

Broadcasting Jul 23



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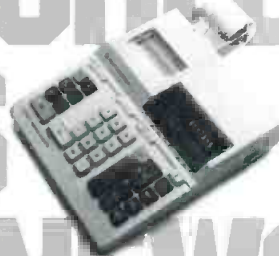
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December, 1983

MALRITE COMMUNICATIONS GROUP, INC.

\$45,000,000

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

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COMMUNICATIONS LENDING DIVISION

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February, 1983

TCI AND TAFT BROADCASTING

\$9,000,000

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November, 1983

BEAM BROADCASTERS, LTD.

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

Society National Bank
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January, 1983

CAPCO BROADCASTING

\$5,750,000

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

Society National Bank
COMMUNICATIONS LENDING DIVISION

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

CLARK COUNTY CABLEVISION LTD.

\$6,500,000

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

Society National Bank
COMMUNICATIONS LENDING DIVISION

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

CHATTAHOOCHEE CABLEVISION, INC.

\$9,000,000

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

Society National Bank
COMMUNICATIONS LENDING DIVISION

Society BANK

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

Broadcasting **Jul 23**

More coverage from more news organizations at DNC Cable withdraws support from H.R. 4103 The state of the radio art: 1984

MAIN EVENT □ There was more coverage than ever before from the Democratic national convention. The networks were cutting back, but the gavel-to-gavel coverage from C-SPAN and the Cable News Network, plus the hundreds of reporters from local television and radio stations more than picked up the slack. **PAGE 35.**

RECORD NUMBERS □ Both RCA and ABC report record earnings in second quarter. **PAGE 39.**

CHANGE IN TUNE □ NCTA board unanimously votes to withdraw support from House cable bill. NLC still wants passage. Hill leaders warn against abandonment. **PAGE 40.**

ON TOP □ ABC Entertainment ratings tops radio's RADAR report. **PAGE 42.**

UPWARD SPIRAL □ McCann-Erickson's Coen revises estimates for total media advertising revenues upward to \$87 billion, says broadcasting and cable stand to gain also. **PAGE 42.**

BLUE TUNE □ Rate hike by Broadcast Music Inc. overshadows gathering of New York state broadcasters. **PAGE 46.**

RADIO 1984 □ With spot business beginning to pick up in third quarter, reps see overall yearly increase in activity up 11% to 14%. **PAGE 50.** Network radio growth rate expected to slow from 20% to 15%; Olympics, political season siphoning off ad revenues to television. **PAGE 56.** Contemporary Hit Radio format surging into first place as most

popular format. **PAGE 64.** A complete rundown of radio producers and syndicators begins on **PAGES 66-89.**

ON THEIR MINDS □ Ratings, programing costs rate high on list of concerns of independent television stations. **PAGE 94.**

REPAYMENT SCHEDULE □ National Public Radio board decides to get stations to help repay the loan debt. **PAGE 97.**

MORE APPLICATIONS □ Thousands of applications for cellular radio slots in markets 91 through 120 flood FCC. **PAGE 98.**

PICK HITS □ Dancer Fitzgerald Sample makes predictions for fall season; sees CBS in first, followed by ABC then NBC. **PAGE 104.**

LOOKING UP □ Ampex introduces new fall product line; announces return to profitability. **PAGE 107.**

SLOWER GROWTH □ Time Inc.'s Video Group reports profits off 3%; problems in pay television industry cited. **PAGE 108.**

THE TOP 100 □ Procter & Gamble again takes crown as top television advertiser for 1983. BROADCASTING's list of TVB's top 100 begins on **PAGE 108.**

AT THE HELM □ Neil Austrian, with financial and advertising expertise to draw on, takes charge at Showtime/The Movie Channel. **PAGE 129.**

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Rick Simon



I really want to do something big.

**Simon & Simon
was the Number One
ranked series in all
of television for the
month of June 1984.**

*How about being Number One
in July and August, too!*



A. J. Simon

MCATV

Closed Circuit

Latest on 7-7-7

FCC is still planning to address rule of sevens at open meeting on Thursday (July 26). Draft order completed last week still proposes to raise caps to 12-12-12, and still would permit ownership of more than 12 stations in single service as long as party could demonstrate it would be in public interest and would not create antitrust problems ("Closed Circuit," July 16). Word was that order also proposes to sunset remaining restrictions, as long as FCC first determines that relaxation of limits has had no adverse impact, but period of time to set before sunset was open to debate. Major change is that single entity would no longer be permitted to own unlimited number of UHF's. At same time, however, item reportedly would not require entity to include any UHF's in TV portfolio. Source said UHF question was expected to receive some debate.

Kitty

House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) has already collected \$105,756 in campaign funds for first half of 1984, according to reports from Federal Election Commission. Wirth, who is seeking re-election to House, collected \$51,991 during second reporting quarter of 1984 (April-July). Records for 1983-84 election cycle show interesting array of contributors from all facets of telecommunications industry. Contributors include: MGM/UA and MCA each \$1,000; Corporation for Public Broadcasting Chairman Sharon P. Rockefeller \$1,000; Motion Picture Association of America \$1,000; Communications Workers of America \$800; KidsPAC \$500; Ralph Baruch, chairman, Viacom International, \$500; Motorola Employees Good Government Committee \$500; Warner Communications \$400; Warner Amex Cable \$400; Turner Broadcasting System \$400; Comsat \$300, and Telocator \$200.

Questioned barrier

FCC Commissioner Dennis Patrick is said to want commission to issue notice of inquiry questioning desirability of Carroll doctrine. Doctrine is tool broadcasters can use to challenge creation of new services or entry of services into their markets. But some at commission feel it runs counter to FCC's pro-competitive philosophy.

Doctrine has its roots in 1958 decision by Court of Appeals in Washington that held that FCC was obliged to consider competitive impact of new service on existing services. If licensee could show that entry would cause enough loss of revenue so that there would be net loss of nonentertainment service to public, FCC would be required to deny entry. FCC reportedly never has denied new service on that ground because doctrine is said to require "impossible showing." But doctrine gives broadcasters legal grounds to challenge new entry, and any proposal to do away with it is expected to be resisted. Notice of inquiry, which might be issued during next fiscal year, probably will first question whether FCC has jurisdiction to do anything about doctrine, which is rooted in case law.

Eastman eyed

Reports have surfaced that Katz Communications, owner of Katz Radio Group, comprising Katz Radio, Christal Co. and Republic Radio (formerly RKO Radio Sales), is pursuing acquisition of Eastman Radio rep firm. Industry sources say both parties have met recently. Eastman Radio Chairman Frank Boyle confirms that other rep companies, among them Blair Radio and Katz, have approached him over past few months to inquire about Eastman's availability, with "no one making a firm dollar offer." But, he stressed, company is "technically" not up for sale. "We are not shopping around."

Unobstructed upgrades

At open commission meeting this week, Mass Media Bureau is expected to recommend that FM licensees be permitted to upgrade facilities without having to contend with competing applications, as long as other comparable channels are available for competing applicants to seek (BROADCASTING, Dec. 12, 1983). Under status quo, Class A FM operator who wants to upgrade to Class C, for example, might have to face competitors who also want that new channel. Under bureau's recommendation, those kinds of FM changes could be approved as long as channels comparable to one to which broadcaster wants to move are available for competing parties to seek.

Bureau also is expected to propose rulemaking aimed at coming up with "first-come, first-served" method of awarding FM and TV licenses. Under proposal, first

party to file for channel that has been listed on table of allotments would get channel.

All-star cast

National Radio Broadcasters Association and National Association of Broadcasters—co-sponsors of Radio Convention and Programming Conference in Los Angeles, Sept. 16-19—are expected to release list of conference panelists this week. Among them are: Kent Burkhart, Burkhart/Abrams/Michaels/Douglas & Associates; Bill Clark, Shamrock Broadcasting; Jon Coleman, Coleman & Associates; Gerry De Francesco, KIIS(FM) Los Angeles; Ted Dorf, WGAY-AM-FM Washington; Ralph Guild, McGavren-Guild Inc.; Dave Martin, Doubleday Broadcasting; Scott Shannon, WHTZ(FM) Newark, N.J.; Rick Sklar, ABC Radio Network; Gary Stevens, Doubleday Broadcasting; Nick Verbitsky, United Stations, and Norman Wain, Metroplex Communications.

Faster action

James McKinney, FCC Mass Media Bureau chief, has told broadcasters that bureau is speeding up its processing of petitions for special relief by cable operators seeking waivers of must-carry obligations for broadcast signals. McKinney says last year it was taking bureau two years to process those petitions. Since cable operator doesn't have to carry signal at issue while petition is pending, cable operators knew that merely by filing petition, no matter how frivolous, they'd get at least two-year break. Now, McKinney says bureau has cut processing lag to one year. McKinney hopes to set in motion by next year way to process those petitions in 60 days.

Trimmer STC

Satellite Television Corp.'s proposal to provide DBS service to nation from two rather than three high-power satellites (see story, page 99) is key element of revamped and far leaner business plan, turned to after CBS and Paramount Pictures decided not to join Comsat as partners in STC (BROADCASTING, July 2). Under new plan, according to various sources, STC has reduced required capital investment from around \$900 million to less than \$500 million. New satellite plan saves \$100 million off top by eliminating third satellite.

MTV appointment

David Horowitz, co-chief operating officer and member of the office of the president of Warner Communications Inc., has been named president and chief executive officer of MTV Networks Inc. (formerly Warner Amex Satellite Entertainment Corp.), which oversees the operations of MTV: Music Television and Nickelodeon, the children's cable channel. He replaces John A. Schneider, who had been president of WASEC since its inception in 1979. Officially, Schneider resigned to "pursue private business opportunities," but word around the industry last week was that he was forced out by Drew Lewis, chairman and chief executive officer of Warner Amex Cable Communications Inc., which oversees MTV Networks. "It was a matter of personalities," said one source who follows the activities of Warner quite closely. "They [Lewis and Schneider] just didn't get along." A second source noted that speculation about Schneider's future at WASEC was raised when The Movie Channel was first separated from the group and merged with Showtime last year.

The timing of the move, coming when MTV Networks is trying to raise capital in a public offering, was seen by some as a way

to instill greater confidence in the upper management of the company. Horowitz is seen by some observers as a "first-class executive and very bright." And his move to MTV Networks also supports speculation that WCI is evaluating ways to thin its upper management ranks. In addition to chairman Steve Ross, WCI has an office of the president that, up until Horowitz's reassignment last week, included four executives. The remaining three are co-chief operating officer Emanuel Gerard, Deane F. Johnson and chief financial officer Bert Wasserman.

Cable dialogue

The "overwhelming driving force" in the cable television industry is investor expectations, according to Edward A. Bennett, executive vice president of Viacom Cablevision and president of the Cable Television Administration and Marketing Society. In a keynote address at a Southern California Cable Association marketing seminar last Tuesday (July 17), Bennett said that investors and cable operators alike must recognize that the industry's maturation will require new strategies if high profitability and growth are to continue.

"Our growth rate [in the cable industry] has been nothing short of phenomenal," Bennett noted. "Wall Street still expects a lot from us... [Yet] our research and experience show us the consumer is still confused."

Marketing is the key to reducing uncertainty and misinformation about program services, pricing and number of channels available on cable, said Bennett. He said

that advertising directed at specific attitudes and life styles is a major step in attracting and retaining subscribers.

Bennett said preliminary results of Viacom research suggest that a large percentage of home videocassette owners are "cable friendly" and use VCR's more as a means to enjoy what's available on television than to rent pre-recorded cassettes. Bennett said the development of inexpensive and timely pay-per-view events could keep VCR users hooked to cable.

"Churn is not the problem," he ventured. "It is simply the most painful symptom of the real problem... We don't ask the subscriber which services he or she wants and which services give him or her the most satisfaction over time. When we give the subscriber what we want him or her to take instead of what he or she wants to choose, we are asking for a failing grade."

Left unchecked, Jimirro warned, subscriber disconnects "can destroy the economic foundations of our industry."

Jimirro criticized cable system operators for structuring packages that, in his view, increase program duplication and discriminate against individual services, including The Disney Channel.

"It's time we started using [packaging] to serve our customers instead of bamboozling them. To date, we've seen little indication that packaging has reduced churn. In fact, we've seen some instances of ill-conceived packages escalating disconnections. All too often," Jimirro claimed, "packages are created to benefit the operator, not the consumer."

Unda-USA



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Edward J. Murray, Chairman



Running for the handicapped. The city of Oxnard, Calif., commended Jones Intercable for the MSO's efforts to benefit the Special Olympics. Making the presentation (above, l-r) are Oxnard Mayor Nao Takasugi; Glenn Jones, chairman and chief executive officer, Jones Intercable, and Donnie Clark, director of marketing, Jones Intercable, Oxnard. Jones held its second annual marathon in Oxnard in which 700 runners, including five Olympic marathoners, participated. On July 24, ESPN will broadcast *A Salute to the Spirit of the Special Olympics*, which will include film of the race, interviews with participants and coverage of Special Olympics competition in California. Jones and 11 cable program services sponsored the race, which served to kick off a drive to raise money for the Special Olympics in Jones systems in 20 states.

NBC Takes All The Honors...

“The NBC Network outclassed its opponents at the opening session of the Democratic National Convention, the second straight night that the network has come out on top.

In a business that measures news scoops by seconds, NBC Correspondents beat their opponents consistently throughout the evening.”

THE SAN FRANCISCO CHRONICLE



San Jose fray

The feud between Gillcable, the cable system serving San Jose, Calif., and Ted Turner over whether the system will continue carrying Turner's superstation, WTBS(TV) Atlanta, has ended up in federal court.

Gillcable has filed suit against Turner, claiming that the president of Turner Broadcasting System Inc., in violation of state and federal antitrust laws, is denying Gillcable the right to carry Turner's CNN unless the system promises to continue to carry the superstation.

According to the seven-page complaint, Gillcable, which had been carrying WTBS since early 1979, decided to drop the superstation and informed Turner of the decision

in writing on June 15. Turner, making good on threats made at the National Cable Television Association convention (June 3-6), gave Gillcable written notice that he was "terminating Gillcable's license to cablecast CNN" after Oct. 1, 1984.

"Unless [Turner is] enjoined, Gillcable will be forced to license an unwanted program in order to continue licensing a highly desirable program," the complaint said. Turner's "illegal acts threaten to unreasonably restrain trade and, unless enjoined, will foreclose competition for a substantial volume of commerce."

For good measure, Gillcable also charged that Turner's takeover last fall of Satellite News Channel, a 24-hour-a-day competitor of CNN, and his subsequent doubling of the rates for CNN are also antitrust violations.

Gillcable asked the court for an injunction that would allow it to carry CNN after Oct. 1. The system dropped Turner's superstation on July 1 and replaced it with its Classic Movie Channel.

Cable critique

Neil Austrian, in his first public address as newly appointed chairman and chief executive officer of Showtime/The Movie Channel Inc., told the New York Chapter of the National Academy of Television Arts and Sciences on July 18 that the cable industry has been "guilty of overpromising and underdelivering" products and services to consumers. As a result, he said, "we built consumer expectations to an unrealistic level and therefore left them believing that we weren't giving them very much more than they had always gotten free." Austrian called on the industry to spend a lot of money on research to find out exactly what types of programming consumers want from cable and on developing such programs, and also on retail services and marketing efforts.

Noting his background in the financial area, Austrian submitted that the cable industry has in the past several years considered financial feasibility "too infrequently" in its decision-making processes. "We've seen huge sums lost on program services that the consumer never wanted," he said. "We've seen franchises awarded on the basis of promises that could never be profitably delivered. And we've seen the recently alarming trend toward exorbitant program licensing fees, especially in the sports area." Austrian also called for improved communication among those in the industry, particularly between programmers and operators.

Stressing the need to promote programs to consumers on a national level, Austrian said he had just approved a new advertising budget for Showtime's "We Make Excitement" campaign that represents "a tremendous increase" over last year's budget which totaled about \$5 million. He said Showtime/TMC would be examining all sorts of additional revenue streams and is evaluating such businesses as home videocassettes, pay-per-view (despite what he termed the "really mixed results" for that business so far), foreign distribution and DBS.

Austrian said 1985 would yield increases in the amount of original programming produced by Showtime/TMC. "We'll be greatly increasing our budgetary allocations in those areas to insure a continuous supply of high quality, exclusive and differentiated programming..." Austrian also touched on HBO's recent earnings downturn and flattened growth rate. "Maybe their projections were unrealistically high," he offered. And in any event, he said, it would be a mistake to interpret HBO's growth problems as "affecting the entire industry."

Nevertheless, he did acknowledge that Showtime, after sailing along ahead of subscriber growth projections for the first four months of 1984, experienced a shortfall in May, while June's tallies weren't yet in. And if May is an indicator, he said, subscriber growth for the rest of the year "may be pretty tough." Despite the one-month fall off, Austrian remains "reasonably optimistic" that sub growth will get back on track soon.

"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."

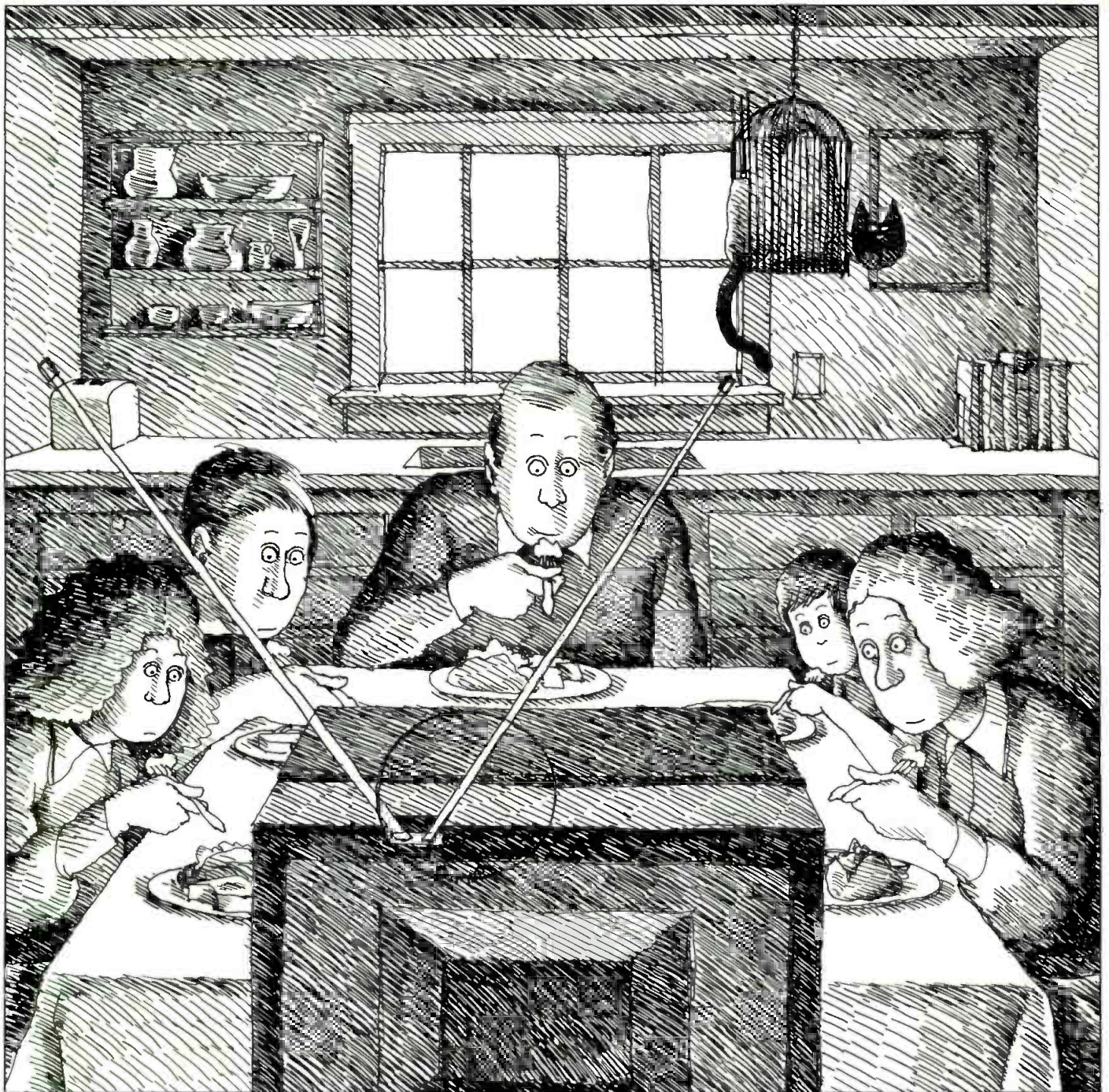
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GB Gaylord
Broadcasting
Company

Business Briefly

RADIO ONLY

Conner Homes □ Campaign will begin in August on 75 to 100 radio stations in North and South Carolina, Virginia and Georgia to promote sale of mobile homes in different cities. Commercials will be broadcast live from site of mobile homes. Commercials will run in daytime and early afternoon periods. Target: adults, 25-54. Agency: Leslie Advertising, Greenville, S.C.

A&W Root Beer □ Midsummer push will include two-week flight in about 14 markets, starting in early August. Commercials will be placed in all dayparts during weekdays and weekends. Target: women, 25-54.

TV ONLY

Southland Corp. Dairy Division □ Barricini ice cream will be featured in two-week campaign, starting at end of July in about 15 markets. Commercials will be carried in all dayparts. Target: adults, 18-49. Agency: The Richards Group, Dallas.

Presto Foods □ Two-week flight will begin in early September in about eight markets. Commercials will be slotted in daytime, early fringe and late fringe periods. Target: women, 25-54. Agency: Admarketing, Los Angeles.

Sanderson Farms □ Miss Goldie chicken will be spotlighted in five-week flight in 13 markets in Southeast and Southwest, starting in late August. Commercials will be presented in daytime, early fringe, prime time and weather periods. Target: women, 18-49; adults, 18-49. Agency: Sawyer Advertising, Gainesville, Ga.

Glidden Paint □ Intensive one-week flight in 106 markets will begin in late October. Commercials will be scheduled in all time periods. Target: men and women, 25-54. Agency: Meldrum & Fewsmith, Cleveland.

Columbia Manufacturing □ Columbia bicycles will be featured in three-week pre-Christmas promotion starting on Nov. 26 in 23 markets including New York, Chicago, Los Angeles, Washington and

Boston. Commercials will be slotted in daytime, fringe, prime time and weather periods. Target: children, six to 11; teenagers, and adults, 25-49. Agency: Chase/Ehrenberg & Rosene, Chicago.

New England Apples □ Veryfine apple sauce and juices will be advertised in three-week flight starting in early September in eight markets, including Albany, N.Y.; Hartford, Conn., and Providence, R.I. Commercials will run in daytime, fringe, prime time and weather periods. Target: women, 25-54. Agency: Harold Cabot Advertising, Boston.

RADIO AND TV

Wyatt's Cafeteria □ Six-week flight will begin in mid-August in 32 markets. Com-

Ad zapping. The increase in television commercial zapping (shifting channels with remote control equipment) was at the center of discussion last week at a symposium of the Media Research Club of Chicago.

William Rubens, vice president, research, NBC, told an audience of approximately 140 research specialists from the media, agency and advertiser fields that research mentioned by advertising speakers showing increased zapping was at odds with research he had encountered. He said zapping often was performed to choose programs rather than to avoid commercials. He referred to a Statistical Research Inc. study to buttress his point.

Lynn C. Mapes, associate publisher of the *Reader's Digest*, pointed to studies in Syracuse and Rochester, both New York, showing a high percentage of zapping in cable television homes. Another speaker, James Spaeth, group manager, strategic planning and research, General Foods Corp., reviewed studies over the past 20 years he said showed that viewing of TV commercials eroded about 1% a year. He said that recent studies indicate about 60% of the program audience remains for the commercial. Spaeth projected that by 1990 the average prime time commercial audience would deliver only about 51% of the total audience.

Ronald Kaatz, senior vice president of J. Walter Thompson U.S.A., Chicago, said that those who downplay the gravity of the zapping situation are not being realistic. He noted that even conservative studies indicated that 4% of television viewers delete advertising, and added: "You'd kill a magazine if it underdelivered by 4%."

Participants in the symposium agreed that further research was needed to determine the extent of the practice.

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

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

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

DIVERSIONS—AP highlights a different form of entertainment every day of the week, from classical music to the latest in video games. Scripts run seven days, from 90 seconds to two and a-half minutes.

THE SPORTSMAN—Charles Morey introduces listeners to the people who play for pay in this regular sports personality feature show. This three-take feature runs about three minutes and moves seven days a week.

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.

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AP Associated Press Broadcast Services.

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44-45-46 as of 7/13/84

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New York
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Washington D.C.
Dallas-Fort Worth
Houston
Cleveland
Miami
Seattle
Atlanta
Tampa/
St. Petersburg
St. Louis
Denver
Sacramento
Baltimore

Indianapolis
Phoenix
Kansas City
Cincinnati
Milwaukee
Orlando
Nashville
Charlotte
New Orleans
Asheville/
Greenville
Grand Rapids
Memphis
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Baton Rouge
Las Vegas...
with more on the way!



**NELL CARTER
STARRING IN
GIMME A BREAK**

AN ALAN LANDSBURG PRODUCTION
AVAILABLE FALL 1985

MCA TV



This year's NATPE was a jungle with everyone trying to sell their new first-run strips. Although many tried, one strip sailed ahead of the pack—THE ALL NEW LET'S MAKE A DEAL starring America's biggest dealer, Monty Hall. What set "Deal" apart from the rest is that "Deal" is not a game show. It's an audience participation show based on comedy and uncertain outcomes. That's why more than 90 station

Already Sold

New York	WCBS-TV	Denver	KCNC-TV	Salt Lake City	KUT
Los Angeles	KCBS-TV	Sacramento	KXTV	Louisville	WAVE-TV
Chicago	WMAQ-TV	Indianapolis	WRTV	San Antonio	KMOL-TV
Philadelphia	KYW-TV	Baltimore	WBAL-TV	Norfolk	WAVY-TV
San Francisco	KGO-TV	New Haven	WFSB-TV	Harrisburg	WHP-TV
Boston	WNEV-TV	San Diego	KCST-TV	Greensboro	WGHP-TV
Detroit	WJBK-TV	Cincinnati	WLWT	Dayton	WDT
Washington, D.C.	WJLA-TV	Nashville	WKRN-TV	Tulsa	KOT
Dallas	KXTX-TV	Milwaukee	WITI-TV	Richmond	WTVR-TV
Cleveland	WEWS	Orlando	WFTV	Syracuse	WIX
Pittsburgh	WPXI	Charlotte	WBTW	Little Rock	KARK-TV
Miami	WTVJ	Buffalo	WUTV	Mobile	WEAR-TV
Seattle	KIRO-TV	Greenville	WLOS-TV	Albuquerque	KNA
Minneapolis	WTCN-TV	Grand Rapids	WZZM-TV	W. Palm Beach	WTV
Atlanta	WSB-TV	Birmingham	WBMG	Fresno	KJE
Tampa	WXFL	Memphis	WMC-TV	Jacksonville	WJKS-TV
St. Louis	KPLR-TV	Oklahoma City	KWTV	Green Bay	WLUK-TV

Everyone's Dealing!

Representing over 85% of the country have signed up for the BIG DEAL of the 1984-85 season. These stations recognized a big winner that has great appeal for Teens, Kids and Young Adults. A proven success with a faster pace, bigger prizes, more big deals and lots of unpredictable action. All hosted by a pre-sold, popular host—Monty Hall.

So while other shows "boast" of strong station line-ups, we're proud to show you ours!

These "Big Dealers!"

Danoke WSLS-TV
 Rochester WOKR
 Sudburgh WPSD-TV
 Cedar Rapids KWWL-TV
 Honolulu KIKU-TV
 Mattanooga WRCB-TV
 South Bend WSJV
 Cities WKPT-TV
 Jackson, Ms WAPT
 Jackson KOLD-TV
 Jintsville WAFF
 Columbia, SC WOLO-TV
 Jungstown WFMJ-TV
 Wayne WANE-TV
 Arlington WNNE-TV
 Greenville, NC WNCT-TV
 Sioux Falls KDLT

Las Vegas KTNV-TV
 Madison WISC-TV
 El Paso KVIA-TV
 Rockford WTVO
 Charleston, SC WCSC-TV
 Ft. Myers WBBH-TV
 Columbus GA WRBL-TV
 Amarillo KAMR-TV
 Duluth KDLH-TV
 Yakima KAPP-TV
 Joplin KOAM-TV
 McAllen-Brownsville KGBT-TV
 Traverse City WGTU
 La Crosse WKBT
 Boise KIVI
 Lubbock KJAA-TV
 Columbus WCBI-TV

Midland-Odessa KMID-TV
 Ft. Smith KF5M-TV
 Clarksburg WBOY-TV
 Lake Charles KVHP
 Missoula KECI-TV

THE ALL NEW
**LET'S MAKE
 A DEAL.**

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

Telepictures



Open for business. Independent Television Sales, new representative firm exclusively for independent stations (BROADCASTING, July 9), has opened 10 offices throughout country, effective today (July 23). Company announced last week appointments of following sales managers in branch offices: Michael Spitalnik, New York; Charles Verell, Chicago; Martin Owens, Los Angeles; Robert L. Bee, Atlanta; Martin Ludington, St. Louis; Mike Kennedy, San Francisco; Dave Moore, Dallas; Michael Cleary, Minneapolis; Ron Hillbury, Portland, Ore., and Jack Davies, Seattle. Company headquarters is at 437 Madison Ave., New York 10022. Telephone number is (212) 223-2777. Pictured at New York headquarters is senior ITS management team (above, l-r): Joe Poulin, vice president, research and programing; Bill Bee, president and chief executive officer; Browning Holcombe Jr., executive vice president, new business; Bob Somerville, executive vice president, sales; Spitalnik, vice president and New York sales manager, and Bob Dudley, board chairman.

mercials on radio will run in morning drive time and on television in early fringe, prime time and news periods. Target: adults, 25-54. Agency: Camelot Communications, Dallas.

Osterman's Jewelry □ Jewelry store chain will launch two-week drive in early September in five or six markets on radio and eight on television. Commercials on radio will be scheduled in morning time periods and on television in all time periods. Target: adults, 18-34. Agency: Stone, August & Co., Birmingham, Mich.

Ashley's The Discount Store □ Four-week flight will start in late August in 22 radio and eight television markets. Commercials will run in daytime slots on radio and in daytime and fringe periods on television. Target: women, 18-49. Agency: Campbell-Mithun, Chicago.

Sundor Foods □ Two-week campaign aimed at ethnic markets is beginning in mid-August, with television commercials running on SIN Network and in three markets and radio commercials in approximately 23 Spanish-language markets and on black-oriented outlets in about 18 markets. Target: women, 25-54. Agency: Gumpertz/Bentley/Fried, Los Angeles.

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By finding and recruiting outstanding executives who are exactly right.

Right for their assignments. Right for their responsibilities. Right for the specific business styles and environments of their new companies.

A Sullivan search is based on over twenty years of experience in communications. It is thorough, careful, and totally discreet.

From group presidents to general managers, many of the most successful executives in the broadcasting and cable television industries today were found and recruited by Joe Sullivan & Associates.

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The person you describe is the person we'll deliver.

Rep Report

WPWR-TV Aurora, Ill.: To TeleRep (no previous rep).

□

WwJF(FM) Fort Lauderdale, Fla.: To Torbet Radio from Hillier, Newmark, Wechsler & Howard.

□

KRNB-FM Memphis: To Selcom Radio (no previous rep).

□

WxFC(FM) Raleigh, N.C.: To Selcom Radio from Hillier, Newmark, Wechsler & Howard.

□

WLTW-FM New York: To Selcom Radio from Weiss & Powell.

□

WAG(AM)-WLRS(FM) Louisville, Ky.: To Selcom Radio from Eastman.

□

KIAK(AM)-KQRZ(FM) Fairbanks and KYAK(AM)-KGOT(FM) Anchorage, both Alaska: To Weiss & Powell from Selcom.

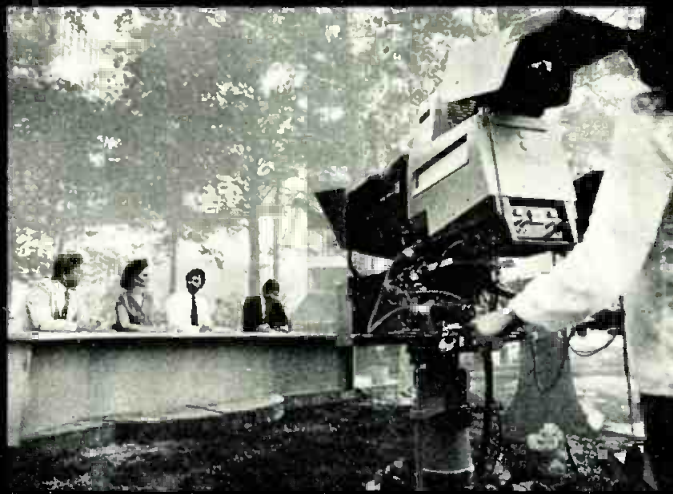
□

WGSM(AM) Huntington and wCTO(FM) Smithtown, both New York: To Roslin Radio Sales from McGavren Guild Radio.

□

KQSA(AM)-KIXY(FM) San Angelo, Tex.: To Torbet Radio from Selcom.

When the power went off,



we didn't.

Pittsburgh isn't the kind of town that lets a crisis get it down.
And Pittsburgh's KDKA-TV isn't that kind of station.
So on Monday, June 11, when a blackout threatened to take Pittsburgh's #1 news team off the air—

we found a way out.
We broadcast our "Eyewitness News at Six" from right outside the station.
Because when Pittsburgh's depending on you for news, you just can't keep them in the dark.

KDKA-TV 2 PITTSBURGH GROUP

Datebook

This week

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**—Atlanta chapter, American Women in Radio and Television, meeting. Speaker: James Dowdle.

■ Indicates new or revised listing

president and CEO, Tribune Broadcasting Co. Lanier Plaza, Atlanta.

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 26—Swearing in of FCC Commissioner James Quello for new seven-year term. FCC, Washington.

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

Also in July

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

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.

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. Panelists: Roy Danish, Television Information Office; John Von Soosten, NATPE International; Stan Marinoff, WISN-TV Milwaukee; Phyllis Tucker Vinson, NBC; Donald Marbury, Corporation for Public Broadcasting; Lucille Salhany, Taft Broadcasting, and Benjamin Magliano, La Raza Production Center. NAB headquarters, Washington.

Aug. 15—Deadline for entries in "Women at Work" Broadcast Awards, sponsored by National Commission on Working Women. Information: NCWW, 2000 P Street, N.W., suite 508, Washington, 20036.

Aug. 15-19—National Federation of Community Broadcasters ninth annual conference. Mount Vernon College, Washington.

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

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

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

Aug. 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. 25**—Arkansas AP Broadcasters Association summer convention. Little Rock Excelsior hotel, Little Rock, Ark.

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. 28-30—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**—Deadline for entries in 19th Gabriel Awards, sponsored by Unda-USA. Information: Edward Mur-

WESTWOOD ONE PRESENTS

**HERB
ALPERT**

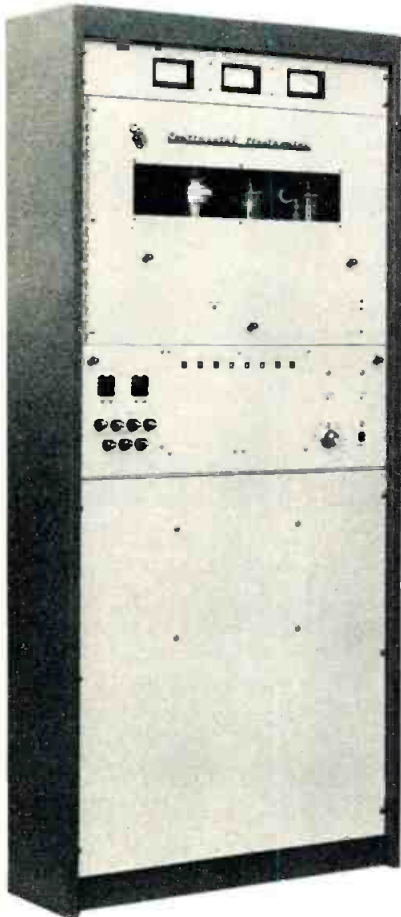
**& THE TIJUANA BRASS
TOGETHER
AGAIN**



This Labor Day weekend, the Westwood One Radio Network will proudly present "Herb Alpert & The Tijuana Brass: Together Again," a 90-minute music and interview special celebrating the reunion of the Grammy-winning bandleader and the record-setting instrumental group he formed 20 years ago. In an exclusive interview conducted for this special, Alpert details the group's phenomenal rise to international prominence, co-founding A&M Records in 1962, his successful solo career, his first tour with The Brass in 15 years, their **Bullish** reunion album and more. Don't miss this rare opportunity to get to know one of the most successful men in the world of music. Listen for "Herb Alpert & The Tijuana Brass: Together Again" on a Westwood One Radio Network station in your area the weekend of September 1-3. For availability, call your Westwood One representative at (213) 204-5000.

WESTWOOD ONE


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



Continental's 1 kW AM Power Rock: a sound winner that's ready for AM stereo.

Tough market or not, the Power Rock is designed to give you the best signal around. Listen to the loud, clear signal, and you know you have a winner. The Power Rock is ready for AM Stereo and accepts sophisticated audio. Conservatively-rated components give you an extra margin of safety for steady and reliable on-air performance.

For information, call 214/381-7161
Continental Electronics Mfg. Co.
Box 270879 Dallas, TX 75227

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Electronics 

Send me 1 kW AM Power Rock brochure

Name _____

Station _____

Address _____

City _____

State/Zip _____

Phone (____) _____

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Stay Tuned

A professional's guide to the intermedia week (July 23-29)

Network television PBS (check local times): *Olympic Arts: A Day in the Country* (filmed art exhibition), Wednesday 10-11 p.m. ABC: *Olympic Gala* (entertainment special), Thursday 8-11 p.m.; *U.S. Olympic Trials* (highlights of eight sports), Saturday 2:30-3:30 p.m.

Network radio AP Radio Network: *Are You Better Off, America?** (interview series), weekdays beginning Monday (45-second segments, check local times). CBS Radio Network: *All This and Elephants Too* (documentary), Friday (check local times); *Pro Football Hall of Fame** (start of network NFL coverage), Saturday (eight three-minute reports, check local times); *Special Reports* (three-minute Olympic coverage), Saturday through Aug. 12 (check local times); *Additional Special Reports* (15-minute Olympic summaries), Saturday through Aug. 12 at 11:45 p.m.

Cable ESPN: *SportsCenter Olympic Edition* (results), Saturday through Aug. 12, 6:30-7:30 p.m. Mutual Broadcasting System: *Olympic reports* (two-minute 50-second coverage), Saturday through Aug. 12 (check local times).

Play It Again (rebroadcasts) PBS: *East 103d Street* (documentary), Friday 10-11 p.m. CBS: *The Eighth Annual Circus of the Stars*, Monday 9-11 p.m.; "Watership Down" (two-part animated special), Saturday and Aug. 4, 8-9 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. *Metro-media 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

ray, (618) 397-2845.

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. 10**—Deadline for entries in *International Film and TV Festival of New York*. Information: Festival, 251 West 57th Street, New York, N.Y., 10019.

■ **Sept. 10**—*Advertising Club of Greater Boston* 24th annual Hatch Awards. Park Plaza Castle, Boston.

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**—*Southern California Association of Governments/Annenberg School of Regional Telecommunications* regional telecommunications conference. University of Southern California campus, Los Angeles.

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. 15**—Deadline for entries in 16th National Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, SBRTC, 6350 West Freeway, Fort Worth, 76150.

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* programmers' conference. Columbus Marriott North, Columbus, Ohio.

Sept. 20—*Cabletelevision Advertising Bureau* local

Errata



McCombs



Bardfield

Pictures of **Amy McCombs**, president of WDIV(TV) Detroit, and **Lynda Bardfield**, senior VP, regional creative director, for Foote, Cone & Belding Communications, New York, were transposed in "Fates & Fortunes," July 16. **Correct identification appears above.**

Initial broadcast coverage for *Thicke of the Night*, which was incorrectly reported in July 16 issue, was 83% when it went on the air last fall.

FINALLY, AN "UNDER \$10,000" NEWS CAMERA WHOSE BIGGEST SELLING POINT ISN'T THAT IT COSTS UNDER \$10,000.



There's no shortage of portables out there that sell for under \$10,000. The trouble is, price isn't the only thing they're short on.

The new Sony BVP-150, however, is another story. Its MF diode gun Saticon™ tube delivers performance that rivals cameras costing twice its \$8,900* price. Like 650 lines of resolution at encoded output and a S/N ratio of 57 dB. Not to mention how it achieves a new height in depth of modulation for cameras in this class.

There's also the BVP-150's considerable range of automatics to consider. Along with the fact that it can generate composite output for recording on 3/4" or 1", as well as component outputs for direct recording on Betacam™. And, in either case, it's legally airable. Because, unlike many cameras in this class, the BVP-150 is equipped with an RS-170A sync generator and a true I and Q encoder.

But to get the whole picture, you should call: in NY/NJ, (201) 833-5350; in the Northeast/Mid-Atlantic, (201) 833-5375; in the Midwest, (312) 773-6045; in the Southeast, (404) 451-7671; in the Southwest, (214) 659-3600; in the West, (213) 841-8711.

And find out about the new BVP-150.

The "under \$10,000" news camera that gives you something even better than a low price: high performance.

SONY
Broadcast

*U.S. list price (lens not included). Sony Broadcast Products Company, 1600 Queen Anne Rd., Teaneck, NJ 07666. © 1984 Sony Corporation of America. Sony is a registered trademark and Betacam a trademark of Sony Corporation.

ation 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*. Metrople 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, Broadcasting 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. Governor's 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 engineering management 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 '80s." 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.

October

Oct. 1-3—Second annual Women in Telecommunications conference, sponsored by *FCC and American Women in Radio and Television*. Theme: "The Woman Entrepreneur." Washington Marriott hotel, Washington.

■ **Oct. 1-3**—*Women in Cable* third national professional conference, "Cable in Context." Marriott hotel, Chicago.

Oct. 1-5—*London Multimedia Market III*. Gloucester hotel, London. Information: LMM, 33 Southhampton Street, London, WC2E 7HQ, London; telephone: 01-240-8676.

Oct. 2—*Cabletelevision Advertising Bureau* local cable sales advertising workshop. Sheraton Inn, Portland, Ore.

Oct. 4—*Cabletelevision Advertising Bureau* local cable sales advertising workshop. Airport Hilton, Los Angeles.

Oct. 4-6—*National Religious Broadcasters* Eastern regional convention. Marriott, Dulles International Airport, suburban Washington.

Oct. 7-9—*Nebraska Broadcasters Association* 51st annual convention. Holiday Inn, Columbus, Neb.

Oct. 8-9—*National Religious Broadcasters* Southwestern chapter convention. Astro Village Complex, Houston.

Broadcasting Publications Inc.

Founder and Editor
Sol Taishoff (1904-1982)

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Donald V. West, vice president.
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TELEVISION. Cablecasting.

Planning for future

EDITOR: I have noted with interest the National Association of Broadcasters' proposed effort to promote greater participation at the polls. It can be done if the campaign is properly handled. About 16 or 17 years ago the Southern California Broadcasters Association conducted a campaign for voter registration—and not just in southern California. We were credited with increasing registration in the state of California by over 600,000, and that included the normal loss of registered voters during the same period. Getting people to vote may be more difficult than getting them to register. But it sure as hell is worth the effort.

I certainly agree with Leonard Goldenson. Our national voting record is not only a national disgrace, but it presents the potential of a lack of national unity in the years ahead. And that could create major problems for our country.—Bob Light, president, SCBA, Hollywood, Calif.

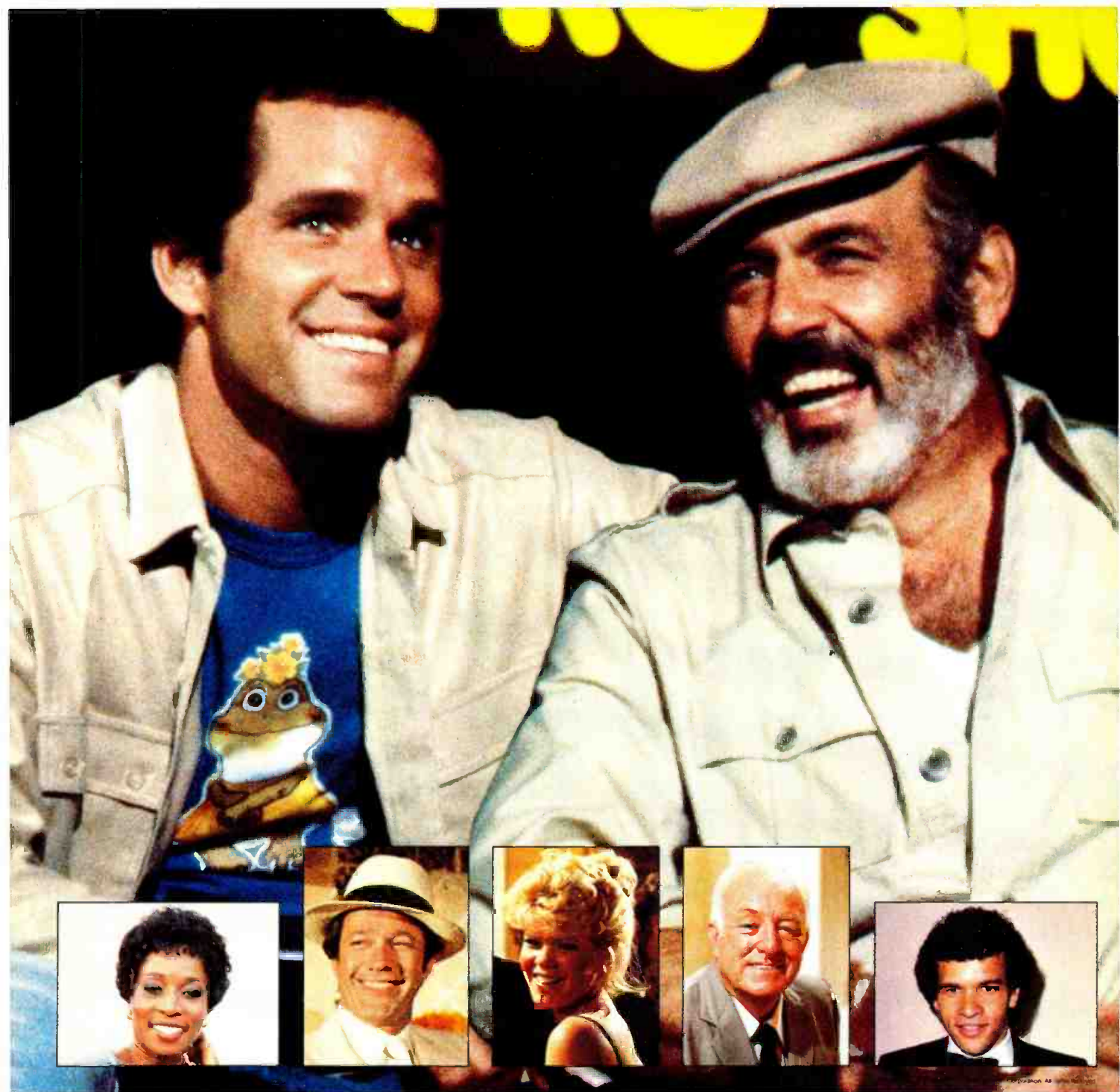
Whole problem

EDITOR: I believe the time has come to consider music licensing as an industry problem, with the full force of our whole industry to solve the problem, rather than requiring a small committee to shoulder the burden.

Can the American Society of Composers, Authors and Publishers be contained for very long after the Broadcast Music Inc. raise?

Music licensing is one of our largest expense items. It is especially onerous to me because KWIX(AM) [Moberly, Mo.] is primarily a service, news and information operation with most of our income coming from nonmusic sources. Yet it is too difficult to operate on a per-program basis.

At least some of us broadcasters think music licensing should become a top priority for both the National Association of Broadcasters and the National Radio Broadcasters Association.—Jerrell A. Shepherd, president, KWIX Inc.



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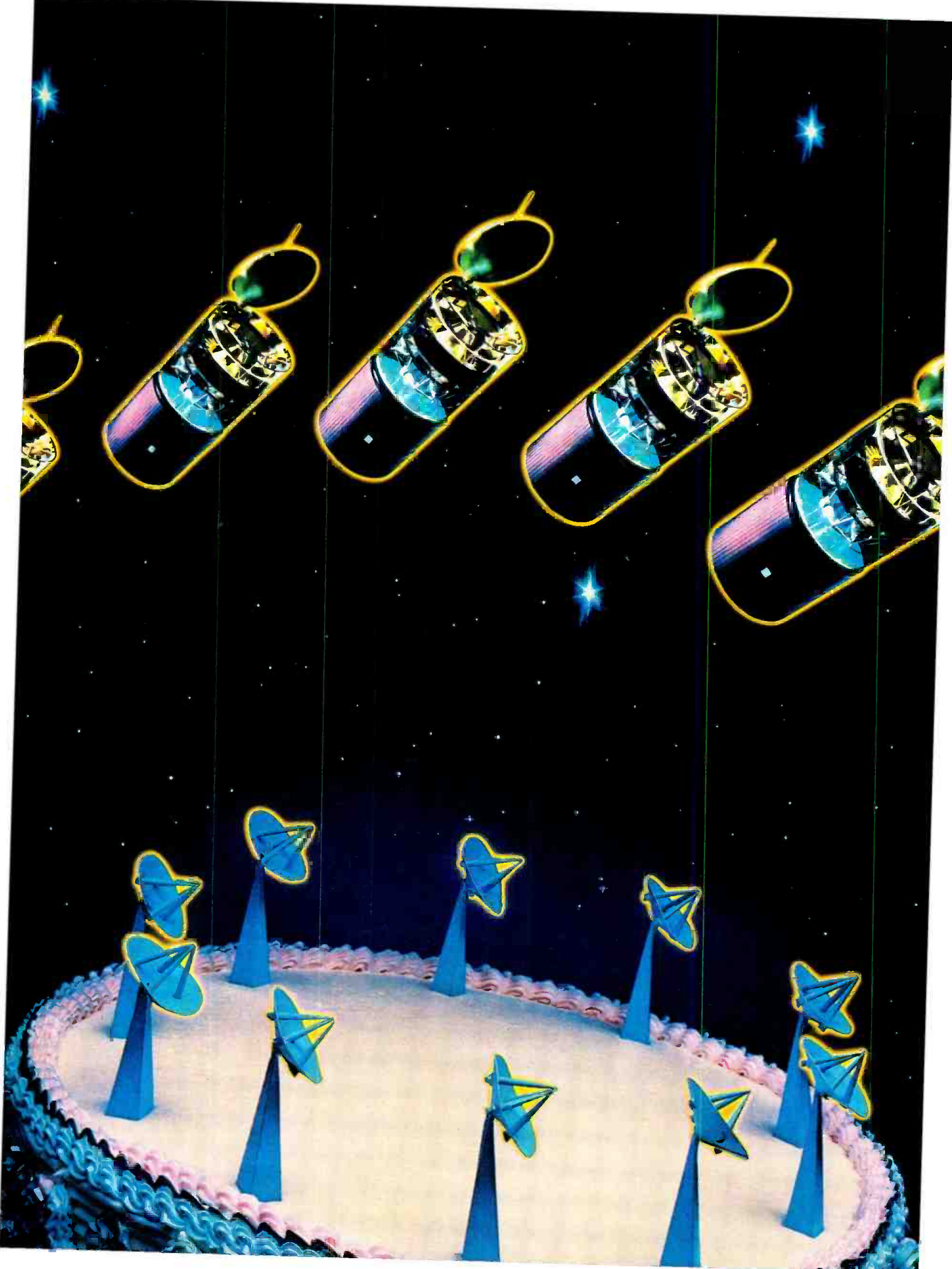
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Since that historic moment, Western Union has played an important role in changing the economies of long-distance video, voice and data communications. In fact, no other satellite communications service has as many major "firsts."

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- November 19, 1975: The first facsimile transmission of printed text.
- February 2, 1978: The first network program distribution.
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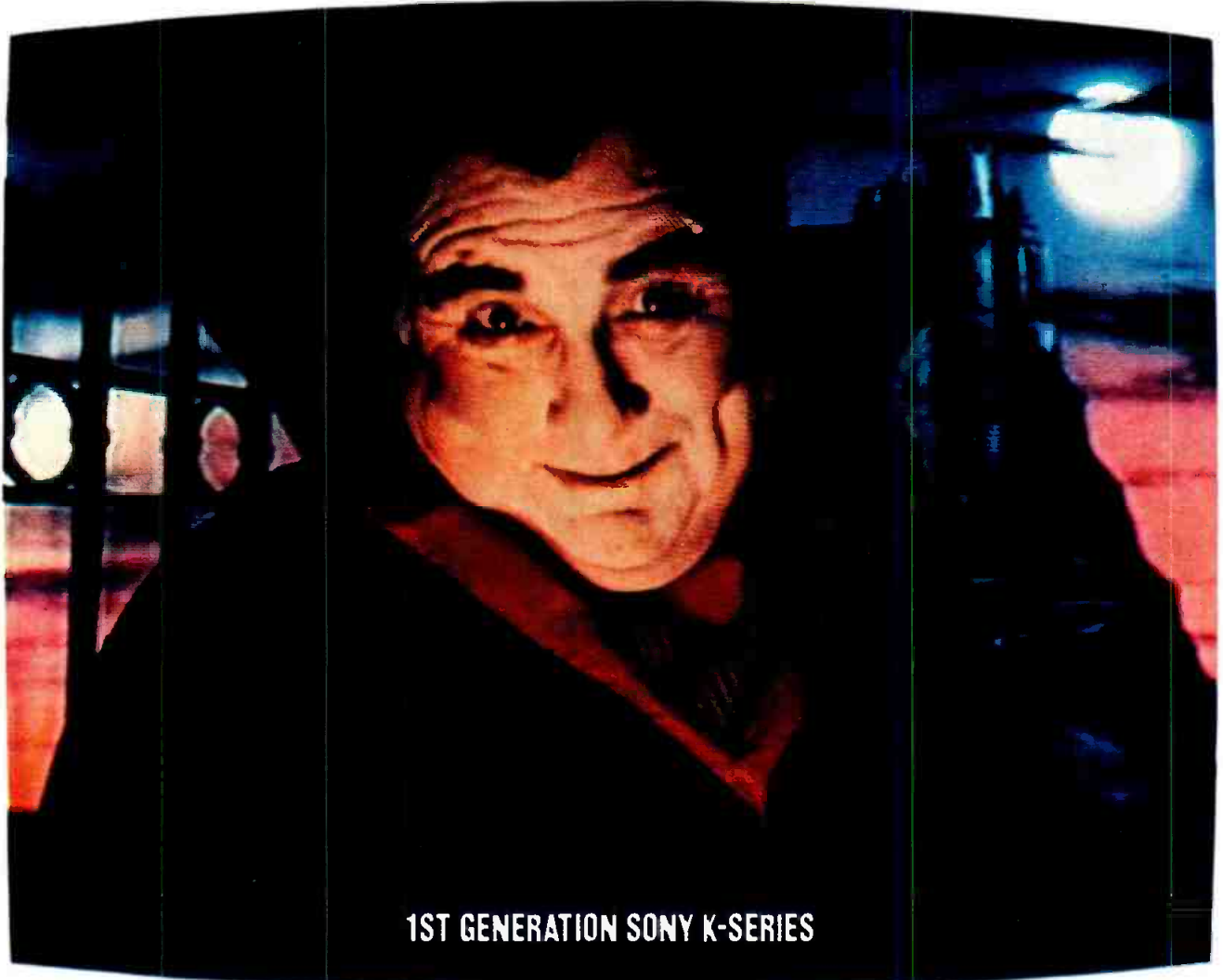
Today, Western Union has a diversity of broadcast, cable and business customers. Television and radio broadcasters are served on Westar III and IV. Cable users are served on Westar V. Present and future business customers can be served on Westar VI-S (scheduled to be launched September 1985). And technologically advanced Westars VII-XI are already on the drawing board to meet future customer needs.

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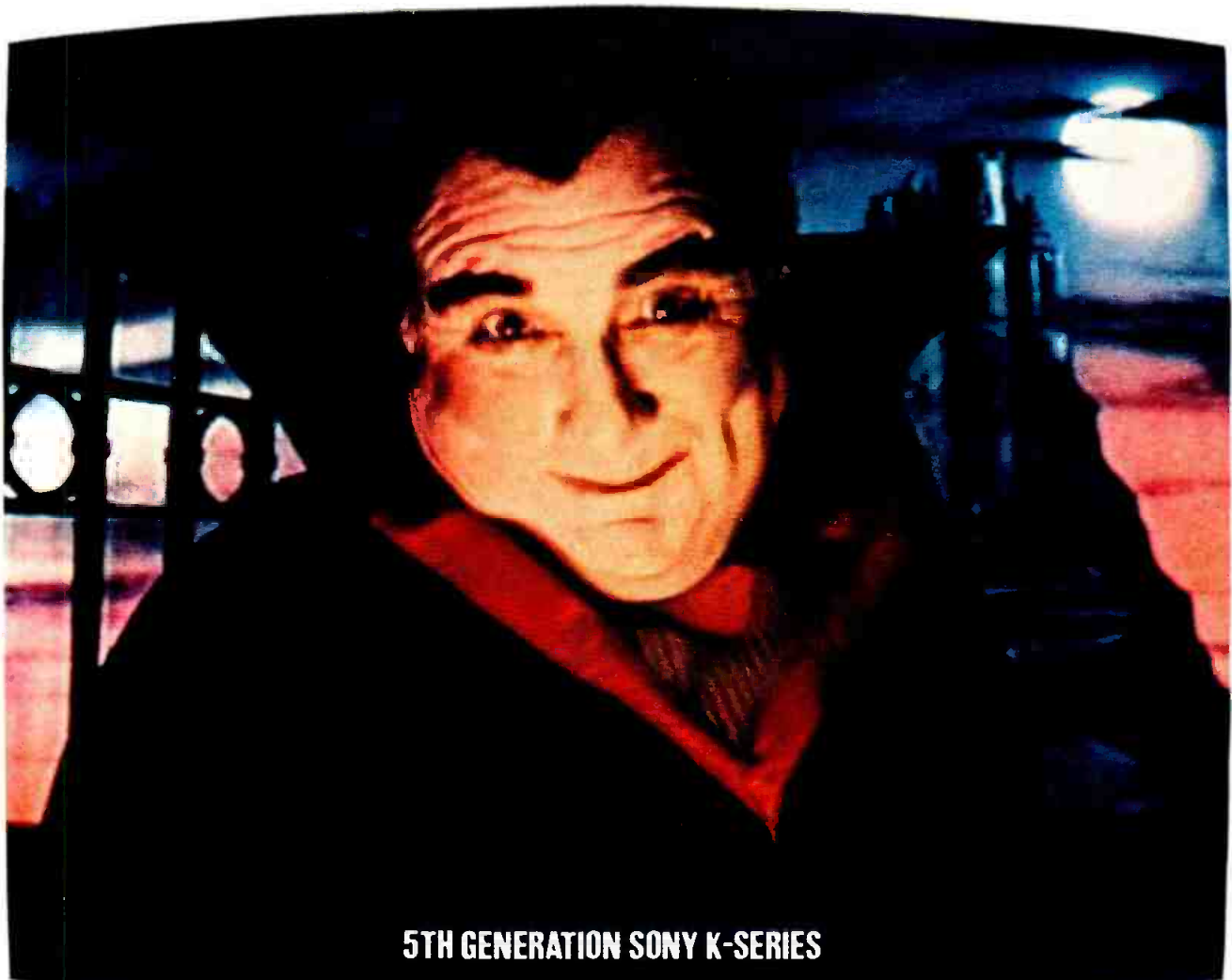
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5TH GENERATION SONY K-SERIES

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SONY
The Tape Measure In Video.



Monday Memo

A broadcast television commentary from Thomas J. Buono, Broadcast Investment Analysts, Fairfax, Va.

The economics of a music video TV station

All-day music videos on television are one of the most exciting programing innovations to come along in some time. UHF operators in major markets have begun to discontinue unprofitable broadcasting operations to jump on the music video bandwagon. The question that must be asked, however, is: "Do the economics justify using such a format?"

Music video formats on television stations have arisen due to the rapid expansion of UHF stations in the last few years and the increasing popularity of music videos. Many entrepreneurs, enticed by high industry profit margins, have entered the television broadcasting arena with the fourth-plus independent in the market, only to discover a lack of conventional programing. The established stations, generating large revenues, have secured the most desirable program properties. To compete, new operators have had to try to survive with an STV, program-time sales or a hybrid format. Such formats have typically resulted in substantial cash outlays, and none have demonstrated long-term viability.

In the last couple of years, while new UHF stations were struggling, the music video business has become very hot. Record companies and musicians have been reaping the benefits of a music video explosion. MTV on cable and various video programs on television have been a motivating force behind this rapid growth. With its revolving music video format on cable, MTV has demonstrated that such a format can garner desirable ratings. With the video production industry booming, there is now an ample supply of music videos available. MTV has, however, attempted to maintain its comparative advantage over new competition by securing music video exclusives with some of the leading record companies. This will limit the music video options available to broadcasters and will somewhat alter the complexion of the industry.

MTV's popularity on cable indicates that such programing is in demand. But only 40% of the population is served by cable and in major markets the penetration is even less. Music video formats on television will help reach the unserved or underserved.

As a narrowcast television operation, music video stations are difficult to categorize. It is important that management address the "radio with picture" versus "television with music" positioning issue early.

Management must be wary of the pitfalls related to positioning a station as either radio or television. Radio is a portable medium that generates large listenership in the drive-time dayparts. Its costs of advertising and commercial production are less than those for television, and commercial turnaround is



Thomas J. Buono is president of Broadcast Investment Analysts, a Fairfax, Va.-based consulting firm specializing in evaluation of broadcast properties and preparation of "bank presentations" for broadcast clients. He is editor of "Investing in Television (83/84)," a market-by-market guide to the television industry, and the "1984 Broadcast Financial/Legal Service Guide," a book profiling 134 brokers, bankers and attorneys.

quick. Conventional television, on the other hand, is aimed at the masses, and ratings and loyalty are program-specific. Music video television does not fit into either of these categories. It can, however, offer the demographic concentration of radio and the visual advertising impact of television. It is this unusual combined benefit that must form the basis of positioning.

Music video station revenues will be a function of the market and the marketing strategy. The selling effort will be important, but it is the size, demographics and competition of the marketplace that will establish the revenue potential.

A music video television station will derive most of its revenues from local television advertisers—specifically, those attempting to attract the station's target demographic. The station will have to share this segment of the local revenue pie with the other commercial television stations. In the major markets, this segment can be substantial. In the top 10 markets, for example, local revenues in 1984 should range from \$60 million to \$260 million. If advertising aimed at the 12-34-year-old age group is in keeping with population distribution, it would represent about 40% of the local revenues. Therefore, in the average top 10 market, after splitting the targeted local television revenues with the other stations in the market, a music video station should be able to generate time sales revenues of between \$4 million and \$5 million. This might sound like a lot, but it is much less than the \$15-million-plus generated by the average UHF independent in the top 10 markets.

Pricing of inventory spots will be a function of the marketplace and the estimated ratings. Account executives will initially be selling spots at rates that are not supported by ratings. At present, music video stations in major markets are reportedly selling 30-second spots for between \$50 and \$400. In our opinion, the average price would probably be at the lower end of this range, between \$50 and \$100. Assuming a \$75 average spot rate, an 18-hour operating day, an inventory of 20 30-second spots per hour and a 50% sell-out rate, a music video station could generate \$4.9 million in gross revenues per year. This is in keeping with the preceding "share of market" estimates.

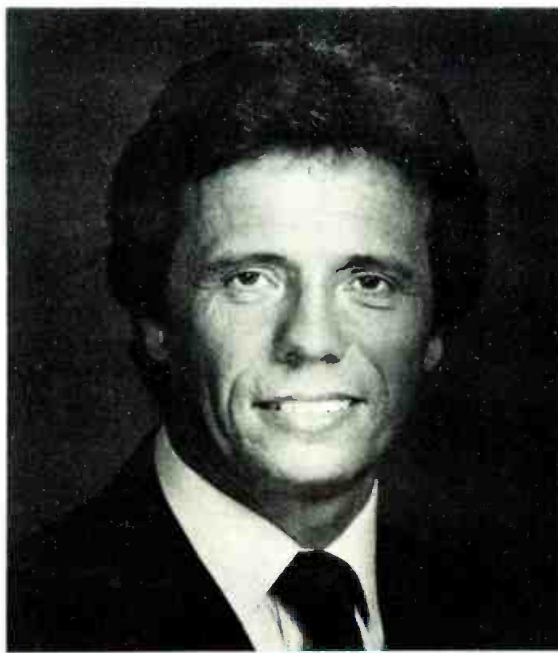
This revenue overview is based on major-market operation. We do not believe that the music video format will be viable in markets outside the top 20, with the possible exception of Phoenix, unless operating costs can be substantially reduced. In these smaller markets, the revenue potential is not sufficient.

A music video television station can operate at much lower costs than a typical major-market independent due to much lower program costs and a smaller full-time staff. While the copyright aspects of distributing music videos to television stations is being examined, operators have been receiving free programing. Although the record companies and artists are receiving benefits, it is unrealistic to assume that the music videos will continue to be free, especially given the high cost of producing quality videos. MTV's exclusives with some record companies will limit the supply of videos, and probably drive up the costs. In our opinion, music video programing will have some cost, but it will be substantially less than conventional programing.

Staffing at a music video station will be a function of management philosophy, but will probably be much smaller than at conventional independents. According to the National Association of Broadcasters, the typical UHF independent in the top 10 markets operates with a full-time staff of 76. Utilizing a structure that more closely resembles radio broadcasting and automation equipment, a music video station could operate competitively with a full-time staff of fewer than 40 employees.

Assuming a reasonable cost for programing, a music video station in a major market could keep operating expenses below \$5 million. As a result, in certain markets, these stations can generate a profit.

The key to success will be the continued availability of low-cost programing, the ability of management to hold down operating staffs and expenses and the maintenance of a competitive rate structure. For the fourth-plus independent in a major market, the music video format may be the difference between life and death.



*Jim Smith, General Manager of San Francisco's
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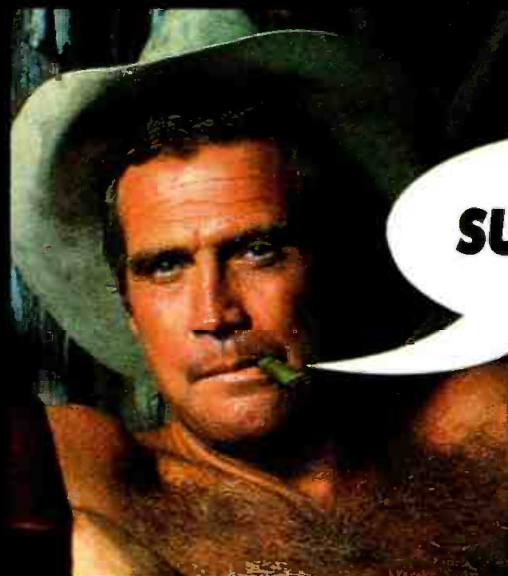
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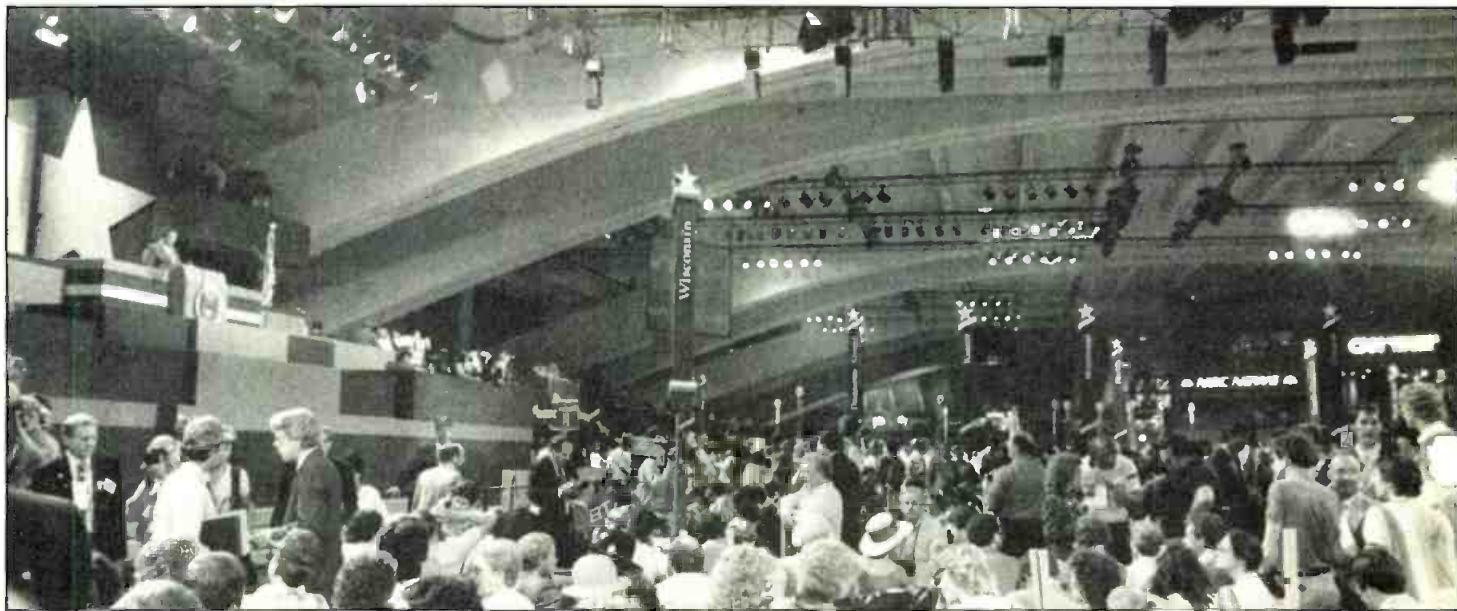
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Vol. 107 No. 4



Top of the Week

The Democratic National Convention

The gavel passes to a new news generation

Network decisions to abandon their Gulliver roles at nominating events leaves the field open for an army of Lilliputians; C-SPAN, CNN, over 300 local stations descend on Moscone Center and populate the satellite skies with signals; change is only beginning

The story of the media coverage of the Democratic national convention in San Francisco last week can be summed up in several images: A correspondent for an Austin, Tex., television station, standing in a patch of light on the floor of the convention, interviewing, live on camera, a member of the state's delegation. Brian Lamb, of C-SPAN, monitoring some of the 125 hours of original programming that the public affairs network provided during a 10-day period. Bob Funnad, executive producer of convention coverage for the Cable News Network, rallying his troops for another day of gavel-to-gavel coverage. And Sam Donaldson, one of ABC News's four floor reporters, pacing the floor of the ABC newsroom on Wednesday afternoon with, it seemed, energy to burn and nothing to expend it on.

For the way the convention story is being reported to America on television is changing dramatically. Satellite technology has made it feasible for stations to send corre-

spondents and crews to cover conventions from the local angle, and an estimated 200 of the approximately 350 television stations represented at the convention covered it live. (Another 300-plus radio stations did, too.)

Ambition, interest and a sense that there is a vacuum to be filled have led C-SPAN and CNN to opt for gavel-to-gavel coverage, each in its own way. As for the networks—after 30 years of carrying the full burden of coverage in the face of withering audiences and changes in the political system that leave little for the conventions to decide—they have reduced their coverage to the last two hours of prime time, with whatever runover the news requires. Indeed, there was talk last week that there may be further cutbacks in the networks' coverage.

David Burke, ABC News vice president, caused something of a furor among the media and the Democrats when he called conventions as now structured a "dinosaur" and suggested ABC in the future may cover them only as a news event. But he wasn't alone in raising questions about the present structure of network coverage, even in an abbreviated form. Reuven Frank, executive producer of convention coverage for NBC (who has been credited with developing the manner in which the networks offered gavel-to-gavel coverage) took issue with Burke's characterization of the national conventions. "They

are no more a dinosaur than Congress," he said. But he added: "I believe this mode of coverage is finished. There is no news justification for this level of effort."

Frank, a veteran of 34 years at NBC, noted he would not be running convention coverage in 1988; his present contract runs out in February and, as he said, he is leaving his options open; he cautioned last week that he was speaking only for himself. But NBC News President Larry Grossman, who last week attended his first national political convention in his new job, also suggested that there was less than a perfect match between news value and journalistic effort: He said the network was investing more time on the coverage "than is justified on a news basis."

Clearly the conventions impose heavy financial burdens on the networks. The state-of-the-art telecommunications and computer equipment, the miles of cable, the elaborate anchor booths used this year (three-story affairs that commanded the podium and everything else they surveyed—Taj Mahals, in Frank's words—all are costly.

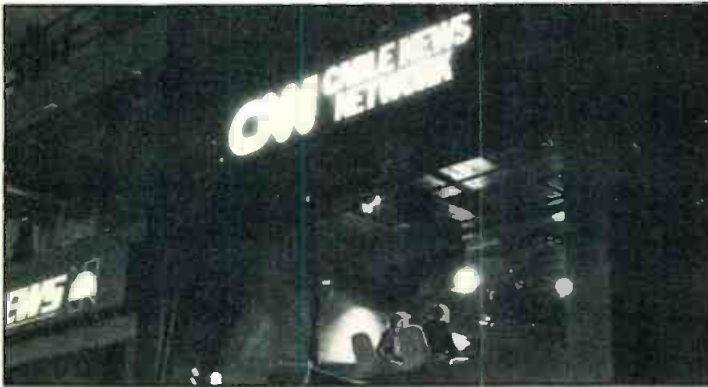
Grossman said NBC is spending more this year on the two conventions than it ever has before—between \$20 million and \$25 million. Normally, the assumption would be that the other networks were spending a comparable amount. But ABC was not divulging its costs, and CBS pointedly did not



ABC



CBS



CNN



NBC

knock down a published report that it was spending \$15 million on both conventions. A spokesperson said the figure was "in the ballpark."

At one time, there was little concern about such costs. But it has been a long time since presidential nominations were decided in conventions. That decision has been preempted by the primaries and caucuses that have proliferated in the last 20 years. And the civics lesson that some say the conventions offer is still there to be learned, but fewer and fewer viewers seem interested.

Still, the convention last week produced a reasonable budget of news. True enough, Walter Mondale was nominated on the first ballot as expected. And his choice—Representative Geraldine Ferraro of New York—was nominated for Vice President by acclamation, also as expected. But the nomination of a woman as Vice President was historic. Fights over platform planks on Tuesday triggered the adrenaline glands even among old warriors on the scene. "It was like old times," said Frank.

The oratory was several cuts above the average, stirring the kind of emotion and excitement that seems possible only in national gatherings. There was even a nasty little dispute involving a delegate and a correspondent.

CBS News's Ed Bradley, seeking to address one of the key questions of the convention, pressed Mayor Harold Washington of Chicago on whether he could achieve unity among Cook county Democrats, considering that he does not talk to Chicago City Council President Edward Vrdolyak who, as it happened, was within earshot and camera range. Washington refused to answer, and when Bradley persisted, the mayor told him

to turn the camera off and said, "Don't ask me anything else. You are one of the worst possible individuals I've seen. How dare you call yourself a press man? You are an insult to common sense." "I think," said Bradley to his nationwide audience, "we have an example of the problems in Cook county."

(The dispute touched off an intramural disagreement within CBS. Ron Powers, media critic on the *Morning News*, said Bradley had gone "too far." But a spokesperson for

CBS said he had gone just far enough. "Ed was just doing his job," she said.)

□

Whatever the justification—or lack of it—for gavel-to-gavel coverage by the networks, and putting aside the question of whether the parties manipulate them for propaganda value, there is no doubt among the executives and correspondents of stations who descended on San Francisco that the Moscone Center was the place for them to be last week—as Dallas and the Republican convention will be next month. "It's important for us to be here" was the refrain heard over and over again. There were local stories to be mined and prestige to be gained.

Four years ago, correspondents and crews from a handful of stations pioneered live convention coverage at the Republican convention in the Joe Louis arena in Detroit. Last week, live broadcasts via satellite for presentation in evening and late evening news programs, in addition to the transmission of packaged pieces, were commonplace. And last week, the organizational structure within which stations operated was as diverse as the needs of the marketplace.

There were, for instance, groups of stations, perhaps a half dozen, with nothing more in common than a desire to share satellite costs. They did just that. There were groups like Newslink and Group W's Newsfeed that provided satellite time and booths from which anchors could broadcast. (Each operated two cameras simultaneously during the evening and late-evening news periods in the East and Midwest, and traffic in and out of the booths, as the anchors and correspondents kept to strict time limits, was heavy. "It's like tag team wrestling," said Group W's news director for the project, Terry



C-SPAN



Harold Hayes of KDKA-TV Pittsburgh



Ralph Renick of WTVJ(TV) Miami



Ronnie Oliveira of KVUE-TV Austin, Tex.



Skip Loescher and Pat Miles of WCCO-TV Minneapolis



Roz Abrams of KRON-TV San Francisco



Judy Woodruff of the MacNeil/Lehrer NewsHour



RKO Radio anchor booth



Suzanne Bates of WXFL(TV) Tampa, Fla.

O'Reilly.) Station groups, like Gannett Broadcasting and Storer Communications, provided facilities for member stations and others prepared to pay for the opportunity. The Independent Network News served its 100 affiliates from the convention, and its sister operation, INDX, was on hand to provide news feeds to its 14 clients.

Then, too, the networks provided services

for affiliates—arranging satellite time, making editing facilities available, providing cameras and charging accordingly. (CBS's rates ranged from \$800 for minimal service, pegged mainly to radio affiliates, to \$10,000 for a package that included everything but the body to stand in front of the camera.) To accommodate the horde, the Democrats provided 22 standup positions around the hall and space for 44 skyboxes.

Standing among the clutter of the two booths and some of the three tons of equipment Group W's Newsfeed had assembled for the benefit of the 55 radio and television stations it was serving, Richard P. Sabreen, vice president and general manager, was enthusiastic about Newsfeed's mission. "The story of this convention is local," he said. "It is the story of the collective will of people who

come from local communities. The governor of Minnesota," he said, as an example, "can be asked if he will support the ticket. He can also be asked about the administration's farm program, what he would do about protection for steel industries. Or Bob Graham, the governor of Florida, comes not only with personal goals but as a representative of the people of Florida—whatever he says to the convention will be in the context of the interests of the people of Florida."

Those were the kinds of stories the station people were after. Some could not resist the lure of the big story and tried to do that on occasion, too. Some could reasonably claim that a story with national written all over it was, for them, local. Stations in Colorado were following Senator Gary Hart, for instance. And one of the members of the Massachusetts delegation of interest to WNEV-TV Boston was House Speaker Thomas P. (Tip) O'Neill Jr. But the local angle can be unbalanced. "We cover the convention through the eyes of the delegation," said Susan Percival, coproducer of the WNEV-TV coverage. "Massachusetts is a Hart state, so we don't cover Mondale."

For many stations, national issues were local ones, too. Tim Kent, political reporter for WRAL-TV Raleigh, N.C., said the second primary issue raised by the Rev. Jesse Jackson was a critical one to voters throughout the South, where many blacks feel the use of run-off primaries discriminate against them. So he did a story on that aspect of the platform. Political reporters in the state also are covering a state story with national significance—the effort of Democratic Governor James Hunt to unseat Republican Senator Jesse Helms. So Hunt's presence at the convention provided material for pieces by the state's reporters. *One Day at a Time's* Bonnie Franklin became a sidebar subject when she went up to Hunt and kissed him to demonstrate her passionate interest in Helms's defeat.

□

A few blocks away from the Moscone Center, on the 25th floor of the McKesson headquarters building, in space made available at no cost, C-SPAN maintained its headquarters during its 10 days in San Francisco. The location offered a magnificent view of the Bay, used to good advantage as a background for interviews in the studio, as well

as of the Moscone Center. It suggested detachment and independence, and so did Brian Lamb, as he discussed the network's operations.

Among the 125 hours of original programming (325 hours, if repeats are counted), were long and to many arid stretches of gavel-to-gavel coverage of the convention and hours of guests, only a few of whom would be sought after by the networks for their Sunday morning interview programs. But Lamb professes not to be interested in the glitter of the big-name interview. "We're not competing with the networks," he said, although some guests, like San Francisco Mayor Diane Feinstein, would make anyone's A list).

Nor, he thinks, are C-SPAN's viewers. Lamb speaks of them as a special breed. "We're looking for a discussion on the issues." Viewers watch the coverage of the convention, listen to the guests being interviewed, then call in "to talk about the issues; they are not interested in the horserace or the inside baseball aspect of the convention." What's more, Lamb thinks his network's service offers viewers a kind of instant gratification. "You can sit at home in Phoenix, and call in and sound off right away on an issue or a development that bothers you. You don't have to wait until you read the morning newspaper."

Lamb believes that C-SPAN is making it easier for the networks to back away from the exhaustive convention coverage they once did. Even though C-SPAN has a potential audience of only 18 million homes, he sees it as filling a gap left by the networks. And he thinks the networks will reduce their convention coverage further in 1988. "It's important for us to be here—and we'll be back in 1988."

So too, it seemed certain, will CNN, the other newcomer to national electronic journalism. Four years ago, Ted Turner's concept of 24-hour news was embodied in an organization housed at the two conventions in territory on the wrong side of the tracks. Not last week. CNN had its own three-story anchor booth on the floor of Moscone Center, just like the other big boys, and close to 300 troops, including the obligatory four floor reporters. Its presence was felt, and the notices in the press were generally favorable. Bernard Shaw, one of CNN's three anchors,

who performed that job for the network in the dark and uncertain days of the 1980 conventions, said, "It's nice to be competitive."

In a sense, CNN last week seemed to be a throwback, performing in a way the other networks once did at conventions—staying with the convention but not the podium from gavel to gavel. During stretches when doings at the podium were considered too dull to cover by every news organization but C-SPAN, CNN filled with analyses and interviews. And they were well stocked with commentators—six in all, five of the guest variety.

But CNN, as it has demonstrated, is not afraid to break molds. Charles Bierbower, who covered the podium for that network, did a nine minutes and 23 seconds piece on the party platform on Tuesday. Even for an analysis of as weighty a document as the platform that is a lot of air time. As a broadcast journalist for whom three or four minutes is a great deal of time in which to report a story, Bierbower said, "It's nice to be able to sit down and just write."

□

It's a safe bet that CNN, whose only business is news, will cover the conventions in 1988 from start to finish. But the question of how the other networks will cover them is one that news executives will ponder over the next four years. ABC, as it did during the Republican convention in 1980, when Ronald Reagan was the preordained choice and it broke away from convention coverage to air special editions of *20/20*, seems ready to break ground again.

Four years ago, ABC News and Sports President Roone Arledge said conventions should be covered as a news event. Reducing coverage to the hours of prime time-plus was a step in that direction—but not far enough for ABC. On Tuesday, viewers tuning in to the network at 9 p.m. NYT saw not the convention but a rerun of *Hart to Hart*. It wasn't until 23 minutes later that the network switched over to the convention. ABC may have been trying to tell someone something.

"We want to cover this as a news event," ABC's Burke said on Wednesday. The network had planned to open its coverage at 9 p.m. because the Democratic schedule seemed to hold promise of news at that time. But the schedule slipped, "so we did too,"

Fifth Estate regulation hailed in Democratic party plank

Democrats last week adopted a party platform that, among other things, includes a call for stiff regulation of telecommunications, and for quotas of children's programming on commercial television. It also emphasizes the party's commitment to the survival of public radio and television. These planks were originally introduced by House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) and were incorporated in the draft adopted by the Democratic Platform Committee (BROADCASTING, June 18, July 9). The platform added an endorsement of the fairness doctrine and equal time requirements "along with other laws and regulations on the electronic media which encourage or require responsiveness to community needs and a diversity of viewpoints." The theme of the telecommunications plank lists

three principles including diversity, access and opportunity. "This electronic marketplace is so fundamental to our future as a democracy (as well as to our economy) that social and cultural principles must be as much a part of communications policy as a commitment to efficiency, innovation and competition. Those principles are diversity, the availability of a wide choice of information services and sources; access, the ability of all Americans, not just a privileged few, to take advantage of this growing array of information services and sources; and opportunity, particularly by minorities and women, that will give every American the ability to take advantage of the computer and the telecommunications revolution," the platform adopted by the delegates on Wednesday said.

Burke said. After ABC responded with *Hart to Hart*, the Democratic campaign managers, for whatever reason, tightened the schedule, and ABC returned to the convention to cover House Speaker O'Neill at 9:30 p.m. NYT and the Reverend Jesse Jackson at 10:30.

Burke and ABC generally have been criticized for the attitude he expressed and for his characterization of the structure of the political conventions as a "dinosaur." CBS News President Edward Joyce, for instance, said those who make that characterization "and say they will devote far less coverage to them four years from now do so with some degree of cynicism about our election process." Burke was not impressed with such reactions. "We did something different. We broke a rule. We always do. The heat is the same as it was four years ago."

Of the two other major networks, CBS seemed more committed to maintaining the format employed last week. Joyce, in the statement criticizing ABC's position, seemed to overlook the fact that CBS was itself devoting far less time to convention coverage than it did four years ago. Nevertheless, he said CBS will give the conventions "comprehensive coverage in the future." He described the conventions as an "integral part of the American fabric," and added, "we are pleased with our comprehensive coverage of them thus far."

NBC's Grossman, whose last job was as president of the Public Broadcasting Service, was properly impressed by the resources available to NBC News for coverage of the convention. "No one who sees the

resources we put into this can say we're taking it lightly." And he said the network was prepared to break into its daytime schedule at any time to present legitimate breaking news from the convention. He said the networks had been ready to go on at 5:30 p.m. on Monday to carry former President Carter live before his appearance was rescheduled. But while he said it was NBC's job to cover the convention as news, it was not responsible for providing "a social service"; some critics of the networks' abbreviated coverage have suggested the networks owe such a debt. "It would be dangerous for us to view ourselves as such," he said.

How, then, should conventions be covered? Frank suggested that the pattern followed in covering the Pope's visit to Poland might be appropriate. "We had 50 to 60 people, not 600," he said. "We had a lot of live coverage, it was heavy in the news programs, and we had a special report every night. Building a Taj Mahal for four days of television was all right in 1960, '64 and '68. But it makes no sense now."

Frank might get an argument from Brokaw, who was anchoring his first convention last week. "A lot of journalism is contingency," he said, "being prepared for something that may not happen." He noted that there was "enormous interest in the candidates for the presidential nomination and in Ferraro" and that there were almost 4,000 delegates on the floor. "There was a lot of ferment. Things may happen."

Concern that the primaries and caucuses have deprived conventions of anything more than a ratifying role is only one reason Burke

and others feel the present method of coverage is poor journalistically. Another is that the parties tailor their conventions to what they perceive to be the networks' needs. That, he said, is wrong. "We should tell the parties to schedule as they see fit and that if, say, Jackson is presented at 7 p.m. [NYT] we'll interrupt to cover him."

As he was expressing that concern to a reporter on Wednesday afternoon, Burke received a telephone call from Ed Fouhy, the chief of the ABC News Washington bureau, who was serving as the podium reporter. He reported that representatives of Senator Gary Hart and Mondale were negotiating a scheduling problem. Hart was to speak that evening and was determined to appear in prime time. Mondale's representatives wanted to be sure that nominations were made early enough so that, during the roll call, the votes putting Mondale over the top were cast during prime time. "We shouldn't be in that business," Burke said. The necessary agreement was struck, but the schedule slipped, and the climactic voters were not cast until well past prime time. But the networks, not surprisingly, were there to cover.

Burke several times spoke of the enormous resources that are invested in convention coverage. At one point, he recalled touring the network's facilities with Arledge before the convention started and commenting on the top people who were involved, the state-of-the-art equipment being used and all of the other resources. Then he had said to Arledge: "Can you imagine what it would be like if we had a story here. It'd be wonderful." □

Second-quarter records set for RCA, ABC

NBC contributes to parent company's good fortune, also setting record; ABC Inc. reports earnings of \$72.4 million

RCA and ABC made it unanimous for the Big Three last week, both reporting record earnings for the second quarter. CBS, the other major network parent, had posted its second-quarter figures a week earlier (BROADCASTING, July 16).

Earnings for RCA Corp. reached \$109.9 million for the second quarter, exceeding any previous quarter in the company's history, on \$2.48 billion in sales. It was a 13% increase over last year. The company said gains in both operating earnings and revenue came from all segments of the company and that new records were set by both the broadcasting and electronics segments. The 75% increase in net earnings follows a similarly sized increase in the first quarter.

RCA Corp. does not break out specific numbers for NBC on a quarterly basis, but the parent company said the subsidiary scored record sales and earnings, with "all major operating units—both television and radio—posting substantial year-to-year gains." For 1983, NBC had revenue of \$2.09 billion and pre-tax income of \$156.2

million, an increase of 45% over 1982. But last year's record earnings for the broadcast group were just \$4.2 million over its 1977 take, and it appears there is still "upside" movement for television revenue that may well produce additional record quarters before the broadcast group has fully recovered from several unsatisfactory years. In 1981 pre-tax earnings bottomed out at \$48.1 million.

The major improvement, and most likely the primary reason for the broadcast group's record earnings, came in the television network. NBC last year was reportedly the only one of the three broadcast groups that earned less money than the owned-and-operated television stations. James Magid, who follows RCA for the New York-based securities firm of L.F. Rothschild, Unterberg, Towbin, sees improvement in daytime ratings as the key to the network's improvement: "The second quarter is not a reflection of any improvement in their prime time scheduling but it reflects a strong broadcasting market and a real improvement in daytime. It's my judgment that deterioration in NBC's daytime ratings in the last decade exceeds \$100 million of pre-tax profit and therefore any improvement in daytime ratings and demographics... could have a good impact on earnings that are very depressed, and I think

that's what occurred."

The company's statement said the electronics segment benefitted from the continuing "phase-down of Videodisk operations and a significant reduction in losses for the Broadcast Systems Division." That division, which supplies cameras and recorders, has previously suffered heavy losses but with a new executive officer, John Rittenhouse, has cut costs, in part by closing some manufacturing plants and cutting staff.

Among other segments noted by RCA was consumer electronics, where the company said "sales of color television sets and videocassette recorders continued strong." Company earnings per share from continuing operations were \$1.10, up from 33 cents last year.

ABC, whose corporate fortunes, more than CBS and NBC, rise and fall with its broadcasting operations, also reported highest-ever quarterly earnings, \$72.4 million, for the period ending June 30. Record profits for the television network, the owned-and-operated TV stations and ABC radio contributed to a success for the broadcast group, which accounted for 89% of the company's revenue of \$854 million, also a second-quarter record. ABC Chairman Leonard H. Goldenson noted: "Incremental profits from our basic businesses and a capital gain on the

sale of ABC's leisure parks more than offset the costs of the company's increased investment in the emerging video industry."

Those investments include the company's discontinuation of its experiment with Tele-First (BROADCASTING, June 18), resulting in a previously announced \$15-million pre-tax loss, and the \$202-million purchase of the Entertainment and Sports Programming Network (ESPN). Because the purchase of ESPN did not close until June 18, it had little impact on second-quarter earnings.

The broadcast group recorded a 13% profit increase over the year earlier to \$162.1 million on a 12% increase in revenue to \$760 million. The company's statement noted that the owned television stations "achieved significantly higher national spot and local advertising revenue during the period," and an ABC spokesman said the TV stations "far exceeded" the group's performance. He also noted the network had a strong performance despite the costs of the network's six-year, \$575-million baseball contract and the costs

of covering the election. Falling below the average revenue increase for the group was ABC Radio, whose profits and operating margins nonetheless "rose sharply," according to the company, after operating at a "modest loss" in the first quarter.

Not including the TeleFirst write-down and the ESPN purchase, ABC noted that the remaining businesses (which include its interest in the Arts & Entertainment Network and Lifetime cable channels, syndication and merchandising) showed a lower operating loss for the quarter. The company said ABC Motion Pictures reported "increased revenue and an operating loss approximately equal to last year's."

And at Comsat

Losses from its developing DBS business helped keep earnings flat at Comsat, which also reported second-quarter results last week. Net income was also flat, compared to last year, excluding last year's second-

quarter sale of assets. The company reported last Monday (July 16) revenue of \$106.9 million, operating income of \$23.7 million and net income of \$11.7 million.

Revenue from the company's Intelsat business continued to increase at an estimated 10% rate, while revenue from other satellite business declined. The company's Comstar and Marisat satellites are generating less income because their contracts have entered an "optional phase," as the lifespans of the birds diminish.

In 1983 the company's satellite operations provided almost 90% of Comsat's total revenue; the Intelsat portion of that about two-thirds.

The company reported continuing losses from Satellite Television Corp., its planned direct broadcast satellite business, and slightly reduced losses of \$10.8 million from its one-third share of Satellite Business Systems, which provides long-distance telephone, business communications and satellite transponder leasing services. □

Back to the drawing board (again) on cable bill

NCTA board demands key changes in H.R.4103 or threatens to withdraw support; cities, congressional sources decry turnabout, cite credibility loss

The National Cable Television Association board of directors voted unanimously last week to withdraw its support for a House cable bill (H.R.4103) unless substantial changes are made. The association's decision came during a special meeting called to review the legislation in light of recent probable developments that have called into question whether the bill remains in cable's best interest. Erosion of support for the measure has been accelerating since the bill emerged from the House Energy and Commerce Committee, when NCTA first announced it wanted to make further adjustments (BROADCASTING, July 2).

The legislation is based on a compromise among the NCTA, the National League of Cities and the U.S. Conference of Mayors. The measure would, among other things, limit municipal authority to regulate cable. Two state cable associations—California

and New England—had earlier adopted resolutions demanding changes in the bill (BROADCASTING, July 9).

The board instructed NCTA officials to "go out and do everything they can to get those changes." The board wants a bill, "provided it's the right legislation, and if the legislation is not right then they don't want it," said NCTA President James Mooney.

NCTA's new position may disrupt what has been a relatively smooth working relationship between NCTA and Congress, where reaction to NCTA's stand was far from favorable. Nobody knew what cable would do in the long run. "Watching this is like a tennis match. We're watching things bounce back and forth," said one House source. By the end of last week everybody was asking whether NCTA could pull off its change in position without alienating its key congressional allies, particularly Tim Wirth (D-Colo.), the bill's author.

The nation's cities, which previously opposed the bill, have reversed roles with cable and now seem to be gearing up to press for passage of the legislation in its present form.

(Sources say, however, that the cities have not officially asked Energy and Commerce Committee Chairman John Dingell [D-Mich.] to move the bill.) As a result, the cable association may find itself attempting to block legislation it has spent more than two years trying to pass.

Despite this somewhat uncomfortable development for cable, the NCTA is not discouraged. "There were statements today that characterized our position as a win-win," said NCTA Board Chairman Ed Allen, president, Western Communications, Walnut Creek, Calif. Mooney agreed. "We figure that we are in an enviable position," he said. Both maintained that if cable can't achieve a legislated national policy it still has the recent Supreme Court (Crisp) decision and FCC actions to fall comfortably back on. The court affirmed the FCC's authority to pre-empt cable regulation, and the FCC ordered a substantial diminution of the cities' authority over cable content and rates.

Mooney argued that key sections of the bill must be revised to reflect the changed situation. "What we want to do is edit it so as to more accurately and precisely reflect what we think the policy ought to be in light of the circumstances," he said.

With its new marching orders, NCTA will try to seek further concessions from the cities in at least four areas: rate regulation, modification and regulation of services, franchise renewals and franchise fees. In addition, it will work against landlords and private cable operators to ameliorate, either through the statutory or committee report language, the "consumer access to cable services" provision—the so-called Wirth amendment that NCTA believes makes cable vulnerable to SMATV operations.

NCTA's principal job will be to bring the rate regulation section and other sections limiting a cable system's ability to remove, replace or repackage its services into line with the FCC's Nevada decision. That deci-



Allen and Mooney

sion, which was handed down last fall and affirmed just two weeks ago, prohibits a franchising authority from regulation of "basic" service—any tier of service containing must-carry broadcast signals and access channels. At the same time, it allows a cable system to shuffle services from one tier to another to avoid rate regulation or to make its product more attractive to consumers.

In much the same way, NCTA's task will be to bring the franchise fee section in line with the FCC's *Miami* decision of last month, which prohibited cities from requiring any fees in excess of 5% of annual revenues for public access corporations and purposes unrelated to cable.

To the renewal section, NCTA will try to add language that would further protect cable operators' investments in their cable systems. If a city denies renewal of a cable franchise, the language would say, the city or a third party designated by the city would be required to buy the system at fair market value. NCTA will also attempt to modify the language of the section so that cable operators don't have to make cases for renewal until they have some indication that their franchises will be denied.

As now written, the "consumer access" provision prohibits landlords from denying cable operators access to their building or tenants unless a private cable operator is providing "equivalent" services. That provision is acceptable to the cable industry as long as NCTA can somehow make it clear that "equivalent" means "the same," since few of the other services will be able to provide the same service as cable operators and block their entry into apartment buildings.

Not all the provisions are of equal importance to the cable operators. As a matter of fact, according to one source, if NCTA is able to get the desired changes in the rate regulation, modification of services and the renewal sections, its membership will renew its support for the bill.

"Clearly, if NCTA is seeking to get everything it wants on rate regulation, renewals and franchise fees, they are not going to get everything they want," said Thomas Rogers, House Telecommunications Subcommittee counsel. Furthermore, most of the Congress, Rogers noted, is "reading the bill as far more advantageous [to cable] than the industry does." He characterized the industry's reluctance to back the measure as a result of "bad lawyering and wishful thinking of a Supreme Court decision."

Rogers said the subcommittee was going to "keep the fire under the feet of the cable industry." He warned that Wirth would be "extremely displeased" if the bill were abandoned.

Similar warnings came from others on the Hill. "They're going to have a tough time convincing people it needs to be changed," said one House Energy and Commerce Committee aide. "The package as it now sits is no less fair than it was a month ago," the aide said. As for overall congressional reaction, "we'll have to wait and see if they're going to walk away," he added.

One House aide charged that NCTA's claims that the regulatory scene had shifted

were only a "smokescreen." NCTA, the aide maintained, "is using everything they can to cloak their decision to withdraw in clothing that makes it appear that they had reason to reverse their position." The aide argued that nothing had changed. "The FCC decided the *Nevada* case last November. And the *Miami* case on franchise fees is a 10-year-old policy that was reiterated by the FCC," he said. What happened, he added, was that NCTA's board "finally read the bill."

Mooney acknowledged that NCTA is taking a risk by attempting to renegotiate the bill. However, he pointed out that the committees have known since several days before the markup what NCTA's position was. At the moment, he noted, NCTA has a great deal of credibility on Capitol Hill. Furthermore, "there's a distinction between good faith and bad faith and everybody up there understands that," Mooney added. "We have not said publicly or privately that what we want to do is tube this thing because that's not what we want to do."

Congress returns today for a three-week session before taking its August recess. No action is expected to take place on the bill until September. In the meantime, NCTA is expected to meet with the cities and examine

Outsider. California-based cable attorney Harold R. Farrow and his Washington-based partner, Sol Schildhouse (of Farrow, Schildhouse, Wilson & Rains), were ejected from last week's NCTA board meeting in Washington that was considering a new position on H.R. 4103 (see adjacent story). Farrow has been a thorn in the side of many in the cable establishment because of his insistence that cable's best protection is in the courts, not in the Congress—or in some new statute that might freeze cable regulation at a new level and slow down the current pace of deregulation through litigation. BROADCASTING asked Farrow what he would have told the board had he been given an opportunity. His reply:

"I would have told them, 'If you had your druthers, what would you rather have protect you? The Constitution? It does. The antitrust laws? They do, too. Would you like a statute that would protect you if someone took away your rights, and said if they did you'd get damages? You have it in the Civil Rights Act. Would you also like protection from those who travel from town to town extracting money from you? You have it in the Racketeering Act.'

"I would have told them, 'You have got the best of all worlds already. H.R. 4103 takes away most of these remedies you already have.'

Also disallowed from the NCTA meeting: multiple system owner Leonard Tow, of Century Communications Corp., a Farrow client. The official reason for exclusions: that Tow and his attorneys are involved in a lawsuit that names NCTA and the National League of Cities among defendants. As it happened, the suit was not discussed.

the committee report on the bill. Mooney says the association will review the report before meeting with the cities. The board has scheduled a Sept. 6 meeting to make a final determination on the legislation.

The report on the bill is expected to surface late this week. Report language could make or break the bill. The bill's so-called "access to premises" provision, for example, has become a major area of dispute during the drafting of the report. Wirth believes that "equivalent" services should be interpreted narrowly to mean "equal to." Others, however, led by Al Gore (D-Tenn.), who in a colloquy with Chairman Dingell expressed concern about the term "equivalent" and requested the matter be settled in the report, fear Wirth's language is too vague and suggest that the test be based on diversity and that services not have to be identical, but have to be of comparable content—not a numerical equivalency.

"We're not talking about a channel-by-channel identity," Rogers said. Rogers maintained that the "equivalent" is to be construed literally as its definition in the dictionary ("equal in force, amount or value," according to Webster's Seventh New Collegiate Dictionary, for example).

Although the cities voted to affirm their support for the compromise, they also decided not to disband their negotiating team and left the door open for further discussions. Just how much the municipalities will give up to cable is unclear.

An earlier willingness to budge appears to have diminished. "We're satisfied [with the bill] and are going to stick with it," said Cynthia Pols, legislative counsel for the NLC. "It sounds like a complete gutting of the agreement," was Pols's description of NCTA's attempt to renegotiate. She didn't think the cities will agree to any major changes. "The key part of the whole deal was the agreement on the renewal provision. The trade-off involved was rate deregulation in exchange for elimination of presumption of renewal. That was as far as we felt we could go on rate deregulation," Pols said.

"A deal is a deal," said Paul Zeltner, councilman from Lakewood, Calif., and a member of the cities' negotiating team responsible for the compromise. Zeltner, who admitted his information on cable's demands was sketchy, thinks cable interests are not talking "about a simple disagreement, but are challenging the whole concept." Personally, he believes the cities should not renegotiate major portions of the bill. "The negotiations were long and hard. The cities gave a lot. It would be a travesty to the consumer if we let this go down the tubes." Will the cities push for passage of the bill despite opposition from cable? Zeltner felt they should. "Don't expect us to sit on our hands and play dead," he said.

"It seems clear to me that the cable industry doesn't have its act together," said Richard Emenecker, Pittsburgh's cable administrator. "They sign something and now they want to walk away. What's at stake here is the credibility of the cable industry. The cities have grounds for questioning the integrity of anything the cable operators agree

to or sign at the federal level or the local level." Pittsburgh is in the process of deciding whether to approve the transfer of its franchise from Warner Amex Cable Communications to Tele-Communications Inc., Emenecker said. That TCI is reneging on its support of H.R. 4103, he said, "leads us to question whether it would support any franchise agreement with the City of Pittsburgh."

Despite the fact that the odds may be against the legislation's survival, Mooney refused to call the bill dead. "This bill has been pronounced dead by the trade press at least six times within the last 18 months. Each time, lo and behold, it emerges from the ashes." □

Spring RADAR finds ABC in top two spots

NBC, RKO and CBS follow in third through fifth positions

ABC's Entertainment Network emerged as the new top-rated radio network among persons 12 and older, posting an average audience estimate of 1,581,000 listeners per commercial, Monday through Sunday, 6 a.m. to midnight. That's according to the spring 1984 RADAR 29 (Vol. 2) report released last week by the Westfield, N.J.-based Statistical Research Inc.

Slipping from first place last fall to second was the ABC Information Network, which pulled 1,560,000 listeners. Next was the NBC Radio Network, with 1,536,000 listeners, followed by RKO I, 1,517,000, and the CBS Radio Network, 1,360,000. However, with the exception of RKO I, all of the top five networks showed an audience decline from the fall 1983 report.

CBS's youth-oriented RadioRadio network registered the largest percentage increase in audience, 12 plus, for the second consecutive RADAR rating period, this time climbing from 826,000 listeners in the fall book to 1,027,000—a 24.3% jump. Five other networks also gained in 12 plus from the fall: ABC Rock Radio Network, up 10.1%; Mutual Broadcasting, which bounced back after three consecutive down books, up 5.2%; ABC Direction, up 4.8%, and RKO I, up 4.2%.

Showing the biggest percentage drop in listening, 12 plus, from the previous report was Sheridan Broadcasting Network, which fell 13.0%. Other networks declining were: ABC Information, down 8.5%; National Black Network, down 8.1%; NBC Radio Network, down 4.7%; NBC's Source, down 3.0%; ABC Contemporary, down 2.5%; ABC Entertainment, although first, down 1.4%; ABC FM, down 0.2%, and the CBS Radio Network, down 0.1%.

The top three 12-plus radio networks landed in the same order among those 18 and older. ABC Entertainment had 1,534,000 listeners, followed by ABC Information, 1,507,000, and NBC Radio Network, 1,473,000. Next were CBS Radio Network at 1,352,000 listeners and RKO I with 1,280,000.

ABC Entertainment added to its banner book by capturing the 25-54 demographic—the demographic most sought after by advertisers—with 934,000 listeners. Second was RKO I at 859,000, while ABC Information finished third at 810,000. For 35-54, ABC Entertainment ranked on top with 605,000 listeners.

In the young adult, 18-34-year-old demographic, the winning network was RKO I, which pulled 869,000 listeners per commercial. Next was NBC's Source at 797,000 listeners, followed by ABC Rock with 790,000. ABC Rock also topped the 12-24 age bracket with 801,000 listeners.

As for cume listening among persons 12 plus (Monday-Sunday, 6 a.m. to midnight), NBC Radio maintained its hold on the demographic with 26,668,000 persons reached by one or more of its commercials daily. Next came ABC Information, 25,016,000; ABC Contemporary, 24,432,000; CBS Radio Network, 24,386,000, and ABC Entertainment, 21,765,000.

The most-listened-to network radio program, based on average audience estimates of persons 12 plus (audience listening to

commercials aired within programs), was once again ABC Entertainment's *Paul Harvey News* (Monday-Friday, 8:30 a.m.) at 5,285,000. Paul Harvey news and commentary programs also took second and third place, followed by CBS Radio Network's news on the hour (Monday-Friday, 7 a.m.) and CBS's *Newsbreak* broadcasts (Monday-Friday, 8:30 a.m.), both anchored by correspondent Charles Osgood.

Rounding out the top 10 program positions were Paul Harvey's *The Rest of the Story* (Monday-Friday, 3:06 p.m.) and a variety of different CBS news on the hour newscasts.

RADAR 29, which entailed 48 weeks of continuous measurement, found that 76% of people, 12 and older, were reached by one or more network radio commercials per week. That figure translates into 145,371,000 people nationwide. In addition, this was the first RADAR ratings report which included three new networks: NBC Talknet (342,000 listeners, 12 plus), Satellite Music Network (605,000) and Transtar Radio Networks (209,000), all of which are described as "format" networks. □

The good is getting better in 1984 advertising revenue estimates

Coen's media estimates for McCann revised upward, with overall ad spending now projected to hit \$87.1 billion; hefty gains seen for both radio and television

Glowing reports of increases in advertising expenditures for network and spot television, for radio and for cable television in 1984 were issued last Thursday (July 19) by McCann-Erickson Inc. during its semiannual briefing on ad spending.

Robert Coen, senior vice president and director of media forecasting for M-E, told a meeting of newsmen and security analysts that he has had to revise upward the projections he made for 1984 last December (BROADCASTING, Dec. 19, 1984). He noted that his original forecast placed total U.S. advertising this year at \$85.4 billion, a 13.8% increase, but said his new estimate is that the figure will jump by 14.9%, to \$87.1 billion. Coen said that all advertising categories, including the broadcast media, will share in the revised estimates.

Coen attributed the increase over his original estimate to the improving economy and pent-up consumer demand plus the stimuli of the political elections and the Olympic games.

Coen predicted that network TV spending would reach \$8.1 billion in 1984, a jump of 16%. For the first five months of the year network revenues rose by 20%, he said, but added that they will not continue at that pace for the second half.

Coen projected that national spot television would rise by 13.5% in 1984, to almost \$5.5 billion, while network and national spot radio combined would increase by 15% to \$1.5 billion. National advertising on ca-



Coen

ble, Coen said, would climb by 20% to \$385 million.

Other media also will show increases in spending in 1984, according to the McCann report. Magazine advertising will increase by 15% to \$4.8 billion, national newspapers by 10% to \$3 billion and direct mail by 14% to \$13.5 billion.

"National advertising budget increases have been strong across most product categories," Coen said. "Computers, automobiles and a number of other high-ticket and discretionary products are returning to higher promotion schedules. The present climate of business will contribute to another good year in 1985."

Coen predicted that U.S. advertising spending will grow by 11% in 1985, to \$96.7 billion. He indicated that network television would increase by about 12% in 1985 and spot television by 8% to 10%. □

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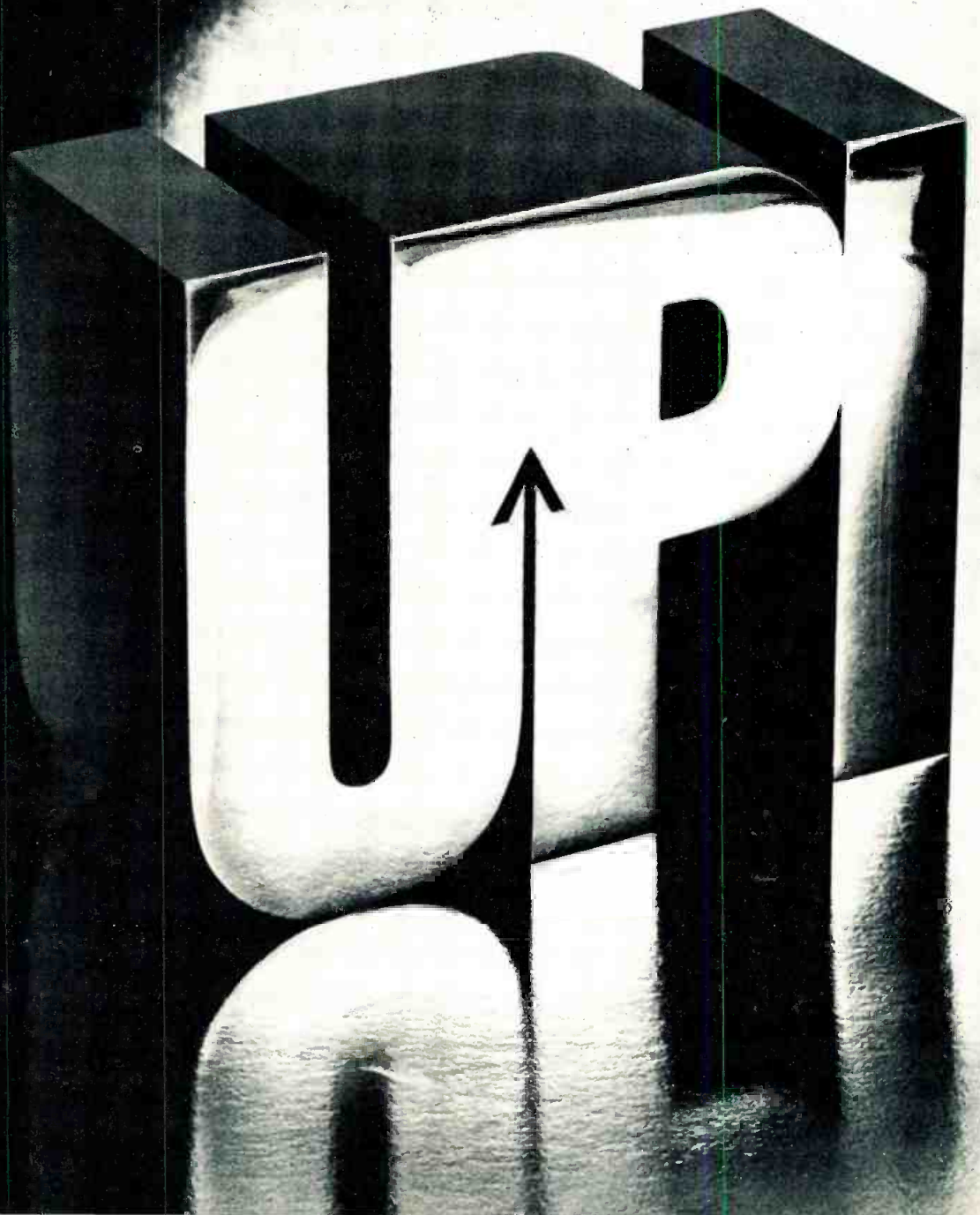


New York	WPIX (Ind.)
Los Angeles	KTLA (Ind.)
Chicago	WGN (Ind.)
San Francisco	KTVU (Ind.)
Boston	WSBK (Ind.)
Dallas	KTXA (Ind.)
Cleveland	WUAB (Ind.)
Houston	KTXH (Ind.)
Miami	WBFS (Ind.)
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WGST-AM, Atlanta, GA Division I	KDFW-TV, Dallas, TX KRON-TV, San Francisco, CA Division I
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WRAL-FM, Raleigh, NC Division I	WSMV-TV, Nashville, TN Division I
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BMI rate hike headlines NYSBA meet

New York broadcasters anxious for reopening of negotiations with music licensing organization; Washington insiders say there's a new ball game along Potomac

Three hundred broadcasters from the Empire State gathered at the Rye Town Hilton in the lush Westchester county suburb of New York City for the 23d annual meeting of the New York State Broadcasters Association. Although sport shirt attire was *de rigueur* among the broadcasters, it belied the more important regulatory and marketplace issues that were often the topic of conversation.

Among the subjects atop their agendas especially among radio broadcasters was the BMI rate hike about which they were notified June 20. BMI President Ed Cramer wrote that BMI had made what it considered "reasonable efforts" in trying to get a new contract settled with the radio broadcasters through the All-Industry Radio Music Licensing Committee. The second extension of the old contract expired July 1, and the new contracts sent out last month carry over for the balance of 1984, with the new rates beginning Jan. 1, 1985.

For the most part, radio broadcasters just wanted to get negotiations rolling again with BMI. What appeared to disturb them more than the rate hike was the manner in which it was handled by BMI—a letter sent out with a new contract and a two-week deadline. Although BMI reported it has received over 4,200 signed and returned contracts, some radio broadcasters say they signed "under protest" and only on advice of counsel. (BMI reported that of the returned contracts, which represent over 50% of its licensees, less than 1% registered a protest.)

One suggestion heard at the NYSBA that seemed to be winning acceptance among the radio broadcasters was that of bringing in mediators to arbitrate between BMI and the All-Music Radio Licensing Committee. Among names floated were those of Richard Wiley, Washington attorney and former chairman of the FCC (1972-77), and several other former FCC chairmen or commissioners. Also, some radio broadcasters agreed they would like to see the National Association of Broadcasters, through the offices of President Eddie Fritts, become involved. "I'm pro-anything that is going to put these parties back together again," said Martin F. Beck, principal of Beck-Ross Communications, Rockville Centre, N.Y.-based radio group owner (and the NAB's immediate past chairman of its radio board). "The most important thing is to straighten it out."

NYSBA members were given advice and tips over a wide range of panels covering everything from the most recent developments on the Washington regulatory front to some of the most controversial personalities in talk radio and a scenario on the future relationship between broadcasters and cable.

In a panel on "Washington Insiders," Jef-

frey Baumann, general counsel of the NAB, observed that the "playing field in Washington is very different than it was 10 years ago." He said the reduction in FCC commissioners from seven to five "means that votes count a lot more." Baumann told the New York broadcasters that another change at the FCC today is that "the commissioners have become very independent" of the chairman and one another. "All believe in the marketplace," he noted, "which has both its upsides and downsides."

Another difference between yesterday and today, according to Baumann, is that "the commissioners are now very concerned about presentations." Gone are the days when a broadcaster could go to Washington, take a commissioner to lunch and explain his or her problems. Today, Baumann said, commissioners are more likely to be wooed by hard facts and information rather than good-old-boy lobbying.

Erwin Krasnow, Washington communications attorney and former senior vice president and general counsel of the NAB, warned the broadcasters that deregulation has both positive and negative sides. He said the Fowler FCC has at times had a reputation for being a "marketplace hedonist" which sometimes gives it "an excuse not to do things it should do." As an example he cited the FCC's decision not to set technical standards for AM stereo, which Krasnow predicted would be in full bloom today were it not for the FCC's decision not to act. He also mentioned the FCC's deregulation of call signs, which he characterized as "outrageous." Call sign regulation, he noted, is the FCC's "basic business of being a traffic cop."

Regarding the FCC's recent deregulation of television (BROADCASTING, July 2), Krasnow said it was "based somewhat on a flimsy record." Sooner or later, he ventured, "it's going to be tested in the courts." And about the footnotes attending the Supreme Court's recent decision granting public broadcasters the right to editorialize—which some in the Fifth Estate believe paves the way for repeal of the fairness doctrine—Krasnow said "it's just a footnote...one can read too much into a footnote."

On a panel titled "Radio in Living Color" and featuring four of the more colorful radio talk show hosts in New York state, the consensus was that while none of them lack for fans, talk show hosts are probably playing for a smaller segment of the market than they did in bygone days. John Gambling, who has been hosting a morning show on WOR(AM) New York for the past 25 years (and whose late father preceded him at WOR for 33 years, and whose son presently has an afternoon show there), described morning radio as a "habit." Gambling said he "keeps reading that the American public is aging...you wonder what it takes to get and hold an audience." Of his own station, he said: "We give people what they want in the morning...People don't want any more hassle,

they want to be eased into the morning."

Ted Brown, who has had a talk show on Metromedia's WNEW(AM) New York for the past eight years (and at WHN(AM) New York before that), confided that "sometimes I have the feeling my entire audience has moved to Florida." He said many of WNEW's listeners "grew up with WNEW" and remain loyal followers. But, Brown reflected, "it used to be you went after the entire audience—now they break it up 52 different ways." Agreed Don Weeks, a former advertising executive who has a talk show on WGY(AM) Schenectady, N.Y.: "What will provide the competitive edge in the future is narrowcasting."

"There are too many people in radio who are afraid to do anything new," concluded Howard Stern of WNBC(AM), who is known for testing some of the boundaries of the concept "new." Explained Stern: "Personality radio is something that needs to be developed; most people in radio don't have personalities...usually one of the sales guys is funnier than the morning guy."

Advised WNEW(AM)'s Brown: "You ought to say to the [radio personality], 'If I don't get any complaints about you, you're doing something wrong.'"

Stern acknowledged that many people charge his jokes are in bad taste. "Is it toilet bowl humor?" he rhetorically asked of his show. "Hey! Why not?"

The NYSBA is one of the few (and, it claims, the first) state broadcaster associations with its own political action committee (COMPAC) to lobby legislators at the state and local levels. Joseph A. Reilly, executive vice president of NYSBA, told of one instance when the group helped save advertising dollars for New York broadcasters by keeping AT&T and a group of small telephone companies from pulling out of advertising on radio and TV. A bill that had been passed in the legislature, requiring such documentation in advertising that it would have taken 20 on-air seconds to comply, was altered through "some fast and fancy footwork," said Reilly, and an amendment was attached exempting radio and television commercials from carrying the "small print" that the companies had objected to. The amended bill passed. (A similar bill in California passed without such an exemption for broadcasters, and AT&T has pulled out of local radio and TV advertising in that state.)

Reilly also said that COMPAC has been in touch with the representative going to Boston this week for the national legislators conference, where it is expected that a resolution banning wine and beer advertising will be introduced. Such lobbying is necessary, Reilly said, for broadcasters to protect themselves on the state level.

John W. Tabner, NYSBA counsel, noted that it is legal for COMPAC to both give and receive donations. A New York state PAC, he said, can receive monies from corporations as well as donate funds to political candidates and parties. To date, he reported, COMPAC has given 46 contributions to New York state legislators and received 16 contributions from corporations. □

Radio

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RADIO 1984

Radio broadcasters will not soon forget 1984. It will be remembered as the first full year major radio networks transmitted all of their programming to stations via satellite, and as the year personality top 40, or contemporary hit radio, returned to dominance in the ratings, especially in New York and Los Angeles where CHR-formatted stations swept into first place.

Radio networks, in spite of a sluggish start in business this year, continue to diversify their program offerings. National spot business also had a slow start and is experiencing a mixed year. But as the following pages report, both network and rep executives appear cautiously optimistic that 1984 will turn out to be a good year.

What many group operators see as a major trend is the emphasis on developing local sales dollars, which the Radio Advertising Bureau estimates to be about 75% of all radio business. "There's no question that the future of radio revenues lies in switching large retail accounts from their overreliance on newspapers," proclaimed Norman Wain, president of Metroplex Communications. "More and more stations are putting top salespeople into the retail area," added Dick Harris, Group W Radio president. Harris said there is more of a commitment today on the part of management to train salespeople.

There has also been a major consolidation process of national radio representation firms this year, beginning with

Blair Radio's purchase of Group W Radio Sales ("Riding Gain," Feb. 27) and Katz Communications' acquisition of The Christal Co. and RKO Radio Sales (BROADCASTING, April 2). However, the trend actually started a couple of years ago when McGavren Guild Radio bought Major Market Radio (BROADCASTING, Oct. 11, 1982) and continued through last year when Selkirk Communications Ltd. of Toronto, owners of Selcom Radio, purchased Torbet Radio from Bonneville International (BROADCASTING, Oct. 3, 1983).

The consolidation has led, for the most part, to a buildup of nonwired network selling—a form of spot sales that allows advertisers and agencies to purchase a group of stations as a single buy for one purchase price. But Harris said that a shrinkage of national spot dollars is occurring in the top markets and that, coupled with the changing nature of the rep business, led his company to concentrate its efforts on local business by selling its in-house representative firm, Group W Radio Sales, earlier this year. (Business in the top 10 markets, January through May, was up only 6.5%, according to Radio Expenditure Reports Inc.)

The year saw a decided increase in program syndication, with a record number of syndicators highlighted in this year's special report. Some of the firms are making use of satellite transmissions, but the vast majority are still distributing their products via tape or disk.

This is the state of the radio art, circa 1984.

Spot business looking strong despite some third-quarter softness

Reps look for double-digit increases in both third quarter and for full year; impact of Olympics and election advertising yet to be determined; Houston top growth market, problems remain for northern industrial cities

As national spot business enters the third quarter, the majority of station reps are cautious with projections. The consensus puts spot business at 10% to 15% ahead for the third quarter and 11% to 14% ahead for the year—about the same gains (12.4%) that 1983 volume made over 1982. Many reps, however, noted that sales in the third quarter are off to a slow start and business being placed through New York remained somewhat sluggish all year.

The latest figures from Larchmont, N.Y.-based Radio Expenditure Reports Inc., which confidentially collects financial information from 16 rep companies, shows national spot radio growing at a 12.1% clip, year-to-date (January through May). That translates into \$306,505,000. The just-released May RER data also shows that national spot billings for the month reached \$77,234,200—up 20.9% over a year ago. (The percentage was adjusted by RER to compensate for a five-week standard billing month last year versus four weeks in 1984.)

Spot activity for the first five months of 1984 was up in nine of the top 10 markets with Washington registering the biggest increase at 16.9%. Following Washington were: Dallas-Fort Worth, up 16.8%; Houston, up 12.9%; San Francisco, up 9.2%; Philadelphia, up 8.4%; Boston, up 7.8%; Detroit, up 5.1%; Chicago, up 1.1%; and New York, up 0.1%. On the decline was Los Angeles, which dropped 1.2%.

The top 10 markets accounted for 51.4% of all national spot dollars in the top 50 markets, January through May. Markets 11 through 25 brought in 28.6% and markets 26 to 50 brought in 20%.

As for the remainder of 1984, John Boden, president of Blair Radio and the company's radio representation division which incorporates Blair/RAR (formerly Group W Radio Sales), had perhaps the most optimistic forecast. "I think we are going to have 20% increases for the last half of the year. The business climate just seems to be good, and people are using radio."

Ralph Guild, president of McGavren Guild Radio and Interep, holding company for Major Market Radio; Hillier, Newmark,

Wechsler & Howard; Weiss & Powell, and McGavren Guild Radio, noted that his Interep firms are 18% to 19% ahead of a year ago with McGavren Guild about 22% ahead. He sees the third quarter finishing 10% to 15% ahead and the year up 11% to 12%.

Guild also revealed that Interep may form a fifth rep company before the end of the third quarter to fill the gaps for stations with needs unmet by other rep companies.

Ken Swetz, president of Katz Radio and the Katz Radio Group—Katz Radio, The Christal Co. and Republic Radio (the last two purchased last spring by Katz Communications)—said Katz Radio right now is about 26% ahead of a year ago. But he projected a third-quarter slowdown to about 17%.

Swetz cited four regional offices at a "standstill" in business: Detroit, St. Louis, Seattle and Portland, Ore. He said both Katz Radio's New York and Chicago offices have had respectable increases for the first six months—up 10% and 11%, respectively. Swetz sees the year up at a percentage in the "low teens."

Charlie Colombo, president of The Christal Co., said that although some softening is occurring in July, the third quarter still looks good. Christal is up 22% thus far in the quar-

ter. He predicted that the first half of the year could finish at 16% ahead of last year.

Some reps, however, were less certain about the third quarter. Jack Masla, president of Masla Radio, said: "The third quarter at this point is marginal. There has been a lull in placements and I would say that July is weak and at this point August looks weak. It began slowing down about the second or third week in June, which is then reflected in July and August billing."

Robert Weiss, president of Weiss & Powell, confirmed Masla's assessment but indicated the third-quarter softness might not be anything new: "I think that for the third quarter, the jury is still out... Traditionally we go through a soft period approaching the month of August, and everybody panics. But I do think it turns itself around and works out."

Eli Kaufman, vice president and general manager of CBS/FM National Sales, agreed that business was currently slow but did not expect it to last throughout the second half: "The third quarter is disappointing. July is OK. August should be good for us, but September could be lousy," he said. "September and January are the two months that you think that the end is coming and you have no idea where the business is and if anybody is going to do anything. All of our stations are complaining about you. But we seem to come back in October, November and December."

Marvin Roslin, president of Roslin Radio Sales, gave an explanation for what some reps state is a lack of current business: "Many third-quarter accounts started late; many had an effective start date of July 16. In some ways this is related to the peculiarity of planning. Campaigns never start during or before a holiday week, generally speaking. With the July 4th holiday starting on a Wednesday, that week was gone with the exception of some youth accounts."

Roslin said he thought the third quarter would be even, but that the fourth quarter should have a "pretty healthy gain." He said: "My contacts with agencies and planners indicate that there is a store of money to be available during the fourth quarter. This is what I've heard with regard to some of the wines, the automotive and obviously the season will be good because of all the political contests."

Jerry Kelly, president of Republic Radio (formerly RKO Radio Sales before it was purchased by Katz Communications), spoke positively about the second half, despite what he said was a "temporary lull" that started July 4th. "On a comparable station base, my pacing for the third and fourth quarter is running about 15% to 20% ahead of last year and I'd say we will be 15% ahead for the second half of the year."

Barbara Crooks, president of Selcom Radio, said business is beginning to look "very good" after a slow start in the third quarter. She cited some regional markets where, she said, business is "booming": Dallas, Houston, Los Angeles and Atlanta.

Making projections for the next five months tends to be difficult because of the short lead times and short runs for spot campaigns—not a new problem, according to many of the reps. Philip Newmark, president of Hillier, Newmark, Wechsler & Howard Radio Sales, said that certain advertisers, such as beers and "ethnic buys," had relatively longer campaigns; most general accounts were two to four weeks, and national retail advertising was "coming in on a week-to-week basis."

As an explanation of why lead times might be short, Newmark said: "I attribute that to a lot of things overall. I think there is



Swetz



Colombo



Guild



Boden



Masla



Weiss

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Kaufman



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Crooks



Newmark



Stakelin

uncertainty on the advertisers' part on how the economy is going to go. They seem to be hedging their bets until the last minute, waiting for consumer spending to fall off," he said. "Second, we still feel that television is soft and there are avails out there. There is a lot of last-minute buying of television and that could very well affect radio."

Roslin gave another explanation for short lead times: "I think it's a consequence of agency staffing being cut down so that fewer people have to do more tasks, and if that's the case they can't get to things as they would in the past. People in our industry on both sides of the desk are working harder than ever, especially with the increased number of viable radio stations." One consequence of the short lead times is that station reps must "spend a lot more time with agency media planners than ever before in order to be able to anticipate a buy," said Roslin. "Otherwise you really are caught short and you don't have enough time to present a host of radio stations."

Other reps suggested that radio has perhaps done too good a job selling itself as a medium that an advertiser can enter at the last minute and get copy on the air. Some advertisers are encouraging trouble with 11th-hour buys, said Christal's Colombo. "They are running into clearance problems on top stations," Colombo said.

Bill Stakelin, president of the Radio Advertising Bureau, said that there was "no correlation between the health of the industry and a short lead time." He added: "I think we'll see an increase this year in money coming out of Detroit. I think that the fall should show an increase in another one of our target industries, which is computers. We are also directing fall campaigns to the financial community. In basic categories we see no moves on their parts to decrease budgets or get out of the radio advertising business."

But Stakelin's optimism about Detroit was in the minority. Reps who provided breakouts for their offices said Detroit was "off a little," "an exception" and "the farthest behind." An exception in the other direction was Houston, where, as one rep put it, "business was through the roof." Gerald Schubert, president of Eastman Radio, said his company had just opened an office there three weeks ago. Republic opened a Houston office recently, and Hillier, Newmark, Wechsler & Howard plans to open one soon, according to its president.

Calling the Detroit situation "a horror," CBS/FM's Kaufman said: "I don't know what the answer is. We've got to do some-

thing as an industry to have them look at us. The RAB did a presentation last December, but as far as I can see that didn't do anything."

Kaufman noted that there were two or three weeks of Chevrolet business but nothing else. "They are using television to introduce their new cars. They feel they have to show the looks of the car or they buy network radio."

Kelly of Republic Radio said the low-priced European imports would be advertising less than in the past year because of import quotas. He thought that in general automotive advertising was "poised and ready to break."

Kiernan of CBS Radio Spot Sales said his stations, which are mainly AM news and information outlets, were finding success with a number of advertisers: "We saw in the first half of the year some new business, especially some new categories expanding significantly, and there has been really positive feedback from those people that they will come back in the second half," he said. "They are in the financial area; certainly in



Schubert



Kiernan

the computer and computer software area," he added. Kiernan mentioned Apple computers as a particularly strong advertiser. He added the airline "war" seems to be heating up and that his stations typically benefit from competitive advertising of lower fares and new flights. Other reps noted that airline competition seemed spontaneous and could break out before the end of the year.

New and growing advertising categories in spot radio this year are office products and telephone systems, banks for individual retirement accounts, brokerage firms, frozen foods and pharmaceutical companies.

Newmark doubted that the summer Olympics would be as helpful to radio as they had been in the past: "There have been a significant number of accounts that invested either in television or syndication or some sort of collateral that ties in with the Olympics. Flying Tigers is a good example. It has really fallen off on the West Coast," he said. "We

see a number of the beers cutting back on radio for a number of reasons, but a lot of that has to do with sports and syndication."

Schubert concurred that Olympic advertising could be better: "The one thing everybody is wondering about is what the real impact of the Olympics is going to be. There hasn't been any large influx of new dollars and we think that's a result of television not having gotten as much as they were anticipating. Whether it be the Russian boycott or some other factors, it has a residual effect on all other media."

While there was questioning about the Olympics, no one doubted that the fall elections would help to increase demand for radio time. Some reps noted that this might force advertisers to place their buys earlier, and while one suggested that the increased demand might raise rates, another rep said that political spots were reluctantly accepted because they always were bought at the lowest rate, as required by law.

Still a controversial topic is the nonwired network approach to spot selling in which stations are packaged into a single buy at one price for the advertiser. The arena got heated this year when Katz Communications formed the Katz Radio Group. But Swetz said: "How we package the stations is not important. It's all national spot business."

Ralph Guild, who has formed Internet, the nonwired network division of the Interep companies, estimates nonwired network business today to be in the \$70 million-\$75 million range, or approximately 10% of annual national spot dollars. He said the network division is positioned to go after dollars being placed on the "wired" or traditional radio networks as well as a means to attract new advertisers.

Blair's Boden downplayed the importance of nonwired business: "Our figures showed that nonwired is about 8.5% to 9% of first-quarter dollars, and unfortunately it's about 90% of the conversation. If we spent a little more time selling our stations rather than promoting the nonwired, we'd be a little better off."

Weiss said he did not think nonwired networks meant that advertisers were getting an upper hand. "I see most of the unwired network business coming in new business, people who possibly are utilizing a wired network service currently and who possibly may be utilizing TV."

How is nonwired business doing? Not as well as last year, according to some reps. Peter Moore, president of Torbet Radio, which is part of Supernet, a nonwired network comprising Selcom Radio, Masla Ra-

“ never thought
switching formats
could save me
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dio and Torbet, said nonwired billings are "flat." A lot of business that was in nonwired a year ago, such as automotive, is not there today, he said. Moore remains optimistic about the third quarter in general, estimating it will finish about 14% ahead, which, he said, takes into account an extra billing week in September. But, he added, business out of New York has been slow all year.

Rich White, executive vice president and general sales manager of Major Market Radio, echoed Moore's remarks about non-wired network business. White suggested that the rep networks seem to be helping the markets below the top 50, which, according to RER, rose 17.8% in spot business for the first five months of the year, compared to 6.5% for the top 10 markets. He agreed that national spot business for the quarter will be up between 13% and 15%. Colombo added that nonwired network expenditures look



Moore



White

very active beginning in September.

An industry trend that drew unsolicited comments from station reps was the growth in the syndication business. Newmark voiced the concern that some reps have: "It's not just affecting younger demographics. Syndication, as an overall source of rev-

enue, is probably the fastest growing area of broadcasting or radio... I can tell you that most of the younger demographic buys that had traditionally bought spot radio are not buying spot radio any more, they're buying wired and syndication. An example of that might be some of the armed forces, candies and soft drinks. It's not just all of a sudden but overall; the trend seems to have accelerated over the past 12 months."

Kaufman, of CBS/FM, concurred with Newmark: "From a spot standpoint, syndication is my hate this year. Especially in the area of youth, they take away from us. On a weekend, listen to all those countdowns. You have the country's, oldies, the Dick Clark's of the world, and they get advertisers for nothing. The rates are ridiculous. I don't know how they make money, and then some of these things later drop by the sides," Kaufman said. □

Network radio business: climbing to a plateau

Although 20% annual growth rate has been norm, this year may see 15% or lower; Olympics, political conventions taking dollars to TV; executives still see double digit growth

Nineteen eighty-four may be the first year in which network radio falls short of the nearly 20% average growth it has recorded over the past five years. Executives in the business, while careful to add they believe the party is far from over, are estimating that annual revenue growth this year among the major national networks will be more in the 15% range, maybe lower, hovering around 10%.

There is no single cause for the declining growth rate, executives report. Rather, they say, it is a combination of converging factors. Notable among the explanations are the Olympics and political conventions, which are commonly blamed for siphoning advertising dollars out of the network radio marketplace and into television; an absence during the first quarter of advertising dollars from the automotive category; and the added inventory, resulting in lower pricing, which has come from the proliferation of advertiser-supported syndicated radio program services and new networks that have sprung up in the past few years.

Despite those factors—cable is usually conspicuously absent—network radio executives are upbeat about the future of their business and cite their expanding affiliate base as evidence. But network radio sales during the first five months of 1984 were nearly flat compared to the same period a year ago—up only 0.7%. The figures, based on financial information confidentially collected from ABC, CBS, Mutual, NBC, RKO and Sheridan by the accounting firm of Ernst & Whinney, show network radio revenues from January through May totaling \$101,412,840, compared to \$100,698,162 last year. In 1983, network radio business totaled \$253,492,687.

But the Ernst & Whinney report for May showed a sudden jump to \$27.5 million, up from \$21.6 million for April, and one of the best months for network radio in recent

times. According to Art Kriemelman, the president of the Radio Networks Association, who has since joined RKO Radio (see "In Brief"), the second half of 1984 "will be right back in a strong double-digit posture, probably around 15%." As for growth during the full year, Kriemelman matter-of-factly states, "Nothing grows at 20% a year into infinity. There are always growth cycles, and I think the logical part of this growth cycle was for a flattening out to come while the new advertisers and new inventory caught up."

Dick Penn, senior vice president, NBC Radio Networks, said the first quarter was "very difficult," but he characterized the second and third quarters as "exceedingly strong" with double-digit growth. The first quarter was "especially hard on the youth networks," he said, because some advertisers delayed their schedules until the second quarter and others allocated network radio budgets to the Olympics on television. Among those that left network radio to chase the Olympics on television were the beer companies and military services, said Penn.

At present, the three NBC radio networks total 664 affiliates, with the NBC Radio Network leading with 317 affiliates, followed by Talknet with 197 and youth-oriented The Source with 150. Only six weeks ago, Penn said, NBC announced it would begin syndicating through The Source *Sexually Speaking*, a weekly talk and call-in show that focuses on sexual problems, hosted by Dr. Ruth Westheimer and currently airing over

NBC-owned WYNY(FM) New York. Penn said thus far 60 stations have signed up for the broadcast.

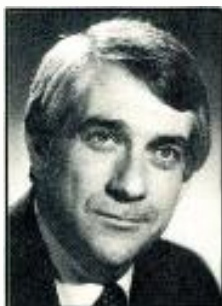
"We'd come off some spectacular growth in past years," reflected Edward F. McLaughlin, president, ABC Radio Networks, "but we didn't see that kind of growth in the fourth quarter of last year and certainly not in the first quarter of this year." While McLaughlin believes cable "had some impact on us," he emphasized "the truth of the matter is I think it was time for the networks to plateau to some degree."

Since 1982, ABC has launched three new radio networks—ABC Direction Network, ABC Rock Radio Network and ABC Talkradio—and has introduced several new programming services within each. And ABC is not alone in expanding. Along with the introduction of 24-hour satellite networks there has been a proliferation of syndicated bartered "networks." "What happened is that there have been so many new entries into the business that there has been some fractionalization of total inventory," McLaughlin said. He said the influx of new competition was the reason that network radio didn't see price increases.

In spite of the fractionalization that McLaughlin said has made itself felt in the industry, he reported that ABC "probably had the highest percentage of new business this year that it has ever had." New advertisers in the past year on ABC Radio Networks include American Express Traveler's Checks; Blue Bell/Wrangler Jeans; Dannon Yogurt; E.F. Hutton; Pillsbury/Burger King; Mars (Snickers); Universal Pictures, and Sterling Drug.

Contrary to the first quarter, the second quarter "will be a record quarter," McLaughlin assured, "and I think that will apply to all network radio."

"Any growth we had was in our youth business," said Michael Ewing, vice president and general manager, CBS Radio Network, about the first half of this year. He sees 10% to 12% growth for the industry in 1984. New advertisers have included insur-



Penn



McLaughlin

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Source: RADAR 28 Spring/Fall '83 compared with RADAR 27 Fall '82/Spring '83 (Mon-Sun 6 AM-12 Mid. Vol. 2) These data are estimates subject to qualifications which CBS will supply on request

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(213) 463-3148

ance financial services companies. Ewing also said that Procter & Gamble is getting ready to return to network radio by making a "very substantial" commitment. P&G, he said, has been out of network radio for several years, concentrating on network and spot television and experimenting with cable. If P&G commits, Ewing said it would probably be on CBS's youth-oriented RadioRadio network. Others confirmed P&G's network radio budget plans, one even putting it in the \$2-million to \$3-million range.

When asked what went wrong in the first quarter of this year, Richard M. Brescia, senior vice president, CBS Radio Networks, said: "Many of the national advertisers were not dealing with the kind of budgets we had hoped." The advertisers who use network radio, he said, were tying into the Olympics and elections in other media, notably television. As a result, when it came to network radio, "a lot of advertisers were able to negotiate some pretty good deals."

He also observed that "automotives were mostly out" for the first part of this year. On the surface that may seem peculiar given Detroit's well publicized comeback this year, but Brescia said the automotive industry could probably afford more television time these days. "When times are tough, radio seems to fit more into their marketing plans."

Bill Hogan, who took over as president of RKO Radio Networks (RKO I and II) last April, is projecting annual growth for network radio to be only 8% to 9% over last year. He observed that the "optimism" that the Olympics and elections originally fueled, as far as network radio is concerned, didn't hold up.

Part of the problem, Hogan suggested, may be the profusion of networks—anywhere from 20 to 35, depending on how they are defined. The networks, more than ever, must scramble for the attention of advertising agencies, he said.

"We're trying to revitalize this network," said Jack Clements, executive vice president and general manager of the Mutual Broadcasting System, of his plans to get Mutual back on its feet. In what he termed an "unusual year for Mutual," Clements outlined a number of changes that have been made at that network since its former president, Marty Rubenstein; its vice president of news, Tom O'Brien, and its senior vice president of corporate services, Jerry Wallace, all departed last spring (BROADCASTING, April 30). Ron Nessen, former press secretary to President Ford, has been hired as vice president for news, and new sales managers have been appointed at all four of Mutual's regional sales offices: New York, Los Angeles, Chicago and Detroit. There has also been some reshuffling of account executives within those offices, Clements reported, "in order to peddle our product in a more professional manner."

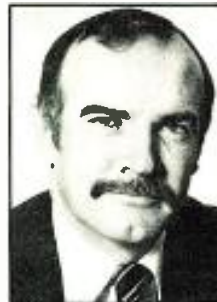
Mutual did not escape the poor first quarter the industry suffered, Clements said. The Olympics, Clements explained, "sucked a lot of dollars out of the network radio market." According to Clements, "the advertisers don't add a lot of extra dollars when



Ewing



Brescia



Hogan



Clements

they have a lot of extra things to do. They simply reapportion the dollars they have."

In addition, Clements pointed out, "this network in particular suffered financially because of news media reports that we were for sale. . . . That hurt us. That cost us dollars."

Coupled with a downward trend in the spring 1983 RADAR 27 report, Mutual's annual revenue growth in fiscal 1984 never reached the 20% its former president was projecting (Mutual's fiscal year ends Aug. 31). In fiscal 1984, Clements said, Mutual was "just slightly ahead" of the previous year.

Clements also mentioned "shoring up our affiliate base" as one of the priorities Mutual has set for itself. "And we are adding names to our network stable," noting that Los Angeles Dodgers manager Tommy Lasorda does baseball commentary for Mutual, and Senators Ted Kennedy (D-Mass.) and Robert Dole (R-Kan.) do a political face-off piece. "And we're looking into other nationally known names."

John Tyler, president of the Dallas-based Satellite Music Network, said SMN is signing up an average of a station per day. "We're seeing more of the top 75 markets move into our kind of service than in the previous two years. It used to be tough getting a major-market station to carry our service, even on an overnight or weekend basis, but in the

past year there has been a lot of movement among major-market stations to reduce their overhead."

Since July 1, Tyler said, SMN has picked up affiliates in several major markets, which will program part of their day off the SMN satellite. "That's something you weren't seeing at SMN a year ago. It comes from the recognition that we aren't going to go away."

The 24-hour network, which recently went public, now has 363 affiliates. Another 108 stations have put down a deposit and are under contract to come aboard. SMN currently offers four formats: country (153 affiliates); adult contemporary (131); big band/MOR (63), and its latest addition, "Rock America" (14 with another 20 waiting to sign on the air). "Rock America" is a contemporary hit format launched last Feb. 1.

SMN keeps two minutes per hour for national advertising, with one-minute spots costing, on average, \$500-\$600 (30-second units are sold at 80% of the full-minute rates). Except in 19 major markets where SMN compensates the stations that carry it, the rest of the affiliates must pay carriage fees. Tyler said 95% of SMN's affiliates carry the network around the clock. But due to SMN's start-up costs, the network is not making a profit. Tyler said he expects to be in the black by the second quarter of 1985—

A look at where they are in the sky

Highlighted below are major radio networks along with the name of the satellite and transponder they use as well as an affiliate count (in some cases, an approximate number).

Affiliates	Network	Satellite and transponder
ABC Radio Network *	Satcom I-R, 23	1725 (combined)
Talkradio		
Associated Press Network	Westar III, 1	1125
CNN Radio Network **	Satcom III-R, 14	157
CBS Radio Network	Satcom I-R, 19	850 (combined)
RadioRadio		
Music Country Network ***	Westar III, 1	122
Mutual Broadcasting	Westar IV, 2	850
NBC Radio Network	Satcom I-R, 19	664 (combined)
The Source		
Talknet		
National Public Radio	Westar IV, 2	288
RKO Radio Networks (I and II)	Satcom I-R, 19	575
Satellite Music Network	Satcom III-R, 3	363
Sheridan Broadcasting ****	Satcom IV, 7	115
Transtar Radio Networks *****	Telestarr 301, 5	160
	Westar III, 2;	
UPI Radio Network	Westar III, 1	750
Wall Street Journal Report	Westar III, 1	80

* Contemporary, Direction, Entertainment, FM, Information and Rock networks.

** Affiliate count includes separate affiliate lists for two weekly programs: *Top 30 USA* and *Top 40 Satellite Survey*. Basic affiliates total 550 for both networks.

*** Co-venture of AP Network and WSM Inc. Nashville.

**** 100 of 115 affiliates are receiving programming via satellite.

***** Adult contemporary format is on Westar system, country and "light" contemporary (Format 41) are on Telestarr.

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about a year behind the original schedule.

At Transtar Radio Networks, another 24-hour satellite-delivered network, President Terry Robinson said 160 affiliates are on the air, with another 47 expected to sign on within the next eight weeks. Transtar, he said, is adding affiliates at the rate of about 25 per month, and by the end of the year, he expects to have 300 contracts, with 250 stations on the air. (There is about a two-month lag between signing an affiliate and going on the air, Robinson explained.) Some 60% of the affiliates carry Transtar's adult contemporary format, and 40% carry its country format.

Robinson said Transtar, a subsidiary of Sunbelt Communications, a Colorado Springs-based group owner of seven radio stations, is also developing with Viacom a new format called "Format 41," similar to the "light" contemporary sound of Viacom's WLTW(FM) New York. The format will be designed to appeal to listeners with a median age of 41.

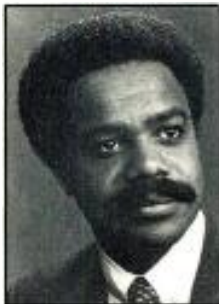
Transtar became profitable in June, Robinson reported, later than originally hoped. Setbacks occurred because of the "seven-figure" cost of developing each format. In 1985, Robinson said, Transtar will expand its Transtar Radio Shows—the program production arm of Transtar Radio Networks. Although Transtar Radio Shows this year will consist principally of three one-time specials, Robinson said next year's plans call for syndicating two weekly shows, one monthly show and four specials.

As is the case with SMN, Robinson said affiliates in the major markets tend to cherry-pick programming, "although the extent of utilization of programming is increasing dramatically." Transtar also compensates its affiliates in the top 25 markets.

"The most significant thing is we are a legitimized form of programming now. We had to do a lot of missionary work to get to this point. And I see the trend continuing," Tyler said.

Among the continuing trends that at least one radio executive wishes would disappear is the skittishness on Madison Avenue toward black-formatted radio. Glen Mahone, president of the Sheridan Broadcasting Network, said that among advertisers, "if there's been any progress it has been a gradual erosion of the traditional myopia" that the black

market is not a big-spending consumer market. "The minority-base buying power is the



Mahone



Pates

sixth or seventh largest buying market in the world. It's becoming better, but I think the ultimate equality of ethnic radio is still a ways off."

As an example, Mahone said in 1983 Sheridan had 8% of the network audience, but only 2% of total network revenue.

Mahone pointed out that according to RADAR, Sheridan had an average cume audience of 4.2 million adults, 18-34, per week. Among that group, 44% attended or graduated from college; 16% were in professional or managerial positions; 28% had an annual income of \$30,000 or more; 70% lived in the top 25 metro areas; 42% lived in households of three or more; 55% do not watch TV in the daytime; 37% do not watch early fringe, and 32% rarely watch in the evening. "That certainly belies the fact that black people don't have any money," Mahone said.

Sheridan's future includes a plan to "supplement our affiliates with things they want but are not inclined to do themselves," said Mahone. On the drawing board are a gospel show and a jazz show, although the latter, Mahone laments, is "one format everybody loves but advertisers won't buy."

The Wall Street Journal Report, a radio news service of Dow Jones & Co. (publisher of *The Wall Street Journal* and *Barron's*), now reaches 80 affiliates in the top 50 markets and affluent secondary markets, reported Robert Rush, director of broadcast services for Dow Jones. *The Wall Street Journal Report* is fed 18 times per day, three minutes per feed, from 5:50 a.m. to 5:50 p.m. There is also a 4:20 p.m. stock market final. Affiliates must clear six minutes of barter advertising per day. "Almost all of our

advertisers are *Wall Street Journal* advertisers," said Rush. (The radio service is not an add-on; it is sold separately from the *Journal*.)

According to Rush, advertising revenues at *The Wall Street Journal Report* are ahead of industry averages. He reports that sales in the first and second quarters are about 12% ahead of the first six months of last year, although "the first quarter was difficult."

Some of the advertisers on *The Wall Street Journal Report* are unlikely to appear on other radio networks: Dictaphone, Rolls Royce, Executone (a telecommunications company), to name a few. Rush said a 60-second spot usually begins at \$3,900 before discounting, and that an open rate for a week's sponsorship (one minute per day or a total of five minutes per week) runs \$19,500.

Bob Pates, vice president of CNN Radio, said it now has 162 affiliates, double last year's figure. CNN Radio begins the day with an hour of news at 5 a.m.-6 a.m., before switching over to eight-and-one-half minutes of news at the hour and half-hour. A 90-second block of advertising makes the CNN Radio portion 10 minutes twice an hour. The 40-minute balance is the audio from CNN Headline News.

CNN Radio last week began syndicating 90-second features that include short reports on health, money, sports and education. The barter package consists of eight 90-second reports per week coupled with a 60-second spot. It will be distributed only in the top 50 markets. "We'll see what kind of return we'll get," said Pates. In the future, Pates indicated, CNN Radio will be looking to expand its syndicated programs, probably focusing on business and financial reports (38% of CNN Radio's affiliates are news/talk stations). "Syndication is going to be a very big part of our company," Pates predicted.

The UPI Radio Network has a count of 526 affiliates—750 if AM and FM stations are listed separately. UPI Radio Network also serves CNN, RKO, NBN and a variety of state networks. A four-and-one-half-minute newscast is fed on the hour, and a two-minute newscast on the half-hour. A business report goes out at 10:45 a.m. and 4:45 p.m., with a closing stock market report at 5:06 p.m.

The AP Network News—formerly Associated Press Radio Network—still claims about 1,100 affiliates. Over the past year it has added two newscasts on top of its regular hourly five-minute report. The first, *AP News Minute*, feeds at 58 minutes after the hour. The second, *AP Newswatch*, goes out at 30 minutes past the hour. "The idea was to create more variety for our affiliates," explained Pat Hazen, director of station services. "These reports are much more upbeat compared to our regular five-minute newscast."

Additionally, AP, in conjunction with WSM Inc., Nashville, airs the Music Country Network, an eight-hour overnight programming service transmitted nightly from Nashville via satellite beginning at 10 p.m. (NYT). The network, now in its third year, has grown to 122 affiliates. □

Blips on the RADAR

The top rated radio network among persons, 12 years and older, is ABC's Entertainment Network, which has an average audience estimate of 1,581,000 listeners per commercial, Monday through Sunday, 6 a.m. to midnight, according to the new spring 1984 RADAR 29 (Vol. 2) ratings report released last week by Westfield, N.J.-based Statistical Research Inc.

Rounding out the top five networks in the 12-plus category are: ABC Information (1,560,000 listeners), NBC Radio Network (1,536,000), RKO I (1,517,000) and CBS Radio Network (1,360,000).

As for the five most listened-to networks among persons, 18 years and older, ABC Entertainment again was on top, posting 1,534,000 listeners per commercial. Following ABC Entertainment was ABC Information (1,507,000), NBC Radio Network (1,473,000), CBS Radio Network (1,352,000) and RKO I (1,280,000).

The new RADAR report also marks the first time NBC Talknet, Satellite Music Network and Transtar Radio Networks have been measured (for complete story, see "Top of the Week").



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CBS Radio Spot Sales - Representing America's Most Influential Radio Stations

Contemporary hit radio rules radio's programming roost

There's no consensus, however, from observers on net effect CHR is having on other formats

There's no question that the contemporary hit radio (CHR) format continues to reign supreme as radio's hottest programming trend. But there is debate among programming experts on the impact that the rise of CHR is having on other formats—most notably the album-oriented-rock format, but others too, such as adult contemporary and urban contemporary.

According to data compiled by The Webster Group, based in New York, which tracked formats in the top-100 markets, CHR-formatted stations in those markets totaled 210 in February 1984, compared to 187 in May of 1983, a gain of 12.3%. In the same period, AOR stations in the top 100 markets dropped from 152 to 127, a decline of 25 stations, or 16.4%. And although data compiled by the company since February was not in read-out form, Webster Group President Maurie Webster said there have been further additions to the CHR station roster since then, with indications the list of stations in the top 100 markets using CHR has increased by 23% or more since May of 1983.

The CHR format seems to be paying off in ratings. In New York and Los Angeles, CHR stations dominated the spring Arbitron measurements (12-plus metro share) by a wide margin. WHTZ(FM) Newark, N.J. (New York), regained first place in its market with a 7.2, up from the 5.2 it scored in the winter Arbitron book.

In Chicago, CBS Radio's owned and operated WBBM-FM, which has programmed CHR for more than two years, placed fifth overall in the market (tied with adult contemporary station WKQX-FM), although it dropped four-tenths of a share point in the spring book to a 4.6.

WCAU-FM Philadelphia, another CHR station owned by CBS, tied for sixth in the spring book with AOR station WMMR-FM.

In San Francisco, KFRC(AM) placed third overall in the market, soundly beating two CHR competitors there—KITS(FM), which was ninth, and KHTT(AM) San Jose, which tied for 23d.

The CHR format, which is basically another configuration of the decades-old top-hits formula, "now has established itself as a long-lasting format," says Robert Hyland, vice president of the CBS Owned FM Sta-

tions. He should know. Five of CBS's owned FM stations use the CHR format.

Some of the experts polled believe the AOR format, which emerged amidst the political and social turbulence of the late 1960's, may grow less popular and eventually may fizzle altogether. Others disagree, contending the format is alive and well with a healthy future. Still others see the popularity of AOR cooling, but only to a degree. They say it may level off but still may sustain one station per market.

Gary Stevens, president of Doubleday Broadcasting, the New York-based group radio owner, said the importance of AOR as an industrywide format will continue to diminish over time. "It was crafted for a life style that doesn't exist any more," he said, referring to attitudes that emerged in the late 1960's and early 1970's, and were generally associated with the Vietnam War protest movement.

Those sentiments were echoed by Mike Joseph, the Westport, Conn.-based program consultant, and creator of the "hot hits" formula currently used by 11 top-40 formatted stations. "AOR is in very, very big trouble," he contended. "It started as an underground format and [its adherents] were anti everything: anticorporation, antigovernment, antiestablishment and antitop-40." But, argues Joseph, the mood of the country has shifted to embrace more traditional values once again. "It's all back—the conservatism, patriotism, family values."

Chet Tart, manager of program research and marketing, Blair Radio, echoed Joseph's thoughts by saying that at times it appears that contemporary music permeates the entire culture. "The whole universe is covered with it," he said. "CHR artists have become our heroes and saviors. Television has adopted the CHR format for many of its program theme songs. They play it at weddings. We're bombarded with it." And while the younger demographics are almost naturally attuned to the CHR genre, said Tart, older age groups are exposed to the music simply by their existence within the society. "They discover it's not that bad after a while."

Nevertheless, both Stevens and Joseph see AOR maintaining a niche in the marketplace. "It's a very narrow-range sound," said Joseph, that will "no longer command big numbers." But both executives maintain the format should be able to sustain at least one station in any given market, and perhaps two stations in larger markets.

Among the factors contributing to the decline in AOR listenership, says Stevens, is that CHR "now reaches those demographics [with a core of 18 to 24] precisely served by AOR. It's a function of attitudinal changes."

Rick Sklar, a vice president of the ABC Radio Division who was program director of ABC's WABC(AM) New York during the years when it experienced phenomenal success as a top-40 station, believes contemporary hit music is "back to stay" as the dominant music format. But this time around, he noted, it's aired on the FM band and the sound quality is better. In fact, Sklar asserts the current CHR trend is a return to the norm, and that the decline of pop music a few years back was an "aberration" caused in part when "the music industry went into a kind of slump."

As for AOR, Sklar says, "there is an audience that is not going away entirely." He noted that many of the music videos that have been produced are for AOR material which has "reinforced" AOR as a musical format. But despite that reinforcement, he does not see AOR dominating the music radio scene as it did in the early and mid-1970's because of its "narrow" appeal.

Other programmers in the industry are more upbeat about the AOR format. Jeff Pollack, a radio program consultant based in Pacific Palisades, Calif., said that based on what he has seen so far of spring Arbitron books, AOR is in a "very healthy state." And while he acknowledges the CHR upswing has affected AOR "somewhat," that success "doesn't mean AOR has to suffer." He said those who argue AOR is a dying format "haven't been doing their homework. The only place [AOR stations] have been losing audience is with teens. And teens are fickle. They'll float all over the place."

Pollack said that while the growth of AOR audiences has leveled off somewhat, "the pendulum swings back and forth. They'll grow again." He attributes the leveling off to the fact that many AOR stations "didn't reflect enough of the new music being played."

Most formats, he said, evolve and adapt to changing times. And as the country music craze of several years back levelled off, so will CHR, said Pollack. How soon? "By the end of the year."

Neil Sargent, senior vice president, TM Communications, the Dallas-based program production and consulting firm, is another who believes AOR stations can hold their own if they adapt to the changing environ-



Stevens



Joseph



Tart



Sklar



Pollack



Sargent

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ment. The format, he believes, should "rid itself of the hard rock image." Teen-agers today are more hit-oriented than artist-oriented, he said, and AOR has to broaden its scope to "pick up the younger listeners that have been its traditional base." Sargent said TM will soon begin marketing to AOR stations a collection of remastered rock and roll songs (the top 1,000 from 1954 to 1977) from which stations can produce their own programs.

Bill Moyes, president of The Research Group, based in Seattle, said AOR appears to be holding its own. As evidence, he pointed to WKDF(FM) Nashville, the number-two ranked station in its market, and KGB(FM) San Diego, which has been performing in the 10-to-12 share range. Many AOR station programmers, he said, "have become confused over the fractionalization of tastes" of rock listeners. "There's no such thing as 'just rock' any more," he said. "You have pop rock, classic rock, heavy metal, black rock, mainstream rock. It's all fractionalized and the key is to understand the makeup of the market" and the varying musical tastes within that market. Only then, he said, can the AOR programmer determine how the station's format should be tailored.

There's also "Eclectic Oriented Rock," a format created by John Sebastian, Scottsdale, Ariz.-based consultant. He describes EOR as the "cream of the crop" that rock has to offer—"the most sophisticated, best produced" rock music available, with a touch of progressive jazz added to the mix. Sebastian says it's aimed at the 25-to-40 male demographic "that feels totally left out of the radio scene today." So far, two stations carry the format: WGRX(FM) Baltimore and WKGR(FM) West Palm Beach, Fla.

A brief rundown of trends and activity in other formats follows:

□ Steve Penny, a TM Communications consultant specializing in country music, says there appears to be a trend in the country format toward "specialization." "Country is at a crossroads," he said. "It looks like there will be a factoring of musical elements into two or three [basic] formats," including those that feature the now popular crossover element, as well as progressive and traditional formats. Joel Raab, program director, WHN(AM) New York, said he has noticed a disturbing trend among his country colleagues to "outblend each other." He described that as playing long series of consecutive songs which he said reduces the station to a "glorified jukebox."

□ The continuing trend toward consolidation among easy-listening (beautiful music) program syndicators was evidenced two weeks ago when it was announced Bonneville Communications purchased Schulke Radio Productions from Cox.

According to Steve Hibbard, TM easy-listening consultant, the trend is to craft a more updated, more contemporary format—one that will appeal to younger demographics without turning off the core. Choral group vocals are being eliminated in favor of vocals by the original artists, "when it fits the format," said Hibbard. "We're trying to come up with brighter tempos," he said, to "bring the format more into the foreground so we are a viable option for the 35-to-40 age group that doesn't want to listen to hard rock all the time. We want to be one of their alternative formats." The number of easy-listening stations has declined over the past five years. In the top 171 markets, the figure has dropped about 24%—from 221 stations to 167 stations.

□ Al Ham's "Music of Your Life" format, based on big band and popular music from the 1930's and 1940's, is now programed in

over 150 markets, mostly on small and medium-market AM stations. The format's pioneer station, WMAS(AM) Springfield, Mass., pulled off a "miracle" in the spring Arbitron book by scoring an 11.2 share to rank first in the market, said Ham. "It shows the longevity of the format," he said. Another pioneer MOYL station, WHLI(AM) Nassau-Suffolk, N.Y., placed second overall in the spring book. Ham said his next objective is sell the format to quality FM stations in major markets. Listening on AM stations has decreased from 50% of the total share of the radio market to 32% of the market since 1978, said Ham. Yet 94% of the stations (almost all AM's) that have taken MOYL have shown ratings increases, he said.

□ Classical music broadcasters, in an effort to broaden their format's demographic base, and in response to the tastes of younger listeners, says Warren Bodow, president and general manager, WQXR-AM-FM New York, have in many cases added more compositions from the baroque period (1550-1750) to their musical mixes. Generally speaking, said Bodow, classical music from that period (exemplified by the works of Antonio Vivaldi and Johann Sebastian Bach) "doesn't require as much attention" from the listener as the compositions from other eras, such as the pre-renaissance or modern romantic periods.

□ Financial and personal advice programs continue as the hottest trends in talk radio, said, Maurice Tunick, a producer for NBC's TalkNet, which offers both types of programs. People are always looking for information on how to "stretch a dollar into two," he said.

□ In the all-news arena, "no major changes" appear to be in the offing, said Warren Maurer, vice president of Westinghouse Broadcasting's AM station group.

Producers and syndicators experiencing growth year

More companies are producing more material; switch to satellites has slowed; foreign markets eyed

The downturn in network radio sales this year has not hampered the expansion plans of many radio syndication firms for more long- and short-form programs. The primary method of sales remains barter rather than cash. Those are among the findings in a BROADCASTING survey of radio producers and syndicators.

Syndicators have not been flocking to satellite technology in 1984. Many of the established full-service syndicated music format companies still prefer tape delivery and show no immediate signs of switching.

The following are brief summaries of producers and syndicators:

□ According to Tom Rounds, president of ABC/Watermark, Los Angeles, the wholly owned ABC Radio Networks unit is still involved in program production but has shifted its syndication and distribution activity to international sales. Domestic syndication of ABC/Watermark product is now han-

dled by ABC Radio in New York. ABC/Watermark, however, is now the exclusive worldwide agent for all ABC Radio Networks programing and has been aggressively promoting productions from Watermark and other units internationally. The six-person staff in the Los Angeles office is involved in distribution throughout the world of Watermark programs, including, *American Top 40*, *Ringo's Yellow Submarine*, *Spotlight Specials* and *American Country Countdown*. Also included are independently produced programs such as DIR's *King Biscuit Flour Hour* and *Rolling Stone's Continuous History of Rock and Roll*. Other programs represented internationally include the weekly series, *Musical!*, from Ron Cutler Productions, and the three-hour special, *Police Self-Portrait*, from Charlie Prevost Productions.

Rounds sees the international syndication market expanding significantly, in part, as a result of increasing commercialization in countries such as France, with 500 new "community" FM stations, and the United Kingdom. According to Rounds, in late 1984 or early 1985, ABC Watermark may

begin foreign test-marketing of *American Top 40*, a four-hour weekly music countdown program, on a barter basis. All sales are currently for cash.

The roster of ABC/Watermark-produced programs has been trimmed substantially since last year, reflecting a "disastrous first six months of 1984 for the radio network industry," Rounds said. Although the situation has recently begun to improve, the executive said, sales growth did not meet expectations during the period and resulted in "some belt-tightening and layoffs." Aside from an occasional concert special, no new programs from ABC/Watermark are scheduled.

Continuing series are the weekly *American Top 40*, heard on about 550 outlets; the weekly *American Country Countdown*, airing on some 625 stations, and the monthly *Spotlight Special*, clearing about 300 markets.

Gone from the roster this year are *Sound-track of the 60's*, *Soaptalk*, *New Music News* and *TV Tonight*, although several of these are now syndicated by other syndicators.

Rounds believes the economic downturn



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in the radio network business has slowed the move toward greater satellite distribution of long-form and specialized programming, "but that's still in the future [for syndicators]."

□

Al Ham Productions, Huntington, Conn., creator of the popular "Music of Your Life" format (big band and MOR hits airing on over 150 stations nationwide), expanded in several directions during the past year. Slated for production next fall is a *Music of Your Life* television special, a co-production with Bob Banner Associates of Los Angeles, which the company hopes will lead to a regular series. Last fall, the company joined forces with Belwin-Mills Music Publishing, Melville, N. Y., a subsidiary of Esquire Inc., to produce a quarterly magazine for direct mailing to about 750,000 MOYL club listeners.

Al Ham Productions, through an agreement with Columbia Records Special Projects, has launched the MOYL record label, featuring popular artists of the last 50 years. The albums are distributed through MOYL-formatted stations, which can either sell the records or use them in conjunction with special promotions.

Al Ham Productions' "Music of Your Life" format is represented by Weiss & Powell, which last summer formed the MOYL "family of stations" rep sales network. The format is distributed by Dallas-based Fairwest.

American Image, Memphis, offers radio stations a variety of sales production libraries, audio image and television promotional campaigns for radio stations. Its television spots currently promote stations with urban contemporary, country and big band/nostalgia formats. American Image is planning two new television campaigns to advertise adult contemporary and easy listening radio stations. The company, which was purchased by Schering-Plough earlier this year, has about 420 client radio stations, according to American Image vice president and general manager, Jerry Williams.

□

Jazz Beat From Berklee, two different series of syndicated jazz programs, are currently being offered free to stations by the **Berklee College of Music** in Boston. One is a recorded, 30-minute concert, which is distributed weekly on disk to over 400 stations, of which about 325 are in the U.S. The other *Jazz Beat* series is a recorded full-length concert, usually 90-110 minutes in length, which is syndicated monthly on disk to National Public Radio member stations in 71 markets. All concerts are recorded live at Berklee. *Jazz Beat From Berklee* is now in its third year.

□

Bonneville Broadcasting System, which recently shifted its headquarters from Tenafly, N.J., to its Chicago office, moved to expand its easy listening service two weeks

ago when it signed a letter of intent with Cox Communications for the purchase of its long-time rival in the beautiful music syndication business, South Plainfield, N.J.-based Schulke Radio Productions (SRP). Purchase price was a reported to be between \$1.7-\$2 million. The new acquisition will bring Bonneville's client list of stations to about 200, nearly 50 of which were Schulke stations.

Before the Schulke deal, Bonneville offered three easy listening taped formats available in match-flow, random-select and the new "Ultra" sound which replaced Bonneville's satellite-delivered service that was discontinued earlier this year.

James Opsitnik, Bonneville Broadcasting System president and chief executive officer, who took over the reins last January shortly after John Patton resigned, said prices for the formats range from \$750-\$18,000 per month, depending on service and market size. And with the Schulke deal, he said, Bonneville will have client stations in 37 of the top 50 markets. Opsitnik said BBS will be shift to new facilities in Northbrook, Ill. (a suburb of Chicago) on Sept. 1.

The acquisition of SRP marked the second time in two years that Bonneville has bought a major competitor. In August 1982, Bonneville purchased Darrel Peters's FM-100 Plan for a reported \$5.6 million. Peters has remained with the company. SRP President Larry Adams said he's exploring other options with SRP Chairman James Schulke, who recently retired from the company.

□

The Broadcast Group has relocated its offices and studios from Culver City, Calif., to Washington, which President Pegge Goertzen believes is more appropriate for a producer/syndicator involved in contemporary ideas and politics. "We've sort of become a provider of political programming that's in the middle," she explained, noting the firm's continuing production of *American Voices*, a twice-daily, 90-second commentary series airing on about 100 stations through the Mutual Broadcasting System. The programs present viewpoints on a wide range of controversial topics by representatives of activist organizations and individuals. For example, part of the series features former Reagan political adviser Lyn Nofziger debating Democratic Party leader Charles Manatt every week.

New since April is *Face-Off*, a weekday, two-minute "mini-debate" between Senators Robert Dole (R-Kan.) and Edward M. Kennedy (D-Mass.), which Goertzen is "very excited about, since both men have run for President and probably will again." The market-exclusive series is cleared on WIND-(AM) Chicago and WOR(AM) New York and about 200 outlets served by Mutual. It is available on a barter basis, with a 60-second national and 30-second local availability.

The Broadcast Group has dropped its cash informational features, *In Depth Magazine* and *In Brief*, because of a downturn in the public affairs programming marketplace. However, executive producer Chris Lauterbach oversees a sponsored version of *In Depth Magazine*, offered as a one-hour in-

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flight series on Eastern and Western Airlines. The one-hour series contains six 30-second spots and from 12 to 15 features oriented to the business and general traveler.

According to Goertzen, the 10-year-old company now has annual revenues of about \$650,000 and "is developing new business-oriented programing."

Broadcast Programing International (BPI) of Bellevue, Wash., provides approximately 120 stations with several tape-distributed formats, including: adult contemporary, modern country, easy listening (instrumentals and vocal selections), beautiful MOR and classical. Replacing its album-rock format is its newest format, "Hitrock," which is a hybrid of the contemporary hit radio (CHR) and album-oriented rock (AOR) formats.

All formats, according to company president Bob English, are available in both personality and unannounced versions, with rates ranging from \$500 to \$2,200 per month, depending on service and market size. The company also has a consultancy service that includes its CompuList—computerized playlists updated weekly.

Earlier this month BPI shifted its production facilities from Bellingham, Wash., to Seattle. Sales and corporate offices remain in Bellevue.

Cavox Stereo Productions/Tape-Athon

Corp., Inglewood, Calif., distributes nine music formats, up from eight last year. The 16-year-old firm recently introduced an adult contemporary format, which Robert Mayfield, national sales and program director, says "draws from the best-selling albums and singles, based on various national charts." The cuts are divided into hot, mild and instrumental categories. He said changes in the marketplace led the company to cancel its planned entry into the oldies format arena. Continuing formats from Cavox/Tape-Athon include beautiful, contemporary hits and country, all leased on a cash basis. The formats are divided into blocks that can be reassembled in various sequences to meet station needs.

According to company president, Lee Tate, the formats are designed for small to medium-sized markets and distributed on tape to approximately 200 automated, semi-automated and live-operated stations.

Century 21 Programing, Dallas, is having a banner year in 1984, with sales running about 22% ahead of last year, according to David Scott, president. He credits the company's success at least in part to its constant dialogue with stations to ascertain and fulfill their needs.

"Other syndicators try for an artistic success," Scott said. "We like to think we offer the flexibility of custom-made at a shelf price."

Century offers stations 19 formats, including adult contemporary, album-oriented

rock, beautiful music and sacred music. It has made sales to more than 425 stations and its best sellers are rock, 90 stations, and country, 75 stations. Prices range from \$700 to about \$2,000 per month, depending on the market.

Churchill Productions, Phoenix, considers itself one of the major syndicators of easy listening/beautiful music. This year, the company picked up 15 stations in one fell swoop when it signed a deal with Dallas-based Century 21 (see item, this page). The stations previously airing Century 21's format now receive Churchill's. However, Century 21 acts as sales agent for Churchill, selling not only the easy listening format, but Churchill's "Radio One" adult contemporary format as well.

Churchill also offers a 16-hour religious service, "Hymns of Praise." Seventeen stations have purchased the religious format, the only one of the three offered by Churchill that is sold. The other two are leased. Fees range from approximately \$850 to \$6,000 per month, depending on market size.

The company claims 40 stations as clients, up from 27 last year.

Tom Moran, Churchill's vice president, feels "the future is extremely bright" for radio syndicators. The reason, he says, is twofold. Syndicators offer radio stations "very high quality programing at a cost much lower than the stations could do it themselves." Also, he says, with the many new FM stations to be created by the FCC's docket 80-90 proceeding, there will be "a lot of folks out there who need a lot of new programing."

"We have shown growth every year we've been in business, and we anticipate growth for 1985," says Steve Bunyard, president of the seven-year-old **Clayton-Webster Group**, based in St. Louis. The syndicator distributes six programs targeted to specific formats: *Country Calendar*; *The Sporting News Report*; the weekly, two-hour *Jack Carney's Comedy Show* and its daily two-minute spinoff, *Jack Carney's Comedy Spot*, and two AOR programs, *Retro Rock* and *Rare Trax*. Last year, Clayton-Webster Group worked with radio stations in 12 cities to distribute *Best Seats Concert Guide*, a guide to help concert-goers in those cities find the best deals for their money. Bunyard expects the program to be repeated every two years.

Clayton-Webster's programs are sold on a barter basis, with time traded to such companies as Anheuser-Busch, IBM, Ford and AT&T. Currently, the company distributes to 2,100 stations. Although it has no plans for satellite, Bunyard says the company is "expecting to significantly expand our business into things beyond program syndication." Sales promotions such as that involving *Best Concert Seats Guide* are planned. Bunyard, who claims small syndicators will have to expand in the future to keep from going out of business, says: "It's going to get tougher and tougher for independent syndicators. The networks have gotten much smarter." Meanwhile, Clayton-Webster Group is

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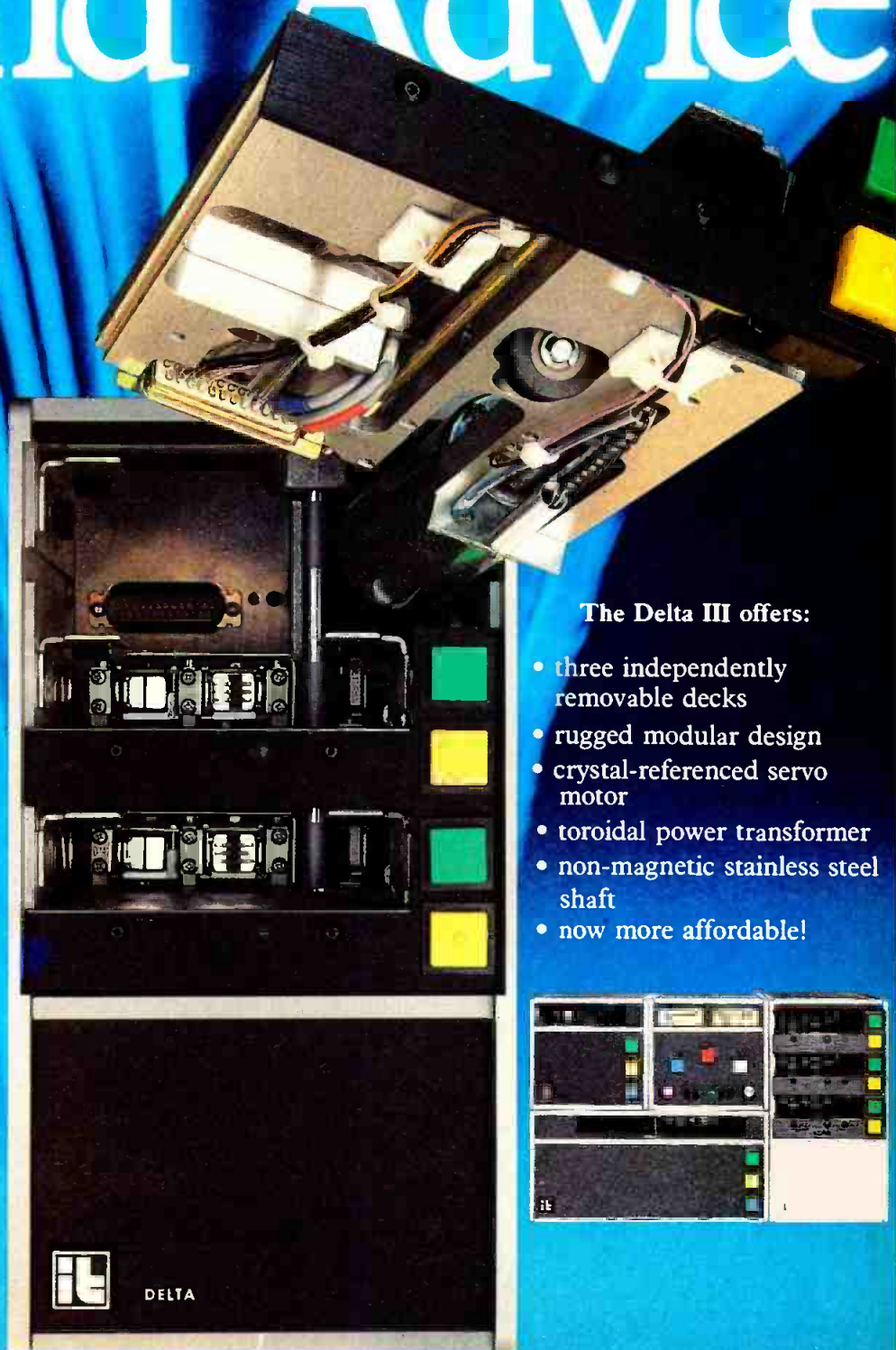
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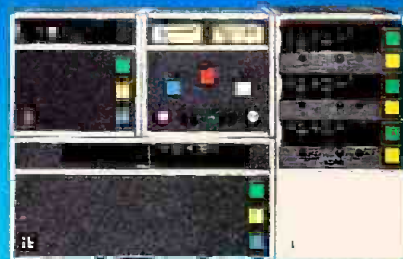
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□

Concept Productions offers five 24-hour music formats: “Concept 1,” adult contemporary; “Concept 2,” contemporary hit radio; “Concept 3,” album rock; “Concept 4,” country, and its most recent offering, “Concept 5,” contemporary MOR, which is distinguished, says Concept President Dick Wagner, by artists such as Barry Manilow, Barbra Streisand, Neil Diamond and Tom Jones, rather than more traditional MOR artists like Frank Sinatra, Tony Bennett and Peggy Lee.

The formats are available with voice tracks, which are computer synchronized to the music and monitored by a voice music synchronizer supplied to stations by Concept. Concept has 95 stations currently carrying its programming, with another 10 contracted. It has no plans for satellite delivery. “We find that the disadvantages, limitations and restrictions satellite delivery would place on the stations we serve outweigh the advantages,” says Wagner. He explained that Concept’s programming, targeted mostly to smaller markets, is personalized. Concept also offers its clients and selected other stations jingles and sales consulting packages. Concept is based in Roseville, Calif., a suburb of Sacramento, with studios in San Francisco.

Continuum Broadcasting, New York, has compiled a series of 75 one-hour rock music and interview specials centering on rock music of the 1950’s and 60’s, which it will soon begin to offer stations on either a cash or barter basis. The company currently produces and distributes *Don & Deanna on Bleecker St.*, which airs on 63 public radio outlets and about 50 commercial stations across the country.

□

New from **Creative Radio Shows** is Gary Owens’s *Supertracks*, which, according to company president, Darwin Lamm, is “basically the same show that Gary did for ABC/Watermark, *Soundtrack of the 60’s*.” (ABC/Watermark dropped the program earlier this year, when it was picked up by the Van Nuys, Calif., producer/syndicator.) Lamm says Owens is “more of himself” in the new incarnation, “not just an announcer.” The three-hour, barter/cash weekly series is carried on about 315 stations. A one-hour version of the program, designed to be stripped Monday through Friday, was put into distribution in early July. Lamm said the program, which highlights music and events of the 1960’s and 1970’s, will receive full sponsorship in September.

Also new from the 13-year-old company is *The Count Basie Special of the Week*, a one-hour weekly series, plus two Labor Day specials: the four-hour *Good Vibrations with the Beach Boys* program and three-hour *The Beatle Invasion* show. The new offerings are offered on a cash basis as are previously available programs from Creative Radio Shows: the weekly *Country Music’s Radio Magazine* (hosted by Harry Newman), *Frank Sinatra Special of the Week* and longer one-shot specials on singers Sinatra, Nat King Cole and Tony Bennett.

Now based in Woodland Hills, Calif., Creative Radio Shows and The Creative Factor have become **The Creative Radio Network**, according to the new producer/syndicator’s president, Tom Shovan. In addition to Gary Owens’s *Supertracks* and *Country Music’s Radio Magazine* with Harry Newman, the company offers a “special of the month” in country (two hours), pop adult (three hours) and CHR/top 40 (90 minutes). Other features include the 12-hour special, *An Original Christmas*, and daily, 90-second series *The Coincidence Lady*, *Look Good*, *Feel Good* and *Love Notes with Dick Summer*. As with most of Creative’s series programming, these features are bartered in the top 100 markets and sold for cash in those below 100.

Debuting in September, via satellite, is *Larry Parker’s Beverly Hills Diner*, a weekly cash/barter 60-minute celebrity interview program.

Also for cash/barter is *Country USA*, a 24-hour history of country music program, which can be broken into segments as short as one hour.

□

DC Audio, Washington, offers both commercial and noncommercial stations *The Daily Feed*, a 90-second political and satirical broadcast. The feature is distributed to

stations each weekday free, via the Associated Press Radio Network and National Public Radio satellite systems by Public Affairs Satellite Systems.

□

New York-based **DIR Broadcasting** will soon offer two new programs: *Grizzly Growl*, a series of live satellite-delivered monthly rock concerts sponsored by Grizzly Beer, scheduled to debut Aug. 12 with Elvis Costello, and *Coast-to-Coast Live*, a weekly 90-minute program slated to begin broadcast in early fall. Both shows are designed for airplay over album rock stations.

Plans call for *Coast-to-Coast Live* to be hosted by Charlie Kendall, air personality and program director for WNEW-FM New York, and Mike Harrison, air personality and program director for KMET(FM) Los Angeles. The show will contain some music as well as artist interviews and audience participation via telephone hook-up.

Other DIR Broadcasting programs include *Live Tracks* (formerly *Live Cuts*), a five-minute weekday feature presenting in-concert performances of rock artists; *Country Cuts*, a five-minute broadcast of in-concert performances of country artists, and *Inside Track*, a monthly 90-minute program featuring music along with interviews of two rock artists, hosted by rock journalist Lisa Robinson and airing on about 125 stations.

The program production company is currently negotiating an extension of its contract with ABC Radio, now in its third year, for which it produces the long-running weekly *King Biscuit Flower Hour* as well as *The Silver Eagle*, a weekly one-hour country music concert recorded live, and *Supergroups Live*, eight live broadcasts throughout the year, usually 90 minutes in length. The shows are cleared and sold by ABC. DIR Broadcasting also produces news conferences of rock artists for ABC as well as for their own distribution.

□

It has been a busy year for **Drake-Chenault Enterprises**, the producer/syndicator based in Canoga Park, Calif. According to senior vice president Denny Adkins, the firm’s latest format is “Lite Country,” which becomes available Aug. 1. “It’s adult contemporary country,” Adkins explains, “and contains a lot of pop material—artists such as Eddie Rabbitt, Crystal Gayle, Kenny Rogers and Anne Murray.” The new format has been tested for more than a year and is designed to appeal to the 25-to-44-year-old demographic.

Drake-Chenault has 315 clients on its current roster of seven music formats. Changes since last year include acquisition of “Great Gold” from Noble Broadcast Consultants on Jan. 1. This oldies format has been retooled, is now targeted primarily for AM stations and relies mostly on hits from the 1960’s to reach listeners in the 25-to-49 age bracket.

In addition, the “Contemporary MOR” format has been retitled “Lite Hits,” with emphasis on soft contemporary songs that attract a 25-to-49 demographic. Also available from Drake-Chenault are: “Great American Country,” modern country target-

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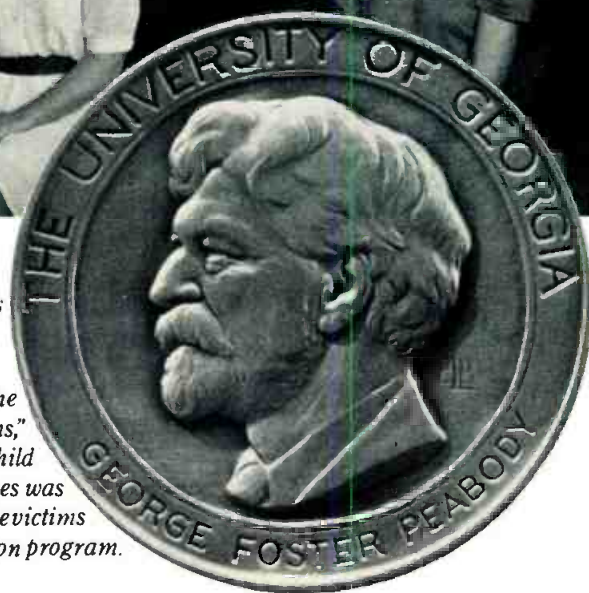
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WRAL 101 IN WINS PEAB



Front row (left to right): Donna Jones; Deborah Craig-Ray; Pamela Hart; Nancy Lyons; and Tom Britt. Back row (left to right): Ralph Gordon; Eric Burch; Jay Joiner; Dave Collins; Bill Leslie, News Director; David Guth; Steve Shumake, Assistant News Director; and Ron Colbert.

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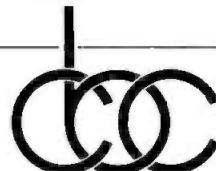
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ed to the 25-54 demo; "Contempo 300," adult contemporary for 18-to-44-year-olds; "Supersoul," urban contemporary aimed at the 12-49 demographic; "XT-40," a contemporary hits format directed toward the 12-to-34 age group, and "Hit Parade," an MOR/nostalgia format for those 45 and older.

Adkins explains that all formats are available for automated, live assist or totally live operations. Those that prefer not to use reel tapes can subscribe to Playlist Plus, a delivery system individually designed for specific markets using a computer-based "paper" control system. Stations that rely on disks and carts may use this for any of Drake-Chenault's formats. The company also offers direct consultation with program directors. Format packages are sold for cash, with amounts determined by market size and other factors.

Although Drake-Chenault is offering weekend and holiday specials to existing clients, the firm's features division is "on hiatus" for the immediate future, according to Adkins. Changes in the long-form programming marketplace, primarily due to the increase in production by networks, led the company to postpone previously announced plans to begin aggressive development of new features programming, Adkins said.

Dallas-based Fairwest produces and distributes an adult contemporary format, "The Class Format" (patterned after KVIL(FM) Dallas), which airs on about 20 stations. Fairwest is also the sales agent for Al Ham's "Music of Your Life" format (see page 72).

The company is also involved in station on-air promotion and jingle packages. And for the third consecutive year it will offer adult contemporary-formatted stations a "customized" Christmas album in which Fairwest will insert two or three local performances for each station. Fairwest has opened a San Diego office in the past year.

On Oct. 1, Far West Communications Inc. will introduce a yet-untitled country music format which company President Paul Ward describes as leaning "toward the traditional sounds" within that genre. Ward says the format is currently in development and will aim for the 18-54 audience. The Holly-

wood-based syndicator currently serves 32 clients representing 118 stations with its "Gold Plus" and "Progressive Adult Contemporary" formats. The former is described as "designed for contemporary adults in the 25-to-54 age group" and the latter as "an adult contemporary format without the extremes" directed toward the 18-to-34 audience. The formats are designed to be used with automation or live assist.

As a separate service, Far West offers its two-year-old "The Master Service," described by Ward as "an audiofile quality music library service" consisting of 1,600 cuts (plus updates) recorded at a speed of 15 inches per second from high-speed submasters of popular hits obtained directly from record companies. Some tapes are also made from high-quality Japanese and European pressings. Stations lease rights to "The Master Service" library.

Far West shares some facilities with Audio Simulation, the producer/syndicator of *Wolfman Jack's Graffiti Gold* weekly oldies series and the five-night-a-week live assist *Wolfman Jack Show* airing on WNBC(AM) New York and KRLA(AM) Pasadena, Calif.

"It's the best year we've ever had," said Fran Sax, director of marketing and sales of the Dallas-based FirstCom Broadcast Services. The company markets commercials and generic and customized advertising libraries, "The Creative Department" and "The World's Best." The former, now in around 200 markets, handles spoken and comedic campaigns while the latter, now in around 250 markets, accentuates music.

Two changes that have helped increase sales, Sax said, are a 30-day free trial marketing period and a buyout instead of lease plan. Sax said many stations find the libraries are paid for during the 30-day period. Rates range between \$200 and \$650 per month. A station can buy the package in 36-month installments or all at once. The company also has plans to market a "total rock oldies format."

Focus on Youth Network, a syndication company run by 25 Princeton University students, continues to produce a single program, *American Focus*. The weekly, half-hour interview show, taped on location, is

advertiser-supported, sponsored by Shell Oil, and bartered. Program distribution dropped this year from 430 to about 300 stations. "That's a decrease," said Executive Director Richard Buchband, "but we have increases in the areas that count." *American Focus* now reaches 85 of the top 100 markets, compared to 77 last year, and has a listenership of three million. Satellite distribution is "something we're looking into," said Buchband.

Focus on Youth celebrated its 10th anniversary this year by donating its tape archives to the Museum of Broadcasting in New York.

Gert Bunchez, president of St. Louis-based Gert Bunchez and Associates, says of her company: "Most of our programs are spoken word. We're not into the syndication of music. We're trying to provide an interesting balance." The syndicator's five programs are primarily "informational, educational and entertainment" shows distributed to 320 stations on a cash and barter basis. *News Behind the Ag News*, a two-and-a-half-minute farm show introduced last year, is "doing very, very nicely," according to Bunchez, who says it provides farmers with "all the current commodities they want."

Bunchez canceled a number of last year's shows because they weren't moving well. She is currently working on a new program, *The Breakfast Serial*, aimed at the 18-35 audience and consisting of "excerpts from very successful comedies and radio dramas telescoped down" to be run in the morning.

Gladney Communications Ltd., New York, reports that its three-minute weekday production, *The Best Years*, is carried on about 200 radio stations, up from 175 a year ago. The program is public affairs oriented and covers a variety of topics, aimed at listeners in their 40's and older. Host is actress Helen Hayes. A book based on the series has been written by Hayes and Marion Gladney and has been published by Doubleday. It has advance sales of 22,000, according to Norman Gladney, president of Gladney Communications.

Gladney also hopes to place into syndication this year a three-minute series hosted by personality Art Linkletter. It spotlights case histories of drug abuse and other addictions and compulsions. Gladney says that some station arrangements have been made and syndication is possible later this year.

The Best Years is funded by Mutual of Omaha and distributed by a Gladney affiliate, the Independent Radio Network in Greenwich, Conn.

Two programs are now provided by Jameson Broadcast Inc. of Columbus, Ohio. Its best seller is *Mother Earth News*, a three-minute show based on articles from the magazine of the same name. Sold to about 500 stations at this time last year, the show can now be heard in 680 markets. *Prevention Health Report*, a two-minute program added by Jameson last year, has been sold to 341 stations. Both shows are bartered.

Jameson's director of station relations,

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-BROADCASTING, Page 48,
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Robin Scherler, said the company is developing, for fall introduction, a Spanish-language program, *Circulo Familiar*, which has been in development for over a year. Based on *Family Circle* magazine, the program will be produced in two-minute segments. Another program in Spanish, *Capsula Deportiva* (Sports Capsule), is also being planned. *On Line Computer Connection* is a program Jameson is developing in affiliation with Compu-Serve Corp., a data base. Each five-minute show will include four to six short features including computer news and interviews with experts.

□

Business in the past year has been "excellent," according to Steven C. Trivers, president of **KalaMusic**, Kalamazoo, Mich. The company distributes an easy listening format and a country format, which was introduced last fall.

Trivers attributes the success of KalaMusic's formats to the company's policy of providing clients with continuing service, even after the format is sold. He noted that KalaMusic was strengthened this year with the addition of two sales consultants, Bob Ardrey and Bob Doll. Trivers said that KalaMusic sells for cash only and provides programming on tape.

□

The British Broadcasting Corp.'s exclusive contemporary music programming distributor in the U.S., Bronxville, N.Y.-based **London Wavelength**, is in the process of clearing an 11-hour Labor Day weekend special titled *Hitsville USA*, a co-production of the BBC, London Wavelength and Motown, which traces the history of Motown Records. Derived from material in the special will come a series of 90-second vignettes that will be offered to stations in 1985, according to London Wavelength Chairman Michael Vaughan.

The company currently distributes the *BBC Rock Hour*, one-hour recorded live concerts, to about 175 stations. Upcoming next summer is a six-hour special, *60's at the Beeb*, that will highlight original, unreleased tracks of major British groups and artists. *Rock Over London*, the weekly music program which features a countdown segment of the British charts, left the company's fold in March when London Wavelength President Don Eberle exited to form his own syndication firm.

Vaughan reports that London Wavelength has been experiencing a 25%-30% growth rate in revenues each year since 1980. "And this year will be no exception," he said. Last month the firm signed a sales agreement with The Christal Co., a national radio sales representation company, to sell London Wavelength's program offerings nationally to advertisers.

Vaughan said he is "seriously exploring" a live satellite feed from London for special programming next summer.

□

M.J.I. Broadcasting of New York syndicates four music trivia features nationally: *Rock Quiz* and *Country Quiz*, both of which air twice each weekday; *Star Quiz*, which

airs once each weekday, and *Rock Quiz Weekends*—20 quizzes each weekend centering on one rock group, artist or theme.

The radio program producer also offers *Metalshop*, a one-hour weekend music/interview program billed as featuring the best of "heavy-metal" rock music. The show airs on nearly 100 stations. All M.J.I. Broadcasting programming is available on a barter basis.

□

Nashville-based **Musicworks Inc.** took over the syndication of *The Ralph Emery Show* earlier this year from Multimedia Inc. It is a five-hour, weekly, country music/interview broadcast airing on about 430 stations. Since last October the company has also been syndicating *The Jim Reeves Radio Special*, a five-hour tribute to the late country singer. The show, which is being offered to stations on a cash basis, is hosted by country performer Eddy Arnold.

Musicworks has a lineup of four taped music services: "Alive Country," "Casual Country" (easy listening country), "Country 80" (an unannounced music library) and "Pop Adult Life Style" (soft contemporary). Each service is distributed on a cash basis, with prices ranging from \$300 per month to \$1,200 per month, depending on format and market size. The company has discontinued its "Showcase" (easy listening) and Hispanic formats.

Bill Robinson, president and general manager, reports revenues in 1983 up only about 4%, but he sees 1984 as a "barn burner" of a year.

□

New York-based **Narwood Productions** currently offers the weekly one-hour *Music Makers* series, a big band/MOR series hosted by Skitch Henderson, airing on about 250 stations; *Country Closeup*, a one-hour weekly music and interview show hosted by Lon Helton, airing on about 350 stations, and *Minding Your Business*, a 90-second twice-daily weekday feature on management, financing and marketing advice for the small-business man hosted by *INC. Magazine* editor-at-large, Milton D. Stewart, airing on about 125 stations.

The company, which is beginning its 28th year in the radio syndication business, is

also planning a series of three-hour MOR and pop adult music specials for 1985. Narwood President Ted Le Van also reports other projects in the planning stages, including a youth- and black-oriented series as well as some three-hour country specials. Kick-off dates are dependent upon national advertiser participation, he said. All programs are offered on a barter basis.

□

"We have completely phased ourselves out of the radio features business," reports Harry O'Connor, president of **O'Connor Creative Services**, which previously handled domestic syndication of commentaries by economist Howard Ruff, entertainer Art Linkletter, and psychologist Dr. Joyce Brothers. "The slack has been taken up by our increased involvement in the creation and production of music production and sound effects libraries," O'Connor added.

The company, which moved during the past year from Universal City to Playa del Rey, Calif., is distributing the 12-disk *Hollywood Production Library*, consisting of commercial music and cartoon sound effects, and the *Apple Production Library*, 30 disks of commercial and random length music plus traditional sound effects. Pricing varies by market size.

The foreign marketing division of O'Connor, based in Sydney, Australia, represents the production libraries, tape formats, jingles, and music specials of Dallas-based TM Communications in all countries other than the U.S., Canada and Mexico. In all overseas markets, the company represents Dick Clark Productions' three-hour weekly *National Music Survey*, distributed by Mutual in the U.S., and the United Stations' weekly three-hour *Dick Clark's Rock, Roll and Remember*. O'Connor also has exclusive foreign representation of *Dr. Joyce Brothers' Commentary*, *Art Linkletter's Kids Say the Darndest Things* and *The Best of Groucho*. Total domestic and foreign representation is about 800 stations, according to O'Connor.

□

Orange Productions, Narbeth, Pa., syndicates *The Sounds of Sinatra*, a weekly two-hour program produced by Sid Mark, executive vice president of Orange, who also serves as host. *The Sounds of Sinatra* is cur-



LeVan, singer Tony Bennett and Henderson



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rently on about 40 stations, according to company president, Lita Cohen, who calls the program "the only authorized Sinatra program in the country." The program ranges in price from \$125 per week to \$350 per week, depending on market size.

Orange also offers *The Music Machine*, a one-hour weekly program featuring "quality" big band and pop adult artists. The show is also produced and hosted by Mark. It currently airs on 10 stations.

Other programs Orange Productions is preparing: *The Auto Show*, a 90-second, weekday, consumer-oriented feature hosted by Wynn Moore and containing automotive information; *To Your Health*, a 90-second feature centering on health issues and hosted by TV news personality Marjorie Margolies, and *Blacks in America*.

Otis Conner, president of **Otis Conner Productions**, Dallas, estimates that business has grown about 60% over the past year. He said those bright prospects prompted the company to build a \$2-million production facility in north Dallas. Conner's principal program is *Celebration of America*, a 24-hour musical cavalcade of the U.S., featuring patriotic and contemporary music and currently being offered to stations until Labor Day.

In preparation is a 12-hour program titled *An American Christmas*, a music program based on material from the *Saturday Evening Post*. Conner said that the company will soon launch *The Hot Thirty*, three hours of adult contemporary music each week hosted

by radio personality Bobby Rich. *The Gavin Report* (an industry newsletter) will be used as the source for the selection of songs.

Conner is enthusiastic about a half-hour program that he visualizes as a record business counterpart to *Entertainment Tonight*. He said he is now in negotiation with personalities to serve as host and co-host. Conner sells primarily on a barter basis.

Parkway Communications Corp., which calls itself a "fine arts broadcasting service," syndicates classical music programs to 425 commercial and noncommercial stations. It has added several new programs to its portfolio this year. Among them: *This Is My Music*, a series featuring "big name" guests such as author James Michener, actress Raquel Welch and comedians Bob and Ray; a series of all major music festivals of Great Britain, live concerts of the Houston Symphony Orchestra, and news programs.

The Bethesda, Md.-based Parkway distributes some of its 42 hours a week of programming by satellite, but, according to company president Neil Currie, satellite delivery "becomes quite expensive. No single satellite system reaches everybody." The company does not barter.

Peters Productions, based in San Diego, reports that the improved advertising climate in radio has helped syndicators. According to director of programming and operations, Jack Merker, the higher ad income has allowed stations to spend more—especially AM stations which have exhibited a great demand for new programs.

Peters has formats in 179 markets, including a new contemporary country service, "All Star Country," featuring the latest country hits. It joins established country formats "Natural Sound," a combination of country and MOR, and "Country Lovin'," a traditional country format. Also popular are "Super Hits," a contemporary hit format; "Easy Contemporary," easy listening and adult contemporary; "Your Music," traditional MOR, and "The Great Ones," adult contemporary. Rates range from \$500 to \$2,000, depending on market size.

The Bronx, N.Y.-based **Progressive Radio Network** is into its 12th year as a syndicator of radio programs, which include subjects ranging from computers and finance to comedy.

Its long-running series is *The News Blimp*, a two-minute feature that combines news with contemporary music. It is carried on 150 stations. Another popular entry from PRN is *The Computer Program*, 90-second segments covering home computers and broadcast on about 75 stations.

PRN also supplies programming on subjects related to audio in *Sound Advice*, while *Moneytalk* gives tips on how to invest for the average investor. *The Laugh Machine* features new and established comedians.

Tony Garcia, account executive for Progressive, said that several other programs are in development but did not disclose them for competitive reasons. He added that sales during the past year "have improved consid-

erably." He said PRN programs basically are sold for cash, although barter arrangements can be made.

Public Interest Affiliates, based in Chicago, has greatly expanded its program offerings. Last February it launched a daily, 60-second feature hosted by former NBC News correspondent Frank Blair entitled *Med-Scan*, which now airs on 75 stations. Additionally, the company this year began distribution of *Rare & Scratchy Rock 'n' Roll*, a weekly three-hour oldies show, and a new *John Doremus Show*, a five-hour adult contemporary show with talk features that stations can air in either one-hour strip segments daily or as an entire program block.

PIA's specialty, however, is producing programs that are customized to individual stations. It currently distributes two half-hour weekly programs, self-titled by the stations. One is a public affairs show that uses the stations' issues and problems lists, and the other a health-care program. The company also syndicates a weekly 15-minute minority program as well as 60-second features on a variety of different topics.

In 1984, PIA became involved in producing holiday specials. It is currently working on a 30-hour Christmas blockbuster special along with Malrite of Minnesota and will again offer an Easter special, which aired for the first time last Easter.

Other new areas for the company, according to PIA President Brad Saul, are syndicating radio contests and producing in-flight audio talk programs for the major airlines. Each program and service is advertiser-supported and offered to stations on a barter basis.

Additionally, Public Interest Affiliates, said Saul, is the official radio syndicator of the Gulf Oil National Geographic specials (radio documentaries based on the television specials) and distributes public service radio announcements for the Broadcasting Industry Council To Improve American Productivity.

Radio Arts, of Burbank, Calif., reports it is doing well. After nine years in the business, "We're having our strongest growth year" in a while, President Larry Vanderveen said. The syndicator provides 120 stations with six formats: "American Rock" (top 40); "The Country's Best" (modern country); "Encore" (nostalgia); "Sound X" (adult contemporary); last year's new entry, "Soft Contemporary," and "The Entertainers," an MOR format that Vanderveen describes as "kind of a Sinatra-to-Manilow sound." Formats are priced from a low of \$550 a month (for smaller markets) to a high of \$6,000.

Radio Arts also distributes feature programming to 80 to 100 stations. This year two new programs were introduced, according to Vanderveen. *Dream Concert* is a "collection by period back to the late 50's and early 60's of in-concert performances by 70 major stars—in essence the history of major pop concerts over the last 25 years." And *Unforgettable* is a six-hour tribute to Nat King Cole, co-hosted by Johnny Mathis and Cole's daughter, Natalie Cole. Continuing

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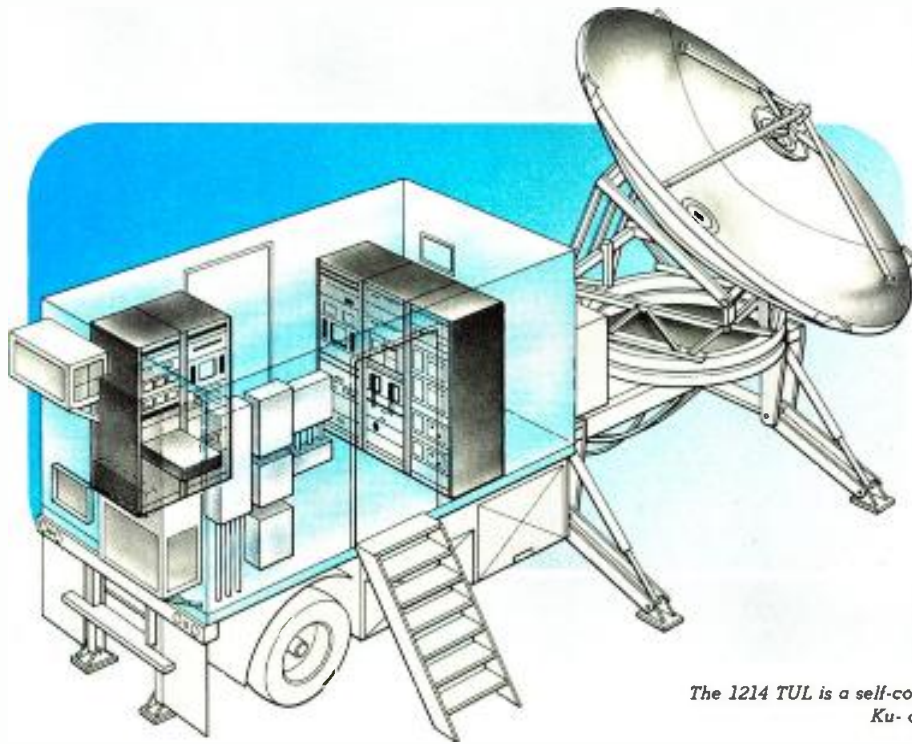
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features, which are sold on a cash basis, include *Your Hit Parade*, *History of the Big Bands*, *The Holiday Spirit*, *Light of My Life* and a seven-hour tribute to Johnny Mercer, new last year, called *Too Marvelous for Words*.

Radio Arts does not expect to use satellite distribution. "We've chosen to serve the tape market" because of its greater flexibility, Vanderveen said. "We think that station production is simpler and cleaner and tighter" than using satellite transmissions.

□
Radio Programing Management of Southfield, Mich., has added "a significant number of cuts" to its custom music production library in the past year, according to company president, Thomas Krikorian. The cuts are included in the variations of the three formats it offers: "Contemporary Easy Listening," "Top Hits A/C" (top 40) and "Classic A/C" (soft contemporary). The number of stations using RPM formats has increased from 70 to 85 over the past year. Krikorian said easy listening is the top money maker, accounting for 70% of the company's revenues.

With Bonneville Broadcasting System's buyout of Schulte Radio Productions from Cox Communications (BROADCASTING, July 16), Krikorian claims to now be the second largest syndicator of easy listening music, with stations in about 40 markets. He said RPM's format is very "flexible" because it's programed from 10 different categories of vocal and instrumental music. All sales are cash. The company is also expanding the custom music cuts for its Christmas music library, with new features including foreign and new orchestral productions.

□
 It has been a busy year for **Radio Works**, the eight-year-old Hollywood producer/syndicator which put itself on the map in 1979 with *Forbes* magazine, one of the first radio adaptations of a national news publication. According to company president, Stacie Hunt, *Forbes Magazine Report* will shift from Mutual to in-house distribution beginning Aug. 6. She predicts clearances will drop slightly from the current 260-station total, but will increase in the future as new cash markets are added (the daily business news update is satellite-fed on a barter basis to the top 250 markets). Hunt reports that *Forbes Magazine Report* is being reduced in length from two-and-one-half minutes to separate 60-second and 90-second versions. The network being established by Radio Works will include both tape and satellite distribution, with the intention of eventually shifting completely to satellite. The series is also available as an in-flight audio offering on PanAm airlines, shifting within the past year from TWA. A separate Spanish-language version, *Revista Reportera Forbes*, has been dropped.

A second venture with a publisher will be launched Sept. 10 by Radio Works as *ScienceBriefs* goes into production in association with the editors of Time-Life's *Discover* magazine. The daily barter/cash 60-second feature will be hosted by actor Peter Graves and include material taken from the pages of the consumer-oriented science news magazine.

Radio Works recently completed production of a pilot for *The Mickey Rooney Show*, the working title for a proposed one-hour series targeted to the 35-and-over demographic, in which entertainer Rooney will "tell stories and play big band music." Rooney will, in effect, act as disk jockey.

The company has updated last year's three-hour fund-raising special for St. Jude's Children's Research hospital, titled *A Helping Hand*. The radiothon features music and interviews and is designed to entertain and solicit donations for the nonprofit medical center. A second venture, a one-hour statewide special to benefit Florida's Boys Ranch, is in production with a tentative December air date. The fund raiser will include country music and entertainment industry celebrities.

Other continuing series from Radio Works, according to Hunt, include *The Unexplainable*, a five-minute daily cash show dramatizing and documenting unusual scientific phenomena, and *Some Kind of People*, a half-hour weekly cash program featuring interviews with political figures, show business personalities and those working in health care. Dropped from the lineup since last year are *Stay Healthy*, *Technology Update*, *National Science Fiction Theater* and a daily stock market report sponsored by First Boston Financial Services.

In-flight informational programing has expanded within the past year, as Radio Works placed two features, *Relaxair* and *Jet-cercise* on El Al and Singapore Airlines. Scheduled for use by unnamed airlines later this year are an in-flight feature based on Time-Life's *Money* magazine and *Global Rollcall*, a one-hour report sponsored by Citibank/Citicorp Co. that includes "very upscale business reports on international financial affairs" for chief financial and executive officers.

"We're a company that is small enough to move quickly," Hunt emphasized. "We like to try new things. If they don't all work out, we at least learn from them and are able to move into innovative areas."

□
 Programs have been added and subtracted during the past year at **The Syndicate**, based in Oakland, Calif., according to promotion director Norma Burgos. The producer/syndicator is a partnership of Burgos and founding partners Leslee J. Newman, president, and Jeff Rigenbach, creative director.

The Syndicate is continuing to offer its album-oriented country music format, "Album Country," introduced in 1983 for automated or live-assist operations for up to 24 hours a day, seven days a week. Rates begin at \$500 for the basic monthly service. The firm has added a six-hour weekly country music series, *Barnstormin'*, available to all stations on a market-exclusive basis for \$100. It is described as "mainly up-tempo and album-oriented music with current cuts, singles and oldies. It's music to party by, to have fun by."

Also new is The Syndicate's third daily commentary series, *The Sound Economist* (previously available from another syndicator under the title, *The Midnight Economist*). The three-minute program is hosted by Dr.

William Allen, University of California at Los Angeles economics professor and president of the Institute for Economic Research, which sponsors the free series. *The Sound Economist* is currently heard on about 30 commercial and noncommercial stations on a market-exclusive basis.

Continuing series from The Syndicate are *Byline*, a free, 90-second daily political commentary sponsored by Washington's Cato Institute and distributed by the Associated Press Radio Network to about 150 stations, and *Perspectives on the Economy*, also offered free under sponsorship of The Reason Foundation in return for a guaranteed regular time slot in about 200 markets.

The company has dropped its only cash program, the astronomy feature, *Star Date*, and elected not to launch its planned Spanish-language version of *Perspectives on the Economy*. "It's been a tight market," said Newman. "However, things have held steady for us because our features are sponsored. We may get into more Spanish-language and even science-fiction programing in the future," depending on sponsor availability.

□
 "We specialize in creating the definitive feature in any area... Our stuff always airs on top stations in leading markets," said Stuart J. Goldberg, president of Detroit-based **Those Guys in Detroit Inc.**, a company that distributes "about half a dozen" programs by tape.

Last year, Those Guys introduced *Personal Computing*, an information and advice feature produced in association with the magazine of the same name. In addition, Those Guys' *You're Hearing America*, hosted by Jim Metzger, was nominated for two Clios last year, and recently won a gold medal from the International Radio Festival of New York.

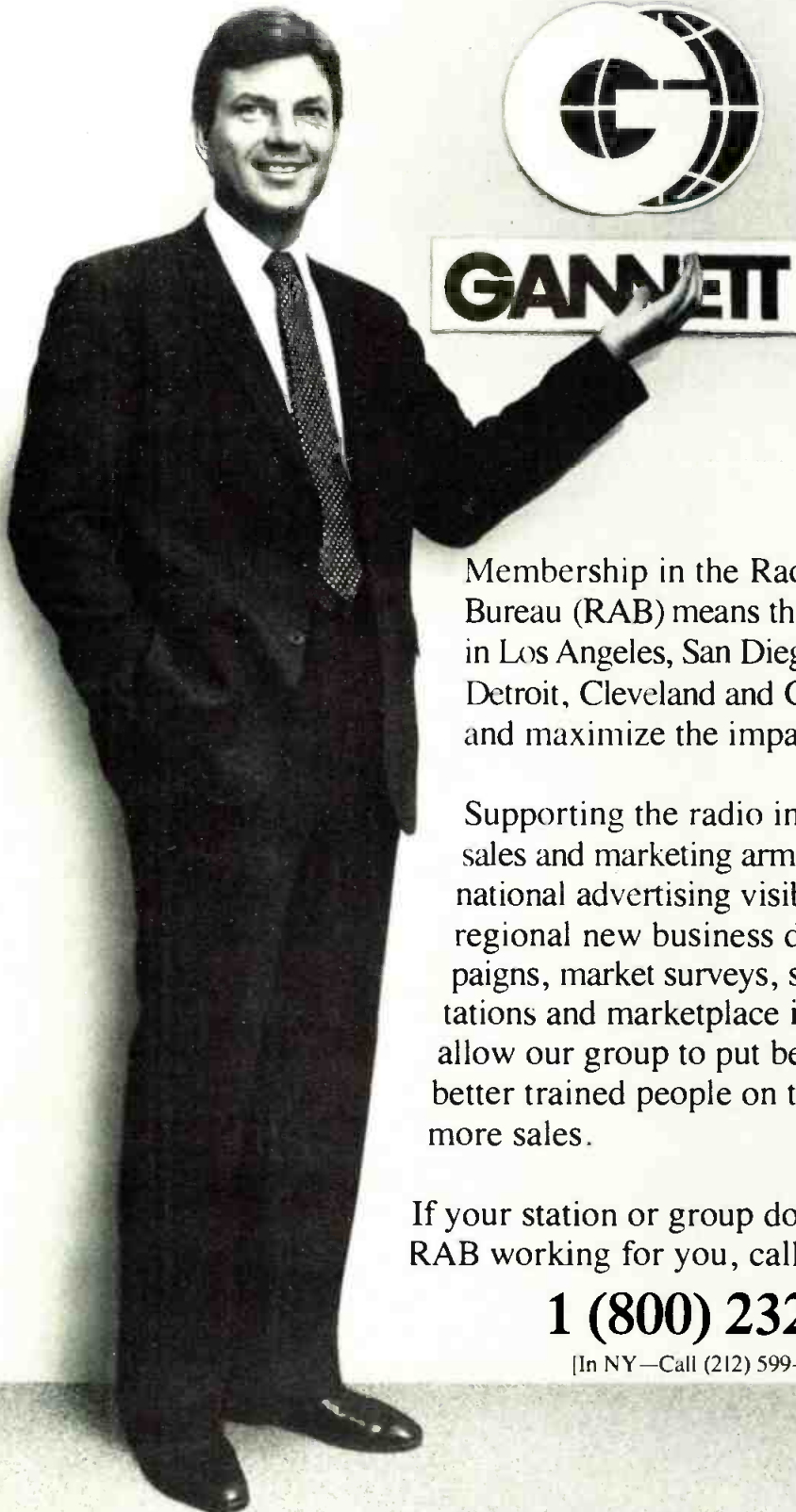
The company also has a number of new shows. One, *Inside Pro Football*, will be available for airing Sept. 1 through the middle of December. An in-depth, weekly, hour-long news magazine, *Inside Pro Football* will feature on-site reports from games each week; a special look at key man-to-man matchups, offense against defense, by New England Patriots scout Bill McPeak, and forecasts by the publication, *Pro Football Weekly*. "We're getting good response from major markets right now," Goldberg said. Also new this year is *Gospel America*, a three-hour program featuring album reviews, comedy clips, book reviews, a concert guide, interviews and a calendar of happenings.

And still in the planning stages is a 90-second daily information series called *A Tale of Two Seasons*, which will provide consumer advice on a variety of topics according to season—summer or winter—and will be made available to adult contemporary, MOR and news/talk stations on both a cash and a barter basis.

Those Guys will distribute all but one (*Gospel America*) of its shows on a barter basis. The company does not use satellite distribution, but Goldberg says *Inside Pro Football* is a prime candidate for the service."

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Dallas-based **Toby Arnold & Associates** now distributes four formats, two production libraries and has a fifth format on the way. In addition to "Unforgettable," an MOR/nostalgia format and its mainstay for the past three years, it has added "Unforgettable II," a contemporary/MOR format targeted to a slightly younger audience than "Unforgettable." The company introduced "Favorites" (adult contemporary) and "Music Radio" (CHR) at last year's National Association of Broadcasters Radio Programming Conference. Arnold formats are now on 72 stations.

At this year's joint radio convention of NAB and the National Radio Broadcasters Association, Arnold plans to introduce "Country Magic," a contemporary country format. Arnold said the format will be customized. The format will have four segments—current, recurrent, power gold and older gold—he said, with a traditional and crossover breakdown within each category.

Arnold formats are sold on a cash basis, for between \$600 and \$2,250 per month, depending on market size. The two production libraries serve between 375 and 400 stations, Arnold said. The company also provides music, sound effects, jingles and other commercial creation aids.

The company also plans to introduce at NAB/NRBA a retail sales promotion package. "We're strongly into developing retail sales help for stations," Arnold said. Promotions for major sports-oriented stations, including "an official all-sports calendar" and scratch-and-match games, are being developed, he said. The company is also developing a back-to-school promotion. Arnold said the company's research discovered a market for promotion services and that thus far they have been accepted "very, very well."

□

Dallas-based **TM Communications Inc.** (formerly TM Companies), a major supplier of music formats, has just unveiled an extensive music library known as "TMC Goldpics," which includes 1,000 top songs from 1954 to 1977.

The company, which was purchased by several employees along with TM Communications President Pat Shaughnessy from Shamrock Broadcasting early in the year ("In Brief," Jan. 9), currently produces and distributes six formats: beautiful music, stereo rock (top 40), country, "TM-O-R" (MOR), "TMAC" (adult contemporary) and "Urban One" (urban contemporary). The formats cover about 260 stations across the country.

TM Communications also offers stations extensive sales and production libraries known as "The Master Plan." Additionally, over the past year the company has stepped up production of "customized" syndication television spots and campaigns for radio stations. Sales in this area over a year ago are up 389%, reports TM senior vice president Neil Sargent. As for programming trends, Sargent says radio broadcasters today are looking for marketing support from program suppliers. TM Communications has no immediate plans to transmit programming via satellite.

The United Stations, a national radio programming company with offices in New York, Washington and Los Angeles, has added two shows to its fold since last summer: *Solid Gold Country*, a three-hour weekly program highlighting past country hits, airing on about 175 stations, and *Rick Dees Weekly Top 40*, a four-hour countdown broadcast produced by KIIS(FM) Los Angeles personality Rick Dees and distributed by The United Stations to over 250 stations.

Other programs that the company both produces and distributes are: *The Weekly Country Music Countdown*, a three-hour program hosted by Chris Charles, on about 200 stations; *Dick Clark's Rock, Roll & Remember*, a four-hour weekly broadcast co-hosted by Clark and Mark Elliot now on about 200 stations, and *The Great Sounds*, a four-hour weekly program hosted by Ray Otis, on about 175 stations.

The United Stations also produces the *Country Six-Pack*, three-hour holiday country music specials, and is in the process of offering *Hot Rocks*, a series of eight, one-hour rock specials to air in the second half of 1984, sponsored by Levi Strauss & Co. All shows are distributed to stations on a barter or swap/exchange basis.

United Stations President Nick Verbitsky says there are some new programs on the drawing board, two of which are in the talk field. And he notes that the company is eyeing satellite technology to deliver some of those shows.

The company was formed nearly three years ago by three former Mutual Broadcasting executives: Verbitsky, Ed Salamon and Frank Murphy, along with entertainer Dick Clark.

□

Washington Broadcast News Inc. (WBN) produces *Washington Wrap*, a five-minute morning (via the Mutual satellite system) and afternoon (via UPI Radio Network's satellite system) drive-time newscast from the nation's capital. The program, according to WBN executive vice president Dick Doty, presents news with a "light touch," and commentary.

The company also produces *Moneywatch*, a two-minute, consumer-oriented finance and investment program transmitted over the Associated Press Radio Network satellite system each weekday, and *Voices in the News*, one-to-two-minute actualities that can be inserted into local afternoon drive-time newscasts. *Voices* is fed over Mutual, UPI and AP satellite facilities. And under the umbrella name of "Actionbloc," WBN offers a series of two-minute public affairs and consumer information programs like the weekly *Nancy Reagan Battles Drug Abuse*.

This year WBN launched a Hispanic news service which transmits 10-15 minutes per day of "hard" news of importance to the Hispanic community. The service is being made available to stations via a special telephone hook-up. All of WBN's programming is offered free of charge.

□

WCRB Productions, Boston, a wholly owned subsidiary of WCRB(FM) Waltham,

Mass., specializes in the production and distribution of concert recorded music. Its syndication roster includes programming of the New York Philharmonic, the Boston Symphony, the Boston Pops Orchestra and a new series, *AT&T Presents Carnegie Hall Tonight*. The Carnegie Hall concerts are one-hour long and the other three are two hours.

John Emery, vice president and manager of WCRB Productions, said that 1984 has been a good year with the addition of Carnegie Hall and said a number of other musical projects are under consideration.

The Philharmonic program, sponsored by Exxon, and the Carnegie Hall show, sponsored by AT&T, are transmitted via satellite to stations in 250 and 150 markets, respectively. The Boston Symphony (100 markets) and the Boston Pops (110 markets) are distributed on tape and are sold on a cash basis to stations.

□

There have been only minor changes in the program lineup at **Weedeck Inc.** within the past 12 months. The Hollywood-based producer/syndicator has announced it is continuing an Olympics-related feature after the Los Angeles games, renaming *The Odyssey of the Black Olympian* to *Black Champions with Reggie Jackson*. The revamped barter series consists of six two-and-one-half-minute features on the history of black athletes, hosted by baseball star Jackson.

Weedeck has picked up *Christmas in the Country*, a 12-hour seasonal cash special, from Creative Radio Shows. According to Weedeck President Lloyd Heaney, the special "has been brightened and expanded, with six entirely new hours."

Dropped from the firm's roster since last year is the bartered *Sports Afield Almanac*, hosted by San Diego Padres first baseman Steve Garvey.

Continuing programs are: *Country Report*, 10 three-and-one-half-minute digests of country music news and interviews bartered each week in rated markets; *Country Report Countdown*, a four-hour weekly country top 40 countdown cash/barter series, and *The Charlie Tuna Show*, a cash/barter adult contemporary series available in three- or six-hour versions for weekend use. These programs cleared approximately 200, 50 and 25 markets, respectively. Short-form features, all offered on a barter basis, include: *The Masterworks Hour*, a weekly classical music/interview program hosted by actor William Conrad, and *Financial News with Mike Piazza*, a weekday three-and-one-half-minute business news and interview series.

Weedeck continues to produce long-form promotional specials, distributed free, for major motion picture studios. The latest contains highlights from the film, "The Best Little Whorehouse in Texas." Two other releases are in development.

□

Westwood One's newest program is *Future Hits*, the first weekly series from the Culver City, Calif., producer/syndicator developed specifically for satellite delivery. The program premiered July 12 via the Satcom 1-R transponder on which Westwood

One recently leased four full-time audio channels. Hosted by Joel Denver, *Future Hits* spotlights "the week's hottest new records, as determined by the top radio stations throughout the country, news about upcoming tours, artists in the studio and music videos, a look at future U.S. hits now in the BBC top five, comments from superstar artists and more." The one-hour bartered series is the first fed from Westwood One's newly installed satellite uplink and, according to the company, marks the first regular series fed by an independent producer via Satcom 1-R, the same bird used by the ABC, CBS, NBC and RKO radio networks. The new series is designed for weekend programming and is fed a total of four times Thursday through Sunday, with six minutes of national (supplied by the syndicator) and four minutes of local advertising time included.

Westwood One is also becoming increasingly involved in Spanish-language programming and is expected to introduce new features and sports next fall, according to Ellen Ambrose, vice president of operations. The firm has exclusive domestic Spanish-language radio rights for the 1984 summer Olympics and has been originating Olympic-related vignettes, *Pinceladas Olimpicas*, since last April. During the games, Westwood One will originate Spanish-language play-by-play and highlight shows to more than 35 U.S. Spanish-language outlets.

Continuing weekly series from Westwood



Westwood One's uplink to Satcom 1-R

One are: *Off The Record, In Concert, Pop Concerts/Star Trak Profiles, Live From Gilley's, Budweiser Concert Hour, Special Edition, Superstars Rock Concert, Rock Chronicles, Dr. Demento, Rock Album Countdown and The Countdown*. Daily short features are: *Spaces & Places, Earth News, Off The Record, Shootin' the Breeze, Star Trak, Daybook, Playboy Adviser and The Waldenbooks Review*. The firm also produces and distributes several pay cable concert simulcasts with MTV: Music Television, Home

Box Office, Cinemax and Showtime/The Movie Channel, and occasional music specials. The most recent example of the last is *Rock & Roll Never Forgets: Brian Jones*.

WOXR Syndication, in business for slightly more than a year, now distributes six radio programs to stations, all but two connected to the pages of the *New York Times*, owner of WQXR-AM-FM New York.

The exceptions are the three-minute *Health Line*, with Dr. Joe Novello, sponsored by Pfizer Chemical in six markets, and the monthly *Scientific American Music Festival*, a one-hour studio broadcast of classical music carried on five stations and sponsored by the monthly science magazine.

The other three-minute series originating from the resources of the newspaper are *Front Page of Tomorrow's New York Times* (intended as a late-evening newscast) with Duncan Pirnie and sponsored by CitiCorp in five markets; *The Topic Is Wine* with Frank Prial, sponsored by Seagrams in five markets; *Personal Finance* with Leonard Sloane, sponsored by Shearson Lehman/American Express in 10 markets, and *Frank Rich on Theater*, a recently added segment sponsored by Prudential-Bache Securities in five markets.

Larry Krents, vice president of program and syndication sales, said the programming represents "the ultimate" in narrowcasting sought by many advertisers today.



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I understand the spots will be sent without cost or obligation.

Public Service Director _____

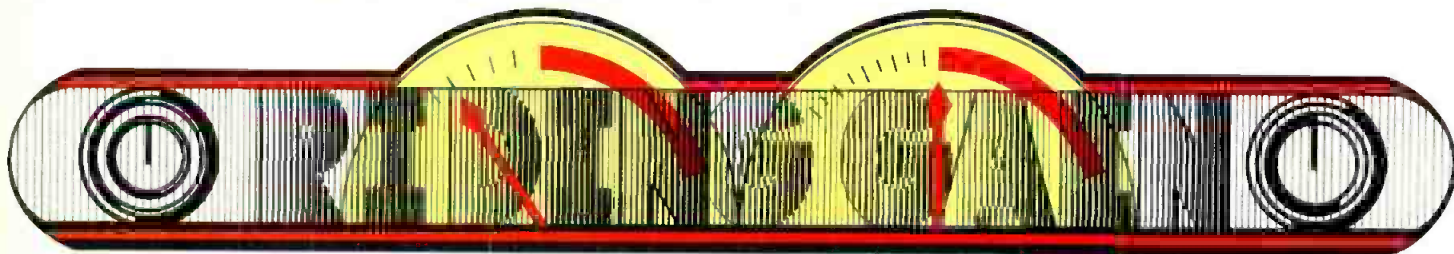
Station _____

Street Address _____

City _____

State _____

Zip _____



The week's worth of news and comment about radio

NAB-NRBA plans

The National Radio Broadcasters Association and the National Association of Broadcasters last week released an outline of the agenda for their upcoming joint Radio Convention and Programming Conference, to be held at the Bonaventure and Biltmore hotels in Los Angeles, Sept. 16-19. Under the theme of "Up with Radio," panels will cover management, programming, sales and engineering topics.

Included in the management panel subjects will be AM station management in large and small markets, station acquisition and financing, "spotting danger" in FCC deregulation, legislation of special interest to radio, network representatives "talking shop" and where music listening is going.

Programming sessions will discuss the balance between sales and audience promotion, music research, radio contests, ratings, music video and marketing through other media.

Sales topics include why advertisers do and don't use radio, finding new revenue

sources and developing successful co-op programs and ratings.

Engineering sessions will look at the AT&T divestiture, finding and certifying engineers, AM stereo and an "FCC overview."

More than 75 events will be featured at the RCPC. All the exhibit space has been sold out, and NRBA is attempting to find more room for additional exhibitors. To date, 83 exhibitors have signed for space at the convention.

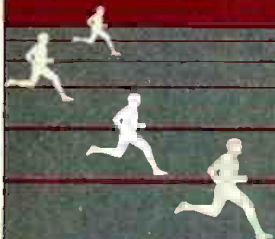
Format switches

Seattle's KVI(AM) is scheduled to switch today (July 23) from its news/personality format to a "solid gold rock and roll" music format with emphasis on "the hits of the '60's and early '70's," along with some "classic gold songs from the '50's," according to an announcement by the Golden West Broadcasters' station. Most of the on-air staff is new, although *The Larry King Show* from Mutual Broadcasting will continue from midnight to 5 a.m. Shannon Sweatte, vice president and general manager of KVI,



Anchor and child. WNIC-AM-FM Dearborn, Mich., found a novel way to help news anchor Cynthia Canty combine motherhood and career. Rather than lose her for a maternity leave, the station arranged to have United Press International news printers and broadcast equipment installed in the basement of Canty's home. Soon after her return from the hospital, Canty resumed her morning drive time news broadcasts, and has added an afternoon segment. She is holding son, Brenden.

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said the station will be promoted as "the new KVI" and that selected artists or music specials plus countdown shows will be featured on the weekends.

In Los Angeles, RKO General's KHJ(AM) has modified its rock music format to include "songs selected to sound great in the car" and added traffic reports airing "every 10 minutes or less" around the clock. The station, in a direct attempt to bolster its declining audience share, began promoting itself late last month as "Car Radio," and is emphasizing current hit records in its music rotation.

In the marketplace

The ABC Direction Network is introducing *Business Directions*, a 90-second weekday summary of consumer-oriented business and economic news, beginning Monday, Aug. 6. The new series, fed at 5:35 p.m. and 6:06 p.m. NYT Monday through Friday, will be anchored by ABC News Correspondent Philip Greer, who also co-authors the "Greer/Kandel Report" syndicated newspaper column.

Real Radio Co. has expanded its distribution activities with the acquisition of syndication rights for The Sports Radio Network,

a weekend barter sports information service, and *Travel With the Stars*, a one-hour weekly travel/celebrity interview series. Sports Radio Network feeds four two-minute sports reports each hour by satellite from 9 a.m. to 6 p.m., Pacific time, on Saturday and Sunday.

Travel With the Stars, also bartered and fed by Satcom I-R, is produced by Artistic Productions and fed at 11:30 a.m., Pacific time, on Friday for weekend use. The Pasadena, Calif.-based syndicator has also added satellite distribution of *Let's Talk Health*, a daily one-hour Health Radio Network information series previously distributed on tape. The program, hosted by nutritionist Dr. Kurt Donsbach, is available on a barter basis and currently airs on 20 outlets nationwide. Satellite transmission began late last month via RCA's Satcom I-R satellite at 10 a.m. and 3 p.m., Pacific time.

Now on with the show

"It's always exciting to be able to give life to new ideas," said Sandra Rattley, acting director of National Public Radio's Satellite Program Development Fund. Her remarks followed the announcement that 18 grants, totaling \$197,307, had been awarded through July 9 by the SPDF, to help support the production of new nationally distributed programming for public radio.

Included among the funded projects are a

NAB says . . . The National Association of Broadcasters has asked the FCC to deny a petition by the Moody Bible Institute of Chicago seeking partial reconsideration of the commission's refusal to launch a rulemaking looking toward the creation of a low-power FM service or expansion of the ways FM translators can be used.

In its petition for partial reconsideration, Moody proposed that noncommercial FM translators be permitted "to rebroadcast any noncommercial FM broadcast station receivable via existing technology" (BROADCASTING, June 25). In a counterfiling, NAB said it believed that "FCC consideration of these proposed changes to its FM translator rules would be premature and would be contrary to reasoned radio allocations policy development."

In another filing, NAB opposed a petition by the law firm of Michael Couzens P.C. seeking reconsideration of the commission's relaxation of its attribution rules. Couzens had requested that limited partnership interests be considered as ownership interests. But NAB said the FCC had been correct to exempt them.

In yet another filing, NAB endorsed the National Radio Broadcasters Association's request that the commission require commercial radio broadcasters to prepare and place issues/programs lists in their public files annually instead of quarterly. "Should the commission believe that a refinement of its [quarterly requirement] would withstand judicial scrutiny, then we would support additional lessening of regulatory burdens and paperwork," NAB said.

two-part "docudrama on landmark decisions of the U.S. Supreme Court," starring actors Paul Newman, E.G. Marshall, Ossie Davis and Ruby Dee; a radio dramatization of horror novelist Stephen King's "The Mist," and a series of 26 half-hour programs on the history of rhythm and blues in America called *Harlem Hit Parade*.

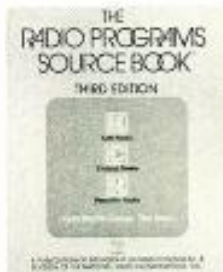
The 18 SPDF projects received grants ranging from \$2,000 to \$15,000 and are expected to provide more than 46 hours of new programming, NPR said. They were chosen from 155 proposals by a seven-member panel comprising station managers, independent producers and public radio representatives.



Full house. The official closing of the sale of KXKK(FM) Denton, Tex., by Hicks Communications to ABC, brings that network's complement of FM stations to the maximum seven. Shown at the July 16 signing of closing documents on the \$9-million sale are (l-r) Steve Hicks, president, Hicks Communications; John Hare, new vice president and general manager of KXKK, and Ben Hoberman, president, ABC Radio.

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Stock Index

	Closing Wed Jul 18	Closing Wed Jul 11	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	63 3/4	65 3/4	- 2	- 3.04	12	1,870
N Capital Cities	163	164 3/4	- 1	3/4 - 1.06	19	2,185
N CBS	79 1/2	81 3/8	- 1	7/8 - 2.30	12	2,359
N Cox	52	52 1/2	-	1/2 - 0.95	19	1,472
A Gross Telecast	73	72 1/2	-	1/2 - 0.69	16	58
O Gulf Broadcasting	8 1/2	8 1/8	-	3/8 - 4.62	213	374
O LIN	21 5/8	21 3/4	-	1/8 - 0.57	20	453
O Malrite Commun	11 1/4	11 1/4	-		10	95
O Orion Broadcast	1/32	1/32	-			1,681
O Price Commun..	6 1/4	6 3/8	-	1/8 - 1.96		20
O Scripps-Howard	26	26	-		15	269
N Storer	37 5/8	39	- 1	3/8 - 3.53	22	617
O SunGroup Inc.	6 1/2	6 7/8	-	3/8 - 5.45	3	5
N Taft	62 1/2	65 1/2	- 3	- 4.58	15	568
O United Television	15 3/4	15 3/4	-		22	175

	Closing Wed Jul 18	Closing Wed Jul 11	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	19 1/8	18 1/2	-	5/8 - 3.38	17	115
A Affiliated Pubs	44 1/2	44 3/8	-	1/8 - 0.28	17	361
N American Family	17 1/4	17 1/2	-	1/4 - 1.43	9	282
O Assoc. Commun..	11 3/4	11 1/8	-	5/8 - 5.62		56
N A.H. Belo	47	48 1/2	- 1	1/2 - 3.09	14	536
N John Blair	38 1/4	38 5/8	-	3/8 - 0.97	16	302
N Chris-Craft	28 7/8	29 3/8	-	1/2 - 1.70	34	183
N Cowles	41 7/8	42	-	1/8 - 0.30	40	166
N Gannett Co.	40 1/4	40 5/8	-	3/8 - 0.92	17	3,221
N GenCorp	35 3/8	37 1/8	- 1	3/4 - 4.71	12	760
O General Commun.	62	62	-		14	31
N Harte-Hanks	30	30 1/4	-	1/4 - 0.83	18	658
N Insilco Corp.	15	15 1/4	-	1/4 - 1.64	8	254
N Jefferson-Pilot	30	30 1/4	-	1/4 - 0.83	7	638
O Josephson Intl..	9 1/8	9 1/2	-	3/8 - 3.95	6	45
N Knight-Ridder	27 7/8	28 1/4	-	3/8 - 1.33	15	1,822
N Lee Enterprises	25 1/4	24 1/4	- 1	- 4.12	15	339
N Liberty	25 1/2	24 7/8	-	5/8 - 2.51	15	255
N McGraw-Hill	43	44	- 1	- 2.27	18	2,155
A Media General	53 3/4	53 1/2	-	1/4 - 0.47	10	374
N Meredith	45	44 1/4	-	3/4 - 1.69	13	423
O Multimedia	38 5/8	39	-	3/8 - 0.96	18	643
A New York Times	30 7/8	30 1/2	-	3/8 - 1.23	7	1,205
O Park Commun.	24 1/4	24 1/4	-		20	223
A Post Corp.	64 1/2	64 1/8	-	3/8 - 0.58	24	118
N Rollins	14 1/4	14 7/8	-	5/8 - 4.20	17	369
N Schering-Plough	36 1/8	37 5/8	- 1	1/2 - 3.99	11	1,824
T Selkirk	15 1/4	14 1/2	-	3/4 - 5.17	33	124
O Stauffer Commun.	52	54	- 2	- 3.70	13	52
A Tech Operations	33 1/4	34 1/8	-	7/8 - 2.56	14	31
N Times Mirror	35 1/8	35 1/4	-	1/8 - 0.35	13	4,824
N Tribune	27 1/4	25 1/2	- 1	3/4 - 6.86	13	1,116
O Turner Bcstg.	23 1/2	23 3/4	-	1/4 - 1.05	67	479
A Washington Post	76 1/2	75 3/4	-	3/4 - 0.99	18	1,084

	Closing Wed Jul 18	Closing Wed Jul 11	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	40 1/4	41 1/4	- 1	- 2.42	14	258
O Compact Video	4 5/8	4 3/8	-	1/4 - 5.71	21	18
N Comsat	23	23 3/4	-	3/4 - 3.16	8	414
O Doyle Dane B.	17 1/2	18 1/2	- 1	- 5.41	14	106
N Foote Cone & B.	52	52 1/4	-	1/4 - 0.48	13	151
O Grey Advertising	115	118	- 3	- 2.54	9	682
N Interpublic Group	30 5/8	32 1/2	- 1	7/8 - 5.77	7	327
N JWT Group	37 1/4	36 3/4	-	1/2 - 1.36	13	221
A MovieLab	6	5 3/4	-	1/4 - 4.35	6	10
O A.C. Nielsen	50 1/4	49 7/8	-	3/8 - 0.75	23	1,133
O Ogilvy & Mather	26 1/2	27 3/4	- 1	1/4 - 4.50	8	119
O Sat. Syn. Syst.	9 1/2	9	-	1/2 - 5.56	20	54
O Telemation	5 3/4	5 3/4	-		6	7
O TPC Commun.		1/4	-			1
A Unitel Video	7 1/2	7 1/2	-		11	16
N Western Union	17 7/8	19 1/2	- 1	5/8 - 8.33	8	44

	Closing Wed Jul 18	Closing Wed Jul 11	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMMING						
O Barris Indus	4 3/8	4 3/8	-		23	25
N Coca-Cola	59 3/8	58 3/4	-	5/8 - 1.06	14	8,083
N Disney	52 7/8	47 5/8	- 5	1/4 - 11.02	20	1,828
N Dow Jones & Co.	40 3/8	42 1/4	- 1	7/8 - 4.44	23	2,587
O Four Star	5 1/2	6	-	1/2 - 8.33	6	4
N Gulf + Western	28 7/8	29 1/4	-	3/8 - 1.28	9	2,233
O Robert Halmi	1 1/16	1 1/8	-	1/16 - 5.51	21	18
A Lorimar	27	27 1/4	-	1/4 - 0.92	15	138
N MCA	43 3/4	43 1/2	-	1/4 - 0.57	14	2,109
N MGM/UA	13 7/8	13 3/8	-	1/2 - 3.74	24	690
N Orion	10 1/8	11 3/8	- 1	1/4 - 10.99	11	94
O Reeves Commun.	6	6	-		10	74
O Telepictures	15 5/8	13 7/8	- 1	3/4 - 12.61	26	102
O Video Corp.	14 1/2	13 7/8	-	5/8 - 4.50	26	24
N Warner	17 1/4	19 3/8	- 2	1/8 - 10.97	2	1,128
A Wrather	14 1/8	14 1/8	-		15	32

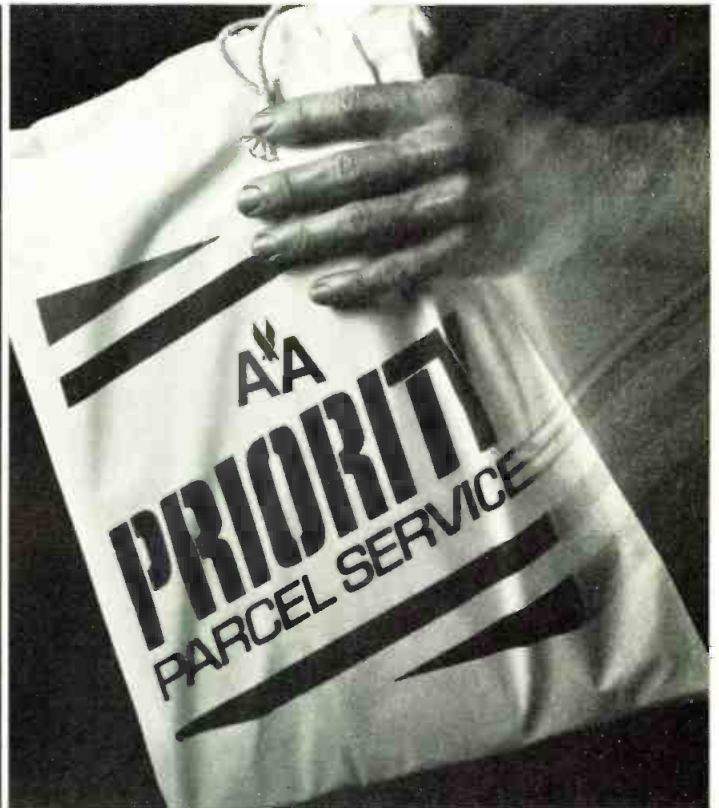
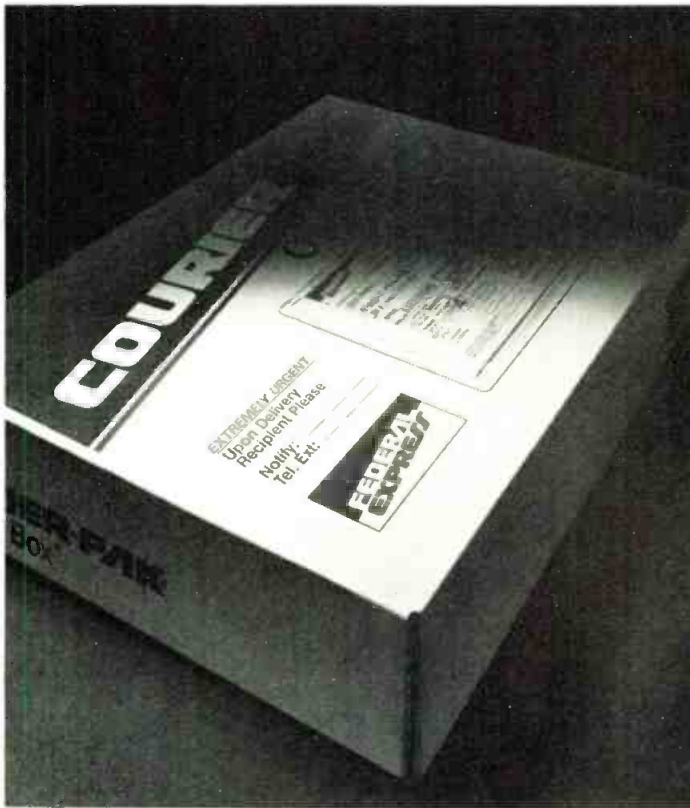
	Closing Wed Jul 18	Closing Wed Jul 11	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A Acton Corp.	6 5/8	6 7/8	-	1/4 - 3.64	23	37
O AM Cable TV	3 3/8	3 3/8	-		17	12
N American Express	27 3/8	28 5/8	- 1	1/4 - 4.37	11	5,827
N Anixter Brothers	14 1/4	14 1/2	-	1/4 - 1.72	20	259
O Burnup & Sims	5 5/8	5 5/8	-		6	50
O Cardiff Commun.	13/16	3/4	-	1/16 - 8.40	81	4
O Clear Channel	13 3/4	13 3/4	-		14	10
O Comcast	23 3/8	23 1/4	-	1/8 - 0.54	22	192
N Gen. Instrument	21 3/4	21 1/2	-	1/4 - 1.16	16	685
N Heritage Commun.	16 1/2	16 3/8	-	1/8 - 0.76	34	122
T Maclean Hunter X	19 1/8	19	-	1/8 - 0.66	27	705
A Pico Products	6 7/8	7	-	1/8 - 1.79	22	19
O Rogers Cable	5 1/4	6 1/4	- 1	- 16.00	6	116
O TCA Cable TV	11 7/8	11 3/4	-	1/8 - 1.06	24	79
O Tele-Commun.	18 5/8	18 1/2	-	1/8 - 0.68	19	802
N Time Inc.	35 1/4	38 1/4	- 3	- 7.84	13	2,070
N United Cable TV	25 1/4	25 1/2	-	1/4 - 0.98	17	278
N Viacom	29	29 1/4	-	1/4 - 0.85	17	371

	Closing Wed Jul 18	Closing Wed Jul 11	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS MANUFACTURING						
N Arvin Industries	22 3/8	22 1/2	-	1/8 - 0.56	9	168
O C-Cor Electronics	8 1/4	8 1/4	-		8	29
O Cable TV Indus.	3 7/8	4 1/8	-	1/4 - 6.06	19	12
A Cetec	7 7/8	7 3/4	-	1/8 - 1.61	15	17
O Chyron	16 1/2	17 1/4	-	3/4 - 4.35	24	101
A Cohu	7 3/4	7 7/8	-	1/8 - 1.59	17	13
N Conrac	13 1/8	13	-	1/8 - 0.96	11	80
N Eastman Kodak	71 3/4	70 3/4	- 1	- 1.41	18	11,879
O Elec Mis & Comm.	10	10 1/4	-	1/4 - 2.44	30	29
N General Electric	50 1/4	50	-	1/4 - 0.50	11	22,824
O Geotel-Telemet	1 3/8	1 3/8	-		20	4
N Harris Corp.	24 1/4	24 1/4	-		14	957
N M/A Com. Inc.	17 3/4	19	- 1	1/4 - 6.58	59	765
O Microdyne	8 1/8	8 1/4	-	1/8 - 1.52	26	37
N 3M	76 3/8	76 3/4	-	3/8 - 0.49	13	8,964
N Motorola	34 1/2	34 3/8	-	1/8 - 0.36	6	1,355
N N.A. Philips	31 1/2	31 1/2	-		5	452
N Oak Industries	4 1/8	4 1/8	-		1	67
A Orrox Corp.	2 7/8	3 1/4	-	3/8 - 11.54	3	7
N RCA	31 1/4	31 1/4	-		15	2,553
N Rockwell Intl.	28 1/8	28 1/4	-	1/8 - 0.44	11	4,345
N Sci-Atlanta	7 7/8	8 5/8	-	3/4 - 8.70	14	188
N Signal Co.s	26 1/8	25 3/8	-	3/4 - 2.96	26	229
N Sony Corp.	14 1/4	14 1/4	-		26	3,290
N Tektronix	54 7/8	54	-	7/8 - 1.62	21	1,051
A Texscan	11 7/8	12 1/2	-	5/8 - 5.00	13	75
N Varian Assoc.	35	37 5/8	- 2	5/8 - 6.98	17	749
N Westinghouse	21 5/8	21 5/8	-		8	3,785
N Zenith	22 1/8	23 7/8	- 1	3/4 - 7.33	9	484
Standard & Poor's 400	172.07	171.09	-	0.98	0.57	

T-Toronto, A-American, N-N.Y. and O-OTC. Bid Prices and Common A Stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per

share for the previous 12 months as published by Standard & Pools or as obtained by Broadcasting's own research. *General Tire has changed its name to GenCorp.

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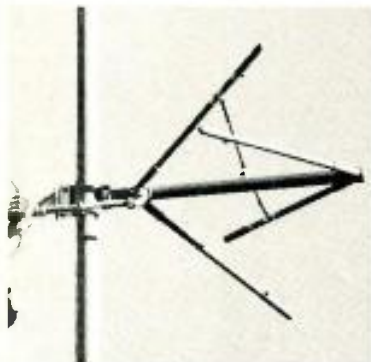


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The Media

Mood of the moment among independents

Chicago meeting discloses sentiment on issues nearest and dearest to general managers of INTV stations; concern over ratings ranks highest with cost of programing a close second

Once you could get the whole convention of the Association of Independent Television Stations into a good-sized room, and it was easy for members to exchange ideas on the state of the art. Now, of course, INTV meetings are hotel-sized and agenda-dominated, and easy dialogue is a thing of the past.

That's why INTV started a new series of general managers meetings, the most recent in Chicago on July 11. Some 76 showed up for the occasion, which was monitored by INTV President Herman Land, who in turn debriefed BROADCASTING on the proceedings last week.

The topic of greatest interest and gravest concern was ratings, with particular attention being paid to the disparity between metered and nonmetered markets. Ratings tend to be higher in the metered variety, the managers feel, putting the nonmetered markets at a disadvantage. Moreover, if one is correct the other is incorrect, the managers say. They intend to initiate discussions with the services in hopes of correcting the situation.

Also of concern or interest:

□ The continuing increase in program costs, which was termed "startling," was tied in with worry over the practical disappearance of program exclusivity because of distant signal importation. (The consensus was that INTV should push for a change in the copyright laws.) Of equal moment was the growing tendency of some syndicators to engage in "tie-in" sales—that is, insisting that a television station purchase programs of lesser value in order to acquire a popular

show.

□ The accelerating movement to restrict beer and wine advertising on radio and television (which has given rise, among other things, to a meeting of state legislators in Boston next week to consider what states can do to limit such advertising), was discussed. The most prominent response among stations is to increase on-air educational efforts in campaigns against alcohol abuse, and to "get involved in a very constructive way" to make broadcast involvement conspicuous.

□ The managers applauded the Supreme Court decision holding that the National Collegiate Athletic Association was in violation of the antitrust laws for its negotiations in behalf of individual teams, but voiced concern over just how much football there can be on the air.

□ And they noted that so-called "integrated commercials"—two 15-second units running together in a 30-second spot—were generally being accepted in the advertising scheme of things and were being treated as routine.

□ The managers remarked on a growing practice among independent stations of having fewer and fewer commercial breaks in movies—although there may be as many spots overall, with more commercials in each "pod." As few as two commercial breaks are being used by some stations, with four breaks not uncommon.

INTV's convention planning committee (looking ahead to the event scheduled Jan. 5-8, 1985, in Los Angeles) also met in Chicago that day. Among tentative decisions: to restrict exhibitor screenings to two days, Saturday and Sunday, from noon to 7 p.m. That would represent an extension of screening hours and a concentration early in the convention, freeing programmers to move to

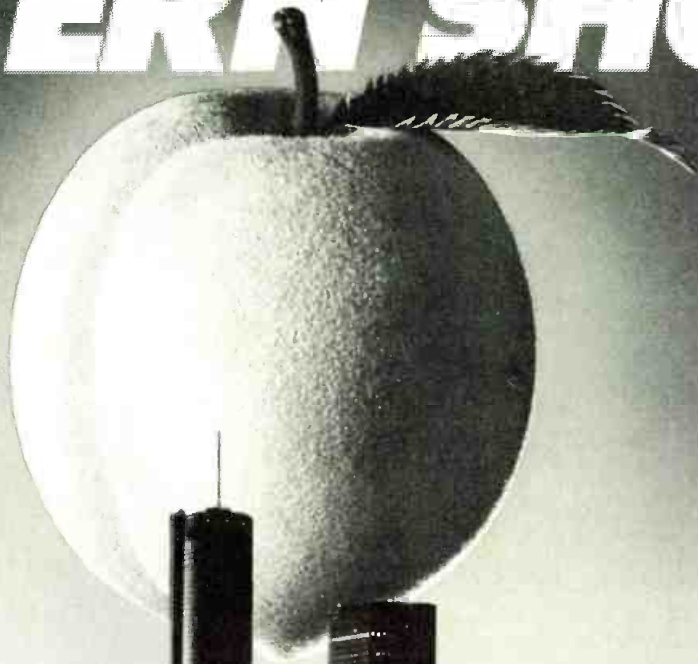
PAC facts: NAB. The National Association of Broadcasters Television and Radio Political Action Committee spent \$72,250 of the \$84,782 it raised during 1983 in contributions to House and Senate candidates. Reports from the Federal Election Commission for the first half of 1984 show that TARPAC raised \$102,986, \$58,813 of which went to federal candidates.

Several House Energy and Commerce Committee members received funds from TARPAC in 1984, including: Chairman John Dingell (D-Mich.) \$2,000; an NAB ally and author of the broadcast deregulation bill, H.R. 2382, Tom Tauke (R-Iowa) \$2,500; Thomas Luken (D-Ohio) \$1,000; Thomas Bliley (R-Va.) \$750; Al Swift (D-Wash.) \$750; Jack Fields (R-Tex.) \$600; Phil Sharp (D-Ind.) \$575; Jim Florio (D-N.J.) \$500; Billy Tauzin (D-La.), also author of H.R. 2382, \$500; Dennis Eckart (D-Ohio) \$500; Wayne Dowdy (D-Miss.), \$500; Michael Oxley (R-Ohio) \$500; Richard Shelby (D-Ala.) \$500, and James Scheuer (D-N.Y.) \$200.

Senate Commerce Committee members were also listed as TARPAC recipients, including Nancy Kassebaum (R-Kan.) and Howell Heflin (D-Ala.) \$1,000 each. Ernest Hollings (D-S.C.), ranking minority member of the Senate Commerce Committee, received \$1,000 for his campaign for the presidency.

West Virginia Democratic Governor Jay Rockefeller, who is campaigning for a Senate seat, received \$1,100 from TARPAC. Rockefeller's wife, Sharon P., is chairman of the Corporation for Public Broadcasting. NAB also gave \$1,000 to Representative Edward Boland (D-Mass.), a ranking member on the House Appropriations Committee, who played a significant role in several committee debates on copyright and repeal of the FCC's financial interest and syndication rules. (For the cable industry's PAC facts, see page 97.)

THE EASTERN SHOW



PACKED WITH ENTERTAINING PICKS

Singer/songwriter Neil Sedaka is the featured guest at Friday's gala banquet.

Everyone loves a party. And come September, cable operators and suppliers alike will find the best party east of the Mississippi at the 1984 Eastern Show.

Complete with inviting hospitality suites, special spouse events and a host of fun-filled surprises, this year's entertainment line-up guarantees a good time for all. Kicking off the roster of planned activities is Wometco Cable TV's Fourth Annual Eastern Show Golf Tournament, followed by popular recording artist and songwriter, Neil Sedaka, who is the featured guest at Friday's gala banquet.

Numerous supplier parties, a free SCTA-sponsored social hour and complimentary bloody marys on Saturday's exhibit floor round out the 1984 recreation agenda. While the exciting entertainment climate of downtown Atlanta provides additional diversion with countless clubs, restaurants, theater and musical performances.

So, make your reservations today and prepare to party like never before at the 1984 Eastern Show. Where business and pleasure mix in a positively peachy fashion.

September 6, 7, 8
Georgia World Congress Center
Atlanta, Georgia

an Francisco to prepare for the NATPE International convention that begins Jan. 10. INTV officials profess to be content that they've seen the worst of the agitation over the near collision of convention dates, and

that all parties have "compensated" for any potential difficulties. The two meetings will be at their closest next January, INTV points out, and the situation should improve each year after that. □

kee, Ill.-based station group with five AM's and four FM's. It is headed by Reva H. Small, president. **Buyer** is equally owned by Scott R. McQueen, Randall Odeneal and Theodore E. Nixon. They also own WLNH-AM-FM Laconia, N.H.; WTMA(AM)-WSSX(FM) Charleston, S.C.; WLLR-FM East Moline, Ill., and KFKE-AM-FM Kansas City, Mo. WMRZ is on 1230 khz with 1 kw day and 250 w night.

Changing Hands

PROPOSED

KQXT(FM) San Antonio, Tex. □ Sold by Tichenor Media Systems Inc. to Group W Radio for approximately \$6 million cash. **Seller** is station group owned by McHenry T. Tichenor Jr. and family. It also owns KLAT(FM) Houston; KGBT-AM-TV and KELT(FM) Harlingen, Tex., and KCOR(AM) San Antonio. **Buyer** is subsidiary of Westinghouse Broadcasting & Cable Inc., (itself subsidiary of Westinghouse Electric Co.), New York-based station group and MSO with six AM's, five FM's, six TV's and 140 cable systems. Westinghouse Broadcasting is headed by Daniel L. Ritchie, chairman. KQXT is on 101.9 mhz with 100 kw vertical, 50 kw horizontal and antenna 750 feet above average terrain. *Brokers: Norman Fischer & Associates and Holt Corp.*

KECO(FM) Elk City, Okla. □ Sold by Beckham Broadcasting Co. to John B. Walton for \$575,000 cash. **Seller** is owned by Howard McBee, who also owns KRPT-AM-FM Ana-

dako, Okla. **Buyer** was owner of KIKX(AM) Tucson, Ariz., whose license was denied by FCC in 1980 ("For the Record," June 16, 1980), for news staging, hoax broadcasts and failure to exercise adequate control over station operations. He also owns KIDD(AM) Monterey, Calif.; KDJY(AM)-KBUY-FM Amarillo, Tex., and KWST(FM) Carmel, Calif. KECO is on 96.5 mhz with 100 kw and antenna 500 feet above average terrain. *Broker: John Mitchell & Associates.*

WRHI(AM) Rock Hill, S.C. □ Sold by Radio Dixie Inc. to Our 3 Sons Partnership for \$650,000, comprising \$110,000 cash and remainder in note. **Seller** is owned by Theodore H. Gray who also owns WFLB(AM) Fayetteville, N.C. **Buyer** is owned by Manning H. Kimmel IV and David N. Aydelotte, who also own WCBC(AM) Cumberland, Md. WRHI is on 1340 khz with 1 kw day and 250 w night. *Broker: R.A. Marshall & Co.*

WMRZ(AM) Moline, Ill. □ Sold by Mid-America Media to Mississippi Valley Broadcasting Inc. for \$400,000 cash. **Seller** is Kanka-

WSIG(AM) Mount Jackson, Va. □ Sold by Richard F. Lewis Jr. of Mount Jackson Inc. to Shenandoah Broadcasting Corp. for \$375,000 cash, including \$100,000 non-compete agreement. **Seller** is principally owned by John P. Lewis, his brothers, David, and Howard, and his mother, Marion P. Lewis, heirs of the late Richard F. Lewis. They also own WFVA-AM-FM Fredericksburg, Va.; WINC-AM-FM Winchester, Va., and WELD(AM) Fisher, W.Va. **Buyer** is owned by Earl Judy (51%) and his brother, Richard (49%). They also own Commonwealth Cablevision Corp., operator of cable system in Luray, Va. Earl Judy also owns WFGM(FM) Fairmont, W.Va. WSIG is daytimer on 790 khz with 1 kw.

KADS(AM) Elk City, Okla. □ Sold by Ronca Broadcasting Co. to John B. Walton for \$375,000 cash. **Seller** is owned by Ron Sewell, Elk City, Okla., farmer with no other broadcast interests. **Buyer** is also purchasing KECO-FM Elk City, Okla. (see above). KADS is on 1240 khz with 1 kw day and 250 w night. *Broker: John Mitchell & Associates.*

WCNC(AM) Elizabeth City, N.C. □ Sold by Albermarle Broadcasting Co. to Northeastern Carolina Communications Inc. for \$281,725.80, comprising \$37,500 cash and remainder in note. **Seller** is principally owned by Joseph Lamb, who has no other broadcast interests. **Buyer** is principally owned by Harry H. Thomas Jr., his wife, Vicki, and his father, Harry. Younger Thomas is WCNC station manager. WCNC is on 1240 khz with 1 kw day and 250 w night.

KNAA(FM) Sparks, Nev. □ Sold by Beck Enterprises Inc. to Jonsson Communications Corp. for \$250,000 cash. **Seller** is owned by Elmo Legg and Donald S. Beck, who have no other broadcast interests. **Buyer** is owned by Kenneth A. Jonsson and family. They also own KORY(AM) Sparks, Nev.; KENZ(AM)-KROY(FM) Sacramento, Calif., and KROI(FM) Manteca, Calif. KNAA is on 100.9 mhz with 300 w and antenna 840 feet above average terrain.

WETU(AM) Wetumpka, Ala. □ Sold by Darity Broadcasting Co. to J&W Promotions, Inc. for \$235,000, comprising \$10,000 cash and remainder in note. **Seller** is owned by Martin J. Darity and Glyn E. Newton who have no other broadcast interests. **Buyer** is owned by Johnny E. Roland (46%), William E. White (46%), and three others. They have interest in KIRL(AM) St. Charles, Mo. WETU is daytimer on 1250 khz with 5 kw.

Keymarket Communications of Kentucky, Inc.

has acquired

WRUS/WAKQ
Russellville, Kentucky

for

\$1,325,000

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7/23/84

CABLE

System serving Immokalee, La Belle, Port La Belle, Hendry and Collier county, Fla. □ Sold by Warner Amex Cable Communications Inc. to Century Telephone Enterprises Inc.

for an estimated \$4 million. **Seller** is New York-based MSO operating 116 systems. It is headed by Drew Lewis, chairman. **Buyer** is publicly traded Monroe, La.-based telephone company and MSO headed by Clark M. Williams, chairman. It owns 19 systems. System passes 4,000 homes with 3,900 subscribers and 89 miles of plant. **Broker: Communications Equity Associates.**

For other proposed and approved sales see "For the Record," page 110.

NPR votes for national fund raiser to repay CPB debt

Plans include underwriting, celebrity support, special programming, promotion on public radio stations to which obligation is passed

Last summer, when National Public Radio faced a \$9.1-million working-capital deficit that pushed it near bankruptcy, then acting President Ronald Bornstein predicted it would be several years before NPR was back in financial health (BROADCASTING, June 20, 1983). Although that time has not yet arrived, the NPR board of directors took steps last week to eradicate last summer's legacy—a \$6.9 million debt to the Corporation for Public Broadcasting.

On July 17 the board passed a resolution to establish a "systemwide campaign" beginning this fiscal year to pay off the CPB loan. The action follows "extensive consultation" with NPR member stations, which determined that NPR should "seek underwriting and celebrity support, provide special programming and promotional spots for station use and develop a national on-air fund raiser to be conducted in the spring of 1985," according to a report by the NPR board's development committee. In addition, the board resolved that a supplemental "dues assessment" of the NPR membership be made in fiscal years 1985 and 1986, thus shifting the entire principal payment of the loan to the stations.

(NPR is currently obligated to repay CPB the principal sum of \$6.9 million—the amount that remains of the \$7 million actually borrowed—on or before Sept. 30, 1986. The principal sum to be repaid in FY 1985 and FY 1986 totals \$5.4 million, of which NPR is able to pay \$1.5 million in interest. NPR cannot, the resolution says, "generate a substantial share of the outstanding principal.")

A "hardship plan" would be developed for those member stations that would suffer severe financial difficulties from the dues assessment. One idea circulating around the NPR system is to have the large stations make their payments early, so that interest on that money could be used to fund small-station shares. NPR will "make every effort" it can "to help out hardship cases and to get stations to get their money in early," NPR President Douglas Bennet said. Each station will be looked at "on a case by case basis," he said, adding that he is "confident that if

PAC facts: NCTA. The National Cable Television Association's political action committee (CABLEPAC) spent \$44,225 of the \$102,920 raised in 1983 for contributions to House and Senate candidates. According to the latest reports filed with the Federal Election Commission, CABLEPAC has already collected an additional \$89,204 for the first six months of 1984. NCTA's contributions to congressmen for this year total \$96,050. Some of CABLEPAC's largest contributors were from the industry's leading MSO's that have their own PAC's, including: Daniels & Associates, \$5,000; Heritage Communications, \$2,200, and Viacom Cable, \$3,000.

Among the CABLEPAC recipients this year were members of the House Energy and Commerce Committee, who have jurisdiction over cable matters: Jack Fields (R-Tex.) \$3,000 (Fields was the author of an amendment that was later defeated and would have struck original language in the cable bill [H.R. 4103] permitting tenants to receive cable services even if comparable services were available); Thomas Bliley (R-Va.) \$3,000 (Bliley is author of a provision in H.R. 4103 that would require cable operators to provide by "sale or lease" lockboxes that subscribers could use to prevent children from viewing unwanted programming); Dan Coats (R-Ind.) \$2,000; Al Swift (D-Wash.) and Howard Nielsen (R-Utah) \$1,000 each; Phil Sharp (D-Ind.) \$575; James Florio (D-N.J.) \$500; Don Ritter (R-Pa.) \$300; Cardiss Collins (D-Ill.) \$250; Jim Bates (D-Calif.) \$250; Bob Whittaker (R-Kan.) \$250; Ron Wyden (D-Ore.) \$250, and Edward Madigan (R-Ill.) \$250.

Other donations to key House leaders include: Minority Leader Bob Michel (R-Ill.) \$5,000; Vic Fazio (D-Calif.), chairman of the Legislative Appropriations Subcommittee with jurisdiction over the Copyright Royalty Tribunal and the Copyright Office, \$2,500; Jerry Lewis (R-Calif.), also on the appropriations subcommittee, \$1,000; Republican Whip Trent Lott (R-Miss.) \$3,500, and Hamilton Fish (R-N.Y.), ranking minority member of the Judiciary Committee, responsible for setting copyright policy, \$750.

Key Senate leaders who received CABLEPAC funds include: Commerce Committee members Nancy Kassebaum (R-Kan.) \$3,000; Ted Stevens (R-Alaska) \$2,000; Appropriations Committee Chairman Mark Hatfield (R-Ore.), Charles Percy (R-Ill.), Sam Nunn (D-Ga.), Claiborne Pell (D-R.I.), Alan Simpson (R-Wyo.), Joseph Biden (D-Del.), Bill Bradley (D-N.J.), David Boren (D-Okla.) and Pete Domenici (R-N.M.) \$1,000 each, and Judiciary Committee Chairman Strom Thurmond (R-S.C.) \$2,500. The reports also showed that NCTA sponsored receptions for two Energy and Commerce Committee members: \$978 at the Ritz Carlton's Jockey Club, Washington, for Richard Shelby (D-Ala.), and \$319 at Joe and Mo's, Washington restaurant, for Jack Fields (R-Tex.). CABLEPAC also gave \$2,500 to the Democratic Congressional Campaign Committee. (For the broadcasting industry's PAC facts, see page 94.)

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Sale. (l-r) Gordon Gray, chairman of the board of Channel Nine of Orlando, owner of WFTV(TV) Orlando, Fla.; John Purcell, chairman and president of SFN Companies Inc., and Walter Windsor, chairman of SFN Communications Inc., preside over closing of SFN's purchase of WFTV from Channel Nine for \$125 million.

we keep our word and our humor, [the proposed plan] will work."

According to the development committee report, the "only practical course is a major fund-raising effort with maximum participation by NPR member stations and the full support services of NPR." Direct mail campaigns, suggested earlier in the year as a means to bring in new members—as well as needed funds—should be used on a local level by individual stations, rather than on a national scale by NPR, the report said.

Among the components of the plan is a "committee of 100," which will be "the principal external committee in the campaign

organization," to consist of "distinguished Americans who can serve as advocates and donors." NPR will also supply \$187,000 in "seed money" for the proposed campaign; solicit in-kind and other donated advertising and promotion assistance and organize radio spots featuring NPR personalities and prominent supporters of public radio. Among celebrities that have already done promotional spots for the network are Eddie Albert, Barbara Walters, Stiller and Meara, Judy Collins, Andre Previn, George Plimpton and Peter Jennings.

In other NPR board actions, the board accepted amendments to the FY 1984 and FY

1985 budgets. Amendments to the first were made to include new grants received for FY '84 and to update "budget assumptions" which have changed since the budget was amended previously in February. Amendments to the FY '85 budget "accommodate" station payment of the outstanding principal due in FY '85 and expenses for development efforts in support of the stations, Mel Ming, vice president, finance and administration, explained.

A resolution was also adopted by the board that clarified criteria for NPR associate membership. Included in the revised guidelines is the language that associated stations must be transmitters that rebroadcast all or most of the member station's signal in locations outside the coverage area of the member station, or they must be extension stations located in the same city that carry 75% of the programming provided by the member station. □

Cellular avalanche

Precisely how many applications for cellular radio the FCC received when the deadline for applications for markets 91 through 120 passed last week is unsure. But some commission staffers were estimating 5,000. Boxes of the applications filled much of the FCC secretary's office and were stacked along the hallways on the west side of the FCC's second floor. One FCC official, while bending to the back-breaking chore of lugging the boxes around, said the applications represented "more bulk" than any other mass application filing he could remember. "We've never had to leave it stacked out in the halls before," he said. Myron Peck, deputy chief of the FCC mobile services division, said he had no idea how many applications had been received or when they would be processed. Peck added that the FCC has not yet said when it will start accepting applications for markets below the top 120; it's doubtful the commission will be making that announcement soon. "Not until we get done with what we have here," Peck said. "That's for sure." □

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UPI honors. UPI has announced the winners of its 1984 National Broadcast Awards. WEBR(AM) Buffalo, N.Y., was the only double winner, with awards in spot news and sport coverage. The winners for outstanding spot news KCBS(AM) San Francisco, KGTV(TV) San Diego, KXRB(AM) Sioux City, S.D., and KARK-TV Little Rock, Ark. Outstanding newscast winners were WEBR(AM) Buffalo, N.Y.; KIRO-TV Seattle; KTBB(AM) Tyler, Tex., and WIS-TV Columbia, S.C. Outstanding feature winners were WGST(AM) Atlanta; KDFW-TV Dallas and KRON-TV San Francisco (tie); KBIA(FM) Columbia, Mo., and KTBS-TV Shreveport, La. Outstanding documentary winners were WRAL(FM) Raleigh, N.C.; WSMV(TV) Nashville; KUAT-AM-FM Tucson, Ariz., and KTVY(TV) Oklahoma City. Outstanding sports coverage winners were WEBR(AM) Buffalo, N.Y.; WSB-TV Atlanta; WMOA(AM) Marietta, Ohio, and KSNW-TV Wichita, Kan., and WBT(TV) Charlotte, N.C. (tie).

STC asks for modifications in DBS plans

It wants to send six channels to all of the U.S. by 1986

Comsat's Satellite Television Corp. asked the FCC last Tuesday for permission to re-configure its direct broadcast satellite (DBS) system so it can provide, beginning in 1986, six channels of service to the entire continental United States (CONUS) rather than just the eastern half of it.

Although the strength of the STC's DBS signals would be cut in half in the new configuration, STC's 26-page FCC filing said they could still be received on inexpensive earth stations with dish antennas no wider than two-and-a-half feet in diameter.

The revised system, the filing said, would permit "DBS service to be brought to the entire country much sooner than contemplated" and would be "considerably less costly."

STC's new plan calls for placing the two three-transponder satellites that are being built for STC by RCA Astro-Electronics in orbit at 110 degrees west longitude to serve the entire CONUS in 1986. Prior to the filing, STC had planned to locate them at 101 degrees west to serve the eastern half of CONUS and to launch at some unspecified later date a six-transponder satellite, for which STC has yet to receive a construction permit from the FCC, into orbit at 148 degrees west to serve the western half of CONUS.

Under the new plan, STC not only reaches a much larger market with the launch of the first two satellites in 1986, but it also saves the cost of building and launching the third satellite, which could run as high as \$100 million.

Because the signals of STC's transponders would be spread out over twice the area, the filing said, the strength of the signals would be cut in half. Nonetheless, the filing said, the quality of the service would not be compromised. "There will be no perceptible effect on the subscriber's television picture," it said. "Based on continuing efforts with its home equipment suppliers, STC has determined that its home equipment performance . . . will be better than anticipated [in 1986]. In addition, based on subjective tests completed late last month using 130 observers and yielding nearly 9,000 recorded observations, STC has determined that its multiplexed analog component signal can deliver high-quality television even when the satellite beam is spread to cover CONUS."

STC is still smarting from CBS's decision last month not to become a partner in its DBS venture (BROADCASTING, July 2) and it apparently hopes that by modifying its sys-

The more, the merrier. Dominion Video Satellite Inc. last week became the third company to get the go-ahead from the FCC for its direct broadcast satellite plans. After reviewing DVS's latest filings, the FCC determined that DVS had met the agency's "due diligence" requirement of having contracted for the construction of satellites prior to the July 17 deadline. DVS plans to offer six channels of national service by placing two six-transponder satellites into orbit at 119 degrees west longitude—one to serve the eastern half of CONUS, the other, the western half. DVS contemplates filling its channels with a mix of religious and family-oriented programming, some supported by subscription and pay-per-view dollars and some by advertising dollars. Hughes Aircraft Co. is building the satellites for DVS. According to DVS Chairman Bob Johnson, DVS may return to the FCC to ask for four additional channels so it can offer two more national channels of service to both the eastern and western halves of the U.S.

In meeting the due-diligence deadline and getting the FCC go-ahead, DVS joins Comsat's Satellite Television Corp. and Hubbard Broadcasting's United States Satellite Broadcasting. Two other companies, Direct Broadcast Satellite Corp. and Graphic Scanning Corp., would like to join the club. DBSC signed a contract with Ford Aerospace for its satellites and is awaiting FCC action of its due diligence claim. Graphic Scanning asked the FCC last Tuesday to give it until June 1, 1985, to meet the due-diligence requirement. It said it tried, but was unable to sign a satellite contract with RCA Astro-Electronics prior to the deadline because of an FCC proceeding in which Graphic Scanning has been charged with misrepresentation and lack of candor with the FCC. Should the FCC rule against Graphic Scanning in the case, it said, its ability to hold any kind of FCC license or construction permit "might be impaired." As a result, it said, it was reluctant to contract for the satellites and to make the attendant financial commitments. If the administrative law judge in the case rules in Graphic Scanning's favor, it said, it "would probably be of sufficient 'comfort' to GSC to allow GSC unequivocally to commit its resources . . . to the DBS construction process . . ."

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em to make it more economical, it will be making its business more attractive to investors. "The significant reduction in capital requirements, operating costs and start-up losses that should be made possible by the proposed modification," the filing said, "would financially enhance the DBS opportunity for STC, as well as for potential investors in STC's business."

This is the second time that STC has requested a radical modification of the way its DBS system is configured. When the FCC first granted STC construction permits for two three-transponder satellites in October 1982, STC planned to use one to deliver three channels of service to the Eastern time zone (a quarter-CONUS) and to use the other

as a in-orbit spare. Partly in response to competition from United Satellite Communications Inc., which began offering six channels of DBS service in the Northeast and Midwest using a low-power satellite in November 1983, STC asked the FCC for permission to co-locate the satellites and move to the six-channel, half-CONUS configuration.

As of last Thursday, STC still planned to get its feet wet in the DBS business in early 1985—a full year before its high-power DBS birds are to be delivered by RCA Astro—by using a fixed satellite, Satellite Business Systems' SBS IV, to broadcast five channels of service to the northeastern U.S. □

UHF still needs a helping hand from FCC, says CUB

Must-carry, noise figures, threat to spectrum space among concerns that prompt council letter to agency

More needs to be done to foster the development of UHF television, and in some areas "government involvement is necessary to make the marketplace function more effectively." So said the Council for UHF Broadcasting in a letter to FCC Chairman Mark Fowler last week.

Among other things, the council—whose members include the Association of Maximum Service Telecasters, the National Association of Broadcasters, the Association of Independent Television Stations, the Corporation for Public Broadcasting and the National Association of Public Television Stations—noted its concern about the *Salinas* cable case, in which the commission upheld a cable operator's right to bump a must-carry UHF signal up to a channel that subscribers could receive only with a converter, even though fewer than 5% of that cable company's subscribers, according to CUB, are equipped with converters.

In a follow-up filing to its petition for reconsideration of that case, CUB said that Monterey Peninsula TV Cable's movement of KCBA(TV) Salinas, Calif., to that converter-only status has "disadvantaged KCBA relative to the other stations and signals—including discretionary VHF stations and nonbroadcasting programming—that MPTV carries on channels that do not require a converter. MPTV's actions "plainly undermine the statutory and commission commitments to UHF comparability," CUB said. Indeed, CUB further expressed its support for must-carry principles in general, "including their application to teletext and multichannel sound services."

In the letter to Fowler, CUB urged the FCC to insure that its new "potentially less effective procedures for checking the compliance of television sets with All-Channel Receiver Act" will be "implemented effectively to guarantee UHF noise figure compliance." And it noted that pending before the commission is a CUB proposal to reduce the UHF noise figure from 14 db to 12—and eventually to 10. "This improvement is readily achievable, would improve UHF reception and would make UHF more competitive with VHF," CUB said.

It criticized FCC action permitting Sanyo Corp. to market a two-channel receiver—without even having to get a waiver from its all-channel receiver rules. "This is an unfortunate and unnecessary deviation from the All-Channel Receiver Act, and we hope it will be limited to the facts of that particular request," CUB said.

It further said that the commission should hold the fort against land-mobile requests for UHF TV spectrum. "Proposals for land mobile sharing inevitably mean spectrum reallocation and deprive the public of additional broadcast services," CUB said. □

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Please call me or Lew Schatzer, Promotion Director KTTV, to arrange to visit the Metrotext facilities in our studios. We look forward to meeting you and any key associates to discuss this exciting new technology.

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Three roads to stereo

To broadcast multichannel sound (stereo and/or a separate audio program [SAP] channel for, say, a foreign-language soundtrack), television stations must buy stereo and SAP generators, devices that produce the baseband multichannel audio signals that are fed into the transmitters. At least three broadcast equipment manufacturers are now offering such generators: Modulation Sciences Inc., New York; Broadcast Electronics, Quincy, Ill., and McMartin Industries Inc., Omaha.

According to Modulation Sciences's Eric Small, the firm has orders for its \$13,000 stereo generator from seven stations: KIRO-TV and KOMO-TV, both Seattle; KTLA(TV) Los Angeles; WTLV(TV) Jacksonville, Fla.; KPLR-TV St. Louis; KRBK-TV Sacramento, Calif., and WRTZ(TV) Fayville, Mass. The orders will be filled in August and September, Small said.

McMartin has a "fairly healthy backlog" of orders from broadcasters and television set manufacturers "interested in setting up test facilities" for their stereo sets, said company President Ray McMartin. He said the names of the broadcasters were "confidential."

McMartin plans to make a complete line of multichannel sound generators and monitors, McMartin said. The first three pro-

ducts—the BFM-7500 stereo generator (\$8,000), the BFM-7000 SAP generator (\$4,000) and the TBM-7500 baseband modulation monitor—should be coming off the production lines in September in sufficient quantities to fill current orders, he said.

ABC Sports will use a prototype of the McMartin stereo generator to broadcast in stereo the opening and closing ceremonies of the Olympic games, which begin July 28, over its Los Angeles station, KABC-TV.

Broadcast Electronics was supposed to have delivered a stereo generator based on its FM stereo generator to WTTW(TV) Chicago last week so that the noncommercial station could go on the air in stereo this week ("Closed Circuit," July 16), but, according to BE President Larry Cervon, delivery will be delayed a couple weeks because the engineer responsible for the generator left last week on a two-week vacation.

Why not MMDS

The National Association of Broadcasters has published a report on the regulatory, technical and economic aspects of multichannel MDS that concludes that broadcasters should investigate the medium as a means of getting into pay television and other telecommunications businesses.

"MMDS is a local delivery system and therefore it is an ideal vehicle for broadcasters to use their strengths—knowledge of their local communities and skills in selecting, producing and selling programming—to diversify into an area of rapid expansion," the report said. The report, which is available from the NAB, was prepared by Peter Frank, of Multichannel Media Inc.

Single-channel MDS has proved itself as a "reliable, low-cost video system capable of delivering a quality video signal to the majority of homes within a 25-mile radius of its transmission site," it said. And now that the FCC has changed its rules to allow MMDS, it said, the medium "is poised for expansion."

Although MDS is thought of as a pay television medium, the report said it can be used to transmit other services. "The FCC rules already permit MDS channels to be subdivided into a large number of high-speed data channels," it said. "If local phone rates continue to rise, as is widely expected, some MDS channels may be reconfigured to permit two-way data and voice transmission."

CSI is absorbed

Cutler-Federal Inc., Eaton Park, Fla., a longtime maker of mail and mail handling equipment, is now a maker of broadcasting equipment as well. The publicly traded company has purchased CSI Electronics Inc., Boca Raton, Fla.-based manufacturer of AM and FM transmitters, in exchange for up to 600,000 shares of Cutler-Federal stock over the next two years. The number of shares, Cutler-Federal said, will be determined by how much CSI adds to Cutler-Federal's earnings during the period. According to the buyer, CSI had revenues of \$3.1 million for the fiscal year ended Oct. 31, 1983, and, in addition to transmission gear, is developing "radio frequency toxic waste disposers."

Conus growing

Hubbard Broadcasting's Conus Communications hopes to create a nationwide cooperative of scores of television stations sharing news and other programming over a Ku-band satellite network. As of last week, four stations had signed up: Hubbard's KSTP-TV Minneapolis-St. Paul and KOB-TV Albuquerque, N. M.; Chronicle Broadcasting's KRON-TV San Francisco, and Jefferson-Pilot's WBTV(TV) Charlotte, N.C.

Sweet 16

Panavision, a major supplier of cameras for motion picture and television producers, has announced its introduction of a new "ultra-quiet" 16 mm camera designed for low-budget television, cable and music video applications. Panavision Chairman Jack Holzman said the new camera, code-named Elaine, offers production values approaching those of 35 mm at lower cost and smaller size for the camera and associated equipment. The camera is leased to filmmakers on a daily basis.

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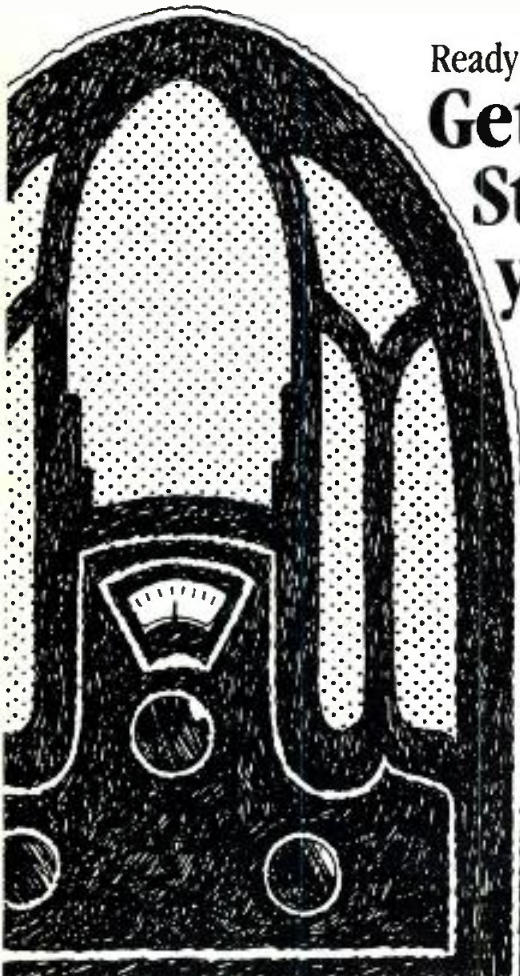
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TELECASTINGS

Many-sided music

"Our goal was not to create a new advertising campaign. It was to find out what people really wanted in Washington," says Hank Price, director of advertising and promotion for WJLA-TV Washington. The station has developed a five-year plan for the new campaign, which is set to debut next Thursday (July 26) using the theme, "On Your Side."

Washington-based Peter D. Hart Research Association Inc. conducted in-home interviews with 600 families (chosen by zip code and then broken down by age, sex, race and socio-economic status). Their responses, plus reaction to a phone survey on the "On Your Side" concept, led to the creation of a commercial about the people who come to Washington and what they are looking for, said Price. Focus groups participated in in-studio testing of the theme.

The theme music was written by composer/musician Tom Scott, who has worked with Joni Mitchell, Carole King, George Harrison and Paul McCartney. The lyrics were written by Emmy and Clio Award-winner Bob Klein, of the West Coast production and



Singer Jeffrey Osborne, Scott, Price and Klein

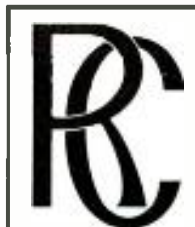
consulting firm, Klein & Vocals were taped at Capitol Records in Los Angeles, and the music itself was recorded by a 40-piece orchestra in London's Odyssey Studios (enabling the station to own the rights to the music, avoid paying residuals and benefit

from the rate of exchange). WJLA-TV promoters are so confident in the theme that they have negotiated with A&M Records for permission to distribute a record, which they will push for release chart play.

According to Price, WJLA-TV is developing its own in-house research facilities so that it can adjust its campaign to reflect information gained from bimonthly surveys. It has purchased a computer system, developed programs and questionnaires and hired telephone solicitors. "We really thought it out, and we know that it's going to work," says Susan Laine, director of press relations.

No rush

A random survey of 10 noncommercial stations by the Public Broadcasting Service found that most stations favored the July 2 Supreme Court ruling declaring unconstitutional, the ban on editorializing by stations receiving federal funds but that there would be "no rush" to act on the decision. John Hershberger, president and general manager of KVIE(TV) Sacramento, Calif., told PBS



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that as "a general policy I'm very pleased with the Supreme Court decision, but as an individual station I'm not sure about its use. It's like owning a very big gun—you have to be very careful where you shoot it off."

A STAR is born

Citing the need "to promote the common business interests of those persons in the San Francisco Bay Area who are actively involved in the television, advertising, radio and related electronic communication industries," a new organization has been formed: the Bay Area Society for Television, Advertising and Radio—or STAR.

The new organization, according to Muriel Heard, San Francisco sales manager of KFTY(TV) Santa Rosa, Calif., and one of the group's founders, is "concerned with providing a forum for everybody" in the related businesses of the Fifth Estate. "There are many advertising clubs in the area," she said, "but we felt there was a real need for a broadcasting club." She said that the Northern California Broadcasters Association is almost wholly radio oriented, and the San Francisco Ad Club is, as its name implies, principally concerned with advertising issues.

STAR has attracted almost 300 members since its founding on May 15, said Heard.

The organization's membership spans the industry spectrum from office secretaries to agency principals.

Among STAR's aims, Heard said, are working with city governments to help keep businesses in the area, lobbying on industry issues, establishing a forum for ideas and issues related to advertising and the electronic media and setting up internships and scholarships.

The organization's officers are: Karen Brown of J. Walter Thompson, president; Ron Collins of KRON-TV San Francisco, vice president; Rosalie Steward of KGO-TV San Francisco, secretary, and Ernie Rizzuti of Petry Television, treasurer.

Programming

Dancer Fitzgerald Sample picks the fall prime time hits

Agency sees CBS winning season with NBC closing in on ABC

CBS is likely to win the crucial fourth quarter prime time ratings race, but only by a slim three-tenths of a rating point, according to the annual network television season analysis report by New York advertising agency Dancer Fitzgerald Sample. In his analysis of the 1984-85 network television season, DFS network programming vice president, Philip Burrell, predicts that CBS will win Thurs-

day, Friday and Sunday, while ABC will capture Wednesday and Saturday, and NBC will win Monday and Tuesday.

Burrell predicted that NBC would come in second place on Wednesday, Thursday, Friday and Monday, while ABC would be runner-up on Tuesday and Sunday. CBS's only second place showing would be Saturday.

(During the 1983-84 prime time season, CBS won Thursday, Friday and Sunday nights; ABC won Monday, Wednesday and Saturday, and NBC won Tuesday.)

Burrell estimated fourth-quarter rating and share averages, which encompass the closely watched November rating sweep period, will be 16.7/26 for CBS, 16.4/26 for ABC and 15.3/24 for NBC.

Unlike last year, Burrell is not forecasting any hits among the new network shows. (Last year he ventured to project only one hit, ABC's *Hotel*, which indeed turned out to be the highest rated new full-season show). Burrell does, however, identify four "potential hits." They are Leonard Goldberg's *Paper Dolls* and Aaron Spelling's *Finder of Lost Loves* on ABC, and Carsey-Warner Productions' *Bill Cosby Show* and Stephen J. Cannell's *Hunter* on NBC. CBS, with only three and a half hours of new programming, gets "some potential" for Universal's *Murder, She Wrote*, starring Angela Lansbury.

According to Burrell, ABC's *Paper Dolls*, scheduled for Tuesday at 9 p.m. opposite the CBS Tuesday movie and *Riptide* on NBC, has a strong potential for succeeding because of producer Goldberg, "who worked miracles with a similarly airy *Charlie's Angels* nearly a decade ago." He further noted "ABC has wisely scheduled this female appeal entry against the masculine draw of *Riptide*."

Finder of Lost Loves, which replaces *Fantasy Island* at the 10 p.m. Saturday berth, "should develop its strongest following among older demographics, and offers a storehouse of employment opportunities for stars in cameo roles," Burrell said. Moreover, he pointed out, the competition is also launching new shows at 10 p.m., but neither has the strong lead-in that *The Love Boat* is expected to provide the ABC series.

NBC's *Bill Cosby Show*, Burrell forecasted, should benefit from its 8 p.m. position on Thursday night, where it plays opposite *People Do The Craziest Things* on ABC and *Magnum, P.I.* on CBS. Although Burrell stopped short of predicting it would take the time period, he wrote that the show is "positioned to offer competitive muscle and could register second place." Similarly with *Hunter* on Friday at 9 p.m., Burrell observed it could "deliver the male demos against *Dallas* and rank a strong number two in the time

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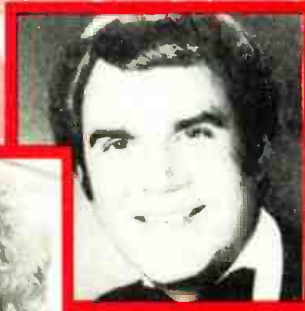
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slot."

Burell gave the much-promoted *V* on NBC at 8 to 9 p.m. on Friday only a "fair" mark. He warned that NBC's strategy to repeat the original mini-series from August through October—holding off introducing new one-hour episodes until after the World Series—runs the risk of allowing viewers to get hooked to new season shows on the other two networks. □

MCA announces new division

MCA-TV has formed a new division called Encore Programs to distribute many MCA-TV programs not currently in syndication. The new division will include a "full spectrum of programing," including half-hours, hours and 90-minute series of action/adven-

ture, situation comedies, suspense drama, science-fiction, horror and westerns.

The division was established, said MCA President Don Menchel, because of marketplace developments. Specifically, said Menchel, stations had inquired about programing in MCA-TV's library that has, until now, been unavailable. Another factor, said Menchel, was the increasing number of new independent stations needing programing.

Encore Programs will be headed by Shelly Schwab, senior vice president, marketing, MCA-TV. He will retain responsibilities as head of MCA-TV's barter and first-run syndication departments.

Encore Programs will be sold only on a cash basis. The first release will be a package of 87 off-network hours never released into syndication, called "5 Star Mystery." The package includes *Delvecchio*, starring Judd Hirsch (20 hours); *Ellery Queen*, starring Jim Hutton (22 hours); *Mrs. Columbo*, starring Kate Mulgrew (14 hours); *O'Hara*,

U.S. Treasury, starring David Janssen, and *City of Angels*, starring Wayne Rogers.

Other Encore series are *Rich Man, Poor Man* (12 hours); *Rich Man, Poor Man: Book II** (22 hours); *The Bold Ones* (98 hours); *Bachelor Father* (175 half-hours); *Night Gallery* (97 half-hours); *Name of the Game* (76 90-minute episodes); *Ironside* (198 hours); *Run For Your Life* (85 hours); *Love That Bob* (173 half-hours); *Mickey Spillane's Mike Hammer* (78 half-hours); *The Deputy* (76 half-hours); *It Takes A Thief* (65 hours); *Thriller* (65 hours), and *Men From Shiloh** (23 90-minute episodes).

In addition, Encore's line-up includes "Best Sellers I" ("Captains & Kings," "Once An Eagle," "The Rhinemann Exchange" and "Seventh Avenue") and "Best Sellers II" ("79 Park Avenue," "Aspen," "Wheels," "Loose Change," "Dark Secret of Harvest Home" and seven "Dead End Kids" movies. Asterisks above denote first time in syndication. □

All-star baseball game pushes ABC into first

Powered by a rare Tuesday night victory due to carriage of the major league All Star baseball game, ABC won the prime time ratings for the week ended July 15. According to Nielsen, ABC won with an average 11.8 rating and 23 share compared to 11.3/22 for CBS and an 11.1/22 for NBC.

The All Star game, which averaged 20.1/35, was the second ranked show of the week; the *Miss Universe Pageant*, on CBS (Monday, 9-11 p.m.), was the top ranked show, averaging a 21.2/36. ABC won Tuesday, Wednesday and Saturday; CBS took Monday and Sunday and tied with NBC on Friday. NBC won Thursday.

The combined network rating/share was 34.2/67, compared to 36.9/71.2 for the same period a year ago, representing a drop of 2,075,100 households. Last year CBS carried the *Miss Universe Pageant* and scored a 22.6/38, over one full rating point better than ABC's broadcast this year.

ABC's Tuesday win with an average of 19.6/34.7 was the highest nightly average achieved by any network for the week. CBS had the second highest nightly average for Monday night, 18/32.1. CBS and NBC each had four of the top 10 shows of the week while ABC had two.

Forty-two of the 61 prime time shows in the week were repeats, and 10 of the 19 first-run shows were specials.

Highlights of the week, night by night:

■ ABC was in third place for the fifth consecutive Monday, this time held down by a made-for-TV movie, "Concrete Beat." Although CBS won the night, NBC led in the 8 to 9 p.m. period with a repeat of *Television Bloopers and Practical Jokes*, which averaged a 25 share compared to CBS's 23 share for *Scarecrow & Mrs. King* opposite it. A repeat of the second part of "The Executioner's Song," (9-11 p.m.) on

NBC averaged a 10.8/18 compared to a 24/36 for its premiere broadcast on Nov. 29, 1982.

■ NBC pulled up into second place behind ABC with repeats of its regular line up, while CBS's 1983 made-for-TV movie, "Will There Really Be A Morning?," averaged a 9.8/17 and delivered that network into third place for the night.

■ ABC won Wednesday night with a 1982 made-for-TV movie, "Money On The Side," and buttressed by a superior lead-in from *The Fall Guy*. NBC placed second with its regular lineup, while the new CBS News summer series, *Crossroads*, and a 1980 made-for-TV movie, "Angel City," delivered CBS in third place with an average 9.8 rating for the night.

■ On Thursday, NBC had its only clear win for the week, averaging a 12.3/24.2 with repeats of its regular schedule. CBS pulled into second and dominated the 8 to 9 p.m. period with a repeat of *Magnum, P.I.*.

■ CBS and NBC tied Friday night with an average 10.6/22.3. The two networks were neck and neck all night, with CBS's *Dukes of Hazzard* and NBC's *Master*—each pulling 23 shares at 8 p.m., and then *Dallas* and *Falcon Crest* on CBS and the 1980 Canadian theatrical "The Changeling" all tying with a 22 share. Baseball on ABC averaged 8.2/17, its lowest weeknight prime rating this summer.

■ Saturday saw ABC the winner, never falling below a 26 share, with repeats of its regular schedule. NBC was second with an average 16.5 share, while CBS came in third with an average 14.7 share.

■ Sunday night CBS won with an average 26 share. NBC came in second averaging a 22.6 share and ABC third with an 18.8 share. NBC News's *Summer Sunday U.S.A.* scored a 3.2/7, the lowest rated program of the week.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Miss Universe Pageant	CBS	21.2/36	22.	20/20	ABC	12.1/23	43.	Knots Landing	CBS	9.4/18
2.	Major League All Star Game	ABC	20.1/36	23.	Knight Rider	NBC	12.0/25	44.	St. Elsewhere	NBC	8.9/16
3.	On the Money Side	ABC	17.4/31	24.	Scarecrow & Mrs. King	CBS	11.5/23	45.	Angel City	CBS	8.8/16
4.	A Team	NBC	15.7/30	25.	Family Ties	NBC	11.3/24	46.	Different Strokes	NBC	8.6/21
5.	Forbidden Paradise	NBC	15.3/28	26.	Falcon Crest	CBS	11.0/22	47.	Lottery	ABC	8.5/16
6.	Trapper John, M.D.	CBS	15.2/28	27.	The Changeling	NBC	11.0/22	48.	Silver Spoons	NBC	8.4/20
7.	60 Minutes	CBS	14.0/32	28.	T.J. Hooker	ABC	10.9/26	49.	ABC Friday Night Baseball	ABC	8.2/17
8.	Alice	CBS	14.0/28	29.	Dallas	CBS	10.9/22	50.	Hide in Plain Sight	CBS	8.1/17
9.	Hill Street Blues	NBC	13.7/26	30.	Executioner's Song, pt. 2	NBC	10.8/18	51.	Crossroads	CBS	8.1/17
10.	Riptide	NBC	13.6/23	31.	Double Trouble	NBC	10.7/22	52.	Ripley's Believe It Or Not	ABC	7.9/18
11.	Simon & Simon	CBS	13.4/25	32.	Jeffersons	CBS	10.6/21	53.	Mama's Family	NBC	7.9/17
12.	Remington Steele	NBC	13.3/22	33.	Jennifer Slept Here	NBC	10.6/21	54.	Friday Night Bsl Pregame	ABC	7.0/18
13.	All Star Pregame	ABC	13.2/27	34.	Pre-Convention Special	CBS	10.2/20	55.	Happy Days	ABC	6.8/15
14.	Facts of Life	NBC	13.2/24	35.	Aftermath	CBS	10.1/22	56.	Rousters	NBC	6.6/14
15.	Magnum, P.I.	CBS	13.0/28	36.	Duck Factory	NBC	10.1/18	57.	People are Funny	NBC	6.6/14
16.	Cheers	NBC	13.0/25	37.	Outlaw/Concrete Beat	ABC	10.0/18	58.	Old Friends	ABC	5.0/11
17.	TV Bloopers & Prac. Jokes	NBC	12.6/25	38.	Master	NBC	9.9/23	59.	Summer	CBS	4.4/10
18.	Love Boat	ABC	12.3/27	39.	Gimme a Break	NBC	9.9/22	60.	Mama Malone	CBS	3.8/9
19.	Fantasy Island	ABC	12.2/26	40.	Dukes of Hazzard	CBS	9.8/23	61.	Summer Sunday USA	NBC	3.2/7
20.	Fall Guy	ABC	12.2/25	41.	Will There Really Be Morning	CBS	9.8/17				
21.	Night Court	NBC	12.2/22	42.	USFL Championship	ABC	9.7/19				* indicates premiere episode

Ampex on the rebound

Company reports it's out of the red; plans new product introductions for fall

Ampex Corp. has returned to profitability and plans to increase its product line after a serious economic downturn last year, according to company officials. The manufacturer, based in Redwood City, Calif., is making major capital investments this fall in its broadcast and computer product divisions in an apparent market expansion bid.

"Ampex is not only profitable once again, but...we have ample resources to invest heavily in business opportunities we are serious about pursuing," said Roy Ekrom, president and chief executive officer, in announcing a \$20-million expansion of the company's computer storage disk product line. The audio-video systems division, meanwhile, is planning to introduce an unnamed new product at September's International Broadcast Convention in England and October's Society of Motion Picture and Television Engineers convention in New York.

Ampex Vice President Ridley Rhind, describing the new company strategy in an in-

house publication, said the audio-video systems division has decided "to expand the features in our product lines and adjust our price range downward. . . . We will conceive, design, manufacture, sell and support everything for the on-air and production studio."

In a securities report issued May 15, the Smith Barney investment firm acknowledged "a solid turnaround in operative profitability at Ampex." This followed a management overhaul at Ampex during the first half of 1983 orchestrated by its owner, the La Jolla, Calif.-based Signal Companies. According to Signal's first quarterly report of 1984 (for the period ending March 31), Ampex returned to profitability during the first three months of this year and "continued to improve its performance through higher volume coupled with benefits of extensive cost reductions and product restructuring programs." According to Signal Executive Vice President Daniel W. Derbes, Ampex also gained financially through elimination of unprofitable products and strong market acceptance of new video recorders and systems. Signal, which does not publish separate financial figures for Ampex, reported a

net income of \$61 million, or 53 cents per share, for the quarter ended March 31, compared with a net loss of \$83 million, or 90 cents per share, for the same period in 1983.

"We exceeded our sales and earnings forecast for the last half of 1983," Ekrom told Signal shareholders last May. He noted that Ampex reduced its debt by over \$40 million in the past year and entered 1984 with a record order backlog.

According to an Ampex estimate, the company commands a 60% share of the international one-inch videotape recorder market, including 30% of the market in Japan. It has sold nearly 500 of the VPR-3 units, totaling \$45 million in sales, plus more than 6,000 VPR-2's, 1,100 VPR-80's and 1,000 VPR-5's. The company says it has delivered more than 300 Ampex Digital Optics (ADO) special effects systems, including nearly 100 to New York City users alone. Ampex has estimated the worldwide professional television equipment market will grow from \$4.4 billion in 1983 to \$10 billion in 1990.

According to Mark Sanders, vice president and general manager of the audio-video systems division, Ampex is currently spending 11% of its sales revenues on research and development and derives 60% of current

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revenues from products introduced during the past two years.

During a press briefing, Ampex Executive Vice President Charles Steinberg disclosed that the company intends to "gradually" move into CCD (charged coupling device) video technology and acknowledged that Ampex "blew it" several years ago when it chose to ignore the emergence of three-quarter-inch ENG technology. "We just didn't think that ENG would take off the way it did," conceded Steinberg. □

Time's Video Group reports earnings slide

Group's profits are off 3%, due primarily to problems in pay TV

The uninterrupted expansion of profits from Time Inc.'s Video Group has paused. The improvement in earnings from the group's MSO, American Television and Communications, was not strong enough to offset lower earnings from the pay channels, HBO and Cinemax. As a result, the group's second-quarter operating profits (before interest income and expense, sale of property, taxes and other items) declined 3% from the sec-

ond quarter a year ago. Operating income for the Video Group of \$52.9 million represented 42% of Time's second-quarter total of \$126.1 million. Revenue for the group increased 18% to \$312.8 million, or 41% of the company total of \$771.5 million.

The Video Group also comprises the company's one-third interest in the not-yet-profitable USA Network, and Time-Life Video, which produces training films. However, the overwhelming portion of the group's revenue comes from ATC, HBO and Cinemax. The company's Monday announcement did not go into detail about the results but said that ATC "improved its profits for the period," while results from HBO and Cinemax were affected by "continued slower subscriber growth and higher programing costs."

The litany of problems facing the pay industry did not escape the Video Group: competition with VCR's, slower-than-hoped-for system building, high costs for movie studio product and continued problems with subscriber churn, among others. In addition, HBO and Cinemax face a seemingly stronger challenge from a recently restructured Showtime/The Movie Channel. Still the Video Group had reported a 13% increase in operating profit for the first quarter on a 23% revenue increase. In addition, the group was not incurring any expense this year from its

now-discontinued teletext experiment, although a company spokesman said he did not think those numbers were significant.

What happened in the second quarter? Costs continued to increase but revenue growth slowed. It is possible that a drop in subscriber growth occurred relatively quickly. By comparison, officials at Showtime have said that channel's subscription growth showed a marked deterioration in May. Another explanation was offered by one industry observer who said that the efforts to increase the 2.7-million subscriber base of Cinemax has hurt the Video Group: "With the new realism operators are paring down the number of pay services they are packaging. That's why getting into that second position makes all the difference... You have to back it up with programing that performs. The result was that in May, there were all these programing enhancements for Cinemax: over 40% more titles per month and a commitment to expand original programing. That beefing up costs a lot of bucks."

Time Inc.'s overall 27% increase in operating profit was due to the Magazine Group, which registered a 74% increase over last year's second quarter. On the non-operating side, the company's 10% increase in net income was helped by interest income from cash it received when it spun off its forest products division. □

Procter & Gamble remains top advertiser

Procter & Gamble, television's perennial largest advertiser, has again led the list of the Television Bureau of Advertising compilation of the top TV advertisers in 1983 with estimated expenditures of \$595.9 million.

The listing is included in the bureau's 27th annual edition of TvBasics. The brochure also lists the top 40 local TV advertising categories;

data on television households and TV viewership, and ranking of advertising agencies by TV usage.

Listed below are the top 100 television advertisers for the year 1983 and the year before comparable numbers. Figures given are for national/regional/local spot and network television.

	1982			1983		
	Spot TV	Network TV	Total TV	Spot TV	Network TV	Total TV
1. Procter & Gamble	\$179,473,800	\$397,418,000	\$576,891,800	\$229,251,800	\$366,663,100	\$595,914,900
2. General Foods	70,802,500	232,349,400	303,151,900	73,018,400	170,064,500	243,082,900
3. General Motors	27,241,300	164,261,500	191,502,800	25,672,200	201,350,400	227,022,600
4. General Mills	107,682,600	93,628,500	201,311,100	112,981,700	100,250,300	213,232,000
5. Ford	22,602,400	128,885,400	151,487,800	38,130,300	172,308,100	210,438,400
6. Pepsico	88,030,700	75,857,800	163,888,500	121,862,700	73,955,200	195,817,900
7. American Home Products Corp.	36,682,900	160,767,200	197,450,100	31,896,800	161,442,200	193,339,000
8. AT&T	66,092,500	95,086,200	161,178,700	40,497,900	146,603,800	187,101,700
9. McDonald's	94,148,400	59,875,900	154,024,300	105,024,400	80,930,900	185,955,300
10. Philip Morris	34,762,400	110,786,800	145,549,200	50,368,900	128,226,100	178,635,000
11. Anheuser-Busch	47,449,600	95,676,500	143,126,100	60,196,800	116,661,300	176,858,100
12. Sears Roebuck & Co.	17,529,400	102,563,800	120,093,200	29,315,100	145,006,800	174,321,900
13. Coca Cola	59,283,200	85,673,100	144,956,300	72,036,400	95,888,700	167,925,100
14. Lever Brothers	43,761,500	111,811,700	155,573,200	55,791,500	110,302,600	166,094,100
15. Johnson & Johnson	7,180,400	121,845,300	129,025,700	9,194,800	131,265,900	140,460,700
16. Pillsbury	44,176,400	72,942,000	117,118,400	60,825,000	74,336,900	135,161,900
17. Bristol-Myers	12,590,900	105,600,600	118,191,500	10,066,500	120,974,300	131,040,800
18. Ralston Purina	23,066,900	82,570,700	105,637,600	35,863,700	94,438,500	130,302,200
19. Dart & Kraft	64,275,700	61,743,600	126,019,300	42,572,600	87,414,800	129,987,400
20. Warner-Lambert	32,818,600	80,900,800	113,719,600	39,229,600	74,655,100	113,884,900
21. Warner Communications	28,241,800	79,177,200	107,419,000	27,438,500	84,259,800	111,698,300
22. R.J. Reynolds	47,758,100	56,862,700	104,620,800	39,640,500	69,939,600	109,580,100
23. Esmark	23,972,000	86,845,600	110,817,600	20,434,200	88,153,000	108,587,200
24. Kellogg	30,053,500	61,010,200	91,063,700	34,130,800	72,970,300	107,101,100
25. Sterling Drug	15,905,000	66,383,700	82,288,700	23,930,900	82,682,300	106,613,200
26. Chrysler Corp.	25,660,500	68,129,500	93,880,000	20,222,500	84,193,700	104,416,200
27. Nabisco Brands	19,939,200	66,578,800	86,518,000	21,997,400	81,986,500	103,983,900
28. Mars Inc.	46,506,200	49,603,100	96,109,300	44,332,300	52,101,500	96,433,800
29. Colgate Palmolive	23,877,200	59,653,900	83,531,100	29,596,100	59,915,100	89,511,200
30. Gillette	8,632,500	74,025,400	82,657,900	11,347,000	75,317,900	86,664,900

	1982			1983		
	Spot TV	Network TV	Total TV	Spot TV	Network TV	Total TV
31. Beecham Group	5,009,100	66,725,100	71,734,200	7,000,100	78,806,600	85,806,700
32. Campbell Soup	17,436,200	40,733,800	58,170,000	21,510,300	63,057,900	84,568,200
33. Nestle	28,556,300	49,105,100	77,661,400	32,941,800	47,241,200	80,183,000
34. Richardson-Vicks	13,775,800	48,475,600	62,251,400	20,928,400	59,139,100	80,067,500
35. Nissan Motor Corp.	35,289,100	23,548,100	58,837,200	43,116,900	33,602,900	76,719,800
36. Wm. Wrigley Jr.	16,669,300	47,515,300	64,184,600	17,618,500	56,145,200	73,763,700
37. Consolidated Foods	17,907,100	55,107,900	73,015,000	15,083,300	56,145,200	71,228,500
38. Quaker Oats	21,213,000	34,483,500	55,696,500	21,513,100	47,980,300	69,493,400
39. Mattel	19,152,900	60,810,000	79,962,900	15,860,100	52,074,700	67,934,800
40. H.J. Heinz	22,631,800	45,916,000	68,547,800	17,608,600	47,863,700	65,472,300
41. Toyota	44,792,000	21,244,000	66,036,000	42,505,600	22,852,500	65,358,100
42. Eastman Kodak	5,844,000	63,267,000	69,111,000	8,649,200	56,453,800	65,103,000
43. Revlon	15,703,300	33,913,200	49,616,500	15,602,200	47,100,800	62,703,000
44. IBM	4,342,500	29,700,200	34,042,700	5,843,100	52,644,100	58,487,200
45. American Motors	15,629,100	26,024,300	41,653,400	7,430,000	50,972,300	58,402,300
46. Chesebrough Ponds	5,104,500	46,051,100	51,155,600	10,647,300	42,994,800	53,642,100
47. Honda	8,864,000	29,887,400	38,751,400	10,807,000	41,613,600	52,420,600
48. Stroh Brewery	20,733,800	9,403,900	30,137,700	14,304,100	37,774,200	52,078,300
49. Clorox	7,316,800	47,359,400	54,676,200	10,149,100	41,415,900	51,565,000
50. JC Penney	16,531,200	23,790,500	40,321,700	18,150,600	31,857,700	50,008,300
51. Wendy's	18,035,100	13,817,300	31,852,400	31,224,200	18,683,400	49,907,600
52. S.C. Johnson & Son	8,891,200	34,266,500	43,157,700	6,020,400	40,716,500	46,736,900
53. Noxell	3,772,400	31,527,600	35,300,000	2,934,300	42,807,300	45,741,600
54. Gulf + Western	21,189,800	24,322,200	45,512,000	21,701,200	23,345,500	45,046,700
55. Bayer A.G.	4,660,300	35,219,700	39,880,000	5,906,700	39,003,200	44,909,900
56. Union Carbide	4,017,000	40,914,300	44,931,300	4,419,400	40,010,600	44,430,000
57. General Electric	3,266,900	28,966,600	32,233,500	5,004,800	39,158,000	44,162,800
58. Hershey Foods	13,901,000	25,536,200	39,427,300	15,497,900	28,647,300	44,145,200
59. American Cyanamid	8,788,400	36,839,800	45,628,200	8,667,500	35,251,800	43,919,300
60. Coleco Industries	14,180,800	10,920,500	25,101,300	14,331,500	29,504,700	43,836,200
61. Schering-Plough Corp.	5,159,800	42,947,900	48,107,700	5,438,300	37,862,900	43,301,200
62. Kimberly Clark	10,830,000	28,787,500	39,617,500	12,308,400	30,682,500	42,990,900
63. Volkswagenwerk A.G.	17,156,500	23,028,200	40,184,700	16,920,600	22,177,800	39,098,400
64. IC Industries	15,071,400	11,998,600	27,070,000	20,971,200	17,714,000	38,685,200
65. GTE Corp.	16,604,500	5,339,700	21,944,200	32,443,800	6,081,600	38,525,400
66. CPC International	13,542,300	23,468,500	37,010,800	15,544,700	21,668,600	37,213,300
67. Pfizer	1,499,400	32,486,600	33,986,000	2,859,700	34,009,000	36,868,700
68. Time Inc.	31,627,100	10,861,900	42,489,000	31,278,800	5,012,800	36,291,600
69. American Express	15,072,500	24,253,400	39,325,900	13,650,800	22,417,100	36,067,900
70. ITT	30,971,500	16,659,100	47,630,600	26,022,100	9,875,000	35,897,100
71. Texas Instruments*	—	13,283,300	13,283,300	17,808,400	18,080,200	35,888,600
72. Beatrice Foods	20,520,100	3,441,200	23,961,300	26,386,300	9,452,000	35,838,300
73. TCF Holdings	9,618,300	22,771,100	32,389,400	10,712,600	24,266,300	34,978,900
74. Morton Thiokol	5,837,900	19,601,000	25,438,900	7,940,800	26,719,100	34,659,900
75. RCA	8,805,200	19,126,500	27,931,700	10,357,400	24,273,200	34,630,600
76. Goodyear Tire & Rubber	11,679,800	15,290,700	26,970,500	11,654,700	22,632,700	34,287,400
77. K Mart	8,176,100	32,469,800	40,645,900	10,197,700	23,539,300	33,737,000
78. Canon U.S.A.	6,103,900	21,618,100	27,722,000	7,439,300	26,295,000	33,734,300
79. Milton Bradley	16,919,100	9,224,800	26,143,900	21,915,100	11,446,100	33,361,200
80. U.S. Armed Forces	6,600	26,600,300	26,606,900	25,200	32,887,500	32,912,700
81. Tandy Corp.*	13,725,100	4,554,100	18,279,200	27,715,800	4,237,500	31,953,300
82. UAL Inc.	25,824,900	13,792,800	39,617,700	23,539,200	8,162,500	31,701,700
83. E. & J. Gallo Winery	4,474,500	26,411,600	30,886,100	2,836,600	28,798,300	31,634,900
84. Thompson Medical Co.	9,793,200	429,900	10,223,100	25,685,500	5,501,400	31,186,900
85. MCI Communications*	—	21,096,200	21,096,200	1,710,900	29,258,900	30,969,800
86. Carnation	8,992,200	15,746,800	24,739,000	6,278,100	23,991,700	30,269,800
87. AMR	10,835,900	12,288,800	23,124,700	12,325,900	17,707,100	30,033,000
88. Adolph Coors	7,069,400	14,320,500	21,389,900	9,746,300	20,035,600	29,781,900
89. A.H. Robins	22,484,900	1,540,100	24,025,000	26,316,300	3,234,700	29,551,000
90. Toyo Kogyo	10,736,800	26,709,700	37,446,500	2,270,800	27,175,900	29,446,700
91. Royal Crown Cos.	23,420,700	4,801,900	28,222,600	22,603,900	6,270,400	28,874,300
92. MCA Inc.	9,505,400	20,467,000	29,972,400	12,777,900	16,067,700	28,845,600
93. Mobil	20,489,900	9,808,000	30,297,900	20,781,200	7,170,400	27,951,600
94. Cosmair	4,097,500	17,430,000	21,527,500	4,707,300	23,084,600	27,791,900
95. Commodore International*	8,306,100	5,815,000	14,121,100	26,632,800	806,300	27,439,100
96. Levi Strauss & Co.	5,700,100	7,065,000	12,765,100	21,621,300	5,366,900	26,988,200
97. Polaroid	752,700	31,036,600	31,789,300	999,500	25,855,600	26,855,100
98. G.D. Searle & Co.*	6,738,300	6,144,500	12,882,800	20,257,300	6,553,800	26,811,100
99. Greyhound	6,290,800	30,587,800	36,878,600	6,639,600	19,750,300	26,389,900
100. Pabst Brewing	19,567,700	6,152,400	25,720,100	10,475,300	15,407,300	25,882,600

* New to the Top 100 in 1983

Source: Television Bureau of Advertising from Broadcast Advertisers Reports

For the Record

As compiled by BROADCASTING, July 10 through July 17, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

Applications

AM's

- Lowell, Ark.—Stephenson Broadcasting Co. seeks 1440 khz; 1 kw-D. Address: 2020 E. Alameda, Norman, Okla. 73071. Principal is owned by Robert L. Stephenson and his wife, Norma (80%); his son, Robert (10%), and his daughter, Sandra (10%). They also own KNOR(AM) Norman, and KHAN(AM)-KDLB(FM) Henryetta, both Oklahoma. Filed July 4.
- Seaside Park, N.J.—Sandpiper Communications Inc. seeks 1550 khz; 1 kw-U. Address: P.O. Box 446, Lumberton, N.J. 08048. Principal is equally owned by Patrick A. Connolly and Clarence M. Beverage. They have no other broadcast interests. Filed July 6.
- Superior, Wis.—Fond Du Lac Indian Reservation seeks 650 khz, 10 kw-D. Address: 105 University Ave., Cloquet, Minn. 55720. Principal is owned by Reservation (51%) and Dan Mahoney (49%). They have no other broadcast interests. Filed July 9.

FM's

- Fort Walton Beach, Fla.—Gulf Coast Broadcasters Inc. seeks 99.3 mhz; 3 kw; HAAT: 300 ft. Address: 382 Laredo Dr., Birmingham, Ala. 35226. Principal is owned by Anthony Ruffino (45%), John R. Sisty (45%) and Paula Posey (10%). Sisty is sales manager and Posey is traffic manager at WQEN-FM Gadsden, Ala. Filed July 9.
- Marathon, Fla.—John Hunter seeks 97.7 mhz; 3 kw; HAAT: 191 ft. Address: 120 East Rockman Way, Sparta, Tenn. 38583. Principal has no other broadcast interests. Filed July 6.
- Pulaski, N.Y.—Pulaski Broadcasting seeks 101.7 mhz;

3 kw; HAAT: 298 ft. Address: 4208 Colherne, Rd., Baltimore 21001. Principal is owned by Peggy Nicholson and R.M. Shanley, who have no other broadcast interests. Filed July 6.

■ Philadelphia—Main Line Communications seeks 96.5 mhz; facilities of WWDB-FM. Address: 5100 S. Convert La. # 208, Philadelphia, 19114. Principal is owned by Reginald N. Lavong (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.

■ Jamestown, Tenn.—Jamestown Broadcasting Co. seeks 103.1 mhz; 1.1 kw; HAAT: 460 ft. Address: White Oak Road, Jamestown, Tenn. 38556. Principal is owned by Howard R. Cravens and his sister, JoElla. They also own WCLC(AM) Jamestown, Tenn. Filed July 6.

■ Victoria, Tex.—Rocky Alford seeks 100.9 mhz; 3 kw; HAAT: 285 kw. Address: 38502 College Drive, Victoria, Tex. 77901. Principal has no other broadcast interests. Filed July 10.

TV's

■ Kingman, Ariz.—Grand Canyon Television Co. seeks ch. 6; ERP vis. 10 kw; aur. 1 kw; HAAT: 3,696 ft.; ant. height above ground: 146 ft. Address: 2201 N. Vickey Dr., Flagstaff, Ariz. 86001. Principal is owned by W.R. Newman III, chairman; Thomas Gresham, and the Hederman family of Jackson, Miss. It also owns KNAZ(TV) Flagstaff, Ariz. Gresham is executor of estate of T.B. Lanford, which owns KALB(AM)-KTIZ(FM) Flagstaff, Ariz.; KALB-TV Alexandria, La.; WYOU(AM) Tampa, Fla., and KLST(TV) San Angelo, Tex. Filed July 11.

■ Kingman, Ariz.—Canyon Communications Co. seeks ch. 6; ERP vis. 100 kw; aur. 10 kw; HAAT: 749 ft., ant. height above ground: 282 ft. Address: Liberty Square, Sparta, Tenn. 38583. Principal is owned by Jim Titko, who has no other broadcast interests. Filed July 11.

■ Gallup, N.M.—Grand Canyon Television Co. seeks ch. 10; ERP vis. 316 kw; aur. 31.6 kw; HAAT: 1,269 ft., ant. height above ground: 164 ft. Address: 2201 N. Vickey Dr., Flagstaff, Ariz. 86001. Principal is owned by W.R. Newman III, chairman; Thomas Gresham, and the Hederman family of Jackson, Miss. It also owns KNAZ(TV) Flagstaff, Ariz. Gresham is executor of estate of T.B. Lanford, which owns KALB(AM)-KTIZ(FM) Flagstaff, Ariz.; KALB-TV Alexandria, La.; WYOU(AM) Tampa, Fla., and KLST(TV) San Angelo, Tex., and is applying for new TV in Kingman, Ariz. (see above). Filed July 11.

■ Austin, Tex.—Jo Cardenas Stolz seeks ch. 54; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 779 ft.; ant. height above ground: 688 ft. Address: 1525 United Bank Bldg. Austin, Tex. 78701. Principal has no other broadcast interests. Filed July 10.

■ Austin, Tex.—Balcones Broadcasting Ltd. seeks ch. 54; ERP vis. 5,000 kw; aur. 1,000 kw; HAAT: 807.3 ft.; ant. height above ground: 800 ft. Address: 1702 Fawn Dr., Austin, Tex. 78741. Principal is owned by Billy B. Goldberg (80%), Ronnell H. Oliveira (8%), Edna I. Ramon (8%) and

Goldberg's daughter-in-law, Edila P. Goldberg (4%). Oliveira is anchorman for KVUE-TV Austin. Goldberg has also purchased, subject to FCC approval, KVEO(TV) Brownsville, Tex. ("For the Record," July 16). He is app. for new FM in Luling, Tex. Filed July 11.

■ Austin, Tex.—Lake Country Telecasters Inc. seeks ch. 54; ERP vis. 2,630 kw; aur. 263 kw; HAAT: 1,084 ft.; ant. height above ground: 1,077 ft. Address: 4616 Bee Caves Rd., Austin, Tex. 78746. Principal is equally owned, Evangelina D. Martinez and Cynthia Sau-Fong Soo. They have no other broadcast interests. Filed July 11.

■ Austin, Tex.—Channel 54 Ltd. seeks ch. 54; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,252 ft., ant. height above ground: 1,404 ft. Address: 1010 United Bank Tower, Austin, Tex. 78701. Principal is owned by Noemi Correa (30%) Berl L. Handcox (40%) and his wife, Ruby (40%). They have no other broadcast interests. Filed July 11.

■ Austin, Tex.—ATV Associates Inc. seeks ch. 54; ERP vis. 1,200 kw, aur. 120 kw; HAAT: 1,306 ft.; ant. height above ground: 1,194 ft. Address: 5555 North Lamar L-109, Austin, Tex. 78751. Principal is owned by Karen S. Daigle (47.66%), Diana G. Louis (19%) and Frances Pico (33.33%). Daigle is also app. for four LPTV's. Filed July 11.

■ Baytown, Tex.—Pleasant Springs Broadcasting seeks ch. 57; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 288.6 ft.; ant. height above ground: 294 ft. Address: 505 Cabin Branch Road, Hyattsville, Md. 20743. Principal is equally owned by Josie Montgomery, Neicy McCoy and Newt Hopkins. Hopkins is also app. for new TV in El Paso. Others have no other broadcast interests. Filed July 11.

■ Katy, Tex.—Johnson Broadcasting Inc. seeks ch. 51; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 975 ft., ant. height above ground: 970 ft. Address: 24980 Woodbridge, Farmington Hills, Mich. 48018. Principal is owned by Douglas Johnson. His father, Aben Johnson, owns WXON-TV Detroit. Filed July 11.

■ Katy, Tex.—Inter American Broadcasting Co. seeks ch. 51; ERP vis. 3,056 kw; aur. 305.6 kw; HAAT: 1,531 ft.; ant. height above ground: 1,527 ft. Address: 616 FM 1960 W Suite 601, Houston 77090. Principal is owned by Doyle Brewington, who has no other broadcast interests. App. is mutually exclusive with that of Enigma Corp. Filed July 11.

■ Katy, Tex.—Louise Brunson seeks ch. 54; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 336 ft.; ant. height above ground: 272 ft. Address: 22 Goldwin Lane, El Paso, Tex. 79902. Principal has no other broadcast interests. Filed July 11.

Ownership Changes

Applications

■ WETU(AM) Wetumpka, Ala.—Seeks assignment of license from Darity Broadcasting Co. to J&W Promotions, Inc. for \$235,000, comprising \$10,000 cash and remainder note. Seller is owned by Martin J. Darity and Glyn E. Newton, who have no other broadcast interests. Buyer is owned by Johnny E. Roland (46%), William E. White (46%), and three others. They have interest in KIRL(AM) St. Charles, Mo. Filed July 11.

■ KCLM(AM) Redding, Calif.—Seeks assignment of license from Colgan Communications Corp. to DeBeau Broadcasting of Calif. Inc. for \$400,000, comprising \$100,000 cash and remainder note. Buyer is principally owned by Russell K. Olsen, who also has interest in KVIQ(TV) Eureka, Calif. Buyer is owned by Lawrence N. DeBeau and his wife, Mildred, who also have app. for new FM in Vero Beach, Fla. Filed July 11.

■ KTOK(AM)-KYJO-FM Oklahoma City (AM: 1000 khz; 5 kw-U; FM: 102.7 mhz; 98 kw; HAAT: 900 ft.), WELL1(AM) New Haven, Conn. (960 khz; 1 kw-U), and WQUE-AM-FM New Orleans (AM: 1280 khz; 5 kw-U; FM: 93.3 mhz; 93 kw; 460 ft.)—Seeks assignment of license from 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.

EDWIN TORNERG & COMPANY, INC.

Negotiators

For The Purchase And Sale Of
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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. Broadcast will operate as subsidiary of buyer. Filed July 6.

■ KHCR-FM Paauilo, Hawaii—Seeks assignment of license from Hamakua Broadcasting to Hamakua Broadcasting Corp. for \$3,500 cash. Seller is owned by Jack N. Wheeler, who has no other broadcast interests. Buyer is owned by Hugh R. Paul, and his wife, Sandra (48.99% jointly), Joe Brinig, and his wife, Margaret (48.99% jointly) and two others. Paul's daughter, Christine, is app. for new FM in Burns, Ore. Brinig is Washington communications attorney. They have no other broadcast interests. Filed July 10.

■ KMFE(AM) Emmett, Idaho (101.7 mhz; 790 w; HAAT: 500 ft.)—Seeks assignment of license from Emmett Valley Broadcasters Inc. to Radio Broadcasting Inc. for \$160,000, comprising \$75,000 cash and remainder note. Seller is principally owned by Floyd D. Brown and his wife, Evelyn. They have no other broadcast interests. Buyer is owned by Steve Sumner (85.5%); his wife, Jorene (4.5%), and Samuel L. Miller, and his wife, Rose (10%). Sumner and Millers own KKIC(AM) Boise, Idaho. Miller's son, Jerrold, has interest in KLKT(FM) Incline Village, Nev.; WHRF(AM) Bel Air, Md., and WRFD(AM) Columbus, Ohio. Filed July 6.

■ WMRZ(AM) Moline, Ill. (1230 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Mid-America Media to Mississippi Valley Broadcasting Inc. for \$400,000 cash. Seller is Kankakee, Ill.-based station group with five AM's and four FM's. It is headed by Reva H. Small, president. Buyer is equally owned by Scott R. McQueen, Randall Odeneal and Theodore E. Nixon. They also own WLNH-AM-FM Laconia, N.H.; WTMA(AM)-WSSX(FM) Charleston, S.C.; WLLR-FM East Moline, Ill., and KFKF-AM-FM Kansas City, Mo. Filed July 6.

■ WNDZ(AM) [CP] Portage, Ind.—Seeks assignment of license from Explorer Communications Inc. to KPCC Radio Inc. for \$49,932, comprising \$5,000 cash and remainder note. Seller is principally owned by James F. Hoffman, who has no other broadcast interests. Buyer is principally owned by Abraham L. Warshaw, and his brothers, Ira and Jeffrey. Their parents, Howard and Miriam Warshaw, and their uncle, Marvin B. Kosofsky, also own WVVX(FM) Highland Park, Ill.; KEST(AM) San Francisco; KMAX(FM) Arcadia, Calif.; KUXL(AM) Golden Valley, Minn.; WARO(AM) Canonsburg, Pa.; WYLO(AM) Jackson, Wis.; WTHE(AM) Mineola, N.Y.; KCNW(AM) Fairway, Kan.; WCBW(FM) Columbia, Ill.; WGRT(FM) Danville, Ind., and KTEK(AM) Alvin, Tex. Filed July 10.

■ KSWM(AM)-KELE(FM) Aurora, Mo. (AM: 940 khz; 500 w-D; FM: 100.1 mhz; 2.7 kw HAAT: 202 ft.)—Seeks assignment of license from 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. Mitchell owns Mitchell & Associates, Shreveport, La.-based media broker. He also owns KNES(FM) Fairfield, Tex. Hendrix was formerly general manager of WALR(FM) Union City, Tenn., and will be general manager of acquisitions. Filed July 6.

■ KNAA-FM Sparks, Nev. (100.9 mhz; 300 w)—Seeks assignment of license from Beck Enterprises Inc. to Jonsson Communications Corp. for \$250,000 cash. Seller is owned by Elmo Legg and Donald S. Beck, who have no other broadcast interests. Buyer is owned by Kenneth A. Jonsson and his family. They also own KENZ(AM)-KROY(FM) Sacramento, Calif.; KROI(FM) Manteca, Calif., and KORY(AM) Sparks, Nev. Filed July 9.

■ WUTV(TV) Buffalo, N.Y. (ch. 29; ERP vis. 1,050 kw, aur. 105 kw; HAAT: 920 ft.; ant. height above ground: 959 ft.)—Seeks assignment of license from 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. Filed July 11.

■ WNYR(AM)-WEZO(FM) Rochester, N.Y. (AM: 990 khz; 1 kw-D; 250 w-N; FM: 101.3 mhz; 27 kw; HAAT: 640 ft.)—Seeks assignment of license from Malrite Communications Group Inc. to Grace Broadcasting of Rochester Inc. for \$7,359,900 cash. Seller is publicly traded, Cleveland-based station group with six AM's, seven FM's and four TV's. Buyer is principally owned by Harvey Grace, and Siedman, Jackson & Fisher, Chicago-based venture capitol firm. They also have interest in KDON-AM-FM Salinas, Calif., and recently purchased WOOD-AM-FM Grand Rapids, Mich. ("For the Record," Feb. 20). Filed July 6.

■ WCNC(AM) Elizabeth City, N.C. (1240 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Albermarle

Broadcasting Co. to Northeast Carolina Communications Inc. for \$281,725.80, comprising \$37,500 cash and remainder note. Seller is principally owned by Joseph Lamb, who has no other broadcast interests. Buyer is owned by Harry H. Thomas (60%); his wife, Vicki (20%); his son, Harry (10%), and Martha L. McDougald (10%). Younger Thomas is station manager. Filed July 9.

■ WSIG(AM) Mt. Jackson, Va. (790 khz; 1 kw-DF)—Seeks assignment of license from Richard F. Lewis Inc. of Mt. Jackson to Shenandoah Broadcasting Corp. for \$375,000 cash, including \$100,000 noncompete agreement. Seller is principally owned by John P. Lewis; his brothers, David, and Howard, and his mother, Marion P. Lewis. They also own WFVA-AM-FM Fredericksburg, Va.; WINC-AM-FM Winchester, Va., and WELD(AM) Fisher, W.Va. Buyer is owned by Earl Judy (51%) and his brother, Richard (49%). They also own Commonwealth Cablevision Corp., operator of cable system in Luray, Va. Earl also owns WFGM(FM) Fairmont, Va. Filed July 6.

Facilities Changes

Applications

AM's

Tendered

■ WLEW (1340 khz) Bad Axe, Mich.—Seeks CP to increase night power to 1 kw. App. July 11.

■ WTOB (1380 khz) Winston-Salem, N.C.—Seeks CP to increase day power to 5 kw; change night power to 2.5 kw; change TL, and make changes in ant. sys. App. July 11.

■ WAEB (790 khz) Allentown, Pa.—Seeks CP to increase night power to 5 kw and make changes in ant. sys. App. July 11.

Accepted

■ WANS (1280 khz) Anderson, S.C.—Seeks mod. of lic. to change SL and operate transmitter by remote control. App. July 13.

■ WSNW (1150 khz) Seneca, S.C.—Seeks CP to make changes in ant. sys. App. July 12.

■ WIKV (870 khz) Colonial Heights, Tenn.—Seeks MP to make changes in ant. sys. App. July 13.

Summary of broadcasting as of June 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,749	170	4,919
Commercial FM	3,610	418	4,028
Educational FM	1,153	173	1,326
Total Radio	9,512	761	10,273
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	357	252	609
Educational VHF TV	112	2	114
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	196	74	270
UHF LPTV	87	136	223
Total LPTV	283	210	493
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.

■ KAPE (1480 khz) San Antonio, Tex.—Seeks MP to make changes in ant. sys. App. July 12.

■ WRIS (1410 khz) Roanoke, Va.—Seeks CP to make changes in ant. sys. App. July 13.

FM's

Tendered

■ KHLS (96.1 mhz) Blytheville, Ark.—Seeks CP to change freq. to 96.3 mhz. App. July 13.

■ *WMUC-FM (88.1 mhz) College Park, Md.—Seeks CP to change freq. to 87.9 mhz. App. July 16.

■ WAXC (92.1 mhz) Wapakoneta, Ohio—Seeks CP to change TL; change HAAT to 328 ft., and make changes in ant. sys. App. July 13.

■ WQKY (99.3 mhz) Emporium, Pa.—Seeks CP to change TL; change ERP to 3.0 kw, and make changes in ant. sys. App. July 16.

■ WMEV (93.9 mhz) Marion, Va.—Seeks CP to change ERP to 100 kw; change HAAT to 1,547 ft., and make changes in ant. sys. App. July 16.

■ WJLM (93.5 mhz) Salem, Va.—Seeks CP to change HAAT to 97.39 ft. App. July 16.

Accepted

■ KJLH (102.3 mhz) Compton, Calif.—Seeks CP to change TL; change ERP to 2.88 kw, and change HAAT to 388 ft. App. July 12.

■ WRMF (97.9 mhz) Palm Beach, Fla.—Seeks CP to change TL; change HAAT to 1,350 ft., and make changes in ant. sys. App. July 11.

■ WRUL (97.3 mhz) Carmi, Ill.—Seeks CP to change HAAT to 492.5 ft. App. July 13.

■ WITT (93.5 mhz) Tuscola, Ill.—Seeks CP to change TL; change ERP to 3.0 kw, and change HAAT to 300 ft. App. July 11.

■ KHAZ (99.5 mhz) Hays, Kan.—Seeks CP to change TL; change ERP to 96.607 kw, and change HAAT to 616 ft. App. July 12.

■ *WBPV (90.1 mhz) Charlton, Mass.—Seeks CP to change ERP to 100 kw and change HAAT to 390 ft. App. July 12.

■ KSNM (98.7 mhz) Truth or Consequence, N.M.—Seeks CP to change SL. App. July 11.

■ WUWU (107.7 mhz) Wethersfield, N.Y.—Seeks CP to change ERP to 11.5 kw. App. July 11.

TV's

Accepted

■ KASK-TV (ch. 48) Las Cruces, N.M.—Seeks MP to change ERP to vis. 80 kw, aur. 8 kw; change HAAT to 120 ft., and change TL. App. July 13.

■ KBJH (ch. 47) Tulsa, Okla.—Seeks MP to change ERP to vis. 1,666 kw, aur. 166.6 kw; change HAAT to 1,513 ft. App. July 11.

■ WKRW-TV (ch. 55) Kenosha, Wis.—Seeks MP to change ERP to vis. 121 kw, aur. 21.2 kw. App. July 12.

■ WJJA (ch. 49) Racine, Wis.—Seeks MP to change ERP to vis. 2,618.2 kw, aur. 261.82 kw; change HAAT to 526.4 ft., and change TL. App. July 12.

Grants

AM's

■ KSAI (936 khz) Marianas Islands, C.M.—Granted app. to make changes in ant. sys. and change TL. Action June 29.

■ KRXX (1150 khz) Englewood, Colo.—Granted app. to change SL. Action June 26.

■ WCOG (1320 khz) Greensboro, N.C.—Granted app. to change SL and operate transmitter by remote control. Action June 29.

■ KTEK (1110 khz) Alvin, Tex.—Granted app. to change SL and operate transmitter by remote control. Action July 2.

■ WURL (760 khz) Moody, Ala.—Granted app. to change TL. Action July 3.

■ KKA1 (1310 khz) Honolulu—Granted app. to reduce power of facilities. Action July 3.

FM's

■ KENY (101.7 mhz) Soldotna, Alaska—Dismissed app. to change TL and change HAAT to 266 ft. Action June 29.

■ *KRBD (105.9 mhz) Ketchikan, Ark.—Granted app. to

change ERP to 5.0 kw; change HAAT to minus 372 ft., and change ant. Action June 29.

■ **KKBE** (102.3 mhz) Sheridan, Ark.—Granted app. to change TL; change ERP to 3.0 kw, and change HAAT to 300 ft. Action June 29.

■ **KTTZ** (103.1 mhz) Oracle, Ariz.—Granted app. to change TL; change ERP to 0.580 kw, and change HAAT to 610 ft. Action June 28.

■ **KXGO** (93.1 mhz) Arcata, Calif.—Granted app. to change ERP to 100.0 kw; change freq. to 93.1 mhz, and change ant. Action June 29.

■ **KOTR** (94.3 mhz) Cambria, Calif.—Granted app. to change TL and change HAAT to 328 ft. Action June 28.

■ ***KGBA** (100.1 mhz) Holtville-El Centro, Calif.—Granted app. to change TL; change ERP to 3.0 kw, and change HAAT to 300 ft. Action June 29.

■ **KRTH** (101.1 mhz) Los Angeles—Granted app. to change ERP to 53.6 kw and change ant. Action June 29.

■ **KCRP** (105.5 mhz) Rosamond, Calif.—Granted app. to change TL; change ERP to 3.0 kw, and change HAAT to 300 ft. Action June 28.

■ **KHAY** (100.7 mhz) Ventura, Calif.—Granted app. to install aux. sys. Action June 29.

■ **WRUF-FM** (103.7 mhz) Gainesville, Fla.—Granted app. to change TL; change HAAT to 768 ft., and make changes in ant. sys. Action July 2.

■ ***WLPJ** (91.5 mhz) New Port Richey, Fla.—Granted app. to change HAAT to 148 ft.; change ERP to 2.748 kw; change ant., and install transmitter. Action June 28.

■ ***WPCS** (89.3 mhz) Pensacola, Fla.—Granted app. to install new transmission sys. Action June 28.

■ **WKKZ** (92.7 mhz) Dublin, Ga.—Granted app. to change ERP to 1.8 kw and change HAAT to 400 ft. Action June 28.

■ **WXMG** (103.9 mhz) South Bend, Ind.—Granted app. to change HAAT to 328 ft. Action June 29.

■ **WKJN** (103.3 mhz) Hammond, La.—Granted app. to change HAAT to 1,003 ft. Action June 28.

■ **KWLB-FM** (97.7 mhz) Marksville, La.—Granted app. to change HAAT to 328 ft. Action June 29.

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

Action June 28.

■ ***WGAJ** (91.7 mhz) Deerfield, Mass.—Granted app. to change TL; change ERP to 0.100 kw; change HAAT to 313.4 ft., and make changes in ant. sys. Action July 2.

■ **WLKV-FM** (106.3 mhz) Lakeview, Mich.—Granted app. to change TL. Action June 25.

■ **KFMZ** (98.3 mhz) Columbia, Mo.—Granted app. to change ERP to 2.6 kw. Action June 29.

■ **KIDS** (98.3 mhz) Palmyra, Mo.—Granted app. to change ERP to 2.4 kw. Action June 29.

■ **KEXL** (106.7 mhz) Norfolk, Neb.—Granted app. to change HAAT to 1,025 ft. Action June 25.

■ **WOKQ** (97.5 mhz) Dover, N.H.—Returned app. to make changes in ant. sys. and change TL. Action June 29.

■ **WJLK-FM** (94.3 mhz) Asbury Park, N.J.—Granted app. to change HAAT to 328 ft. Action June 29.

■ **WPLJ** (95.5 mhz) New York—Granted app. to change ERP to 6.3 kw and change HAAT to 1,331 ft. Action June 29.

■ **WEVD** (97.9 mhz) New York—Granted app. to change ERP to 7.76 kw. Action June 28.

■ **WLNQ** (92.1 mhz) Sag Harbor, N.Y.—Granted app. to change ERP to 2.63 kw. Action June 29.

■ **WCTO** (94.3 mhz) Smithtown, N.Y.—Granted app. to make changes in ant. sys.; change ERP to 1.53 kw; change HAAT to 430 ft., and change ant. Action June 29.

■ **KOB-FM** (93.3 mhz) Albuquerque, N.M.—Granted app. to make changes in ant. sys. and change ant. Action June 28.

■ **WEBN** (102.7 mhz) Cincinnati—Granted app. to change ERP to 16.6 kw and change HAAT to 876 ft. Action June 28.

■ **WGTZ** (92.9 mhz) Eaton, Ohio—Returned app. to change TL; change ERP to 31.6 kw; change HAAT to 600 ft., and make changes in ant. sys. Action June 24.

■ **KYTT-FM** (98.7 mhz) Coos Bay, Ore.—Granted app. to change freq. to 98.7; change ERP to 25 kw, and change HAAT to 522.3 ft. Action June 28.

■ ***KLCC** (89.7 mhz) Eugene, Ore.—Granted app. to change ERP to 86.24 kw. Action June 25.

■ **WMC-FM** (99.7 mhz) Memphis—Granted app. to install aux. sys. Action June 29.

■ **KOXY** (94.1 mhz) Beaumont, Tex.—Granted app. to

change SL. Action June 22.

■ **KOOV** (103.1 mhz) Copperas Cove, Tex.—Granted app. to change ERP to 1.82 kw and change HAAT to 407.28 ft. Action June 28.

■ **KWWM** (98.3 mhz) Stephenville, Texas—Granted app. to change TL; change ERP to 100 kw; change HAAT to 800 ft., and change freq. to 105.7 mhz. Action June 28.

■ **KTYE** (99.3 mhz) Tye, Tex.—Granted app. to change ERP to 708 kw and change HAAT to 624.5 ft. Action June 29.

■ **WCNV** (107.9 mhz) Amherst, Va.—Granted app. to change SL. Action June 25.

■ **WPLZ** (99.3 mhz) Petersburg, Va.—Granted app. to change ERP to 3.0 kw. Action June 28.

■ **WPKX-FM** (105.9 mhz) Woodbridge, Va.—Returned app. to change TL; change ERP to 17.6 kw, and change HAAT to 671 ft. Action June 28.

■ **KATS** (94.5 mhz) Yakima, Wash.—Granted app. to make changes in ant. sys.; change ERP to 10.7 kw, and change HAAT to 820 ft. Action June 28.

■ **WAXX** (104.5 mhz) Eau Claire, Wis.—Granted app. to change SL. Action June 28.

■ **WZEE** (104.1 mhz) Madison, Wis.—Granted app. to change ERP to 9.42 kw. Action June 29.

■ **WROE** (94.3 mhz) Neenah-Menasha, Wis.—Granted app. to change ERP to 2.9 kw. Action June 29.

■ **KTAK** (93.9 mhz) Riverton, Wyo.—Granted app. to install aux. ant. Action June 28.

TV's

■ ***KLEP** (ch. 17) Newark, Ark.—Granted app. to change ERP to vis. 14.9 kw, aur. 1.49 kw and change HAAT to 530 ft. Action June 28.

■ **KTTY** (ch. 69) San Diego—Granted app. to change ERP to vis. 4,820 kw, aur. 482 kw; change HAAT to 1,952 ft., and change TL. Action June 29.

■ **WRIM** (ch. 2) Daytona Beach, Fla.—Granted app. to change SL. Action June 28.

■ ***WTTW** (ch. 11) Chicago—Granted app. to use formerly licensed main ant. as aux. ant. Action June 29.

■ **WZTZ-TV** (ch. 66) Marlborough, Mass.—Granted app. to change ERP to vis. 3,660 kw, aur. 366 kw, and change HAAT to 1,068 ft. Action June 29.

■ **KEKR-TV** (ch. 62) Kansas City—Granted app. to change ERP to vis. 1,950 kw, aur. 195 kw, and change HAAT to 1,120 ft. Action June 29.

■ **KIMO** (ch. 13) Anchorage—Granted app. to change ERP to vis. 39 kw, aur. 7.8; change HAAT to 87 ft., and change TL. Action June 29.

■ **KWBA** (ch. 12) Pembina, N.D.—Granted app. to change ERP to vis. 158 kw, aur. 15.8 kw; change HAAT to 1,400 ft., and change TL. Action June 29.

■ **WPMT** (ch. 43) York, Pa.—Granted app. to change ERP to vis. 2,159 kw, aur. 215.9 kw. Action June 29.

In Contest

ALJ Joseph Chachkin considered the following request:

■ **Dallas (Ideal Licensee Ltd.)**—Granted motion by Metroplex Broadcasting Company Inc., and added site availability issue against Ideal Licensee; granted motion by Ideal, and deleted air hazard issue designated against it (By Order, July 5; MM 84-75-76, 84-79-80, 84-82-84).

ALJ John H. Conlin considered the following requests:

■ **Baton Rouge, La. (Spondo Ltd. Inc.)**—Granted motion for summary decision and resolved air hazard and short-spacing issues in favor of Parish Family Television-Limited Partnership (By Order, July 9; MM 84-42-45).

■ **Olympia, Wash. (Olympia Broadcasting Co. Inc.)**—Granted joint motion by Three Cities PM Inc., Washington Wireless Inc., and Olympia Broadcasting Company Inc., and approved agreement, and dismissed apps. of Washington Wireless and Olympia (By MO&O, July 10; MM 83-939, 83-941-944).

ALJ Frederic J. Coufal considered the following requests:

■ **Las Vegas (Way of the Cross of Nevada)**—Granted petition by People of the Fire Ltd. and issues to determine whether Freedom Development Company failed to meet requirements of designation order for submission of evidence and to determine whether Freedom is technically qualified to be a licensee of the Commission (By MO&O, July 5; MM 84-328-334).

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WSTU-AM/WHLG-FM, Stuart, Florida, looking for experienced sales person with strong background in radio sales. Resume to General Manager, 1000 Alice Avenue, Stuart, FL 33494. EOE.

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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.

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Southeastern A/C FM needs creative personality. Must have experience, wit, and good writing skills. Good salary for the right person. Equal opportunity employer. Resume to Box W-118.

Multi-talented person needed — midday DJ, sports play-by-play. Great station. Send tape and resume to: WLBR, Box 1270, Lebanon, PA 17042. EOE.

Announcer with strong production abilities. Some light maintenance experience preferred, but not necessary. Send complete resume, tape and salary requirements with first letter: WJMC, P.O. Box 352, Rice Lake, WI 54868, attention Don Tobias, Program Director.

Morning drive announcer AC format. Two years experience preferred. Resume and tape to J. Harris, Box 7700, Ketchikan, AK 99901.

HELP WANTED TECHNICAL

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.

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.

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.

Upper Midwest AM-FM seeks strong chief engineer. Benefits include great staff, clean facilities and normal perks. Please send qualifications and requirements to Box W-110. EOE.

Chief engineer. Top-rated AM/FM combo, Sunbelt. Medium market. Salary negotiable. Must be dedicated self starter. EOE. Box W-114.

Midwest small market class C seeks highly motivated chief. Automation, maintenance, audio experience. Fast growing, ambitious group. Box W-129.

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

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.

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 Maller, 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 - small, strongly news-oriented Northeast station. Talk show interest or experience a plus. EOE. Resume to Box W-109.

Assistant radio news director. University of Florida. Assistant radio news director needed for commercial AM-FM station to supervise day-to-day operation of the largest radio news team in north central Florida. Position requires good organizational and reporting skills and a desire to work with and train journalism students. Minimum qualifications: Master's degree in broadcasting or journalism or similar related study & 1 yr. of radio broadcasting experience; or Bachelor's degree in broadcasting or journalism or similar related study and two years of radio news broadcasting experience. Starting salary: \$14,023, negotiable, commensurate with qualifications, plus excellent fringe benefits. Send complete resume and tape by August 3, 1984, to Mr. Jan Eller, Central Employment Center, 4th Floor Stadium, University of Florida, Gainesville, FL 32611. University policy is to conduct all searches in the open subject to the provisions of existing law. AA/EOE.

News director to teach, train, direct three person staff. News/talk station, university community. Contact George Lipper, WLRB, Macomb, IL. 309-833-5561.

WDBO newsradio 58 seeks drive time anchor. Must be strong story teller and writer who knows and understands radio news. Tapes and resumes to Wayne Weinberg, News Director, WDBO, 58 S. Ivanhoe, Orlando, FL 32804-6485. EOE.

New Illinois FM needs newperson who can handle short air shift and PBP. Salary plus benefits. 217-893-1535 after 3PM CDT, or write Dave Blumer, 1436 Kenneth Dr., Rantoul, IL 61866.

Working news and sports director. Also experienced production person. Dalton, Georgia area's only FM station. Experience desired. Send resume and references to: PO Box 738, Chatsworth, GA 30705. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

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.

Program director. If you have the "right stuff" to lead a progressive air staff on one of America's great medium market AM's, Southeast, send resume and salary requirements to Box W-112.

Announcer/producer with 2 years broadcast experience and classical music background (music degree preferred) welcome at top-ranked, noncommercial Charlotte, NC market radio station. Regular air shift, production, plus train and supervise student announcers. Good salary and benefits. Letter, resume and tape by August 3 to John Clark, WDAV, Davidson College, Davidson, NC 28036. EOE.

SITUATIONS WANTED MANAGEMENT

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 bell or Northeast areas. Will relocate. Contact Ted Smith, 97 Haverstraw Road, Suffern, NY 10901. 914-356-7060, eves. 914-357-9425.

Successful small market salesman hungry for management. 20 years radio. 9 sales. Nebraskan. Will relocate. 402-721-8300.

General manager, successful at turnarounds, sales-oriented, seeks medium, major market assignment. Confidential. Call 415-944-5396.

General manager. Presently 250,000+ market at 100,000 watt FM with AM combo. Solid ratings and sales track. 3 years at present station. Box W-94.

Ten years as sales manager, desires small or medium market GM or GSM opportunity. Know what's important, manage people, and relate to community. Would like to learn your market and excel with your station. Write Box W-106.

Looking for a GM with sales savvy? One who motivates with ideas and leads by setting the example? I'm looking for a turnaround challenge, medium market., Great Lakes, Midwest, South. GSM/sales pro with programming background, now ad agency owner, ready to make us both a lot of money the old-fashioned way—earning it! Box W-108.

My staff tries harder. Unique ability to mold a staff that enjoys working and succeeding. Set sales, ratings and profit records. Looking for long term association with a winner. Box W-115.

Experienced general manager who has built successful small market radio and television stations, literally from scratch, wants to bring family back to Ohio (or nearby). Christian, early thirties, presently employed. Box W-119.

Presently employed. GM. AM/FM combo, seeking move to larger market. Have recently stabilized present stations, and expect gross of \$600,000 this year. Have major and medium market experience in sales and sales management. No more growth potential with in present company. Box W-134.

Looking for the best? Aggressive, dependable sales manager from mid 50s market looking to forward career as SM or GM. Write Box W-138.

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.

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.

Unique combo - sports (anchor, talk, etc.) and sales. Successful track record in both. Five years experience. Prefer East Coast and Florida. 717-243-2529, or P.O. Box 15336, Harrisburg, PA 17105.

SITUATIONS WANTED ANNOUNCERS

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.

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.

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. PBP, copy and news, remote broadcasts and automation. Ready for new challenge. Bruce, after 2pm, 517-753-9171.

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.

Announcer, six years experience. Know all music; prefer country. Can do/will do production, PBP, news, programming. Know value of \$. Call Tony after 6 PM. EDT. 704-586-2919.

Wondering where all the professionals are? Have specialized in big band/jazz, yet I'm versatile and can offer something truly different. 619-563-5471.

Morning communicator, CHR/AC. Great production, sense of humor, four year team player. Victim of ownership change. Northeast preferred. All day parts. Possible part time. Call for T & R. Louie Manno, 203-599-5773.

Experienced, laid back, AC/MOR announcer looking for midday, midmarket, Midwest. 812-876-5932.

Excellent announcer. Network sound. Super production specialist 5 yrs. commercial experience. Will relocate. Tom, 919-832-4088.

Experienced announcer & sales seeks immediate job, Minneapolis-St. Paul. Write Box W-93.

Beautiful music announcer from Bonneville's KOIT, also KJOL, LA. Wants large market. 602-956-6677.

SITUATIONS WANTED TECHNICAL

Experienced, licensed engineer also wanting airshift at AOR FM in Sunbelt. Chris, 219—663-5453 mornings. CDT.

1st phone engineer/ DJ. SBE certified, operations, AM, FM, TV, remotes, recording. NYC metro. 212—846-2062.

2 top notch engineers available for rent by the day. Best guys in the business. Anywhere! 203—773-8072.

SITUATIONS WANTED NEWS

Experienced, employed sports director with daily commentary, talk show & PBP experience seeking position in major college or large professional mkt. Call Phil, 312—588-2379, 9 AM-noon CDT.

Skyrocketing sportscaster primed for Fall season. Why writer, hustling reporter, rousing announcer. Endless supply of adjectives and energy, never slumps. Seek college PBP or medium market, at least. Call Barry, 516—692-5188.

PBP/news. Small market radio and television PBP/announcing experience. Want medium college radio or television PBP position. AWT, 206 Maryville Lane. Pi-qua, OH 45356.

Sports fanatic/workaholic looking for small market position. Can write, anchor, PBP. Also DJ, production, traffic experience. College graduate. Call Dan, 312—335-0548.

Award-winning news director, Southwestern medium mkt., desires move to major mkt. as news director or anchor. Write Box W-3.

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.

Available now! Six year news/sports veteran with college degree. Seeking medium/major market position. Bruce, 813—349-0546.

Experienced newsmen seeks Minneapolis - St. Paul market. Excellent writer, organizer, and voice. Angelo, 212—338-8328, between 6PM - 7PM EDT.

Sports director. Seventeen years experience, Award winner. Looking for upward movement. Currently small-medium market. Excellent reporting, interviewing, talk-show skills; college-professional PBP. Box W-130.

Available now. Experienced news pro. Strong delivery, writing. Tape proves it. Excellent record. Will help you win. Write Box W-131.

Seasoned ND can bring consummate professionalism and a winning attitude to your news/talk operation as administrator, anchor. Stresses teamwork, actualities, street-reporting. Believes in leading by example. Major market experience. Box W-139.

TELEVISION

HELP WANTED MANAGEMENT

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.

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.

National sales manager. WANE-TV seeks aggressive, knowledgeable and skilled NSM. Agency selling experience a must. Team player may currently be a local AE or radio management person. A LIN station. Resumes to R. Bruce Cynar, GSM, WANE-TV, P.O. Box 1515, Fort Wayne, IN 46801. No calls. EOE, M/F.

Promotion manager for top-rated central California affiliate. Grow with group-owned sunbelt leader. Applicant must have station production/promotion experience; possess take-charge positive attitude coupled with sensitive people skills. Good writing a plus. Send resumes to KFSN-TV, 1777 G Street, Fresno, CA 93706. We are an equal opportunity employer.

HELP WANTED SALES

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.

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.

Regional sales position. WXGZ-TV, Wisconsin's fastest growing independent, is looking for an aggressive AE who wants to move up the independent ladder. We want a winner who can make things happen! Send resume or call: Mark Jollie, WXGZ-TV, Box 995, Appleton, WI 54915. 414-731-3232.

Local sales manager. Sales manager for number one station in market. Minimum of 5 years experience in broadcast sales or experience thereof. Send resume no later than July 30, 1984, to: Personnel, WTRF-TV, 96-16th Street, Wheeling, WV 26003. EOE.

Local sales manager—opening at group-owned ABC affiliate in 50th market. Position will go to the experienced manager who knows how to develop new business and salespeople. Reply in confidence. Attention: John Cottingham, GSM, WGHP-TV, 2005 Francis St., High Point, NC 27263. EOE.

National sales manager: #1 CBS affiliate, Sunbelt, seeks experienced professional with strong national and local sales background. Good research/communication skills a must. Resume, salary history, sales philosophy to WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. EOE.

HELP WANTED TECHNICAL

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.

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.

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.

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.

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.

Broadcast technician. Experienced engineer needed for operation and maintenance of television broadcast equipment. Minimum of two years advanced technical education or equivalent desired. Qualified applicants please send resume to Barb Davis, WDTN, Box 741, Dayton, OH 45401. An equal opportunity employer.

Engineer, television maintenance. Provides maintenance and technical support for all KUAT equipment and facilities, such as 1" Sony VTR's, Thompson ENG cameras and 3/4" VCR, Vidifont CG. Sony BVE-5000 editor, and Grass Valley switchers. Qualifications: successful completion of technical training at a trade or vocational school. Two years of the same kind of work experience. First or general FCC license desirable. Please send a letter of interest/resume to Employment Office, University of Arizona, 1717 East Speedway, Tucson, AZ 85721. Application/resume must be received by: August 10, 1984. AA/EOE.

Television engineer—immediate opening for experienced engineer capable of maintaining equipment, studio, transmitter and remote operation. Engineer must be able to perform maintenance and run good technical operation. Send resume to Box W-128.

Chief engineer with excellent maintenance record and proven administrative ability. South Texas VHF. EOE. Box W-103.

Graphics & design manager for PTV serving eastern New York/western New England area. Responsible for meeting graphics/design needs related to production and promotion activities and for maintaining consistent and cohesive visual image in print and on air. Requires 4 year degree in graphics design, photography, or related field, or equivalent experience. At least 4 years additional work experience including at least 2 in broadcasting and one year of supervisory experience. Send resume by August 10: Manager of Human Resources, P.O. Box 17, Schenectady, NY 12301. 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.

Assistant chief engineer with growth potential and good technical know-how for Gulf Coast VHF. EOE. Box W-104.

Television engineer—New England network affiliate seeking experienced engineer capable of maintaining studio and ENG equipment. Candidate should possess general radiotelephone license. If interested, send resume/salary requirement to Box W-116. EOE.

The Alaska Television Network requires chief engineer for capitol city single-station market. No phone calls. Resumes to KJUD, Box 669, Juneau, AK 99802. EOE/AA.

Chief engineer (broadcast engineer I). Reannounced. Supervise technical maintenance and operation of VHF, FM, microwave, satellite RO and production equipment and facilities for one of SDPTV and radio networks' major stations. Responsible for technical quality of KESD-TV/FM originations and working with statewide network technical staff in planning and maintaining equipment and facilities. Qualifications: Graduation from a college or university with a Bachelor's degree in electronics technology or applied electronics plus two years related experience in broadcast engineering; or an acceptable equivalent combination of training and experience. Minimum salary: \$18,512/12 months, plus university fringe benefits. Deadline: July 31, 1984, or until filled. Contact: David Leonard, Director, KESD-TV/FM, South Dakota State University, Pugsley Center, Box 2218B, Brookings, SD 57007-0894. SDSU is an AA/EEOE, M/F.

Production-minded engineer with sound technical qualifications and ability to train and supervise staff. South Texas VHF. EOE. Box W-105.

Hands-on chief engineer. Mid-Atlantic UHF affiliate—\$25-30,000, plus benefits. Replies confidential. Box W-121.

Maintenance technician with experience in Ampex Quad and 1", Helical, Sony 3/4", TBC's, and other related broadcast equipment such as GVG 1600 A/V switcher with automation, GVG router, etc. AAS degree preferred, FCC license preferred, two years broadcast maintenance experience. Salary commensurate with experience. Send resume and letter of interest to PBS, Attn: Sheila Ellington, 475 L'Enfant Plaza, SW, Washington, DC 20024. AA/EEOE.

HELP WANTED NEWS

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.

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.

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.

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.

News reporter and sports anchor. Valley's top-rated newscast needs a weekend sports anchor/producer, as well as a general assignment reporter three days a week. If you have a college degree, 2 years television news/sports experience, a strong writing background and lots of energy, don't call, but send your resume and tape to: Joanne Corliss, News Director, KFSN-TV, 1777 G Street, Fresno, CA 93706. We are an equal opportunity employer.

Co-anchor—#1 CBS affiliate, central Virginia, needs a solid co-anchor to complement our male co-anchor. At least 2 years TV experience required, including 1 year anchoring. Tape, resume and salary history to Terry Bynum, News Director, WTVR-TV, Richmond, VA 23230. EOE.

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.

Sports director—Looking for a dynamic personality to replace the best sports anchor this town has seen. Personality a must. You have to love hard work and long hours. Previous director did, now he's in the big time. If you can't develop sources, don't apply. Good sports town. Medium market net affil. Good opportunity. Resume and tape to WLEX-TV, Box 1457, Lexington, KY 40591.

Act now! Deadline: Aug. 6th. Anchor-reporter and sports reporter-anchor. If you have good conversational writing ability, with creative production and editing skills, and don't mind working weekends, we want to hear from you. Rush resume, tape, salary requirements to: Harvey Cox, News Director, WSLV-TV, Box 2161, 401 Third St. SW, Roanoke, VA 24009. No phone calls. EOE.

Top 40 market seeks 11 P.M. news producer. We need college degree; two years' experience. We offer great benefits and state of art equipment. Send resume to Box W-101. EEO.

Weathercasters needed. Send tapes and resumes to: Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

Two news photographers wanted. Gulf Coast network affiliate. Experience in ENG shooting/editing required. Resume and salary requirements to Box W-113.

Agent wanted: to represent sportscaster/attorney. Jerry Hermele, 202—632-7500; 703—549-6525.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

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.

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.

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/EEOE.

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.

PM Magazine co-host to work with current female co-host. Experience in television reporting, writing, producing and on-air required. Will produce story segments for program. Skills should include story conception, reporting, writing, editing. Send resume and tape to Executive Producer, PM Magazine, WFMY-TV, P.O. Box TV-2, Greensboro, NC 27420.

Television production dir. The largest and most profitable LPTV station in the country needs a production dir. Must have experience in all facets of 3/4" commercial photography and editing. Must be able to direct/switch newscasts, remotes and have a keen eye for promotion. Experience in managing people and time a must. Salary scale commensurate with qualifications. Send resume and 3/4" resume tape to: Channel 18, P.O. Box 837, Cumby, TX 75433. Attention: Robert Hilliard.

Promotion writer-producer—for top 20 independent station in Denver. Solid background in movies, program and news promotion. Strong copy-writing and production skills essential. Independent TV experience a plus. Resumes only to Creative Services Manager, KWGN-TV, P.O. Box 5222, Englewood, CO 80155. EOE.

Production manager wanted. Mid-South independent. Commercial writing and hands on production experience a must. Send resume and salary history to Box W-127. EOE.

Audience promotion producer. WPHL-TV, Philadelphia, looking for on-air promo producer. Must have considerable hands-on experience in writing and producing on-air spots, and general promotion experience. Send resume and reel to Clive Brash, WPHL-TV, 5001 Wynnefield Ave., Phila., PA 19131. EOE, M/F.

PM Magazine, top 30 market, has an opening for co-host to work with female co-host. On-air experience, television writing/reporting/producing required. EOE. Send resume with tape to Bev Moore, WCPX-TV, Box 66000, Orlando, FL 32853.

Promotion writer/producer. KYW-TV, Philadelphia, NBC's largest affiliate, Group W station, is seeking a staff writer/producer of on-air promotion in creative services dept. Candidates should send resume and sample reel of best work to: Ruth Matthews, Human Resources Dept., KYW-TV, Independence Mall East, Philadelphia, PA 19106. EOE.

Research director. KRIV-TV, Metromedia, Houston, Texas, seeks individual to direct all audience research projects for sales and programming. Position requires broadcast research experience. Agency background beneficial. Applicant should possess excellent communication and organizational skills for this position in a recently metered market. Submit resume with salary history to KRIV-TV, P.O. Box 22810, Houston, TX 77227, Attn: Personnel. EOE.

Southeast top 20 affiliate looking for smart, warm, energetic morning talk-magazine show host/interviewer. Talk or magazine show, experience a must. Send resume to Box W-102. EOE.

Production assistant with experience directing news. Mid-Atlantic UHF affiliate. Good salary and benefits. Resume to Box W-122.

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.

Manager, operations—all phases. Looking for opportunity to use my diverse talents at your station as manager-broadcast operations, station manager, or GM. 404-434-5317.

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 now. Pri- or medium mkt. experience. Call Jack, 914-783-4432.

Meteorologist, experienced with McKinnis-Skinner weathergraphics computer weather system, is available now. Stuart, 314-962-8419.

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.

Anchorman. Strong friendly manner. Authoritative voice and sharp appearance. Wide experience. Will move anywhere. 415-856-6602

Let a female meteorologist enhance your news team. Also interested in environmental reporting. Pat, 502-451-9614; 502-425-5899.

Who needs a tan this summer when you can get an award-winning feature/consumer/investigative reporter instead? Versatile, enthusiastic reporter, reporter/anchor, or show host. 219-486-5201.

Producer or similar management-oriented position sought by reporter/anchor now in top 40 market. Ten years TV-radio. Strong writer, editor. Proven hustler. 315-547-5428.

Experienced NY area sports voice looking to make jump to TV in small/medium market. Call Jim 212-836-5046.

Successful top 50 anchorman desires evening anchor position. 14 years experience including top five market reporting. Track record. Box W-99.

Anchor/reporter must relocate. Station sold. Another small or medium market OK. Good administrator. Seasoned pro. Politics, features, human interest. Award winner. Box W-111.

Meteorologist seeking weekday position in medium or major market, preferably Southeast. Experienced small, large markets. Box W-117.

Reporter/lawyer. Woman with 2 years television experience seeking reporter job in mid or larger size market. Professional and hard working. 805-569-1775, or Box W-120.

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.

Experienced college grad seeks production/promotion position. Creative editor, knowledgeable in studio and field production. Gene Langenberger, 625 Homestead Rd., Brielle, NJ 08730. 201-528-5852.

Launch a career! College graduate with internship experience seeks entry level production position. Extremely creative with good writing skills. Will relocate anywhere, do anything. Please call collect 717-824-0759, or write Christopher Cefaly, 129 Brown St., Ashley, PA 18706.

Producer/director with national credits. Desires a new opportunity with a creative challenge and high goals. Box T-20.

CABLE

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Cable television coordinator for City of Takoma Park, Maryland. Responsible for development of municipal government and community programming. Experience required. Apply to City Administrator, City of Takoma Park, 7500 Maple Avenue, Takoma Park, MD 20912. Deadline: August 1. AA/EOE.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Director of development - Broadcasting Service at SIUC. To implement and manage development department for two PBS stations and an NPR affiliated FM station. Must have 3-5 years experience in PBS related activities, to include experience with CPB, NPR, NEH and NEA. Demonstrated abilities at successful fundraising campaigns. Master's degree preferred. Deadline for application: 8/1/84. Letter of application with three professional references to: Development Search Committee, Broadcasting Service, Communications Bldg., Room 1048, Southern Illinois University, Carbondale, IL 62901. Southern Illinois University is an equal opportunity/affirmative action employer.

Journalism/PR pro with knowledge, contacts in broadcasting, cable, satellite. Small Los Angeles editorial/PR firm. Send resume, salary requirements to Box W-137.

HELP WANTED PROGRAMING, 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.

Broadcast faculty position beginning September, 1984. Teach mass media, television production, film and related courses. Responsible for AV activities and assistance to FM radio station. Doctorate preferred; MA in broadcasting area required with professional experience desired. Salary and rank dependent upon qualifications and experience. Send resume by August 10 to Director of Personnel, Centenary College, 400 Jefferson St., Hackettstown, NJ 07840. AA/EOE.

SITUATIONS WANTED MANAGEMENT

Familiar with broad range of telecommunications ventures from both legal and business perspectives. Areas of expertise include cable TV, telephone, cellular radio, MMDS, DBS, teletext, and videotex. Experience includes 3 years in professional administration and 2 1/2 years as college telecommunications instructor. Dave Willinski, 201-444-4661. 103 Summit Avenue, Waldwick, NJ 07463.

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.

JVC CR-83004 or complete 3/4 editing system. Audio board, audio cart machines, reel to reel machine. Turkey Productions, 805-927-5422.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

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.

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.

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.

Sono-Mag automation system: DP-1 brain, DS-20 digital switcher, 4 Otari ARS 1000, 6 carousels, 1 playback cartdeck, all racks, etc. included. System currently in use. Call Lance Armer, 316-278-3717.

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.

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.

235 foot self-support, heavy duty galvanized AM/FM tower. Four leg insulators included. Down and stored. \$9,000. Dex Card, WLIP, Kenosha, WI. 414-694-7800.

Harris Automation System 90—Features 3,600 program events with look-ahead monitor. Complete with logging encoder/decoder, 4-ITC 750's, 3-IGM 48-tray instacarts (mono), 5-IGM 78-tray go-carts (stereo), 2 control consoles, TI printer. Call Greg Hurst, 317-927-4200, for a very versatile live-assist or complete automation system.

Guaranteed videocassettes! Broadcast quality 3/4" U-matic tapes in albums or shippers. Reprocessed, Chyron evaluated, cleaned, delabeled, erased and fully guaranteed. All lengths, brands and sizes available. Fast, free delivery. Carpel Video, Inc. Call collect, 301-845-8888.

Mobile van. 30 ft. GMC with power tail gate, 25 kw power plant, 5 tons air conditioning, camera perch, storage, 6 RCA roll & lock racks, 17,800 original miles. Excellent condition. \$28,500. Call H. Mumme 915-533-1414.

Used broadcast TV equipment. Hundreds of pieces wanted & for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

Datatron edit system. Tempo 7650 system set up for use with two HR-200s and one BVH-1100. Has all bells and whistles. System includes three readers and one generator. New condition. \$15,500. Call H. Mumme, 915-533-1414.

FM 40kw RCA 40E-1 (2-20E-1 into combiner.) 2 BTF 15A solid state exciters. Avail. now. Besco International, 214-630-3600.

FM transmitters: 25 KW, 15 KW, 10 KW, 5 KW, 1 KW. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

Radio programming wanted. Syndicator will distribute your quality programming. Send demo ASAP: Box 7339, Newport Beach, CA 92660.

RADIO

Help Wanted Programing,
Production, Others

Production Professional

Top New York City contemporary station is seeking an experienced Production Professional for a challenging production/continuity position.

This position will be responsible for coordinating all station production for sales/programming. The successful candidate must have extensive copywriting experience for retail sales, excellent voice-over capability, complete knowledge of four-track studio operations and continuity department administration.

If you are looking to make your creative mark in New York with a top notch operation, send your demo reel and resume including salary requirements to: BOX 716 B, Suite 1501, 50 E. 42nd Street, New York, NY 10017. An Equal Opportunity Employer m/f/h/v.

Help Wanted Sales

Sales

ACCOUNT EXECUTIVE

An Outstanding Opportunity . . .

. . . with Arbitron's Chicago office. Fast growing recognition and acceptance of our broadcast research services has generated an exceptional opportunity for an account executive to join our radio sales department. This is a chance to view the radio industry from a totally new and exciting perspective.

The person we are seeking should have at least 3+ years experience in radio station sales. You should be a self-starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer an excellent starting salary and incentives, generous and comprehensive fringe benefits, and an atmosphere conducive to professional advancement.

To explore this unusual opportunity, send your resume with salary history, in confidence to:

**Joe Buys
The Arbitron
Ratings
Company
A Control
Data Company
1807 Tribune Tower
Chicago, IL 60611**

An affirmative action employer

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

Situations Wanted Management

GSM

Radio & TV. Seeks move West. Exp. turnaround game plan. Will bring 2 top billers. Hurry - act now! Box W-123.

Situations Wanted Announcers

FLORIDA SITUATION WANTED

Announcer. News. Telephone talk personality. Sales. Twenty successful years experience local and network radio/TV. Permanently relocated Florida. Desire Dade, Broward, Palm Beach or Martin County. Write Box W-133.

Situations Wanted News

SPORTSCASTER +

Veteran major college PBP. Also good at programing, music, news, production, DJ. Seeking quality operation where I can stay. 17 yrs. in business. Excellent track record. Lee Burdorf, 314-867-3011.

TELEVISION

Help Wanted News

NEWS WRITER/ PRODUCER

For TV news feature production company in Bergen County, NJ. Competitive salary. Please call 800-922-0090.

Help Wanted Technical

MAINTENANCE ENGINEERS

The #1 station in Miami is seeking two qualified studio or ENG engineers to be involved in the renovation and maintenance of our technical facilities. Only experienced maintenance people need apply.

Send resume to Don Hain, Chief Engineer, WPLG-TV, 3900 Biscayne Blvd., Miami, FL 33137. EOE.



MANAGER WNBC-TV

NEWS GATHERING FIELD OPERATIONS

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,
Suite 1678,
30 Rockefeller Plaza,
New York, NY 10020

NBC is an equal opportunity employer



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:

DICK ADAMS
WCIA-TV
PO BOX 777
CHAMPAIGN, IL 61820

ART DIRECTOR!

Inspire.
Lead.
Imagine.
Manage.
Contribute.
Dazzle
Win.

Contact: H. Brian O'Neill, KYW-TV,
Group W, Independence Mall East,
Philadelphia, PA 19106. EOE

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.

Help Wanted Management

TOP MARKET PROMOTION POSITIONS, RADIO & TELEVISION

Tribune Broadcasting Company continues to grow. If you're a promotion producer or manager with at least five years experience in either radio or television, there could be an opportunity for you. EOE. Send tape and resume to Jim Ellis, Director of Creative Services, 435 N. Michigan Avenue, Chicago, Illinois 60611.



**TRIBUNE
BROADCASTING**
Company

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.

RESEARCH PROJECT MANAGER

Experience in the design and supervision of television research projects from definition of problem to analysis and recommendations.

RESEARCH ANALYST

Experience in the analysis of television ratings.

We're expanding our Atlanta-based research group that serves SuperStation WTBS, Cable News Network and CNN Headline News. Areas of research include programming, cable sales and marketing, audience measurement and qualitative survey research. You'll need a background in television research, excellent quantitative and writing skills, analytical aptitude and self-motivation.

Please send letter and resume to: **TERRY SEGAL**
 Director of Research
 Turner Broadcasting System
 1050 Techwood Drive, N.W.
 Atlanta, GA 30318

EOE



M/F

Situations Wanted News

ABC Talk Host

Radio/TV journalist. Strong, credible, opinionated, highly controversial, **does his homework**. Solid numbers men/women. Are you ready to accept the challenge? Box W-126.

Employment Service

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We have jobs for:

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Male & female. All size mkts. Coast to coast. **NATIONAL** makes the presentation for you! For complete details & registration form, send \$1 postage & handling. Let **NATIONAL** help you!

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The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly, over 10,000 yearly! All market sizes, all formats. Openings for DJs, PD's, salespeople, news, production. 1 wk. computer list, \$6. Special bonus: 6 consecutive wks., only \$14.95 — you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.** Money back guarantee!

Consultants

WANTED: RADIO NEWSPEOPLE

On the way up? Let a Chicago news pro (former AM-FM-TV news director with network reporting and university teaching experience) critique your radio newscast audition tape and offer valuable advice on content, delivery, voice, etc. Send cassette (no reel-to-reel or carts) and \$30 fee: The News Critique Company, 664 N. Michigan Ave., Suite 1010, Chicago, IL 60611.

Business opportunities

SYNDICATOR RELATIONSHIP WANTED

A growth media brokerage/consulting firm seeks to develop a close relationship with an established syndicator (preferably a syndicator with knowledge of the broadcast industry). There are several possible immediate programs for syndication services, but, more importantly, the new firm is seeking to establish a long-term business relationship. Those with interest write or phone J.R. Cosgrove, First Continental Group, P.O. Box 835, Danville, IL 61832-0835. 217-446-3080.

Help Wanted Sales

TV ACCOUNT EXECUTIVE

K*USA-TV, Denver, Colorado's #1 TV station, has an opening for an account executive. Applicants should have some TV sales experience and a strong aptitude for new business development. Please send resumes to:

**Rod Bacon
VP-Sales Manager
K*USA-TV
1089 Bannock St.
Denver, CO 80204
303-893-9000**

K*USA-TV, an ABC affiliate, is a Gannett Broadcasting group station and an equal opportunity employer.

BROADCAST MARKETING SALES EXECUTIVE

We're the nation's fastest growing broadcast marketing and commercial production specialists, located in Boston, and we're looking for a sales representative with experience in selling syndicated radio and TV campaigns. If you're aggressive, experienced, and looking to work and grow with a dynamic company, send your resume to Box W-124.

CLIENT SERVICE REPRESENTATIVE

SAN FRANCISCO OFFICE

Arbitron, one of the nation's leading radio and television audience measurement firms, has an entry level position available which requires a college degree or equivalent work experience. TV station sales experience preferred. Duties will include extensive telephone contact and correspondence with clients. If you are qualified, send resume with salary requirements to:

**Dennis Spragg
The Arbitron
Ratings Company
A Control
Data Company
One Maritime Plaza
Suite 720
San Francisco, CA 94111**

Miscellaneous

ATTENTION LAWYERS

Now is your chance to file for AM, FM, & TV stations by bartering legal services. We will trade high quality engineering for your legal work. Everyone wins!! Call 800-368-3238 (or 800-542-2224 in DC & VA). Ask for extension #4, or write Box R-4.

ATTENTION TV STATION MANAGERS

Put a big city sound in your announce booth. Have all or part of your schedule recorded by a nationally known freelancer and returned by overnight mail. Details and demo reel available. Write Box W-107.

ALLIED FIELDS
Help Wanted Technical

COMPUTER ENGINEER

Our fast growing company, building computers for the broadcast industry, is looking for a video engineer to assist in manufacturing and testing in the following areas: assure computer video output conformance to broadcast specifications and direct interfacing computer video to broadcast and video production facilities. Must have two to five years video experience with knowledge of both NTSC and PAL systems. Send resumes to: ColorGraphics, 5725 Tokay Blvd., Madison, WI 53719, Attention Roy Podolak.

Public Notice

PUBLIC NOTICE

Applications for cable television license. Lanesborough, Massachusetts. The Town of Lanesborough, Massachusetts, will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until September 24, 1984, 4:00 p.m. Applications must be filed on the Massachusetts CATV Commission Form 100 & must be accompanied by a \$100 non-refundable filing fee, payable to the town of Lanesborough. A copy of the application shall also be filed with the Mass. CATV Commission. All applications received will be available for public inspections in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Board of Selectmen, Newton Memorial Town Hall, Post Office Box D, Lanesborough, MA 01237.

For Sale Equipment

1 Microtime Digitrol #2

comes with 2 machine interfaces, tone generator and cabinet. For information, call Chief Engineer, 716—773-7531.

**TWO SONY
 BVP 300 CAMERAS**

with 14 X 1 Fujinon lenses, rear focus & zoom controls, studio viewfinders, paint boxes, batteries, & filters. Excellent condition. \$38,000. Write Box W-97.

Wanted to buy Stations

**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 Yellowpine 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.

Wanted to buy Stations Continued

**Radio stations
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If you've been thinking about putting your radio property on the market, talk to us first. We're a New York-based broadcasting company looking to acquire quality properties.

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1-212-686-6220

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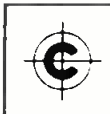
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192 Lexington Avenue, New York, New York 10016

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For Sale Stations



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STATION

CONTACT

S	Top 100AM/FM	\$1,450K	\$400K	Brian Cobb	(404) 458-9226
Rkys	Sm AM/FM	\$695K	\$150K	David LaFrance	(303) 534-3040
TX	Med AM-FM	\$1050K	\$250K	Bill Whitley	(214) 680-2807
MW	Med AM-FM	\$650K	\$250K	Peter Stromquist	(312) 580-5778
FL	Met FM	\$1,100K	\$500K	Randall Jeffery	(305) 295-2572
S. Cal	Med AM	\$975K	\$225K	David LaFrance	(303) 534-3040
MW	Sm AM	\$350K	\$100K	Ernie Pearce	(615) 373-8315
GA	Sm AM-FM	\$500K	\$100K	Bob Thorburn	(404) 458-9226
NE	Sub AM	\$499K	Trms	Ron Hickman	(401) 423-1271
SE	Med AM	\$300K	\$90K	Mitt Younts	(804) 355-8702

For information on these and our other available stations, or to sell, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404—458-9226.



R.A. Marshall & Co.

Media Investment Analysts & Brokers

Bob Marshall, President

Independent TV with recently expanded coverage of top 100 market. \$3.6 million cash.

R. A. Marshall & Company will soon offer direct data transmissions to selected clients with computer communication links.

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ABC-TV AFFILIATE, TOPEKA

The Topeka, Kansas ABC television affiliate will receive formal offers at the directive of the court this week. E. L. "Corky" Cartwright and Bill Lochman of Chapman Associates will be at the Holiday Inn-West, Topeka, on Wednesday, July 25, through Friday July 27, for the purposes of showing the station and assisting in the formulation of offers. All offers must be in the hands of the court by July 30. For an appointment or preliminary information, contact Cartwright or Lochman:

CHAPMAN TV

- E. L. "Corky" Cartwright (303) 740-2224
- Bill Lochman (816) 254-6899
- Holiday Inn West, Topeka (913) 272-8040

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NJ	AM	\$700,000	30%
SC	AM	\$230,000	20%
IN	AM/FM	\$500,000	20%
CO	FM	\$30,000	downpayment
AL	AM	\$25,000	downpayment
MO	FM	\$50,000	downpayment
AR	AM	\$50,000	downpayment
MI	AM	\$35,000	downpayment
NC	AM	\$25,000	downpayment

P. O. Box 1714
Spartanburg, SC 29304 803/585-4638

H.B. La Rue

Media Broker

RADIO-TV-CATV-APPRAISALS

- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

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Radio/TV Brokers specializing in Western Properties.

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Major market suburban 5 kw clear channel AM awaiting CP for power increase and fulltime; FM possible under Docket 80-90. Mostly new equipment; recently renovated studios, offices. Priced at \$900,000 (\$300,000 in cash for "S" corporation stock, approximately \$600,000 in attractive terms/debt assumption) based on potential revenues. Proof of industry and financial qualifications required with response.

Write Box W-91.

WESTERN OKLAHOMA

AM/FM combo (class C) in heart of oil and gas rich Anadarko basin: Owner wants out at \$575,000, including real estate. Brokers protected. Mr. Kimyon, 1475 Manley Lane, Napa, CA 94558. 707-944-2727.

TEXAS AM/FM

Exceptional opportunity in dynamic city. Class C with solid AM companion. Good facilities with real estate. Profitable. \$2,750,000. Media Investments, Inc., Box 820532, Dallas, TX 75382. 817-656-2000.

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Horton & Associates



MEDIA BROKERS/APPRAISERS

CLASS B FM in metro area of over 2 million people. A real growth opportunity at asking price of \$1.8 million. Terms to qualified buyer. Contact Keith Horton at Elmira office.

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For Sale Stations Continued

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Class A FM in market of 1/2 million with growth rate of 11% in two years. Tremendous potential! \$650,000. with \$250,000 down and good terms. Includes valuable real estate. Call "Doc" Horton, 512-781-5528.

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Television construction permit for sale in top 25 market. All replies held in strict confidence. Write Box W-100.

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PROFITABLE CLASS A FM

Excellent growth remaining in this positive cash flow radio property. New owner could double value of property by simple exploitation of market potential available for capture. Located in larger Midwest market. Priced to sell at \$650,000. Box W-125.

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Only station in county. Owner must sell due to health. Terms may be available.

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Only AM for 60 miles in all directions in community of over 5,000. A real money-making opportunity for an owner with small market savvy. Financially qualified buyers only. No brokers, please. Box W-132.

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1000 watt AM station, single market. Real estate, owner financing, asking price \$160,000, downpayment \$30,000. 803-585-4638.

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At last, one stop for acquisition and management help. Experienced professional, reasonable rates. Barry Skidelsky, 132 E. 45th St., 12C, NY, NY 10017. Call 212-370-0130.

TEXAS

Only FM in booming small Texas city - (retail city sales up 54% last 12 months!) Unlimited growth potential - perfect central location. Major network affiliated. Appraised at \$450K - immediate sale only \$350K. Really a great opportunity. Call now Jamar Rice Co., 512-327-9730. 950 West Lake High Drive, Austin, TX 78746.

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Growing market. Growing revenue, and fine facilities. A cash stream and good terms. Just 1 of 17 NW stations. The William May Company, P.O. Box 20368, Seattle, WA 98102. 206-328-6200.

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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

Gordon King, executive VP, Post-Newsweek Stations, Washington, also elected VP of parent, The Washington Post Co., with responsibility for administration of company's accounting and financial operations.

Charles Sherman, president and general manager, Forward Communications' WTRF-TV Wheeling, W. Va., named to same position at co-owned WRAU-TV Peoria, Ill. **James Squibb Jr.**, local sales manager, WTRF-TV, succeeds Sherman.

David Barrett, general manager, WBAL(AM)-WYY(FM) Baltimore, named VP of parent, Hearst Corp.

Charles Earls, general manager, KBOA(AM)-KTMO(FM) Kennett, Mo., resigns.

Carl Rogers, VP, station operations, KTPX(TV) Odessa, Tex., and co-owned KWAB(TV) Big Spring, Tex., named general manager. **Dave Orrell**, general sales manager, KTPX and KWAB, named assistant general manager.



Rogers



Murray

Lou Murray, general sales manager, RKO-owned WHBQ(AM) Memphis, named VP and general manager, succeeding Ron Thompson, named VP and general manager of co-owned KHJ(AM) Los Angeles ("Fates & Fortunes," July 9).

Betty Mastick, general manager, WDXI(AM) Jackson, Tenn., named VP of parent, Community Service Broadcasting.

Margaret Dempsey, general sales manager, Entercom-owned KTAC(AM)-KBRD(FM) Tacoma, Wash., joins co-owned KKSS(AM)-WAYL(FM) Minneapolis-St. Paul as VP and general manager.

George Dubinetz, VP and general manager, WJJD(AM)-WJEZ(FM) Chicago, retires, effective when Infinity Broadcasting Corp. takes possession of station from Plough Broadcasting at end of this month.

John Tallero Jr., VP, Americom Advertising, Lansing, Mich., joins WFSL-TV there as general manager. **William Shipley**, program director and film and tape editor, WFSL-TV, named operations manager.

Holland Cooke, program director, WSNE(FM) Taunton, Mass., joins WTOP(AM) Washington as operations manager.

Appointments, national division, Warner

Amex Cable Communications, Dublin, Ohio: **Joel Rudich**, VP, central region, Cleveland, to VP, administration; **S.A. (Bud) Renard**, VP, Southern region, Atlanta, to VP, Eastern operations, and **C.W. (Bill) Grinstead**, VP, Pacific region, Los Angeles, to VP, Western operations.

Theodore Racz, director of sales and marketing, Group W Cable, New York, joins Cablentertainment, Edison, N.J., as VP, system marketing.

Juliet Reising, accounting manager, Cox Cable Communications, Atlanta, named controller.

Gary Chapman, general manager, WLNE(TV) New Bedford, Mass., named director of broadcasting for parent, Freedom Newspapers Inc. **John Quinlan**, general sales manager, WLNE, succeeds Chapman.

Deborah McLaughlin, general sales manager, KDKA(AM) Pittsburgh, joins NBC Radio Network and Talknet, New York, as director, affiliate relations.

Keith Kelly, business manager, WJXT(TV) Jacksonville, Fla., named VP.

Michael Broom, human resources consultant, joins WJZ-TV Baltimore as human resources manager.

Marketing

VP's elected senior VP's, SSC&B, New York: **Rudy Bechtel**, management supervisor; **Alan Colello**, executive art director; **Carl Kotheimer**, director of media management; **John Lerch**, associate creative director; **Paul Nye**, executive art director, and **Joseph Sheslesky**, executive art director. Elected VP's: **Linda Emanuel**, account supervisor; **Sandra Lewit**, account supervisor, and **Morgan McKeown**, personnel manager.

Ronald Kaatz, senior VP and director, media resources and research unit, J. Walter Thompson USA, Chicago, named U.S. di-



Kaatz



Warrens

rector of media concepts. **Robert Warrens**, VP, media research director, JWT, Chicago, succeeds Kaatz.

John Cross, deputy creative director, Compton Advertising, New York, and **Erica Ress**, copy supervisor, Epstein Raboy Advertising, New York, join Dancer Fitzgerald Sample there as VP's, creative group heads.

Richard Meyer, general manager, Anheuser-Busch sports group, D'Arcy MacManus Masius, St. Louis, named VP.

Simon Marlow, deputy manager, McCann-Erickson, Rome, named senior VP, management representative, New York.

Peggy Healy, VP, area business manager, Young & Rubicam International, New York, named senior VP and business manager for Dentsu Young & Rubicam Worldwide there.

Leslie Trinite Clark, copywriter, and husband, **Charles Clark**, senior art director, Chiat/Day, Los Angeles, join Siddall, Matus & Coughter, Richmond, Va., as senior copywriter and director of creative services, respectively.

Robert High, director of client services, Marsteller, New York, named senior VP.

Robert Roth, from own firm, Roth International, Oak Brook, Ill., joins HBM/Creamer, New York, as director of international operations.

Larry Santapaola and **Gerry Murphy**, from Grey Advertising, New York, join Horizon/Meamco advertising agency, New York, as associate creative director and creative supervisor, respectively.

Reynolds Leutz, network negotiator, Ogilvy

When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

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Experts in Executive Placement
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NEW YORK, NY 10019
(212) 977-3580

& Mather, Chicago, named network supervisor.

Anne Rodenberger, media estimator, Kalish & Rice, Philadelphia, named media estimator supervisor.

Lewis Kuperman, producer, Foote, Cone & Belding, New York, named senior producer.

Rachel Ryan, from Ogilvy & Mather Direct, New York, joins BBDO Direct there as account manager.

John Gibson, from Campbell-Ewald Co., Detroit, joins BBDO/Detroit as creative plans manager.

Martha Mick, media planner, Campbell-Mithun Advertising, Chicago, joins D'Arcy MacManus Masius, St. Louis, in same capacity.

Tom Shallbetter, VP and creative director, LaBelle & Shallbetter, Minneapolis, joins Red Barron Advertising, Minnetonka, Minn., as VP.

John Washington, director, advertising sales, Nickelodeon, Warner Amex Satellite Entertainment Co., New York, named VP, advertising sales.

Appointments, Torbet Radio, Atlanta: **Lou Mahacek**, senior VP, Southern divisional manager and manager of Atlanta office, resigns to operate WXBM-FM Milton, Fla., which he recently purchased; **Don Hart**, member of Torbet sales staff, Atlanta, to regional manager; **Mark Mayfield**, from D'Arcy MacManus Masius, Atlanta, and **Tricia Post**, from J. Walter Thompson, Atlanta, to account executives.

Bob Fogarty, general sales manager, CBS-owned WCAU-TV Philadelphia, joins CBS Owned Television Stations National Sales, New York, as director, Eastern sales. **Tom Capaldi**, account executive, CBS Owned Television Stations National Sales, Detroit, named sales manager.

Carol Asch, art director, Backer & Spielvogel, New York, joins The Bloom Agency there as art director.

Bob Wyatt, senior art director, Weitzman, Dym & Associates, Washington, joins Needham, Harper & Steers there in same capacity.

Gary Corbitt, research director, Post-Newsweek's WJXT(TV) Jacksonville, Fla., assumes additional responsibilities as research coordinator for all Post-Newsweek stations.

Michael Weinstein, from WMMR-FM Philadelphia, joins Blair Radio there as marketing manager.

Art Breyfogle, advertising manager, Fresno Cable TV, Fresno, Calif., joins Monterey Peninsula TV, Monterey, Calif., cable system, as advertising sales manager.

Tom Mallonee, senior copywriter, Ehrlich-Manes, Washington, joins Abramson Associates there in same capacity.

Diane Restaino, media negotiator, Cash Plus, Minneapolis, joins Harrington, Righter & Parsons there as account executive.

Eden Lucas, sales assistant, McGavren Guild Radio, Los Angeles, named account executive.

Susan Love, from Eastman Radio, New York, joins ABC Youth Radio Networks there as

account executive.

Janice Marin, account executive, Nationwide Cable Rep, Cleveland, named West Coast national advertising manager, based in Marina del Rey, Calif.

Carol Grabowski, reporter, *Bridgeport* (Conn.) *Telegram*, joins Creamer Dickson Basford, Providence, R.I., as account executive.

Deborah Nance, free-lance writer, joins WarrenAndersonAdvertising, Davenport, Iowa, as senior copywriter-broadcast producer.

Richard Wexo, general sales manager, WPLG(TV) Miami, named VP, sales and marketing.

Linda Forem, local sales manager, KLAK(AM)-KPPL(FM) Denver, named general sales manager.

Jerry Ryan, sales manager, ABC-owned WLS-AM-FM Chicago, joins co-owned KIXX(FM) Denton, Tex., as general sales manager. **Jack Johnson**, account executive, WLS-AM-FM, succeeds Ryan.

Lynn Fairbanks, general sales manager, WJXT(TV) Jacksonville, Fla., named VP.

Steve Gigliotti, local sales manager, WCBS-TV New York, named general sales manager.

Cathy Meloy, general sales manager, KIMN(AM)-KYGO(FM) Denver, joins WBAL(AM)-WYYY(FM) Baltimore in same capacity.

Shelley Hobson, promotion manager, WDSU-TV New Orleans, named to newly created position of director of marketing.

Kathi Hanscom, member of sales staff, WHOM(FM) Mount Washington, N.H., named director of co-op advertising.

Appointments, WOWK-TV Huntington, W.Va: **Billie Sue Graybeal**, national sales manager, to general sales manager; **Frema Dixon**, member of traffic department, to traffic director, and **Tammie Buches**, national sales secretary, to traffic supervisor.

Pamela Thomas, regional sales manager, KYTE(AM)-KRCK(FM) Portland, Ore., named national sales manager.

Jack Marsella, from WNTS(AM) Indianapolis, joins WIBC(AM) there as local sales manager.

Nancy Myers, traffic manager, WMRE(AM) Boston, named account executive.

James Wall, account executive, WFSL-TV Lansing, Mich., named local sales manager. **Michael Danaher**, from WXMI(TV) Grand Rapids, Mich., joins WFSL-TV as account executive.

Andreas Osthoff, account executive, Roney & Co., Cleveland brokerage firm, joins WKYC-TV there as account executive.

Brian Wikle, recent graduate, Ball State University, Muncie, Ind., joins KENO(AM)-KOMP(FM) Las Vegas as account executive.

Doug Lawrence, account executive, WLS-TV Chicago, joins WFAA-TV Dallas in same capacity.

Bill Martin, account executive, *Sacramento* (Calif.) *Magazine*, joins KXTV(TV) there in same capacity.

Robin Prince, from WFAA-TV Dallas, joins KHOU-TV Houston as local account executive.

Cyndi Trammell, account executive, KLOV-AM-FM Loveland, Colo., joins KCOL-AM-FM Fort Collins, Colo., in same capacity.

Debra Pando, account executive, WKSW(FM) Cleveland, joins WKYC-TV there in same capacity.

Programing

Nikolas Davatzes, president and chief operating officer, Arts & Entertainment, Hearst/ABC-RCTV, New York, named president and chief executive officer.

Joe Wizan, president, 20th Century Fox Productions, Los Angeles, resigns to return to independent production. Wizan, former president of CBS Theatrical Films, had succeeded Sherry Lansing in 20th Century post in January 1983 (BROADCASTING, Jan. 17). Independent producer **Lawrence Gordon** will succeed Wizan with expanded title of president of 20th Century Fox Motion Picture Group.



Mazzeo

Guy Mazzeo, director general/general manager, CBC Enterprises, Canadian Broadcasting Corp., Toronto, joins Blair Enterprises, New York, as executive VP, responsible for expansion of international sales operations.

Jane Wolf Eldridge, attorney, private practice, Los Angeles, joins 20th Century Fox Film Corp. there as associate director, business affairs, telecommunications division.

Sallijane Sluder, director, home market division, Marquee Television Network, Washington, named marketing director.

Elizabeth Rockhill, executive secretary, administration, Columbia Pictures Television, Los Angeles, named manager of TV administration.

Don Joyner, VP, sales, and director of marketing, Superchannel, Toronto, joins First Choice, Toronto, as VP, sales.

Michael Clark, VP, network sales, Viacom Productions, Los Angeles, joins Primetime Entertainment there as director, development, West coast, and West Coast representative for London Weekend Television.

Tobe Snow, marketing representative, non-commercial KCTS-TV Seattle, joins Public Broadcasting Service, Washington, as development consultant for its National Narrowcast Service. NNS, scheduled to begin in early 1985, will deliver educational programs via satellite. **Michael Patterson**, coordinator of program planning, noncommercial WNET(TV) New York, joins Public Broadcasting Service, Washington, as assistant director, program business affairs.

Theodora Sklover, president, TKS Associates, New York production and consulting firm, joins Modern Telecommunications Inc., New York television production facility, as marketing and development consultant.

Dan Harrison, national sales manager, inde-

pendent stations division, Seltel, New York, joins Almi Television Productions there as director of syndicated sales.

Janet Brown, from Sacred Heart, St. Louis, syndicator of radio and television programming, joins World Events Productions there as director of affiliate relations.

Deborah Handelman, from entertainment law firm of Silverberg, Rosen, Leon & Behr, Los Angeles, joins Embassy Home Entertainment there as contract administrator.

Patricia McMillen, senior producer, *Donahue*, Multimedia Entertainment, Chicago, named executive producer, to succeed Richard Mincer, named VP, program development, Multimedia Entertainment ("Fates & Fortunes," July 16).

Linda Kahn, national affiliate marketing manager, Warner Amex Satellite Entertainment Co., New York, named director of acquisitions, Nickelodeon.

Lynn Hamilton, from Cox Cable, Atlanta, joins The Weather Channel there as affiliate manager, central region.

Marcia Daniel, acting program director, WDSU-TV New Orleans, named program director.

Leonard DePanics, national topical story producer, Newscope, Los Angeles, joins WCPX-TV Orlando, Fla., as production manager.

Hugh Price, senior VP, director, metropolitan division, noncommercial WNET(TV) New York, named senior VP, director of national division, responsible for national program production and acquisition.

John Rhadigan, from WJBK-TV Detroit, joins WJRT-TV Flint, Mich., as sports director. **Fred Heumann**, sports reporter-anchor, WILX-TV Onondaga, Mich., joins WJRT-TV as weekend sports anchor-reporter.

Barbara Temple, program coordinator, WYNY(FM) New York, joins WBCS-FM there as music director.

Dave Staley, reporter-weekend sports anchor, KYCU-TV Cheyenne, Wyo., joins WTVC(TV) Chattanooga as weekend sports anchor.

Greg Ausham, music director and air personality, KOSO(FM) Patterson, Calif., joins KCPX-FM Salt Lake City as assistant to program director.

Carol Powell, producer-director, WTVD(TV) Durham, N.C., joins WJLA-TV Washington as production manager.

Anne Mulligan, anchor, WKYC-TV Cleveland, joins WDSU-TV New Orleans as host, *Celebration '84*.

Fred Kalil, from KTSP-TV Phoenix, joins KKLT(FM) there as sports anchor-reporter.

Rich Walcott, sports director and afternoon sports anchor, KMEL(FM) San Francisco, joins KGO-AM there as afternoon sports reporter.

Jack Murphy, from WWLT(FM) Gainesville, Ga., joins WLTE(FM) Minneapolis as air personality.

Guy Davis, air personality, KDES-FM Palm Springs, Calif., joins KBZT(FM) San Diego in same capacity.

Dave Thompson, from WRQX(FM) Washington, joins WMGK(FM) Philadelphia as air per-

sonality.

Keith Moore, host, *PM Magazine*, WFRV-TV Green Bay, Wis., joins WBCS-FM Milwaukee as air personality.

News and Public Affairs

John Huddy, senior producer, *Nightwatch*, CBS News, Washington, named executive producer, succeeding **Jonathan Ward**, who had been executive producer of *Nightwatch* and *Face the Nation*, and will now concentrate on *Nation*.

Burke Walsh, account executive, Washington Broadcast News, Washington, named sales director. WBN is radio syndicator of news programming.

Lem Tucker, Washington-based CBS News correspondent, and **Bill Skane**, producer, KQED-TV San Francisco, named correspondent and producer, respectively, of newly formed medical/science reporting unit, *CBS Evening News with Dan Rather*, based in Washington.

Mel Martin, news director, WJXT(TV) Jacksonville, Fla., named VP.

Rick Wells, anchor-reporter, KTPX(TV) Odesa, Tex., named news director.

Michael Kronley, news director, KHSL-TV Chico, Calif., joins KSBY-TV San Luis Obispo, Calif., in same capacity.

Michael Dean, news director, KSAL(AM)-KYEZ(FM) Salina, Kan., joins KFH(AM)-KBRA(FM) Wichita, Kan., in same capacity.

Lee Kent, from WSAI(AM) Cincinnati, joins WLYK(FM) Milford, Ohio, as news director.

Steve Wasserman, news director, WPLG(TV) Miami, named VP, news.

Steve Walker, anchor and producer, defunct Satellite News Channel, Seattle, joins KLMG-TV Longview, Tex., as news director and anchor.

Theresa Rossi, from WRAL-TV Raleigh, N.C., joins WWAY(TV) Wilmington, N.C., as producer. **Dan Hester**, from WWQQ-FM Wilmington, N.C., joins WWAY as field correspondent.

William Northrup Jr., news director, WLNE(TV) New Bedford, Mass., joins KHJ-TV Los Angeles as executive news producer.

Pat Molander, administrative assistant to VP and general manager, KVUE-TV Austin, Tex., named public affairs director.


Appointments, WTVC(TV) Chattanooga: **Betsy Bramlett**, from reporter-producer to assignment editor; **Cynthia Burton**, desk assistant, WRCB-TV Chattanooga, to associate producer; **Don Heider**, from 6 p.m. producer, to senior producer; **Tamara Lister**, reporter, WGXA(TV) Macon, Ga., to reporter; **David Lowe**, producer, WTVC, to 11 p.m. producer, and **Richard Simms**, photographer, Tennessee Wildlife Resources, Chattanooga, to photographer.

Mary Strautin, account executive, Lovern Advertising, Lynchburg, Va., joins WSET-TV there as news assignment editor. **Vanessa Moody**, from law firm of Schwartz, Woods & Miller, Washington, joins WSET-TV as reporter.

Broadcasting

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City _____ State _____ Zip _____
Type of Business _____ Title/Position _____
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Paul Bloom, from KHJ-TV Los Angeles, joins KCST-TV San Diego as anchor and reporter.

Laura Zimmerman, from KCOY-TV Santa Maria, Calif., joins KNTV(TV) San Jose, Calif., as reporter. **Richard Quintana**, from KVOA-TV Tucson, Ariz., joins KNTV as news photographer.

Rafael Lima, from Cable News Network, Miami, joins Dynamic Cablevision of Florida, Coral Gables, Fla., as reporter.

Valerie Voss, from WRC-TV Washington, joins WTVN-TV Columbus, Ohio, as chief meteorologist.

Mark Saito, meteorologist, KSTP-AM-FM-TV Minneapolis, joins WLEX-TV Lexington, Ky., in same capacity.

Technology

Raymond Doreian, director of engineering, Acrodyne Industries, Blue Bell, Pa., joins Electronics, Missiles & Communications, White Haven, Pa., as director of engineering.

Alfred Grover Jr., VP, operations and systems software, NBC, New York, named VP, MIS telecommunications and planning, operations and technical services.

John Bowler, general manager, color monitor operations, systems and components group, Zenith, Glenview, Ill., named VP, operations, Zenith Cable Products division.

Arthur Gilbert, VP, financial affairs, Public Service Satellite Consortium, Washington, joins Pyramid Video there as executive VP.

Ray McArthur, intern, custom products and custom microwave departments, Microwave Filter Co., East Syracuse, N.Y., named electrical engineer, research and development department.

Grady Woodward, engineer, KTPX(TV) Odesa, Tex., and co-owned KWAB(TV) Big Spring, Tex., named chief engineer.

Appointments, KTVU(TV) San Francisco: **Sterling Davis**, production manager, to chief engineer and director of operations and engineering; **Dan Cervelli**, assistant chief engineer, KTVU, to engineering manager, and **Ken Manley**, assistant engineering manager, to engineering manager-technical.

Promotion and PR

Gerald Minnucci, director of creative services, KABC-TV Los Angeles, joins 20th Century Fox there as director of advertising, publicity and promotion, television syndication.

Rosemary Marranta, freelance public relations consultant, joins Independent Television Sales, New York, as head of national public relations and publicity services.

Cathleen Doyle, acquisitions coordinator, Embassy Home Entertainment, Los Angeles, named manager, creative affairs.

Leslie Leventman, manager, administration, creative services, Warner Amex Satellite Entertainment Co., New York, named administrative director, creative services.

Members of public relations department, Broadcast Music Inc., named to titled posi-

tions: **David Fulton**, Los Angeles office, to director, public relations, West Coast; **Elizabeth Turner**, New York, to associate director, public relations, and **Barbara Seath**, New York, to coordinator, public relations.

Nicholas Parham, from Virginia Electric and Power Co., Roanoke Rapids, N.C., joins Cox Cable Communications, Atlanta, as manager of corporate communications.

Pat Ryan, creative services manager, WMAL-AM Washington, named director of creative services.

Pam Lapp, producer, WCPX-TV Orlando, Fla., named creative services director.

Shelley Rae, midday personality, KDON-AM-FM Salinas, Calif., named promotion director.

Elizabeth A. Burley, assistant promotion director, KGB-FM San Diego, joins KBZT(FM) there as promotion director.

Allied Fields

Julius Barnathan, president, ABC Broadcast Operations and Engineering, has received Frederick C. Schreiber Distinguished Service award from National Association of the Deaf, for "fostering the development of closed-captioned television."

In reorganization of Chapman Associates, Atlanta station broker, following resignation of president and part-owner, **John Emery**, co-owners **Ray Stanfield**, **Corky Cartright** and **Bill Cate**, who have not had previous operational posts with firm, become president and chairman of board, president of television division and vice president, respectively. **Dave Sweeney**, general manager, KIDD(AM) Monterey, Calif., joins Chapman as general manager, assuming day-to-day responsibilities for operations of company.

Mark Maged, president and chief executive officer, Schroders Inc., and chairman and CEO of J. Henry Schroder Bank & Trust Co., New York, joins Integrated Barter International there as vice chairman and director.

Steven Messer, maintenance technician, WHFB-AM-FM Benton Harbor, Mich., will receive Harold E. Ennes Scholarship from Society of Broadcast Engineers. Scholarship is given annually to "deserving radio or television technician to enable him or her to further his or her technical education."

Susan Olive, national marketing executive, Radio Advertising Bureau, New York, named director of agency relations.

A. David Segal, producer, CBS Sports, New York, joins William Morris Agency there as member of sports staff, television department.

Marc Lincoln Marks, former Republican representative from Pennsylvania, joins Holland & Knight, communications law firm, Washington, as partner.

Elected officers, Broadcast Pioneers Association, New York: **Edward Cramer**, Broadcast Music Inc., president; **Jack Thayer**, New York State Broadcasters Association, first vice president; **Sol Paul**, *TV-Radio Age* and *Cable Age*, vice president; **Wallace Dunlap**, Group W, Washington, secretary, and **William Mulvey**, Capital Cities Production, treasurer.

L. Andrew Tollin, from general counsel's office, litigation division, FCC, Washington, joins communications law firm of Wilkinson, Barker, Knauer & Quinn there as associate.

Elected officers, National Academy of Television Arts and Sciences, New York: **Richard Rector**, power/Rector Productions, San Francisco, to chairman of board of trustees; **Dick Schneider**, producer-director, to vice chairman; **Paul Rich**, Metromedia Producers Corp., vice president; **Linda Hobkirk**, Imero Fiorentino Associates, treasurer, and **Jo Subler**, WHIO-TV Dayton, Ohio, secretary.

Deaths

Cecil John McQuillan, 85, radio engineer with ITT, New York, and its Standard Telephone and Cable division in England and Australia, died of pneumonia July 8 at Greenwich, Conn., hospital. In 1923, he was among 12 engineers who participated in first trans-Atlantic radio conversation between Rugby, England, and Rocky Point (now Stony Point), N.Y., engineered by Western Electric. Later, he started radio stations in England, France, Hungary and Czechoslovakia, and was chiefly responsible for establishing Australia's radio system in early 1930's. In World War II he helped design radio equipment for Signal Corps in South Pacific. He came to U.S. in 1945, later becoming citizen. When he retired from ITT in 1971, after 47 years, he was assistant to chief scientist and manager of technical information, ITT, New York. He is survived by his wife, Madeline, and sons, John and Colin, who is research librarian at noncommercial WNET(TV) New York.

Kenny Delmar, 73, veteran radio actor and announcer best known as Senator Beauregard Claghorn on *The Fred Allen Show* on radio between 1946 and 1949, died of heart attack July 14 at his home in Stamford, Conn. His other broadcast credits included *Hit Parade*, *March of Time*, *Cavalcade of America*, *Mercury Theater's* "War of the Worlds" broadcast and voice-overs for radio and television commercials. He is survived by his wife, Alice, and two sons.

Paul V. Dallas, 62, director of news and editorials, KABC(AM) Los Angeles, died July 11 of throat cancer at his son's home in Hastings-on-the-Hudson, N.Y. Born Vladimir Paul Mifsud, Dallas adopted pen name he used as science fiction writer in 1950's and '60's. He began his broadcast career as news director and subsequently general manager of non-commercial KPFK(FM) Los Angeles during late 1960's. He is survived by three sons and daughter.

Arch Howard Robb, 76, director, special programs, NBC, New York, who retired in 1972, died of stroke July 18 at White Plains (N.Y.) hospital. Robb supervised such programs as *Miss America Pageant*, *Macy's Thanksgiving Day Parade* and *Emmy* and *Tony* awards programs. In early 1950's, he served as executive manager of NBC's special color TV unit. Since retiring, Robb has been teaching broadcast courses at Manhattanville College and Elizabeth Seton College, both in Westchester county, N.Y. He is survived by his wife, Eleanor, and son.

It's Showtime for Neil Austrian

As Neil Austrian sees it, being chosen chairman and CEO of Showtime/The Movie Channel indicated that a new kind of executive was needed for the pay service: "I don't think any one individual that I'm aware of can conceive of an idea, start the company and then run it all the way up to a billion dollars. There are different kinds of people and talents that you need as the company matures."

If the 44-year-old native of the Bronx, N.Y., is correct, Showtime/TMC is ready for an achiever with a solid business background who respects the bottom-line desires of the three Showtime/TMC owners: Viacom, Warner Communications and American Express.

Austrian's middle name, Richmond, stands for the capital of Virginia, or more relevantly, the capital of the Confederate States during the Civil War. As Austrian explains it, his mother's maiden name was Davis and she was related to the Confederate president, Jefferson Davis. His father's family were Jewish immigrants from Russia. Together, his parents worked as dentist and nurse, first in the Bronx, where Austrian went to school until he was 13, and then in Pelham, N.Y., where he completed high school.

At Swarthmore College, which he entered in 1957, Austrian chose engineering as his major on the advice of his football teammates, who explained it was easier to start in engineering and then switch out than the reverse. Although he never really liked the subject, he says, he didn't bother to change majors. A captain of the football team his senior year, selected first team, All East, and president of his college fraternity, he says the Swarthmore years opened his eyes. "It was my first exposure to what I would say was a liberal thinking, open environment," says Austrian. "Most Westchester towns [Pelham is in Westchester county, N.Y.] tend to be fairly conservative and Republican by nature. It helped me in the business world, in dealing with all kinds of people and all kinds of views; it taught me tolerance, I think, at a very early age."

His first job out of college as a computer salesman for IBM was just a few miles down the road from Swarthmore, in Chester, Pa. Says Austrian of that experience: "I think everybody in the world should have to be a salesman at some point in their life. I think there is something wonderful about knocking on doors and having them slammed in your face and then picking yourself up and going back down the street and knocking on another door. I really think you grow up in a hurry and you also learn how unimportant you really are."

In November 1962, 18 months after he started working for IBM, and at the height of



NEIL RICHMOND AUSTRIAN—chairman and chief executive officer, Showtime/The Movie Channel, New York; b. Feb. 21, 1940, Bronx, N.Y.; B.S. Civil Engineering, Swarthmore College, Swarthmore, Pa., 1961; computer sales, IBM, 1961-62; Lieutenant, junior grade, U.S. Navy, 1962-1966; computer sales, IBM, 1966; MBA, Harvard Business School, 1968; vice president, Laird Inc., 1968-70; co-founder and general partner, Dryden & Co., 1970-74; executive vice president, chief financial officer and chief administrative officer, 1974-78; president, 1978-82, and president and chief executive officer, 1982-84, Doyle Dane Bernbach International; present position since May 15, 1984; m. Nancy Hewitt, Sept. 8, 1962; children—Neil Jr., 19; John Joseph, 16; Jennifer Ann, 13; Jesse Davis, 2 1/2.

the Cuban missile crisis, Austrian was drafted. Instead of joining the Army as an enlisted man, he applied for a naval commission and went to officer's candidate school at Newport, R.I. Austrian says those were "probably the three greatest years ever," not so much for what happened, as for what didn't. He was stationed in Japan, and "assigned to a ship that never moved. It was a kind of 'Mr. Roberts' ship that sat tied to a buoy a hundred yards off shore. My wife was with me... and we had three glorious years because we spoke enough of the language to get around and we lived out in the boonies." At that time, Austrian, who knew he wanted to go to graduate school—he had applied to Harvard Business School after graduation from Swarthmore—studied for the graduate business boards when he had shipboard duty. Soon after his release from the Navy, he began at Harvard, where he studied marketing and finance. The school, he said, "really opens your eyes in terms of what is out there and what you can possibly go after." Frank Biondi, his counterpart at HBO, was a Harvard classmate.

In June 1968, after graduating from the business school, Austrian began working at a small investment banking and brokerage firm, Laird Inc. As he describes it: "The area I went into was corporate finance, where we

were in essence doing leveraged buyouts before leveraged buyouts became fashionable." While perhaps not yet fashionable, his department grew dramatically. Eighteen months after starting at Laird, Austrian decided there was enough such business to support a new company and, along with four colleagues, he co-founded Dryden & Co. The new company also arranged leveraged buyouts. "At Dryden I think we did four deals in five years, Austrian recalls. "Our investors made a lot of money, we did fine, and it was really a kick." But the deals, while providing "terrific" capital gains opportunities, did not pay the month-to-month bills, so the company also did advisory work for a dozen clients, one of which was New York-based Doyle Dane Bernbach International. Austrian had known the agency's founder, William Bernbach, for some time; his father's sister was married to Bernbach's brother. After about three years of consulting work for DDB, Austrian joined the agency as executive vice president, chief financial officer and chief administrative officer.

At DDB, Austrian took considerable pride in developing an "empathy" with the agency's creative people. He wanted to disprove the stereotype that finance and creativity don't mix. "I think at times the use of the word 'creative' is too narrow, says Austrian. You can be creative in a lot of things you do. I think some of the financings we did at Dryden were extraordinarily creative. If you have a people appreciation and relate well, you can very clearly deal in this kind of business."

Four years after his arrival at the agency, he was named president and helped the company diversify into specialty and foreign advertising business. In September 1982, the title of chief executive officer was added. He had not worn that mantle long before he was approached by an executive search firm about taking over the helm at Showtime/TMC.

Although he was appointed to head Showtime/TMC on May 15, Austrian has been on the job about four weeks and so far is "really trying to understand the business and the industry and what everybody does." His current emphasis, he adds, is in marketing and sales, "trying to understand where we stack up and where we are. I would like to spend a lot more time learning what the consumer's wants and needs really are and approach it from a consumer standpoint as opposed to a programing standpoint."

What does Austrian regard as his most satisfying achievement?: "The accomplishment I'm most proud of is that I've been able to balance a terrific family life with a business life and that I'm still married to the same woman that I was 22 years ago and have four terrific kids. I sometimes think that everybody tends to lose sight of what is really important in the world and to me that is all important and everything else is secondary."

In Brief

Joint statement from National Association of Broadcasters, National Radio Broadcasters Association, Daytime Broadcasters Association and Broadcast Financial Management Association was released last Friday (July 20) issuing "a unified public plea" for **Broadcast Music Inc.** and **All Industry Radio Music License Committee (AIRLC)** to resume "good faith negotiations." Talks between BMI and committee for new music licensing terms (old agreement expired Dec. 31, 1983, but was extended until June 30) broke off June 21 ("In Brief," June 25) with BMI issuing contracts effective July 1, but raising rates for three years beginning Jan. 1, 1985. Committee has said it will sponsor legal action against BMI through its counsel, New York-based law firm of Weil, Gotschal & Manges. Authors of statement said they weren't blaming any one party for breakdown of negotiations "but simply calling for a cessation of hostilities ...and immediate resurrection of face-to-face discussions." NAB, NRBA, DBA and BFMA called upon all-industry committee "to refrain from bringing its intended litigation" and upon BMI "to refrain from pressing copyright infringement action for a period of two weeks." In separate statement by AIRMLC also released last Friday, committee chairman Robert Henly, president, KGNR(AM)-KCTC-FM Sacramento, Calif. said group has enlisted, on interim basis, broadcaster Don Thurston, co-owner of North Adams, Mass.-based Berkshire Group, to help resume negotiations with BMI on new music license terms. Thurston and Henley worked together in negotiations that resulted in previous ASCAP and BMI licenses. Henley noted preparations have been completed for lawsuit against BMI if firm doesn't continue to negotiate. "We will do nothing that could in any way be interpreted as a refusal to negotiate, and we will meet at any time and place. . . . The money terms and other wording of the new BMI license cannot be allowed to take effect Jan. 1."

Comsat has given up on Satellite Business Systems. It has reached agreement, it announced last Friday, to sell its one-third interest in **Ku-band satellite carrier to its partners** in venture: Aetna Life & Casualty and IBM Corp. Comsat would not disclose sale price, but said it would **realize after-tax gain of about \$15 million.** By selling its interest in SBS, Comsat ends flow of money into losing venture that began when partnership was formed in 1975 and that totals around \$250 million through first six months of 1984. Its interest in SBS has continually depressed Comsat's earnings. SBS investment resulted in reduction of earnings of \$24 million, or \$1.33 per share, in 1983, and \$8.4 million, or 46 cents per share, in first half of

CBS inks football pact. *CBS Sports last week signed an agreement with the Big 10 and Pacific 10 conferences for the rights to televise a package of the two leagues' football games for the 1984 season. The rights package—CBS will televise 14 games over 10 weeks—is valued at \$8 million or a little more than \$570,000 per game, about one-fourth the amount the network would have paid the National Collegiate Athletic Association this season for a package of 35 national and regional telecasts.*

That leaves the 63-member College Football Association to deal with ABC for a national broadcast television package. At press time, the two organizations were negotiating toward that end. NBC says it is not interested in college football for the 1984 season, but is interested in seasons beyond that.

CBS rejected the CFA's primary package, which would have committed the network to carry between 33 and 50 games, because of the number of regional telecasts involved, and the diminished ratings expected from an increase in local and regional televised games. However, CBS and the CFA continue to negotiate the possibility of the network carrying a few CFA games in the coming season, perhaps four to six games in two or three exposures.

The CBS Big 10-Pac 10 games will be carried on Saturday, either in the early- or late-afternoon time period, depending on which schools are scheduled to play. In addition to Big 10-Pac 10 contests, and possibly a few CFA games, CBS has contracted to carry the Boston College-Miami game on Nov. 23 and the Army-Navy game on Dec. 1. The network paid \$800,000 for each of those games.

1984. Said one Chicago-based telecommunications executive: "They killed the cow before it burnt down the barn."

With 180 hours of summer Olympics television coverage scheduled to begin this Friday (July 27), ABC Television Network executives are still meeting with representatives of Los Angeles Olympic Committee over **ABC's proposed reduction of its current \$225-million rights agreement with LAOOC** for 1984 summer games coverage. In interview, LAOOC President Peter Ueberroth refused to comment on substance of negotiations but said "you can safely assume" that **talks are continuing.** Ueberroth and ABC Sports President Rooney Arledge began meeting last month in attempt to reach final agreement on ABC contract and at that time LAOOC executive had insisted issue be resolved before official opening of games on July 28. Arledge had asked that remaining payments to committee be placed in escrow account until after games, but Ueberroth rejected proposal. ABC has \$30-million payment due on Aug. 1 followed by final payment of \$15 million payable Sept. 1. **ABC has not specified size of give-back it is seeking,** other than to say it is less than \$60 million that remained at end of June.

Network radio business in June totaled \$25,703,921, according to Radio Networks Association, which relies on financial data collected confidentially from ABC, CBS, NBC, RKO, Mutual and Sheridan by accounting firm of Ernst & Whinney. Figure represents **\$13.4% rise** over comparable period of year ago.

NBC has acquired rights to Paramount's Bosom Buddies, former ABC comedy series (1980-1982), and will begin airing episodes on Saturday, July 28, at 9 p.m. NBC is picking up 10 out of 25 available episodes for broadcast until start of 1984-85 season. Shows will replace *People Are Funny*, which was not renewed for next season. *Bosom Buddies* features Tom Hanks, star of recent Disney Studios' "Splash" and 20th Century/Fox's "Bachelor Party."

ABC scored average 9.7/19 for its telecast of Sunday (July 15) prime time **USFL championship football game** between Arizona Wranglers and Philadelphia Stars in Tampa, Fla. **Rating was beaten by both NBC (13.6/26.5) and CBS (12.0/23)** during same time period (8 p.m.-11 p.m.). Last year, championship game yielded ABC 11.9/23. Seventeen weeks of regular season USFL games on ABC this year averaged 5.5/14, compared to 6.0/17 for 18-week slate of games last year. However, excluding highly-sampled first game of 1983 season, 14.2, last year's season average would also have been 5.5. ESPN averaged 2.9 for its schedule of 36 games this season, with Monday contests outperforming Saturday games by average four-tenths of rating point—3.1, compared to 2.7. Last season ESPN averaged 3.3 rating overall for its USFL telecasts.

FCC last week lifted freeze on applications for about 125 unlimited-time stations on U.S. clear and adjacent channels resulting from its 1980 action reducing protection to clear channel stations. About 300 applications are already pending or have been designated for hearing. In 1982, FCC stopped accepting applications while completing negotiations over new AM agreement with Canada. U.S. and Canada signed agreement earlier this year (BROADCASTING, Jan. 23), but continued freeze for six months to permit parties with pending applications to bring those into line with new agreement.

Independent motion picture and television producer **Leonard Goldberg** is leaving wing of MGM/UA Entertainment Co. and entering exclusive long-term production agreement with **Paramount Pictures Corp.,** latter studio announced last week. Goldberg had similar exclusive three-year production deal with MGM/UA, where he produced theatrical motion picture, "War Games"; made-for-television movie, *Something About Amelia*, and several TV series, including new ABC-TV program, *Paper Dolls*. Goldberg, who remains partnered with Aaron Spelling in their Spelling-Goldberg Productions, will continue his commitments to MGM/UA while starting new projects at Paramount. Former ABC Entertainment programing executive is expected to remain involved in combina-

tion of theatrical, series, and motion-pictures-for-television production. Terms were not disclosed.

□

Reese Schonfeld, former president of CNN, will join **Cablevision Systems**, Woodbury, N.Y.-based MSO, to head up new division (possibly separate subsidiary) that will develop news operations for some of company's cable systems. Schonfeld was president of CNN from its launch in 1980 until mid-1982.

□

Time Inc. announced Thursday reappointment of **Winston H. (Tony) Cox** to vice president-corporate planning from previous position as president of HBO Network Group, to which he was appointed in February 1983. Company said Cox's newly created position under executive vice president Gerald M. Levin will involve helping Levin "in assessing acquisition opportunities" and managing "strategic review process and coordinate marketing and research activities throughout the company." Cox (see "Fifth Estater," July 9) had been responsible for sales, marketing, network and technical operations, new business development and "recent repositioning of Cinemax pay-television service."

□

Arthur Kriemelman, president, **Radio Networks Association (RNA)**, resigned last week to become vice president and director of sales for **RKO Radio Networks**, reporting to new network president, Bill Hogan. Appointment is effective Aug. 1. Kriemelman became RNA's first full-time president last fall ("Riding Gain," Sept. 26). Prior to that, Kriemelman had been vice president of sales for Mutual Broadcasting.

□

There's no "very bright rainbow" in sight for statutory authority for government-required **cable access channels**. So said **Jim McKinney** last week in teleconference to **National Federation of Local Cable Programers** meeting in Denver. "Where the government is requiring it, I think the courts have very serious problems," McKinney said. But don't look for FCC to get involved. According to McKinney, Supreme Court in 1979 case of *Midwest Video II* told FCC to stay out of local access without congressional mandate. "There is no congressional mandate, and we are not involved," he said. McKinney added that FCC had only become involved in preempting local authority over cable in areas it has "because it has been thrust into it."

□

National Association of Broadcasters has asked FCC to suspend requirement that broadcasters file **annual ownership reports** until newly revised Form 323's are approved by Office of Management and Budget and are "sent to all commission licensees." FCC revised form to bring it into accord with reporting requirements under new attribution rules (BROADCASTING, July 16).

□

Gunman walked into **KVUE-TV Austin, Tex.**, July 19, and demanded to be taken to newsroom where he could make on-air political statement. According to Anna Garza, camera operator who was at switchboard when man entered, he forced her at gunpoint to lead him to newsroom. He stopped at control room, released Garza, then took engineer hostage and moved to studio. Station management taped message, convincing gunman it was airing live, after which he released his hostage and gave himself up to police.

□

Zenith Electronics had **second-quarter** sales of \$424 million, 31% increase over same quarter last year. Glenview, Ill.-based equipment company had 55% increase in net income to \$16.4 million. **Tektronix Inc.**, Beaverton, Ore.-based equipment manufacturer, had 12% increase in revenue for year ending May 26. Company said yearend net income increased 75% to \$85 million on revenue of \$1.331 billion. Fourth-quarter net income quadrupled to \$33.3 million on sales of \$378 million. **Disney Productions Inc.** reported 35% increase in revenue for fourth quarter. Income of Disney Channel parent more than doubled to \$45.4 million on revenue of \$483.3 million. **Washington Post Co.** had 14% second-quarter revenue increase to \$256.1 million; company said television station revenue increased 18%. Net income for Washington-based group owner and publisher increased 27% to \$27.2 million. Atlanta-based group owner and MSO **Cox Communications Inc.** had 23%

increase in second-quarter revenue to \$193.7 million and income of \$23.8 million, 11% increase. Group owner, MSO and publisher **Media General Inc.** reported 10% increase in second-quarter revenue to \$141.2 million. Net income for Richmond, Va.-based company increased 7% to \$10.9 million. Dallas-based group owner and newspaper publisher **A.H. Belo Corp.** reported 57% increase in second-quarter revenue to \$95.5 million and operating income of \$9.9 million, 24% increase. Net income of \$15.8 million includes \$5.9-million asset sale during quarter. **Conrac Corp.** reported 12% revenue increase for second quarter with net income declining 15% to \$1.5 million. Covina, Calif.-based equipment manufacturer reported second-quarter sales of \$40.6 million. Revenue declined 18% for **Times Fiber Communications** to \$32.8 million in second quarter. Wallingford, Conn.-based cable manufacturer had 83% decline in net income to \$238,000. **Scripps-Howard Broadcasting** recorded 23% increase in revenue for second quarter. Net income for Cincinnati-based group owner increased 6% to \$5.5 million on revenue of \$31.7 million. **Park Communications**, Ithaca, N.Y.-based group owner and newspaper publisher, had revenue of \$27.4 million for second quarter. Increase was 15% over same period last year, while net income increased 26% to \$3.7 million. **Byers Communications** reported yearend revenue of \$28.6 million, 83% increase, and net loss of \$3.6 million compared to income last year of \$1 million. Atlanta-based cable construction company's fourth-quarter revenue was \$7.3 million, and loss was \$4.4 million against \$450,000 income for same quarter last year. **Unitel Video Inc.** recorded 33% increase in revenue for third quarter ending May 31. New York-based video services company had 70% increase in income to \$383,000 on third-quarter revenue of \$2.7 million. **Robert Halmi Inc.** gave figures for only two months because it is changing its fiscal yearend from March 31 to May 31. New York-based television and film production company recorded revenue of \$404,000 and net income of \$14,000.

China eye. In an announcement that was attended with all the protocol and fanfare of international diplomacy, **CBS** and **China Central Television** signed an agreement for the latter to broadcast 64 hours of CBS-produced programming beginning Dec. 1. The arrangement is the largest programming block that **CCTV** has acquired from a single outside source. According to **CBS Broadcast International**—the division responsible for worldwide sales of all CBS-owned programming—the one-year agreement is just the beginning of a long-term relationship between the two organizations.

CBS officials said the agreement was in negotiation for two years and that a **CCTV** delegation had been in New York the past month reviewing and selecting programs. **CCTV** will not pay for any of the programming, but will share in the advertising revenues that **CBS** will be responsible for generating. **CBS** said it plans to sell five minutes of advertising per week to 10 charter advertisers at a rate of \$300,000 per sponsorship, totaling \$3 million. International corporations are being approached about sponsorship, **CBS** said. The deal encompasses public affairs, news and family programming, and includes sports programming, such as **NBA** basketball, **NCAA** football and **New York Rangers** ice hockey. No prime time entertainment programming is involved because **CBS** does not own rights to prime time entertainment programming.

CCTV is the principal **China** TV network and reaches 64% of the country's population of 1 billion. **CBS** executives said it sees advertisers falling into two major categories: those who hold the "long-term view" of the Chinese consumer market, such as athletic shoes, soft drinks, cosmetics and other consumer retail items, and those "short-term" market viewers, such as business and industrial companies, interested in making corporate sponsorships. Among the programs selected by the **Central China** TV delegation were *The Tournament of Roses Parade*, *Count Basie in Concert*, *60 Minutes*, *Eye on Science*, **CBS** Sports Spectacular, *Coast to Coast*, along with college football, professional basketball and ice hockey, and **CBS** News special programming.

Editorials

Missing persons

The platform adopted at the Democratic convention last week contains all of the endorsements of communications regulation that were proposed by Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, and a little bit more. Never in memory has a platform committed a party and its presidential candidate to so repressive a program of government control. Members of the Fifth Estate will wonder whether anyone was standing up for their side in or before Democratic councils.

With slight rewriting, all of the regulatory blueprints proposed by Wirth (and the subject of comment on this page last June 25) appear in the final platform. There is, in addition, an unqualified endorsement of the fairness doctrine and equal-time law, no doubt inserted in recognition of a growing movement to do away with both. The squalid details are reported elsewhere in this issue, with coverage of the Democratic convention.

What this platform is clearly intended to do is to head off any meaningful deregulation for broadcasting in the Congress. The platform also sends a signal that the deregulatory-minded members of the present FCC would be replaced as fast as possible in a Mondale Presidency.

In earlier times, representatives of the broadcast establishment used to appear before platform committees to urge the inclusion of planks favoring a lessening of regulation. More often than not, those proposals were rejected, but in the process little or no reference to broadcast regulation got in.

Where were broadcasting's watchdogs when the Democrats were voting for requirements for children's instructional programming on commercial television? For social engineering by communications regulation? For access by the public, "not just a privileged few," to the communications system? For support of "the fairness doctrine and equal-time requirements, along with other laws and regulations on the electronic media which encourage or require responsiveness to community needs and a diversity of viewpoints"?

Out to lunch.

Last of their kind

The Fifth Estate's coverage of the Democratic national convention last week was a convulsive aberration in an evolution that has been going on since 1948, when television networks covered their first political conventions. It is more than conceivable that the evolution, not to mention the political process, has undergone permanent change.

ABC News officials last week were calling the political convention a "dinosaur," worthy, presumably, of historical notation but not of full evenings of journalistic enterprise. With that appraisal, they left San Francisco on Tuesday night to pick up another extinct specimen, *Hart to Hart*, which has been canceled for next season. If the intention were to fatten the lead-in to political coverage when that coverage was resumed, it failed. The network's Democratic coverage that night was in third place.

The other two networks were critical of ABC's choice of programming at 9:02-9:25 last Tuesday night, but they were in practice confirming the changing attitude toward convention coverage by shortening theirs significantly from the gavel-to-gavel scheduling that used to be the standard. Reuven Frank, who produced NBC's coverage of San Francisco, was predicting that the conventions of the summer of 1984 would be the last to receive live coverage on an extended scale.

In 1948, the Republican convention attracted 465 representa-

tives of radio and television, mostly radio which was then the dominant medium, the Democratic 463 and the Progressive, which nominated Henry Wallace, 250. Progressive? Henry Wallace? Yes, Virginia, there was one of each.

Last week in San Francisco, as nearly as they could be counted, 5,000 from the electronic media were on the scene (to say nothing of still others from media covering the media, to which BROADCASTING made a modest contribution). If the convention has turned into a dinosaur, the media in attendance have become another monster. What is really causing the change in convention coverage is the change in the Fifth Estate itself.

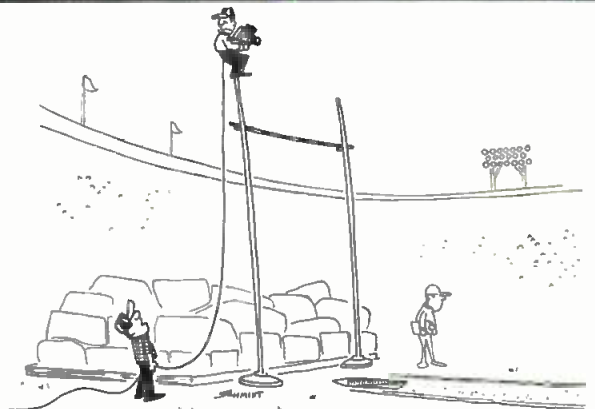
For years the three television networks were the principal conduits between the political conventions and the public. If stations sent anyone to cover home-state delegations, it was on a modest scale. Cable wasn't in the picture.

Last week 350 television stations and 300 radio stations had crews in San Francisco, many originating live reports. C-SPAN was there gavel to gavel. The Cable News Network was there, live much of the time and in and out at other times as the action indicated. If that kind of representation and coverage continues to flourish, there will be less and less incentive for the television broadcasting networks to invest money, manpower and air time on the scale that was put into San Francisco last week.

Political buffs who like conventions in large doses may regret the truncation of television network coverage, especially, as can be said of the majority, if they live where C-SPAN and CNN don't go. But they may as well resign themselves to the new order. Things will never be the same.

A special medium. *As is documented in a special report in this issue, the vitality of radio remains as one of the wonders of the media. True, there are complaints that business could be better. There may be more networks than there is network advertising. The dispute remains between advocates of nonwired networks and advocates of pure spot. Some syndicators are taking fewer risks.*

But the overall impression is of an enterprise in the prime of life, its creative juices bubbling. Never mind that more stations are on the air than broadcasters think are absolutely necessary, and still more on the way. A medium that adapted to the television era after almost being counted out can adapt to lesser change.



Drawn for BROADCASTING by Jack Schmidt
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Air support for the AMVETS

WKJF and WKJF-FM in Cadillac, Michigan, recently became the first stations ever to be honored by the Cadillac area AMVETS for outstanding service to their organizations. The radio stations' continuing involvement with the group has included participation in the development of both fund-raising and promotional programs. WKJF and WKJF-FM also produced and aired a series of public service announcements designed to reach veterans with important information about programs, services and opportunities available to them.

Using our resources to help worthwhile organizations like the AMVETS reach and serve people better is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO
Kalamazoo.
Michigan

WKZO-TV
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Grand Rapids

KOLN-TV
Lincoln.
Nebraska

KGIN-TV
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Nebraska

WJFM
Grand Rapids.
Michigan

WKJF
Cadillac.
Michigan

WKJF-FM
Cadillac.
Michigan

KMEG-TV
Sioux City.
Iowa