News service's principals are joining with LPTV expert to set up low-power station group called Community TV Network Inc.

When United Press International was bought by venturers with TV, newspaper and cable interests in June of 1982, they said the new technologies—cable, direct broadcast satellite service, low-power TV, videodisks and tape and computer databases—would figure prominently in their future (BROADCASTING, June 7, 1982).

Last week Douglas F. Ruhe and William E. Geissler, the principal owners of UPI Inc., and Richard G. Hutcheson III, owner and operator of several LPTV stations and president of the American Low-Power TV Association, began to bear out that ambition with the announcement of their new joint venture—Community TV Network Inc. Based in Washington and Brentwood, Tenn., the new company was formed to "acquire, build and operate an extensive national network of LPTV stations," the new partners said.

Ruhe and Geissler own 50% of the new company. Hutcheson and other investors, including Hodding Carter, State Department spokesman in the Carter administration and now columnist featured on the PBS series *Inside Story*, own the other 50%.

Hutcheson, 32, will serve as president and chief executive officer of Community. He said that the company's "principal focus" will be to acquire LPTV construction permits as soon as they are authorized by the FCC, "put them on the air" and provide "local television service to those parts of the country which are underserved by existing conventional TV stations. . . . With low-power television, smaller markets can have

the sort of local TV service previously limited to big cities."

According to a press release, the joint venture will begin operation with stations in Carlsbad and Farmington, both New Mexico; Burley, Idaho; Paducah, Ky.; La Salle-Peru, Ill.; Ottumwa, Iowa, and Jackson, Tenn., some of which are built and some of which are under construction. "We contemplate that Community TV Network will have station affiliates broadcasting in 30 or more markets within the next 24 to 36 months," Hutcheson said. "We expect to become a principal force in the LPTV industry."

While he declined to discuss details of the agreement, Hutcheson said that he was "bringing the experience," to Community, and the UPI owners were bringing the financial backing. Each of the LPTV stations will cost about \$500,000 to put on the air, and will be financed by limited partnerships in associated companies formed under the Community umbrella, "and/or" conventional third party financing, a spokesman for the UPI partners said.

Hutcheson called the agreement an "exciting development," which "combined with our LPTV operating experience, gives the low-power television industry the clout, financial backing and management depth required to develop on a major scale."

Ruhe and Geissler are parties to applications for more than 150 LPTV licenses, two of which have already been awarded. In addition, they are the principal stockholders in UPI Media Inc., which provides "management services" to several independent UHF TV stations, as well as producing some original television programming. Hutcheson has 10 LPTV permits, with "several hundred" LPTV applications pending before the FCC. □



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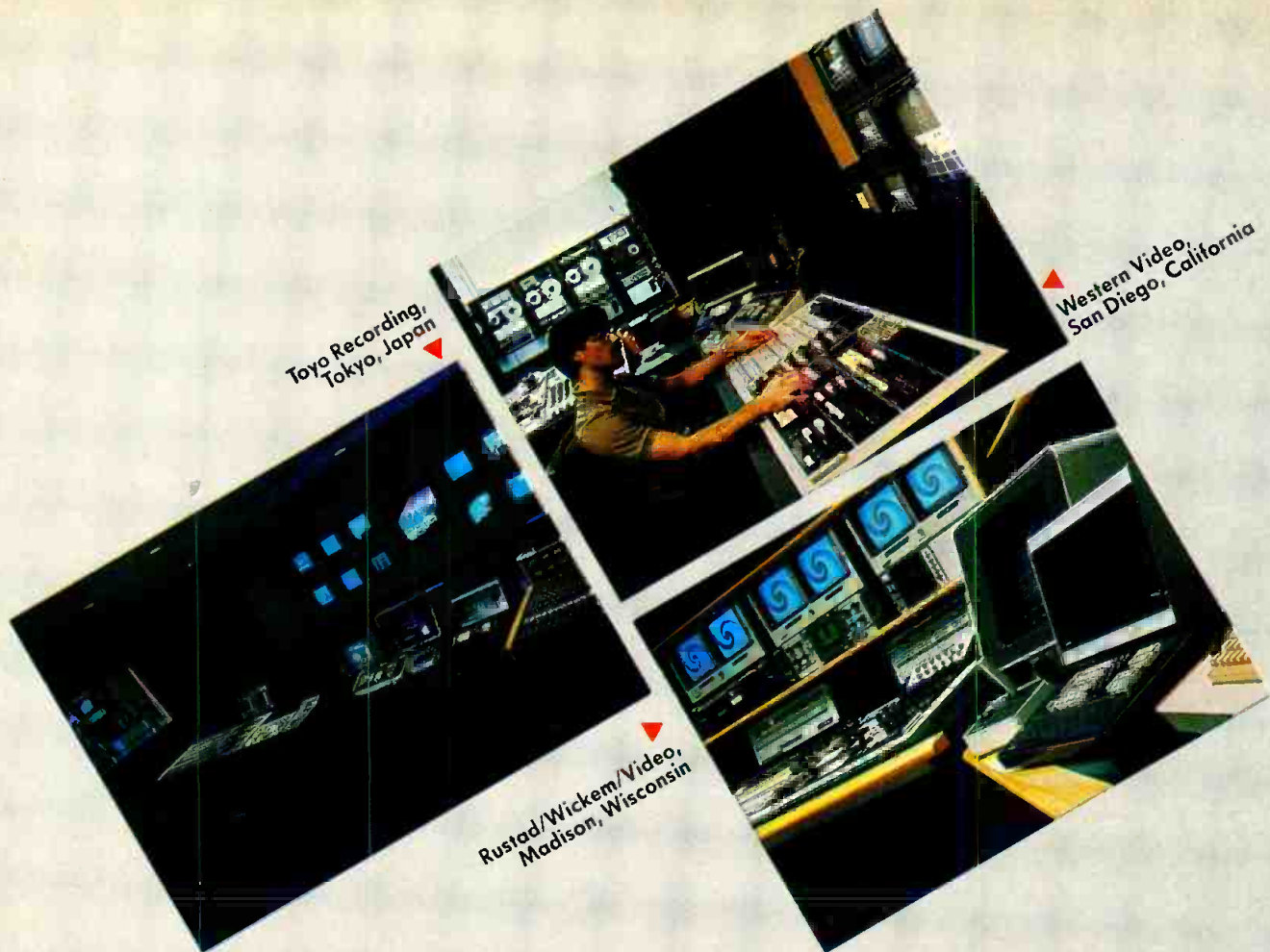
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CBS posts record earnings

Buoyed by performance of Broadcast, Records Groups, profits rise 51%

A trimmed CBS/Broadcast Group found some smooth sailing in the second quarter and led CBS Inc. to record earnings. While revenue increased 15%, largely on the strength of improved sales at the television network division and CBS/Records Group, the much larger increase in net earnings, 51%, was apparently a result of a company-wide effort to keep costs down. The \$88.5 million in quarterly net income, on revenue of \$1,215,800,000, translated into earnings per share of \$2.98.

Those profit and revenue increases are in comparison to a year-before second quarter that suffered from a poor performance by the network. A mis-estimation of the scatter market last year led to a decline in network profit, the dismissal of 100 employees and a decision not to fill 500 newly budgeted jobs. The Broadcast Group, for last year's second quarter, showed only a 3% increase in sales and a 1% increase in profits.

Not only did CBS avoid a significant excess of inventory this year, but it showed continued strength in network ratings and benefited some from the extension of the NBA championship series to seven games. The Broadcast Group also reaped benefits from "smart spending," according to George Schweitzer, vice president of communications for the CBS/Broadcast Group. He gave as examples of cost consciousness the re-routing of decisions on capital expenditures through the Operations and Engineering Division, created last September; maintaining network staffing levels below those anticipated before last year's second quarter, and rejecting some new program ideas before having to make a pilot. As a result of those and similar "smart spending," the Broadcast Group posted higher increases than any of CBS's other groups in both revenue, 19%, and operating income, 54%.

CBS/Records Group showed a 20% increase in profits on a 10% increase in revenue. CBS/Publishing Group showed a 10% increase in profits on a 9% revenue gain. The company said a modest profit in the toys division of CBS/Columbia group was "more than offset by a loss in musical instruments operations." CBS is rumored to be negotiating the sale of at least one of those instrument manufacturing operations. Nonoperating results for the company were helped by a decline in net corporate expense and a reduction of foreign exchange losses from \$7.3 million in last year's second quarter to \$1.6 million.

Last week's results were better than those predicted by securities analysts, and Richard J. MacDonald, who follows the company for

First Boston Corp., said he thought CBS would continue to have "more upside surprises on the earnings side during the rest of the year." He added that because of certain management accounting decisions, "they didn't report as much [in earnings] as they could have. What that means is that comparisons for 1985 are easier than they otherwise would have been and because certain negatives are now off their books, their operating performance will be better."

CBS also announced last week that it will no longer manufacture CED videodisks. The company's statement said: "Contrary to initial expectations, demand for CED video-

disks has dropped off substantially in the wake of RCA's announcement in April 1984 to end manufacture of CED videodisk players." The plant in Carrollton, Ga., where videodisks have been manufactured since 1982, also produces records and audio cassettes, and plant capacity freed by last week's decision will be used to absorb strong demand in those other two product lines, the company said. The after-tax effects on second-quarter results were a \$14.1 million write-off loss and an operating loss of \$1.6 million, both about equally offset by a \$16.6-million gain on the partial sale of some company real estate in New York. □

Bottom Line

New ventures. Communications Equity Associates (CEA), Tampa, Fla.-based cable broker, has entered investment banking field. Fifteen CEA employees have received licenses as registered representatives from National Association of Security Dealers (NASD), and CEA has registered with both Securities and Exchange Commission and NASD as broker/dealer. Wholly owned subsidiary, CEA Securities Inc., will be headed by Harold D. Ewen, president. Ewen, who is also president of parent company, said in statement: "In addition to handling the acquisition or sale of a cable TV business itself, we are now able to market direct participation in limited partnerships, place debt with equity features such as convertible debt, debt with warrants, and equities such as preferred and common stock placements." □

Double buy. Time Inc. board of directors has doubled size of company's stock repurchase program to four million shares. Time has approximately 60 million shares outstanding. Stock closed Wednesday at 37¼; 52-week low was 36¼ and high was 52½. □

C-C numbers. Chris-Craft Industries reported third-quarter revenue of \$44.6 million and net income of \$2.6 million for period ending May 31. Herbert J. Siegel, chairman and president of New York-based group owner, said: "...group of six television stations, including the four owned by UTV (50.1% owned subsidiary), reported combined increases in operating revenue and operating income of 34% and 22%, respectively." Earnings per share were 36 cents. □

TPC troubles. TPC Communications Inc., Pittsburgh-based television production and tape duplication company, has defaulted on loan and will attempt to gain "temporary forbearance" on payments on loans, first installment of which was due June 30. Douglas Cox, appointed last year as TPC's president and chief executive officer, had negotiated restructured bank financing. Company has shown losses in first two quarters. □

Dow up. Dow Jones & Co. reported second-quarter net income of \$37.3 million, 29% increase, on revenue of \$247.4 million, 13% increase. Improvement from year-earlier period follows first-quarter net income gain of 31.5% and revenue increase of 16.2%. Included in businesses of New York-based company are Dow Jones News/Retrieval information service, offered to cable operators; its weekly syndicated television show, *Wall Street Journal Report*; production of television and radio inserts, and 25% ownership of MSO, Continental Cablevision. Net income per share for second quarter was 58 cents. □

Holding money. California state court judge has placed limitations on investments Saul Steinberg, N.Y.-based financier, can make with profit he made selling 11.1% holdings in Disney Productions stock back to company. Judge Norman R. Dowds ordered Steinberg to make accounting of what he has done with total sum of \$325 million since receiving it. Dowds also ordered Steinberg to report future use of those funds, pending resolution of shareholders' suits seeking to rescind stock buyback (BROADCASTING, July 9). Percentage of \$325 million to be considered profit may vary between \$32 million and \$60 million, depending on whether Steinberg's legal, brokerage and other costs are deducted before, or after assessment is made.

Stock Index

	Closing		Net Change	Percent change	P/E Ratio	Market Capitalization (000,000)		Closing		Net Change	Percent change	P/E Ratio	Market Capitalization (000,000)
	Wed July 11	Tue July 3						Wed July 11	Tue July 3				
BROADCASTING													
N ABC	65 3/4	63 3/8	2 3/8	3.75	12	1,929							
N Capital Cities	164 3/4	161 5/8	3 1/8	1.93	19	2,209							
N CBS	81 3/8	77 3/8	4	5.17	13	2,415							
O Clear Channel	13 3/4	12	1 3/4	14.58	14	10							
N Cox	52 1/2	53 1/8	- 5/8	- 1.18	19	1,487							
A Gross Telecast	72 1/2	72 1/4	1/4	0.35	16	58							
O Gulf Broadcasting	8 1/8	8 1/4	- 1/8	- 1.52	203	358							
O LIN	21 3/4	21 1/4	1/2	2.35	21	456							
O Malrite Commun	11 1/4	10 1/4	1	9.76	10	95							
O Orion Broadcast	1/32	1/16	- 1/16	- 50.79		1,681							
O Price Commun.	6 3/8	6 3/8				21							
O Scripps-Howard	26	25 3/4	1/4	0.97	15	269							
N Storer	39	39			23	639							
O Sungroup Inc.	6 7/8	6 3/8	1/2	7.84	3	5							
N Taft	65 1/2	65	1/2	0.77	16	596							
O United Television	15 3/4	17	- 1 1/4	- 7.35	22	175							
BROADCASTING WITH OTHER MAJOR INTERESTS													
A Adams Russell	18 1/2	18 3/8	1/8	0.68	17	112							
A Affiliated Pubs	44 3/8	44	3/8	0.85	17	360							
N American Family	17 1/2	17 3/4	- 1/4	- 1.41	10	286							
O Assoc. Commun.	11 1/8	11 3/8	- 1/4	- 2.20		53							
N A.H. Belo	48 1/2	47 3/8	1 1/8	2.37	15	553							
N John Blair	38 5/8	36 1/4	2 3/8	6.55	16	305							
N Chris-Craft	29 3/8	30	- 5/8	- 2.08	35	186							
N Cowies	42	41 7/8	1/8	0.30	40	167							
N Gannett Co.	40 5/8	41 3/8	- 3/4	- 1.81	17	3,251							
N General Tire	37 1/8	36 7/8	1/4	0.68	13	797							
O Gray Commun.	62	61 1/2	1/2	0.81	14	31							
N Harte-Hanks	30 1/4	30 1/2	- 1/4	- 0.82	18	663							
N Insilco Corp.	15 1/4	15 1/4			8	258							
N Jefferson-Pilot	30 1/4	29 3/8	7/8	2.98	7	643							
O Josephson Intl.	9 1/2	9 1/2			7	47							
N Knight-Ridder	28 1/4	27 5/8	5/8	2.26	16	1,847							
N Lee Enterprises	24 1/4	23 3/8	7/8	3.74	15	326							
N Liberty	24 7/8	24 3/4	1/8	0.51	14	249							
N McGraw-Hill	44	42 1/4	1 3/4	4.14	18	2,205							
A Media General	53 1/2	53 3/4	- 1/4	- 0.47	10	372							
N Meredith	44 1/4	42 3/4	1 1/2	3.51	12	416							
O Multimedia	39	38	1	2.63	18	649							
A New York Times	30 1/2	30 7/8	- 3/8	- 1.21	7	1,190							
O Park Commun.	24 1/4	24 1/2	- 1/4	- 1.02	20	223							
A Post Corp.	64 1/8	63 7/8	1/4	0.39	23	117							
N Rollins	14 7/8	14	7/8	6.25	18	385							
N Schering-Plough	37 5/8	38 7/8	- 1 1/4	- 3.22	11	1,900							
T Selkirk	14 1/2	15	- 1/2	- 3.33	32	118							
O Stauffer Commun.	54	52	2	3.85	14	54							
A Tech Operations	34 1/8	35	- 7/8	- 2.50	14	31							
N Times Mirror	35 1/4	36 7/8	- 1 5/8	- 4.41	13	4,841							
N Tribune	25 1/2	24 7/8	5/8	2.51	12	1,044							
O Turner Bcstg.	23 3/4	24 1/2	- 3/4	- 3.06	68	484							
A Washington Post	75 3/4	77 3/4	- 2	- 2.57	17	1,074							
SERVICE													
O BBDO Inc.	41 1/4	40 1/2	3/4	1.85	14	265							
O Compact Video	4 3/8	4 3/4	- 3/8	- 7.89	20	17							
N Comsat	23 3/4	23 1/8	5/8	2.70	8	428							
O Doyle Dane B.	18 1/2	19 3/4	- 1 1/4	- 6.33	15	112							
N Foote Cone & B.	52 1/4	53	- 3/4	- 1.42	14	152							
O Grey Advertising	118	118			9	700							
N Interpublic Group	32 1/2	33 1/4	- 3/4	- 2.26	7	347							
N JWT Group	36 3/4	36 3/4			13	218							
A MovieLab	5 3/4	5 3/4			5	9							
O A.C. Nielsen	49 7/8	50 1/4	- 3/8	- 0.75	23	1,124							
O Ogilvy & Mather	27 3/4	28 1/2	- 3/4	- 2.63	8	124							
O Sat. Syn. Syst.	9	9			19	51							
O Telemation	5 3/4	5 3/4			6	7							
O TPC Commun.	1/4	5/8	- 3/8	- 60.00	0	1							
A Unitel Video	7 1/2	6 3/4	3/4	11.11	11	16							
N Western Union	19 1/2	22 7/8	- 3 3/8	- 14.75	9	48							
PROGRAMING													
O Barris Indus	4 3/8	4 5/8	- 1/4	- 5.41	23	25							
N Coca-Cola	58 3/4	57 1/4	1 1/2	2.62	14	7,998							
N Disney	47 5/8	46 1/4	1 3/8	2.97	18	1,647							
N Dow Jones & Co.	42 1/4	44 3/8	- 2 1/8	- 4.79	24	2,707							
O Four Star	6	6			6	5							
N Gulf + Western	29 1/4	28 5/8	5/8	2.18	9	2,262							
O Robert Halmi	1 1/8	1 1/4	- 1/8	- 10.00	23	19							
A Lorimar	27 1/4	26 7/8	3/8	1.40	16	139							
N MCA	43 1/2	42 7/8	5/8	1.46	14	2,097							
N MGM/UA	13 3/8	13 3/4	- 3/8	- 2.73	23	665							
N Orion	11 3/8	11 3/8			-13	106							
O Reeves Commun.	6	7 1/8	- 1 1/8	- 15.79	10	74							
O Telepictures	13 7/8	13 3/4	1/8	0.91	23	90							
O Video Corp.	13 7/8	13 3/4	1/8	0.91	25	23							
N Warner	19 3/8	22 1/8	- 2 3/4	- 12.43	2	1,267							
A Wrather	14 1/8	14	1/8	0.89	15	32							
CABLE													
A Acton Corp.	6 7/8	6 1/2	3/8	5.77	24	38							
O AM Cable TV	3 3/8	2 3/4	5/8	22.73	17	12							
N American Express	28 5/8	28 5/8			11	6,093							
N Anixter Brothers	14 1/2	16 1/8	- 1 5/8	- 10.08	20	264							
O Burnup & Sims	5 5/8	6 1/8	- 1/2	- 8.16	6	50							
O Cardiff Commun.	3/4	3/4			75	3							
O Comcast	23 1/4	24	- 3/4	- 3.13	22	191							
N Gen. Instrument	21 1/2	20 7/8	5/8	2.99	16	677							
N Heritage Commun.	16 3/8	16 1/4	1/8	0.77	33	121							
T Maclean Hunter X	19	18 3/8	5/8	3.40	26	700							
A Pico Products	7	7 3/8	- 3/8	- 5.08	23	20							
O RogersCable	6 1/4	6 3/8	- 1/8	- 1.96	7	138							
O TCA Cable TV	11 3/4	11 1/2	1/4	2.17	24	78							
O Tele-Commun.	18 1/2	18 5/8	- 1/8	- 0.67	18	796							
N Time inc.	38 1/4	40 1/8	- 1 7/8	- 4.67	14	2,246							
N United Cable TV	25 1/2	24 3/8	1 1/8	4.62	17	281							
N Viacom	29 1/4	28 1/2	3/4	2.63	18	375							
ELECTRONICS/MANUFACTURING													
N Arvin industries	22 1/2	22 1/2				160							
O C-Cor Electronics	8 1/4	8 3/4	- 1/2	- 5.71	8	29							
O Cable TV Indus.	4 1/8	4 1/8			21	12							
A Cetec	7 3/4	8	- 1/4	- 3.13	15	17							
O Chyron	17 1/4	17	1/4	1.47	25	106							
A Cohu	7 7/8	8	- 1/8	- 1.56	17	14							
N Conrac	13	11 5/8	1 3/8	11.83	11	80							
N Eastman Kodak	70 3/4	69 7/8	7/8	1.25	18	11,714							
O Elec Mis & Comm.	10 1/4	9 3/4	1/2	5.13	31	30							
N General Electric	50	52 5/8	- 2 5/8	- 4.99	11	22,710							
O Geotel-Telemet	1 3/8	1 3/8			20	4							
N Harris Corp.	24 1/4	25 1/8	- 7/8	- 3.48	14	957							
N M/A Com. Inc.	19	18 1/2	1/2	2.70	63	819							
O Microdyne	8 1/4	8 3/8	- 1/8	- 1.49	27	38							
N 3M	76 3/4	76 1/4	1/2	0.66	14	9,008							
N Motorola	34 3/8	33	1 3/8	4.17	5	1,350							
N N.A. Phillips	31 1/2	31 5/8	- 1/8	- 0.40	5	452							
N Oak Industries	4 1/8	3 3/4	3/8	10.00	1	67							
A Orrox Corp.	3 1/4	2 1/2	3/4	30.00	3	8							
N RCA	31 1/4	31 1/4			15	2,553							
N Rockwell Intl.	28 1/4	28 1/4			11	4,364							
N Sci-Atlanta	8 5/8	8 3/4	- 1/8	- 1.43	15	206							
N Signal Co.s	25 3/8	26 3/8	- 1	- 3.79	25	223							
N Sony Corp.	14 1/4	14 7/8	- 5/8	- 4.20	26	3,290							
N Tektronix	54	56	- 2	- 3.57	21	1,034							
A Texscan	12 1/2	11 3/8	1 1/8	9.89	14	79							

ABC SALUTES OUR EMMY AWARD WINNERS!

Thanks for making our day!

OUTSTANDING DAYTIME
DRAMA SERIES

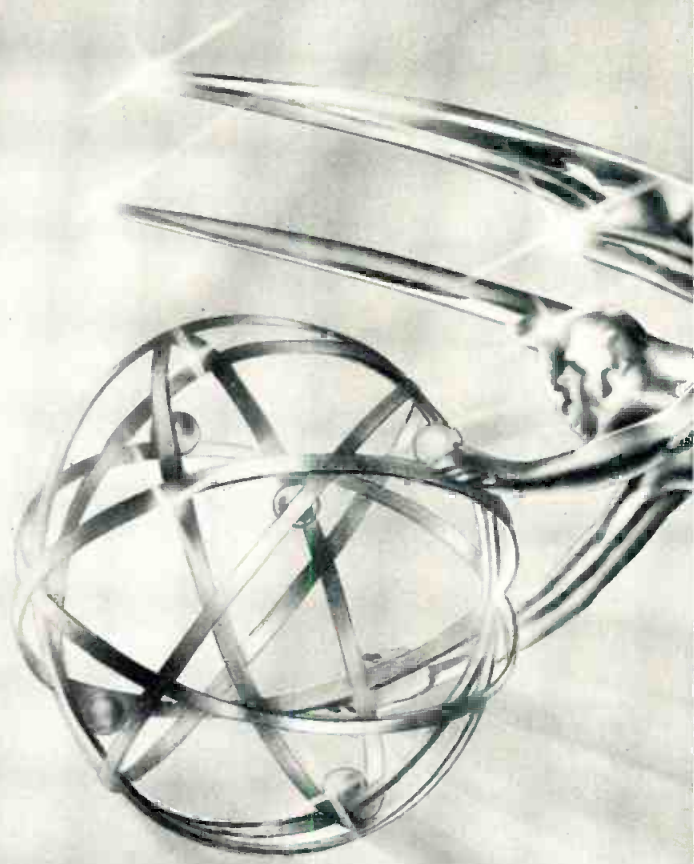
General Hospital
GLORIA MONTY
Producer

OUTSTANDING ACTRESS IN A
DAYTIME DRAMA SERIES

ERIKA SLEZAK
One Life To Live

OUTSTANDING DIRECTION
FOR A DAYTIME DRAMA
SERIES

One Life To Live
LARRY AUERBACH
GEORGE KEATHLEY
PETER MINER
DAVID PRESSMAN



**OUTSTANDING WRITING FOR
A DAYTIME DRAMA SERIES**

Ryan's Hope
CLAIRE LABINE
PAUL AVILA MAYER
MARY RYAN MUNISTERI
JUDITH PINSKER
NANCY FORD
B.K. PERLMAN

**OUTSTANDING ACHIEVEMENT
IN TECHNICAL EXCELLENCE
FOR A DAYTIME DRAMA
SERIES**

One Life To Live
Technical Directors:
MARTIN GAVRIN
LOUIS MARCHAND
Electronic Camerapersons:
CHARLIE HENRY
JOHN MORRIS
RICK SCHIAFFRO
FRANK SCHIRALDI
WALLACE HEWITT
HOWIE ZEIDMAN
Senior Video Engineer:
HERB SEGALL
Senior Audio Engineers:
FRANK BAILEY
MARIANNE MALITZ
Associate Directors:
SUSAN POMERANTZ
STUART SILVER
Video Tape Editors:
AL FORMAN
LEONA K. ZEIRA

**SPECIAL CLASSIFICATION OF
OUTSTANDING PROGRAM
ACHIEVEMENT**

FYI
YANNA KROYT BRANDT
Producer
MARY ANN DONAHUE
Coordinating Producer

**SPECIAL CLASSIFICATION OF
OUTSTANDING INDIVIDUAL
ACHIEVEMENT—
HOST/HOSTESS**

FYI
HAL LINDEN

**OUTSTANDING ACHIEVEMENT
IN ANY AREA OF CREATIVE
TECHNICAL CRAFTS—
ELECTRONIC CAMERAWORK**

Edge Of Night
REMOTE: GATEWAY NATIONAL PARK
WILLIAM J. MILLARD III
Electronic Camera

**SPECIAL CLASSIFICATION OF
OUTSTANDING INDIVIDUAL
ACHIEVEMENT—AUDIO**

All My Children
REMOTE: AIR PLANE CRASH
Audio Mixers:
PAUL COLTIEN
JACK HUGHES

**OUTSTANDING CHILDREN'S
ENTERTAINMENT SPECIALS**

The Great Love Experiment
(ABC Afterschool Special)
JANE STARTZ
Executive Producer
DORO BACHRACH
Producer

**OUTSTANDING CHILDREN'S
INFORMATIONAL/
INSTRUCTIONAL SERIES**

ABC Weekend Specials

**OUTSTANDING INDIVIDUAL
ACHIEVEMENT IN CHILDREN'S
PROGRAMMING—DIRECTING**

Andrea's Story:
A Hitchhiking Tragedy
(ABC Afterschool Special)
ROBERT MANDEL

**OUTSTANDING
CINEMATOGRAPHY IN
CHILDREN'S PROGRAMMING**

Andrea's Story:
A Hitchhiking Tragedy
(ABC Afterschool Special)
HANANIA BAER
Cinematographer

**OUTSTANDING INDIVIDUAL
ACHIEVEMENT IN TECHNICAL
CRAFTS IN CHILDREN'S
PROGRAMMING—VIDEOTAPE
EDITING**

Andrea's Story:
A Hitchhiking Tragedy
(ABC Afterschool Special)
ARTHUR SCHNEIDER
Videotape Editor

**OUTSTANDING INDIVIDUAL
ACHIEVEMENT IN CHILDREN'S
PROGRAMMING—
ART DIRECTION**

Andrea's Story:
A Hitchhiking Tragedy
(ABC Afterschool Special)
CARY WHITE
Art Director

**OUTSTANDING INDIVIDUAL
ACHIEVEMENT IN DESIGN
CRAFTS IN CHILDREN'S
PROGRAMMING—MAKE-UP**

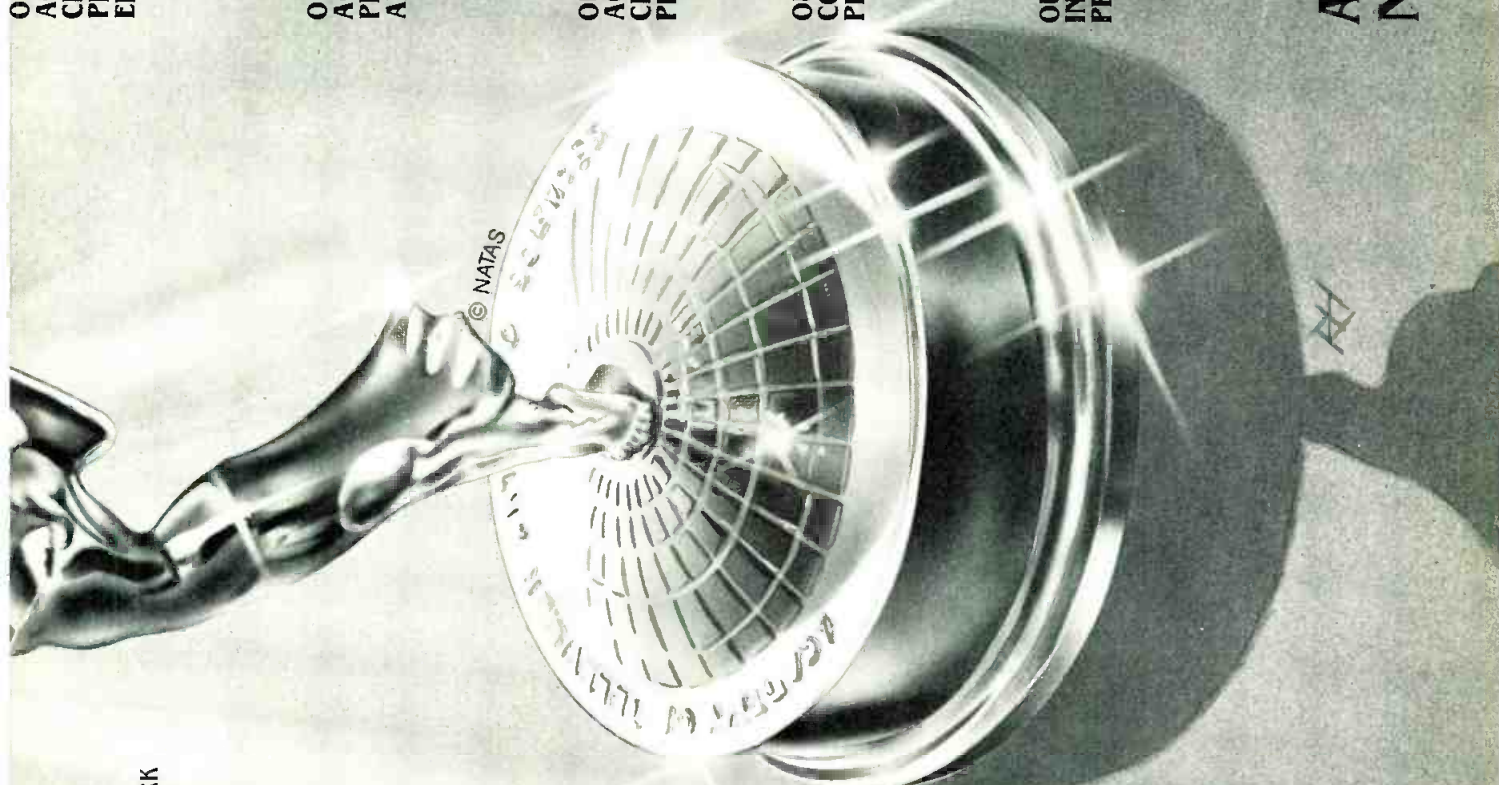
The Great Love Experiment
(ABC Afterschool Special)
MARIE-ANGE RIPKA

**OUTSTANDING MUSIC
COMPOSITION IN CHILDREN'S
PROGRAMMING**

Andrea's Story:
A Hitchhiking Tragedy
(ABC Afterschool Special)
MISHA SEGAL
Composer

**OUTSTANDING ACHIEVEMENT
IN RELIGIOUS
PROGRAMMING—SERIES**

Directions
SID DARION
Executive Producer
DELLA LOWE
Producer



**ABC TELEVISION
NETWORK** 

NO SMALL

When it comes to first-run programming, no strip comes close to "The People's Court" for endurance.

As "The People's Court" gets ready for its fourth smash season in syndication, the numbers have never been better, with more first place finishes than ever before.

NEW YORK

4:30PM M-F

		RATING	SHARE
WNBC	PEOPLE'S COURT	7	20
WCBS	ROCKFORD FILES	7	20
WABC	NEW YORK STYLE	5	14
WPIX	HAPPY DAYS	4	12
WNEW	BATMAN	4	11
WOR	MOVIE	3	9

BOSTON

5:00PM M-F

		RATING	SHARE
WBZ	PEOPLE'S COURT	8	21
WCVB	FAMILY FEUD	6	17
WNEV	JOKER'S WILD	4	10
WLVI	BRADY BUNCH	3	9
WSBK	CHARLIE'S ANGELS	2	6
WXNE	CHIPS	1	4
WQTV	FUGITIVE	1	2

MILWAUKEE

4:30 M-F

		RATING	SHARE
WTMJ	PEOPLE'S COURT	8	28
WITI	JEFFERSONS	6	19
WISN	HOUR MAGAZINE	5	18
WVTV	SCOOBY DOO	4	15
WCGV	GILLIGAN'S ISLE	2	7

NASHVILLE

4:00PM M-F

		RATING	SHARE
WSMV	PEOPLE'S COURT	11	32
WTVF	CHIPS	8	22
WKRN	BARNABY JONES	5	15
WZTV	SCOOBY DOO	4	12
WCAY	STAR BLAZERS	-	1

TULSA

4:30PM M-F

		RATING	SHARE
KTUL	PEOPLE'S COURT	10	34
KOTV	LOVE BOAT	5	18
KOKI	TOM & JERRY	4	15
KJPH	BJ LOBO	4	13

ALBANY

5:30PM M-F

		RATING	SHARE
WRGB	PEOPLE'S COURT	11	29
WTEN	TAXI	10	27
WNYT	QUINCY	5	14
WXXA	LEAVE IT TO BEAVER	4	10

ALBUQUERQUE

4:30PM M-F

		RATING	SHARE
KOAT	PEOPLE'S COURT	7	26
KGGM	NEWS	4	14
KOB	CHIPS	3	13
KGSW	SUPER FRIENDS	2	9
KNAT	TOP 40 VIDEOS	2	8
KSAF	ANDY GRIFFITH	1	4

WICHITA-HUTCHINSON

4:30PM M-F

		RATING	SHARE
KAKE	PEOPLE'S COURT	7	29
KSNW	HAPPY DAYS	5	19
KWCH	WKRP IN CINCINNATI	4	17

COLUMBIA, SC

5:00PM M-F

		RATING	SHARE
WIS	PEOPLE'S COURT	11	32
WOLO	CHARLIE'S ANGELS	7	20
WLTX	ONE DAY AT A TIME	3	10

CHAMPAIGN/SPRINGFIELD

4:30PM M-F

		RATING	SHARE
WAND	PEOPLE'S COURT	9	32
WICS	HAPPY DAYS	4	16
WCIA	HAWAII 5 O	3	12
WRSP	HE MAN	2	7

Already renewed in over 90% of the country for its 4th hit season!

LCLAIM!

And in the May sweeps, "The People's Court" continued to consistently outperform many of the hottest first-run and off-network shows in head-to-head competition.

So take a look at the ratings and judge for yourself. These numbers are no "small claim!"

PITTSBURGH

5:00PM M-F

		RATING	SHARE
KDKA	PEOPLE'S COURT	13	33
WTAE	MASH	9	23
WPGH	BRADY BUNCH	6	14
WPXI	TAXI	4	9
WPTT	SUPER FRIENDS	1	2

MEMPHIS

4:00PM M-F

		RATING	SHARE
WREG	PEOPLE'S COURT	11	34
WHBO	BONANZA	6	19
WMC	HOT ROX	4	14
WPTY	SCOOBY DOO	3	9
WMKW	INSPECTOR GADGET	2	7

RICHMOND

5:30PM M-F

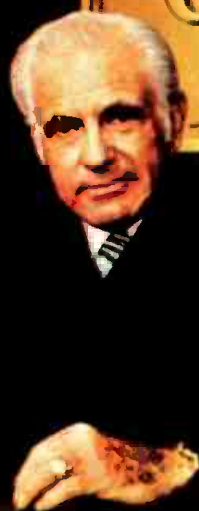
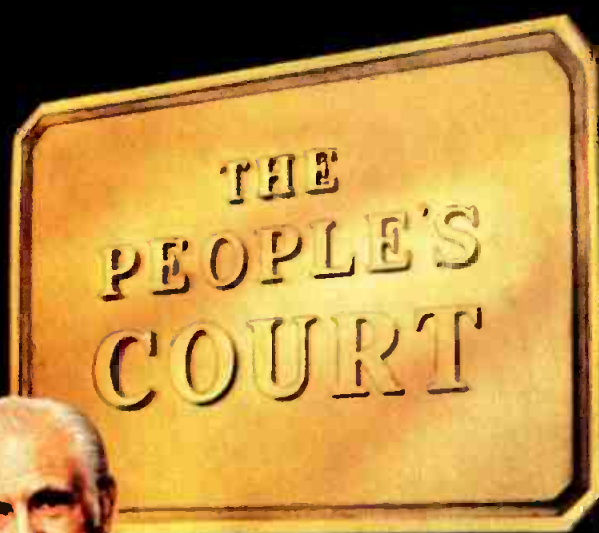
		RATING	SHARE
WXEX	PEOPLE'S COURT	14	37
WWBT	WKRP IN CINCINNATI	7	20
WTVR	ALICE	6	16
WRLH	BEWITCHED	3	9

GREEN BAY

5:00PM M-F

		RATING	SHARE
WLUK	PEOPLE'S COURT	9	25
WFRV	NEWS	8	23
WBAY	NEWS	6	16
WXGZ	MY FAVORITE MARTIAN	3	8
WLRE	BJ LOBO	2	5

Source: Nielsen/Cassandra

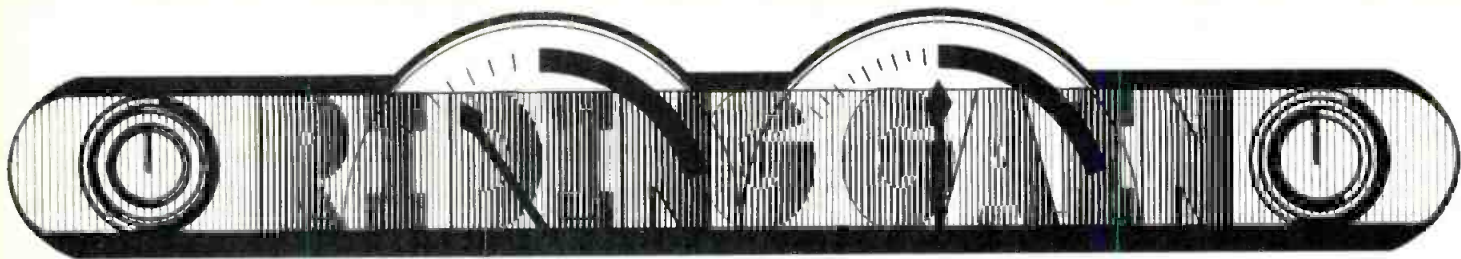


New York • Los Angeles • Chicago • Dallas • Atlanta
Paris • Munich • Sydney • Tokyo • Toronto

Telepictures
CORPORATION

"The People's Court" is a Ralph Edwards Production in association with Stu Billett Productions.

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The week's worth of news and comment about radio

RKO investigation

RKO General's discovery of \$4-million worth of errors in charges to advertisers and payments to certain affiliated stations during 1983 and 1984 by its subsidiary, RKO Radio Networks ("In Brief," July 2), has led to a massive internal investigation of all sales transactions and employes, including Thomas Burchill, former RKO Radio Networks president who now holds the same position with Hearst/ABC-Viacom Entertainment Services, and its cable network, Lifetime ("In Brief," March 19), and Kevin Lyons, former vice president and director of sales for the networks who recently joined Burchill in the same capacity.

Part of the networks' problem is said to stem from advertisers being charged full rate for commercial spots that ran in non-measured RADAR (audience measurement service for network radio) programming ("Closed Circuit," July 9).

An RKO General spokesman said new RKO Radio Networks President Bill Hogan is

doing everything possible to rectify the situation and is "meeting personally" with the agencies. "Any problems with RKO are being made up through additional spots or cash rebates," said Ira Burger, vice president/manager, network radio, Needham, Harper & Steers, Chicago. RKO's billing errors affected about five of the agency's clients.

Reports of RKO Radio Networks billings situation first surfaced late last month when RKO General notified the FCC of its situation saying preliminary findings by outside accountants became available on June 20. In a filing at the FCC, RKO said it appeared that matter "might involve fraud against RKO as well as third parties."

The latest development involves Ken Harris, vice president and director of affiliate relations for RKO Radio Networks, who was suspended with pay. "The investigation team thought it was the appropriate thing to do for now," said the RKO spokesman. The action doesn't connote any guilt on the part of Harris, he said.

The networks' billings problems come in the midst of ongoing hearings at the FCC on whether RKO General is qualified to be a broadcast licensee.

New owners

Ivan Braiker, senior vice president of Transtar Radio Network, and Bill Highsmith, a direct mail and library supply executive, have formed Highsmith Broadcasting which in the last two weeks has purchased three radio properties: KLHT(AM)-KREM-FM Spokane, Wash., from King Broadcasting for \$1.2 million ("Changing Hands," July 9) and KRPM(FM) Tacoma, Wash., from Ray and Cheri Courtmanche for \$4 million ("In Brief," July 9).

Braiker told BROADCASTING that he will leave his post at Transtar at the end of July to set up the new company's headquarters at the studios of KRPM. But, Braiker said, he will continue to consult Transtar on an "as-needed basis."

Braiker, who was president of the Dallas-based Satellite Music Network and held general manager positions at a number of radio stations, is president of the new firm, and Highsmith is chairman. Braiker said there are no plans to change the formats of the recent acquisitions.

Fare thee well?

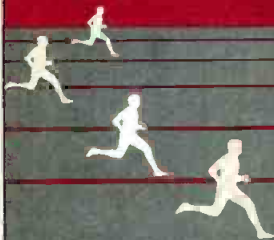
Are You Better Off, America? That's the name of a new series hosted by AP Network national correspondent Frank Sesno. It's also the question Sesno will ask as he travels across the country to find out how Americans feel about their lives compared to four years ago and in the context of this year's political campaigns. The stories "will help translate the presidential campaign into human terms listeners can relate to," said Mark Huffman, assistant managing editor-programing for AP Broadcast Services. Each report will run approximately 45 seconds and will air daily within AP Network's 8 a.m., 10 a.m., 5 p.m. and 8 p.m. (all NYT) newscasts. The first series of reports will air July 23-27.

'Pics' of the hits

TM Communications Inc. of Dallas is unveiling one of its more ambitious undertakings, a resource music library featuring 1,000 songs from 1954 to 1977. Called TMC Goldpics, it was designed to appeal to contemporary hit radio (CHR), adult contemporary and oldies-formatted stations although, according to Neil Sargent, TMC senior vice president, some album rock stations have also shown an interest.

Initial research for the music library was

*After spending the last few years just catching up,
you're ready for the the next step.*



Coming this fall from the...

YORK • RADIO • NETWORK
(212) 714-9369

compiled from music testing conducted by MJM Research of Kansas City, Mo. Using the findings, a team of 13 TMC producers and programmers developed a list of 1,000 tunes with the greatest appeal from 1954 to 1977. "It took at least 2,000 hours of production time to put the library together," said Sargent.

In addition to the music, TMC Goldpics includes index cards with information on each song and artist as well as an operations manual and a sales and promotional guide. The music library is available on 10-inch Ampex Grand Master tapes.

Coming together

Golden West Broadcasters has announced that it will merge the business, administrative and sales operations of its Seattle radio

stations, KVI(AM) and KPLZ(FM) effective July 23. A single sales team will handle the combined operation, although sports and special programming on KVI will be the responsibility of a "special sales team." The AM station, currently emphasizing news and personalities, will undergo "some programming adjustments" at a later date, according to a company release. The contemporary hit format of KPLZ will remain unchanged.

Classic syndication

Classical stations WOXR-AM-FM New York, owned by The New York Times Co., have just added their weekday feature, *Frank Rich on Theater*, sponsored by Prudential-Bache Securities, to the growing list of nationally syndicated programming packaged by the station.

"There has been such strong advertiser

interest in WOXR's national syndication packaging that we now have a total of six programs in syndication," said Larry Krents, the stations' vice president of program and syndication sales. The programs, which the station started to syndicate two years ago, are distributed mostly to other classical stations.

In addition to *Frank Rich on Theater*, other sponsored, syndicated programs are: Shearson/American Express's *Personal Finance* with Leonard Sloan; CitiCorp's *Front Page of Tomorrow's New York Times* with Duncan Pirmie; Pfizer's *Health Line* with Dr. Joseph Novello; Seagrams's *The Topic is Wine* with Frank Prial, and *Scientific American Music Festival*—a one-hour recorded live studio broadcast featuring classical artists and ensembles. The majority of the hosts are *New York Times* correspondents.

Advertising & Marketing

Computers, phone services lead new breed of advertisers

Network and local television are benefitting from new products and markets

There are a number of new or recently deregulated industries for which television advertising will be a prime weapon in the battle to establish demand and market share. This word comes from executives at both the network and local level. The list of new product categories or recently readjusted industries includes long distance telephone services, low alcohol beverages, interstate financial services, personal computer software, office personal computers, cellular telephones and brands of the generic drug, ibuprofen.

Just yesterday (July 15), long distance telephone services began having "equal access" to the telephone system in Charleston W. Va., the first city to be covered by the new FCC policy. To compete for customers, some of the newer long distance companies, most notably MCI and Sprint, have, since March, "significantly" increased their buys, according to John Peck, regional and local sales manager at CBS affiliate WCHS-TV Charleston (Huntington), W. Va. He said the flights were continuing into fall with one of the two companies having committed to the end of the year. AT&T has not increased its local buys, according to Dan Viles, local sales manager at independent WVAH-TV Charleston (Huntington), but appeared to be staying with its network campaign and with newspaper advertising.

The momentum in new advertising for personal computers has shifted from PC's for the home to those for the office. A number of PC's are just now being introduced and some companies have started their ad campaigns, including NCR and AT&T, which plans to spend \$40 million. According to a published report, Hewlett-Packard will spend \$10 million on network TV over the next six weeks and the ad campaign for Compaq's contender will weigh in at \$20 million. The already

established PC manufacturers will also battle to increase or protect their market share; during the first quarter of 1984 Apple increased its television advertising from \$383,200 to \$6,082,700, according to figures compiled by the Television Bureau of Advertising from Broadcast Advertiser Reports data.

Alan Gottesman, a securities analyst who follows the advertising industry for L.F. Rothschild, Unterberg, Towbin, noted that the initial advertising won't necessarily indicate the category's long-term potential: "Right now the advertisers are simply trying to establish a presence. Compaq wasn't even around not too long ago. Some of them will spend a lot of money even before they sell the first unit but soon they may fill that objective and relate future advertising budgets to sales." Gottesman said he thought computer magazines will be the major vehicle for PC advertising.

Even if PC brand advertising declines after an initial surge, computer retailers, a still nascent advertiser category, may soon become important, according to the TVB. It reported that advertising by Computerland, IBM Products Centers and other stores in the first quarter of 1984 increased 550% over the comparable period for 1983. The \$4.7 million for the first three months this year was about evenly split between network and local spot.

Changes created by deregulation in another industry, banking, may set the stage for another advertising battle, according to Roger Severance, TVB's senior vice president of national sales: "The biggest bank advertiser last year was not Chase or Citibank or any of those, it was First Interstate Bancorp based in California (which has offices in 11 states and franchises in five states)," said Severance. "As the bigger banks get a foothold in other states they have then an excuse to advertise in those states. Suddenly they start advertising their name way out of proportion

to the importance that the unit has. They are getting very aggressive." The future of banking's expansion across state borders is subject, in part, to legislation currently pending before Congress. Jerry Dominus, vice president of sales, CBS-TV, noted that Manufacturer's Hanover bought upfront for next year for the first time ever.

Robert Grebe, vice president of communications for TVB, said there is other activity in the financial services industry: "There has been no advertising up until the first quarter of this year by banking groups and others that have been involved in the national automated tellers. These are a whole new category; I think they started in March to advertise."

An attempt to create consumer demand for low alcohol beverages and a battle brewing for market share could benefit media. TVB's Severance said: "No one knows whether low alcohol beverages are going to catch or not. It depends how well it is advertised. Light beers tried for several years and couldn't make it go until someone finally made some fantastic commercials." Anheuser Busch is committed to \$13 million in network spending this summer for its low alcohol L.A. brand, and other brewers, including G. Heileman and Stroh are beginning campaigns as well.

Dominus said the upfront season has "corroborated," his earlier feelings that there are some potentially "hot" categories of television advertisers (BROADCASTING, May 28), but that no new groups have yet emerged. This view was also confirmed by sales executives at ABC. Among the product lines Dominus mentioned were personal computer software and brands of ibuprofen, a drug recently approved by the Federal Trade Commission for over-the-counter sales. Published reports state that American Home Products will spend \$50 million to introduce its product; Bristol-Myers is also in the fray as of early this month. □

Spacenet news

GTE Spacenet Corp., McLean, Va., has struck a deal with Citicorp Multilease Inc. for the sale and leaseback of Spacenet I, the communications satellite that was launched May 22 and became operational on June 28. GTE Spacenet said it received approximately \$250 million from Citicorp and that, during the lease term, it will retain full control of the satellite. The deal is designed to provide GTE Spacenet with cash and Citicorp with tax breaks that come from owning depreciating assets.

GTE Spacenet also announced the names of two additional Spacenet I customers: SIN Inc., which will use one half of a wideband (72 mhz) C-band transponder for remote origination of news and special events for its Spanish-language cable and broadcast networks, and Landmark Communications, which will try to resell time on its half of a wideband C-band transponder. Previously announced users of the satellite include the American Christian Television System Satellite Network, the Sunday School Board of the Southern Baptists, Bonneville International, EFC Satellite Services and GTE Sprint.

EMCEE goes south

Electronic, Missiles & Communications (EMCEE) has won a contract to supply the South Carolina Educational Television Commission with 144 microwave (2 ghz) transmitters for the establishment of a statewide network of Instructional Television Fixed

Service (ITFS) facilities, according to the White Haven, Pa.-based manufacturer. EMCEE pegged the value of the contract at \$2.2 million.

The order includes 120 10-watt transmitters and 24 one-watt transmitters, EMCEE said. All are completely solid state, it said. The ITFS network will be used to broadcast educational and instructional programming to middle schools, high schools, colleges and universities. The first of the planned 36 four-channel ITFS facilities is scheduled to be on the air in West Columbia by September. All the facilities will be on line by the end of 1985.

Smart cart machine

Radio broadcasters who know Fidelipac Corp. as a maker of tape cartridges may want to get reacquainted with the Moorestown, N.J.-based manufacturer. Fidelipac still makes cartridges, but, as it announced at the National Association of Broadcasters convention last April, it also now produces three grades of tape to go into the cartridges and, more important, a line of sophisticated cartridge machines.

According to Art Constantine, vice president, sales, the Dynamax CTR 100 tape cartridge machines "are based on Fidelipac's knowledge of how people use carts and what's coming in the future." The line includes stereo and mono playback machines, selling for \$2,060 and \$1,900, respectively, and stereo and mono record/playback units, retailing for \$3,465 and \$3,135, respectively, he said.

The machines feature the "Cart Scan Sys-



Fidelipac's CTR 100 series

tem," essentially an automatic switching system that permits broadcasters to mix cartridges recorded in different ways, Constantine said. With an infrared optical sensor, he said, the machines "read" special labels of reflective foil affixed to the cartridges and automatically switch to accommodate the particular recording level (160 nanoWebers per meter of conventional tapes or, say, 400 nanoWebers of the Fidelipac's new Dynamax HOLN-DX tape), mode (mono or stereo) and stereo format (discrete or matrix) of the cartridges. The system contains a fourth automatic switch, he said, which can be used for whatever the broadcaster desires. It could be used to turn on a noise reduction system or, as one broadcaster suggested, a flashing light to remind disk jockeys that the particular cartridge requires an introduction or tag line of some kind, he said.

Among the other features that Constantine said distinguish the Dynamax machines from the competition are "vary speed" and a real time digital tape counter. Vary speed permits broadcasters to vary the speed of the tape from three inches per second to 36 inches per second without affecting the standard cue tones, which are used on all cart machines to start and stop the machines and recue the cartridges. The counter, which always displays elapsed time in seconds regardless of the tape speed, permits the broadcaster to locate specific points in the tape.

Financial backing

Rainbow Satellite Inc., whose construction permit to build three Ku-band satellites for a two-satellite system was conditionally authorized in 1983, has told the FCC that General Dynamics Corp. has agreed to provide it with \$200 million in financing. In return, Rainbow said in a filing at the FCC, Rainbow has agreed to give General Dynamics a "minority portion of the profits" in a second satellite to be launched. In addition, Rainbow has agreed to use General Dynamics as a launch services provider. The FCC Common Carrier Bureau had originally conditioned Rainbow's authorization upon demonstration of its financial capability by Dec. 30, 1983. The bureau last month extended



Stereo show. Although television stations are not rushing to upgrade their studio and transmission facilities to broadcast stereo sound, major consumer electronics manufacturers are rushing to market with sets capable of receiving such broadcasts. Production models of stereo sets made by RCA, Zenith and Sony were demonstrated last Tuesday at the National Association of Broadcasters headquarters by NAB staff engineer Ed Williams (above). The stereo programming used for the demonstration included clips from NBC's *Friday Night Videos*, *Quincy* and *Knight Rider*, segments of hockey and football games from ESPN, a commercial for the Chevrolet Corvette and several minutes of WETA-TV Washington's coverage of the Fourth of July activities in the nation's capital.

the financial showing deadline until June 30. In the filing, Rainbow said it had entered into a "definitive" spacecraft construction agreement with RCA Astro Electronics. It also said Citibank, based on the involvement of General Dynamics, has agreed to be the lead bank in arranging financing and has itself committed \$75 million to the project. An attorney for Rainbow said the company anticipates having its first satellite in operation during the first quarter of 1987. The company plans to sell transponders on a noncommon carrier basis.

Launch lineup

Hughes Communications has announced the selection of two payload specialists and two alternates for the space shuttle missions

currently slated for next March and August. If approved by NASA, the individuals will become the first commercial customer representatives to participate in the launch of a privately owned satellite. The missions will launch the third and fourth Learsat communications satellites, owned and operated by Hughes, intended to provide mobile communications services for the U.S. armed forces. Payload specialists are all employees of Hughes Aircraft Co. Gregory Jarvis and John Harrison Konrad, engineers in Space and Communications Group, were named specialists; scientist Louis William Butterworth and engineer Stephen Lee Cunningham were named alternates. If accepted, the payload specialists will receive nine months of NASA training prior to the 1985 flights.

Little bird that could

Yesterday (July 15) was an important anniversary for the satellite communications industry. Just 10 years ago on that date, the first transmissions were bounced off Western Union's Westar I, the first commercial domestic communications satellite, which had been launched three months earlier. The success of Westar I paved the way for the launch of similar satellites by Western Union, RCA Americom and others.

The first transmissions were made ceremoniously from the Waldorf-Astoria hotel by a host of "communicators," including Bob Hope, Gene Autry, Malcolm Forbes, Gloria Steinem, George Burns, Barbara Walters and Gene Shalit.

The urgency of Olympic coordination

The following request to the nation's TV and radio broadcasters was given to BROADCASTING last week by Richard A. Rudman, chairman of the Society of Broadcast Engineers National Frequency Coordinating Committee.

□

Don't come to the Olympics. I mean it. Don't come to the Olympics with wireless broadcast remote pickup radio or TV ENG equipment unless you have first coordinated your use with the World Broadcasters RF Committee in Los Angeles.

For nearly two years a group in Los Angeles, inside and outside the ABC organization, has been planning an event Olympian in its own right—frequency coordination for the Los Angeles Olympic Games beginning in just a few short weeks.

The southern California region has more licensees needing wireless remote pickup radio and television "backstage" support than there are available frequencies. This led to the formation of the Southern California Frequency Coordinating Committee in 1976. The SCFCC and a growing number of coordinating committees throughout the country are coming to grips with this reality.

When the site of the 1984 Olympics was announced, broadcasters in our region had visions of an electronic gridlock that would rival any freeway snarl. We did know the American Broadcasting Co. has had prior experience coordinating frequencies for the Olympics. However, no one, including ABC, has ever coordinated such an event in a region already supersaturated with every conceivable type of broadcast RF activity.

ABC chose Mike LoCollo to coordinate Olympic RF broadcast activities, and as such he is chairman of the World Broadcasters RF Committee. The FCC has recognized ABC as the coordinating body for the Olympic period. Almost in parallel with Olympic athletes in training, Mike warmed up for this summer at the Lake Placid winter Olympics and two political conventions in 1980, and at the winter Olympics in Sarajevo last winter. As of July 15, he will have authored a document the size of a telephone book that will show every facet of ABC's wireless audio and video coverage, plus coordination listings for every foreign broadcaster sending sounds and pictures to audiences around the world. Mike and ABC made a pledge to local broadcasters when they began the intricate coordination process. This promise, made in writing to the FCC, was to cause little or no disruption to normal RF activities in the region. Moreover, ABC promised to resolve actual cases of interference in favor of the local stations.

The two-year coordination planning process has not been easy. For instance, there are only 10 channels available for industrial strength ENG; long hauls that often exceed 100 miles. Only seven of these channels are exclusive to broadcasters. The other three are shared with special microwave services for oil companies, and one other user who will be very active during the Olympics—the Los Angeles Police Department.

ABC received permission from the FCC to use UHF TV channel 16 (482-488 mhz) for dispatch and other voice communication for itself

and foreign broadcasters. There was not any space within the existing VHF and UHF voice channels used by the region's licensees for our summer guests to use.

ABC's microwave links for the games are woven between the fixed links of other broadcasters in the 2, 7 and 13 ghz bands, combined with special authority for use of nonbroadcast 2.3 ghz channels. ABC feels confident its pledge of minimal interference to local broadcaster licensees can be kept.

For the past six months the World Broadcasters RF Committee has been meeting regularly at ABC's Vine Street Olympic headquarters in Hollywood to work out the details of coordination. Larry Guy and his excellent staff from the Long Beach FCC office have attended many of these meetings. The last crucial stage of coordination has seen both the successes and failures of broadcast coordination in our region held up to the light and examined in great detail by all in attendance.

At our last meeting on June 27, we agreed the plan was coming together. We also agreed there is still one great big unknown factor in the Olympic RF equation. That factor is you.

If your station will cover the Olympics, wishes to bring in radio or TV ENG equipment, and has talked to Mike LoCollo at ABC, everything is fine.

If you are just now thinking about sending a crew to Los Angeles, possibly because a local athlete made the U.S. team, you must contact the World Broadcasters Committee immediately. If your crew arrives, operates even one hand-held radio without prior coordination, and causes harmful interference, you may have to cease operations. Chances are you won't be in conflict with ABC. You will probably be in conflict with a Los Angeles licensee.

The FCC recently suspended the "30 Day Rule" (Part 74.24) for the Olympics in Los Angeles. Normally, broadcasters can use portable RF equipment away from home if certain conditions are met. For the Olympics, licensees from outside the Los Angeles market must clear with ABC prior to any operation.

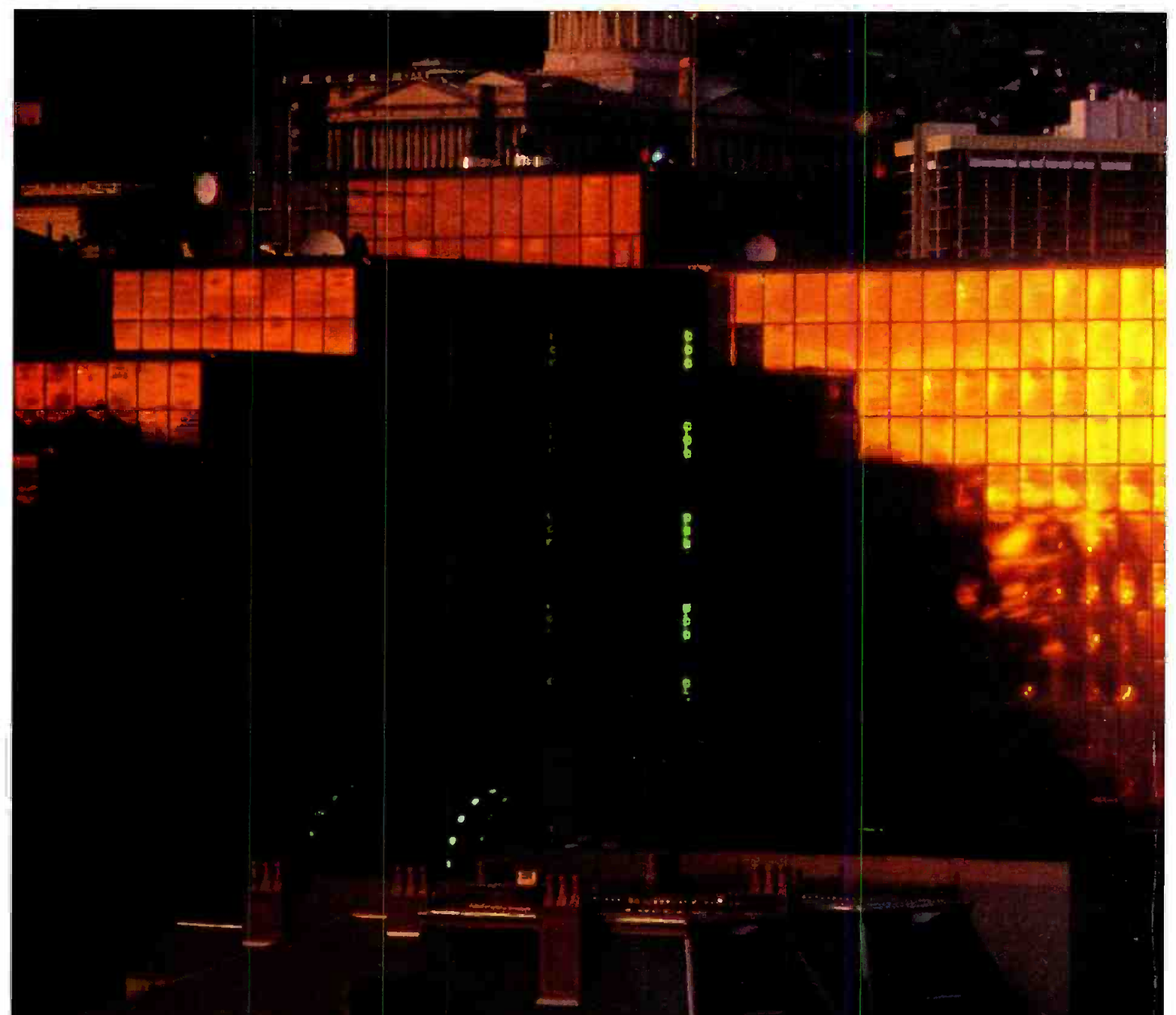
The FCC will allow the World Committee to resolve cases of broadcaster interference before it gets involved. Several broadcasters are going to make interference tracking equipment and vehicles available during the Olympic period for this purpose. Our goal is to have no FCC intervention during the games.

The driving forces of the marketplace competition can make us forget our manners concerning coordination. At the Olympics, and the two political conventions, this summer, we will learn if we have the maturity to remember our technical manners. The golden rule of frequency coordination will have its supreme test. We are not fighting one another. We are really taking on the laws of physics. In that type of struggle, unlike the Olympics and the conventions, there is no winner. In fact, we all lose.

See you in Los Angeles, but call first.

□

ABC's Mike LoCollo can be reached in Los Angeles at (213) 557-4013. CBS's Rich Harvey, coordinator for the two political conventions, can be reached in New York at (212) 975-1784.



KSL RADIO AND TELEVISION'S NEW HOME BONNEVILLE INTERNATIONAL—BUILDING FOR

KSL Television and Radio join Bonneville International Corporation's headquarters in Salt Lake City's new Triad Center. From our new facilities, we will now serve our community, our audience and our advertisers better than ever.

Better technology for better broadcasting

We haven't merely moved to a new building. We've totally redesigned and re-equipped. KSL is one of only three broadcasters in the nation with combined television and radio newsrooms equipped with Newstar, the latest in computerized information systems.

The latest in broadcast electronics is evident in six television production control rooms and seven acoustically perfect radio studios.

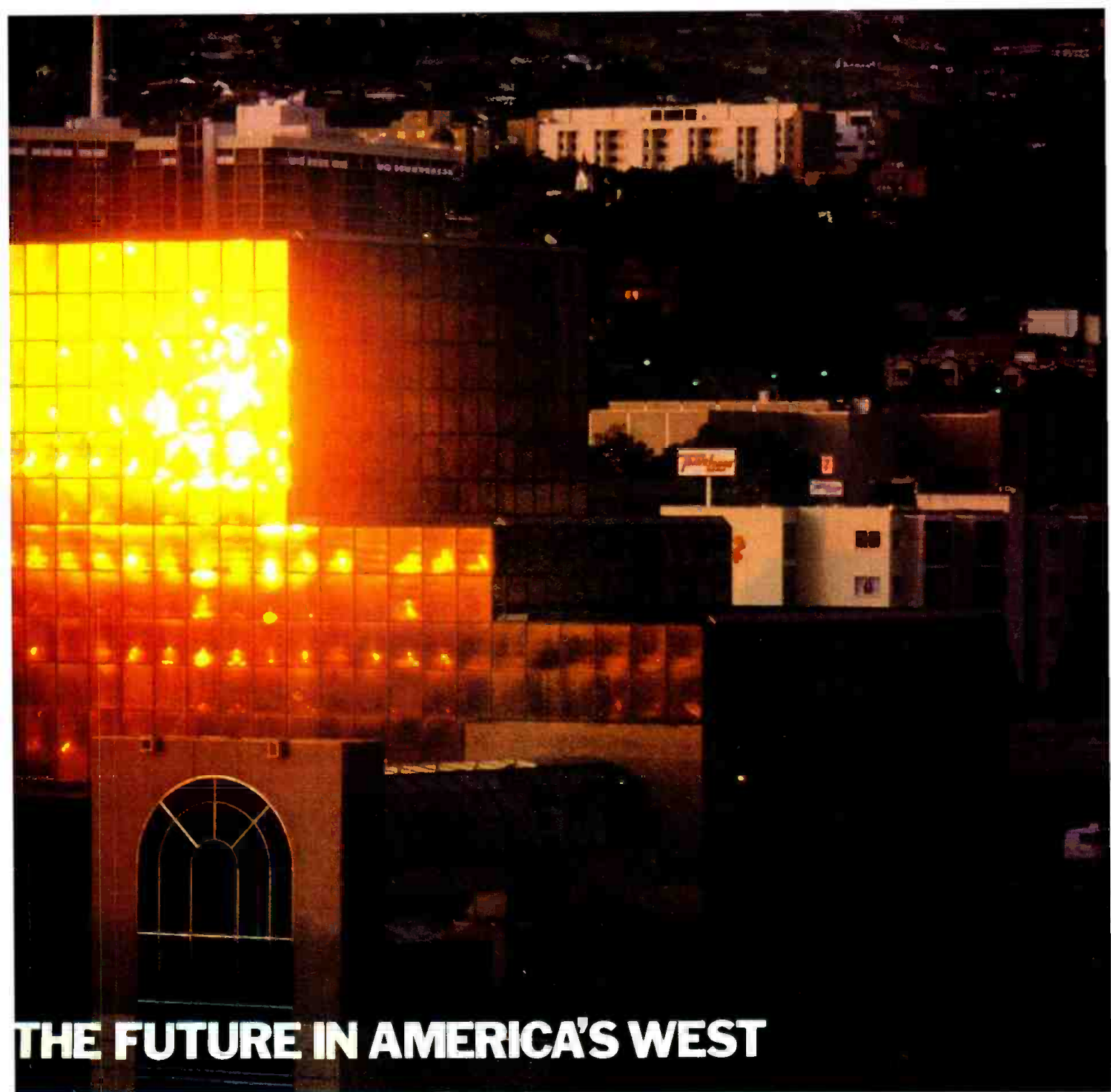
One television studio and control room has been specifically designed for full-time news coverage and broadcast. Through this facility, breaking news, special reports and our news magazine will be produced

and delivered more effectively than ever before.

Specializing in news — the key to our success

Five years ago, KSL-TV initiated the "News Specialists" concept. Since then, we've been a major news leader in the West. KSL Radio, with a staff of over 25 news people and 63 years of experience, has long been the people's choice for the latest news and information.

Over the years, radio and television news departments have won every major broadcast journalism award. We pledge to maintain our leader-



THE FUTURE IN AMERICA'S WEST

ship as a 24-hour news and information center.

The ratings are consistent — KSL delivers the audience

For the past four years, KSL-TV has delivered some of the highest ratings in America for our late newscast. KSL Radio, the Intermountain West's only 50,000 watt clear channel station, has been the ratings leader in our part of the country for the last 20 years.

With the strength of local program-

ming and our affiliation with CBS, the future promises continued leadership.

KSL is at the heart of a vibrant community

Our closeness to the community has given us a keen sense of responsibility and a clearer view of how best to serve community needs. KSL's participation in charitable fund-raising events has brightened the future of many people in need. And our support of the major performing arts

has contributed to the enrichment of Utah's culture.

Bonneville believes in the future

Bonneville International has always been on the leading edge of broadcasting. Our move renews the company's commitment to the future of broadcast communications.



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Third VOA chief in three years resigns

Tomlinson to leave agency in September after year and a half in post to return to 'Reader's Digest,' where he worked before joining VOA

The revolving door through which Voice of America directors come and go was in operation again last week. Kenneth Y. Tomlinson, the third person to hold the post since the Reagan administration came into office in January 1981, last week announced his resignation. In September, he will return to *Reader's Digest*, where he served for 14 years before joining the Voice in December 1982, to become an assistant managing editor. But Tomlinson, who was credited with stressing high journalistic standards at the Voice and was a strong advocate of the Reagan administration's \$1-billion VOA modernization program, said he will remain active as a private citizen to advance those causes (see "Fifth Estater," page 79).

Tomlinson, 39, said that on his return to private life he plans to establish a bipartisan foundation "to gather support for the VOA."

VIP's. Public Broadcasting Service President Bruce Christensen addressed representatives from 21 companies last Tuesday at Washington's Mayflower hotel. The "VIP's" (very important partners) of WETA-TV-FM Washington paid \$150 a plate to attend a luncheon honoring their contributions of at least \$2,500 each to the stations. Christensen told the contributors that WETA-TV-FM have the highest percentage of viewers who are donors (25%) of the major-market public stations. He said that the FCC changes in underwriting rules (See "Where Things Stand," July 9) will give the companies increased public recognition since underwriter products and services can now be identified on the air (as long as the identification is not promotional). He added that the rule change is a "difficult line" to walk, however, and that PBS could appear to be commercial "without ever intending to be."

He said such an effort is required because VOA lacks a constituency in the U.S. Americans, he noted, do not listen to America's foreign broadcast service to learn the news. Indeed, the law prohibits the Voice from broadcasting in the U.S. Tomlinson said the foundation "will have nothing to do with internal matters at the Voice." He said he will seek both Democrats and Republicans to serve on the foundation's board, with a view to seeing to it the VOA is "properly recognized." Tomlinson hopes to secure the necessary financing from foundations.

Tomlinson became aware of what he regards as the need for a constituency among the American public as Congress began considering the Reagan administration's request

for \$113.7 million for an initial phase of the VOA's modernization program. The measure lacks public support, and Congress seems likely to cut the request to some \$90 million. In Tomlinson's view, "the biggest thing we need is the bipartisan support of the American people." He said "it's no accident" that the VOA physical plant has been allowed to deteriorate over the past couple of decades.

Tomlinson, who had been a senior editor at *Reader's Digest* before joining the Voice, said he had planned to remain in government two years. And six months ago, he said, "I loved the job so much I couldn't imagine leaving." However, the offer to return to the *Digest*, he said, was too good to turn down. He made up his mind about a month ago but had planned to withhold his announcement regarding a September departure until August. He wanted to continue pushing causes he favored without the burden of a lame duck status for as long as possible. He finally decided it would be "better for the institution" if he took the time to reassure the staff the upgrading of VOA "will continue" under the staff that remains in place.

Tomlinson feels his time at the Voice has been well spent. "It's been a remarkable time," he said. There has been "no controversy" within the Voice (which is more remarkable than it sounds), the modernization program is going forward, "new standards of journalism" have been established. And last week, the Voice received word of a victory over the Department of Health and Human Services with which it shares a building in southwest Washington. The Voice will take over 58,000 square feet of space now occupied by HHS and will become the building's principal occupant.

The Reagan administration has had trouble finding someone with staying power to direct the VOA. James Conkling, who is a friend of Director Charles Z. Wick of the VOA's parent organization, the U.S. Information Agency, and who had had an extensive background in records and broadcasting, left in March 1982, after 10 months on the job. He had been criticized from the right and left over the VOA's news policy, but he said he quit because of the frustrations he encountered in working for government. His successor, John Hughes, a former associate director of the International Communication

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7/16/84

Agency (now renamed USIA) and one-time editor of the *Christian Science Monitor*, was director for five months before being named an assistant secretary of state for public affairs and chief spokesman for the State Department.

As for Tomlinson's successor, speculation is focusing on one of the journalists Tomlinson has recruited for top level jobs at the Voice. One knowledgeable source said Ernest Eugene (Gene) Pell, a former NBC cor-

respondent in Moscow, is "a strong contender." Pell, who is in his second tour at the Voice—he was deputy program director for news and current affairs in 1982, before becoming chief Washington correspondent for WCVB-TV Boston—was named deputy associate director for broadcasting (programs) last August. There was no indication the White House will move swiftly in replacing Tomlinson. As one source put it: "They'll wait a while before making a decision." □

Broadcasting Corp. for \$900,000 cash. **Seller** is owned by John L. Sinclair (78%) and his children, Robert, J. David, and Ann S. Adams (22% jointly). Sinclair also owns WCVL(AM)-WLFQ(FM) Crawfordsville, Ind., WNIS(AM) Portsmouth, Va.; Sinclair Telecable Inc., operator of cable system serving Pittsboro and Hendricks County, Ind., and West Yellowstone Cablevision Inc., operator of cable system serving West Yellowstone, Mont. He is also applicant for new FM in Mechanicsville, Va. Sinclair has also purchased, subject to FCC approval, WTID(AM) Suffolk, Va. ("For the Record," April 23). **Buyer** is owned by Jacqueline Robinson, president (15%), Howard Sanders (15%) and 12 others. They also own WYCB(AM) Washington. WANT is daytimer on 990 khz with 1 kw.

Changing Hands

PROPOSED

KTOK(AM)-KYJO-FM Oklahoma City, WELI(AM) New Haven, Conn., and WQUE-AM-FM New Orleans □ Sold by Broad Street Communications Corp. to Clear Channel Communications Inc. for \$26 million, comprising \$14 million cash and assumption of \$12 million liabilities. **Seller** is New Haven, Conn.-based station group owned by Richard L. Geismar, chairman, and Fred E. Walker, president. It also owns Oklahoma News Network, statewide radio network with 47 affiliates. **Buyer** is publicly traded, San Antonio, Tex.-based station group with three AM's and four FM's. It is headed by L. Lowry Mays, president. Broadstreet will operate as subsidiary of buyer. KTOK is on 1000 khz full time with 5 kw. KYJO is on 102.7 mhz with 98 kw and antenna 900 feet above average terrain. WELI is 960 khz full time with 1 kw. WQUE is on 1280 khz full time with 5 kw. WQUE-FM is on 93.3 mhz with 93 kw and antenna 460 feet above average terrain. *Broker: Blackburn & Co.*

WUTV(TV) Buffalo, N.Y. □ Sold by Whitehaven Entertainment Corp. to Citadel Communications for \$15.2 million. **Seller** is owned by Herman Pease who has no other broadcast interests. **Buyer** is owned by Phillip J. Lombardo, former head of Corinthian station group (now owned by A.H. Belo of Dallas), who also owns WVNY(TV) Burlington, Vt. WUTV is independent on channel 29 with 1,050 kw visual. 105 kw aural and antenna 920 feet above average terrain. *Broker: Blackburn & Co.*

KVEO-TV Brownsville, Tex. □ Sold by Tierra Del Sol Broadcasting Co. to Valley Broadcasting for \$7.6 million. **Seller** is owned by local investors with no other broadcast interests. It is controlled by Ronald J. Sommers, trustee in bankruptcy. **Buyer** is principally owned by Billy B. Goldberg, owner of Affiliated Capital Corp., Houston real estate firm. He is former Texas Democratic party chairman, and has no other broadcast interests. KVEO is NBC affiliate on channel 23 with 2,500 kw visual, 1,000 kw aural and antenna 1,500 feet above average terrain. *Broker: Lester Kamin & Co.*

KDIA(AM) Oakland, Calif. □ Sold by Benidia Inc. to Powell Communications (West) Inc. for \$3,475,000 comprising \$3 million cash, including \$500,000 noncompete agreement, and \$475,000 note. **Seller** is subsidiary of Broadcast Enterprises National, Philadelphia-based station group owning six AM's and two FM's, principally owned by Ragan A. Henry. **Buyer** is principally owned by Adam C. Powell III, son of late Representa-

tive Adam Clayton Powell (D-N.Y.), and Morgan C. Brown. Powell is applicant for new TV in Dallas. Brown has interest in Cablevision of Connecticut, operator of cable system in southern Fairfield county, Conn. KDIA is on 1310 khz full time with 5 kw.

WWOC(FM) Avalon, N.J. □ Sold by Avalon Broadcasting Co. to Group Six Communications Inc. for \$1.4 million, comprising \$600,000 cash, \$200,000 noncompete agreement and remainder in note. **Seller** is owned by Larry Keene, president. It has no other broadcast interests. **Buyer** is principally owned by Lawrence P. Herbster, business manager at WDVM-TV Washington. He has no other broadcast interests. WWOC is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Chapman Associates.*

WANT(AM) Richmond, Va. □ Sold by Old Dominion Broadcasting Co. to Robinson

KQFB(TV) Tacoma, Wash. □ 66.66% of Family Broadcasting Co. sold by stockholders to Trinity Broadcasting Co., already owner of 25%, for \$750,000 cash. **Seller** is equally owned by Paul A. Gray, Kenneth Rupp, Donald G. Huber, Fulton Buntain, Joseph B. Fuiten, Barbara Brown, and her husband, Leo, John M. Miller, and Clifford Paulsen who have no other broadcast interests. Michael Parker owns remaining 8.33% and is retaining interest at this time. **Buyer** is nonprofit corporation headed by Paul F. Crouch. Its directors also control Trinity Broadcast Network, nonprofit Tustin, Calif.-based station group owning six TV's. KQFB is independent on channel 20 with 2,094 kw visual, 415 kw aural, and antenna 800 feet above average terrain.

June 26, 1984

U.S. Broadcasting Corp.

has completed the acquisition of the stock of

WCOM/FM

Urbana, Ohio

from

Champaign Communications, Inc.

Todd Hepburn, Vice President of the undersigned initiated this transaction and represented both parties in the negotiations.

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Nominees tapped. Ballots for regional directors of the National Radio Broadcasters Association were sent out last week to NRBA members in the "even-numbered" regions. They are:

Region 2 (N.Y., Pa.): Larry Levite, WBEN-AM-FM Buffalo, N.Y.; W. LeRoy Schneck, WNAE-AM-WRRN-AM-FM Warren, Pa.; Robert Williams, WHLI-AM Hempstead, N.Y.; William Phippen, WWSH-AM Philadelphia; George Possi, WPIC-AM-WYFM-AM Sharon, Pa.; Bob Zimmerman, WRSC-AM-WOWK-AM State College, Pa.; Hugh Barr, WSYR-AM-FM Syracuse, N.Y.; Randle D. Dagg, WARO-AM Canonsburg, Pa.; Helene Franco, WRFY-FM Reading, Pa., and David C. Weinfeld, WECO-AM Geneva, N.Y.

Region 4 (N.C., S.C.): Jim Mayes, WSRG-AM Durham, N.C., and Sis Kaplan, WAYS-AM-WROQ-AM Charlotte, N.C.

Region 6 (Mich., Ohio): Charles D. Mefford, WITL-AM-FM Lansing, Mich.; Richard H. Riggs, WCIT-AM-WLSR-AM Lima, Ohio; Dick Yankus, WHND-AM-WMJC-AM Detroit; Rick Duerson, WGLQ-AM Escanaba, Mich.; Eugene A. Halker, WIKB-AM-FM Iron River, Mich.; Tom Moore, WBCO-AM-FM Bucyrus, Ohio; Norman Wain, Metroplex Communications, Cleveland; Art Ortega, WNCI-AM-FM Columbus, Ohio; Curtis Shaw, WJMO-AM-WROC-AM Cleveland; Jack Porteous, WING-AM Dayton, Ohio, WJAI-AM-FM Eaton, Ohio; Lee Beiderman, WATT-AM Cadillac, Mich.; Bruce Law, WJGS-AM-WHGR-AM Houghton Lake, Mich.; Terry Jacobs, WTSJ-AM Cincinnati; Tim Moore, WWOY-AM-WKHQ-AM Charlevoix, Mich.

Region 8 (Ala., La. and Miss.): Bob Burk, KNOC-AM-KDBH-AM Natchitoches, La.; Art Suberbielle, KANE-AM New Iberia, La.; Bill Dunnivant, WJMW-AM-WZYP-AM Athens, Ala., and Jimmy Shaw, WTSK-AM-WTUG-AM Tuscaloosa, Ala.

Region 10 (Minn., N.D., S.D. and Wis.): James Wychor, KWOA-AM-FM Worthington, Minn.; Roger Utneher, WATK-AM-WRLO-AM Antigo, Wis.; Lee Davis, WCUB-AM-WKKB-AM Manitowoc, Wis.; Frank Fee, KROX-AM Crookston, Minn.; Mel Paradis, KLGR-AM-FM Redwood Falls, Minn.; William J. Walker, WISM-AM-FM Madison, Wis.; Michael D. Jorgenson, WMIL-AM-WOKY-AM Milwaukee; Roger Russell, WTSO-AM-WZEE-AM Madison, Wis.; Jack Hackman, WRDB-AM-FM Reedsburg, Wis., and Charles Scofield, KEYZ-AM Williston, N.D.

Region 12 (Tex., Mexico): Steve Hicks, KIXK-AM Denton, Tex.; Jerry Lovell, KYXX-AM Odessa, Tex.; Keith Adams, Adams-Shelton Comm., Amarillo, Tex.; Jack Collins, KLLS-AM-FM San Antonio, Tex., and Dave Solmonson, KZEE-AM Weatherford, Tex.

Region 14 (Ariz., Colo.; Neb., N.M., Utah and Wyo.): Dino Ianni, KEZW-AM Aurora, Colo.; Skip Schmidt, KBRO-AM-FM Denver; Paul R. Droubay, KDAB-AM-FM Ogden, Utah; Bill Sims, KLSK-AM Santa Fe, N.M.; Joe Crystal, KGVY-AM Green Valley, Ariz.; Homer K. Peterson, KALL-AM-KLCY-AM Salt Lake City; Ralph Carlson, KRSP-AM-FM Salt Lake City; Jim Hayes, KODI-AM Cody, Wyo., and John King, KBIM-AM-FM Roswell, N.M.

One director will be chosen from each region. Ballots for these nominations must be received by the NRBA by July 27. NRBA's board consists of 15 regional directors and 20 directors-at-large, which will be selected by the sitting board next August.

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WHAT(AM) Philadelphia □ Sold by Independence Broadcasting Co. to Kelly F. Guglielmi for \$750,000 cash. Seller is owned by Dolly Banks Shapiro, who also owns WWDB-AM Philadelphia. Station was sold last year to Philadelphia Community Broadcasting Co. for \$1 million, ("Changing Hands," May 16, 1983), but sale fell through. Buyer is forming corporation with CVC Capital Corp., New York-based investment firm, as limited partner. Guglielmi is also applicant for three LPTV's. WHAT is on 1340 khz with 1 kw day and 250 w night.

KIQO-AM Atascadero-San Luis Obispo, Calif. □ 80% of Midway Broadcasters Inc. sold by Gareth F. Garland and his wife, Anna, to Gary F. Brill and his wife, Virginia, who own other 20%, for \$700,000, comprising \$100,000 cash and remainder in note. Sellers have no other broadcast interests. Buyer is general manager of station. KIQO is on 104.5 mhz with 5.6 kw and antenna 1,410 feet above average terrain.

WXVQ-AM Deland, Fla. □ Sold by WXVQ Inc. to John B. Stetson University for \$425,000, comprising \$60,000 cash, \$215,000 note, and assumption of \$150,000 liabilities. Seller is owned by Rudi Gresham and John Trenton. Trenton has no other broadcast interests. Gresham is applicant for new FM in Springfield, Fla. Buyer is educational institution headed by Dr. Pope A. Duncan. University is also applicant for new TV in New Smyrna Beach, Fla. It owned WXVQ from 1948 to 1952. WXVQ is on 1490 khz full time with 1 kw day and 250 w night.

KDLF-TV (CP) Tulsa, Okla. □ Sold by Church of the Christian Crusade Inc. to Television Communications Inc. for \$410,000 cash. Seller is nonprofit coporation headed by Billie James Hargis. It also owns KDLF-AM Port Neches, Tex. Buyer is owned by Jack Rehbarg. It is airtime barter firm based in Tulsa. KDLF is not yet on air but is authorized to operate on channel 47 with 1,196 kw visual and 119.6 kw aural and antenna 1,400 feet above average terrain.

KCLM-AM Redding, Calif. □ Sold by Colgan Communications Inc. to DeBeau Broadcasting Inc. for \$400,000. Seller is owned by estate of John Colgan. It has no other broadcast interests. Buyer is owned by Lawrence N. DeBeau, and his wife, Mildred. It formerly owned WDBI-AM Tawa City, Mich., and earlier this year sold WCCF-AM-WQLM-AM Punta Gorda, Fla. ("For the Record," Jan. 16). KCLM is daytimer on 1330 khz with 5 kw. Broker: William A. Exline Inc.

KSWM-AM-KELE-AM Aurora, Mo. □ Sold by KSWM-KELE Broadcasting Corp. to Dale Hendrix and John Mitchell for \$332,500 cash. Seller is owned by Galen O. Gilbert who also owns three AM's and four FM's. Buyer Mitchell owns Mitchell & Associates, Shreveport, La.-based media broker. He also owns KNES-AM Fairfield, Tex. Hendrix was formerly general manager of WALR-AM Union City, Tenn., and will be general manager of acquisitions. KSWM is daytimer on 940 khz with 500 w. KELE is on 100.1 mhz with 2.7 kw and antenna 202 feet above average terrain. Broker: Chapman Associates.

WJNJ-AM Atlantic Beach, Fla. □ Sold by Ra-

dio Station WJNJ to First Coast Broadcasting Corp. for \$250,000, comprising \$50,000 cash and \$200,000 note. **Seller** is equally owned by Jack Donnell and Gerald Brown who have no other broadcasting interests. **Buyer** is owned by Harvey J. Fisher and his wife, Pamela. He is announcer at WIVY-FM Jacksonville, Fla. WJNJ is daytimer on 1600 khz with 5 kw.

KURA(AM)-KKLX(FM) Moab, Utah □ Sold by Long Lines Broadcasting to Lynda Ottersbach, Royce Henningson, Joe D. Kingsley and three others for \$237,445.39, comprising \$1,000 cash and remainder assumption of debt. **Seller** is owned by Bruce Long, who has no other broadcast interests. **Buyer** Ottersbach is Menlo Park, Calif., media consultant. Kingsley and Henningson are Moab investors with no other broadcast interests. KURA is on 1450 khz with 1 kw day and 250 w night. KKLX is on 96.7 mhz with 3 kw and antenna 457 feet above average terrain.

CABLE

System serving Atlanta, Noblesville, Tipton, Westfield, Fishers, Arcadia, Cicero and counties of Hamilton and Tipton, all Indiana. □ Sold by Noblesville Cablevision Inc. to Access Cable of Indiana for approximately \$7 million. **Seller** is principally owned by James Neal and Kelly Robinson. Neal owns daily *Noblesville (Ind.) Ledger*. Robinson has no other broadcast interests. **Buyer** is principally owned by Gordon Sherman, president, Mitchell Rubenstein, Laurie S. Silvers and Angelo Podes. Sherman is former president of Illinois Broadcasters Association and former owner of Sherman & Ruwitch, Madison, Wis.-based station group of four AM's and three FM's. He owns Sherman & Brown Associates, Miami-based broadcast brokerage firm. Silvers and Rubenstein are Boca Raton, Fla., attorneys, Podes is former president of Empire Video, Jacksonville, Fla.-based television tube manufacturer.

System serving Mobile, Theodore, and Mobile county, all Alabama □ Sold by Bayou Cablevision Corp. to The Essex Group for an estimated \$4 million. **Seller** is owned by E.O. Roden, R.V. Rankin and Emmitt Carr. They have no other media interests. **Buyer** is Greenwich, Conn.-based MSO owning 53 cable systems. System passes 7,000 homes with 4,000 subscribers and 135 miles of plant.

System serving Roseville, and Placer county, and system serving Union City, both Calif. □ Sold by Storer Communications to Westar Communications Inc. for approximately \$9.5 million. **Seller** is Miami-based, publicly traded MSO and station group owning seven TV's and 150 cable systems, which is also selling several other systems in California and Texas (see below). **Buyer** is owned by Rod Hansen, Sacramento investor with no other media interests. Roseville system passes 8,695 homes with 4,515 subscribers and 105.9 miles of plant. Union City system passes 9,500 homes with 4,591 subscribers and 110 miles of plant.

System serving Banning and Riverside county, Calif. □ Sold by Storer Communications to Palmer Communications Inc. for approximately \$4.5 million. **Seller** is also selling

two other California systems (see above). **Buyer** is Des Moines, Iowa-based MSO and station group owning four AM's, four FM's, three TV's and two cable systems. System passes 5,806 homes with 4,119 subscribers and 68.6 miles of plant.

Systems serving Balch Springs, Seagoville and Dallas county and system serving Terrell, Forney, Oakridge and Kaufman county □ Sold by Storer Communications to Buford Television for approximately \$4.5 million.

Seller is Miami-based MSO owning seven TV's and 150 cable systems. **Buyer** is Tyler, Tex.-based MSO owning two TV's and two cable systems. It is owned by Gerald, Geoffrey and Robert Buford. Balch Springs system passes 4,842 homes with 2,012 subscribers and 106 miles of plant. Terrell system passes 4,610 homes with 1,353 subscribers and 96 miles of plant.

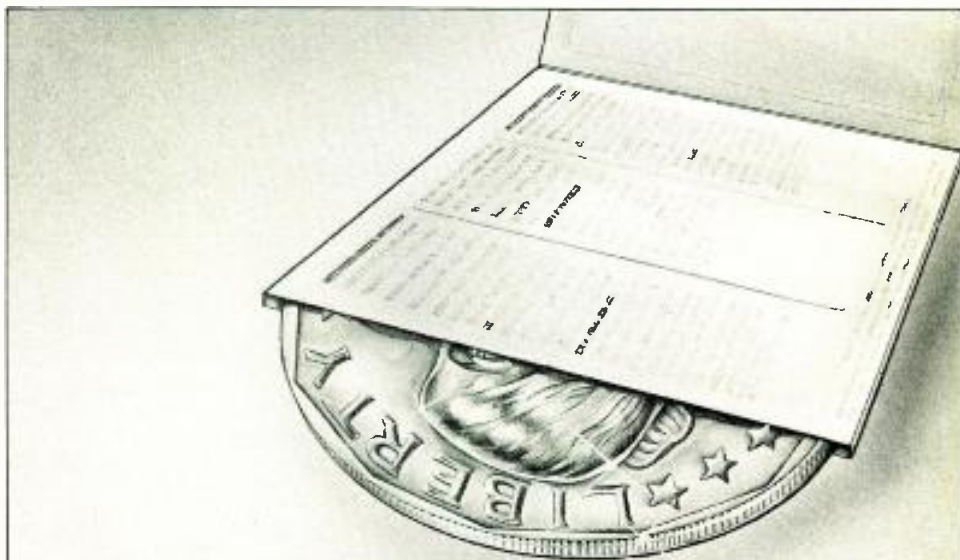
For other proposed and approved sales see "For the Record," page 61.

Washington Watch

Yield sign. National Association of Broadcasters executive committee last week voted not to seek judicial review of FCC's decision to stop arbitrating call sign disputes. NAB official said committee decided not to appeal "because of the high standard of judicial review," translated by outsiders as meaning NAB had no case. According to official, however, committee also voted to have NAB act as clearinghouse for broadcasters to see what sorts of problems arise under commission's action. If "chaos" reigns, NAB will petition FCC to launch rulemaking to reinstate rules, official said. According to official, committee also decided that NAB would prepare "counsel memos" to its members, explaining how to litigate call sign disputes in local forums. In addition, it decided to explore whether industry rating services, or related organizations, could engage in self-regulation.

□

Reprieve. FCC has rejected proposals by AT&T for private line tariffs that television and audio transmission users had contended would lead to exorbitant rate hikes. Although FCC turned down those tariffs last month, official order of its action may not be released for another month, FCC official said last week. Bad news for AT&T, and good news for transmission service users, is that AT&T has to study order—to determine what FCC's specific objections were—before it can submit new tariff. Under general FCC procedures proposed tariff can't go into effect for 90 days. Users can comment on proposed tariff during that period. Then it is up to FCC to decide whether to reject tariff, suspend it for up to five months while it investigates or let it go into effect.



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CHR tops charts in New York, L.A.; MOR leads in Chicago

Arbitron spring advances put WHTZ(FM), KIIS(FM), WGN(AM) in number one spots

Radio stations playing contemporary hits in New York and Los Angeles emerged as the leading stations in those markets, while MOR maintained its rule over Chicago, according to the Arbitron spring 1984 advances released last week.

New York

Malrite's contemporary hit radio formatted WHTZ(FM), which burst on the scene last summer, regained first place in New York with a 7.2 12-plus metro share (Monday to Sunday, 6 a.m. to midnight)—up from 5.5 in the winter report—while RKO's urban contemporary WRKS(FM) toppled from the top spot with a 5.6 to second with a 5.1 over the same period. (Last fall WHTZ took the market by storm when it soared to number one under its then-new contemporary hit format with a 6.2 share.)

Westinghouse's WINS(AM) won the battle for the top all-news station in New York with a third-place finish of 4.6—the same as in the winter book—while WCBS(AM) dropped from its 4.6 showing the last time to 3.6.

Behind WINS(AM) in the ratings were ABC's top 40 rocker, WPLJ(FM), in fourth place with a 4.4 overall metro share—up from 4.1 in the last rating period—followed by RKO's talk-formatted WOR(AM) at 4.2.

Outside of WRKS's strong second-place performance, the new Arbitron book spelled trouble for the city's other urban contemporary outlets. Infinity's WKTU(FM) fell from a 4.0 12-plus metro share in the winter report to 3.3 while Inner City's WBSL(FM) toppled from a 3.7 to a 2.6.

Adult contemporary outlets also did not fare well in the new report. WPIX-FM and NBC's WYNY(FM) both continued a downward trend in 12-plus shares. WPIX-FM slipped from 3.6 (spring 1983) to 2.9 (winter) to 2.7 while WYNY(FM) fell from 4.6 (spring 1983) to 2.9 (winter) to 2.6. Some of the stations' 12-plus audience, however, seems to have migrated to Viacom's WLTW-FM new "light contemporary" format, which climbed from a 1.6 share in the winter to 2.4. Viacom switched from country to adult contemporary on Jan. 23.

In easy listening/beautiful music, Bonneville's WRFM(FM) edged out cross-river rival, Cap Cities' WPAT-FM Paterson, N.J., 3.7 to 3.6. Both stations slipped slightly from the winter report; WRFM from 3.8 and WPAT-FM from 4.0.

The most popular album-rock station this time around was Metromedia's WNEW-FM, which pulled a 3.1 overall metro share—up from 2.6 in the winter—while the market's other AOR outlet, Doubleday Broadcasting's WAPP(FM), dropped from a 3.3 to 2.9

over the same period.

Among the other stations showing an improvement in 12-plus metro share from the last rating period are: talk WABC(AM), from 2.2 to 2.6; oldies WCBS-FM, from 2.7 to 3.3; Mutual's country WHN(AM), from 2.3 to 2.9; adult contemporary WNBC(AM), from 2.9 to 3.0, and big band/nostalgia WNEW(AM), from 2.9 to 3.1.

Los Angeles

Gannett's contemporary hit KIIS(FM) once again took the top spot in L.A., this time registering a 9.7 12-plus metro share. The new standing marks the fourth straight rating period that KIIS has led the market.

Talkradio KABC(AM) was second at 7.6—up from 5.7 last winter—while easy-listening outlets KBIG(FM), owned and programed by Bonneville, and KJOI(FM), programed by Churchill, tied for the third position at 4.3.

The leading AOR station, according to the new advances, is ABC's KLOS-FM, which finished fourth at 3.9—up from 3.3 in the winter report—while Metromedia's AOR KMET-FM was fifth at 3.4—down from 3.9. "Rock of the 80's" station, KROQ-FM Pasadena, finished with a 2.1—down from 3.0.

For the third consecutive book, the all-news ratings war in Los Angeles was won by CBS's KNX(AM), finishing a tenth of a share point ahead of Westinghouse's KFWB(AM) outlet. KNX finished with a 3.0 to KFWB's 2.9. But KNX had more of a drop in audience share from the winter, declining from 3.5 compared to KFWB's slippage from 3.0.

As for the market's two nostalgia stations, Golden West Broadcasters' big band formatted KMPC(AM) again topped Gannett's KPRZ(AM), which airs "Music of Your Life." The Golden West station had a 2.9 overall metro share while KPRZ finished with a 2.4.

Inching up in the new report was CBS's contemporary hit KKHR(FM), which rose from 2.6 last winter to 2.9 in the new book, beating Los Angeles's third CHR station, KIQQ(FM), which pulled a 2.6. (KIIS is the top CHR station, as well as the leading station in the market.)

Chicago

MOR and talk mainstay WGN(AM) remains number one in the Chicago, posting an 8.8 overall metro share. Second place went to Gannett's urban contemporary WGCI-FM at 6.1, followed by Century Broadcasting's easy listening WLOO(FM), programed by Bonneville, with 5.6, and contemporary black WBMX-FM at 4.8.

Tied for fifth position are CBS's contemporary hit WBBM-FM and NBC's adult contemporary WKQX-FM, both with a 4.6. WBBM-FM dropped from a 5.0 in the winter report while the NBC station continued its climb from a 2.7 (spring 1983) and a 4.3

(winter).

In the album-rock category, WLUP(FM) has slipped by Doubleday's WMET(FM). WLUP(FM) pulled a 3.4 to WMET(FM)'s 3.3. Progressive rocker WXRT(FM) fell from 3.2 last winter.

Shooting up dramatically in the new report is NBC's country-formatted WMAQ(AM), which soared from a 2.9 last winter to 4.1. Among the other stations on the rise from the last rating period are: Bonneville's adult contemporary WCLR(FM), from 3.4 to 4.1; big band/MOR WJJD(AM)—which airs "Music of Your Life," from 2.4 to 2.9., and ABC's top 40 rocker WLS-FM, from 2.9 to 3.5.

Stations that slipped in 12-plus shares since the winter ratings include: CBS's all-news WBBM(AM), from 4.9 to 4.5; RKO's adult contemporary WFYR(FM), from 3.0 to 2.7; Westinghouse's talk-formatted WIND(AM), from 3.3 to 2.7, and Viacom's "light" contemporary WLAK(FM), from 3.9 to 3.2. □

ABC moving to expand 'Closeup'

Network to examine plight of public schools, nuclear issues in multiple-hour documentaries

The ABC News *Closeup* documentary unit is taking steps to produce a series of multihour documentaries on subjects that network news executives believe to be of general importance. The first of *Closeup's* multiple-hour programs is scheduled to appear on Tuesday, Sept. 4, replacing the network's entire regularly scheduled prime time lineup from 8 to 11 p.m. *Closeup* has previously been an hour. Entitled *To Save Our Schools, To Save Our Children*, the Sept. 4 documentary will focus on the deteriorating state of the country's public school system.

A second three-hour *Closeup*, examining nuclear power (for weapons, energy, use in space, etc.) is scheduled for airing next March. And another, which will explore what Pamela Hill, ABC News vice president and *Closeup* executive producer, describes as an emerging "permanent underclass" in the U.S., is now under development for possible airing next summer.

The documentary unit will also continue to produce the more familiar one-hour programs, such as the final *Closeup* segment for 1984, focusing on the Supreme Court, which will be seen in December.

Hill said the multihour *Closeup* idea had been evolving for more than a year. She said that the proliferation of news organizations and news programming in recent years affected the *Closeup* unit: "Documentaries do not have quite the same momentum they once had." And that, said Hill, got news execu-

tives at ABC to thinking "how little we targeted the issues" that received coverage. "Viewers are barraged with reports on so many complex issues," she said, "but no effort has been made to separate the ones really of such moment that they affect way [we] live."

Hill said the "clear preference" is to run the expanded *Closeup* documentaries in one evening as opposed to multipart series.

The number of program hours allocated to the *Closeup* unit this year was cut back by half to six hours to make room for expanded political election coverage. Hill said that next year the unit will be given its usual 10 or 12 hours of program time. As a rule, each hour of network documentary programming costs between \$400,000 and \$500,000 to produce.

over to PBS, Keeshan explained, lies in finding a corporate sponsor on top of some government funding. Keeshan is convinced a year's worth of shows (260 episodes) could be produced for as little as \$2 million, excluding promotion costs. He notes that there are 400 hours of *Captain Kangaroo* shows from the past five or six years that could either be part of the mix of new shows or a holdover until backers of a new series can be found (Keeshan holds the rights). And for the corporation that steps forward, Keeshan says, "I want to be everything short of a corporate spokesman."

And although Keeshan said he has been approached by syndicators who want to pick up the show, he does not want to go that route because it still means commercial television which, in the end, he believes will not

support him because he attracts too small an audience. "I don't want to wake up Monday morning and find four program managers have canceled me."

Keeshan said he once pegged his hopes on cable, but they were dashed after the Disney Channel went in the direction of in-house production and Nickelodeon suffered from budget problems. One possible outlet, however, is home video. Keeshan said he's negotiating with three home video distributors to produce anywhere from 12 to 30 hours of *Captain Kangaroo* for home video.

What about his being picked up by one of the two other major commercial broadcast networks? Keeshan thinks the chances of that are remote. "Leonard Goldenson hasn't called me," he half-joked. "He has my telephone number." □

Captain Kangaroo to make a jump

Disturbed over lack of daytime slot on CBS, long-time children's star is seeking corporate underwriter to fund series on PBS

Captain Kangaroo is looking for a new home. CBS was notified by Bob Keeshan, the creator and star of the 30 year-old CBS children's show, that he was not renewing his *Captain Kangaroo* contract with CBS because he is seeking a weekday programming commitment from PBS. The contract expires Dec. 30, 1984. But Keeshan has not totally severed his ties with CBS. Beginning in January 1985 he will begin hosting (but not as the Captain), a half-hour Saturday afternoon series titled *CBS Storybook*—described as dramatizations from classic children's literature—plus a one-hour prime time family special set for airing next spring, along with some afternoon specials.

Keeshan, who said he was sad to be leaving the network that brought him to prominence, pointed out that "The Captain doesn't have a future" at CBS. As Keeshan told it, the problem began two years ago, when CBS moved him out of his traditional one-hour weekday morning slot to Saturday and Sunday mornings in order to add an hour to the *CBS Early Morning News* (8-9 NYT), *Captain Kangaroo's* slot. But on weekend mornings, Keeshan said, "older kids control the set," and his 10-year-old target audience, already small to begin with, was cut even further. Keeshan added that some CBS affiliates then stopped clearing the show. He said that on Saturday morning only 140 stations carried *Captain Kangaroo* compared to 200 when it was on weekdays. Also, he said, some affiliates, like WWL-TV New Orleans, were airing the show at 6 a.m.

So the solution, Keeshan hopes, is to try to cut a deal with PBS. Keeshan is not exactly a stranger to PBS: He said he's been working on a project called *Barefoot in the Arts*, which would utilize the Captain Kangaroo character, that PBS stations have penciled in for Sunday nights next fall.

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Postmortems on first-run syndicated shows

Death of 'Thicke,' 'Breakaway' and others attributed to problems early on; programers don't see failure putting damper on new productions

The ax that fell on *Thicke of the Night* and *Breakaway* (BROADCASTING, July 2) does not represent a death blow to first-run syndicated programming, it was agreed last week. Backers of the shows were receiving A's for effort from programers last week for attempting something different. And although that may be small consolation to the producers and distributors of *Thicke* and *Breakaway*, there was general agreement among them that if the shows had gotten off to a stronger start there would have been a second season.

The news of the cancellations of two of the most promoted syndicated shows of the 1983-84 season followed a similar announcement from Golden West Television that it would not go forward with a second season of its first-run daytime strip, *Woman to Woman*. Although Syndicast Services has agreed to pick up the show in place of Golden West, the program's fate at this time is still undetermined. In addition, *On Stage America*, a first-run, two-hour Saturday night music/variety show aired almost entirely by independent stations, passed its option date without a definite renewal by Metromedia, the show's distributor and major-market carrier. Metromedia is now trying to work out a deal with the show's producers to prune it back to one hour for the fall cycle.

To be sure, each of the above shows had its own particular problems. But in the case of *Thicke*, for example, Lawrence Gershman, president of MGM/UA Television Group, which was a partner along with Metromedia and Fred Silverman's Intermedia Entertainment in the show, reflected simply: "People tuned in to see *Thicke*—the numbers indicated that—they just didn't stay with it." A big problem, Gershman explained, was the initial unfavorable reception among the viewers. "They had a perception of the show they didn't particularly care for. To change their mind [and get them] to come back and resample it is a very hard thing to do."

Fred Silverman acknowledged that, from a creative standpoint, "we started off too ambitious. It was like trying to do *Saturday Night Live* five nights a week." Although half way through the season the format was modified to make it "more traditional," it was too late because "November had become the definitive sweep period." When the stations moved *Thicke* past midnight, Silverman explained, it became a "total throwaway" because shows in that period are hardly viewed because of the low HUT (homes using television) levels and lack of promotion.

Silverman said if the original lineup of stations had stuck with *Thicke* at its originally designated start times (11 or 11:30 p.m.), it would have been able to build to an average 2.5 rating, enough to be renewed. Although Silverman cited several favorable reviews of the show, he thinks the press contributed to the perception that *Thicke* was

doomed from the start by immediately giving prominent play to the ratings, which in effect, he suggested, helped its demise become a self-fulfilling prophecy.

Similarly, Alan Bennett, the executive producer of *Breakaway* (in which Metromedia was also a partner), lamented that "if there was any one element it was that we did not have our pre-production time as originally planned . . . that hurt us because we were not able to get the bugs out of the early shows."

In *Thicke's* case, the show underwent some midseason changes. After the first 26-



Thicke and Silverman

week cycle was completed, for example, the production schedule was cut from two shows per day to one. Although the 90-minute, late night barter show had 48% coverage when it went on the air last fall, during the November sweeps it got an average rating/share of only 1/7 according to Nielsen's National Station Index (Cassandra) report. Still, Gershman announced in January that enough stations had renewed for a second cycle of 13 weeks. When he finally announced the show's cancellation, *Thicke* was reaching only 64% of the country, and all indications were "there would be more slippage" if a third cycle were attempted. The February 1984 Cassandra showed *Thicke* with an average of 0.9/7 over 99 stations, and the May Cassandra showed an average 1/10 on 73 stations.

Another setback occurred last spring when the Metromedia stations moved *Thicke* from its 11:30 p.m. starting time to midnight or later. At the time, Metromedia said its aim was to take *Thicke* out of competition with the *Tonight* show in major markets—a show which, in the beginning, many projected it would challenge.

Along with the later time periods and shrinking list of stations, prices for one of *Thicke's* 30-second barter spots also fell. A source said that in the beginning a 30-second spot averaged \$7,000; but by the end the price had dropped to \$3,500-\$4,000.

According to Alan Bennett, *Breakaway's* problems were slightly different. The CBS-owned television stations pulled out of their major-market deal in January 1983, and Bennett said that put the project schedule 90-120 days behind as he scrambled to find another station group. It was then that Metromedia came on board. Programers at television stations and television station representative firms also noted *Breakaway* got off

on the wrong foot with the choice of one of its original co-hosts. After consulting stations, Bennett subsequently brought in another co-host, producer and new writers, and, as was done with *Thicke*, modified the format.

According to the November 1983 Cassandra, *Breakaway* had a 2.1/8 on 58 stations representing just under 60% coverage; in February 1984, on 40 stations, it averaged a 2.3/10, and in May it averaged a 2.2/10 over 37 stations representing 46% coverage. Originally designed as an early fringe vehicle (4-5 p.m.) for affiliates to lead into their local news, the show was relegated to noon or earlier on 23 of the 37 stations carrying it in May. In New York, Los Angeles, Chicago and Washington it ran on Metromedia's independents.

Bennett declined to reveal *Breakaway's* production cost, but a source at one of the show's equity partners put it at about \$300,000 per week, or nearly \$15 million for the year. Lexington Broadcast Services, which was selling the barter time in the show, reportedly guaranteed \$3 million in advertising sales. Bennett said the production costs "far exceeded" the revenue brought in by the show's four 30-second barter spots. Before *Breakaway* went on the air, according to one media time seller, it was hoped that a 30-second spot could command a \$10,000 price tag. In the end, the source said, a 30-second spot was costing an average of \$3,000.

Bennett said that 35 stations had agreed to sign on for another season of *Breakaway*, "but in our mind we reached a deadline where we wanted to have at least 50 stations."

Dick Block, executive vice president of Metromedia, said that reports that *On Stage America* was a no-go for next fall are premature. According to Nielsen's Cassandra, *On Stage America* averaged a 2.2/5 over 67 stations (all but six independents) in May. Although the rating reportedly came in under what Metromedia was guaranteeing for the national barter spots, Block thinks the ratings in July and August will pick up "like a phoenix." Stations, he said, have "penciled in" a one-hour version of *On Stage America* for this fall. Metromedia's other late-night project, *The Jerry Lewis Show*, still awaits a decision.

Although throughout the year stations were increasingly unwilling to carry either *Thicke* or *Breakaway*, especially in the time periods for which they were designed, comments solicited from programers remained upbeat about the future of first-run syndicated programming. "This would not discourage me from doing another show. I don't think there's any trend or pattern," concluded Gershman. Metromedia's Block pointed out that *Rituals* and Telepicture's *Thundercats* are two first-run shows ready to debut—*Rituals* next fall, *Thundercats* for fall of 1985. And Silverman, while obviously frustrated by what he called "preoccupation with the bottom line" among stations jettisoning first-run shows after one or two rating periods, adds that with the shortage of off-network half-hours, stations are going to be forced to hold on to first-run shows longer. At least one broadcaster believed the rating book does not always hold the answer. Alan Bell,

vice president and general manager of independent KTUV(TV) Oakland (San Francisco) (which carried both shows), recalled an old proverb: "The turtle only makes progress by sticking out its neck." □

Some reps moving to NATPE floor

Citing a desire to be at the center of the action, two major national station representative firms have taken out exhibitor space during next year's NATPE at San Francisco's Moscone Center. In a departure from tradition, Katz Television and Petry will set up meeting centers on the exhibit floor to counsel clients on the sea of programming to be offered by syndicators. To date, major station rep firms have usually opted for suites in nearby hotels to meet with clients.

"During last year's NATPE I saw the activity at the Moscone Center and it became clear that this was the center of activity and we should make our program consultants absolutely the most accessible to our clients," explained Gordon Hastings, president of Katz Television. Hastings added that moving the Katz staff onto the floor "allows our people to participate at what is going on during NATPE."

The Katz Conference Center—so named to distinguish itself from the exhibitor label applied to the syndicators who are the majority of the floor's tenants—will aim to give client stations immediate access to Katz's six-member programming team. John Von Soosten, vice president of programming at Katz and president of NATPE, reiterated Hastings's point that Katz was not going on the floor with its sales team. He said that Katz Sports product would continue to be distributed by Lexington Broadcast Ser-

vices.

Similarly, Petry will set up shop on the exhibit hall floor "to meet with our people throughout the conference," explained Jim Majors, vice president of programming at Petry. According to Majors, that is possible "because of the centrality of the exhibit hall, which never really existed before."

Other major national station representative firms—MMT Sales, Harrington, Righter & Parsons, TeleRep, Blair Television and Avery-Knodel—report they have no plans to move out on the floor. Although TeleRep briefly considered the move, it later rejected it.

Most firms explain that they plan to service their clients as they always have: a private briefing and preview of programming at NATPE just before the convention gets underway and hotel suites where the reps can meet with their clients far from the noise of the convention floor. □

NBC makes it two in a row

Thanks to repeats of made-for-TV movies and regular series programs that pushed it solidly into second place on four nights, NBC came out on top for the second consecutive week in the prime time ratings. But unlike the previous week when NBC led by one full rating point, its win this time was only one-tenth of a rating point ahead of second-place CBS.

According to Nielsen's National Television Index for the week ended July 8, NBC recorded an average 11 rating and 22 share, while CBS pulled right up behind with 10.9/22 and ABC came in third with 10.1/20. The combined rating/share for the three networks was 32/64, compared to 36.1/72 in the same period a year ago, representing a drop of 3,255,300 TV households per average minute.

CBS was first on Monday, Thursday, Friday and Sunday. NBC was first on Tuesday and tied with ABC for first on Saturday. ABC won Wednesday night. Forty-eight out of 65 shows were repeats. CBS had five of the top 10 shows, NBC had four and ABC one—*20/20*, which was the highest rated show of the week, averaging 16.7/29.

Baseball kept ABC in third place for the fourth consecutive Monday night, while the U.S. Olympic trials, for the third week in a row, showed up among the five lowest-rated shows of the week. The second broadcast of NBC News's *Summer Sunday U.S.A.*, again was the lowest-rated show of the week, ranking 65th with an average 3.6/8, one-tenth of a share point better than its premiere the week before. CBS News's summer series, *Crossroads*, on Wednesday at 8 p.m., averaged 5.7/14, almost three full ratings points below its week-earlier premiere.

Highlights of the week, night by night:

■ CBS captured Monday night with an average 14.4/25.8, the highest nightly average for any network during the week.

■ NBC, as usual, won Tuesday night based on repeats of its regular lineup of *A Team*, *Riptide* and *Remington Steele*. ABC moved into second place on Tuesday for the first time in five weeks, although due more to the weakness of a repeat of a made-for-TV movie on CBS.

■ ABC won Wednesday night (July 4) with a 22.6 share of the national audience, its lowest share since the premiere of the 1983-84 season. ABC ran a special movie, "Can't Stop The Music," in place of *Dynasty* and *Hotel* repeats, and averaged a 21 share. CBS came in third, pulled down by *America at the Olympics*, a special retrospective of American Olympic athletes, which averaged 5.2/12.

■ Thursday had CBS returning to healthy dominance with an average 28 share generated by repeats of *Magnum, P.I.* and *Simon & Simon*, although *Knots Landing* in the 10 to 11 p.m. block sank to a 16 share behind ABC's *20/20* and NBC's *Hill Street Blues* (25 share).

■ Friday saw CBS in first, NBC in second and ABC in third for the third time that week. Although ABC dominated the 8 to 9 p.m. period with repeats of *Benson* and *Webster* and NBC scored well with a repeat of the made-for-TV movie "Off Sides" (filmed in 1980, but first aired earlier this season), the night still went to CBS with an average 21.4 share.

■ Saturday night had ABC and NBC tied with an average 20.6 share, one full share point ahead of CBS. NBC's *Diff'rent Strokes* and *Silver Spoons* took the 8 to 9 p.m. block with an average 27 share against the 23 share pulled by a repeat of ABC's *T.J. Hooker*.

■ CBS glided to its usual Sunday night victory beginning with a 32 share for *60 Minutes* at 7 p.m. and ending with a 27 share for *Trapper John, M.D.*

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	20/20	ABC	16.7/29	23.	TV Bloopers & Practical Jokes	NBC	11.9/23	45.	Can't Stop the Music	ABC	9.1/21
2.	Gudrey & Lacey	CBS	16.5/28	24.	Off Sides	NBC	11.6/23	46.	Knots Landing	CBS	9.1/16
3.	Simon & Simon	CBS	16.1/28	25.	Return of Beverly Hillsbillies	CBS	11.4/23	47.	Three's Company	ABC	9.0/19
4.	Trapper John, M.D.	CBS	15.2/27	26.	Dallas	CBS	11.2/22	48.	Lottery	ABC	9.0/16
5.	Magnum, P.I.	CBS	14.9/28	27.	Gimme A Break	NBC	11.1/21	49.	Fantasy Island	ABC	8.9/18
6.	Remington Steele	NBC	14.5/27	28.	Monday Night Baseball	ABC	11.1/20	50.	People Are Funny	NBC	8.8/17
7.	Children of Divorce	NBC	14.4/25	29.	ABC Comedy Special	ABC	10.9/22	51.	Ripley's Believe It Or Not	ABC	8.6/19
8.	Hill Street Blues	NBC	14.4/25	30.	E.I.S.I.	ABC	10.9/21	52.	Berlin Tunnel 21	CBS	8.6/17
9.	60 Minutes	CBS	14.2/22	31.	Night Court	NBC	10.8/18	53.	Duck Factory	NBC	8.4/19
10.	A Team	NBC	13.9/20	32.	Falcon Crest	CBS	10.7/22	54.	Roufups, Bleeps & Blunders	ABC	8.4/19
11.	Webster	ABC	13.9/29	33.	Mama's Family	NBC	10.6/22	55.	Real People	NBC	7.8/19
12.	Newhart	CBS	13.8/23	34.	Love Boat	ABC	10.6/21	56.	Rousters	NBC	7.8/16
13.	Saturday Night Live	CBS	13.7/26	35.	Executioner's Song, Part 1	NBC	10.6/19	57.	Master	NBC	7.7/16
14.	One Day At A Time	CBS	13.5/24	36.	Pull Guy	ABC	10.5/26	58.	Happy Days	ABC	7.5/15
15.	Salute To Lady Liberty	CBS	13.1/24	37.	St. Elsewhere	NBC	10.5/24	59.	The Bouncer	CBS	6.0/13
16.	Benson	ABC	12.6/27	38.	T.J. Hooker	ABC	10.4/23	60.	Olympic Trials	ABC	5.8/12
17.	Riptide	NBC	12.6/24	39.	Hotel	ABC	10.4/20	61.	Crossroads	CBS	5.7/14
18.	Hart To Hart	ABC	12.6/21	40.	Hardcastle & McCormick	ABC	10.4/20	62.	America At the Olympics	CBS	5.2/12
19.	Diff'rent Strokes	NBC	12.4/28	41.	Facts of Life	NBC	10.0/24	63.	Earthlings	ABC	5.2/10
20.	Silver Spoons	NBC	12.4/26	42.	Dukes of Hazzard	CBS	9.6/20	64.	Mama Malone	CBS	4.7/11
21.	Family Ties	NBC	12.2/23	43.	Monday Baseball pregame	ABC	9.5/19	65.	Summer Sunday USA	NBC	3.6/8
22.	Cheers	NBC	12.0/21	44.	Knight Rider	NBC	9.2/18				

*Indicates premiere episode



TELECASTINGS



Syndication deal

Western World Television and Chicago-based Public Media Inc. have signed an agreement for Western World to acquire 50% of a PMI subsidiary, Lionheart Television International (BROADCASTING, April 16). Lionheart is the exclusive distributor of BBC programming in the U.S.

Frank R. Miller, executive VP of Western World, has been named president and chief executive office of Lionheart, replacing Wynn Nathan who resigned May 1 after an unsuccessful leveraged buyout attempt. Robert Springer, president of Western World, and Morton Broffman, president of PMI, will become co-chairmen of Lionheart. Bob Greenstein, formerly VP for marketing at Lionheart, has been named senior VP-sales, marketing and merchandising, and will be responsible for moving Lionheart "more into the realm of commercial syndication." Nelsa Gidney continues as VP of programming at Lionheart but adds network sales and new program development. Elkan Kaufman, Paul Vane and Lisa Ericsson of Western World's domestic sales staff will join Lionheart's sales force.

The restructured Lionheart is expected to make a big push into distributing both first-run and off-network programs outside its current base of PBS stations. The sale price was not disclosed, but is understood to be in the seven-figure range. One matter holding up signing of the agreement between the two principals—announced two months ago—was the problem of BBC representation on the new Lionheart board. BBC, a major supplier of Lionheart programming, wanted a board seat. However, BBC lost out to a board reportedly composed mostly of Western World and Lionheart representatives.

In the marketplace

New York syndicator On The Air has sold *Dick Clark's Rock Rolls On* to 67 stations representing 82% coverage, including 18 of the top 20 markets. The two-hour music special, set for double exposure in the July 1-Sept. 30 window, is being sold on a barter-plus-cash basis. Three minutes of national barter spots have been sold to Warner-Lambert, Thompson Medical and Warner Brothers, among others. ■ Lexington Broadcast Services has sold 100% of its advertising availabilities in its animated barter strip, *Heathcliffe*, a series of 65 half-hours set for fall debut on 104 stations. National sponsors include Quaker Oats, General Foods, Coca-Cola, Kellogg and Kenner toys. The *Heathcliffe* series also features a 30-second segment on diet and training tips for pet owners. ■ LBS has also acquired from MTV and Ohlmeyer Communications the syndication rights to a two-hour special titled *First Annual MTV Music Video Awards*. The

special, which will be hosted by Bette Midler and Dan Aykroyd, will be put into syndication immediately after its live broadcast on Sept. 14 from Radio City Music Hall. LBS will offer the special for the Sept. 15-23 window in prime time and late fringe periods. The seven Metromedia stations are already on board, LBS reported, and LBS expects to have a lineup of over 100 stations. ■ Music Vision Productions, Memphis, Tenn.-based producer and distributor of the twice weekly, one-hour music video program, *Music Vision*, has suspended production and distribution of the show due to a "the lack of advertising support and the proliferation of copycat programming [which] have made domestic music video syndication very problematic." The series, which went on the air in November 1983, reached a weekly audience of 10 million through 122 cable systems and 10 broadcast stations, Music Video Productions said. The company said it would continue to negotiate for international distribution rights. ■ RKO Pictures, a subsidiary of RKO General Inc., has announced a co-production deal with the BBC to produce four mini-series totaling 32 hours of programming. The arrangement is the first major deal to be announced since RKO hired former Lionheart Television International president Wynn Nathan to head its expansion into commercial television. The mini-series are *Great River Journeys of the World*, six one-hour episodes to be ready next fall; *Soldiers*, a series of 13 one-hour documentaries on the history of war; *The James Burke Show*, 10 one-hour science programs that are a sequel to Burke's previous *Connections* series, and *Secret Servant*, a spy adventure series about British and American intelligence operations. RKO Pictures maintains worldwide distribution rights for the programs. ■ Columbia Pictures Television Distribution reported that 34 stations have renewed *Soap* for the 1984-85 season, including stations in Chicago, San Francisco, Detroit, Boston, Houston, St. Louis, Seattle and Denver. Although sold in 88 markets, *Soap* aired on 31 stations during the May sweeps and drew an average 3.5/11, according to Nielsen. ■ Blair Entertainment has reached 42 markets with *The Cisco Kid*, totaling nearly \$4 million in sales since it brought the program back on the market six months ago. Blair has also signed 44 stations to carry the new *Divorce Court*, a half-hour strip set to debut next fall. ■ World Events Productions has cleared 17 of the top 20 markets for *Voltron*, a new animated series of 125 half-hour episodes. The series will begin airing next fall on WPIX(TV) New York, KTTV(TV) Los Angeles and KBHK-TV San Francisco, among others. ■ ITC Entertainment has also sold its new animated half-hour series, *Thunderbirds: 2086*, in 25 markets, including Chicago, Dallas-Fort Worth, Philadelphia, Boston, Houston, Miami-Fort Lauderdale, Fla., and Cleveland. Stations can begin airing it in June 1985.

Another contender

What happens when a UHF independent programs a heavy slate of off-network series and prime time movies? For KTN(TV) Minneapolis-St. Paul, it's meant that in eight weeks the channel 29 outlet has begun to make inroads in a market long dominated by three VHF network affiliates and one VHF independent. The new owners and managers of the former religious station (its call letters were WFBT-TV) have recently made substantial investments in independent staples like off-network half-hours and full hours and classic movie packages. The result, based on the Nielsen May sweeps report, is that KTN has been outperforming Gannett's NBC affiliate, WTCN-TV, in many of the early fringe, local news and prime access periods, as well as independent KXLI(TV) St. Cloud, Minn. (channel 41), which has a signal that partly covers the Minneapolis-St. Paul market. The May report also shows that KTN is occasionally within striking distance of the only other independent licensed in the market, United TV's KMSP-TV, although Midwest Communications' CBS affiliate, WCCO-TV, and Hubbard Broadcasting's ABC affiliate, KSTP-TV, are still usually the market leaders.

For example, at 5-5:30, KTN runs *Mork and Mindy*, which pulled a 3/10 in the May Nielsen report, compared to a 2/5 for the local news on WTCN-TV, a 2/6 for *Leave It To Beaver* on KXLI(TV). WCCO-TV leads that period, however, with its local news capturing a 9/28, followed by the half-hour average for *The Love Boat* on KMSP-TV at 8/23 and local news on KSTP-TV with a 6/19.

At 5:30-6, KTN runs the *The Beverly Hillbillies* and ties at 2/6 the second half-hour of local news on WTCN-TV, and outdraws *The Andy Griffith Show* on KXLI(TV) which recorded a 1/4. WCCO-TV's *CBS Evening News With Dan Rather* is still the leader, however, with an average 11/31 compared to the 8/23 recorded for the second half-hour of *The Love Boat* on KMSP-TV and an 8/21 achieved by *ABC World News Tonight* on KSTP-TV.

At 6-7, *Star Trek* on KTN pulled a 4/10, while *The NBC Nightly News* on WTCN-TV came in at 3/6 at 6-6:30, and *Family Feud* following it captured a 7/19. WCCO-TV's local news remained on top with a 11/29, followed by KSTP-TV's local news, which averaged an 11/26, and *Taxi* on KMSP-TV, which averaged 6/4.

Finally, at 6:30-7, the last half-hour before prime time, KSTP-TV pulled out front with *Entertainment Tonight*, which averaged an 8/21, compared to *PM Magazine's* 8/20 on WCCO-TV, *Family Feud's* 7/19 on WTCN-TV and *People's Court* on KMSP-TV (6/14).

According to KTN station manager, Mel House, before the station was acquired by the Beverly Hills Hotel Corp. in April, its religious programming drew an audience barely large enough to be measured by the rating services. After a group led by Wall Street

financier Ivan Boesky paid \$12 million-\$14 million for the facilities last spring, they pumped in another \$15 million to buy a number of movie packages plus such off-network series as *Cannon*, *Brady Bunch*, *Sanford & Son*, *Archie Bunker's Place*, *Fall Guy*, *Quincy* and *Police Story*. They also loaded up on Viacom's off-cable series, *Bizarre*, and animated series like *Bugs Bunny*, *Porky Pig*, *Pink Panther* and *Fat Albert*. In both the Nielsen and Arbitron books, House said, KITN pulled an average four share from sign-on to sign-off.

KITN's vice president and general manager, Robert Fransen, formerly held the same position at competitor WTCN-TV when it was owned by Metromedia.

As part of a promotion campaign, KITN has been selling UHF loop antennas through 150 Tom Thumb convenience stores in the Minne-

apolis-St. Paul area. At 99 cents apiece, 80,000 were sold in the first eight weeks, according to the station's promotion manager, Robert Thaman.

New host

Edwin Newman, former NBC correspondent, is negotiating with producers of the Public Broadcasting Service's *Inside Story*, a series examining the press, to become a host of the program. Newman would join Hodding Carter as co-anchor next fall, sharing duties in the studio and filling in while Carter went on the road. *Inside Story* has yet to receive funding for next year, although negotiations are under way with General Electric "and others," senior executive producer, Ned Schnurman said. GE has funded the program for the past two years.

Family ties

WAFF(TV) Huntsville, Ala., is one of 70 winners of the 1984 President's Volunteer Action Award for its work with Big Brothers/Big Sisters of Madison County. The station, which founded BB/BS two years ago, was chosen by President Reagan from among 2,500 nominees in recognition of its BB/BS fund raisers, its live on-air auction and its special WAFF news segment, *Wednesday's Child*.

Wednesday's Child is a weekly feature, lasting a minute and a half to two minutes and featuring a child from a single-parent home who is in need of a companion. After the child has been matched with an adult big brother or big sister, a follow-up segment, *Wednesday's Child Revisited*, features the two participants spending time together.

For the Record

As compiled by BROADCASTING, July 3 through July 10, 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.

vong (80%) and Miller Parker (20%). Lavong is underwriting specialist at WHMM-TV Washington. Parker is former GM of WSSJ(AM) Camden, N.J. Filed July 2.

■ Somerset, Tex.—Fundamental Christian Broadcasting seeks 800 khz; 1 kw-D. Address: 7009 S. Flores #35, San Antonio, Tex. 78221. Principal is equally owned by San Juana Alejandro, Rev. Ken Hutchinson and Catherine Sheldon. It has no other broadcast interests. Filed June 27.

FM's

■ *Phoenix—Southwest Educational Media Foundation seeks 88.3 mhz; 100 kw; HAAT: 878 ft. 1805 Clover, Lake Charles, La. 70605. Principal is nonprofit educational organization headed by T. Kent Atkins, college development officer; his wife, Mary, and Jeffrey Young, minister. It has app.'s for four new FM's pending and is also app. for new FM in Tarpon Springs, Fla. (see below). Mary Atkins is app. for 166 LPTV's. Young has app.'s for 131 LPTV's. Filed June 28.

■ *Phoenix—National Farm Workers Service Center seeks 88.3 mhz; 100 kw; HAAT: 1,555 ft. Address: Old Highway 58, La Paz, Keene, Calif. 93531. Principal is nonprofit nonstock corporation providing charitable service to farmworkers. It is headed by Wayne C. Hartmire and has no other broadcast interests. Filed June 29.

■ Juneau, Alaska—Empire Communications Inc. seeks 100.7 mhz; 25 kw; HAAT: minus 344 ft. Address: 1013 Dimond Blvd., Suite 140, Anchorage, Alaska 99502. Principal is owned by Donn B. Erisman (25.31%), Kelly H. McClure (21.31%), Thomas F. Tilton (10.15%), and nine others owning less than 9%. Erisman is technical director at KIMO-TV Anchorage. McClure is engineering director of University of Alaska campus radio where Tilton is operations manager. Filed June 27.

■ Guadalupe, Calif.—SW/USA Broadcasting seeks 105.5 mhz; .16 kw; HAAT: 1,368 ft. Address: Rt. 2, Box 11, Oakway Circle, Greenville, S.C. 29607. Principal is owned equally by Louis du Triel, William Garrison and Ronald D. Rackly. They also have app.'s for new AM's in Leeds, Ala., and Bluffton, S.C. Garrison is VP with Multimedia Broadcasting Inc. Filed June 26.

■ Guadalupe, Calif.—Armando Garcia seeks 105.5 mhz; 3 kw; HAAT: 80 ft. Address: 979 Olivera St., Guadalupe, Calif. 93434. Principal has no other broadcast interests. Filed June 29.

■ Guadalupe, Calif.—Kay Dee Communications Inc. seeks 105.5 mhz; .16 kw; HAAT: 1,363 ft. Address: 6017 Poso Ct., Bakersfield, Calif. 93309. Principal is owned by Karen L. Dorsey; her husband, Terry; her sons, Terry, Colin, and Kyle, and her daughter, Kelly Dennison. They also own KLOM(AM) Lompoc, Calif. Filed June 28.

■ Guadalupe, Calif.—Reimer Broadcasting seeks 105.5 mhz; .158 kw; HAAT: 1,633 ft. Address: 1716 Calle Boca del Canon, Santa Barbara, Calif. 93101. Principal is owned by Andrew Reimer who is also general manager and owns 35% of KLLB(AM)-KRQK(FM). Filed June 29.

■ Marco, Fla.—Minority Women in Broadcasting seeks 92.7 mhz; 3 kw; HAAT: 300 ft. Address: 11070 Terry St. SE., Bonita Springs, Fla. 33923. Principal is owned by Nannie L. Austin (50%), Linda Valdez (25%) and Ruby L. Roberts (25%). They have no other broadcasting interests. Filed June 27.

■ *Tarpon Springs, Fla.—Pinellas Public Radio Inc. seeks 88.9 mhz; 50 kw; HAAT: 337 ft. Address: 160 Read St., Tarpon Springs, Fla. 33589. Principal is nonprofit organization headed by Paul R. Tipton, minister. It has no other broadcast interests. Filed June 28.

■ *Tarpon Springs, Fla.—Southwest Educational Media

New stations

Applications

AM's

■ Wasilla, Alaska—Caprice F. Ford seeks 1360 khz; 5 kw-U. Address: 5807 SE 84th St., Portland, Ore. 97266. Principal has no other broadcast interests. Filed July 2.


■ East Naples, Fla.—Benitez Communications Inc. seeks 1460 khz; 500 w-D. Address: 1038A East Michigan Ave., Orlando, Fla. 32806. Principal is owned equally by Agustin R. Benitez, John T. Rutledge and his former wife, Marcella. Rutledge has app. for new AM in Pleasure Ridge Park, Ky. Marcella is app. for new FM in Mary Esther, Fla. Filed July 2.

■ Paintsville, Ky.—B & G Broadcasting seeks 600 khz; 500 w-D. Address: 9 Paradise Acres, Box 428, Hager Hill, Ky. 41222. Principal is equally owned by Alan Burton and William D. Gibson. Gibson is chief engineer at WIND(AM) Chicago. Filed July 3.

■ Mt. Pleasant, Mich.—Come Together Ministries Inc. seeks 1020 khz; 5 kw-D. Address: 8201 E. Chippewa Trail, Mt. Pleasant, Mich. 48858. Principal is nonstock corporation headed by Gary H. Hugh, who is employed by WCEN-AM-FM Mt. Pleasant, Mich. It has no other broadcast interests. Filed June 29.

■ Philadelphia—American Minority Communications Inc. seeks 1340 khz; 1kw-D; 250 w-N. Address: 4817 Old York Rd., Philadelphia, Pa. 19141. Principal is owned by Royall Sims (51%), C. Delores Tucker (24.5%) and Clarence Farmer (24.5%). They have no other broadcast interests. Filed June 29.

■ Philadelphia—Main Line Communications seeks 1340 khz; 1 kw-D; 250 w-N. Address: 5100 Convert La., Philadelphia, Pa. 19114. Principal is owned by Reginald N. La-



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Foundation seeks 88.9 mhz; 50 kw; HAAT: 335 ft. 1805 Clover Lake Charles, La. 70605. Principal is nonprofit educational organization headed by T. Kent Atkins, college development officer; his wife, Mary, and Jeffrey Young, minister. It has pending app.'s for four new FM's, and is also applying for new FM in Phoenix (see above). Mary Atkins is app. for 166 new LPTV's. Young has app.'s for 131 new LPTV's. Filed June 28.

■ Pearl City, Hawaii—Delbert F. Ault seeks 101.9 mhz; 100 kw; minus 142.88 ft. Address: 201 South Fourth St., Lexington, Ky. 40422. Principal is also app. for new FM in Amarillo, Tex. (see below). Filed June 29.

■ *Twin Falls, Idaho—Idaho Educational Broadcasting Foundation seeks 91.7 mhz; .6 kw; HAAT 477 ft. Address: P.O. Box 384, Lewiston, Idaho 83501. Principal is nonprofit organization headed by Richard C. Moore, minister, and four others. They also have applications for new educational FM's in Payette and Pocatello, both Idaho. Filed June 26.

■ Rushville, Ill.—Berry-Price Communications seeks 96.7 mhz; 3 kw; HAAT: 300 ft. Address: 213 East Exchange, Jerseyville, Ill. 62052. Principal is owned by Dr. Curtis O. Berry, and his wife, Glenda (37.5% each), and Larry K. Price, and his wife, Cathy (12.5% each). Price is chief engineer and news director at WBJM-AM-FM Jerseyville, Pa. They have no other broadcast interests. Filed June 26.

■ *Fort Wayne, Ind.—Family Stations Inc. seeks 91.5 mhz; 20 kw; HAAT: 400.25. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit corporation run by Harold Camping, president; Scott L. Smith, and Richard Van Dyk. It is station group of two AM's, eight FM's, 20 FM CP's, one TV, one TV CP and 104 app.'s for new stations. Smith also has interest in app. for four new AM's. It is also applying for new FM's in Bay City, Mich., Salt Lake City and Bristol, Tenn. (see below). Filed June 25.

■ *Bay City, Mich.—Family Stations Inc. seeks 89.1 mhz; 16 kw; HAAT: 664 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit corporation run by Harold Camping, president; Scott L. Smith, and Richard Van Dyk. It is station group of two AM's, eight FM's, 20 FM CP's, one TV, one TV CP and 104 app.'s for new stations. Smith also has interest in app. for four new AM's. It is also applying for new FM's in Fort Wayne, Ind., Salt Lake City and Bristol, Tenn. (see above and below). Filed June 29.

■ *Missoula, Mont.—Montana Educational Broadcasting Foundation seeks 89.9 mhz; .668 kw; HAAT: 1,424 ft. Address: 5326 East Highway, Florence, Mont. 59833. Principal is nonprofit organization run by Will Zeiler, Florence, Mont., building contractor, John Ward, Victor, Mont., potter, and Ted Jolley, manager of Victor, Mont., electronics firm. They also have applications for new FM's in Missoula and Great Falls, both Montana Filed June 28.

■ Chadron, Neb.—Chadron Communications seeks 94.7 mhz; 30 kw; HAAT: 100 ft. Address: West Sixth & Hwy. 385, Chadron, Neb. 69337. Principal is equally owned by Patrick O. Benton, chairman; Edward N. Davenport; Robert Harvey; Keith C. Spencer; Douglas Strothbeide; George Grosh, and Gerald Christoffersen. They have no other broadcast interests. Filed June 27.

■ *Spindale, N.C.—Isothermal Community College seeks 88.7 mhz; 18.6 kw; HAAT: 3,054 ft. Address: P.O. Box 804, Spindale, N.C. 28160. Principal is educational institution headed by Ben E. Fountain, president. Member of the board, Don H. Lovelace, owns WAGY(AM) Forest City, N.C. Application is mutually exclusive with app. of Family Stations Inc. and app. of Blountville Education Association Inc. Filed June 29.

■ Bellwood, Pa.—Relm Communications seeks 103.9 mhz; .39 kw; HAAT: 900 ft. Address: 802 Allegheny St., Hollidaysburg, Pa. 16648. Principal is owned equally by Rocky L. McCumbee and his wife, Elizabeth. He is program director at WVAM(AM)-WPRR(FM) Altoona, Pa., and has no other broadcast interests. Filed June 29.

■ Mifflinburg, Pa.—Hale Communications seeks 98.3 mhz; 3 kw; HAAT: 270.6 ft. Address: 1002 Louisa St., Williamsport, Pa. 17701. Principal is owned by Martin Fleisher and his wife, Felicia (40% each); his sons Mark (10%) general partner, and Bennet (5%), and his daughter, Susan (5%). Mark is advertising consultant for WSQV(AM) Jersey Shore, Pa. Martin is maintenance engineer with RKO Radio Network. Others have no other broadcasting interests. Filed June 29.

■ Philadelphia—American Minority Communications Inc. seeks 96.5 mhz; 16.8 kw; HAAT: 780 ft. Address: 4817 Old York Rd., Philadelphia, Pa. 19141. Principal is owned by Royall Sims (51%), C. Delores Tucker (24.5%) and Clarence Farmer (24.5%). They have no other broadcast interests. Filed June 29.

■ Aiken, S.C.—South Carolina Educational Television Commission seeks 89.1 mhz; 10 kw; HAAT: 1,236 ft. Address: 2712 Millwood Ave., P.O. Drawer L, Columbia, S.C. 29250. Filed June 29.

■ *Bristol, Tenn.—Family Stations Inc. seeks 88.3 mhz; 1 kw; HAAT: 1,810 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit corporation run by Harold Camping, president; Scott L. Smith, and Richard Van Dyk. It is station group of two AM's, eight FM's, 20 FM CP's, one TV, one TV CP and 104 app.'s for new stations. Smith also has interest in app. for four new AM's. It is also applying for new FM's in Bay City, Mich., Salt Lake City and Fort Wayne, Ind. (see above and below). App. is mutually exclusive with app. of Blountville Education Association Inc. for new FM in Blountville, Tenn. Filed June 29.

■ Amarillo, Tex.—Delbert F. Ault seeks 103.1 mhz; 3 kw; HAAT: 300 ft. Address: 201 South Fourth St., Lexington, Ky. 40422. Principal is also app. for new FM in Pearl City, Hawaii (see above). Filed June 29.

■ Amarillo, Tex.—Lewellyn Broadcasting seeks 103.1 mhz; 95 kw; HAAT: 495 ft. Address: 1302 Westheimer Rd. #107, Abilene, Tex. 79601. Principal is owned by Pamela K. Ellis (60%), Jess W. Lewellyn Jr. (25%), and his father, Jess Sr. (15%). Jess Lewellyn Jr. is employed at KEAN-AM-FM Abilene, Tex. Others have no other broadcast interests. Filed June 29.

■ Amarillo, Tex.—Atkins Broadcasting Co. seeks 103.1 mhz; 3 kw; HAAT: 300 ft. Address: 7146 Bayberry, Dallas, Tex. 75249. Principal is owned by T. Kent Atkins, who is on board of Southwest Educational Media Foundation Inc. (see above and below). Filed June 28.

■ *Bryan, Tex.—Waco Educational Broadcasting Foundation seeks 89.9 mhz; .55 kw; HAAT: 383 ft. Address: 1208 N. Robinson Dr., Waco, Tex. 76706. Principal is nonprofit charitable trust run by Jim Nabors and his wife, Gayle, and R.L. Whitworth, and his wife, Nona. They also have app.'s for new FM's in Palestine, Brownwood, Waco and Abilene, all Texas (see below). Filed June 26.

■ *Lubbock, Tex.—Caprock Educational Broadcasting Foundation seeks 90.1 mhz; .638 kw; HAAT: 268 ft. Address: 3515 Goodfellow Dr., Amarillo, Tex. 79121. Principal is nonprofit corporation run by Gary Barton, Scott Gilmour and Mark Ensign. They also have app.'s for new FM's in Plainview and Borger, both Texas (see below). Filed June 27.

■ *Palestine, Tex.—Waco Educational Broadcasting Foundation seeks 91.5 mhz; .55 kw; HAAT: 519 ft. Address: 1208 N. Robinson Dr., Waco, Tex. 76706. It also has app.'s for new FM's in Bryan, Brownwood, Waco and Abilene, all Texas (see above). Filed June 26.

■ *Plainview, Tex.—Caprock Educational Broadcasting Foundation seeks 90.7 mhz; .55 kw; HAAT: 334 ft. Address: 3515 Goodfellow Dr., Amarillo, Tex. 79121. Principal is

nonprofit corporation run by Gary Barton, Scott Gilmour, and Mark Ensign. They also have app.'s for new FM's in Lubbock and Borger, both Texas (see above). Filed June 27.

■ Salt Lake City—Family Stations Inc. seeks 88.3 mhz; 1 kw; HAAT: 1,810 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit coporation run by Harold Camping, president; Scott L. Smith, and Richard Van Dyk. It is station group of two AM's, eight FM's, 20 FM CP's, one TV, one TV CP and 104 app.'s for new stations. Smith also has interest in app. for four new AM's. It is also applying for new FM's in Bay City, Mich.; Fort Wayne, Ind., and Bristol, Tenn. Filed June 25.

■ *Winchester, Va.—Alpha Educational Broadcasting Foundation seeks 91.7 mhz; 100 w; HAAT: 1,153 ft. Address: 9546 Shore Dr., Norfolk, Va. 23518. Principal is nonprofit charitable trust run by Charles Offutt, and his wife, Phyllis. It also has app. for new FM in Fredricksburg, Va. Filed June 28.

■ *Moses Lake, Wash.—Joy Educational Broadcasting Foundation seeks 91.5 mhz; .6 kw; HAAT: 665 ft. Address: 1632 98th St., Oakland, Calif. 94603. Principal is nonprofit corporation run by Darrell D. Collard, sole board member. He also has app. for new FM in Clamath Falls, Ore. Filed June 27.

TV's

■ Gulf Shores, Ala.—WHIS Unlimited Ins. seeks ch. 55; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 486.9 ft.; ant. height above ground: 473 ft. Address: P.O. Box, 193, Gulf Shores, Ala. 36542. Principal is equally owned by Monty H. McVicker, H.C. Pierce, Noel D. Hand, George W. Jones, Tedd Martin, Billy R. Clark, George W. Duke, William G. Noland, William E. Callander, Clyde G. Lipscomb and Walter E. Stewart. They have no other broadcasting interests. Filed July 2.

■ Phoenix—Jonathan Byrd seeks ch. 45; ERP vis. 1,321 kw, aur. 132.1 kw; HAAT: 1,715 ft.; ant. height above ground: 255 ft. Address: P.O. Box 413, Greenwood, Ind. 46142. Principal has no other broadcast interests. Filed June 28.

■ Paradise, Calif.—William G. Holdinghausen seeks ch. 46; ERP vis. 339 kw, aur. 33.9 kw; HAAT: 581.6 ft.; ant. height above ground: 150 ft. Address: 7620 Skyway, Paradise, Calif. 95969. Principal is app. for three LPTV's in Calif. Filed June 27.

■ *Visalia, Calif.—Diocese of Fresno Education Corp. seeks ch. 49; ERP vis. 3,000 kw, aur. 300 kw; HAAT: 2,247 ft. Address: 1550 N. Fresno St., Fresno, Calif. 93703. Principal is nonprofit religious institution headed by Joseph J. Madera, bishop. It has no other broadcast interests. Filed June 29.

■ Pikeville, Ky.—Hobart C. Johnson seeks ch. 51; ERP vis. 1,347 kw, aur. 202 kw; ant. height above ground: 670.15 ft. Address: 310 Main St., Pikeville, Ky. 41501. Principal has no other broadcast interests. Filed June 28.

■ Helena, Mont.—John R. Powley seeks ch. 10; ERP vis. 250 kw, aur. 25 kw; HAAT: 2,248 ft. ant. height above ground: 136 ft. Principal also owns WOPC(TV) Altoona, Pa.; WHGM(TV) Bellwood, Pa., and WIMM(TV) Iron Mountain, Mich., is app. for new TV in Logan, Utah, and Altoona, Pa. (see below), and Brady, Tex., and is app. for eight LPTV's. Filed June 25.

■ Roswell, N.M.—Susan Harris seeks ch. 21; ERP vis. 1,921 kw, aur. 192.1 kw; HAAT: 1,042 ft.; ant. height above ground: 1,024 ft. Address: 5875 Saltzburger Rd., Groveport, Ohio 43125. Principal is also app. for new FM in Santa Fe. (see below). Filed June 28.

■ Santa Fe, N.M.—Susan Harris seeks ch. 19; ERP vis. 4,720 kw, aur. 472 kw; HAAT: 1,966 ft.; ant. height above ground: 206 ft. Address: 5875 Saltzburger Rd., Groveport, Ohio 43125. Principal is also app. for new TV in Roswell, N.M. (see above). Filed June 28.

■ Altoona, Pa.—John R. Powley seeks ch. 13; ERP vis. 316 kw, aur. 31.5 kw; HAAT: 443 ft. ant. height above ground: 236 ft. Principal also owns WOPC(TV) Altoona, Pa.; WHGM(TV) Bellwood, Pa., and WIMM(TV) Iron Mountain, Mich., is app. for new TV in Logan, Utah; Helena, Mont., and Brady, Tex., and is app. for eight LPTV's (see above). Filed June 25.

■ Block Island, R.I.—Offshore Broadcasting seeks ch. 69; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,449.9 ft.; ant. height above ground: 1,375.3 ft. Address: 57 Combsett Ave. Apt. 6, West Warwick, R.I. 02893. Principal is owned by Lisa M. Gormes (20%) and Raymond A. Yorke (80%). Gormes is intern at WSNE(FM) Taunton, Mass. Yorke has interest in app. for new FM in Bonita Springs, Fla. Filed June 29.

■ Block Island, R.I.—T.N. Robinson, seeks ch. 69; ERP vis. 5,000 kw, aur. 1,000 kw; HAAT: 750 ft. ant. height above ground: 745 ft. Address: 1 Ocean Ave., Block Island,

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.

R.1. 02807. Principal has no other broadcast interests. Filed June 29.

■ Baytown, Tex.—Leonora Reyes seeks ch. 57; ERP vis. 1,636 kw, aur. 163 ft.; HAAT: 536 ft.; ant. height above ground: 522 ft. Address: 212 Harold Lane, Baytown, Tex. 77521. Principal is in partnership with her husband, Roberto. They have no other broadcast interests. Filed July 3.

■ Tyler, Tex.—Minority TV of Tyler Inc. seeks ch. 60; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 270.1 ft.; ant. height above ground: 274.1 ft. Address: Route 1, Box 48, Murchison, Tex. 75778. Principal is owned by Ruth Parker (51%) and future limited partners (49%). She has no other broadcast interests. Filed June 29.

■ Tyler, Tex.—Channel 60 Corp. seeks ch. 60; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 999 ft.; ant. height above ground: 996 ft. Address: Edward W. Thomas (100%). It has no other broadcast interests. Filed June 28.

■ Tyler, Tex.—Vestcom Broadcasting seeks ch. 60; ERP vis. 1,641 kw, aur. 164.1 kw; HAAT: 779 ft.; ant. height above ground: 722 ft. Address: 5610 Old Bullard Rd. #203, Tyler, Tex. 75703. Principal is owned by Joseph L. Matthews (25%), Robert L. Bailes (25%), Michael H. Cooper (25%) and three others. They have no other broadcast interests. Filed June 29.

■ Seattle—Puget Television seeks ch. 45; ERP vis. 772 kw, aur. 72 kw; HAAT: 1,400 ft.; ant. height above ground: 73.5 ft. Address: 10833 NE 135th Pl., Kirkland, Wash. 98033. Principal is owned by Jacque Hodges (51%), his brother Wayne Sepolen (44%) and his brother, John Sepolen (5%). They have no other broadcast interests. Filed June 22.

Actions

■ New Hartford, Iowa—Returned app. of Florida Public Radio Inc. for noncommercial 88.7 mhz. 2 kw and HAAT: 404 ft. Address: 505 Josephine St., Titusville, Fla. 32796. Principal is headed by Randy Henry, technician. It is also applicant for *WPIO-FM Titusville, Fla. and for new non-commercial FM at St. Charles, Mo. Action June 13.

■ Ceiba, P.R.—Returned app. of Jose J. Martinez & Associates for 890 khz, 250 w-D. Address: Urbanizacion Clarissa Road Calle 2 B-12, Luquillo, P.R. 00673. Applicant is general partnership of Jose J. Martinez (75%) and Ana Algarin (25%). Martinez is radio program producer at WMDD-AM Fajardo, P.R. Algarin has no other broadcast interests. Action June 22.

■ Wellsville, N.Y.—Dismissed app. of Herman B. Hogsdorf for 93.5 mhz; 1.5 kw; HAAT: 393.6 ft. Address: 5201 Atlantic Blvd. #49, Jacksonville, Fla. 32207. Action June 26.

■ Rock Hill, S.C.—Dismissed app. of York County Television Corp. for ch. 55; ERP vis. 716.1 kw, aur. 71.6 kw; HAAT: 678 ft.; ant. height above average ground: 627 ft. Address: P.O. Drawer 1029, Greer, S.C. 29651. Action May 14.

Ownership changes

Applications

■ KIQQ(AM) Atascadero-San Luis Obispo, Calif. (104.5 mhz; 5.6 kw; HAAT: 1,410 ft.)—Seeks transfer of control of Midway Broadcasters Inc. from Gareth F. Garland and his wife, Anna (80% before; none after), to Gary F. Brill (20% before; 49% after) and his wife, Virginia (none before; 51% after), for \$700,000, comprising \$100,000 cash and remainder note. Sellers have no other broadcast interests. Buyer is general manager of station and has no other broadcast interests. Filed July 5.

■ KPEN(FM) Los Altos, Calif.—Seeks assignment of license from Los Altos Broadcasting Inc. to Dowe Communications Co. for \$2.5 million, comprising \$1.2 million cash and remainder in note. Seller is owned by Frank DeSmith (51%) and Don Burden (49%). Sale of DeSmith's 51% to another buyer ("Changing Hands," March 19) fell through. Burden, former owner of Indianapolis-based Star Stations, which lost licenses in FCC renewal hearing (BROADCASTING, Dec. 22, 1975), is KPEN general manager. Buyer is principally owned by Ken Dowe, who recently sold KLTE(FM) Oklahoma City. ("Changing Hands," Feb. 6). Filed June 29.

■ KDIA(AM) Oakland, Calif. (1310 khz; 5 kw-U)—Seeks assignment of license from Benidia Inc. to Powell Communications (West) Inc. for \$3,975,000 comprising \$3 million cash, \$475,000 note, \$500,000 noncompete agreement. Seller is subsidiary of Broadcast Enterprises National, Philadelphia-based station group owning six AM's and two FM's, principally owned by Ragan A. Henry. Buyer is owned principally by Adam C. Powell III (48.5%) and Morgan C.

Brown (24%). Powell also owns app. for new TV in Dallas. Brown has interest in Cablevision of Connecticut, operator of cable system in southern Fairfield county, Conn. Filed July 5.

■ WJNJ(AM) Atlantic Beach, Fla. (1600 khz; 5 kw-D)—Seeks assignment of license from Radio Station WJNJ to First Coast Broadcasting Corp. for \$250,000, comprising \$50,000 cash and \$200,000 note. Seller is equally owned by Jack Donnell and Gerald Brown who have no other broadcasting interests. Buyer is owned by Harvey J. Fisher and his wife, Pamela. He is announcer at WIVY-FM Jacksonville, Fla. Filed July 5.

■ WXVQ(AM) DeLand, Fla. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from WXVQ Inc. to John B. Stetson University for \$425,000, comprising \$60,000 cash and \$215,000 note, \$155,000 assumption of liabilities. Buyer is owned by Rudi Gresham and John Trenton. Trenton has no other broadcast interests. Gresham has app. for new FM in Springfield, Fla. Seller is educational institution headed by Dr. Pope A. Duncan. In amendment to be filed, licensee will be transferred to St. John's Valley Corp., which will be solely owned by university. It will be run by Wendall Jarrard Jr., treasurer; H. Douglas Lee, executive VP; H. Graves Edmundson, VP of finance; Fred Cooper, and H. Hyatt Brown, trustees who also have app. for new TV in New Smyrna Beach, Fla. University owned station from 1948 to 1952. It has no other broadcast interests. Filed July 3.

■ WDGW(AM) Minneapolis (1130 khz; 50 kw-U)—Seeks assignment of license from Storz Broadcasting to Malrite of Minnesota Inc. for \$3.25 million cash. Seller is subsidiary of Omaha-based station group owned by Robert Storz. It owns four AM's. It recently sold KOMA(AM) Oklahoma City, and WTIK(AM) New Orleans ("Changing Hands," June 11). Buyer is Cleveland-based station group owning six AM's, seven FM's and four TV's. It also purchased KLBB(AM) St. Paul from Storz ("Changing Hands," June 11). That station is being sold (see below) in order to comply with FCC multiple ownership rules. Filed June 29.

■ KLBB(AM) St. Paul (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Malrite of Minnesota Inc. to LCC Inc. for \$500,000 cash. Buyer is Cleveland-based station group owning six AM's, seven FM's and four TV's. Buyer is owned by Greg McNeely, and run by W.E. Barsness, president; William B. Hockensmith, VP; James Hale, and S. Walter Richey, Richey, with his wife, also own WCWC(AM)-WYUR-FM Ripon, Wis., and has interest in KOSO(FM) Patterson, Calif., and KQEU(AM) Olympia, Wash. Richey and Barsness also own WXUS(AM) Lafayette, Ind. McNeely is St. Paul performing musician, Hale is St. Paul financial advisor. Neither have other broadcast interests. Filed July 3.

■ KLYQ-AM-FM Hamilton, Mont. (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 95.9 mhz; 1.6 kw; HAAT: 393 ft.)—Seeks assignment of license from Alexander Communications Inc. to Bee Broadcasting Inc. Seller is controlled by C.J. Tomabe, trustee in bankruptcy. Alexander Communications is owned by Scott P. Alexander who has no other broadcasting interests. Buyer is owned by Benny Bee, who also owns KJJR(AM) Whitefish, and KBBZ(FM) Kalispell, both Montana. He also has interest in KCTZ(TV) [CP] Bozeman, Mont. Filed June 29.

■ KGCA(AM) Rugby, N.D. (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Rugby Broadcasters Inc. to Gary C. Pearson, Warren D. Evans and Delhart Nygard for \$150,000, comprising \$45,000 cash and remainder note. Seller is owned by Olaf Folkvord and his wife, Bonghild, Irene Friederich, and Oscar H. Halvorson and his wife, Fay. Folkvord and Halvorson also own KGCX(AM)-KGCH(FM) Sidney, Mont. Buyers Pearson and Nygard also own KPGC-AM-FM. Pearson also owns KZZY-FM Devils Lake, N.D. Evans owns KZZR(AM) [CP] Burns, Ore. Filed July 5.

■ KDLF-TV [CP] Tulsa (ch. 47; ERP vis. 1,196 kw, aur. 119.6 kw; HAAT: 1,400 ft.)—Seeks transfer of control of KDLF Inc. from Church of the Christian Crusade Inc. (100% before; none after) to Television Communications Inc. for \$410,000 cash. Seller is nonprofit corporation headed by Billie James Hargis. It also owns KDLF(AM) Port Neches, Tex. Buyer is owned by Jack Rehburg. It is airtime leasing firm based in Tulsa. It has no other broadcast interests. Filed June 22.

■ WHAT(AM) Philadelphia (1340 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Independence Broadcasting Co. to Kelly F. Guglielmi for \$750,000 cash. Seller is owned by Dolly Banks, who also owns WWDB(FM) Philadelphia. Buyer is forming corp. with CVC Capital Corp., New York-based investment firm as limited partner. Guglielmi is also app. for three LPTV's. Filed June 29.

■ KURA(AM)-KLLX(FM) Moab, Utah (1450 khz; 1 kw-D; 250 w-N)—Seeks transfer of control of Long Lines Broadcasting from Bruce Long (100% before; none after) to

Lynda Ottersbach, Royce Henningson, Joe D. Kingsley and three others (none before; 100% after) for \$237,445.39, comprising \$1,000 cash and remainder assumption of debt. Seller has no other broadcast interests. Buyer Ottersbach is Menlo Park, Calif., media consultant. Kingsley and Henningson are local investors with no other broadcast interests. Filed July 5.

■ WANT(AM) Richmond, Va. (990 khz; 1 kw-D)—Seeks assignment of license from Old Dominion Broadcasting Co. to Robinson Broadcasting Corp. for \$900,000 cash. Seller is owned by John L. Sinclair (78%) and his children, Robert J. David, and Ann S. Adams (22% jointly). Sinclair also owns WCVL(AM)-WLFQ(FM) Crawfordsville, Ind., and WNIS(AM) Portsmouth, Va. In addition, Sinclair also owns Sinclair Telecast Inc., operator of cable system serving Pittsboro and Hendricks County, Ind., and West Yellowstone Cablevision Inc., operator of cable system serving West Yellowstone, Mont. They also own app. for new FM in Mechanicsville, Va. Sinclair has also purchased, subject to FCC approval, WTID(AM) Suffolk, Va. ("For the Record," April 23). Buyer is owned by Jacqueline Robinson, president (15%), Howard Sanders (15%) and 12 others. They also own WYCB(AM) Washington. Filed July 2.

■ WSBV(AM) South Boston, Va. (1560 khz; 2.5 kw-D)—Seeks assignment of license from William C. Link, and his wife, Estelle (100% before; none after) to LCH Broadcasting Group Inc. for \$168,500, comprising \$100,000 cash and remainder assumption of debt. Seller also owns WLES(AM) Lawrenceville, Va. Buyer is equally owned by James D. Clark, Lee C. Hartman and Glenn B. Hammond. They have no other broadcast interests. Filed July 6.

■ KQFB(TV) Tacoma, Wash. (ch. 20; ERP vis. 2,094, aur. 415 kw; HAAT: 800 ft.; ant. height above ground: 320 ft.)—Seeks transfer of control of Family Broadcasting Co. from stockholders (75% before; none after) to Trinity Broadcasting Co. (25% before; 100% after) for \$750,000 cash. Seller is equally owned by Paul A. Gray; Kenneth Rupp; Donald G. Huber; Fulton Buntain; Joseph B. Fuiten; Barbara Brown, and her husband, Leo; John M. Miller; Clifford Paulsen, and Michael Parker. Parker also owns KTBV(TV) Anchorage, KPRR-TV Honolulu, and ch. 24, Anacortes, Wash. Buyer is nonprofit corp. headed by Paul F. Crouch. Its directors also control Trinity Broadcast Network, nonprofit Tustin, Calif.-based station group owning six TV's. Filed July 3.

Actions

■ KSNA(FM) Anchorage—Granted assignment of license from Last Frontier Broadcasting Inc. to Community Anchorage Broadcasting Corp. for \$31,224.50 cash. Seller is owned by Jhan Hiber, and his wife, Lynn, who have no other broadcast interests. Buyer, which also owns KTNX(AM) Anchorage, is owned by Community Pacific Broadcasting Corp. owned by David L. Benjamin, Charles Banta, and six others. They own five AM's and three FM's. Action June 28.

■ KRVV(AM) Vail, Colo. (1360 khz; 5 kw-D)—Granted-transfer of control of Mountain Wireless Ltd. from Robert D. Greenlee, and his wife, Diane (30.5% before; none after), to John A. Dobson (30% before; 60.5% after) for \$30,206 cash. Seller is owner of KADE(AM)-KBCO(FM) Boulder, Colo. Buyer is former mayor of Vail. Action June 26.

■ WNRK(AM) Newark, Del. (1260 khz; 1 kw-D)—Granted assignment of license from Heller-Oak Communications Finance Corp. to ARC Broadcasting for \$500,000 note. Seller holds first mortgage and received station from Cook Broadcasting Inc. in involuntary transfer. It appointed Alfred R. Campogne, general manager of the station, receiver *pendete lite*. Buyer is owned by Campogne. If station goes to public sale Heller-Oak will pay up to \$500,000, if the station sells for more it will pay Campogne 10% of the proceeds from the first mortgage. Action June 26.

■ WKMK(AM)-WRMT(FM) Blountstown, Fla. (AM: 1000 khz; 1 kw-D; FM: 102.3 mhz; 3 kw; HAAT: 185 ft.)—Granted assignment of license from Southeast Radio Corp. to O'Quinn and Stone Enterprises Corp. for \$205,000, comprising \$30,000 cash, and remainder in note. Seller is owned by John J. Henry (60%), who has no other broadcast interests, and H. Stewart Corbett (40%), who also owns 45% of WFMR(FM) Menomene Falls, Wis. Buyer is owned by Darnell Stone (50%), owner of retail store, and Bernie O'Quinn Jr. (50%), tobacco warehouse. Neither have any other broadcast interests. Action June 27.

■ WKIC(AM)-WSGS(FM) Hazard, Ky. (AM: 1390 khz, 5 kw-D; FM: 101.1 mhz, 100 kw, HAAT: 1,150 ft.)—Granted 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. Action June 26.

■ WJTO(AM)-WIGY(FM) Bath, Me. (AM: 730 khz; 1 kw; FM: 105.9 mhz; 50 kw; HAAT: 500 ft.)—Seeks assign-

ment of license from Porter Broadcasting Services to James & Hunter Communications Group Inc. for \$1.9 million cash. Seller is owned by W. Turner Porter Jr. who also owns WMYF(AM)-WERZ(FM) Exeter, N.H., and WXRT-FM Niagara Falls, N.Y. Buyer is owned by Richard W. James (25%); his wife, Earlene (10%); Steve Hunter (25%), and several others. James is news correspondent for WABC(TV) New York. Hunter was formerly account executive at KZIA(AM) Albuquerque, N.M. None have any other broadcast interests. Action June 29.

■ WFST(AM) Caribou and WDHP(FM) Presque Isle, both Maine (600 khz, 5 kw-D; FM: 96.9 mhz, 100 kw, HAAT: 500 ft.)—Granted assignment of license from Northern Broadcasting Co. to Carrie L. Linthicum Esq. Northern is equally owned by R. Murray and Allison J. Briggs. Linthicum was appointed as interim trustee on Jan. 27, same day that Northern converted from chapter 11 to chapter 7 bankruptcy, and stations went silent. Action June 27.

■ WLAI-TV Lansing, Mich.—Granted transfer of control of Benko Broadcasting Co. from Robert P. Benko and brother George (100% before; 30% after) to Chase Television Corp. (none before; 70% after) for agreement to pay 70% of FCC filing costs for CP application not to exceed \$70,000. Seller also owns Sanilac Inc. licensee of WMIC(AM) and WTUG-FM Sandusky, Mich. Buyer is owned (100%) by R. Charles McLavy. It is licensee of WUGO(AM) and WKLH(FM) St. Johns, Mich. McLavy is also shareholder in Channel 33, Ltd. applicant for new TV on ch. 33. San Luis Obispo. Action June 27.

■ KCDQ(FM) Belgrade, Mont. (96.7 mhz; 2.9 kw; HAAT: 195 ft.)—Granted transfer of control of CD Broadcasting from Daniel H. Walker (50% before; 5% after) and Chad A. Parrish (50% before; 10% after) to Todd A. Bits (none before; 85% after) for assumption of liabilities. Sellers have no other broadcast interests. Buyer is VP of Water Sports Network. He has no other broadcast interests. Action June 27.

■ KNEB-AM-FM Scottsbluff, Neb. (AM: 960 khz; 1 kw-D; 500 w-N; FM: 94.1 mhz; 100 kw; HAAT: 680 ft.)—Granted transfer of control of Panhandle Broadcasting Inc. from Gladys D. Seaton (100% before; none after) to Nebraska Rural Radio Association (none before; 100% after). Seller also has interests in KMAN(AM)-KMKF-FM Manhattan, Kan.; KHAS-AM-TV Hastings, Neb.; KGGF(FM) Coffeyville, Kan., and KFYO(AM) Lubbock, Tex. Buyer is non-

profit corporation headed by Otto J. Geiger. Members are, by charter, Nebraska farm and ranch operators. It also owns KRVN-AM-FM Lexington, Neb. Action June 27.

■ KTNM(AM)-KQAY(FM) Tucumcari, N.M. (KTNM: 1400 khz; 1 kw-D; 250 w-N. KQAY is on 92.7 mhz; 3 kw; HAAT: 64 ft.)—Granted assignment of license from Sagebrush Communications Inc. to Quay Broadcasters Inc. for \$524,000. Seller is owned by Johnnie S. Cain (33.3%) Linda Haldane (33.3%), Vanita Menapae (20%) and Scott W. Roddy (12%). Buyer is owned by Charles A. Denney (51%) and John M. Dunn (49%). Denney owns 20% of KBZZ(AM) and KBLJ-FM La Junta, Colo. Denney is former station manager at KIDN(AM) Pueblo, Colo. Action June 27.

■ WCAB(AM) Rutherfordton, N.C. (540 khz, 500 w-D)—Granted assignment of license from Isothermal Broadcasting Co. to James H. Bishop for \$275,000 cash. Seller is owned by Charles R. Melton (51%) and Clayton Sparks (49%) who have no other broadcast interests. Buyer is former Dale Carnegie instructor who has no other broadcast interests. Action June 27.

■ KDSJ(AM) Deadwood, S.D. (980 khz; 5 kw-D, 1 kw-N)—Granted transfer of control of Goldrush Broadcasting from Rick Keefer (40% before; none after) to Al Decker and his wife, Jeanne (60% before; 100% after), for \$35,000, comprising \$5,600 cash, and remainder assumption of note. Seller is program director of the station with no other broadcast interests. Buyer is general manager and president of Goldrush Broadcasting. He has no other broadcast interests. Action June 27.

■ KQTI(AM) Edna, Tex. (113 khz; 2.5 kw-D)—Granted assignment of license from Vic-Jax Broadcasting Co. to Manuel Velasquez for \$540,000, comprising \$25,000 cash, \$27,500 assumption of note, and remainder in note. Seller is owned by Benito Gauguine (45%) and his wife, Frances (5%), and Peter Shuebruk (45%) and his wife, Eileen (5%). Frances Gauguine is director of KBJR(TV) Superior, Wis., and owns 12.5% of WNUV(TV) Baltimore. Benito Gauguine is general counsel of WNUV. Shuebruk and Gauguine are partners in Washington communications law firm. Buyer is Manuel Velasquez, who owns 49% and is trustee for L.J.M. Velasquez family trust which owns other 51%. Velasquez is individual with no other broadcast interests. He will change station to Spanish format. Action June 27.

Facilities Changes

Applications

AM's

Tendered

■ WJTX (1580 khz) Urbana, Ill.—Seeks CP to change freq. to 870 khz; change hours of operation to day only, and make changes in ant. sys. App. July 5.

■ KVLA (1390 khz) Ridgecrest, La.—Seeks CP to change city of lic. to Vidalia, La.; change freq. to 1400 khz; change hours of operation to unlimited by adding night service with 250 w and increased day power of 1 kw; change to non-DA, and make changes in ant. sys. App. July 5.

Accepted

■ KBBV (1050 khz) Big Bear Lake, Calif.—Seeks CP to construct ant. and change TL. App. July 5.

■ WXLI (1230 khz) Dublin, Ga.—Seeks CP to make changes in ant. sys. App. July 9.

■ KKAI (1310 khz) Honolulu—Seeks MP to reduce total output power. App. July 5.

■ KTEK (1110 khz) Alvin, Tex.—Seeks mod. of lic. to change SL and authority to operate by remote control. App. July 5.

FM's

Accepted

■ New (107.9 mhz) Indianapolis—Seeks CP to change TL; change ERP to 21.9 kw and change HAAT to 762 ft. App. July 5.

■ *KDIC (88.5 mhz) Grinnell, Iowa—Seeks CP to change ERP to 132 kw; change ant. site, and TL. App. July 5.

■ WTVL-FM (98.5 mhz) Waterville, Me.—Seeks CP to change ERP to 50 kw; change HAAT to 302 ft., and change freq. to 98.5 mhz. App. July 5.

■ WMAR-FM (106.5 mhz) Baltimore—Seeks CP to change ERP to 24 kw. App. July 5.

■ KEXL (106.7 mhz) Norfolk, Neb.—Seeks CP to install aux. sys. App. July 5.

■ WWLH (102.3 mhz) Pound, Va.—Seeks mod. of lic. to change SL. App. July 5.

■ WOSH (103.9 mhz) Oshkosh, Wis.—Seeks CP change ERP to 3.00 kw. App. July 5.

TV

Accepted

■ *KOED (ch. 11) Tulsa, Okla.—Seeks CP to install aux. ant. App. July 5.

Grants

AM's

■ KCAB (980 khz) Dardanelle, Ark.—Granted app. to increase power to 5 kw. Action June 25.

■ KURM (790 khz) Rogers, Ark.—Granted app. to change height of nighttime tower and change daytime TL. Action June 22.

■ KJET (1590 khz) Seattle—Granted app. to change TL. Action June 28.

■ KIJN (1060 khz) Farewell, Tex.—Returned app. to add night service with 250 w; increase day power to 5 kw; install DA-2, and make changes in ant. sys. Action June 25.

FM's

■ KMJI (100.3 mhz) Denver—Granted app. to change SL. Action June 25.

■ WLYF (101.5 mhz) Miami—Granted app. to install aux. sys. Action June 25.

■ KCIX (105.9 mhz) Boise, Idaho—Granted app. to change TL; change ERP to 44.2 kw, and change HAAT to 2,665 ft. Action June 28.

■ WMJS (92.7 mhz) Prince Frederick, Md.—Granted app. to make changes in ant. sys. and decrease transmitter power. Action June 28.

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RADIO

HELP WANTED MANAGEMENT

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.

Station manager. Immediate opening for a station manager at WFKY/WKYW in Kentucky's capital city, Frankfort. Strong sales and sales management background needed to keep the AM station #1 and to build the FM to its full potential. Excellent growth opportunity with base, goal bonus and company paid benefits package. Send resume and letter outlining salary history and goals to: General Manager, Radio Enterprises, P.O. Box 738, Ashtabula, OH 44004. EOE, M/F.

Florida FM class A radio station looking for general manager with investment and who is ambitious. Send background to Radio Station, P.O. Box 7645, Daytona Beach Shores, FL 32016.

Sales manager for a highly successful top rated AM station in so. California. Top 100 (12-station) market. Outstanding background in direct and agency sales with minimum 5 years proven leadership and personal sales achievement required. Salary plus commission on existing list, override on total local sales, car, expenses, GM, other fringe benefits. Contact Gary Conard, PM, KGEO/KGFM, Box 260, Bakersfield, CA 93302. EOE.

Sales manager. High billing Texas AM/FM. Must be self-starter, enthusiastic motivator. We want a winner and offer great small market career opportunity. Ten-station group. Resume to Box W-55. EOE/M/F.

Sales manager needed. Top-rated, major mkt. urban contemporary station. Candidate must be people-oriented & a problem solver. Resume/references in confidence to Box W-66. EOE.

Grants manager (development), WUWM FM90, Milwaukee Public Radio, will be accepting applications for grants manager (development). The grants manager will be responsible for solicitation, renewal and upgrading of contributions from business, corporations and foundations. Such contributions are recognized on the air as program underwriting. The grants manager will report to the station director. The position is an academic staff specialist at the University of Wisconsin-Milwaukee. Fund raising for WUWM FM90 is part of the overall development plan of the university and the grants manager will coordinate activity with the UWM development director. Qualifications: at minimum, a college degree in appropriate major. Preferably a Master's or equivalent experience in marketing, advertising, broadcasting or communications. Prior professional experience in fund raising, preferably for public radio or public television. Application: submit a resume, cover letter, three professional references we can contact, and copies of materials you have produced as fund raising pieces-for example, brochures, direct mail, successful grant proposals, or correspondence. Also, include data on your track record in fund raising including goals and achievements. Send to George Bailey, Director, WUWM FM90, University of Wisconsin-Milwaukee, Box 413, Milwaukee, WI 53201. Deadline July 31, 1984. Salary: Approximately \$20,000 per year plus University benefits. UWM is an AA/EOE.

Unique ground floor opportunity for experienced street fighter. Will carry personal list and build sales staff. Enjoy resort lifestyle while building a future. P.O. Box 8070, Myrtle Beach, SC 29578-8070. EOE.

Dynamic sales manager ready for manager's position. Direct and inspire this talented young sales staff and turn this medium market AM/FM around. You'll be ready then to write your own ticket with our organization. Box W-78.

General manager—for new FM class C station. We seek aggressive person to grow with us in southern New Mexico. Send resume to Luther G. Branham, P.O. Drawer 1470, Truth or Consequences, NM 87901. EOE.

GM for medium Northeast market. Top rated AM/FM. Good market, good pay, good benefits, solid chain operation. Want intelligent, stable, hard worker. Tell all in resume to Box W-82.

General manager. For AM-FM combo in one of the Sunbelt's largest and most beautiful markets. FM is highly rated. AM has unique format. Stations are part of a growing, aggressive group operation. Excellent salary and cash flow bonus plan. Box W-89.

HELP WANTED SALES

Central coastal California AM/FM combo opportunity with one of the largest radio groups. Come live in our beautiful community if you are motivated to make great money and enjoy selling direct retail. Send resume: KSLY/KUNA, P.O. Box 1400, San Luis Obispo, CA 93406. EOE.

Sales manager: college town, upper Rocky Mountains. Large multi-national corporation owns this excellent AM facility. We need a smart, scrappy sales manager, well-trained, and with a good track record in sales. Excellent advancement opportunities and earnings potential. This town of 60,000 is a nice place to work, live and raise kids. Resume/references to Box T-126.

Opportunity! Great Sunbelt city, excellent recreational area, top station in town! Sales manager of salesperson ready to move up. Call Mike McKee, 918-682-1331. EOE.

Northern California. KREO has immediate opening for aggressive, knowledgeable marketing salesperson to develop new business and handle established list. Guaranteed draw, commission and fringe benefits. Minimum two years broadcast sales experience. Send resume and sales record to: Bill Hales, 1150 Coddington Center, Suite D, Santa Rosa, CA 95401. KREO is an affirmative action/equal opportunity employer.

Southern California: successful AM/FM combo, top 100 (12 station market), seeking professional salesperson with exceptional background in direct and agency sales with some knowledge of marketing and promotion. Salary plus commission, top active list, expenses and other benefits. Contact Steve Katomski, KGFM, Box 260, Bakersfield, CA 93302. EOE.

Northeast medium market FM needs experienced, aggressive salesperson. Great numbers! Excellent compensation and benefit package. Send resume to Box W-70. EOE.

Sunbelt professional sales rep. We are looking for a genuine pro to join the most professional team in town. KWIC-FM 108 is growing in ratings and sales faster than any other station in the market. If you have a good, provable track record in selling the 18-34 CHR audience; at least two years radio sales experience; are honest; dedicated to success and want to enjoy the beaches and sunshine year 'round; 20% commission and lots of amenities, then a substantial 5 figure income to start awaits the right person. Contact Don Durden, VP/GM, Pyle Communications, 409-842-2210; P.O. Box 6067, Beaumont, TX 77705. An equal opportunity employer.

HELP WANTED ANNOUNCERS

Morning personality. Top rated adult/contemporary across Lake Michigan from Chicago. If you're the person, we offer stable, good pay, excellent benefits, professional staff. Seeking above average one-to-one and strong production. Three years experience minimum. Tape/resume to: Stan Banyon, PD, WHFB, PO Box 608, Benton Harbor, MI 49022.

Indiana contemporary FM offers opportunity for person with proven talent and ability. Management skills important since you will be directing our announcing staff. EOE. Resume to Box W-37.

If you've got the pipes, and are strong on production, our #1 team wants to hear from you. We offer a solid future with an established group, good fringe and a success oriented atmosphere. This is not an entry level position. Address resume and tape to Personnel Director, P.O. Box 5344, Wichita Falls, TX 76307. We are an equal opportunity employer.

Major market New England MOR station is looking for two personalities to join our air staff. Mature, warm and personable with knowledge of music from the 30's, 40's, 50's and 60's. Cassette airchecks, salary history, resume and references to: 81 Dunster Road, Jamaica Plain, MA 02130.

Central Arizona daytime needs morning personality/PD. MOR-nostalgia format. Gospel music knowledge or sports PBP helpful. T & R to KUUK, Drawer Y, Wickenburg, AZ 85358.

Eastern Shore of Maryland FM country station has an immediate opening for professional communicator to join its morning team. Announcer should have a minimum of five years experience. Good pay/benefits as well as opportunity for advancement with growing corporation. Send resume to Box W-64.

Mature pro needed for opening on upstate New York full service/AC station. Good voice and production abilities a must. Five years preferred. Send tape, resume and salary requirements to: Thom Williams, WGHQ, C.P.O. Box 1880, Kingston, NY 12401. No calls. EOE, M/F.

Gulf Coast station looking for midday person to be sharp, great in production with ideas, and likes to be a team member. Send resume and tape to P.O. Box 551, Huntsville, AL 35804.

HELP WANTED TECHNICAL

Maintenance engineer/board operator/staff announcer. Part-time evenings and weekends. Previous experience and first class license preferred. EOE. Call L. Migala, afternoons, 312-282-6700.

Self starting chief engineer needed for middle Georgia AM/FM. Must know automation. Good working conditions. Send resume and salary requirements to Box W-35. EOE.

Vermont chief engineer. Knight Quality Stations recently acquired WEZF 93 FM, Burlington, Vermont, and is looking for a chief engineer to manage and maintain our new facility. Minimum 5 years experience with emphasis on audio. Send resume to Edward J. Juare, Vice President of Engineering, Knight Quality Stations, P.O. Box 927, Fall River, MA 02722. The Knight Quality Stations group is an equal opportunity employer.

Chief engineer: AM/FM, Chicago suburbs. Directional, automation, satellite knowledge preferred. WIVS/WXET, 300 Commerce Drive, Crystal Lake, IL 60014. EOE, M/F.

Maintenance engineer for 5kw fulltime, DA-N, 50kw FM. Associate degree in E.E. technology or equivalent experience required. Resume and salary requirements to: William Glasser, WHBC, Box 9917, Canton, OH 44711. EOE.

Chief engineer. Well-equipped station is looking for someone to maintain high quality sound. Some minimal on-air duties. Scenic but competitive Western market. \$18,000/year to start. Resume to Box W-61.

Maintenance engineer—Broadcast, national radio network. Responsibilities include maintenance of studios and field equipment. Familiarity with digital equipment a must. Min. 2 yrs. experience. SW Connecticut location. Send resume to Box W-67.

Broadcast engineer. Radio Enterprises has immediate opening for an experienced/FCC general licensed engineer. Responsible for studio/transmitter site installation and repair for WFUN/WREO-FM/Metro-Page. Hourly wage, company paid hospitalization, life insurance and pension plan. Send cover letter and resume outlining salary history and references to General Manager, Radio Enterprises, P.O. Box 738, Ashtabula, OH 44004 EOE, M/F.

The **British Broadcasting Corporation** seeks a chief engineer of initiative and drive to manage the radio and television operations of its United States office at 630 Fifth Avenue, New York. The New York office has a television studio capable of transmitting live to Europe; three quarter and half inch video equipment; and a radio studio equipped for broadcasting news and feature programmes. The post also carries responsibility for the radio studio and other facilities in the BBC's Washington office. The chief engineer will have a staff of six. The purpose of the job is to provide imaginative technical support for production staff working in the Americas. We would welcome proven experience of covering major news events; a working knowledge of at least one of the U.S. networks; and a sound understanding of domestic and international circuits. Innovation is essential: the chief engineer is responsible for keeping the facilities under his/her management up to date, and for advising the relevant BBC departments in London of the latest engineering and operational developments in the U.S. He/she must be prepared to live within a reasonable distance of the office and to travel and work as the job demands. He/she will be a skilled engineer, a resourceful manager, and have a genuine enthusiasm for broadcasting. The BBC is an equal opportunity employer and offers excellent conditions of service, including medical insurance, a pension scheme and four weeks annual vacation (plus U.S. public holidays). Applicants should write to Box W-71. State the salary you require and enclose a resume.

HELP WANTED NEWS

News person. 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.

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 Hamnett, Manager, KNAU, Box 5764, Northern Ariz. University, Flagstaff, AZ 86011. NAU is an EEO/affirmative action/Title IX/Section 504 employer.

Top-rated news/talker looking for experienced morning anchor/reporter with good pipes. News Director, 115 Eastern Avenue, East Providence, RI 02914. EOE.

Top rated talker looking for host who isn't afraid of controversy. Make some noise in a good market. Tape and resume to 115 Eastern Avenue, East Providence, RI 02914.

WWDB, the talk station in Philadelphia, is interviewing for full and part time news anchors and part time talk show hosts. Minimum one year experience necessary. Send tape and resume to Betty Berneman, News Director, or Stan Major, Program Manager, WWDB, Philadelphia, PA 19131. No calls accepted. An equal opportunity employer.

Morning drive anchor/producer. Seeking talented written and oral communicator. Candidate should have a degree or related experience and prior radio work. AM is all news-talk. FM is easy listening. Environment is a combined TV and radio news operation. Radio side is supported with written as well as live reports from TV side. Contact Mike Malter, News Director, KTSM-TV AM&FM, 801 North Oregon, El Paso, TX 79902. 915-532-5421. Tri State Broadcasting is an equal opportunity employer.

Virginia AM-FM losing current news director to larger market. This award-winning department seeks experienced reporter/director with good delivery and all-around skills. Full benefits package with this newspaper owned operation. Send resume, tape, and salary requirements to J. William Poole, General Manager, WFLS, 616 Amelia Street, Fredericksburg, VA 22401. EOE.

News director to teach, train, direct three person staff. News/talk station, university community. Contact George Lipper, WLRB, Macomb, IL. 309-833-5561.

Expanding our totally professional news department. Want experienced person with journalism training. Opportunity with winning group of small market stations. Mel Price, 214-885-1546. EOE/M/F.

Sports director. KDTH-AM information news radio in Dubuque, Iowa, has an opening for an experienced sports director. Responsibilities include producing and presenting special sports programs plus a heavy play-by-play schedule of high school and collegiate events. Requirements include degree with four years of sports reporting. KDTH is a property of Woodward Communications, Inc., a multi-state communications corporation. Send resume, salary requirements and tape: Ward McCleary, General Manager, KDTH, P.O. Box 659, Dubuque, IA 52001. Equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Assistant director, radio broadcasting. Responsible for the daily operations of a public radio station primarily staffed by students. Will have own air-shift. Will select, train and supervise student employees. Assist in preparation and broadcast of programs (music, news/sports). Will supervise radio labs. Implements the station and FCC regulations. Requires B.A. and 2 years of radio experience. Apply to Sam Eiler, Director of Radio Broadcasting, 97 Fieldhouse, Grand Valley State College, Allendale, MI 49401. Women and minorities are encouraged to apply. Deadline: July 27, 1984.

Traffic director—Fast growing suburban NYC A/C has fulltime opening for traffic director. Varied responsibilities including computer work. Experience preferred. Resumes to Al Williams, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772. EOE.

77KOB, the 50,000 watt voice of the great Southwest, currently has an opening for a copywriter/production assistant. If you have experience in writing and producing creative, selling commercials and promos, if you can occasionally do an air shift, if you're a team player that wants to win, send T&R to: Scott Chapin, Pgm. Dir./Ops.Mgr, 77KOB, 77 Broadcast Plaza SW, Albuquerque, NM 87103. An equal opportunity employer.

Program director. AM/FM, Chicago suburbs. Automation and satellite knowledge helpful. Air shift. Tape and resume to Rick Bellairs, WIVS/WXET, 300 Commerce Drive, Crystal Lake, IL 60014. 815-459-7000. EOE, M/F.

SITUATIONS WANTED MANAGEMENT

GM or GSM. Broadcast professional, sales oriented, highly motivated, 20+ years experience. Presently employed. Will consider all markets. Box W-43.

General manager: dedicated professional with 21 years as achiever. Aggressively consistent in producing sales and profits. Take charge individual with strong organizational skills. Experience includes managing all size markets. Want an achiever with excellent credentials? Write Box W-46.

Minority salesperson currently in major market with a top broadcast group. 7 yrs. sales exp. and seeking a new challenge. Good all-around skills and knowledge of sales and programming. Well educated. Let's talk. Box W-75.

Managerial or programmer position with small to medium market radio station. Full or part interest purchase considered. Prefer Southern belt or Northeast areas. Will relocate. Contact Ted Smith, 97 Haverstraw Road, Suffern, NY 10901. 914-356-7060, eves. 914-357-9425.

Profit-oriented GM, over 12 yrs. very successful mgmt. I'll give you a professional product, direct sales, motivate & train people & keep you legal. Stable, honest family man. Numerous proven sales/audience promotions. No hurry. Prefer SE sm./med. Credentials, references. 304-294-6822.

SITUATIONS WANTED SALES

Owner's "right hand man" at small market station: in Texas available soon. Now sales manager, sign-on and production announcer who can bring in the bucks! Small market radio is my first love! Call 806-249-6362.

Unique combo—experienced closer and sports personality (anchor, talk, etc.) looking for right opportunity. Five years experience. Track record and good references. Prefer East Coast and Florida. 717-243-2529 or P.O. Box 15336, Harrisburg, PA 17105.

Minority salesperson currently with a top broadcast group. CRMC. A proven winner with good sales, people and research skills. 100% increase in billing YTD. Now in major market selling a combo. 7 yrs. sales experience. Box W-76.

Do you need a drive time sports anchor/talk that also sells? Strong closer and knowledgeable sports entertainer. Five years experience. Looking for right opportunity. 717-243-2529, or P.O. Box 15336, Harrisburg, PA 17105.

SITUATIONS WANTED ANNOUNCERS

Broadcast graduate seeks fulltime announcer's job. Responsible, dependable, hardworking. Any format. Prefer Midwest. 312-389-0882. Jeff Allen.

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.

Disc jockey/ 1st class engineer. 5 yrs. experience + BA Communications. Seeking fulltime position. 215-952-0673 anytime.

Christian broadcaster desires the challenge of Christian broadcasting after a sabbatical year away from the radio business. Fifteen years secular experience, dedicated, hard working announcer will relocate to any size market, anywhere. For resume and tape, write me at 4226 Brentwood Lane, Waukegan, IL 60087.

If you desire sports experience over years of radio experience, I'm your man. Willing to DJ combo. Mark Dittler, 312-232-2629.

Like money in the bank! A bright, creative, enthusiastic person with a "can do" attitude. Trained in all areas of radio. Prefer music announcing, but "can do" anything else. Will relocate anywhere. Call Bruce, 215-297-5842.

Professional sounding. Good voice. Eager, dependable. Prefer Midwest: will go anywhere. Rudi Gutierrez, 414-442-6066.

I love country music! Why hire a DJ who only tolerates it! 600 hours of broadcast school training as music announcer, newscaster, sportscaster. Will relocate anywhere. Michael, 717-299-9779.

Attention medium markets: after 9 successful years at the top. I want to permanently change the quality and pace of my life to better enjoy my young family. A seasoned entertainer and communicator in drive time, a veteran freelance voice talent for commercials and industrial narrations, I also offer production skills and management experience! Box W-62.

Splendid radio personality. Ready to work for you. 2 yrs. experience. Strong voice. Go anywhere. Steven, 504-384-3718.

Midwest. 5 years experience. Medium-market. All formats. BPP, copy and news. remote broadcasts and automation. Ready for new challenge. Bruce, after 2pm. 517-753-9171.

Trained & ready for 1st on-air job. Can do it all, plus sports. Prefer Chicago metro area or Illinois, but will consider any good opportunity. Call Carl, 312-767-2339.

Experienced—but looking to break into commercial station that wants to overwork me! After extensive broadcast school education, I am the music announcer/newscaster/production man you're looking for. Will relocate anywhere! Call Terry, 215-646-3037.

Clever, creative, capable. Impressive initial experience as DJ/production professional. Ready for small to medium market position with good in-station advancement potential. Tim Prchal, 601-442-6454.

Next employee recipe: combine large amounts professionalism, motivation, perseverance, potential with stability, some experience. Add education, RRT, excellent oral/written skills. Voila! Jill of all trades. Janet Lynch, 3743 Deep Dale. Louisville, KY. 502-895-5208. South, surrounding states use immediately.

Announcer, six years experience. Know all music; prefer country. Can do/will do production, PBP, news, programming. Know value of \$. Call Tony after 6 P.M. EDT, 704-586-2919.

41-year old professional. Looking for news, sports and PBP. Stable, experienced in all areas of radio. Box W-81.

SITUATIONS WANTED TECHNICAL

Experienced, licensed engineer also wanting airshift at AOR FM in Sunbelt. Chris. 219-663-5453 mornings. CDT.

Engineer with 18 years experience desires position involving challenge, stability, future and reward. Presently employed, but seeking opportunities to pursue transmitter and RF skills. Am willing to wait for suitable opportunities. Box W-31.

Experienced chief engineer. All phases AM-FM; desires permanent position with stable organization. Box W-48.

Engineer available. Superchief broadcaster, many hats, years, (MOYL airshifts). Strong on transmitters, maintenance know-how, antennas, studios. South, now. 305-786-0127.

SITUATIONS WANTED NEWS

Experienced newsmen seeks Minneapolis-St. Paul market. Excellent writer, organizer, and voice. Angelo, 212-338-8328, between 6PM-7PM EDT.

Award-winning news director, Southwestern medium mkt., desires move to major mkt. as news director or anchor. Write Box W-3.

Sportscaster working for the best medium-market sports department in the country ready for move up to major college or top 30 market. Sportscasts, sportstalk, PBP all top-notch. Knowledge, talent, humor, hard work, the whole package. If you've got the right job, I'm the right man. Gary, 803-583-9524.

Female announcer interested in radio-TV news career seeks on-air position in San Francisco Bay area. International and domestic experience in news, narrating and announcing. Excellent voice and writing ability. B.A. in communications from the University of California, San Diego. Graduate of Columbia School of Broadcasting. Call 415-235-6097.

Need experienced professional in your newsroom? This 8-yr. vet has ND exp., good voice, & loves to dig. Dependable award-winner seeking advancement. All serious offers considered. Terry, mornings, 703-433-0047.

Knowledgeable sportscaster seeks PBP, reporting, and interviewing position. Seeking college or minor league market. Experienced newsmen as well. Dave, 618-537-6674.

Internship's over. 5 yrs. exp., 3 in PBP, strong board, standout PBP. Seeking larger mkt., possibly small college or JC sports. Prefer Midwest. Call 402-734-2760 after 5:30 PM CDT.

News editor/writer/reporter. Small/medium market experience. M.A. Excellent writer, fair delivery. Prefer network association. All replies considered. Write Box W-68.

Experienced reporter, good voice, strong writing. Prefer California or Southwest. Call 818-508-7148 or write Box W-72.

Great voice. NYU graduate, hardworking newscaster/writer with 4 years experience seeks full-time announcer position. Prefer NY, NJ, CT area. Box W-73.

Professional weather forecasts—profit through sponsorship, reach larger audiences. 301-641-7189.

Experienced PBP/sportscaster. High school, college, football, baseball and basketball. Excellent references. Will relocate. Call Bob, 319-377-2696.

Hard-working, award-winning double threat in market of 250,000 seeks position that includes college football & basketball PBP. If you want to bolster your sports coverage, but can't justify the expense of a fulltime sportscaster, try me. My present workload includes news and sports. Box W-79.

Award winning sportscaster. Respected SD with leading Southeast news/talk accepting offers. Prefer top 60 markets. Strong Div. I PBP & sportstalk. Don Cooke, 615-837-8791.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

11 year pro in sales, programing, news, PBP seeks PD or OM position in medium market. Employed, but ready to move now! Confidential. Box W-28.

25 years experience. Excellent pipes and references. Dependable, hard worker. Seeking broadcasting school teaching position/program dir. slot. Let's talk! 517-723-6586, anytime, Dick O'Brien-Giles.

TELEVISION

HELP WANTED MANAGEMENT

KTOO-TV is seeking an assistant television station manager to manage and direct the operations of KTOO-TV. Responsible for the management of all the depts. within the television station to include programming, promotion, production, public affairs, television development and traffic. Also to serve as station program manager and promotion manager. Send resume to General Manager, KTOO-TV, 224 4th Street, Juneau, AK 99801. KTOO is an AA/EOE.

General sales manager who has proven him/herself in a highly competitive situation and is interested in an exciting new challenge and opportunity. We are a successful group-owned independent station in the top 50. Only the right candidate will be considered for handsome compensation and benefits package plus an excellent opportunity for advancement. Write Box W-47. EOE.

Promotion director - Frontline is seeking an experienced professional to develop and implement the overall promotion strategy for the award-winning PBS documentary series. Must have superior background in television promotion. Send resume plus three references to WGBH Personnel Office (A-180), 125 Western Avenue, Boston MA 02134, by July 27, 1984.

Broadcast director. For aggressive top 10 market public television station. Responsible for scheduling, implementation and monitoring of all on-air activities. B.A./B.S. required, M.A. desirable. Five to seven years experience in medium to major market in broadcast management, scheduling and acquisitions. Resumes only, with salary history, to Personnel Director, KERA-TV, 3000 Harry Hines Boulevard, Dallas, TX 75201.

Series producer - Frontline is seeking an experienced professional to manage the studio and post-production elements of this award-winning PBS documentary series. A strong background in both writing and production is a must. Send resume plus three references to WGBH Personnel Office (A179), 125 Western Avenue, Boston, MA 02134, by July 27, 1984.

Promotion manager. WHNS-TV 21, Western Carolina's dynamic new independent television station, has opening for an experienced promotion manager with television background in planning, designing, and execution of multi-media campaigns, budgeting, and public relations. You must be a creative, hands-on, motivated individual with excellent communication, writing, supervisory and budgeting skills. Minimum five years experience in television and three years as assistant or promotion manager. This is a department head position. Send resume to: Gary Marshall, General Manager, WHNS-TV 21, Interstate Court at Pelham Road, Greenville, SC. 29607. EOE, M/F.

General Manager: Small market network VHF station seeks aggressive GM. We're looking for someone who has heavy sales experience and unlimited energy and ambition. If you can sell, manage, promote, build morale and make our station number one in the market, there is a great opportunity for you in our beautiful Western market. Salary \$40,000 plus incentives. Send resume in confidence. EOE Box W-86.

Membership/development manager. Challenging position available directing all phases of membership fundraising efforts. Responsibilities include supervision of staff, assisting with budget preparation, coordination of direct mail campaigns, on-air appeals, and development of innovative methods to meet budget. Minimum three years fundraising experience. A candidate who also possesses knowledge and expertise to oversee auction and underwriting activities will be considered in the capacity of development manager. Excellent salary, fringe benefits and working conditions. Send resume in confidence to: Personnel Administrator, WPBT, P.O. Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/H.

HELP WANTED SALES

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.

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.

Director of retail—TV Bureau of Advertising. Seek retail (department store) bkgd. and/or TV sales/mktg. Job requires thorough knowledge of retail, good communications skills, ability to make retail presentations, sales calls on retailers, serving as retail resource to TVB staff. Some travel; Relocate to NY. Resumes & salary requirements to Bob Baker, TVB, 485 Lexington Avenue, NYC 10017.

Television sales manager. Small market network affiliate. Must be an experienced people handler with enthusiasm, drive, and an ability to hire and motivate a local sales team. Must love to close! Possibility of stock option plan on results for the right team player. Send resume to Box W-56.

Salesperson. Broadcast Management Plus markets software to television and radio stations across U.S. for use in sales and programing. Sales experience and knowledge of rating services preferred. Seeking self starters with entrepreneurial spirit. Resume only, David Ludwig, 117 Iron Mountain Boulevard, Lake Oswego, OR 97034

Account executive. Excellent opportunity for experienced account executive. Multi-station owner seeks aggressive individual with proven track record and desire to move up. Great community, excellent benefits, EOE. Write Mike Kibbey, WAVE-TV, P.O. Box 32970, Louisville, KY 40232.

Account executive/advertising. Closed circuit, in-hotel programming company is looking for aggressive salespeople with initiative, self-confidence, and a minimum two years sales experience, preferably media, for offices in Chicago, Atlanta, and Houston. Unlimited earning potential and competitive benefit package with an opportunity to grow. Resumes to Box W-60.

Cable TV sales manager, a rapidly growing MSO in metropolitan NYADI seeks aggressive sales manager. Must have proven track record in either radio or television sales. Will be expected to sell and administrate. Mid \$20's plus percentage. Position available September 1. Send resume to Box W-69.

Account executive: west Texas NBC affiliate serving Midland/Odessa has an immediate opening for an aggressive salesperson. Must have TV/radio experience. Excellent growth potential. Apply in writing to: Diana Dixon, Local/Regional Sales Manager, KTPX-TV, Box 6699, Midland TX 79711. EOE.

HELP WANTED TECHNICAL

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.

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 Welly, 714-999-5000. EOE.

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.

If you have experience with trouble-shooting VPR-28 and AVR-2 VTR's and have a thorough knowledge of the latest switching, terminal and monitoring systems, then we have a challenging career opportunity for you in one of the nation's fastest growing markets. Experience with the Cetec 7000 automation system would also be helpful, as would familiarity with AM, FM and TV transmitters. Send resume to Personnel, KGBT-TV, P.O. Box 711, Harlingen, TX 78551, or call 512-423-3910 for more information EOE.

Television engineer III. Licensed or certified, studio and RF maintenance engineer. Plan, install, maintain, repair all phases of studio, remote and RF transmission facilities. Digital and UHF experience a plus. Five years broadcast television experience and two years technical training or equivalent combination. Assist in supervision of technical staff. KRWG-TV is licensed to New Mexico State University, with many associated benefits. Deadline for applications 8-1-84. Send resume and names of three professional references to: John Ramp, KRWG-TV, Box TV22, Las Cruces, NM 88003. NMSU is an AA/EOE.

Broadcast maintenance engineer. Candidate should be experienced in the maintenance of VTR's all formats, cameras, switching and terminal equipment. Microwave and transmitters a plus. Must be able to troubleshoot analog/digital equipment to component level. SBE certification or FCC general class required. Apply only if you have significant TV engineering experience. If you are ready to accept the challenge, please send resume to Richard Farquhar, Manager of Engineering, WTHR-TV, 1000 North Meridian Street, Indianapolis, IN 46204. EOE/MF

Manager of transmission and RF systems. WNED-TV seeks a manager of transmission and RF systems. Responsible for operation, maintenance of two TV UHF transmitters, STL, microwave, satellite downlinks multiple translator facilities and possible ITFS. Need ten years broadcast experience, working knowledge of FCC regulations. Should have at least five years supervisory and budget planning experience. The position would also include administrative responsibility for specific budgets and input to future planning of new RF systems. Valid FCC general class license necessary. Salary negotiable depending on qualifications. Send resume to Engineering Department, Dept. B, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

TV and satellite communications company in DC has opening for engineers experienced in operation and maintenance of video/ENG studio, and earth station equipment. Good benefits. Resume to Box W-42.

Engineering. Opening at an independent UHF station in the Washington DC area for an operations technician with a technical background and a minimum of 2 years hands-on experience in a broadcast facility. Must have experience in videotape, camera setup, and master control switching. 1st class or general class FCC license required. Send resumes to: Chief Engineer, WDCA-TV, P.O. Box 5969, Washington, DC 20816. EOE.

Broadcast technician. WPVI-TV, Phila., seeks technician with minimum 4 yrs. exp. maintaining television studio broadcast equipment and a 1st class or general class FCC license. Send letter and resume to Irwin Ross, Chief Engineer, 4100 City Line Ave., Phila., PA 19131. An equal opportunity employer.

Maintenance technician. Immediate opening for experienced TV maintenance technician. Minimum 2 years experience in component level repair of TV broadcast equipment. UHF transmitter experience a big plus. Contact Ken Preston, Director of Engineering, KSEE TV, P.O. Box 24000, Fresno, CA 93779. 209-237-2424. EOE, M/F.

Transmitter supervisor. CBS affiliate. Constructing new facility including 1800 ft. tower. At least 5 years transmitter experience necessary. Microwave and satellite helpful. All new equip. Salary commensurate with experience. Contact Don Stafford, KOTV, P.O. Box 6, Tulsa, OK 74101. M/F, EOE. 918-582-6666. A Belo Broadcasting station.

Top 100 UHF NBC television station seeks assistant chief engineer. Must have minimum five years maintenance experience and solid, up-to-date knowledge of television electronics. Send resume to: Chief Engineer, WKJG-TV, 2633 W. State, Fort Wayne, IN 46808.

Maintenance engineer wanted. Three years experience in broadcast one inch and 3/4 inch for expanding Chicago production house. Send resume to: Maintenance Reply, P.O. Box 11624, Chicago, IL 60611.

Maintenance engineer. Must have 5 years TV experience with minimum 2 years maintenance experience. Digital, Quad and helical tape, cameras. Must be able to operate when necessary. First/general FCC license. Salary high teens to mid twenties. DOE. Contact Chief Engineer, KGUN-TV, Box 5707, Tucson AZ 85703. EOE.

Channel 19, WOIO-TV, is a start up in Cleveland, Ohio. We are looking for a chief engineer with construction experience. This will be an excellent opportunity for the right person with a dynamic growth company. Please contact Hubert Payne, Channel 19, Suite 322, Statter Office Tower, Cleve., OH 44115.

ENG technician. Major market VHF station in NE USA seeks technician with minimum of 3 yrs. experience maintaining video recorders, cameras, editors, microwave systems and other news electronic equipment. Must have 1st class or general class FCC license. Supervisory experience desired. Send letter and resume to Box W-88.

Director of engineering Eastern Educational Television Network/Interregional Program Service seek management engineer with broad technical knowledge and strong interpersonal skills. Successful candidate will represent technical interests of EEN/IPS in negotiations with transmission carriers, program feed originators, and switching points. Job requirements include development and supervision of landline testing procedures, establishment/maintenance of technical standards for nationally distributed programs, coordination of technical performance of regional satellite uplink, analysis of transmission trouble reports and program technical evaluations, coordination of program transfer, and leadership of regional engineering standing committee. Salary DOE. Position available September 1. Send resumes to Gene Nichols, EEN, 120 Boylston Street, Boston, MA 02116. EEN is an AA/EOE.

HELP WANTED NEWS

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.

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.

Assignment editor for top 50 station. Looking for experienced, creative and aggressive person who relates well to people. Send resume to: News Director, WOWK-TV, P.O. Box 13, 625 Fourth Avenue, Huntington, WV 25706.

ENG editor needed at ABC affiliate station KOMO-TV Top 20 market. Proven skills in news editing required. Experienced editors send resume and tape to Jo Shilling, KOMO-TV, 100 Fourth Avenue North, Seattle, WA 98109. EOE.

News producer for weeknight newscasts. Must be superior writer and people manager. Samples of show rundowns, writing and aircheck to: News Director, WEAR-TV, Box 12278, Pensacola, FL 32581.

Public television station in Alaska's capital seeks news reporter/producer for regional evening public affairs/news magazine. Duties include reporting, producing daily news & feature stories, act as assignment editor, program producer & co-anchor as assigned. Must have solid journalism background and on-air experience. Send VTR & resume to Public Affairs Director, KTOO-TV, 224 4th Street, Juneau, AK 99801. KTOO is an AA/EOE.

Television news anchorperson: analyze, broadcast evening news shows for Spanish language television station. Conduct interviews relating to news stories. Requires B.A. in communications or radio/television journalism, 2 years in job offered or 2 years as television news reported for Spanish language television, fluency in Spanish, 40 hour week including some weekend work. \$18,000 per year. Apply at Texas Employment Commission, San Antonio, TX, or send resume to TX Employment Commission, Texas Employment Commission Building, Austin, TX 78778, J.O. #3494065. Ad paid by Equal Employment Opportunity Employer.

News producer for 6 & 11 P.M. newscasts, M-F. We are still looking for an experienced producer, skilled in working with and leading others in producing the top rated newscast for the no. 1 station in this top 50 market. Send resume and salary requirement to: Personnel Mgr., WSAZ-TV, Box 2115, Huntington, WV 25721. EOE, M/F. No phone calls, please.

News anchor-reporter. One of the nation's top independents seeks bright, aggressive individual to anchor one of its newscasts and do field reporting. Applicant should have good production skills as well as a minimum of two years on-air-experience. Send tapes and resumes to: KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727, Attn: Joel Cheatwood. An EOE/M-F.

Pacific Northwest CBS affiliate with strong commitment to local community issues is seeking a motivated self-starter to anchor, produce, write and report for local half-hour issue-oriented program. Must have ability to originate story ideas with heavy local emphasis, initiate investigations and tackle hard issues. No advocacy reporting. Prefer a B.A. in communications/journalism or R/TV and three years experience. Please send resume and tape to Linda Kuhns, KREM-TV, South 4103 Regal, Spokane, WA 99203. No phone calls. EOE/M-F.

Agriculturally-oriented broadcast meteorologist for small market Midwest station. AMS seal or eligible. Experience with colorgraphics helpful. We are an equal opportunity employer, M/F. Send resume to Box W-59.

Reporter needed for our Saipan cable TV news bureau. Must have 1-3 years experience, journalism degree preferred. Responsible for daily Saipan update, plus reports to main cable news team on Guam. 3/4" ENG/EFP production capability. We also produce a weekly 30-minute video magazine to which you can contribute. Forget those crowded cities, cold winters, and slippery streets: Work and live on beautiful, tropical Saipan. Salary open. Reply with resume and videotape to: Peter Bie, Cablecasting Manager, Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910.

TV news producer. Flexible, creative, hard driving, experienced show producer for top 20 affiliated VHF group station. Send complete written resume to Box W-65. EOE/AA.

Co-anchor/producer/reporter: KTTC-TV is looking for an experienced journalist to work on our 10:00 newscasts. Applicants must have at least one year experience in all three areas. College degree preferred. Send tapes and resumes to: Terry Kurtright, News Director, KTTC-TV, 601 First Avenue SW, Rochester, MN 55902. EOE

News director: KTVN is looking for a news pro with a college degree to lead the news department to #1 position. Must be dedicated leader, motivator and manager. Individual will be responsible for organizing the news staff, implementing policy, long and short term planning, administration, and must have strong desire to function in a hands-on capacity on a day to day news operation. Minimum 5 years in TV news required. Send resume and background to Dennis Siewert, General Manager, KTVN-TV, 4925 Energy Way, Reno, NV 89502. An equal opportunity employer.

On behalf of one of our client stations, McHugh and Hoffman, Inc., is searching for a medium-market early newscast and late newscast producers and weathercasters. Send audition tape and resume to John Bobel, McHugh and Hoffman, Inc., 3970 Chain Bridge Road, Fairfax, VA 22030.

Anchors wanted. Send tapes and resumes to: Steve Porricelli, Primo People Inc., Box 116 Old Greenwich, CT 06870 203—637-3653.

Reporter/photographer: Southeast medium market CBS affiliate wants a strong reporter. Willing to shoot and edit. Join our young, aggressive team. Minimum 1 year experience. Send tape & resume to: Bill Christman, WDEF-TV, 3300 Broad St., Chattanooga, TN 37408. EOE. M/F.

Weekday news anchor-Southern station looking for strong, personable professional. On-air experience a must. Send resume and salary requirements to Box W-87. EOE.

Morning & noon anchor: Southeast medium market CBS affiliate needs personable anchor willing to occasionally do other chores such as reporting. Must be able to produce. Send tape & resume to: Bill Christman, WDEF-TV, 3300 Broad St., Chattanooga, TN 37408. EOE. M/F

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/director-Ind. WXIX-TV, Cincinnati, is accepting applications from hands-on, self-starting type individuals experienced in all aspects of production. Send resume and tape: attn: J. Ban, WXIX-TV, 10490 Taconic Terrace, Cincinnati, OH 45215.

Promotion director. Top 50 market network affiliate needs creative, bright individual to build a promotion department. Must be able to work with people, able to write, develop budget, establish goals and deliver. Experience a plus. Salary commensurate with experience. If qualified, send resume only and letter why you should be considered. EOE. Write Box W-29.

Program manager. CBS affiliate, top 50 market, seeks creative individual. Production experience a must. Responsible for on-air look. Able to write, supervise staff, develop budget, establish goals and able to handle large work load. If qualified and interested, send resume, salary requirements and letter telling your philosophy of programming and management. EOE. Write Box W-30.

Assistant creative services director. We're looking for a creative producer who can handle administrative responsibilities. Must be able to write, produce, edit and field direct video shoots for news series and news campaign promotion. Must be a people-oriented creative leader with a head for planning, creative interpretation of research data and department business functions. Opportunity to advance to number one spot. We're a medium market that includes historic Williamsburg and the Virginia Beach resort area in our ADI. Send your resume and tape to Creative Services Director, WAVY-TV, 801 Wavy Street, Portsmouth, VA 23704. No phone calls please. We are an affirmative action/equal opportunity employer, M/F.

Senior producer/director for New Technologies and Contract Services. Experience in producing and managing the delivery of telecommunications contract services to a wide range of clients and a commitment to informational/instructional programming are essential. Strong background and interest in computer-assisted instructional design and production including video disc, interactive videotape, electronic text and emerging telecommunications technologies. Three years of producing and directing experience and Bachelor's degree required. Salary \$20-24,000, based on experience, with excellent university fringe benefit package. Application deadline July 31, 1984. For application information contact Pratima Sharma, 608—263-2114. Women and ethnic minorities especially urged to apply. WHA-TV is an affirmative action/equal opportunity employer.

Promotion manager Atlanta UHF Independent. Immediate opening for creative person with strong promotional, advertising, PR and publicity skills. Rush examples of your work, resume, success stories, etc., to: GM, The Video Music Channel, WVEU, 2700 N.E. Expressway, Bld. A, Atlanta, GA 30345.

Major Southwest production house needs a creative videographer. Must know all types of lighting techniques. We shoot tape and film, so knowledge of film is required. 3 to 5 years experience shooting quality commercials and programs. Competitive salary plus benefits. Send resume to Box W-63.

Production assistant/office assistant - entry level position w/TV production co. in NYC. Some typing (45 - 55 wpm) and secretarial skills necessary. Bilingual (Japanese-English) preferred but not essential. Send resume to: Reiko Bradley, TeleJapan USA, 964 3rd Ave., NY, NY 10155.

Development supervisor. Full-time position for instructional/PBS television broadcasting facility. Position responsible for income-producing development activities including, but not limited to, program underwriting, planned giving, capital campaigns, grants and other development-related activities. College graduation with degree in television, related field or equivalent. Five years of recent, full-time, paid experience in television. Valid Nevada state driver's license. Starting salary \$11.13 \$11.67 or \$12.25 per hour, depending on experience. Submit resume no later than Friday, August 3, 1984, 5:00 p.m., to the Clark County School District, Classified Personnel Department, 2832 East Flamingo Road, Las Vegas, NV 89121. An affirmative action/equal opportunity employer.

Production manager. Atlanta UHF independent. Immediate opening for this department head position. Strong management skills and leadership by example a necessity for this position. Rush resume, references, and other support information to:GM, The Video Music Channel, WVEU, 2700 N.E. Expressway, Bld. A, Atlanta, GA 30345.

TV producer-director. Produce programs for public TV broadcast and for other clients. Write proposals and manage video project staffs and budgets. Teach one TV production class. Master's degree, two years experience and demo cassette required. Excellent University benefits. Send resume to Employment Manager, Texas A & M University, College Station, TX 77843. EOE/AA. Deadline 8/16/84.

Videographer/editor - news magazine/mini-documentary BA or equivalent. 2-3 years experience. Salary: \$15,432 plus 22% benefits package. Send resume and tape. Production assistant II - studio/EFP. Supervise volunteers, audio, directing, editing, camera. BA or equivalent. 1-2 years experience. Salary: \$11,700 plus 22% benefits package. Send resume and tape. Production assistant I - studio/EFP. Audio, camera and videotape. High school graduate, prefer BA or one year experience. Salary: \$9,804 plus 22% benefits package. Send resume and tape. Deadline: July 27, 1984. Contact: Dan Smith, Production Manager, WSWP-TV, P.O. Box AH, Beckley, WV 25802-2831.

Editor - top 20 market TV station seeks proven commercial spot editor for 1" on-line computer edit suite. Strong background in commercial post-production techniques including 2 years hands-on experience with DVE, video switcher, CG, audio mixer, and CMX 340 equivalent editor. Excellent compensation package. Resume by August 6, 1984, to Personnel, P.O. Box 6, Sacramento, CA 95801. AA/EOE.

TV producer/writer. Studio and on-location commercial production. Will need experience as a camera operator, editor, writing, client relations. Salary: DOE. Send tape and resume: Bruce Sloan, KTVB, 1007 W. 32nd Avenue, Anchorage, AK 99503. EOE.

Promotion director. Creative professional with experience in on-air, print and radio to fill key position at CBS affiliate with great promotional track record. Excellent opportunity. Work closely with promotion-minded general manager. WIFR-TV, Box 123, Rockford IL 61105. 815—987-5300. EOE.

Major market network affiliate seeking top-notch executive producer for live daytime entertainment/informational strip program. This person must possess excellent people and communication skills as well as have solid in-studio and EFP production background. Must be creative and organized. Minimum 5 years professional experience with live television programming, including a minimum 2 years as producer, required. Some supervisory experience a must. Must demonstrate ability to lead and develop very talented and creative crew. An excellent opportunity for the right person. Resume to Box W-84. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Responsible, versatile, experienced PD/GM seeking relocation. Strong team player with background in all phases of business with bottom line results. Box W-57.

SITUATIONS WANTED SALES

Minority salesperson seeking a career change. Now in major market with good sales, people and research skills. A well-educated fast learner. 7 yrs. of radio sales experience, but is familiar with TV. Box W-77

SITUATIONS WANTED NEWS

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.

Meteorologist, experienced with McKinnis-Skinner weathergraphics computer weather system, is available now. Stuart, 314-962-8419.

Weathercaster: meteorologist with Master's degree and on-air experience seeks position as a television weathercaster. Excellent forecasting and communication skills. Call Steve, 904—644-1036; 904—575-4884.

PE teacher/ athletic official seeks entry level position as a researcher and/or sports/medical reporter. MA journalism. Pacific Northwest preferred. Dino Chambers, 217—578-2840.

Perfect package deal. News/sports anchor team with 14 years major/medium market experience. Husband/wife combination. A promoter's dream. The competition's nightmare. Ratings winners! Write Box W-27.

Does your weatherman have cumulus-nimbus? Clear the air! Meteorologist, 5 yrs. top 50's. 918—496-2948.

Sportscaster seeking weekend sports anchor position in small/medium market. Also ENG, editing, and PBP experience. Dave, 618—537-6674

Anchorman. Strong friendly manner. Authoritative voice and sharp appearance. Wide experience. Will move anywhere. 415—856-6602

Anchor/reporter able to produce top-notch newscasts, and a strong writer. NYU graduate with 4 years experience. Box W-74.

Recent college graduate with major market newswriting experience seeks entry-level reporting position. Can do it all: write, shoot and edit. Call Dan, 206—774-0830.

Female meteorology grad with internship experience seeks weather position. Also interested in environmental reporting. Pat, 502—451-9614; 502—425-5899.

TV/sports. Now's the time. Top notch sports professional becomes available. Can handle PBP, color (college or pro) and will host any special feature. Strong interest in complete coverage. 619—942—6043.

Reporter, 1½ years on-air, competent, dependable, BA—journalism, Steve, 608—251-4603.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Audio-video production professional. 12 yrs. experience in broadcast, industrial, and educational media, from scripting to post-production. Seeking full-time position in Rocky Mountain region. Excellent references; resume and tape available. Call Dan, 505—325-4396 6-10pm. MDT.

Recent college graduate with PM Magazine internship and strong announcing background seeks entry position as assistant producer of feature/talk show. B.A. in broadcast journalism, programming/production sequence. Lesley Clary, 803—789-6381. Rt. 1, Box 93-C, Ft. Lawn, SC 29714

Experienced. Studio, remote, technical directing, editing, master control, audio, video tape, promotion, microwave. If you need me, I'm ready to move anywhere. Box W-54.

ALLIED FIELDS

HELP WANTED TECHNICAL

Project supervisor- videotex and teletext services. Manage electronic text production, coordinate project activities. Knowledge of videotex and teletext essential. Good writing skills. BA preferred. Send resume to WGBH Personnel Office, 125 Western Avenue, Boston, MA 02134.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Coordinator production services. University of Louisville instructional communications center seeks experienced professional to manage instructional materials production unit including television (studio and remote), graphics and photography. Works closely with faculty, staff, students and university community at large to promote, design, produce and implement instruction incorporating various methodologies and technologies including ITV, ITFS, cable, teleconferencing, telecourses and multi-media. Manages 4 support staff and several student employees. Strong interpersonal, managerial, oral and written communication skills required. Masters in communications or educational technology plus 3 yrs. applicable experience preferred. Bachelor's in communications, 5 yrs. applicable experience considered. Grade 15. Professional/administrative staff, \$20,799 minimum. Resume with 3 professional references by August 6, 1984, to Rachel Shepherd, Personnel Services, University of Louisville, Louisville, KY 40292. Equal opportunity/affirmative action employer.

HELP WANTED INSTRUCTION

Tenure track positions, September 1984. Film/radio production. The communication arts division of a private multi-campus New York City and Long Island institution seeks professionals with academic credentials and prior teaching experience for full-time positions: assistant or associate professor rank in film production. Instructor or assistant professor rank in radio production. Both positions require strong professional background, studio and/or station experience, demonstrated teaching capability and commitment to continued professional development. Salary and rank commensurate with credentials. Send cover letter, resume and supporting materials or tapes to: Professor Jack Summerfield, Education Hall, Rm. 214, New York Institute of Technology, Old Westbury, NY 11568.

Search continued: teaching position, tenure-track. Doctorate in mass communication, public/commercial broadcast experience, strong TV production, record of scholarly activity. Will teach 12 semester hours TV production, writing for mass media, management, public relations, supervise interns, in a \$5 million state-of-art broadcast studio. Rank and salary commensurate with experience. Position closes when filled. Letter and resume to Dr. Constance M. Gotsch, Head, Search Committee, Department Communicative Arts, Eastern New Mexico University, Portales, NM 88130. Eastern New Mexico University is an AA/EOE & institution.

Teaching position available in college undergraduate television production curriculum. Specialized teaching assignments in studio/EFP equipment set-up and operation; will include recruitment and placement of students, supervision of field experiences and student advising. 3 years minimum in teaching &/or production experience in media. Salary: competitive with other Michigan state supported colleges and universities, plus excellent fringe benefits. Send letter of application and resume to Jim Breault, Department of Telecommunications, Ferris State College, Big Rapids, MI 49307. EOE.

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, 10's, 45's, 50's, 80's, 81's, 82's, 83's, 211, 242, 845. Tel 818-576-2642. POB 832, M.P., CA 91754.

Need FM transmitter. 1-5kw. Bargain price. Also antenna tuned to 97.7, coax, etc. Norm, 512-663-4456.

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.

2" Quad videotape, archived in plastic shippers. Low pass 30's, 60's, major brands, fully guaranteed. Carpel Video. Call collect, 202-296-8059.

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.

Large quantity audio and video jackfields and cable, equipment racks, and 66 blocks. All available middle of August. Excellent prices. Call Julie, 818-357-8878.

AM transmitters: RCA BTA-1R, Collins 20-V3, Gates BC-1T, RCA BTA-1MX. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

Sono-Mag automation system: DP-1 brain, DS-20 digital switcher, 4 Otari ARS 1000, 6 carousels, 1 play-back cartdeck, all racks, etc. included. System currently in use. Call Lance Armer, 316-278-3717.

Free for taking. Standing 223' tower, 18" tubular type, installed 1961, needs paint, lighting included. Located Santa Barbara. 805-963-6565.

RCA TT10AL with 25kw visual. RCA TF6BM antenna both CH5. 1800 feet 51.5 ohm transmission line with hangers. Available approximately December. Ken Renfrow, KOAA-TV, 303-544-5781.

Video camera. Ikegami HL79A with Fujinon 14:1 lens. \$15,000 or best offer. Available with multicore base station, MA79 for \$17,800 or best offer. Video production switcher. Vital VIX114-10A featuring downstream keyer and audio-follow video package. \$11,000 or best offer. Wireless microphone system. Thomson-CSF RM-104 2-channel 950MHz diversity RF microphone system with Sony ECM-50 electret condenser microphones. \$2,700 or best offer. Contact National Video Industries, 15 West 17 Street, NYC 10011. 212-691-1300.

New television equipment. More than 150 top brands. We supply new, quality, equipment from studio lighting through antennas. Call us for professional help at competitive prices. Installation available. Television Systems & Services, Austin, TX. 512-837-1769; 800-531-5143.

20kw FM CSI (1979). Also 5kw FM ITA. Harris MS15 exc. (1982). Excellent. Transcom, 215-379-6585.

1kw AM Bauer 707; also RCA BTA 1R. Both on-air. Call Transcom Corp., 215-379-6585.

AM transmitters: 50kw, 5kw, 1kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

FM transmitters: 25kw, 10kw, 5kw, 1kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

3 Philips PC-100 triax cameras with Angenieux 10:1 zoom lenses, W/O cable. Cameras will be optimized by Philips and have usable tubes. Being used on University campus only and will be available in late Sept. when replacements are delivered. Minimum bid: \$19,000 each. Contact: Ralph Gnann, Chief Engineer, Telecommunications Dept., Wright State University, Dayton, OH 45435. 513-873-2885.

930 foot stainless model G7 tower system for sale. Now standing on prime communications property centrally located between Austin and San Antonio, Texas, 6 1/2 miles west of Interstate 35. Your bid or proposal held in strictest confidence. All inquiries responded to. E. Doren, Director of Engineering, KLRN-U Television, Box 7158, Austin, TX 78713-9987, or phone 512-471-4811 ext. 214.

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TV news tips. Help for landing job in larger market. Anchors and reporters send tape, for critique, along with \$30 to B-TV Consultants, 240 East 35th Street, Suite 4-H, New York, NY 10016.

RADIO

Help Wanted Management

GENERAL MANAGER

A non-broadcasting company seeks to diversify into radio and needs an aggressive, entrepreneurial general manager with strong management/sales background and demonstrated ability to operate a station in a top twenty market. Ideal individual would possess successful experience in motivating station personnel and converting developing format and ratings into profits. For the right person, this situation could develop into ownership potential.

Resume, salary history and references in first letter please. All replies will be treated in strictest confidence.

Reply to Box W-85.

GENERAL MANAGER

For AM-FM combo in one of the Sunbelt's largest and most beautiful markets. FM is highly rated. AM has unique format. Stations are part of a growing aggressive group operation. Excellent salary and cash flow bonus plan. Box W-89.

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If you did not make at least \$50,000 this year, you could be in the wrong position. Satellite Music Network offers unlimited financial rewards to aggressive sales personnel who are self-motivated, willing to travel, & have a strong affinity for the radio industry. If you have a working knowledge of radio management, would like to call on station owners & GMs, & want to make MONEY, call 800-527-4892 today for details & an appointment.

Help Wanted News

61 WGIR

WGIR, Manchester, an affirmative action employer & news leader, seeks a top-notch news director.

Duties include co-anchoring 4-hour morning drive news block, supervision of 7-person staff, & field reporting. Superior writing skills a must. State-of-the-art ENG & studio facilities in a prosperous community. Excellent fringe benefits. Salary open for qualified, stable candidate. 3 to 5 yrs. experience required.

No phone calls. Send tape, resume, & narrative to Bob Frisch, GM, WGIR/WGIR FM, Box 610, Manchester, NH 03105. EOE

A KNIGHT QUALITY GROUP STATION

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TALLAHASSEE, FLORIDA

Contemporary country FM needs on air personality with excellent production skills. Growing group broadcaster. A unique opportunity/benefits/top pay. Send tape and resume to: Jim Quin, Program Director, WMNX, 107 W. Fifth Ave., Tallahassee, FL 32303. EOE.

NORTHEAST BROADCAST CORPORATION

Seeking combination program director/morning personality for top rated 50,000 watt FM. Must have take-charge attitude, outstanding leadership qualities, be promotionally minded to anchor 3-person morning team. Resume to Box W-80

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An exciting opportunity exists within the owned-stations division of NBC, in New York.

Responsibilities include hiring, assigning and evaluating field staff personnel and procedures in support of WNBC-TV's News 4 New York. Additional responsibilities will include management of technical activities and facilities, the purchase of new equipment and the planning of major live news events involving extensive interaction with news management, engineering and maintenance.

Qualified applicants will possess:

- Extensive experience within news-gathering operations.
- Ability to communicate ideas and concepts for fulfilling technical requirements within a framework of non-technical demands.
- Specific experience with news-gathering and/or editing, as well as in-depth knowledge of mini-cam operations, videotape machines, lighting direction and microwave RF transmission.

Interested applicants should also be familiar with contractual obligations and have an understanding of NTSC Television. FCC licensing is also desirable. If you have the required field experience and managerial background, preferably with a degree in journalism or engineering, please contact us promptly.

NBC offers salaries commensurate with experience and an excellent benefits package. Qualified candidates are invited to submit their resumes and salary requirements, to:



NBC

Kathy Tsougranis,
Administrator
Technical Recruitment/NGTO,
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30 Rockefeller Plaza,
New York, NY 10020

NBC is an equal opportunity employer

Help Wanted Management

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.

Help Wanted News

STATION IN TOP 75

seeks strong, professional news co-anchor. Must have writing and producing skills. We are an equal opportunity employer. Please send resume and salary requirements to Box W-53.

Help Wanted Programing,
Production, Others

TELEVISION OPERATIONS

Know What Goes On Behind The Scenes.

Showtime/The Movie Channel, Inc., the growing, nationwide, pay cable television company, has two immediate openings in the area of television operations.

On-Air Coordinator

You'll work rotating hours including weekends overseeing playback and transmission for Showtime and The Movie Channel networks. Requires at least 1 year of professional broadcast experience with a background in playback or master control switching/monitoring. Must be capable of reading electronic waveform and vectorscope and identifying technical problems in 1" videotape. Good interpersonal skills are also necessary. This position is located in Smithtown, Long Island.

Network Operations Assistant

Prepare daily broadcast logs for on-air transmission of Showtime and The Movie Channel. An eye for detail and the ability to meet deadlines under pressure are essential. Strong organizational/problem solving skills and some typing are also necessary. A background in television operations is preferred. Wang experience is highly desirable. This position is located in New York City.

We offer an attractive salary/benefits package that includes dental coverage and 100% tuition refund. For confidential consideration, please send your resume indicating salary history to: Annemarie Bray, Showtime/The Movie Channel, Inc., 1633 Broadway, NY, NY 10019. We are an equal opportunity employer.



TV ON-AIR PROMO PRODUCER/DIRECTOR MAJOR MARKET

Extremely organized individual needed for production of 60 syndie/local programming promos per week. Must be able to direct own sessions in control room and 1" edit suite, program telestration; direct remote production crew; have a working knowledge of Grass Valley switcher and DVE, and have excellent creative skills. If you have been part of taking a station to the top, send resume and reel to Personnel, WPXI-TV, P.O. Box 1100, Pittsburgh, PA 15230 AA/EOE.

PROMOTION MANAGER

Major independent in SE looking for creative, take-charge individual to head promotion effort. Must know TV promotion, strong print background, and knowledge of sales promotion. Top 50 market. Send resume and references to Box W-83. An equal opportunity employer.

PROGRAM DIRECTOR/ OPERATIONS MANAGER MAJOR MARKET

Premier company has challenging growth opportunity for a proven leader. Individual needs broad based experience which includes a successful track record in programming and expertise to assume responsibility for total on-air look throughout the station. Send resume to Director of Personnel, WPXI-TV, P.O. Box 1100, Pittsburgh, PA 15230. AA/EOE.

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Seeks dynamic individual to sell the five hottest networks in cable TV. Additional revenue from selling high quality production services. Draw/commission and excellent benefit package. Call Phil Rock, 314-727-6810, or resume to Continental Cablevision, 7330 Olive Street Road, St. Louis, MO 63130 EOE, M/F.

Miscellaneous

FOR SALE

Full-day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements among the topics. Find out how to buy your next or first station through my personal experience. Mr. Robin B. Martin, President, Deer River Broadcasting Group, 645 Madison Ave., NY, NY 10022, 212-980-3886.

PARTNER WANTED

Management has opportunity to buy AM/FM in Southeast. Financing needed in exchange for stock. Interested parties' assets must be \$1.5 million plus. Serious inquiries only. Reply Box W-39.

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We are seeking a co-host, to complement our current male co-host, for one of the nation's highest-rated PM Magazine shows.

Send tape & resume (including salary history) to:

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CHAMPAIGN, IL 61820**



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.

FRONTLINE

FRONTLINE, the documentary series, is looking for a top notch publicist to direct a national publicity effort out of Boston. Interested and qualified candidates should send their resumes to William Grant at FRONTLINE, 125 Western Avenue, Boston, MA 02134.

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ATTENTION: FM CP HOLDERS

If you are the holder of an UN-CONSTRUCTED FM CP and have considered selling, I am very interested in talking with you. CP location not important. Don Werlinger, Werlinger Communications Co., 3100 Yellow-pine Terrace, Austin, TX 78757. 512-450-0387; 512-398-5232.

BROADCAST OPERATOR

Would like to buy an AM, FM or combination within 200 mile radius of Galesburg, Illinois. Brokers protected. All replies confidential. Reply to: Peter Sonne, P.O. Box 427, Galesburg, IL 61402-0427.

For Sale Stations

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

NEW LISTINGS!

We have several stations newly listed for sale. Mailings will be going out soon to our regular mailing list. If you'd like to receive information on properties as they come on the market, let us know and we'll put you on the mailing list.

**8 DRISCOLL DR
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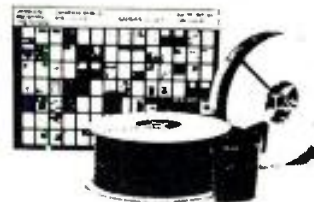
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- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212—288-0737.



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	STATION		CONTACT	
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MW	Med AM/FM	\$2,600K	\$650K	Bill Lochman (816) 254-6899
NE	Sm AM	\$850K	cash	Warren Gregory (203) 364-5659
SE	Met AM	\$350K	\$150K	Mitt Younts (804) 355-8702
FL	Med FM	\$850K	\$200K	Bill Cate (904) 893-6471
MW	Met AM	\$280K	\$40K	Peter Stromquist (319) 359-4768
SW	Med FM	\$475K	\$90K	David LaFrance (303) 534-3040
Mnts	Med FM	\$625K	cash	Greg Merrill (801) 753-8090
MW	Sm AM/FM	\$350K	\$50K	Bill Whitley (214) 680-2807
MW	Med AM/FM	\$2,100K	\$630K	Peter Stromquist (319) 359-4768

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.

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Myrtle Beach, SC station. MO FM; GA AM; NC AM; LA AM; TN FM; NJ AM. Call 803-585-4638.

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Profitable Midwest market. Priced 2 times gross sales, including real estate. Terms available. Box W-58.

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Prosperous 5k AM in Southeast. Great community image in this mountain resort area. Cash price of \$300,000 is 1 X billing. This ad will run only once. Box W-90.

UPPER MIDWEST

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Write Box W-91.

CLASS C FM

in top 100 Southwestern city. CP granted to upgrade at high elevation. Superior coverage. \$1,350,000 cash or \$1.75 million on terms. Inquiries to Box W-92.

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



McCombs

Amy McCombs, VP and general manager, WDIV(TV) Detroit, named president of station.

Harold Deutsch, VP and general manager, WCBM(AM) Baltimore, joins WBBF(AM)-WMIQ(FM) Rochester, N.Y., as president and general manager.

Larry White, assistant general manager, WVOR-FM Rochester, N.Y., and group program director, radio, for parent, The Lincoln Group Ltd., named VP and general manager of co-owned WBUF(FM) Buffalo, N.Y., succeeding **Dave Lyman**, who resigns to join Maclean Hunter, Edmonton, Alberta, as VP of its CFCN Communications subsidiary.

Richard Johnson, president and chief operating officer, McKnight Publishing Co., Bloomington, Ill., joins WJBC(AM)-WBNQ(FM) there as VP and general manager, succeeding **Timothy Ives**, president of parent, Bloomington Broadcasting Corp., who will concentrate on corporate responsibilities of group, which comprises seven radio stations.

Ralph Heyward, from Blair Northwest, Seattle, joins KRAB(FM) there as VP and general manager.

Robert Rice, general manager, WRAU-TV Peoria, Ill., joins WPRI-TV Providence, R.I., as president and general manager.

William Webb, general manager, WCTI-TV New Bern, N.C., named VP of parent, Heritage Broadcasting Co.

Bruce Miller, director of sales, Spartan Broadcasting's WSPA-TV Spartanburg, S.C., joins co-owned WBTW(TV) Florence, S.C., as general manager.

Nick Ungard, account executive, WHIO-AM-FM Dayton, Ohio, joins WHP-AM-FM Harrisburg, Pa., as general manager.

Don Ray, acting manager, WWOJ-FM Avon Park, Fla., named general manager.

Earl Schoborg, station manager, KIMT(TV) Mason City, Iowa, named general manager.

Dan Sollom, from KYSS-FM Missoula, Mont., joins KYSN-FM East Wenatchee, Wash., as general manager.

Albert Corrado Jr., director of business affairs, noncommercial WSBE-TV Providence, R.I., named acting general manager, following resignation of general manager, **Warren Kraetzer**.

Paul Holsopple, general sales manager, WPDC(AM)-WRKZ(FM) Elizabethtown, Pa., named general manager. **Mike McGann**, operations manager, WPDC-WRKZ, named station

manager.

Randel Falco, manager, corporate planning, NBC, New York, named director, strategic planning. **William Perkins**, senior attorney, NBC, New York, named assistant general attorney, law department.

Hope Stephens Parker, director of program underwriting, noncommercial KCET(TV) Los Angeles, joins noncommercial KPBS-FM-TV San Diego as development associate.

David Sheets, director of development, non-commercial WOSU-AM-FM-TV Columbus, Ohio, resigns.

Marketing



Bardfield

Lynda Bardfield, creative group head, Leo Burnett Ltd., Hong Kong, joins Foote, Cone & Belding Communications, New York, as senior VP, regional creative director.

Cody Dalton, VP, account supervisor, Dancer Fitzgerald Sample, New York,

named senior VP, management supervisor.

Robert Harris, account manager, J. Walter Thompson, New York, joins McCann-Erickson, San Francisco, as VP, management supervisor.

Rona Yohalem, director of research, Geer, DuBois, New York, named senior VP.

Werner Michel, executive VP and chief operating officer, television division, Guber-Peters Partnership, Los Angeles, joins Kenyon & Eckhardt, New York, as senior VP and director of corporate network broadcast services.

Deborah Wagner, producer, Dancer Fitzgerald Sample, New York, named VP.

J. Huston Dunn, president, Advertising Communications Inc., Davenport, Iowa, joins WarrenAndersonAdvertising there as senior VP, business development. **Arlen Stensrud**, account executive, WarrenAndersonAdvertising, named client services supervisor.

Joel Rappin, VP, creative director, A. Eicoff, Chicago, named senior VP, executive creative director.

John Brodsky, associate, marketing planning department, N Wayer, New York, named VP.

Herb King, divisional VP, Katz Television, Jacksonville, Fla., named VP, manager, regional operations, Katz Television Continental, New York. **Tony Garcia**, media buyer, Humphrey, Browning, MacDougall, Boston, joins Katz Television Continental there as account executive.

David Houle, director, Midwest advertising sales, MTV: Music Television, Warner Amex

Satellite Entertainment Co., Chicago, named VP, advertising sales, regional operations. **John Washington**, director, advertising sales, Nickelodeon, WASEC, New York, named VP, advertising sales. **Albert Mazzoni**, director, advertising sales, MTV: Music Television, New York, named VP, advertising sales, Eastern region. **Sherry Owens**, account manager, advertising sales, Warner Amex Satellite Entertainment Co., Chicago, named director, advertising sales.

John Green, from Leber Katz Partners, New York, joins Geer, DuBois Inc. there as research supervisor.

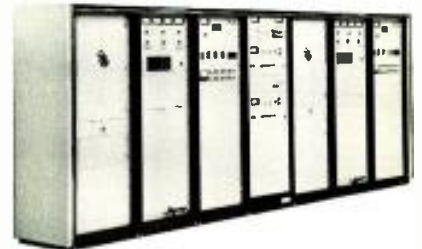
John Gibson, senior writer, Campbell-Ewald Co., Detroit, joins BBDO there as creative plans manager.

Appointments, Blair Television: **Paula Peden**, from CBS TV Spot Sales, Chicago, to account executive, NBC sales team there; **Scott Pokard**, from Katz Continental, Los Angeles, to account executive, independent team there, and **Deborah Dickenson-Powell**, from WJXT(TV) Jacksonville, Fla., to account executive, Miami.

Guy Sousa, account executive, USA Network, Glen Rock, N.J., named sales manager, New York office.

Kevin Weinfeld, from Group Two Advertis-

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ing, Philadelphia, joins Kalish & Rice there as account executive.

David Biebelberg, from Ally & Argano, New York, joins Griffin Bacal there as account executive.

Steven Jareo, VP and account supervisor, Meldrum & Fewsmith, Chicago, joins BBDM Advertising there as account supervisor.



Peg Kelly, local sales manager, WNBC(AM) New York, named general sales manager.

Pete McDonald, Greenville, S.C., sales manager, WSPA-TV Spartanburg, S.C., named director of sales, succeeding **Bruce Miller** (see "Media," above). **Otis Pickett**, account executive, WSPA-TV, succeeds McDonald.

Chris Rohrs, general sales manager, WDIV(TV) Detroit, named VP.

Henry Grambergu, sales manager, WRIF(TV) Detroit, named general sales manager.

Bruce Cynar, national sales manager, LIN Broadcasting's WAND-TV Decatur, Ill., joins co-owned WANE-TV Fort Wayne, Ind., as general sales manager. **Mike Gross**, local account executive, WAND-TV, succeeds Cynar.

Dan Modisett, VP and general manager, KNAZ-TV Flagstaff, Ariz., joins WLBT(TV) Jackson, Miss., as general sales manager.

Paul Landis, sales manager, Lancaster-York, Pa., division, WRKZ(FM) Elizabethtown, Pa., named general sales manager, WPDC(AM)-WRKZ(FM) Elizabethtown, succeeding Paul Holsopple (see "Media," above).

Dave Conley, account executive, CBS Television Stations National Sales, New York, named Eastern sales manager, CBS-owned WBBM-TV Chicago, remaining in New York.

Cheryl Meuleners, assistant to general manager, WRMM(FM) Atlanta, and national sales coordinator for parent, Susquehanna Broadcasting, joins WKLS-AM-FM there as assistant to general sales manager.

Robert Scherer, account executive, WHAS(AM) Louisville, Ky., named local sales manager.

Mike Armstrong, from MMT Sales, Miami, joins WLOS-TV Asheville, N.C., as national sales manager.

Robert Ridder Jr., president and general manager, WDSM(AM)-KZIO(FM) Superior, Wis., which have been sold ("Changing Hands," July 2), joins WJR(AM) Detroit as local sales manager.

Thomas (Rocky) Cosgrove III, manager, CBS-FM National Sales office, San Francisco, joins KJET(AM)-KZOK(FM) Seattle as local sales manager.

Laury Reiff, manager, marketing services, Business Times Inc., New York, joins WINS(AM) there as traffic manager.

Kathy Williams, from WIBC(AM)-WNAP(FM) Indianapolis, joins WTIP(FM) there, scheduled to go on air in October, as sales coordinator.

Jan Britt, national traffic coordinator and na-

tional sales assistant-direct response sales, KSHB-TV Kansas City, Mo., named account executive.

Garrett Frakes, account executive, WAMJ(AM) South Bend, Ind., joins WBBM-FM Chicago in same capacity.

Tyrone Noble, account executive, KOMO(AM) Seattle, and **Jeanine Holmes**, from KCPQ(TV) Seattle, join KOMO-TV there as account executives.

Peter Kane, from WVOR-FM Rochester, N.Y., joins WUHF(TV) there as account executive.

Programing



Mincer

Richard Mincer, VP and executive producer, *Donahue*, Multimedia Entertainment, Chicago, named to newly created position of VP, program development, for Multimedia.

Appointments, Russ Reid Company Productions, division of The Russ Reid Co.,

Pasadena, Calif.-based advertising agency: **Gary Evans**, VP, creative director, Russ Reid Co., to VP; **Karin Drew**, associate producer, to executive in charge of production, and **Debbie Johnson**, freelance writer, to television writer.

Donald Loughery, director, business affairs, West Coast, NBC-TV, Burbank, Calif., named VP, business affairs, West Coast.

David Held, VP, business affairs, motion picture division, Paramount Pictures Corp., Los Angeles, joins Samuel Goldwyn Co. there as VP, business affairs.

Appointments, marketing department, Oak Media Corp, Rancho Bernardo, Calif.: **Cliff Lucas**, Los Angeles marketing director, to corporate director of marketing; **Peter Starr**, director, corporate promotional marketing programs, R&R Marketing, Los Angeles, to public relations manager, and **Alice Rose**, district affiliate manager, Showtime, Los Angeles, to marketing services manager.

H. Lee Hetherington, partner, law firm of Frascogna & Hetherington, Jackson, Miss., joins Columbia Pictures Television, Burbank, Calif., as VP, administration.

Appointments, *Night Court*, Warner Bros. Television, Burbank, Calif.: **Nat Mauldin**, from MTM Productions, Los Angeles, to executive story editor; **Chris Cluess** and **Stu Kreisman**, staff writers, *Night Court*, to story editors, and **Bob Stevens**, freelance writer, to staff writer.

Catherine Lykes, director of special projects, Public Affairs Satellite System Inc. (PubSat), Washington-based producer and distributor of satellite-delivered radio and television programming, named VP.

Vicki Stearn, editor, *Headliner*, affiliate publication of Showtime/The Movie Channel, New York, named manager, editorial services. **H. Gwen Marcus**, from law firm of Paul, Weiss, Rifkind, Wharton & Garrison, New York, joins Showtime/TMC there as as-

sistant counsel.

Jim Brown, director of sales, Embassy Home Entertainment, Los Angeles, named director of sales and marketing, business development division.

Eileen Potrock, operations-office manager, Post-Newsweek Video, New York, joins Newsfeed Network there as network coordinator. Newsfeed is satellite-delivered service of Westinghouse Broadcasting & Cable.

Scott Kenyon, from Drake/Chenault Enterprises, Los Angeles, joins Silvertree Inc., San Diego music production firm, as manager of Los Angeles office.

Marty Brooks, manager, sports programming, USA Network, Glen Rock, N.J., named director, sports programming.

Terri Morse, affiliate marketing coordinator, Prism, Rainbow Programing Services, Bala Cynwyd, Pa., named affiliate marketing manager.

Susan Simpson, from KGO-TV San Francisco, joins GGP Sports, division of Golden Gaters Productions, Corte Madera, Calif., as account executive.

John Doyle, from Audichron Co., Atlanta weather service, joins The Weather Channel there as meteorologist.

Alan Frank, director, programing and audience development, WDIV(TV) Detroit, named VP, programing and audience development.

Alison Cooperstein, program production coordinator, WQTV(TV) Boston, named program director.

Donald Cook, program director, KLRA(AM) Little Rock, Ark., joins KOMA(AM) Oklahoma City in same capacity.

Joanne Blum Jackson, program coordinator, KRKB-TV Sacramento, Calif., named program manager.

Joan Eirlnberg, coordinator for special events programing, KCTV(TV) Des Moines, Iowa, named assistant program manager.

Cindy Gray, associate producer, KSHB-TV Kansas City, Mo., named producer, *All Night Live* and *Hit Video*.

Rob Forsythe, producer of commercials and promotion, KSHB-TV Kansas City, Mo., named production manager.

Tom Hexamer, former promotion manager, WHBF-TV Rock Island, Ill., joins WSTG(TV) Albany, Ga., as production manager.

John Grant, assistant director of telecommunications, noncommercial WPSX-TV Clearfield, Pa., named to newly created position of director of programing, production and development.

Don Hastings, managing director, Egyptian-American Agricultural Co., Alexandria, Egypt, and former air personality, WCNN(AM) Atlanta, rejoins WCNN as co-host of gardening show.

News and Public Affairs

Appointments, NBC News, Washington: **John Holland**, supervising producer, *Nightly News*, to producer for Roger Mudd through election; **Bruce Cummings**, producer, *Nightly*

News, to supervising producer; **Cathy Porter**, field producer, *Nightly News*, to producer; **Marc Koslow**, news editor, *Nightly News*, to producer; **Elizabeth Vaughan**, news writer, to field producer, *Nightly News*; **Dan Webster**, producer, *Nightly News*, to senior Washington producer, *Summer Sunday USA*; **Debra Pettit**, weekend producer, to Washington producer, *Summer Sunday USA*, and **Kathi Paterno**, from political unit, to researcher, *Summer Sunday*.

Thomas Foty, Washington bureau manager, UPI Radio Network, named executive editor of network. **Edward DeLong**, general executive, systems development, UPI, Washington, named VP, director of systems development.

Susan Winston, executive producer, *Good Morning America*, ABC News, New York, leaves that position to become temporary ABC Sports producer during summer Olympics in Los Angeles, after which she will go into independent production.

Tony Catella, director, Press Association, Associated Press, Washington, retires after 45 years with AP.



Warfield

Bob Warfield, news director, WDIV(TV) Detroit, named VP.

Charles Bierbauer, correspondent, Cable News Network, Atlanta, named chief White House correspondent.

Rhonda Brown, reporter-weather anchor, WKZO-TV Kalamazoo, Mich., joins WSBT-TV

South Bend, Ind., as producer, late evening news.

Appointments, WDSU-TV New Orleans: **Joe Duke**, assignment editor, to associate news director; **Lisa Trapani**, anchor-reporter, WWL-TV New Orleans, to weekend co-anchor, money reporter; **Mark Phillips**, reporter, to Jefferson Parish, La., bureau chief, and **Lester Medley**, ENG editor, WWL-TV, to photographer-editor.

Arlin Stevens, senior editor, CNN Headline News, Atlanta, joins KSNW(TV) Wichita, Kan., as news director. **Jim Sanders**, from *The Star Journal*, joins KSNW as managing assignment editor.

Wesley Sturr, news director, KCWY-TV Casper, Wyo., joins KQLT(FM) there in same capacity.

Sharon Friedlander, feature editor, WEBR(AM) Buffalo, N. Y., named assistant news director.

Frank Radice, segment producer, *Entertainment Tonight*, Paramount, New York, joins WRC-TV Washington as producer, early evening news.

Appointments, WTVT(TV) Tampa-St. Petersburg, Fla.: **Neil Vicino**, anchor-reporter, WXFL(TV) Tampa-St. Petersburg, to assignment manager; **Jim West**, reporter, to news operations manager; **Ruth Wilkins**, ENG tape editor, WXFL, to same capacity; **Ken Kalthoff**, anchor-reporter, WCIV(TV) Charleston, S.C., to reporter; **Chuck Blackwood**, chief photographer, WBRC-TV Birmingham, Ala., to photographer, and **Bob Fellows**, reporter, retires.

Rod Fritz, anchor, WEEI(AM) Boston, named assistant director, news and programming.

Floyd Donald, from WHUR-FM Washington, joins WJLA-TV there as reporter. **Dan Allen**, news and special report producer, WLS-TV Chicago, joins WJLA-TV, as 6 p.m. news producer.

Steve Foust, executive producer of news, WPTA(TV) Fort Wayne, Ind., joins WZZM-TV Grand Rapids, Mich., as senior news producer.

Linda O'Bryon, director of news and public affairs, noncommercial WPBT(TV) Miami, named VP, news and public affairs.

Nancy Kiel, reporter-producer, KTNV-TV Las Vegas, joins KLAS-TV there as producer-writer; **Sue Lowden**, 11 p.m. weekday anchor, KLAS-TV, assumes additional responsibilities as 6 p.m. weekday anchor.

Bonnie Behrend, correspondent and anchor, defunct Satellite News Channel, Stamford, Conn., joins noncommercial WHYI-TV Wilmington, Del., as staff producer and news director; **Lauren Wilson**, reporter, WMDT(TV) Salisbury, Md., joins WHYI-TV as reporter-producer.

Paul Jackson, from Metro Traffic Control, Denver, joins KBRQ(AM) there as 6 and 9:30 a.m. anchor. **Patrick Summers**, freelance writer, joins KRBQ as midday anchor.

Melissa Long, news director, WFWQ(FM) Fort Wayne, Ind., joins WKJG-TV there as noon news anchor and reporter.

Dave Patterson, 6 and 11 p.m. anchor, KYW-TV Philadelphia, joins KTSP-TV Phoenix as 10 p.m. anchor.

Anne McGrath, weekend co-anchor, WCVB-TV Boston, resigns.

Chris Fickes, executive producer and anchor, *Morning Journal*, WEEX(AM) Easton, Pa., joins WHP(AM) Harrisburg, Pa., as afternoon anchor and reporter.

Ernest Gurule, from KSBY-TV San Luis Obispo, Calif., joins KGUN-TV Tucson, Ariz., as reporter.

Penny Crone, from KRBE-AM-FM Houston, joins KHOU-TV there as reporter.

Jeannetta Jones, morning news anchor, WMAZ-TV Macon, Ga., joins WSPA-TV Spartanburg, S.C., as reporter.

Doug Hill, from WXYZ-TV Detroit, joins WDVN-TV Washington as weekend weather anchor, succeeding **Paul Anthony**, resigned. **Mark Feldstein**, investigative reporter, ABC News, New York, joins WDVN-TV in same capacity.

Mark Grimm, from WDEF-TV Chattanooga, joins KCNC-TV Denver as early morning anchor.

Appointments, KNBN-TV Dallas: **Bill Griffin**, from Big "D" Video Productions, Dallas, to chief news photographer; **Larry Herrera**, from Home Sports Entertainment, Dallas, to news photographer, and **John Jenkins**, from defunct Satellite News Channel, Stamford, Conn., to news-sports photographer.

Technology

Newton Bellis, group VP, Compact Video, Burbank, Calif., joins Unitel Video, Holly-

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wood, as president of Unitel's recently formed West Coast subsidiary.

Henry Goldstein, founder and organizer of worldwide toll-free telephone service based in Geneva, joins Daniels & Associates, Denver, as executive VP, mobile communications.

Kenneth Coleman, VP, marketing, and VP and general manager, Jerrold distribution systems division, General Instrument, Hatboro, Pa., joins Times Fiber Communications, Wallingford, Conn., as VP and general manager, cable television division. **Stanley Burg**, VP, marketing and sales, Kentrox Industries, Portland, Ore., succeeds Coleman as VP, marketing, distribution systems division.

Robert Laurion, chief engineer, Telephone & Data Systems, Chicago-based communications holding company, named VP, special projects.

Candace Barth, sales manager, O.T.C. International, Chicago, joins Key Video, New York, as district manager, Eastern division.

Michael Tamkin, VP, systems and components group, Zenith, Glenview, Ill., assumes additional duties as general manager of video display operations.

Sidney Schweiger, engineer, WKOX(AM)-WVBF(FM) Framingham, Mass., named chief engineer.

Promotion and PR

Appointments, Showtime/The Movie Channel, New York: **Marilyn Sollar**, publicist, industry public relations, to senior publicist; **Diane Silverberg**, publicist, Rogers & Cowan, New York, to publicist; **Susan Burleigh**, consumer public relations assistant, to affiliate publicist, and **Ellen Goosenberg**, from Lifetime Cable Network, New York, to writer-publicist, consumer public relations.

Brian Redman, VP, communications, Proserv, Washington, joins Goldberg/Marchesano there as director of public relations and senior account executive.

Deborah Weingrad, account executive, Mintz & Hoke Advertising and Public Relations, Avon, Conn., joins National Public Radio, Washington, as director of promotion and public affairs.

Carole Lombardi, financial manager, Brouillard Communications, New York public relations firm, named VP, financial manager.

Denise McGahee, publicity director, American Television Network, Los Angeles, joins The Garrett Co., public relations firm there, as account executive.

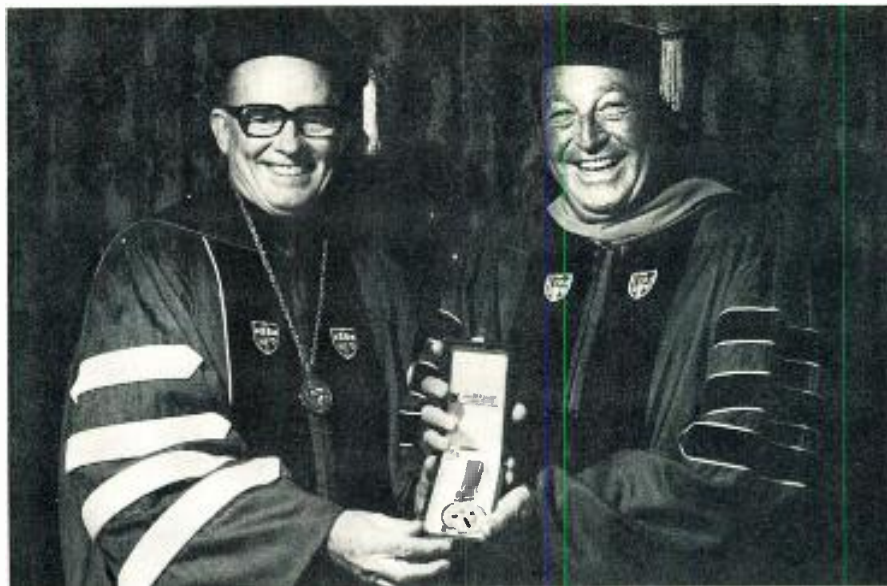
Carol Lehr, producer, on-air promotion, WAVY-TV Norfolk, Va., joins WISH-TV Indianapolis as on-air creative producer-director.

Cathy Leary, from KGW-TV Portland, Ore., joins KHOU-TV Houston as promotion producer-director.

Gene Steinberg, from KDFW-TV Dallas, joins WCIX-TV Miami as promotion producer.

Allied Fields

William Techtmann, account executive, A.C.



Gold medalist. James Greenwald (r), chairman and chief executive officer, Katz Communications, New York, receives a Gold Medal award from Joseph T. Cahill, president of St. John's University, Jamaica, N.Y. The Award is for Greenwald's "accomplishments in business, leadership in the communications industry and his support and assistance in communications arts education." Katz, in conjunction with St. Johns, created "The Broadcast Representative," a college credit course, taught at Katz corporate offices, designed to expose college seniors to career opportunities in broadcast advertising.

Nielsen, Northbrook, Ill., named VP, media research group.

Brian Sweeney, financial analyst, Communications Equity Associates, Tampa, Fla., named assistant to chairman.

Susan Olive, national marketing executive, Radio Advertising Bureau, New York, named to newly created position of director of agency relations.

Elizabeth Hallman, caption editor, National Captioning Institute, Washington, named marketing specialist.

Stephen Bressler, director of human relations, youth resources commission, Brookline, Mass., named ombudsman, cable TV operations, for town of Brookline, which is served by Cablevision of Brookline.

Elected to board of International Radio and Television Society, New York: **James Arcara**, Capital Cities Communications; **Carolyn Carter**, Grey Advertising; **Imero Fiorentino**, Imero Fiorentino Associates; **Steven Herson**, TeleRep; **Robert O'Connor**, WNEW-TV New York, and **Henry Siegel**, Lexington Broadcast Services.

Elected officers, Association of Federal Communications Consulting Engineers, Washington: **John Lundlin**, A.D. Ring & Associates, president; **Warren Hoppel**, Scripps-Howard Broadcasting, VP; **William Ball**, Carl T. Jones Corp., secretary, and **Charles Gallagher**, consulting radio engineer, treasurer.

Elected officers, North Carolina CATV Association, Raleigh, N.C.: **Jack Stanley**, American Television and Communications, Charlotte, president; **Jim Heavner**, Village Cable, Chapel Hill, vice president; **John Howell**, Summit Cable Services, Winston-Salem, secretary, and **Wharton Winstead**, Roxboro, treasurer.

William Rhatican, from U.S. Synthetic Fuels Corp., Washington, joins Advertising Coun-

cil there as VP, public affairs.

Elected officers, Southern Educational Communications Association, Columbia S.C.: **Robert Allen**, Oklahoma Educational Television Authority, chairman; **Terrel Cass**, KEDT(TV) Corpus Christie, Tex., vice chair; **Richard Lehner**, WUFT(TV) Gainesville, Ga., secretary, and **Jim Bauer**, KUHT(TV) Houston, treasurer.

Jeffrey Holmes, general sales manager, WEZV(FM) Fort Wayne, Ind., joins Arbitron, Chicago, as account executive, radio station sales.

Mark Altschuler, account executive, TeleRep, New York, joins Antonelli Media Training Center there as sales representative.

Deaths



Larson

H. Drew Larson Jr., 37, partner and VP, Mofet, Larson & Johnson, P.C., Rosslyn, Va.-based consulting telecommunications engineers, died July 11 of cancer at Arlington hospital. He is survived by his wife, Debbie.

Don Elliott, 57, jazz musician, composer and producer of musical television and radio commercials as president of Don Elliott Productions, based in New York and Weston, Conn., died of cancer July 5 at his home in Weston. Since beginning commercial production in 1957, Elliott created between five and six thousand commercials. He is survived by his wife, Doris, son and daughter, all of whom are involved in Don Elliott Productions.

Strengthening America's Voice

Running the Voice of America, particularly these days, does not seem to be the kind of job to be wished on a pleasant young man in a secure job with a successful publication and no apparent interest in self-destruction. The director of the parent organization, the U.S. Information Agency, is frequently accused in the press of attempting to politicize the agency, and the VOA itself is buffeted by crosscurrents sufficiently severe—political appointees bumping up against foreign service officers who have trouble getting along with professional journalists, with ethnics and left and right wingers struggling for control of the Voice's voice—to make windshear seem like a gentle breeze. Yet, 39-year-old Kenneth Tomlinson, after a year and a half in the job, was not only surviving—he seemed to be thriving.

And to hear him tell it, the job isn't all that tough. All it takes, he suggested, is a strong commitment to professionalism—that, and keeping the focus on two things: quality programs and modernization. "Forget about personalities. Forget about political litmus tests," said Tomlinson, who joined the VOA from the *Reader's Digest*, where he had been a senior editor. "Let's concentrate on upgrading the programing and modernizing the facilities." Those two projects have something in common: Tomlinson said VOA programing when he assumed control smacked of 1950's radio and its variety morning show format. The transmitters and relay stations used to transmit the programs of VOA's 42 language services date from the same era.

So much for Tomlinson's considerable effort to transform the Voice into a first-rate news organization that merits the staffers' respect. Suddenly, on Wednesday (July 11), what Tomlinson had indicated was his love affair with the Voice was reported to be nearing an end. His old bosses at the *Reader's Digest* had offered him a job that, as they say, he couldn't refuse. A personal commitment to stay in government at least two years crumbled in the face of an offer to be a managing editor. It was "a fantastic offer," he said. So he will return to the magazine in September. But Tomlinson will not be severing all ties with the Voice. He plans to establish a bipartisan foundation on whose board he will serve, to generate support for the Voice. One of the Voice's problems in the past, Tomlinson feels, has been its lack of a constituency in the U.S.

When he was named to serve as director of the Voice, Tomlinson may have appeared to liberals in the organization to be carrying too much conservative baggage. It wasn't only because of the *Reader's Digest* connection. The right-wing *Human Events* has spoken warmly of him and his "many years in the conservative movement." Asked what that means, he laughs and says, "You got



KENNETH YOUNG TOMLINSON—director, Voice of America, Washington; b. Aug. 3, 1944, Mt. Airy, N.C., grew up in Grayson County, Va.; B.A., history, Randolph Macon, 1966; reporter, *Richmond Times-Dispatch*, 1965-1968; *Reader's Digest*, correspondent and senior editor, 1968-1982; co-author, "A Definitive History of the American Prisoner-of-War Experience in Vietnam" (1976); current position since Dec. 15, 1982; m. Rebecca Moore, April 25, 1975; children: William, 7, and Lucas, 5.

me." But he acknowledges that he has "known socially people involved in the Reagan movement for many years." And he describes himself unabashedly as "a supply sider, a neoconservative, a conservative," and, yes, "a Reaganite."

All of that may explain why Tomlinson was recruited for the VOA directorship. But ideology, he suggested, was not what drives him in his present position. "I approach journalistic decisions as a journalist first," he says. "I don't have to look for a guide to decision making."

But he does have guides—the *MacNeil-Lehrer NewsHour* and BBC programing. He began structuring changes around those models. News programing was strengthened; features were sharpened. Outside commentators, representing conflicting points of view, were brought in to illuminate the pluralism of America in terms of specific issues. Such programing is designed to meet two of the three charges of the VOA charter that deal with "authoritative" reporting and a "balanced projection of American thought." The third charge is to "... present the policies of the United States clearly and effectively..." And in that respect, the programing clearly set off in an editorial page has caused rumblings within the Voice. For the editorials are tough, anticommunist and anti-Soviet. Some staffers complain that "they sound too much like Ronald Reagan," Tomlinson notes. Well, he adds, "He's the President of the United States."

Although the changes in VOA programing have been substantial, there seem to be no charges that the product was being politicized. Morale is at a reasonably high level. Larry Leseur, the old CBS newsman who joined the VOA when the late Edward R. Murrow took over as director of USIA in 1961 and who retired only a few months ago, said Tomlinson's efforts have translated into "a heightened sense of morale," at least among "a majority of the people." And the agency, itself, Leseur adds, "is more vital than it was."

If the programing is being whipped into shape, the modernization project, which was under way when Tomlinson joined the Voice, necessarily will take a little longer. But progress is being made. Congress seems likely to approve some \$90 million of the \$113.6 million the administration had sought for 1985, in what is the beginning of what USIA plans as a five-year, \$1-billion effort. What's more, VOA has four brand-new state-of-the-art studios—which became fully operational on Friday (July 13)—to add to 19 aged and aging ones.

Tomlinson broke into journalism as a reporter on the *Richmond* (Va.) *Times-Dispatch* in the mid-1960's, and joined the *Digest* as a correspondent in its Washington office in 1968. And in Europe, which he covered after being assigned to the magazine's Paris bureau, in 1977, he learned something of the standards of international broadcasting. But beyond experience as a journalist and knowledge of international broadcasting, diplomatic skills for dealing with staff would seem to be another important prerequisite.

For the VOA personnel are not an ordinary newsroom staff. Recently, Tomlinson engineered a change in government regulations that had given foreign service officers almost automatic access to division chief posts. "Now, those jobs are open to competition," he said the other day, "both from outside journalistic managers and foreign service officers." Then he offered a glimpse of the crosscurrents at work: "You had newsroom journalists who wanted to blow the lid off and foreign service officers who wanted to keep the lid on to preserve their careers. You had people in the foreign language services conducting guerrilla warfare against this element and that element." Those matters, he said, had to be set aside, in the interest of "professionalism."

The conflicting pressures had been the bane of the existence of more than one previous VOA director. But not Tomlinson's, apparently. Asked, a couple of weeks ago, how he liked his job, he paused, smiled and recalled a line George C. Scott delivered in the movie "Patton." "Lord help me," Scott/Patton says of war, after viewing the carnage left by a battle, "I love it so."

But, in view of the surprise announcement out of the Voice last week, apparently not enough. ■

In Brief

Broadcast Music Inc.'s (BMI) board of directors in special meeting last Friday (July 13) in New York gave **BMI management vote of confidence** in its negotiations for new music licensing terms for radio stations which became effective July 1, and raised rates for three years beginning Jan. 1 (BROADCASTING, July 2). BMI President Ed Cramer, in letter being sent to radio stations this week, said BMI board concluded BMI management had made "reasonable efforts" to reach compromise with All-Industry Radio Music License Committee on new pact. Talks between committee and BMI broke off June 21. Committee, through its legal counsel, New York-based law firm of Weil, Gotshal & Manges, has said it plans to sponsor legal action against BMI over price hike as well as what it claims to be money overpaid by radio broadcasters during old contract. Radio group operators have expressed disappointment over BMI's new terms with many signing agreement "under protest" (BROADCASTING, July 9). □

Lexington Broadcast Services is working on plan to distribute advertiser supported **two-hour block of daytime programing to ad-hoc network of mostly independent television stations**. Daily (Monday-Friday) block would consist of half-hour segments of news magazine, game shows and reality-based comedies, said Henry Siegel, LBS chairman. Siegel noted that plans are only in early formation stage and that he is talking with at least two major station groups about becoming nucleus network. Officials at Tribune Broadcasting and Metromedia confirmed they met with LBS about being possible partners. Siegel said stations would get 50% of availabilities to sell themselves. Also, stations would become equity partners sharing in net revenues. He estimated start-up, production, distribution and promotion costs at \$20 million first year. □

Public Broadcasting Service has signed contract for rights of **Democratic National Convention** gavel-to-gavel coverage from C-SPAN for \$40,000. Similar agreement is being negotiated for Republican National Convention in Dallas in August. □

Conference talks. *Two major decisions last week by major football conferences and colleges left the structure of nationally televised college football for the 1984 season very much uncertain with only seven weeks to go before the start of play.*

Early last week the National Collegiate Athletic Association's Division I-A schools rejected the association's alternate national television plan proposed just the week earlier by a vote of 66 to 44 (BROADCASTING, July 9). One day later both the Big 10 and Pacific 10 conferences elected not to join the College Football Association in a proposed coalition to formulate a national television plan and to negotiate jointly with broadcast and cable networks. Instead, the two conferences have opted to band together and present their own proposal to the networks, expected this week.

The CFA plan has been altered by the association's leadership several times, but its basic conditions, it is believed, call for one time period on Saturday afternoons to be available for the presentation of any local, regional or nationally televised college football game. A second Saturday afternoon window, either preceding or following the unrestricted time period, would be reserved for the exclusive telecasts of one broadcast network awarded the rights to a package of games. A third window, perhaps in prime time, might be reserved for cable. Last Thursday, all 63 CFA member schools voted to participate in the association's TV plan.

The Big 10-Pac 10 coalition was scrambling late last week to assemble a package to offer the networks. As of Thursday (July 12), the group had no plan to offer, but was expected to present one to the networks this week.

The rights issue will get a Capitol Hill hearing, it was announced last week. The House Subcommittee on Oversight and Investigations announced it would hold a hearing on July 31 to explore the impact of the Supreme Court's NCAA decision on colleges and broadcasters alike. Among those invited to testify will be representatives from the NCAA, CFA, ABC, CBS, Turner Broadcasting System, the Association of Independent Television Stations and various schools and conferences.

FCC last week adopted new broadcast ownership Form 323. Revised form generally requires naming only owners of 5% or more of corporation's voting stock and otherwise brings form into accord with commission's change in attribution rules. With new forms, licensees are only required to file annually, not each time change in ownership occurs. If no ownership changes occurred since last filing, licensee may certify that fact and need not submit new report each year. **FCC also eliminated old Forms 302 and 341—commercial and noncommercial license application forms.** License applicants for both commercial and noncommercial stations will now use revised Form 302. On new Form 302, questions about network affiliation, financial information and ownership reports have been eliminated. Applicants no longer will be required to state that application wasn't "filed for the purpose of impeding, obstructing or delaying" another application. Questions about transmitter, modulation monitor and frequency measurement also have been deleted. In addition, FCC has revised Form 340, application for construction permit for noncommercial station. With new form, applicants will no longer be required to identify occupations of principals and formal ascertainment requirement has been deleted. □

Tele-Communications Inc. has asked FCC Mass Media Bureau to advise it as to when cable operator must file for waiver of must-carry obligations when confronted by carriage request from broadcast permittee; that is, whether it should seek waiver based on current factual circumstances, which it said might change by time station is programing, or wait until station goes on air. TCI said recent "seemingly inconsistent FCC positions" have confused issue. "The commission should reaffirm a system's right to insist on notice at such time as service begins and to have the opportunity to make its case under real-life facts, not guesswork, months or years in advance," TCI said. □

Senator Donald W. Riegle Jr. (D-Mich.) has written FCC Chairman Mark S. Fowler to express **opposition to commission action that would approve pending applications for international telecommunications satellite service.** He said "domestic aerospace manufacturer" had advised him that authorization of private systems would lead to changes in Intelsat procurement policies that would cost U.S. thousands of "high-skilled, high-technology jobs" in satellite, aerospace and telecommunications industries. If any basic policy changes are to be made in international telecommunications area, "they should be made by Congress." Riegle is member of Senate Commerce Committee and former member of its Communications Subcommittee. □

Some 75 staff positions will be eliminated at NBC News after presidential election in November, as result of cancellations earlier this year of overnight news program and magazine show *First Camera*. Reason positions weren't cut earlier is volume of extra work created by elections. □

Representative Al Swift (D-Wash.), member of House Telecommunications Subcommittee, has announced he is **seeking re-election.** And in press release announcing fact, he has cited as among his "recent accomplishments" passage of his resolution calling for networks to stop projecting election winners before polls close. He also said he had worked "long" to keep telephone rates from being raised by federal action. But legislation he co-authored, which passed House, was tabled in Senate, he said. "I fought the fight of my life to keep the FCC from taking actions which would raise local phone rates so high that many Americans—especially the elderly—could not afford them," Swift said. "And we were not only taking on the entire administration but also the largest corporation in the world. And we beat them. Unfortunately, they came back in the Senate and killed our effort... we will have that fight again." □

Action for Children's Television said last week it will ask Court of Appeals in Washington to review FCC's **deregulation of television.** □

ABC sportscaster **Howard Cosell** told *USA Today* last week he **does not want to do any more football or baseball telecasts** for network. □

"I'm tired of being tied to the football mentality," he was quoted as saying. He added, "Frankly, I have no interest. I don't want to work any more football or baseball games." Cosell's contract with network expires in August.

First week for **NBC's new game show, Scrabble**, saw series climb to 11th place out of 28 daytime programs for week ended July 8, averaging 6.7/24—highest share level for any NBC program in that period (11:30-noon NYT) in four years and five share points above *Dream House*, which it replaced. Daytime averages for week were: CBS, 7.1/25; ABC, 6.4/21; NBC, 5.7/20.

House Telecommunications Subcommittee will resume **hearings** next week on **international telecommunications satellite matters** that seem likely to get into turf war between State and Commerce Departments on that issue, as well as equally controversial question of proposed competition for International Telecommunications Satellite Organization. Officials of State and Commerce Departments will testify on July 25 on issue of appropriate roles of those agencies. So will panel of users of international satellites, including Ted Turner, of Turner Broadcasting System; Douglas Ruhe, chief executive officer of United Press International, and Edwin Parker, head of Equatorial Communications. On July 26, representatives of three applicants for nonIntelsat service—Orion, International Satellite Inc. and PanAmSat—as well as Communications Satellite Corp. will testify. Equipment manufacturers, such as Hughes Aircraft Co., are also expected to do so. Hearings would pick up where subcommittee left off on first day devoted to international satellite issues, on June 13 (BROADCASTING, June 18).

General Electric showed second-quarter earnings increase of 11% on 1% decline in revenue, company announced. Spokesman said recently sold Utah International unit (mining) and housewares businesses (small appliances) would have given company 6% revenue increase, had operating results been included, and noted that dispositions had negligible effect on after-tax earnings. Chairman John F. Welch Jr. said company had weak sales in domestic utility industry and exports, and strong revenue in consumer products sector, which includes major appliances and audio and video equipment. Company spokesman said "audio and video divisions are at high levels although margins continue to show the impact of product development and productivity expenditures as well as a very competitive pricing environment. Despite strong volume increases, particularly in VCR's, the video products divi-

Strike update. *The Federal Mediation and Conciliation Service was meeting late Friday (July 13) with officials of NBC and the National Association of Broadcast Employees and Technicians in an effort to halt a possible strike by the union at midnight Sunday (July 15) that could hobble NBC's coverage of the Democratic National Convention in San Francisco today (July 16). NBC said that in the event of a strike, it would cover the convention with management and other nonunion personnel.*

Earlier last week the union rejected NBC's latest offer for a new contract and gave five days notice that it would terminate its pact with NBC at midnight, July 15. Actually the previous three-year contract expired in March 1983 but technicians, news writers and other workers have been on the job under an extension of their pact for the past 16 months.

NBC offered NABET senior technicians a \$50-a-week increase every year for four years, lifting the average top scale salary of \$625 per week to \$825 by 1987. But the union has contended all along that wages are not the principal issue. NABET officials have insisted that the key issue is job security, with the union striving to save jobs that are affected by the emergence of new technologies.

Neither CBS nor ABC is involved in possible strike action. CBS technical employees are represented by the International Brotherhood of Electrical Workers and ABC's by NABET. Their contracts have not expired.

News beefs. *"Good evening. You all know my colleagues. In some cases you like them. Sometimes we all do things that infuriate you. It would be nice to hear about the former, but we are here tonight to focus on what you don't like." With that prologue, ABC anchor Ted Koppel opened ABC's Viewpoint, which celebrated its third anniversary with a July 9 broadcast entitled "Talking Back to TV News." Moderated by Koppel, the program featured a panel of ABC journalists answering questions from a studio audience. Topics were based on an ABC News poll on how the public rates TV news that, according to ABC, gave network news generally high marks, while faulting specific practices (BROADCASTING, July 9). Issues discussed ranged from whether television journalists were too pushy or biased, to exit polling to media coverage of presidential candidate Jesse Jackson, the last featuring an unscheduled phone call from Jackson to address one of the issues raised. Those featured on the broadcast: Koppel, Peter Jennings, anchor, World News Tonight; Barbara Walters, correspondent and anchor; Steve Bell, news anchor, Good Morning America; Ed Fouhy, vice president and Washington bureau chief; Sam Donaldson, White House correspondent and anchor; David Brinkley, This Week with David Brinkley, and Geraldo Rivera, correspondent, 20/20.*

sion continued to operate at small loss due to lower selling prices and somewhat higher (development) program costs for Comband (cable bandwidth compression system) and Talaria (projection TV), and factory revitalization." Video division operated at loss during 1983 for similarly cited reasons. GE's second-quarter results do not include recently announced merger of General Electric Cablevision Corp. with UA Cablesystems, from which company is expected to receive \$132 million. ■ **Gannett Co.** reported 67th consecutive quarterly earnings increase. For second quarter, Washington-based company said net income increased 14%, to \$59.7 million, on 15% increase in revenue to \$491.7 million. Statement attributed improved picture partly to broadcast group of seven AM's, seven FM's and six TV's, which showed 24% increase in revenue. Gannett's purchase of WDAE(AM) Tampa, Fla., closed at end of quarter. Earnings per share was 75 cents. ■ **MGM/UA Entertainment Co.**, on strength of feature films and declining net interest expense, more than doubled net income for third quarter ending May 31. Net income, excluding extraordinary items, was \$5.6 million, on operating revenue of \$162 million, 13% increase over same period last year. Most of increase in feature film revenue came from home video, pay television and foreign distribution, with smaller increase from domestic theatrical distribution. Of \$136.5 million feature film revenue, \$44.2 million came from home video and pay TV market. In second quarter MGM/UA earned roughly \$42 million from distribution agreement with German television. Company's net interest expense was down 34% and Arthur Rockwell, vice president, corporate relations, noted that at end of quarter, bank debt was reduced to zero. Revenue from TV program production declined 20% to \$15.2 million, reflecting in part decline in network accepted product, from four hours in 1982-83 season to two-and-one-half hours last year. Two hour-long shows have been accepted by ABC for next season. Rockwell noted company's recent George Washington mini-series sold well in overseas market, helping to turn quick profit. ■ **Westinghouse** reported net income up 33% for second quarter on 7% increase in revenue. Spokesman for Pittsburgh-based company said better results—\$128.1 million net income, \$2.6 billion revenue and earnings per share of 72 cents—reflected improvement in economy, strength in certain of capital good sectors and cost reduction efforts. Broadcasting and Cable Group showed 15%-20% sales increase and 5%-10% operating profits rise, according to Nicholas P. Heymann, securities analyst with Drexel Burnham Lambert Inc. Westinghouse spokesman did not confirm figure but said, "cable did a little better and TV and radio had a very good quarter." Rise in earnings for broadcasting and cable group follows flat earnings for last year and decline in recent first quarter. Also aiding company-wide figures was fact that losses of previously sold Satellite News Channel are no longer on books.

Editorials

Next step

FCC Commissioner Mimi Dawson has picked up support for the project she has been advocating for nearly a year, an omnibus inquiry to identify and presumably repeal all of the content regulation that is unspecified by the Communications Act. FCC Commissioner Dennis Patrick volunteered for the crusade in an interview with BROADCASTING last week. It would take only one more vote to get this movement started.

There are those who say that the FCC may already be engaged in as much content deregulation as it can comfortably manage. A rulemaking undertaken last year to repeal or modify the agency's personal attack and political editorializing rules (BROADCASTING, May 16, 1983) is still pending. An inquiry into the serviceability and relevance of the general fairness doctrine was launched three months ago (BROADCASTING, April 16). Between them, those two proceedings get to the basic principles and justifications for all kinds of content regulation.

They also get to the hearts and minds of congressional defenders of the status quo. Under intense legislative pressure, FCC Chairman Mark Fowler has promised to defer action on both matters, although comments on the fairness inquiry are still due Sept. 6. It may be politically wise to remove these proceedings from center stage until, say, the November elections are over and the next cast of characters is known on Capitol Hill. But without turning up the spotlights, the FCC could easily expand its fairness inquiry into a general review the legislative underpinning of all FCC rules that affect what is seen or heard on the air (and, for that matter, on cable).

An additional incentive for a general review of content regulation was presented to the FCC two weeks ago by the Supreme Court. As noted on this page in the July 9 issue, the court said it would not only reconsider its *Red Lion* affirmation of the fairness doctrine back in 1969, if given the right argument, but would also entertain evidence that the "spectrum scarcity" that has been "the prevailing rationale for broadcast regulation" no longer existed. Put those two invitations together, and the enlargement of the existing fairness inquiry is a logical response.

Other side of failure

It hardly caused a flicker in financial circles when CBS announced last week it would take a \$15-million write-down and get out of the manufacture of videodisks. Failures like that are small potatoes in today's electronic world, which is both a wonderland and a minefield.

As CBS explained, its videodisk business was never very hot and cooled to the chilling point after RCA last April announced its decision to get out of the manufacture of videodisk players. The RCA venture cost more: a write-down of \$175 million.

As has been noted on this page before, it can cost a lot to fail in the Fifth Estate these days, a point CBS no doubt had in mind when it elected a couple of weeks ago to stay out of the DBS business. That saved it risk money of half a billion dollars or so that it would rather spend on less uncertain ventures. Half a billion will buy a couple of not-so-shabby television stations these days. RCA Americom elected last week to delay its DBS project and scale down its cost.

At both CBS and RCA, memories of other ventures that got A for effort but F for success are still fresh. It was less than two years ago that CBS turned off the oxygen for CBS Cable and five months later that the Entertainment Channel, a co-venture of RCA and Rockefeller Center, went down.

Of more recent memory is the decision of ABC Video Enterprises and Group W Satellite Communications to sell their jointly owned Satellite News Channel to Ted Turner for \$25 million, a fraction of the money they had spent on it. Still more recent was ABC's decision that its TeleFirst system of distributing pay television by broadcast to videocassette recorders had entered a world that didn't want it.

But a recitation of lost causes and abandoned plans can by itself be grossly misleading. ABC, CBS, RCA and Westinghouse are prospering in their established businesses. CBS set records for its second quarter this year (see page 38). Westinghouse profited by increases in the earnings of its broadcasting properties and from relief from the burden of its news venture (see "In Brief"). ABC and RCA are yet to report second-quarter results, but the first quarter for ABC set records and for RCA was strong.

When it costs a lot to fail, only profitable companies as large as ABC, CBS, RCA and Westinghouse can afford it. That ought to be kept in mind the next time Washington gets the idea that progress can be stimulated by cutting the big down to size.

Either or

The tactical position of the National Cable Television Association in its quest for federal standards of regulation gets better every week.

The first big improvement came with the Supreme Court's ruling of late June that the FCC had broad powers to pre-empt local authorities in cable regulation (BROADCASTING, June 25). Another came last week when the FCC limited the power of franchising authorities to prescribe the content of basic services.

These events considerably enhance the NCTA's negotiating position in the legislation pending in the House. With the FCC already in uncontested control and its present membership dedicated to a deregulatory policy, legislative relief has lost some of the urgency it once had. The NCTA board is to decide this week how to make the best of cable's improved situation.

The prevailing view is that the compromise legislation to which the NCTA and municipal authorities once agreed no longer suits cable interests. Is there time in these waning days of Congress to attain extensive repair? Good question. Certainly there is time to let the legislation die. The decision to be made this week must start with an answer to this question: Can the slow process of rulemaking at the FCC be counted on to deliver the wanted regulation if H.R. 4103 is killed?



Drawn for BROADCASTING by Jack Schmidt
"You can skip all the fancy motions. The game isn't on TV."

HOW TO WEAR A SEAT BELT

YOU CAN BE BOTH SECURE AND COMFORTABLE IN YOUR CAR.

It's been proved over and over that seat belts at least double your chances of escaping death or serious injury in a severe accident.

But the freedom of movement allowed by the newer front seat belts has bothered some people. How can the seat belt hold you securely if it appears to have almost no tension?

The fact is, the shoulder belt is designed to restrict your movement only in an emergency. In normal situations, you can lean forward or to the side with little pressure from the shoulder belt.

In an emergency, the belts lock up to hold you in place. The inertial reel makes this possible. That's a mechanism as simple and reliable as gravity (as you can see in the accompanying diagram). Inertial reels have been used since the 1974 model year for the shoulder belt in many GM cars. They allow you complete freedom of movement in normal driving. You can turn easily to check traffic or reach to the glove compartment.

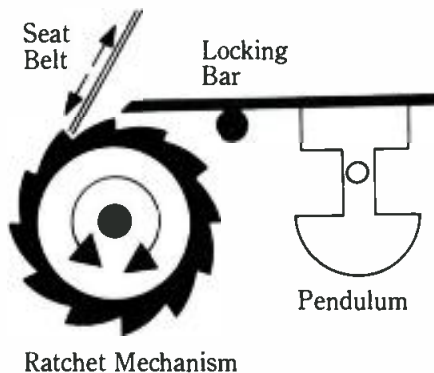
Adjusting your shoulder and lap belt. Even the slight tension you feel from the inertial reel is adjustable so there is almost no pressure. Pull the shoulder belt far enough away from you so that, when you let it go, it comes back flat against your chest. Then pull down slightly on the shoulder portion, about one inch, and let it go again.

Safety experts suggest allowing no more slack on the shoulder

belt than absolutely necessary for comfort. Lap belts should be adjusted snugly as low on your hipbones as possible—not higher where they might damage internal organs in a crash.

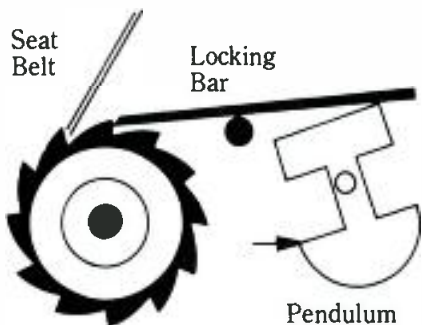
How the inertial reel works.

Your shoulder belt is designed to allow freedom under normal conditions, but to lock automatically and restrain you in a collision.



Ratchet Mechanism

Under normal conditions, the pendulum and locking bar are in their rest positions. The reel which holds the seat belt is free to rotate. As you lean against it, the belt unreels.



Ratchet Mechanism

In emergencies, such as a collision from any direction, the pendulum tilts, forcing the locking bar to engage the ratchet. The reel locks and the seat belt restrains you.

In a collision, lap/shoulder belts, worn properly, distribute the force across the large, strong bones of your hips and torso. Perhaps most important, belts help keep you from being thrown out of the vehicle in an accident.

What if you are pregnant? The American Association for Automotive Medicine says the dangers of being unbelted in a collision during pregnancy are far greater than the slight chance of injury caused by wearing the belts.

Other advantages of belts. By holding you in a proper driving position, the lap belt provides a feeling of control, keeping you in place on rough or curved roads or in an emergency maneuver. Some people even find that the added support makes driving easier on their backs.

Next time you drive, please take a moment to buckle up. Remember, the seat belt is an effective system to help protect you, and it's already part of your car. Why not think of it as your "Life Belt" and use it.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.



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