

Broadcasting Sep 3



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The first to receive a DBS license for US continental coverage, The United States Satellite Broadcasting Company's dedication to satellite-to-home television service has been reaffirmed by its recent commitment to RCA-Astro Electronics for the construction of USSB's satellite system.

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53rd Year 1984

Fall syndication harvest
Theatricals losing attraction
for TV Eye of
Eastern Cable

THE PEOPLE'S COURT

In session for its fourth hit season, "The People's Court" is seen on over 165 stations representing 95% of all U.S. TV homes. A Ralph Edwards Production in association with Stu Billett Productions.

LOVE CONNECTION

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N.I.W.S./EXTRA

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COMING SOON

MASTERS OF FURY

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COMING SOON

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COMING SOON

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Broadcasting **4** Sep 3

Rich fall syndicated programing harvest Theatricals losing blockbuster appeal on television Advance on the Eastern Cable Show

FALL HARVEST □ Crop of syndicated fare rich in game shows and music video programs for fall. Shows targeted to specific dayparts on the wane. **PAGE 33.**

MVN MOVES IN □ Ted Turner announces he will introduce new music video service on Oct. 26. **PAGE 36.**

CPB VETO □ Reagan vetos CPB funding for years 1987-89. **PAGE 37.**

BIRDS IN BAYOU COUNTRY □ Satellite users conference in New Orleans finds international satellites, DBS hot topics of discussion. **PAGE 38.**

DBS MONIES □ USIA sets aside funds to study possibility of direct broadcast satellite service. **PAGE 40.**

BLOOM IS OFF □ Theatrical movies, with increasing exposure on pay TV and videocassettes, are losing audiences on television. **PAGE 42.**

INTERNATIONAL INCIDENT □ Intelsat upset over feeds Turner Broadcasting received from Moscow's Friendship Games. **PAGE 44.**

RATINGS BUST □ Republican national convention turns out to be the least watched political convention in television history. **PAGE 46.**

AT THE HELM □ Randall Bongarten takes over as president of NBC Radio. **PAGE 47.**

HANGING ON □ New one-hour version of *MacNeill Lehrer* hasn't made much of ratings dent on the network ratings and hour format is causing some

problems, but show's principals are still bullish on program. **PAGE 48.**

LOCALIZE IT □ RTNDA study foresees increase in local production in both programing and news over the next 10 years. **PAGE 50.**

ONE-INCH UNVEILING □ Ampex set to show new one-inch videotape recorder and time base corrector at IBC show in England. **PAGE 51.**

EXEMPTION RULING □ Federal court says Turner's WTBS Atlanta and its satellite carrier, SSS, are exempt from copyright liability. **PAGE 52.**

WAR OF WORDS □ FTC commissioner Pertschuk and Chairman Miller have heated written exchange as former bids farewell. **PAGE 53.**

INDIES SHARE □ INTV says independents took 54% of spot television market in first half of 1984. **PAGE 57.**

ATLANTA BOUND □ Eastern Cable Show set to open at World Congress Center this week. **PAGE 61.**

LEVEL PLAYING FIELD □ CBS's Jankowski says some media more equal than others where regulation is concerned. **PAGE 66.**

PSA DRIVE □ Radio and television networks launch campaign to persuade citizens to vote in upcoming election. **PAGE 67.**

SPANNING THE GLOBE □ Comsat President Irving Goldstein has established himself as an able diplomat in the political arena of world communications. **PAGE 89.**

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Kojak has it all: the realism, the action, the characters, the humor that makes it a natural for today's syndication audience. **By today's standards, it's a lollipop of a show!**

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KOJAK 118 HOURS FOR TODAY'S VIEWERS!

MCA TV

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Fein's on

House Oversight and Investigations Subcommittee staffers last week interrogated Bruce Fein, FCC general counsel, and several other commission staffers on origins of FCC's inquiry into attention, modification or repeal of its fairness doctrine. Subcommittee staffer described interviews as "routine" follow-up to earlier request for all documents generated in drafting notice of inquiry. Representative John Dingell (D-Mich.), chairman of subcommittee and of parent House Energy and Commerce Committee, is strong supporter of fairness doctrine. Fein declined to characterize interrogation. But one commission source described it as attempt to "intimidate."

Next move

President Reagan's veto of authorization of major increases in funding for Corporation for Public Broadcasting (see page 37) set supporters of legislation including Republicans) to fuming, but there was disagreement at week's end over what to do. Senator Ted Stevens (R-Alaska), key sponsor of bill, talked at one point of trying to override veto, but was later said to be waiting to explore options with Senator Barry Goldwater (R-Ariz.), author of bill.

On House side, Representative Mickey Leonard (D-Tex.) wrote letter to CPB President Edward Pfister pledging support "to override the President's veto or to seek alternative legislation."

Into scrambling

Showtime/The Movie Channel Inc. may be next cable programmer to decide on encryption system for scrambling of its pay-service satellite signals. Company has narrowed choice to two systems—M/A-COM/Link-A-Bit's VideoCipher II, which HBO has already chosen, and system designed by Digital Video Systems subsidiary of Scientific-Atlanta. Operators have been pressuring program suppliers to scramble signals to help curb piracy, estimated at more than \$500 million in lost annual revenues.

Broadcast networks are also exploring encryption options for their satellite feeds, among other reasons to prevent private dish owners and cable headends from picking up so-called "clean" commercial free) program feeds. CBS and ABC have talked with several scrambling unit manufacturers, including

M/A-COM, Zenith and Digital Video Systems. NBC already has scrambling capability within its Ku-band satellite distribution network. Frame synchronizers used with system are capable of reshuffling picture lines, although at this point corporate decision to send out scrambled feed is unmade.

Legalized bird watching

House Telecommunications Subcommittee will hold hearing at end of this month on earth station bill (H.R. 5176) that would permit individuals to take scrambled and unscrambled television signals off satellites. Bill also calls for establishment of copyright fee system to be administered by FCC. Legislation, introduced by Albert Gore (D-Tenn.), Billy Tauzin (D-La.) and Charles Rose (D-N.C.), is opposed by major copyright holders including Motion Picture Association of America and Home Box Office. It will be first congressional airing of issue.

Radio spot: still hot

Radio executives will learn this week that national spot billings in July continued double-digit increases over year before, this time climbing 12.2% over July 1983 to \$77,294,700. Spot business in June was up 18%. Data is based upon financial information collected confidentially from 16 sales representatives by Larchmont, N.Y.-based Radio Expenditure Reports, Inc. (RER). Year-to-date, national spot billings are running 13.4% ahead of same period year ago.

Life not so hi

Paul Klein quietly stepped down last week as president of HiLife Channel, but he will continue to acquire and package movies for pay-per-night, adult-oriented service under contract. As he prepared to move out of HiLife offices, Klein said new arrangement was worked out in July, shortly after service debuted, because he didn't want operational, marketing and promotional responsibilities. He also suggested there wasn't enough money to execute those responsibilities properly. "The company needs new financing," he said. Biggest problem is lining up affiliates among cable systems and hotels and motels, he said, so service "throws off enough cash to afford the programing and the distribution."

HiLife Channel is service of Computer

Addressable Television Systems Inc. (CATS), which is owned by Klein (20%) and Domestidyne (80%), joint venture of Domesticom Corp., provider of pay television services to lodging industry, and Microdyne Corp., telecommunications hardware manufacturer. Klein has agreed to relinquish his 20% interest in CATS, but how that will be done has yet to be worked out.

Still another

Los Angeles, most crowded television market in country, may soon find fit a bit tighter. Oak Broadcasting, licensee of KBSC-TV (Corona), STV operation over channel 58, has reportedly put facility up for sale through broker Howard Stark at asking price approaching \$40 million. If sold, station could become fifth independent in market, which also contains three network-owned stations, two public stations, one Spanish-language station, and another STV operation. Oak is also negotiating to sell its STV subscriber base to competitor SelecTV, STV operation over channel 22.

Different drawing

FCC reportedly has reworked item proposing lottery mechanism for multichannel multipoint distribution service in manner felt to address concerns raised by Court of Appeals in Washington in overruling commission's conclusion that direct broadcast satellite service could be exempted from statutory broadcast obligations (BROADCASTING, July 30). FCC has been using same regulatory scheme for MDS that it used for DBS, and MMDS lottery item was removed from commission agenda in wake of release of court's DBS decision ("Closed Circuit," July 30). FCC source said it is expected that MMDS lottery item will now come up at first or second meeting this month.

One-sided?

Minor contretemps has sprung up after recent New York conference of Cable Television Administration and Marketing Society (BROADCASTING, Aug. 13). While three-day conference received good marks from most attending, one cable programmer had complaint. Cause of dismay was that all of panel speakers from programing world (seven) came from HBO. Word from CTAM is that composition of panels was decided by variety of people, and nothing was intentional.

Daniels into pay audio

Daniels & Associates, a leading MSO, and Satellite Syndicated Systems have signed an agreement under which Daniels becomes an equity partner in Star Ship Stereo, the premium audio entertainment venture launched by Satellite Syndicated Systems in June.

Gerard A. Maglio, Daniels executive vice president and a contributor to the Star Ship Stereo concept, has been asked to serve on the Star Ship board and as a marketing adviser. Maglio said that Daniels has "been researching pay audio for some time now and we're convinced there's a definite market out there waiting to be tapped. Star Ship Stereo is the vehicle we have chosen to establish ourselves as the quality, premium audio service for our subscribers."

Officials said systems representing more than a million subscribers, among them Tribune United of Montgomery county, Md., and Cable Communications in Lima, Ohio, committed to Star Ship following its announcement at the National Cable Television Association convention in June, and that other systems are testing or planning to test the pay audio service. Star Ship Stereo is offered as a complete package, which Edward L. Taylor, SSS chairman and chief executive, considers a special attraction to systems.

Taylor said that "cable operators can contact one source and receive 10 commercial-free formats, the necessary promotional and launch support, plus all the equipment and technical assistance their system requires for a single monthly fee. The fee is based on the number of subscribers actually using the service, so what we're offering them is something that's efficient, economical and virtually risk-free."

The satellite shuffle

Turner Broadcasting System announced its satellite distribution plans for effecting the move of its principal services from Satcom III-R to Galaxy 1.

Between now and Oct. 25, superstation WTBS(TV) Atlanta will continue to be on Satcom III-R, transponder 6. From Oct. 26 to Jan. 1, it will be on Satcom III-R, transponder 6, and Galaxy 1, transponder 18. After Jan. 1, it will be on the Galaxy transponder only.

Between now and Jan. 1, CNN will be on Satcom III-R, transponder 14, and on Galaxy 1, transponder 7. After that, it will be on the Galaxy transponder only.

Between now and Oct. 25, CNN Headline News will be on Satcom III-R, transponder 15, and on Galaxy 1, transponder 8. When the Music Video Network is launched on Oct. 26, CNN Headline News will remain on Satcom III-R, transponder 15, while MVN takes over Galaxy 1, transponder 8. On Jan. 1, CNN Headline News will hop from transponder 15 to transponder 14 on Satcom III-

R, taking over CNN's old slot.

Satcom III-R is located at 131 degrees west longitude; Galaxy 1, right next door at 134 degrees.

CNN travels north

Last Saturday (Sept. 1) shaped up as a big day for CNN—and for cable news enthusiasts—in Canada. That's the day the Turner Broadcasting news service was to be introduced to Canadians, in two swoops. All Rogers cable systems throughout Canada were to start carrying CNN, offering the 24-hour service on a tier. In addition, two of Groupe Videotron's systems in the province of Quebec were to begin offering CNN, also on a tier.

Rogers Cablesystems of Canada is that country's largest cable operator, with 14 systems serving approximately 1.2 million subscribers. The two Groupe Videotron systems serve approximately 600,000 subscribers in Montreal, Quebec City and several smaller communities in the province.

Razorback special

The University of Arkansas, fearing loss of television revenue in the wake of the Supreme Court's ruling voiding the television contract between the NCAA and the broadcast networks, announced last week it is getting into the pay sports business with a group of Arkansas cable operators.

According to Charlotte Hrcir, director of marketing, Wehco Video, one of the opera-

The cream of LO

Cable executives and producers of local cable programming will be in Washington this week for presentation of the National Cable Television Association's local ACE awards at historic Ford's Theater.

The ceremonies, which will be hosted by actor E.G. Marshall and televised live by C-SPAN, are scheduled for Thursday evening (Sept. 6). Awards will be presented in 28 categories by cable personalities ranging from Home Box Office boxing commentator, Sugar Ray Leonard, to CNN political commentator and correspondent, Daniel Schorr.

According to NCTA, the winners have been chosen from among 96 nominees from 52 cable systems representing 22 MSOs. More than 800 entries from 214 systems were submitted.

All the nominated and winning programs will be featured on C-SPAN next weekend. The televising of all or parts of the programs will be interspersed with call-in shows with cable executives and program producers.

The presentation of the national awards will take place Dec. 4 in Los Angeles.

tors involved in the project, the university has put together a pay package of four football games and six basketball. And two thirds of the cable systems in the state, serving some 200,000 subscribers, have so far agreed to offer the package to their subscribers, she said. Subscribers will be charged \$125 for the package, she said with the revenues to be split equally between the cable operator and the school. The school will distribute the games over transponder 22 of Satcom III-R.

The first event in the package is a football game between the Razorbacks of Arkansas and the Rebels of the University of Mississippi on Sept. 15. The others are with the University of Tulsa (Sept. 22), Texas Tech (Oct. 13) and Rice (Nov. 10).

A&E premieres set

October has been proclaimed "Orwell Month" on the Arts & Entertainment Network, the culture-oriented basic cable network. British author George Orwell will be honored in a six-part commemorative series beginning Oct. 9 at 9 p.m. NYT. The series of one-hour programs, produced by the BBC and RM Arts, will be shown on successive Wednesday evenings through Nov. 7. At 10 p.m. NYT on Saturday, Oct. 13, the network will present "Animal Farm," a 1954 English film based on Orwell's political satire of the same name.

On Sept. 28, Arts & Entertainment will debut the 90-minute BBC adaptation of the 1941 Rex Warner novel, "The Aerodrome." The U.S. television premiere will follow Sept. 23 with the BBC's production of Moliere's satirical comedy, "The Misanthrope," at 8 p.m. NYT. Finally, on Sept. 28 at 11 p.m. NYT, the cable service begins a four-part mystery series, *The Consultant*, to be followed on Nov. 18 at 8 p.m. NYT with the satirical satire, "The Critic."

Nielsen puts penetration at 43%

Nearly 43 of every 100 U.S. television homes are equipped for cable TV service, according to A.C. Nielsen Co.'s cable household estimates for July. Nielsen put the cable total at 36,105,500, representing cable penetration of 42.9%. The new figures reflected a gain of 9.6%, or 3,175,360 cable homes since July 1983.

New York continued to lead the list of designated market areas (DMA's) ranked by cable households, with an estimated total of 2,186,470. Los Angeles-Palm Springs was second with 1,361,990 and Philadelphia, the other DMA with more than a million cable homes, was third with 1,019,440. San Francisco-Oakland was credited with 920,270 to take fourth place and Boston-Manchester Worcester with 726,480 to take fifth. To get into the top 50, a DMA needed more than 225,000 cable homes: Baltimore ranked 50th with 228,620.

Among the top 50 DMA's ranked by TV homes, the highest penetration, 68.1%, was

n Wilkes Barre-Scranton, Pa. But when the markets were ranked according to cable penetration the list was led by San Angelo, Tex., at 85.0%

Nielsen also released figures tracing the growth of cable over the past 10 years. This July's 36.1 million cable homes and 42.9% penetration contrasted with 7,776,120 homes and 11.7% in July 1974 and with 4,426,540 homes and 19.3% in July 1979.

New Mexican stand-off

The Albuquerque, N.M., city council has passed a resolution urging Albuquerque Cable Television, the city's cable franchise holder, to provide a printed statement warning of "the possible inappropriateness of certain television programming for younger viewing audiences." According to a spokesman for the cable operator, Albuquerque Cable Television does not intend to respond to the city's request. The chairman of the city's Cable Television Advisory Board, Bill Virry, conceded that under terms of the current franchise agreement, the city has no authority to require the recommendation.

During a debate of more than an hour, council members deleted portions of an original proposal, including specific references to the alleged violence on MTV and a request that the cable firm provide "lock out" boxes at no cost to viewers who request them. A spokesman for the cable company said lock boxes are available for \$16 from the firm, with free installation provided. The original resolution was forwarded to the city council as a recommendation of the Cable Television Advisory Board. Passage of the

resolution followed the much-publicized arrest of a 16-year-old Albuquerque youth, charged with murdering his parents, who reportedly engaged in "substantial viewing" of MTV.

Advertising's mother lode

Cable operators should look past their pessimisms and focus on the "gold mine" that local cable advertising can become. That was the message from Herbert A. Granath, president of ABC Video Enterprises, to the Southern California Cable Association in Los Angeles.

"I'm telling you," Granath said, "There's gold in them thar wires! Many systems earn up to \$5 a year for every subscriber with local advertising, with profit margins running between 40% and 70%. One system in Houston brought in \$70 per sub last year. By the end of this decade, the average income per subscriber of systems running local advertising is projected to be a healthy \$12 a year. According to Paul Kagan, two MSO's—Colony and Multimedia—reached this per-sub \$12 average last year, and they are projecting a 30% increase for 1984."

Unlike in mining, Granath continued, "the reserves are not being depleted," but are growing. He said that "at ESPN we recently increased local avails to a standard four 30-second spots per hour during prime time. And we're not alone. CBN recently added 20 minutes of local avails to its weekly schedule. In fact, industrywide local avails have grown by 50,000 spots in the past two years."

Granath recommended that cable opera-

tors concentrate more local advertising sales efforts on "the rich fields of cooperative advertising and direct marketing." But he warned, too, that "investment, planning and the most up-to-date techniques" will be needed.

"As in any business," he said, "success in advertising requires investment. Automatic insertion equipment and local origination facilities must be viewed in terms of their return, not just their price. A studio in particular should be regarded not as a profit center, but as a loss leader for media sales.

"Offering free or low-cost commercial origination is a vital part of getting the local retailer involved in cable advertising. In the early days of radio and TV, broadcasters often supplied production facilities and expertise to their sponsors. It was an investment designed not to achieve just an immediate sale, but to build a long-term business. And it worked. The cable operator who fails to make a similar investment today is sitting on a gold mine without a shovel."

Captioning contracts

Home Box Office has contracted with the WGBH Caption Center, an independent, nonprofit agency within WGBH-TV Boston, to closed caption one movie per month. In addition, the center has plans to caption prime time programs for CBS's fall season, including *Dallas*, as well as the Public Broadcasting Service's *Masterpiece Theater*, *Mystery!*, *American Playhouse*, *Great Performances*, *Nova*, *America Works*, *This Old House* and *On the Money*, a 13-part series debuting on PBS next fall.

WHERE THERE'S SMOKE, THERE'S A HOT ISSUE.

People feel strongly about smoking. You can spark a lot of interest by exposing them to both sides of issues involving cigarettes.

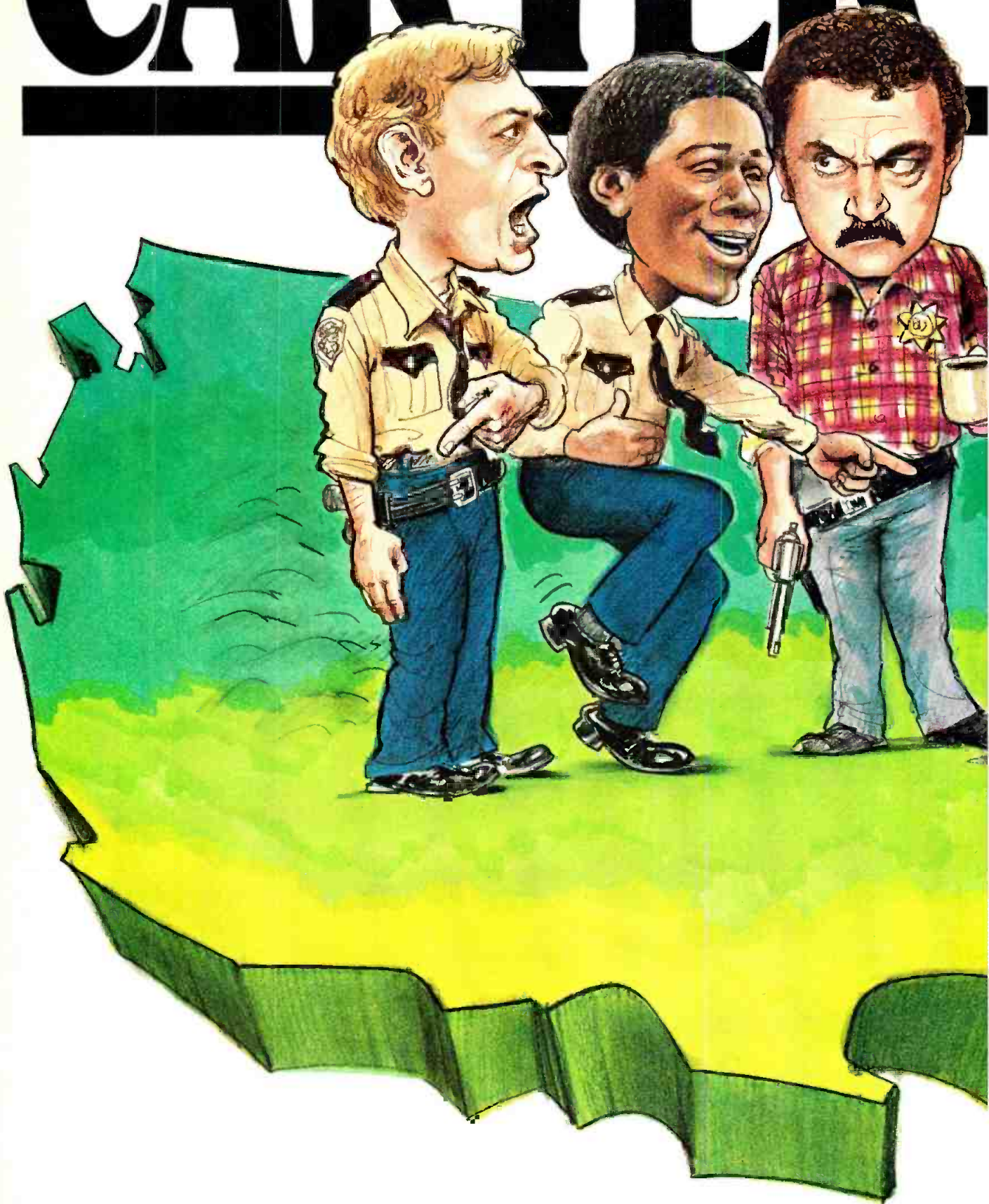
Anne Browder can help. Her job is giving straight answers to tough questions about cigarettes. In person or on the phone.

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BOSTON	WSBK-TV	PADUCAH	WSIL-TV
DALLAS	KTVT	SPOKANE	KHQ-TV
HOUSTON	KHTV	LEXINGTON	WTVQ-TV
CLEVELAND	WUAB	CHATTANOOGA	WRCB-TV
PITTSBURGH	WTAE-TV	AUSTIN	KTUV
MINNEAPOLIS	KMSP-TV	JACKSON	WJTV
SEATTLE	KSTW	TUCSON	KVOA-TV
ATLANTA	WSB-TV	EVANSVILLE	WFIE-TV
TAMPA	WFTS-TV	LINCOLN	KHAS-TV
ST. LOUIS	KDNL-TV	COLUMBIA	WLTX
DENVER	KWGN-TV	BATON ROUGE	WAFB-TV
SACRAMENTO	KRBK-TV	HUNTSVILLE	WAAY-TV
BALTIMORE	WBAL-TV	SIoux FALLS	KELO-TV
HARTFORD	WFSB	WACO	KCN-TV
PORTLAND, OR	KOIN-TV	GREENVILLE, NC	WCTI
CINCINNATI	WXIX-TV	PEORIA	WEEK-TV
MILWAUKEE	WVTV	LAS VEGAS	KTNV-TV
ORLANDO	WOFL	AUGUSTA	WJBF
NASHVILLE	WNGE	SAVANNAH	WSAV-TV
CHARLOTTE	WSOC-TV	LAFAYETTE	KATC
BUFFALO	WGR	CHARLESTON	WCIV
NEW ORLEANS	WVUE	COLUMBUS, GA	WYEA
GREENVILLE, SC	WSPA	MONROE	WTVE
RALEIGH	WTVD	AMARILLO	KVII-TV
MEMPHIS	WMC-TV	MONTGOMERY	WSFA-TV
OKLAHOMA CITY	KGMC	WHEELING	WTOV-TV
LOUISVILLE	WAVE-TV	RENO	KAME-TV
NORFOLK	WTVZ	MACON	WGXA
BIRMINGHAM	WBRC-TV	TOPEKA	WIBW-TV
DAYTON	WHIO-TV	FLORENCE	WPDE-TV
GREENSBORO	WGHP-TV	ALBANY, GA	WALB-TV
LITTLE ROCK	KTHV	WILMINGTON	WECT
SHREVEPORT	KTAL-TV	ALEXANDRIA, LA	KALB
KNOXVILLE	WBIR-TV	BILLINGS	KTVQ
MOBILE	WKRQ-TV	HONOLULU	KIKU
ALBUQUERQUE	KSAF-TV	ANCHORAGE	KIMO
JACKSONVILLE	WTLV		

A Toy Production distributed by



Business Briefly

TV ONLY

Pennsylvania State Lottery □ Three-week flight is scheduled to begin this week in six markets. Commercials will appear in all time periods. Target: adults, 24-54. Agency: Lewis, Gilman & Kynett, Philadelphia.

White House Pantry □ Convenience stores will begin four-week flight on Nov. 1 in five to six markets, including Boston, Chicago and Milwaukee. Commercials will be placed in all dayparts. Target: adults, 18-49. Agency: Jordan/Tamraz/Caruso Advertising, Chicago.

McKee Bakeries □ Little Debbie snack cakes will be promoted in fourth-quarter drive starting in mid-September and continuing through end of year in more than 20 markets in Southeast. Commercials will be scheduled in all dayparts. Target: women, 25-49; children, 6-11. Agency: Luckie & Forney, Birmingham, Ala.

National Automotive Parts

Association □ Promotion for auto parts will be highlighted in two-week flight to begin in mid-November in 72 markets. Commercials will run in all dayparts. Target: men, 18-49. Agency: Fahlgren & Swink, Cincinnati.

Luzianne Tea □ Fall campaign will have flights starting in either October or November for varying lengths, mainly for four weeks, in 53 markets. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Rosenfeld, Sirowitz & Lawson, New York.

Southeast Subaru Dealers □ Three-week flight is set to start in mid-September in about 20 markets. Commercials will be slotted in news and sports periods. Target: men, 25-54. Agency: Levine Huntley Schmidt & Beaver, New York.

RADIO ONLY

FS Supplies □ Feed, seed and fertilizer products will be spotlighted in four-week flight to begin in early November in

Pushing lotteries. Television advertising to promote state lotteries rose by 27% in the first half of 1984 to \$10.5 million, according to the Television Bureau of Advertising. Using figures compiled by Broadcast Advertisers Reports, TVB said New York was the largest state lottery advertiser in the first half of 1984 with spot TV spending of almost \$2.1 million, up almost 186% over 1983 period. Other substantial spenders in the first six months of this year were Pennsylvania, \$1.8 million; Illinois, almost \$1.4 million, and Ohio, almost \$900,000. There are 17 states and District of Columbia with lotteries.

about 12 markets. Commercials will run in farm programs. Target: farmers, 25-54. Agency: Rhea & Kaiser Advertising, Oak Brook, Ill.

Toys 'R' Us Inc. □ Pre-Christmas drive will begin in mid-November for five weeks in 64 markets, including Baltimore, Chicago, Detroit, Los Angeles, Washington and Houston. Commercials will be slotted in all dayparts. Target: women, 25-49. Agency: Ed Libov Associates, New York.

Fashion Bug □ Women's apparel chain will launch one-week flight in about 125 markets. Commercials will be placed in daytime during weekdays. Target: women, 18-49. Agency: Sciaky Advertising, Bala Cynwyd, Pa.

CR Industries □ Parts for trucks will be advertised in two-week flight to begin in mid-September in nine markets. Commercials will be placed in time periods between midnight and early morning to reach truck drivers. Target: truck drivers, 21-54. Agency: Sherman & Larrison, Chicago.

Farmers Insurance Co. □ Co-op advertising effort between Family Insurance and insurance agents will begin in mid-September and continue through end of year in 20 markets. Spots will be carried on coverage of various sports events. Targets: adults, 25-54. Agency: Foote, Cone & Belding, Los Angeles.

RADIO AND TV

Pizza Hut □ Fourth-quarter push in Georgia, South Carolina and Tennessee will begin in early October in 15 markets in television with flights ranging from eight to 12 weeks and on fewer markets in radio. Commercials on both radio

AP WireCheck

SALABLE UPCOMING FEATURES ON YOUR AP WIRE.

THE CONTENDERS—The race is on. AP covers the run for the presidency, and key congressional and senatorial contests in our series entitled, "The Contenders." 90-second scripts supplement your campaign coverage five days a week, beginning Labor Day.

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.

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

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.

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

For more information call, (202) 955-7200

 Associated Press Broadcast Services.

**FIRST TIME
IN SYNDICATION!**

Five Star



M Y S T E R Y



JUDD HIRSCH



JIM HUTTON



DAVID JANSSEN



KATE MULGREW



WAYNE ROGERS

The stars are super. The action is fast. The scripts sparkle. It's *Five Star Mystery!*

Night after night, day after day, your audiences will witness a parade of television's top talent in a series that comes at a time when the mystery/detective genre is at its peak of popularity!

JUDD HIRSCH DELVECCHIO

He's tough and he's arrogant—and he gets the job done! Judd Hirsch of *Taxi* fame is Delvecchio, a street-smart, big-city cop who just happens to have a law degree. Hirsch's powerful performance places *Delvecchio* among the best mystery dramas!

JIM HUTTON ELLERY QUEEN

The time is the 1940's. The place is New York. The subject is murder! Jim Hutton stars as Ellery Queen, the legendary detective.

The uncanny plot twists, Hutton's engaging performance and a huge roster of top guest stars make *Ellery Queen* a first-rate whodunnit!

DAVID JANSSEN O'HARA, U.S. TREASURY

The crimes are smuggling, counterfeiting, narcotics trafficking, racketeering. The fighters are undercover agents of the U.S. Treasury Department.

Produced by Jack Webb, *O'Hara* is based on actual U.S. Treasury Department files.

KATE MULGREW MRS. COLUMBO

The beloved Lieut. Columbo's wife is on her own as a spunky, determined newspaper reporter whose insatiable curiosity leads her into all manner of mystery, mayhem and murder!

WAYNE ROGERS CITY OF ANGELS

Wayne Rogers, television's original Trapper John in *M*A*S*H*, plays Jake Axminster, a cool, cynical L.A. private eye in the 1930's.

From the creators of *The Rockford Files*, *The A-Team* and *Simon & Simon*, *City of Angels* captures all of the stark color and intensity of the action drama of the 30's.

FIVE STAR MYSTERY

Ideal strip programming with across-the-board appeal. 87 suspense-filled hours.

New wrap-around titles.

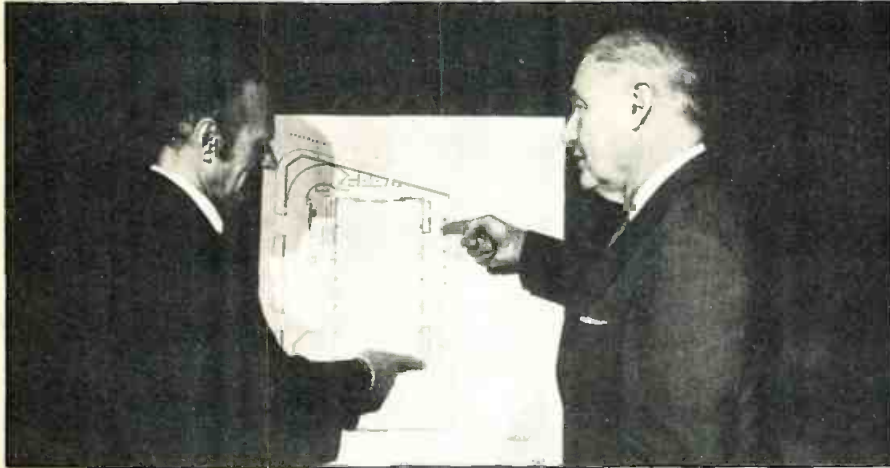
For more details, call (212) 605-2790.



A DIVISION OF **MCA TV**

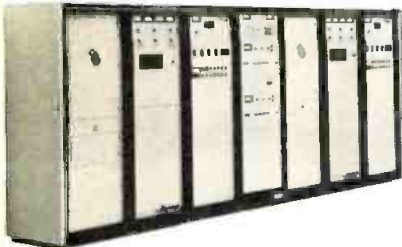
AdVantage

Advertising improves. Nationwide survey conducted by BBDO New York reveals that consumers believe advertising is more informative and more entertaining than five years ago. In telephone survey of 250 adults, BBDO found that 80% believe advertisers can provide evidence to support their advertising claims and 60% believe that people depend more on advertising today than they did five years ago. Respondents also were asked if they preferred free network TV with commercials to network TV without commercials at cost of \$30 per month; 81% opted for free network TV with commercials.



Logistics. Roger Rice (l), president of Television Bureau of Advertising, and Harvey Spiegel, executive vice president of research for bureau, look over floor plans of exhibitor space at TVB's 30th annual membership meeting at Chicago's Hyatt Regency, Nov. 7-9. Last year marked first time that TVB offered exhibitors space at its annual meeting and two exhibitors signed on. This year TVB intends to limit exhibitors to about 12. They will be accepted on first-come, first-served basis. Further information is available from Spiegel at TVB, 485 Lexington Avenue, New York 10017.

NEW Continental 55 kW FM



High performance. Offers you high fidelity, dynamic balance, good stereo separation, extremely low noise and distortion; excellent frequency stability. Compact size. Simple installation. Low power consumption. Available with fully automatic exciter and combiner control.

Write for brochure on 817R-3 FM transmitter

Continental Electronics Mfg. Co.
Box 270879 Dallas, Texas 75227
Phone (214) 381-7161

Continental Electronics

1 kW thru 50 kW AM & FM transmitters and related equipment
©1983 Continental Electronics Mfg. Co./5331

See us at NRBA booth 3010

and television will be in all dayparts. Target: adults, 18-34. Agency: Austin Kelley Advertising, Atlanta.

Summit Health Inc. □ Hospital medical program for persons with drug, alcohol and weight problems will be advertised in four-week flight to start in early September in four Western markets. Commercials will be slotted in all dayparts. Target: adults, 25-54. Agency: Janik & Associates, Los Angeles.

RepReport

WSOK(AM) Savannah, Ga.: To Blair Radio from Selcom. □

WFOX(FM) Gainesville, Ga.: To Major Market Radio (no previous rep). □

KUIC(FM) Vacaville, Calif.: To Weiss & Powell (no previous rep). □

KPRE(AM) Paris, Tex.: To Masla Radio from Weiss & Powell. □

KEZY(FM) Anaheim, Calif.: To Masla Radio from Roslin Radio Sales. □

KZZL(FM) Le Mars, Iowa: To Weiss & Powell from Shelly Katz Radio.

Broadcasting Publications Inc.

Founder and Editor
Sol Taishoff (1904-1982)

Lawrence B. Taishoff, *president*.
Donald V. West, *vice president*.
David N. Whitcombe, *vice president*.
Jerome H. Heckman, *secretary*.
Philippe E. Boucher, *assistant treasurer*.

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Phone: 202-638-1022

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Administration

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Philippe E. Boucher, *controller*.
Albert Anderson.
Irving C. Miller, *financial consultant*.
Wendy J. Liebmann.

Corporate Relations

Patricia A. Vance, *director*

Bureaus

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

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Vincent M. Dittingo, *senior editor, radio*.
John Lippman, *assistant editor*.
Geoff Foisie, *staff writer*.
Marie Leonard, June Chauhan
advertising assistants.

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

Richard Mahler, *correspondent*.

Tim Thometz, *Western sales manager*.
Sandra Klausner, *editorial-advertising assistant*.



American
Business
Press Inc

Founded 1931. *Broadcasting-Teletesting* * introduced in 1946. *Teletesting* * acquired in 1961. *Cablecasting* * introduced in 1972 □ * Reg. U.S. Patent Office. □
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TELEVISION. Cablecasting.

**2ND
REPORT**

36 MARKETS SOLD

FIRST 22 DAYS

INCLUDING: NEW YORK • LOS ANGELES • CHICAGO



22K

22 SUPERB FEATURE FILMS



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

LORIMAR

A cable television advertising commentary from Charles Kadlec, president, Frazier, Gross & Kadlec Inc., Washington

Problems and potentials of cable TV advertising

The most important new cash flow source for the cable operator is advertising revenue. The potential is just beginning to be recognized by some MSO's but is yet to be tapped by many individual operators, for a variety of reasons.

One of the barriers to the growth of advertising on local cable systems has been simply that cable operators have focused attention upon more immediate goals. The revenue growth in the 1970's from simply passing new homes and in the late 1970's and 1980's from the introduction and tiering of premium channels was sufficient to satisfy the industry's needs. The cable operators' attention, moreover, was diverted by franchise battles and legislation and regulation fights. Finally, selling advertising is not in the mainstream of "traditional" cable operations. It requires a different technology, creates a different set of operating problems, requires a different mind-set.

In the past, program vehicles for commercial spot insertion were limited on cable. Good technical equipment was limited. Audience measurements, perceived as necessary to attract advertising budgets from other media, were sketchy at best.

Today the situation is changing. The technology for cable advertising is available, the selling techniques are being developed, the cash flow potential is excellent and the results are already in hand for many MSO's.

But the decision to develop local advertising for cable systems must be made carefully and thoughtfully. The cable operator is faced with different kinds of operating considerations—selling advertising time is not like selling basic and pay services to subscribers.

Here are some of the functions involved in selling advertising on cable: selecting and developing a local sales staff; selecting a national sales representative; building a rate card; instituting market and audience research; producing the local advertising spot; scheduling and switching spots; billing the advertiser.

The initiation of local cable advertising must also be supported by specialized capital equipment—commercial insertion equipment, commercial production equipment and trafficking/billing equipment. The commercial insert and trafficking/billing packages tend to run upward of \$60,000, installed. The local commercial production equipment (camera, videotape recorder and editor) runs upward of \$40,000. A minimum system, therefore, will require a capital outlay of \$100,000, and some operators feel an investment of double that amount is neces-



Charles H. Kadlec is president of the Washington-based consulting firm of Frazier, Gross & Kadlec Inc. The firm provides financial consulting services to broadcasters, cable companies, radio common carriers and newspapers. Prior to joining FG&K, he was chief financial officer for WGN Continental Broadcasting. He also served as director of planning and administration at WBBM-TV Chicago.

sary. It is important to be certain that the equipment purchased represents state-of-the-art automation and that it addresses the clerical problems associated with handling sales orders, scheduling spots, producing sales confirmations, billing and accounting.

Despite the sophistication of the hardware, the cable operator must anticipate new operating expenses associated with the sale of advertising: compensation for the sales staff, the commercial production manager and the operations/traffic manager; market/audience research expense, and promotion and management attention.

The selection of an experienced and talented production manager is the key to the quality/cost/customer-satisfaction equation essential to a successful local selling effort.

The selling operation, even with the most well-designed trafficking/billing modules, will also require a scheduling and traffic manager. At the outset there is probably a minimal need for in-house market/research capability, although such an effort will enhance selling.

The time spent by management to institute a local spot selling effort and assure the

proper control systems for a smooth operation is difficult to quantify but can be substantial.

What is the advertising revenue potential for a cable system? Cable system advertising is primarily a local medium. National advertisers in general tend to purchase ratings and demographics, data that local systems cannot provide. The national cable advertisers tend to purchase cable network time. Indeed, until the major cable system interconnects can demonstrate "big" numbers and "big" target audiences, national advertising on individual cable systems will remain at token amounts.

As an untried medium without numbers to sell, local cable systems must price themselves competitively with local radio and newspapers. They will draw little advertising expenditures directly from broadcast television until they can offer substantial audiences or attractive demographics.

Radio may be the best broad gauge of the potential for cable systems. Let us assume, for the sake of discussion, that a Colorado Springs cable system could attain 5% of the Colorado Springs radio advertising. This would provide the system an annual advertising revenue base of \$325,000. The potential for cable advertising is not exclusively existing advertisers, however. An aggressive cable selling effort can be expected to uncover new media advertising revenues, swelling the advertising revenue pie for all and enhancing the cable system's share of that pie.

Let's discuss a hypothetical investment payback scenario for a system that invests \$150,000 in high-quality insertion and production equipment. We have made the following assumptions: revenue potential of \$350,000; four years to achieve potential; operating cash flow margins of 50% at maturity; five-year, straight-line depreciation; effective income tax rates of 50%.

In year one, the system generates advertising revenues of \$100,000 (about 30% of potential) and an operating cash flow of \$25,000. Reported pre-tax profits are negative, but due to depreciation, after-tax cash flow is \$25,000, and there is an investment tax credit of \$15,000. Year two generates an after-tax cash flow of \$50,000.

In this hypothetical example, the original equipment investment is repaid in less than three years of operation.

Cable advertising requires significant capital investment and increases in staff and other operating expenses. We believe that the investment can be justified today for most operators and that the cable system that addresses this new profit potential quickly and responsibly will be able to realize new growth in revenues per subscriber. ■

LIVE

AT THE NAB/NRBA

RADIO CONVENTION AND PROGRAMMING CONFERENCE

**AL
JARREAU**



BILTMORE BOWL
Monday, Sept. 17th
7:00 p.m.

**MELISSA
MANCHESTER**

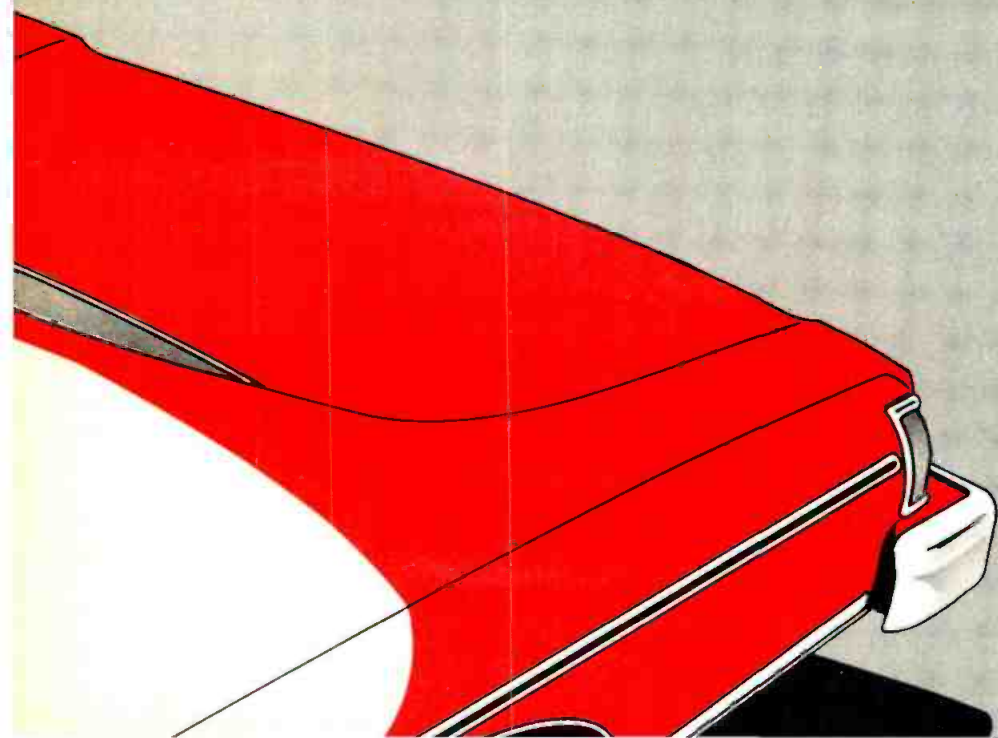


BILTMORE BOWL
Tuesday, Sept. 18th
8:30 p.m.



Once again, Westwood One has been chosen to produce and present the major entertainment events for the 1984 NAB/NRBA Radio Convention and Programming Conference. Throughout the year, Westwood One delivers the biggest events on radio to listeners across the country, and we're proud to present special performances by superstar artists Al Jarreau and Melissa Manchester live for the industry's own convention. Our Concertmaster I mobile studio will record every note of both performances and will be open throughout the convention so you can see the state-of-the-art in live recording. We look forward to participating in the Network Radio Panel and visiting with everyone in the Westwood One hospitality

MAKING TRACKS ACROSS THE COUNTRY!



83 MARKETS!

NEW YORK
LOS ANGELES
CHICAGO
PHILADELPHIA
SAN FRANCISCO
BOSTON
DETROIT
WASHINGTON, D.C.
DALLAS
HOUSTON
CLEVELAND
PITTSBURGH
MIAMI
MINNEAPOLIS
SEATTLE
ATLANTA
TAMPA
ST. LOUIS
DENVER
SACRAMENTO
BALTIMORE
HARTFORD
PORTLAND, OR.
INDIANAPOLIS
PHOENIX
SAN DIEGO
KANSAS CITY
CINCINNATI

WNEW-TV
KTLA
WFLD-TV
WTAF-TV
KTZO
WSBK-TV
WXON
WTTG
KTXA
KRIV-TV
WCLO-TV
WPGH-TV
WDZL
KSTP-TV
KSTW
WSB-TV
WTOG
KDNL-TV
KTMX
KTXL
WNUV-TV
WETG
KPTV
WTTV
KPHO-TV
XETV
KSHB-TV
WLWT

MILWAUKEE
ORLANDO
NASHVILLE
CHARLOTTE, N.C.
NEW ORLEANS
COLUMBUS, OH.
GREENVILLE, S.C.
RALEIGH
MEMPHIS
OKLAHOMA CITY
LOUISVILLE
SAN ANTONIO
NORFOLK
BIRMINGHAM
GREENSBORO
ALBANY
LITTLE ROCK
SHREVEPORT
TULSA
RICHMOND
KNOXVILLE
MOBILE
ALBUQUERQUE
JACKSONVILLE
FRESNO
SYRACUSE
DES MOINES

WITI-TV
WDEO
WZTV
WPCO-TV
WGNO-TV
WCMH-TV
WSPA-TV
WPTF-TV
WMC-TV
KOKH-TV
WLKY-TV
KSAT-TV
WTVZ
WBRC-TV
WJTM-TV
WAST
KTHV
KTAL-TV
KOKI-TV
WXEX-TV
WATE-TV
WMPI
KNAT
WTLV
KJEO
WTVH
WHO-TV

GREEN BAY
ROCHESTER
PADUCAH
SPOKANE
DAVENPORT
PORTLAND, ME.
CHATTANOOGA
COLUMBIA, S.C.
BURLINGTON
GREENVILLE, N.C.
LAS VEGAS
ROCKFORD
CHARLESTON, S.C.
COLUMBUS, GA.
MONROE
AMARILLO
SANTA BARBARA
BEAUMONT
McALLEN
LUBBOCK
BANGOR
ALEXANDRIA, LA.
LAKE CHARLES
BOWLING GREEN
LIMA
ANCHORAGE
HONOLULU
WENATCHEE

WBAY-TV
WOKR
KBSI
KSKN
WOC-TV
WMTW-TV
WDSI-TV
WOLO-TV
WPTZ
WCTI
KTHV
WREX-TV
WCSC-TV
WXTX
KNOE-TV
KFDA-TV
KCOY-TV
KBMT
KRGV-TV
KLBK
WVII
KLAX-TV
KVHP
WBKO
WLIO
KIMO
KITV
KCWTV

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A SPELLING/GOLDBERG PRODUCTION DISTRIBUTED BY



Datebook

This week

Sept. 3-5—*SPACE/STTI* satellite electronics show. Opryland hotel, Nashville.

Sept. 5—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Harlan Rosenzweig, president, Group W Satellite Communications. Copacabana, New York.

Sept. 6—Local ACE cable programing awards reception and presentation, sponsored by *National Cable Television Association*. Ford's Theater, Washington. Information: (202) 775-3550.

Sept. 6-7—Meeting of the board of *National Cable Television Association*. Madison hotel, Washington.

Sept. 6-8—Eastern Cable Show, sponsored by *South-*

■ Indicates new or revised listing

ern Cable Television Association. Georgia World Congress Center, Atlanta. Information: (404) 252-2454.

Sept. 7—*National Association of Community Television Broadcasters* organization meeting. Sheraton Airport hotel, Kansas City, Mo.

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 Murray, (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.

Also in September

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—*National Association of Broadcasters* regional meeting for small market TV broadcasters. Hyatt hotel, Los Angeles airport.

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. 10—*National Academy of Television Arts and Sciences, New York chapter*, drop-in dinner. Topic: "Opportunities in Corporate Television: Going Strong, Looking Good." Copacabana, New York.

Sept. 11—*Ohio Association of Broadcasters* "small market radio exchange." Westbrook Country Club, Mansfield, Ohio.

Sept. 12—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Stuart Hersch, chief operating officer, King World Inc., distributor of *Wheel of Fortune* and *Jeopardy*. Copacabana, New York.

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. Quality Inn, Vernon, Conn.

■ **Sept. 13**—*Northern California Broadcasters Association* luncheon meeting. Speaker: Bill Stakelin, president, Radio Advertising Bureau. Hotel St. Francis, San Francisco.

Sept. 13-15—*Alaska Broadcasters Association* 20th annual convention. Travelers Inn, Fairbanks, Alaska.

Sept. 14—*Southern California Association of Governments/Annenberg School of Communications and Southern California Cable Association* regional telecommunications conference. University of Southern California campus, Los Angeles.

Sept. 14-15—Eighteenth annual *South Dakota Broadcasters* day. South Dakota State University and Stauronite Inn, Brookings, S.D. Information: (605) 688-4191.

Sept. 14-15—*Radio-Television News Directors Association* region eight meeting. Ohio University, Athens, Ohio.

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. 15—*California AP Television-Radio Association* regional seminar. Sacramento Inn, Sacramento Calif.

Sept. 15—*Radio-Television News Directors Association* region two meeting, in association with Radic Convention (see below). Keynote speaker: Ed Asner Screen Actor's Guild. Westin Bonaventure, Los Angeles.

Major Meetings

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. Armac 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 con-

ference. 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 5-8, 1985—*ABC-TV* annual affiliates meeting. New York Hilton, New York.

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

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.

May 19-22, 1985—*CBS-TV* annual affiliates meeting. Fairmont hotel, San Francisco.

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.



You are cordially invited to an
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THE ICE PIRATES
MISUNDERSTOOD
MY FAVORITE YEAR
PENNIES FROM HEAVEN
RECKLESS

RETURN OF
A MAN CALLED HORSE
ROMANTIC COMEDY
SHOOT THE MOON
A STRANGER IS WATCHING
THIEF
TRUE CONFESSIONS
WHOSE LIFE IS IT ANYWAY?
THE YEAR OF
LIVING DANGEROUSLY



TELEVISION
SIXTY YEARS OF GREAT ENTERTAINMENT

Sept. 15—Radio-Television News Directors Association region four meeting, with *Oklahoma AP* and *University of Oklahoma*. Norman, Okla.

Sept. 15—Radio-Television News Directors Association region five meeting with *Northwest News Broadcasters Association*. Eau Claire, Wis.

Sept. 15—Radio-Television News Directors Association region nine meeting with *Louisiana AP*. Royal Sonesta, New Orleans.

Sept. 16-18—*Central Educational Network* fifth annual national program screening. Marc Plaza hotel, Milwaukee. Information: Ann DeLarye-Gold, (312) 545-7500.

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 Biltmore hotels, Los Angeles.

Sept. 17—*Community Broadcasters of America* Western regional meeting. Sheraton Lakewood, Denver.

Sept. 17-18—"Selling Cable TV Services," course offered by *American Management Association*. AMA headquarters, New York.

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

Sept. 18—*Southern California Cable Association* meeting. Los Angeles Airport Hilton, Los Angeles.

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. 18—*Hollywood Radio and Television Society* newsmaker luncheon with panel of network entertain-

ment division presidents. Beverly Wilshire hotel, Beverly Hills, Calif. Information: (213) 769-4313.

Sept. 18—*Association of National Advertisers* ninth annual corporate advertising workshop. Waldorf-Astoria, New York.

Sept. 18-19—*Kentucky Broadcasters Association* fall convention. Marriott Resort, Lexington, Ky.

Sept. 19—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Pierre Juneau, president, Canadian Broadcasting Corp. Copacabana, New York.

Sept. 19—*Community Broadcasters of America* Eastern regional meeting. West Park hotel, Arlington, Va.

Sept. 19-21—*International Institute of Communications* annual conference. "The Media and Information Society: Present and Future." Reichstag, Berlin. Information: (01) 388-0671; IIC, Tavistock House South, Tavistock Square, London, WC1H 9LF.

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

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

Sept. 20-22—*American Women in Radio and Television* South Central area conference. Tapatio Springs Ranch, Boern, Tex.

Sept. 21—*Southern California Cable Association* fourth anniversary dinner and dance. Beverly Wilshire hotel, Los Angeles.

Sept. 21—*Radio-Television News Directors Association* region 13 meeting, with *Washington chapter of Society of Professional Journalists, Sigma Delta Chi*. Speakers include Defense Secretary Caspar Weinberger; Bill Leonard, former president, CBS News; Ed Fouhy, ABC News Washington bureau chief, and Robert G. Allen, communications attorney. Hilton hotel, Washington.

Sept. 21—*Washington State Association of Broadcasters* radio/TV sales clinic. Wenatchee Center, Wenatchee, Wash.

Sept. 21—"The Lawyer and the New Video Marketplace III," sponsored by *American Bar Association, Forum Committee on Communications Law*. Time-Life Building, New York.

Sept. 21—*Community Broadcasters of America* Midwestern regional meeting. Midway Motor Lodge, Milwaukee.

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

Sept. 21-25—10th International Broadcasting Convention (IBC), sponsored by *Electronic Engineering Association, Institution of Electronic and Radio Engineers, Institution of Electrical Engineers, Royal Television Society, Institute of Electrical and Electronics Engineers and Society of Motion Picture and Television Engineers*. Metropole conference and exhibition center. Brighton, England. Information: IEE, Savoy Place, London, WC2R 0BL; telephone: 01-240-1871.

Sept. 22—First "Sol Taishoff [late editor-in-chief, Broadcast 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 Science*. 36th annual prime-time Emmy Awards presentation or 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. 23-25—*Nevada Broadcasters Association* annual fall meeting. Harvey's South Shore, Lake Tahoe, Nev.

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—*National Association of Broadcasters* regional meeting for small market TV broadcasters. Logan Airport Hilton, Boston.

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

Sept. 24—*Women in Cable, New York chapter*, cable follies. Waldorf-Astoria, New York.

Sept. 24-26—*National Cable Television Association* third minority business symposium, "Cable Television: The View From the '80's." Speakers include Bill Daniels chairman, Daniels & Associates; Frank Biondi, HBC 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 South park, Austin, Tex.

Sept. 25-27—*National Association of Black Owned Broadcasters* eighth annual fall broadcast management conference. Ramada Renaissance hotel, Washington.

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

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

Sept. 27—*Philadelphia Cable Club* membership dinner. Speaker: Katharine Graham, chairman, Washington Post Co. Franklin Plaza hotel, Philadelphia.

Sept. 27-29—*American Women in Radio and Television* North Central area conference. Daytonian hotel Dayton, Ohio.

Sept. 28—Deadline for entries in *1985 Ohio Stat*

Question:

WHAT ARE THE MAJOR CAUSES OF HIGHWAY DETERIORATION?

For the answer see page 51. And for all the answers about the American trucking industry, call (202) 797-5236.



The American Trucking Associations Foundation, Inc., 1616 P St., N.W., Washington, D.C. 20036

•SEPTEMBER•

ROSIE

Her sister's terminal illness brings a young girl confusing and unexpected emotions. Tara Kennedy stars.

•OCTOBER•

UMBRELLA JACK

A young boy befriends an eccentric, old war veteran and learns an important lesson about judging others. John Carradine and Joey Lawrence star.

•NOVEMBER•

LITTLE ARLISS

"Little" Arliss tries to earn his elders' respect by capturing Savage Sam, a renegade Palomino. The exciting sequel to Walt Disney's "Old Yeller."

•JUNE•

THE DAY DAD GOT FIRED

A teenage girl shares the heartbreak and trauma of her wealthy father's sudden unemployment.

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We're winning audiences. With a national average household rating of 5.9, we air in 90% of the U.S. with a total audience of nearly sixty million viewers—including Adults 18-49, Children and Teens 6-17.

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Produced in association with NBC Television Stations Division.

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•DECEMBER•

BROTHER TOUGH

A young boy must decide if he wants to follow his brother's champion footsteps into the boxing ring. John Amos stars. Joe Frazier in a cameo role.

•MAY•

THAT FUNNY FAT KID

Hiding behind the mask of a class clown, a young boy comes to near tragic consequences when he tries to lose weight too fast.

•JANUARY•

BUDDIES

A touching story spanning the events of a lifelong friendship between two young men.

•APRIL•

MY MOTHER THE WITCH

The Salem Witch Trials cast haunting suspicion on the mother of a 17th century girl. Starring Lynn Milgrim.

•MARCH•

DANNY AND THE KILLER RAIN

A boy, concerned about his pet duck, finds himself caught in the current acid rain controversy. Malcolm Groome is featured.

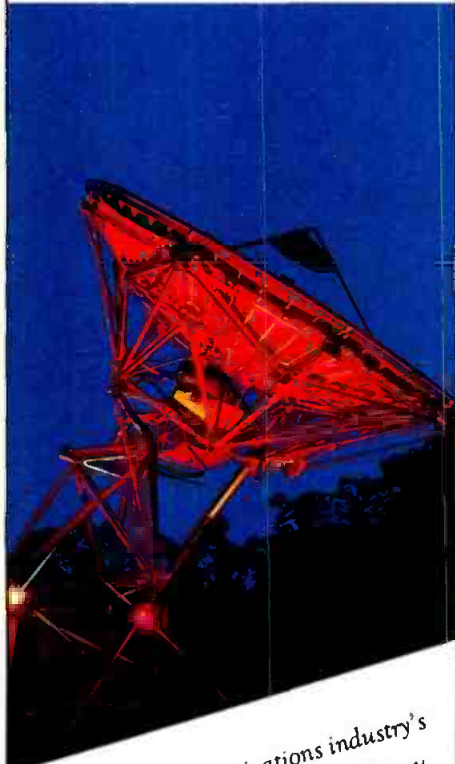
•FEBRUARY•

THE KILLER WHALES OF ROBSON BIGHT

A young girl vows to save the killer whales' spawning waters from logging operations.

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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. 28-30**—*Foundation for American Communications* conference for journalists, "Economics and the News," co-sponsored by *Dallas Morning News*. Dallas-Fort Worth Hilton Executive Conference Center, Dallas-Fort Worth Airport.

Sept. 30-Oct. 2—*New Jersey Broadcasters Association* 38th annual convention. Speakers: Edward Fritts, president, National Association of Broadcasters; Bernard Mann, president, National Radio Broadcasters Association, and Ben Hoberman, ABC Radio. 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.

Sept. 30-Oct. 2—*Kentucky CATV Association* fall convention. Galt House, Louisville.

October

■ **Oct. 1**—Deadline for entries in U.S. Television and Radio Commercials Festival, sponsored by *U.S. Festivals Association*. Information: (312) 834-7773.

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 '84: Tools for Today." Marriott hotel, Chicago. Information: (202) 296-7245.

Oct. 1-5—*London Multimedia Market III*. Gloucester hotel, London. Information: LMM, 33 Southampton

Stay Tuned

A professional's guide to the Intermedia week (Sept. 3-9)



The Investigators

Network television □ ABC: *To Save Our Schools, To Save Our Children* (documentary), Tuesday 8-11 p.m. CBS: *The Boys in Blue* (comedy/drama), Sunday 8-9 p.m. NBC: *The Real Star Wars: Defense in Space* (investigative special), Saturday 10-11 p.m.

Network radio □ ABC Information Network: *Video Blues* (six-part mini-documentary), concluding Monday (check local times). CBS RadioRadio: *The 20th Anniversary Beatles Radio Special* (six-hour special), concluding Monday (check local times). CBS Radio Network: *NFL Football* (seventh season coverage), Monday-Jan. 27, 1985 (check local times). NBC Radio Network: *Miss America: Princess or Porno Queen* (five 90-second reports), Monday-Friday (check local times).

Syndication □ WCRB Productions: *The Boston Pops Orchestra*, Monday on 100 stations (check local times).

Cable □ Arts & Entertainment: *The Citadel* (10-part dramatic series), Monday 8-9 p.m.; *Fanny By Gaslight* (four-part romantic drama), Wednesday 8-9 p.m.; *Vermeer* (documentary profile), Wednesday 11-11:45 p.m. HBO: *A Single Light* (young adult drama), Monday 4-5 p.m.; *The Nightmare of Cocaine* (documentary), Sunday 10-11 p.m.; *The Investigators: Crusading Reporters of the Air** (monthly comedy series), Sunday 11-11:30 p.m. Nickelodeon: *Aladdin* (musical fairy tale), Sunday 3-4 p.m.



Aladdin

Play It Again □ ABC: "Coal Miner's Daughter" (drama), Sunday 9-11:40 p.m. CBS: *Broken Promise* (drama), Tuesday 9-11 p.m. NBC: *Marco Polo* (four-part mini-series), Sunday and Wednesday, 8-11 p.m.; Monday and Tuesday, 9-11 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York): *The Honeymooners*, four 60-minute episodes, one each week, now through Sept. 29. *Lucille Ball: First Lady of Comedy*, 90 minutes of programming aired three times per day, now through Sept. 13. *Metromedia and the DuMont Legacy*, 90 minutes of programming aired three times per day, now through Sept. 20. For information and air times call (212) 752-7684.

* indicates premiere episode



*Harold C. Crump, President and
General Manager of KPRC-TV,
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**“A few years from now, the rest of
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American television viewer is once again the

beneficiary of our commercial television system
and its never-ending competitive drive for greater
excellence.”

KPRC-TV begins operation this fall with its own
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transponder on SBS-3 and sharing SNG power
with major market stations coast to coast.

There may still be time for you to become
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Oct. 2—Cabletelevision Advertising Bureau local cable sales advertising workshop. Sheraton Inn, Portland, Ore.

Oct. 3-5—Tennessee Association of Broadcasters annual convention. Hyatt Regency, Memphis.

Oct. 3-6—National Indian Communications Conference, "The Business of Media." Tulsa Excelsior, Tulsa, Okla.

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

Oct. 4-5—"Reporting Public Affairs in the Year 2004," sponsored by *Ohio State University School of Journalism*. Speakers include Fred Friendly, Columbia University Graduate School of Journalism; Nicholas Johnson, former FCC commissioner, and Everette Dennis, Gannett Center for Media Studies. Fawcett Center for Tomorrow, OSU campus, Columbus, Ohio.

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

Oct. 4-7—American Women in Radio and Television Southeast area conference. Crabtree Valley Marriott hotel, Raleigh, N.C.

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.

Oct. 8-11—First International Music Video Festival of Saint-Tropez, sponsored by *French Television Channel, TF1*, and *R.S. Communication*, publisher of *Video Club*, French professional magazine. Hotel Byblos, Saint-Tropez, France. U.S. contact: John Nathan, (212) 223-0044.

Oct. 9—Southern California Women in Cable meeting. Speaker: Kathryn Creech, president, Council for Cable Information. Marina Marriott hotel, Marina de Rey, Calif.

Oct. 9—Association of National Advertisers annual promotion management workshop. Halloran House, New York.

Oct. 9—Cabletelevision Advertising Bureau local advertising sales workshop. Sheraton Inn, Atlanta.

Oct. 10-12—National Religious Broadcasters Midwestern chapter convention. Yahara Center, Madison, Wis.

Oct. 10-12—Indiana Broadcasters Association fall conference. Fort Wayne Marriott, Fort Wayne, Ind.

Oct. 10-14—Women in Communications national professional conference, with presentation of Clarion Awards. Theme: "Striving for Excellence." Westin hotel, Seattle.

Oct. 11—Cabletelevision Advertising Bureau local advertising sales workshop. Hilton at Walt Disney World, Orlando, Fla.

Oct. 11-14—National Black Media Coalition's 11th annual conference. Theme: "Beyond '84: New Roles, New Goals." Shoreham hotel, Washington.

Oct. 11-14—Missouri Broadcasters Association fall meeting. Marriott's Pavilion hotel, St. Louis.

Oct. 11-14—American Women in Radio and Television Western area conference. Pacific Plaza, San Francisco.

Oct. 12-14—Massachusetts Association of Broadcasters annual convention. Jug End Resort and Conference Center, South Egremont, Mass.

Oct. 12-14—Illinois News Broadcasters Association fall convention. Collinsville Hilton, Collinsville, Ill.

■ Oct. 12-14—Foundation for American Communications conference for journalists, "Economics and the News," co-sponsored with *Gates Foundation*. Keystone, Colo.

Oct. 13—Unda-USA Gabriel Awards banquet. Copley Plaza hotel, Boston.

Oct. 13—Radio-Television News Directors Association region 10 meeting with *Memphis State University*, Memphis.

Oct. 13-17—10th annual Vidcom International, home video marketplace, sponsored by *Period Associates/ MIDE M Organization*. Palais des Festivals, Cannes, France.

Oct. 14-16—Pennsylvania Association of Broadcasters annual fall convention. Hershey Motor Lodge and convention center, Hershey, Pa.

Oct. 14-16—North Carolina Association of Broadcasters fall convention. Marriott, Charlotte, N.C.

Oct. 15-18—Southern Educational Communications Association conference and "SECA Center for Instructional Communications Postsecondary Screening." Adam's Mark hotel, Houston.

Oct. 16—Association of National Advertisers annual new product marketing workshop. Hotel Roosevelt, New York.

Oct. 16—Cabletelevision Advertising Bureau local advertising sales workshop. Sheraton North Shore, Chicago.

Oct. 16-18—Mid-America Cable TV convention. Hilton Plaza hotel, Kansas City, Mo. Information: (913) 841-9241.

Oct. 17—Cabletelevision Advertising Bureau local advertising sales workshop. Ramada Inn, Detroit.

Oct. 17-20—American Association of Advertising Agencies 47th annual Western region convention. Hotel del Coronado, San Diego.

Oct. 18—Cabletelevision Advertising Bureau local advertising sales workshop. Airport hotel, Dayton, Ohio.

Oct. 18-19—Society of Broadcast Engineers, Pittsburgh chapter, 11th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 19—Caucus for Producers, Writers and Directors second annual dinner dance, featuring presentation of Distinguished Service Award and Caucus Member of Year. Chasen's restaurant, Los Angeles.

Oct. 19—Radio-Television News Directors Association region 12 meeting. Sheraton Center, New York.

Oct. 19-20—Friends of Old-Time Radio annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J.

Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Oct. 19-21—"Communications and Empowerment," conference of *Union for Democratic Communications*. National 4-H Center, Chevy Chase, Md.

Oct. 19-21—American Women in Radio and Television Northeast area conference. Omni International, Norfolk, Va.

Oct. 21-23—Communications Expo '84, joint conference and national trade show sponsored by *Canadian Association of Broadcasters and Western Association of Broadcast Engineers*. Edmonton Convention Center, Edmonton, Alberta. Information: Gerry Action, (613) 233-4035.

Oct. 22-24—New York State Broadcasters Association's 30th annual meeting. Speakers include Joe Flaherty, CBS; Mimi Dawson, FCC, and Phil Donahue, talk show host. Americana Inn, Albany, N.Y.

Oct. 23—Cabletelevision Advertising Bureau local advertising sales workshop. Sheraton University City, Philadelphia.

■ Oct. 23—Connecticut Broadcasters Association annual meeting. Lord Cromwell Inn, Cromwell, Conn.

Oct. 24-26—Ohio Association of Broadcasters fall convention. New Capitol Square Hyatt, Columbus.

Oct. 25—Presentation of CEBA Awards, honoring excellence in advertising and communications geared to African-American audiences, by *World Institute of Black Communications*. New York Hilton, New York. Information: Linda Bowie, (212) 586-1771.

Oct. 25—International Radio and Television Society newsmaker luncheon. Waldorf Astoria, New York.

Oct. 25—Cabletelevision Advertising Bureau local advertising sales workshop. Sheraton Inn, Pittsburgh.

Oct. 25-28—MDS Industry Association annual meeting. Sheraton Washington, Washington. Information: Bonnie Guthrie, (202) 639-4410.

Oct. 26-29—Texas Association of Broadcasters engineering conference. Hyatt Regency hotel, San Antonio, Tex.

Oct. 27—American Society of Composers, Authors and Publishers entertainment industry seminar, "The Burning Issues of the Copyright Controversy," hosted by UCLA Extension. Speakers include Screen Actors Guild President Ed Asner, Representative Howard Berman (D-Calif.), Writers Guild of America Executive Director Naomi Gurian, attorney Jay Cooper and songwriter Tom Snow. Information: (213) 825-9064.

Oct. 27-30—Texas Association of Broadcasters management convention. Hyatt Regency hotel, San Antonio, Tex.

Oct. 28-30—Texas Association of Broadcasters engineering conference. Hyatt Regency hotel, San Antonio, Tex.

Oct. 28-Nov. 2—Society of Motion Picture and Television Engineers 126th technical conference and equipment exhibit. New York Hilton, New York. Information: (914) 472-6606.

Oct. 29—Pennsylvania Cable Television Association annual meeting. Trump plaza, Atlantic City, N.J. Information: Patricia Wilson, (717) 234-2190.

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

Oct. 31-Nov. 1—Electromagnetic Energy Policy Alliance technical seminar. Westin hotel, Chicago. Information: Richard Ektell, (202) 452-1070.

November

Nov. 2—Montana Broadcasters Association sales clinic. Village Red Lion Motor Inn, Missoula, Mont.

Nov. 2-9—27th annual International Film and TV Festival of New York. New York.

Nov. 5-13—China Comm '84, exhibition and conference covering telecommunications, electronics and computers. Beijing Exhibition Center, Beijing, China. Information: Ciapp & Poliak International, P.O. Box 70007, Washington, 20088; (301) 657-3090.

Nov. 7-9—Oregon Association of Broadcasters fall meeting. Salisham, Lincoln City, Ore.

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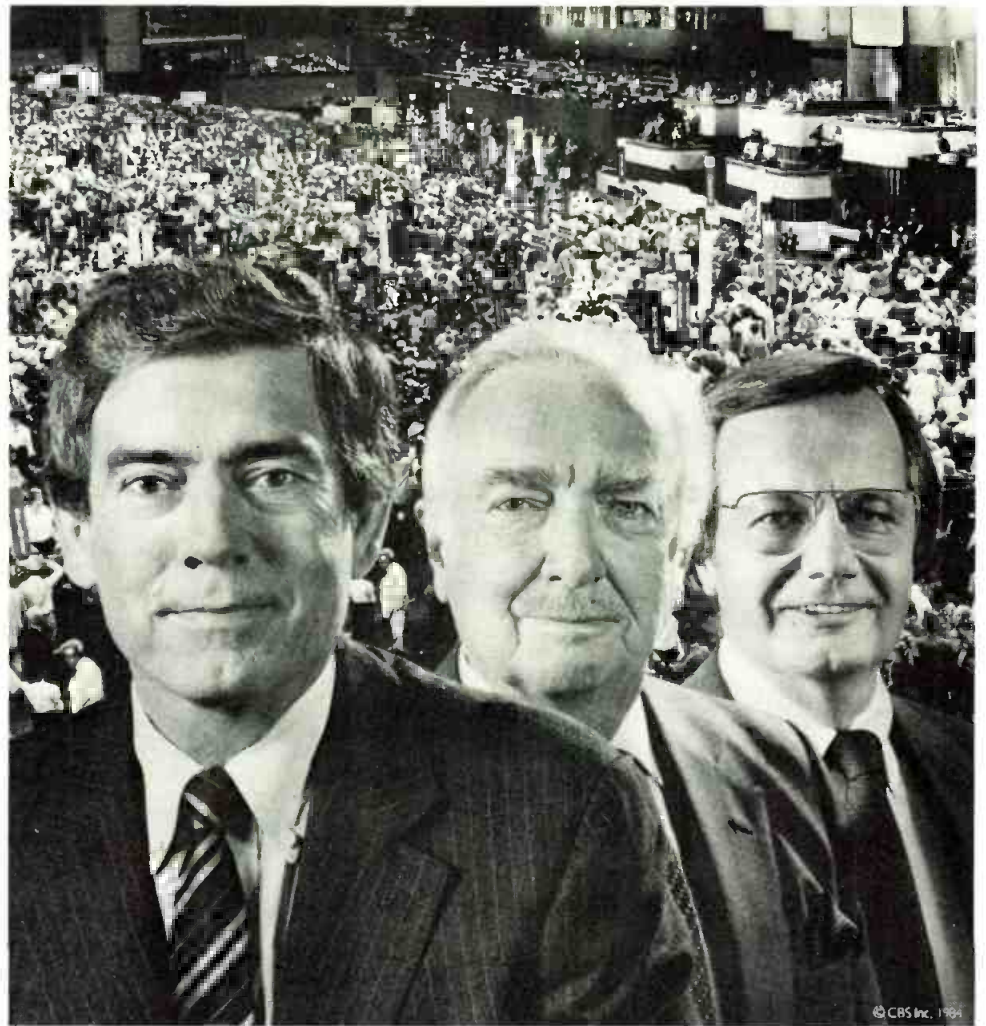
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WHEN IT'S IMPORTANT AMERICA TURNS TO CBS NEWS

THE CRITICS' CHOICE

In San Francisco:

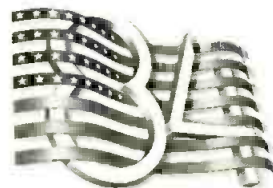
"Of the three networks it (CBS) turned in the best performance overall."
—*San Francisco Chronicle*

"CBS' coverage was by far the most informative and interesting."
—*N.Y. Daily News*

In Dallas:

"Dan Rather... simply took charge of not only his own network's coverage but all network coverage."
—*The Washington Post*

For 1984 convention coverage it could trust, America turned to Dan Rather along with Walter Cronkite, Bill Moyers, Bruce Morton, Bob Schieffer, Lesley Stahl, Ed Bradley, Diane Sawyer and the CBS News Convention Team. Television's most trusted journalists.



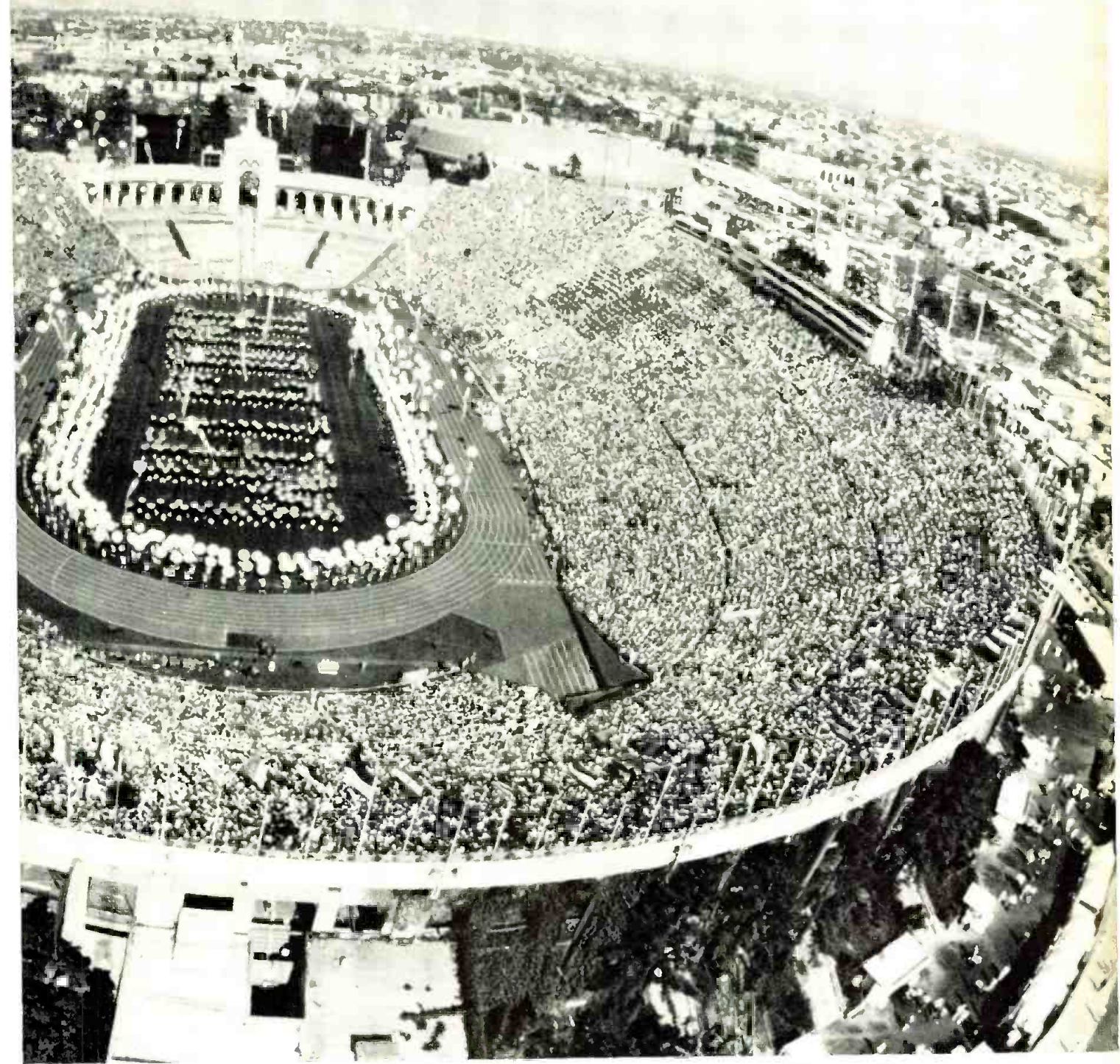
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Television's performance deserved an Olympic gold medal. For the most-watched program in history. A program that 90% of all American households turned to. For a total audience of more than 180 million viewers. And smart advertisers share the glory. Because this free, commercially-sponsored program aired by 21 ABC network affiliated stations, delivered a record-breaking audience. Nothing

ONE RECORD TO BEAT



delivers like free television. Nothing delivers the programs. The audiences. The markets. Blair Television salutes ABC for exemplary service to the American people. To everyone involved in the XXIII Olympic Games. And to the entire television industry. We're proud to be a part of this tradition of outstanding leadership.

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The Double Hundred scores thousands.

In 22 years, only two major college football coaches recorded more than 100 victories, back-to-back, at the same school—Bob Devaney and Tom Osborne of the University of Nebraska. To honor their achievement, KOLN-TV/KGIN-TV in Lincoln and Grand Island came up with the idea of the Double Hundred Celebration and established a committee to organize it.

Over 3,000 people attended the fund-raising event, televised live on KOLN-TV/KGIN-TV. The irreverent humor of Bob Hope plus a recorded message from President Reagan lent special excitement to the evening. But the highlight was the presentation of \$75,200 to the Devaney-Osborne Athletic Academic Fund at the University.

Providing innovative ideas to honor outstanding citizens and support collegiate programs is all part of the Fetzer tradition of total community involvement.



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Grand Rapids,
Michigan

WKJF
Cadillac,
Michigan

WKJF-FM
Cadillac,
Michigan

KMEG-TV
Sioux City,
Iowa

Broadcasting **4** Sep 3

Vol. 107 No. 9

TOP OF THE WEEK

Fall syndicated programing: a horn of plenty

The lack of breakthrough formulas is being offset by sheer numbers; game and music video shows popular; noticeably absent are talk/variety and news targeted to specific dayparts

Twenty new first-run shows will bow in syndication this fall, giving programmers of both affiliated and independent television stations one of the richest harvests in recent seasons. How many of those shows will bloom in the second season remains to be seen—over half of last year's crop did not survive—but programmers think that this season's mortality rate may not be as high. Part of that hope rests in the recognition that many of this season's new shows are of time-tested genres instead of risky innovations.

The 11 strips and nine weekly shows that will be premiering over the next several weeks represent a different breed from many of the programs developed for first-run syn-

dication in the 1983-84 season. There are six new game shows that will join the seven already in syndication and seven on the networks cramming access and early fringe time periods on stations in all markets. Last year, only two game shows premiered in first-run syndication, and the phenomenal success of one of them—King World's *Wheel of Fortune*—is widely regarded to have inspired others. But half of this year's new game shows are really not new—they are revised or updated versions of previously successful shows.

Another striking difference in this year's class of new first-run syndicated shows is the noticeable absence of vehicles developed for periods other than access and early fringe, the traditional province of first-run programming. Last year a number of shows—*Breakaway*, *Woman To Woman*, *Newscope* and *Thicke of the Night*—were specifically developed for daytime, local news lead-in

and late-night, all areas underserved by first-run syndication. By contrast, this year many of the new programs are targeted for the more traditional time slots, although in reality those shows will be found all over the schedule as the supply outnumbers the demand.

"This year there are no outright developments for afternoon," observed Jim Majors, vice president of programming at Petry Television, New York. "It's probably largely because of the failure of those other shows," he said, citing *Thicke*, *Breakaway*, *Woman to Woman* and *Newscope*. Those failures, he said, "have made everybody a bit gun shy... although I think we're just talking about a point in time, rather than a trend." According to Majors, new program development areas especially "hard hit" by last season's fallout were the talk/variety and news and information shows. "But I don't know if we can say that era is now dead because we



Rituals



Anything For Money



Puttin' On The Hits



Essence



Every Second Counts



Tales From The Darkside



Kids Incorporated



Bizarre

could see something spring up next year," he added.

"There is a greater conservatism this year," agreed Alan Bell, vice president and general manager of Cox's KTVU(TV) Oakland, Calif. "But if the clock works, then the pendulum swings back and forth." Bell argued against those who claim that certain programming forms are dead, such as female-oriented talk shows in daytime or news and information programming. To Bell, it comes down to distinguishing concept from execution. "When there's a faulty execution," he explained, "there is a tendency for people to generalize and say no one will ever watch an X or Y show again." Bell made clear it was problems in production, not concept, that caused so many to fail last year.

Furthermore, most of last season's more ambitious projects were designed primarily for independent stations. But the lack of new daytime or alternative programming in this season's lineup does not appear to greatly disturb many independent station programmers. They point to a number of off-network hours and half-hours that will be premiering in syndication this fall, such as *Benson* from Columbia Pictures Television, *Dallas* from Lorimar, *Diff'rent Strokes* from Embassy, *Hart to Hart* from Columbia and *Trapper John, M.D.* from Warner Bros., which independents frequently use to counterprogram the local and network news on

the affiliates. Added to that is the steady supply of other programming, such as the new feature film package sold by MGM/UA, the two-hour block of daytime programming called *Inday* from LBS Communications and the first-run *Dempsey & Makepiece* action-adventure series from Tribune Entertainment—to identify just the tip of the iceberg—all available later this year or early next.

"The thing that is affecting independents is late night," reported Lucille Salhany, vice president of broadcast and cable programming for Taft Broadcasting. "There isn't a lot of first-run strip for late night. And we like to try to clear first-run in late night because there isn't much product available then and the cost of running off-network in late night becomes prohibitive. If you have a sitcom, you're going to put it into early fringe where you really need it."

However, Salhany pointed out, one area where the independent's cup runneth over this year is in children's programming. There is a steady supply of new shows such as *Heathcliff* from LBS Communications, *Kids Incorporated* from MGM/UA, *Fat Albert* from Group W Productions, *Transformers* from Claster and *Voltron* from World Events Productions.

"Despite the fact there are less ambitious projects," concluded David Simon, program director at independent KTLA-TV Los Ange-

les, "there's still enough of them happening. The industry is not asleep." True, he acknowledged, game shows appear to have taken over the schedule in many markets, but he ascribed that, in part, to an "in-between phase" that will shortly come to an end as stations forget their bout with the major first-run projects of this past season and once again look for the innovative proposal.

Simon is tackling the first-run problem, at least on the weekend this fall, by programming three hours of a "first-run, high-tech video music block" on Saturday mornings. KTLA-TV will begin the morning with *Starcade*, follow it with *The Video Game* and *Music Magazine*, before leading into—successively—*Video Beat*, *America's Top 10* and *Puttin' On The Hits*. At 11 p.m. on Saturday, KTLA-TV will repeat *Puttin' On The Hits*, follow it with *New York Hot Tracks*, and top it off with a repeat of *America's Top 10*. The Saturday blocks are designed to attract children and teen-agers in the morning and adults in the evening, Simon explained. In addition, each music show skews to slightly different demographics, with some pulling an urban contemporary audience, while others are designed to draw a top 40 crowd.

Where there is first-run there is almost always barter. Although program buyers often think otherwise, producers and distributors point out the national barter spots are

The who, what, where and when of syndication this fall

Program	Syndicator/producer	Number of episodes: originals/ repeats	Time period	Number of mkts./ % of U.S. homes	Debut date
<i>Transformers</i>	Claster/Sunbow Prods.-Marvel Prods.	16/36	Weekend morning	100 markets/90%	Oct. 6
<i>Puttin' on the Hits</i>	MCA/Dick Clark Prods.	26/26	Early fringe/access	125 markets/90%	Sept. 17
<i>New \$100,000 Name That Tune *</i>	Film Syndication/Sandy Frank Prods.	32/20	Access/early fringe	90 markets/86%	Sept. 10
<i>Rituals</i>	Telepictures/Metromedia-Telepictures Productions	52	Prime/access/early fringe access	105 markets/85%	Sept. 10
<i>Jeopardy *</i>	King World/Merv Griffin Prods.	39/13	Early fringe/access	111 markets/84%	Sept. 10
<i>Tales from the Dark Side</i>	LBS Communications/Laurel Prods. in association with JayGee Prods. and Tribune Broadcasting	24/28	Weekend	100 markets/80%	Sept. 24
<i>Kids Incorporated</i>	MGM/UA/K-Tel Entertainment/International Program Consultants	26/26	Weekend morning	100 markets/80%	Sept. 10
<i>The New Let's Make A Deal *</i>	Telepictures/Stefan Hatos-Monty Hall Prod.	34/18	Early fringe/access/daytime	100 markets/80%	Sept. 17
<i>Anything for Money *</i>	Paramount TV Domestic Distribution	22/30	Daytime	90 markets/76%	Sept. 17
<i>This Week's Music *</i>	Viacom Enterprises/The Entertainment Television Co. in co-venture with Viacom Enterprises	13/39	Early fringe/access/weekend (hour version)	74 markets/75%	Sept. 24
<i>America's Choice</i>	All American Television/Scotti/Minnedge TV in association with Casey Kasem Prods.	26/26	Weekend	70 markets/71%	Sept. 24
<i>Heathcliff *</i>	LBS Communications/DIC Audiovisual	13/39	Early fringe	65 markets/68%	Oct. 1
<i>Guilty or Innocent *</i>	Genesis Entertainment/Gannaway & Rubenstein Prods.	35/17	Morning/late night	59 markets/65%	Sept. 24
<i>Fat Albert *</i>	Group W Prod./Filmation	18/34	Early fringe	55 markets/65%	Sept. 17
<i>Voltron</i>	World Events Prods.	25/27	Early fringe	56 markets/63%	Sept. 10
<i>Divorce Court *</i>	Blair Entertainment/Blair Entertainment in association with Storer Communications	32/20	Afternoon	70 markets/46%	Sept. 17
<i>Bizarre *</i>	Viacom Enterprises/Shirall Co. in association with CTV	25/27	Late night	51 markets/45%	Sept. 24
<i>Every Second Counts *</i>	Group W Prods. in association with Charles Colarusso Prods.	39/13	Daytime/early fringe/access	40 markets/45%	Sept. 17
<i>Essence</i>	Reeves Teletape/Essence TV Prods.-Anchor Prods.	26/26	Morning/daytime	31 markets/42%	Sept. 9
<i>Sally Jessy Raphael</i> * Strip	Multimedia Entertainment	45/7	Daytime	40 markets/NA	On air

what helps the show to be produced since first-run cannot afford deficit financing like network series. The barter spots are in addition to, in almost all cases, cash license fees.

MCA-TV's *Puttin' On The Hits*, the most-cleared show going into the new season, retains two-and-a-half minutes of national advertising per half-hour show and gives four minutes to the station. (The weekly series kicks off with a one-hour special that will be aired twice by stations during a Sept. 8-16 window).

Telepictures' *Rituals* is holding back one minute for national advertising, while stations get five-and-a-half minutes to sell—the same deal its is using for its *The New Let's*

Make A Deal.

King World's *Jeopardy* will retain one 30-second spot. Group W Productions' *Every Second Counts* will have one 30-second spot for national advertisers, leaving five-and-a-half minutes for stations to sell, while *Fat Albert* will have two 30-second spots and leave five minutes for stations.

Viacom's *This Week's Music* is being sold in a half-hour and full-hour version, with one 30-second spot held back in the half-hour version and two-and-a-half minutes retained in the full hour version. (Five of the 74 markets that to date have picked up *This Week's Music* have also signed up for both versions.)

Viacom's *Bizarre*, which is going into its fifth season on the pay cable service, Showtime, and which Viacom has put into broadcast syndication, will keep one 30-second spot and give five-and-a-half minutes to stations.

MGM/UA's weekly *Kids Incorporated* will hold back two-and-a-half minutes for national sales and leave three-and-a-half for local sales.

LBS Communications' *Heathcliff* will retain one minute, releasing five minutes for stations, and its weekly *Tales From The Darkside* will withhold two-and-a-half minutes and give three-and-a-half minutes for local sales. □

Political advertising tab in fall expected to hit \$250 million

Presidential campaigns alone to spend some \$25 million apiece, bulk in television, but radio and TV figure big in other races

In the aftermath of Labor Day the political parties are about to launch their political advertising campaigns, and once again broadcasting has top prominence. Some \$250 million will be spent on the air between now and election day, Nov. 6.

According to the Television Bureau of Advertising, 75% of the political dollars spent in television during the whole of 1984 will be spent over the next nine weeks. TVB President Roger Rice estimated that 44% of the dollars available to television will be spent in October, 17% in September and 9% in November.

This year TVB estimates that television political advertising will total \$180 million for the entire year, up from \$90.7 million in 1980. The lion's share is picked up by the stations in spot and local advertising, which is expected to account for \$140 million, while the major networks are predicted to capture \$40 million.

In 1980, also a presidential election year, Rice pointed out, political advertising totaled \$20.7 million on the television networks and \$70 million in television spot and local sales among the top 75 markets.

(The Radio Advertising Bureau does not compile a breakout or projection of political advertising revenues in the radio industry, but some unofficial estimates put it at over \$100 million this year.)

The Democrats and Republicans are coordinating their media strategies differently. The Reagan/Bush re-election campaign has set up its own outside advertising shop, the Tuesday Team. The group is headed by James D. Travis, who is on leave from Della Femina, Travisano & Partners, where he is president. The Republicans have also recruited other top Madison Avenue executives, including Marvin Honig, former vice chairman and creative director of Doyle Dane Bernbach, and Hal Riney, executive vice president and managing director of Ogilvy & Mather's San Francisco office.

The Mondale/Ferraro campaign has split creative and implementation efforts among

three groups: Consultants '84, which is headed by Roy Spence, executive vice president of the Austin, Tex.-based agency of Gurasich, Spence, Darilek & McLure; New York-based McCaffrey & McCall, and DHS Films, New York. Unlike the Republicans, the Democrats are coordinating their advertising strategy in-house under the direction of Judy Press Brenner, the Mondale/Ferraro campaign's media director.

The Tuesday Team is handling all network buys for Reagan/Bush, while Ed Libov Associates, the New York-based media buying service, is handling all spot television and radio buys. With Mondale/Ferraro, McCaffrey & McCall is charged with the network

purchases and Consultants '84 with spot buys.

Doug Watts, media director for the Reagan/Bush campaign, said \$20 million to \$25 million has been budgeted for advertising—over half of the campaign's total budget—and about 85% of that would be spent in television, shared equally between network and spot.

"We have plans today," he said of the campaign's network/spot expenditure ratio, "but they could change dramatically tomorrow." The balance of the advertising budget, he said, goes to everything from buttons to salaries and outside contracts.

Avram Butensky, president of Ed Libov

Test case?

Bill Branch, a reporter for KQVR(TV) Sacramento, Calif., has petitioned the FCC for a declaratory ruling that the equal opportunities provisions of Section 315 of the Communications Act are unconstitutional.

In the petition, Branch contended that the equal opportunities provisions are inconsistent with the First Amendment. Branch also took issue with the FCC's 1965 interpretation in *In re WMAY* that said any appearances by broadcasters who are also candidates for public office can trigger equal opportunities requirements. "This blanket prohibition strikes at the very heart of the First Amendment and mortally wounds the precious right of the public and broadcasters to the free exercise of speech and press," the petition said.

At a press conference in Washington, Branch said Washington sources had informed him that his could be the test case the FCC could use to challenge the validity of the equal time rule, and possibly get rid of it.

Milton Gross, chief of the FCC's fairness/political broadcasting branch, said this was the first time he had seen anyone submit a petition for declaratory ruling on the subject. The commission, Gross added, has received hundreds of inquiries about exemptions from the ruling from stations whose employees wanted to run for political office. But the FCC has regularly referred the stations to the precedent of its 1965 ruling, Gross said. Gross declined to speculate on when the commission would act on the petition.

Branch had wanted to run for election to the town council of Loomis, Calif., a small community near Sacramento (BROADCASTING, Aug. 13). He changed his plans, however, after the FCC and his station informed him that if he ran for the nonpaying position, the equal opportunity obligations would apply to his reporting appearances on the air, even though those reports didn't concern the town council race.

At the press conference, Branch said he didn't believe newsmen should run for "higher" offices than the one he had hoped to run for. But that decision should be one of "journalistic ethics," not government edict, he said. Branch said he bankrolled the press conference on his own. He did not think he would be able to pursue the issue much farther unless he received financial assistance. Branch originally had filed suit against the FCC on the subject in federal court in San Francisco but has withdrawn that suit in the hope the FCC will act on the matter first.

Associates, said spot spending by Reagan/Bush could range between \$8 million and \$12 million, depending on when and where the campaign may want to advertise.

How much the Mondale/Ferraro campaign is spending in broadcast advertising is a mystery. "We've budgeted every penny of our \$40.4 million for this election, and the amount that goes to media is confidential," said media director Brenner. But most sellers in the market believe the Mondale/Ferraro campaign will come in a little bit higher than Reagan/Bush, spending perhaps as much as \$27 million in television alone. Sellers are also anticipating—some admit it might be wishful thinking—that the Mondale/Ferraro spot budget will exceed that of the Republican counterpart.

The presidential campaigns are not the only ones with dollars to spend. There are also broadcast advertising expenditures by the Democratic and Republican National Committees and their various arms, such as the congressional and senatorial campaign committees.

In addition, state party committees also buy time on behalf of candidates and join the national committees in generic advertising. The Republicans appear to be a little ahead of the Democrats on that score. Although five generic spots were produced by the DNC in 1980 and were placed on stations in conjunction with state Democratic committees, the DNC has no firm plans to do the same over the next several weeks.

Earlier this year, the DNC produced four spots in-house and bought \$30,000 worth of time in the Washington market "to reach the opinion leaders," according to DNC spokesman Terry Michael, but any future advertising depends on the availability of funds. "There's a possibility we might do some kind of general motivational kind of spot to help turn out the Democratic electorate," Michael said, but added that "most of the money we're raising this year will be plowed into voter registration, get-out-the-vote drives that are going to be conducted person-to-person, telephone banks and mail."

The Republican National Committee is just about to begin its "third wave" of broadcast advertising, the previous two occurring in March and July. Each wave lasts about 10 days and costs \$1.2 million, said an RNC spokesman. The third wave, due to begin soon, will break in 85 top markets. SFM Media Corp., New York, is handling the RNC's buys.

Cable is also beginning to play a role in the political advertising marketplace, a choice that was barely considered four years ago. Toby Steinberg, sales manager in charge of political advertising for CNN and superstation WTBS(TV) Atlanta, said that he has had conversations with both the Tuesday Team and McCaffrey & McCall and "I fully expect to be doing business with both of them, although we've had no firm commitments yet." Steinberg said a 1983 Simmons Market Research study showed that CNN and WTBS were "extremely worthy" for political advertisers because "viewers of our services have a higher propensity to involve

themselves in the political process."

The Nashville Network is also trying to get a portion of the political advertising pie, and also cites Simmons as a reason why it is the appropriate vehicle. TNN said a recent Simmons report showed that 78% of TNN viewers who were surveyed voted in the 1980 presidential election, well above the national average of 53%. Also, TNN said the Simmons study reported that 87% of TNN's viewers planned to vote in the upcoming presidential election.

However, according to media director Doug Watts of the Reagan/Bush campaign, there are hurdles in the way of cable. Cable "is not very assertive," he noted, "in marketing their product. And they are not particularly cooperative in adjusting to the unique problems of a political advertiser." The cable networks, he said, were requiring a political advertiser to display a disclaimer slide at the beginning and end of each spot, "and that's absurd." Watts said he was finally able to get most of the cable networks to give up the disclaimer requirement on the 30-second spots, although they still require it on the longer ones.

Although most sales managers are waiting for the political advertising dollars to begin flowing this week, almost all report only a trickle to date. The three networks and national station representatives make similar observations. "Right now we're in the process of working out arrangements with the campaigns," ABC said through a spokesperson, which seemed to sum up the situation at the other two networks as well.

"We're starting to get some bucks from both parties," remarked Walter A. Schwartz, president of Blair Television, "and from what we can tell it's going to be pretty good, although we don't think it's going to be earth shattering."

But based on historical trends, broadcasters are in for a generous raise this political season. According to the TVB, total political advertising dollars on television increased from \$12,049,000 in 1970 to \$117,038,000 in 1982, and the projected \$180 million this year. Spot and local sales have increased from \$11,789,000 in 1970 to \$116,176,000 in 1982 (neither presidential elections) and to a projected \$140 million in 1984. Much of the increase in spot and local political dollars has come from the local congressional races, where the spending is accelerating.

James Severin, president of Severin/Aviles/Associates, a New York political consultant and advertising firm, states, "Any hotly contested race in a substantial media market which does not have a media budget of \$300,000 is considered sub-par." Severin said he is running the media campaign for the Republican trying to unseat Congressman Jim Jones (D-Okla.), and his client is spending \$1 million—mostly on television—in that district alone.

Severin almost sounds like a broadcasting industry spokesman: "I don't think there are any consultants left who are respected or eating that do anything in print any more. We went on the air in Tulsa in April and have been on virtually continuously." □

Turner sets launch date for music video service

Atlanta cable programmer will meet MTV head-on in marketplace on Oct. 26, pre-empting MTV's second service by some nine weeks

On Oct. 27, 1983, Ted Turner claimed final victory over ABC and Group W in their two-and-a-half-year cable news war as ABC/Group W's Satellite News Channel went out of business, leaving the field to Turner's CNN and CNN Headline News. On Oct. 26, 1984, the day before Turner marks the first anniversary of that triumph, he will undertake a new campaign that could prove just as difficult for him as the news venture was for ABC and Group W. Turner will launch a new cable service, Music Video Network, in direct competition with the highly successful and pioneering MTV.

"We think that a broad-based music video service can be a tremendous success," said Turner in confirming plans to offer the service last week. "Music Video Network will be aimed at a wide-ranging audience including, but not limited to, those viewers who already watch music videos. It will utilize a fast-paced format with computer graphics and off-camera voices. I think it's going to be a valuable addition to our programming service lineup. We expect to launch with five million subscribers, and see that number double over the next year."

The advertiser-supported service would be provided free of charge for five years to cable operators who sign aboard by the end of the year, Turner said. "We're hoping that this new network will be offered free forever," he said. "Our intention is to make certain that advertising revenues not only cover costs, but turn a profit." MTV, which now reaches 23 million homes, sells advertising time, but also charges affiliates 10 cents and 15 cents per subscriber per month.

In the months and, most likely, years ahead, Turner and his corps of marketers, advertising salesmen and programmers will compete with MTV for cable affiliates, advertising dollars and the right to the music videos.

Turner has apparently already inflicted some damage on MTV Networks Inc., owner of MTV and the Nickelodeon, a children's service. News of Turner's music video intentions broke the same week MTV Networks was trying to sell 5.1 million shares in a public stock offering. At one time, the stock was expected to come out at between \$16 and \$18, but, on Aug. 9, it hit the street at \$15 because, say the underwriters, of Turner and other unspecified factors. Turner and those other factors cost MTV Network between \$5 million and \$15 million.

The specter of MVN also compelled MTV Networks to push up the launch of its still unnamed second music video service, which

is being designed to complement MTV. MTV targets the 12-to-34 age group, said MTV Networks spokeswoman Margaret Wade, and the new service will aim at the 25-to-49-year-old market. The new service will be introduced on Jan. 1, 1985, she said, and will be offered free to cable systems that carry MTV.

Turner first raised the prospect of offering a music video service four weeks ago in a letter to cable systems intended to assess their interest in such a service ("Cablecasting," Aug. 13). "Before we can proceed with this project," Turner told the operators, "we must receive commitments to carry our music service from cable operators representing an aggregate minimum of 10 million subscribers."

According to Nory LeBrun, vice president, sales and marketing, Turner Broadcasting System, the letter did not generate commitments for 10 million subscribers, but it, along with his personal solicitations, produced enough to give him confidence that five million homes would be on line for the launch and 10 million would be signed up by the middle of next year.

"We have more signed commitment letters from MSO's [outside the top 10] than we do from the top 10," he said. "It takes a longer time for a major company to go through all the decision makers." He admitted that the commitment letters don't always mean much. "I don't believe anything until I see it in contract form."

Turner is not at all discouraged by the prospect of having just five million potential viewers for the start-up, said LeBrun. "We are use to starting cable networks with anywhere from one million to three million subscribers," he said, referring to CNN and CNN Headline News, which now boast 28.5 million subscribers and 12.6 million subscribers, respectively.

By the end of MVN's third year of service, LeBrun said, it could have as many as 25 million subscribers, more than enough to make the service profitable. He said the cable homes will come from new systems, systems that are expanding their channel capacity and systems that will be persuaded to drop MTV for MVN. "You've got to have the switch-outs," he said.

LeBrun is confident he will do well with systems that have limited channel capacity and have to make a choice between MTV and MVN. Turner is guaranteeing he will not charge the operator for five years, he said. "The deal is a good deal, an honest deal, not packaged with other services."

What's more, LeBrun said, MVN will be different from MTV, and may be more appealing to some operators. Not only will MVN be more attractive to the 18-to-34 age group, he said, but it will also contain less sex and violence.

(MTV Networks has won one of the first major marketing skirmishes. It issued a one-sentence press release, saying it has entered into "a long-term affiliation agreement with

Tele-Communications Inc. and its affiliates" for all three of its services. TCI is the nation's largest MSO with some 2.7 million basic subscribers.)

Turner's decision to launch the service this fall was not made arbitrarily, said LeBrun. The last half of this year and the first half of next year, he said, are "a window of opportunity" when many of MTV's affiliation agreements with cable operators are coming up for renewals. If Turner or any other company with similar designs put off the launch of a service until late next year, it would be extremely difficult for them to crack the market. "It would be locked up by MTV," LeBrun said.

LeBrun said Turner's team is ready to go. "Nobody ever said we didn't rise to an occasion or didn't like to compete," he said. "And competition is good for the industry, good for [MTV] and good for us." □

President vetos CPB funding bill

Reagan says spending in 1987-89 reauthorization measure is excessive

Public broadcasting suffered a major blow last week when President Reagan vetoed a measure (S. 2436) that would have reauthorized the Corporation for Public Broadcasting for fiscal 1987, '88 and '89 at budget ceilings of \$238 million, \$253 million and \$270 million, respectively. The bill also included funding for the National Telecommunications and Information Administration's Public Telecommunications Facilities Program for FY's 1985-87.

The veto came while Congress was in recess and it is unclear what action the lawmakers will take when they return this week (Wednesday, Sept. 5). Sources say, however, it is unlikely Senate and House leaders will attempt to override the veto, although no decisions have been made. (To overturn a veto, the votes of two-thirds of both chambers are needed.) Congress could also resubmit another bill with lower funding figures. And there is a possibility an authorizing measure will be attached to pending appropriations legislation.

The bill authorized CPB to receive federal funds, but did not appropriate money. CPB, however, is not in immediate danger of running out of money. Separate legislation is now pending in the Senate (H.R. 6028), that includes FY '85 appropriations for CPB.

Reagan's reasons for rejecting the legislation were contained in a veto message to the Senate. He felt the funding for public broadcasting increased "too much too fast." Furthermore, the chief executive said: "Given the magnitude of the deficit cuts that will be needed in the years ahead, I do not believe we can justify locking in public broadcasting funding levels for 1987-1989 that are so obviously excessive."

The statement also said: "Moreover, this view is clearly shared by a large portion of the House of Representatives as indicated by the 176 votes in favor of the Oxley amend-

A third music network heard from

Discovery Music Network, a proposed 24-hour "music entertainment" network scheduled to debut Dec. 31 ("In Brief," Aug. 13), last week announced details of an incentive package extended to cable MSO's on the condition that they respond by Oct. 1 and agree to carry all 24 hours of daily programming. DMN President Karen Tyler said the offer includes free delivery, a one-time bonus of five cents per subscriber (if a letter of intent is signed by Oct. 1 and a contract by Jan. 1), two minutes of local commercial availabilities per hour, and "comprehensive" local advertising and co-op marketing support, based on the number of subscribers the MSO has signed by Oct. 1. Tyler and DMN Board Chairman Glen Taylor, co-founders of the Financial News Network who have since severed their ties with that basic cable service, said their new venture would be "equally innovative and unique both musically and visually." The Los Angeles-based network would be targeted to 24-to-45-year-olds. Tyler said Discovery's programming would cover "a wide variety of musical styles and will follow strict policies to avoid any gratuitous sexual or violent content. We are committed to high-quality entertainment programming that will knock your socks off."

In an interview with BROADCASTING last Thursday, Taylor emphasized that the new network will eschew exclusivity deals with record companies. "I see problems with any company that involves itself in that sort of monopoly," he said, predicting a U.S. Department of Justice study of the practice. Although his network will rely on music industry video clips for "the backbone" of its programming, Taylor added that live concerts and "new talent" showcases will also be a part of the schedule. Discovery is hoping to line up 20 million subscribers by the end of this year and expects to spend \$1 million in start-up incentives for cable operators. Taylor said \$3 million will be spent on advertising and promotion during the four-month period beginning Dec. 1. A 50-video daily rotation is planned, with satellite distribution expected via Galaxy I, Satcom 3-R, or both.

Taylor also disclosed that his company will concurrently launch a 24-hour music network for radio, to provide the video service with simulcast capability. Both cable and radio affiliates will receive digitally delivered soundtracks using a new type of stereo processing called Holophonic sound. "We think it's going to be a major revolution in the way sound is recorded," said Taylor. "It is as much different as mono is from stereo, bringing a level of realism that is shocking."

ment to reduce the three-year authorizations by 25%."

The President was referring to an amendment offered by Representative Michael Oxley (R-Ohio) during a House debate on the bill in July (BROADCASTING, Aug. 6). Oxley proposed reducing the ceilings to \$186 million for FY 1987, \$214 million for FY 1988 and \$246 million for FY 1989. (The Reagan administration recommended \$100 million for CPB in 1987 and called for elimination of the PTFP altogether.)

In his veto message, Reagan urged Congress to adopt a new measure more in line with the Oxley amendment. "I also reiterate my strong opposition to the huge increases for public facilities grants contained in S. 2436 and the unjustified expansion of this program to include repair and replacement of existing equipment," Reagan said.

The bill authorized facilities grants of \$50 million in 1985, \$53 million in 1986 and \$56 million in 1987.

"It's most unfortunate and regrettable that Mr. Reagan vetoed public broadcasting's authorization legislation," said Bruce Christensen, president of the Public Broadcasting Service. "This legislation passed both houses of Congress with overwhelming bipartisan support." Christensen denied the measure threatened the budget. "It only authorizes an expenditure of about \$1 per year per citizen and couldn't even be spent until 1987."

CPB Board Chairman Sharon Percy Rockefeller said the veto represents "a real loss for 200 million Americans who depend on public television and public radio for education and information." Moreover, Rockefeller said it was a "particular loss for children's programs." She promised CPB would "work with the stations and the entire public broadcasting community to secure adequate federal funding for these vital television and radio programs."

Rockefeller's statement was reinforced by National Public Radio President Douglas Bennet. "All of us who are committed to a strong public broadcasting system in this country are very disappointed by the President's action. We are immediately beginning efforts to see that this legislation is passed to continue providing the nation with the very best public broadcasting service."

Peter Fannon, acting president of public broadcasting's lobbying arm, the National Association of Public Television Stations, said the veto would create "considerable turmoil in our not-for-profit industry just as future program plans and commitments are being made."

Congressional reaction to the veto was limited due to the recess. Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee and author of the bill, was unavailable for comment. In the House, Representative Tim Wirth (D-Colo.), chairman of the Telecommunications Subcommittee, called Reagan's actions "a brutal slap in the face to the nation's children." He said the administration "has shown disregard for middle- and low-income Americans—many of whom cannot afford to experience cultural events without viewing public television."

Representative James Broyhill (R-N.C.), ranking minority member of the Energy and Commerce Committee, however, took a different position from Wirth. He pledged his support to uphold the veto and called it a

"prudent decision." Broyhill maintained that a 49% increase in CPB funding was uncalled for "especially since individual and corporate donations to public broadcasting during the past 12 months were at record levels." □



Satellite progress and problems fill SCUC agenda

Annual conference focuses on international services, DBS

Professionals in the satellite industry—service providers and their customers alike—representing both domestic and foreign interests, descended upon New Orleans last week to discuss the technological strides that have been achieved in the last few years as well as the tasks that lie ahead.

The focus of the gathering was on the increasingly global structure of satellite communications as individual governments begin to set aside at least some of their purely nationalistic barriers to accommodate the international communications needs of their constituencies.

A consensus among service providers and users attending the sixth annual Satellite Communications Users Conference (SCUC) was that the global trend provides a mandate for the U.S. government to grant applications that would give Intelsat competition in providing overseas services. Some at the conference expressed that consensus in very strong terms. But noticeably missing was anyone to represent the Intelsat opposition to the new entries. Intelsat's director general, Richard Colino, the scheduled keynote speaker, was called out of the country on business and could not present his group's position.

At one session devoted solely to "New International Offerings," Veronica Ahearn, an attorney with the Washington law firm, Chadbourne, Parke, Whiteside & Wolff, which represents HBO, said that new competitors "have to be authorized." She predicted that "U.S. regulatory hurdles will be overcome," as the regulatory trend toward furthering consumer choice continues.

Ahearn suggested that while users might have to endure a "temporary anomaly in rates" as a result of new international service offerings, the market would benefit from having a choice among competitive prices.

RCA Americom is one of several would-be competitors to Intelsat. It proposes to offer service to central Europe at first and possibly Latin America later on, with its Satcom VI satellite. Noting that the cost of a satellite transmission from New York to Los Angeles, a route serviced by a host of competitors, is about one-quarter that of the Intelsat-dominated New York-to-London route, RCA Americom's Harold Rice said there is a "natural progression toward open entry and

competition" in the international satellite arena. American broadcasters and cable operators are pursuing greater access to European markets, said Rice, "and vice versa." He said that independent satellite operators are prepared to offer such access, and don't see the need to be "tied to a common system," such as Intelsat.

Indeed, the interest of American programmers in overseas markets is demonstrated by the participation of HBO and Showtime and all of the major U.S. theatrical film studios in pay television services in the United Kingdom or Europe. Both ABC and CBS have full-time video circuits between New York and London, and a consortium of Japanese broadcasters, known as JISO, has a full-time circuit, provided by Wold Communications, between Tokyo and Los Angeles. As Wold Chairman Robert Wold put it last week, "the whole international transmission scene is starting to blossom."

Rice and others speaking at the conference said they expect Intelsat to continue, in Rice's words, "to play an important role." "We're not trying to cut up an existing pie into smaller pieces," he said of potential Intelsat competitors. "We want to create a bigger pie."

Without tackling the issue of whether competitive services would be in the public interest, Intelsat's manager of business planning, Michael Cummings, suggested that regardless of future competitors, Intelsat will not roll over and play dead. He said that Intelsat now offers a wide range of services and will introduce more in the near future. Among them are digital television distribution and a transmission service that will integrate video and data information. Cummings agreed with the assessment of others that satellites have sparked a revolution in video and data distribution, and Intelsat, he said, "is right in the middle of it."

Another company that hopes to be in the thick of the fray is International Satellite Inc., a joint venture of TRT Inc. (owned by United Brands), the conglomerate Kansas City Southern Industries and Southern Satellite Systems. That company has also applied to compete with Intelsat with satellite service between the U.S. and western Europe. It hopes to operate two Ku-band satellites with launches scheduled for 1988, said the company's director of sales, Gary Lipman. Among the "unmatched" services that ISI hopes to offer, said Lipman, is point-to-point

service from Los Angeles to, for example, Rome, in one satellite hop. "The biggest hurdle," he said, will be securing operating agreements with foreign countries, a continuing challenge to American-based international record carriers.

Touching on the globalization of the satellite business as well, Norman Leventhal, representing PanAmSat, which has applied to provide international service to Latin America, said the question is not whether that trend will continue, but rather, which countries will dominate the business and "whether the U.S. will sit by and let the western Europeans get the competitive advantage here."

Leventhal said that foreign service providers are "gaining every day" that the U.S. holds up the applications of domestic carriers wishing to compete with Intelsat. He noted that Spain has proposed a service for Latin America similar to the one proposed by PanAmSat. Just six months ago, he said, Spain was "complaining about the dangers of competition to Intelsat. Now they're doing the same thing we are."

The direct broadcast satellite business received its fair share of attention at this year's SCUC. There seemed to be more questions than answers on that topic. At one DBS session last week, Washington attorney Ben Fisher, with Wayland, Fisher, Cooper & Leader, noted what he called the "discouraging trend in the weeding out of the original eight applicants." CBS and Western Union have both withdrawn, while Graphic Scanning has failed to show "due diligence" in its effort to get satellite construction under way and is not really a factor. And RCA Americom is also likely to drop out of the running soon, said Fisher.

Of the four initial applicants still considered serious contenders, said Fisher, DBS Corp. still has not fulfilled its due diligence requirement with the FCC, although the company's executive vice president, Vladimir Naleszkiewicz, said the company's financial plan would be complete "within a couple of weeks." Financial backing is also a problem that Comsat's Satellite Television Corp. has yet to come to terms with, Fisher suggested. Though the company has satisfied its due diligence requirement with the commission, STC has had at least two prospective partners walk out on it—CBS and Sears. Fisher noted that STC is under intense pressure from its parent to find a new investor, "and soon," or Comsat is likely to pull the plug on STC for fear of assuming the entire financial risk.

In the wings are seven second-round DBS applications awaiting commission action, including Hughes Communications, Clay T. Whitehead's National Exchange Inc., Satellite Development Trust, Advanced Communications, Space Communications Services, Satellite Syndicated System and National Christian Network.

Perhaps the single most important question surrounding DBS, as expressed by Fisher, remains to be answered: "Is DBS a technology in pursuit of a market," or does a market exist for DBS to serve?

Naleszkiewicz's answer last week was that the technology is irrelevant. "A 50,000

watt radio station transmits a signal so powerful you can pick it up on the fillings in your teeth," he said. "So what?" Programming will make the difference, he said. If the program product is attractive, he said, "there will be a market."

The prevailing view, at least among the current domestic DBS applicants, is that video entertainment will be the driving force behind the business. However, Dennis Fraser, president of Ancom, a joint venture of Alcoa Co. and NEC which has been awarded a contract to supply the DBS home receiving equipment for STC, said last week that data transmission services may be "perhaps more important than video entertainment" among DBS service offerings. In fact, Fraser suggested that DBS programmers could become a primary source of software downloading services for home computer users, much as the Nabu network is working to become through cable affiliates. STC is currently talking with database services such as the Source about the possibility of transmitting their data via DBS. Fraser said the costs of carriage are virtually eliminated when transmitted by satellite. "There are thousands of data buyers" in the market today, he said. Currently that market is driven by the terrestrial telephone network, which he said has severely limited capacity compared to satellites.

And as STC intends to exploit data transfer as an ancillary business to the primary video entertainment market, Ancom provided a simulation of an interactive data transmission over a 12 ghz satellite link at its SCUC booth last week. Using Apple Macintosh home computers hooked into a telephone modem, the company showed how a DBS subscriber could request specific programs from a host computer feeding the satellite, from which the programs would then be automatically transmitted to the customer. STC officials would not be specific, but they believe customers can save at least 20% and perhaps as much as 50% to 60% on data

services delivered by satellite.

There are just as many uncertainties about proposed DBS services abroad as there are in the U.S. And, according to John Tydemann, group development coordinator for Rupert Murdoch's News International, advancements in DBS technology have forced some fundamental changes in the way DBS services will be offered in Europe. Initially, said Tydemann, "DBS was conceived of as a national service" in Europe, where each country would implement its own service. But improvements in antenna and receiver designs since 1977, when initial DBS guidelines were drawn up for Europe, have made potential pan-European services more attractive and the feasibility of single national markets for DBS, given the higher start-up costs, more questionable.

For example, Tydemann said, the footprint of France's DBS orbital slot at 19 degrees west longitude would cover the U.K., Ireland, most of Spain, Italy, Holland, Belgium, Denmark, Germany, Yugoslavia, Austria and Switzerland. Like a number of European DBS proposals, said Tydemann, France's has become "surrounded by controversy" in recent times. There is a debate among governmental bodies there whether to go with the initially proposed high-powered (230 watt) satellites, or more cost-efficient medium-powered satellites. "The French have been reassessing the cost, emphasis and development of 'new media,'" said Tydemann, "in particular, cable and satellite."

He also noted that little has been done in the French project toward evaluating the market for various program services. "Ironically," he said, "at this stage, there is no French company proposing to offer any services" for DBS. Radio Tele-Luxembourg has been courted by the French to offer a service on the French bird, in part to pre-empt the Luxembourg government from launching its own service.

Also demonstrating the emerging pan-Eu-



Dishes outside the Superdome

ropean nature of DBS in Europe is a project commissioned by the European Space Agency known as L-Sat. Two of the transponders aboard a satellite to be launched in 1988 have been designated for high-powered DBS use. One will be leased by Italy and the other by the European Broadcast Union for a multilingual service to be broadcast across most of Europe.

"It is clear," concluded Tydeman, "that DBS is not a cryptic acronym for 'simple big dollars' in Europe." And while the initial impetus may guarantee the launch of a first round of high-powered DBS satellites in France, Germany and Sweden, the long-term prospects for DBS in Europe are unclear.

Equally unclear is what kind of standard, if any, will emerge from the various encryption systems for satellite transmissions. Cable operators want very much to see program suppliers, many who have expressed an intent to scramble their signals, to use compatible systems. So far only HBO has committed to a particular scrambling technology, the VideoCipher II, developed by M/A Com/Link-A-Bit. According to Robert Zitter, vice president, HBO, the satellite feeds of HBO and Cinemax will be fully encrypted by early 1985. The VideoCipher II units for cable headend installation are priced at under \$400, and M/A Com/Link-A-Bit will soon introduce a unit to interface with existing back yard receivers that will cost less than that.

But so far no other cable programmers have fallen in line behind HBO, although Link-A-Bit executives say they are talking to all the major programmers. But it faces competition from other descrambler manufacturers such as digital Video Systems, founded by chairman John Lowery, which was bought by Scientific-Atlanta last year. He suggests that his "B-MAC" format will come into wide use by 1985, and although he has no customers yet, he said the first, an international client, will be announced within weeks. □

New Orleans goes to court to stop Cox rate hike

The city of New Orleans went to state court last week in another attempt to stop Cox Cable, its cable franchisee since August 1981, from restructuring its nonpay cable services in the wake of the FCC's *Nevada* decision.

The city asked the court to find Cox's plan to reduce basic service from 31 to 11 channels a breach of the three-year-old franchise agreement and order Cox to show cause why it should not be enjoined from implementing the plan.

Claiming that state law is superceded in this case by federal law, attorneys for Cox have "removed" the case to federal district court. So before the city can proceed with its suit, it must convince the federal court to

remand the case to the state court.

The suit is just the latest twist in a legal battle that has been going on for the past month.

To increase revenues, according to court documents, the financially strapped cable system decided to split its \$7.95, 31-channel basic service in two.

Under the new scheme, it would offer a stripped-down basic tier of 11 channels, containing the local must-carry signals, for \$4.95 and a new tier of 20 channels, containing most of the popular advertiser-supported cable services, for an additional \$6. To receive the same service they had before, subscribers would have to pay \$10.95.

Without city approval, Cox sent letters to its subscribers on July 27, notifying them of the plan and saying it would go into effect on Aug. 1. A few days later, Cox filed suit against the city in the local federal district court asking the court to enjoin the city from taking any action to block the implementation of the new service, and the city filed a countersuit seeking to enjoin Cox from increasing basic cable rates without city approval.

On Aug. 3, the court denied Cox's request. On Aug. 22, it granted the city's, enjoining Cox from making any unilateral rate changes in its basic service. Cox considers the Aug. 22 decision a victory, not because of what the court said, but because of what the court didn't say. "Nothing in the court's ruling," said Brent Rushforth, Cox's attorney in the case, "prevented Cox from restructuring its signal carriage or altering the rates of the non-must-carry tier."

Immediately following the federal court's action or inaction, Cox introduced its new service offerings. The 11-channel basic service was priced at \$7.95 instead of \$4.95 as originally planned because the federal injunction locked in that price until the city council got around to approving the price reduction.

Cox feels it was empowered to restructure its nonpay services without city approval by a series of FCC and federal court decisions. In its court briefs in New Orleans, it relies heavily on the FCC's *Nevada* decision, in which the FCC, exercising its pre-emptive power over municipalities in cable matters, limited municipal rate regulation to tiers containing must-carry signals and affirmed cable system's right to structure its tiers of service any way it likes.

"The FCC has determined that franchise provisions that purport to control the content or placement of broadcast signals have been pre-empted," Cox said in one of its court briefs, "so that Cox is free to add, delete or realign its service tiers as long as all 'must-carry' signals are retained as part of its basic service offerings."

The city believes it can reassert control over Cox Cable under contract law in the state court. Cox's restructuring "is contrary to and will be in breach of the franchise which prohibits a reduction in the number of services provided to subscribers without prior approval of the council," the city said in its suit. "Immediate and irreparable injury will result to the city and the people of New Orleans if Cox is permitted to proceed." □

USIA funds VOA study of DBS

The United States Information Agency is spending \$1.5 million for preliminary research on the feasibility and estimated cost of developing and operating a direct broadcast satellite system to meet the international audio broadcasting needs of the Voice of America. The contract, awarded by the National Aeronautics and Space Administration on behalf of the USIA, is split between Martin Marietta and TRW Inc. The two companies are expected to present final reports on their parallel studies by April 1985. No funds have been allocated for the actual development or construction of such a system, the USIA emphasized. The study is part of the government communication agency's ongoing effort to explore long-range alternatives for its 42-language international radio service.

A Voice of America official, who spoke with BROADCASTING last week on the condition that he not be named, said that if the project is judged to be cost effective, the first DBS satellite used in the project could be launched as early as "the mid-1990's." Because of the sensitive and technical nature of the project, the VOA has been responding to inquiries on a "background" basis only.

The VOA source said the studies will explore possible power sources for the satellite radio station (including solar and nuclear sources) and a wide range of transmission options (ranging from shortwave through Ku-band frequencies). It is not yet determined whether the proposed DBS service would target a particular region, although the VOA has had difficulty in the past penetrating jamming transmitters in the Soviet Union and eastern Europe.

Martin Marietta will study structural and power supply requirements of the proposed system. Its Denver Aerospace unit has subcontracted with Washington-based Satellite Systems Engineering, a satellite communications consultancy, for investigation of several DBS approaches, "including methods that utilize space platforms, low earth-orbiting satellites and geosynchronous satellites."

The NASA contracts specify that any DBS system developed for the USIA must be compatible with the space shuttle system and take into account the latest developments in satellite broadcast technologies. NASA sponsored research several years ago into the cost and technical requirements of DBS, but those have not concerned requirements of the VOA. One senior USIA administrator, who also asked not be named, conceded that the DBS proposal faces formidable technical, regulatory and cost-effectiveness obstacles. According to the VOA source, the DBS project would be limited to extending only that service's signal, although there were unconfirmed reports that the separately administered Radio Free Europe and Radio Liberty, funded through Congress by the Board for International Broadcasting, might also use the satellite. □

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Curtain falling on theatrical films on TV

Pay TV showings and videocassettes are making movies less and less attractive to the networks

Some old movies never die, but more and more new ones are never given life on network television. The word from the dozen or so executives who control most of the buying and selling of movies to ABC, CBS and NBC is that fewer films are being bought, and for less.

NBC is tentatively planning to show 15 prime time theatrical films next season, down three from this season, while at the same time increasing made-for-TV films from 22 to 35 and keeping mini-series about the same. ABC plans to show 13 theatrical films, down from 16 last year, while increasing made-for-TV films from 22 to 24 and mini-series from three to four. CBS, which is currently planning 25 theatricals compared to last year's 28, is keeping its made-for-TV product at roughly the same number (46) while doubling the hours given to mini-series to 50.

According to Larry Gershman, president of MGM/UA Television: "In the last three years the networks have been buying less and less theatrical features. In the last 18 months it has become almost nonexistent. Producers of new studio films are now aware that they may not be able to get a network sale."

Seen from the other side of the negotiating table, Alan Levin, executive vice president, CBS Entertainment, said, "Where you

theatrical films have relinquished their role as prestige items, or "blockbusters," to made-for-TV product such as *The Day After* and *Something About Amelia*. None of the theatrical movies shown last season equaled the ratings achieved by the top five made-for-television features.

John J. Agoglia, senior vice president, business affairs, NBC television network, said: "We look at what is in the marketplace and try to analyze the exposure before it gets to us. Even if the dollars come down enough and one could say we are getting a bargain, you have to remember the film is measured by performance, not by whether I make a good deal."

The decline in ratings of theatrical movies has, over the past nine years, been gradual, according to a soon-to-be-issued study by A.C. Nielsen. Another finding of that study is that there has been a simultaneous, though smaller, decline in ratings of made-for-television films. Charting the average 12-month ratings of both types of movies in prime time, the Nielsen report shows that theatrical films averaged a 16.8 rating/30 share in the 1975-76 season and then declined to a 14.6/25 in 1982-83. During the same period, made-for-television fare—including mini-series playing in regularly scheduled movie slots—declined from 16.7/30 to 15.5/26. Last season's figures for the three networks, according to Poltrack, show that the audience share of both theatrical and made-for-TV movies remained constant, but the ratings for theatrical fare decreased two-tenths



Gershman



Levin

Not only have the films been seen before; they've been seen before on television."

Even if the ratings of theatrical movies were better, MGM/UA's Gershman said the networks would still be very hard bargainers: "The problem from their point of view may not be as severe as they make it out to be. The networks take a valid situation, which is that ratings have gone off while everybody is looking for higher prices, and then use it as an excuse to get into production." He said it is reasonable to see a trend in the networks' lobbying for the repeal of the FCC's financial interest and syndication rules and multiple ownership rules: "I think their purchasing is part of an attitude, where they don't want to strengthen Hollywood where they feel they don't have to."

But Gershman added that the softness of the marketplace for theatrical films predates some of those issues and should not be seen as an attempt by the networks to gain retribution for any of their recent political defeats.

There are others in the film world who think the networks themselves are partly to blame for the decline of theatricals as audience attractions. Ed Bleier, executive vice president, Warner Brothers Television, acknowledged the impact of pay television on ratings of movies but said that the networks have ineptly adjusted to the competition and have failed to give movies the proper promotion, scheduling or "rest" before showing them: "Their attitudes about features becomes a self-fulfilling prophecy," said Bleier. "For instance, movies need 8 o'clock or 9 o'clock starts. A lot of the movies started at 8:30 with incompatible lead-ins. You're almost defying an audience to join

CBS's Levin said that one film that may have been inadequately rested was "Chariots of Fire," which ran on the network just two weeks after it finished on HBO. In the strong February sweeps competition, that film managed an 11.8/17, against NBC's "On Golden Pond" (25.2/37) and ABC's made-for-TV movie, *My Mother's Secret Life* (25.1/36). "Star Wars," which finished second to a made-for-TV movie in head-on competition, also had a short rest period. The poor showing of some theatricals during

Network TV, prime time, 1983-84 season

Top five theatrical films

1. Stir Crazy	26.7/41
2. On Golden Pond	25.2/37
3. Star Wars	25.1/35
4. Stripes	24.0/36
5. Enforcer	22.6/35

Top five made-for-TV movies

1. The Day After	46.0/62
2. Something About Amelia	31.9/46
3. Lace, part 2	31.7/46
4. Gambler II, part 2	29.6/45
5. Lace, part 1	28.2/39

might have previously seen a movie on a regular basis, I suspect in a year or two you won't."

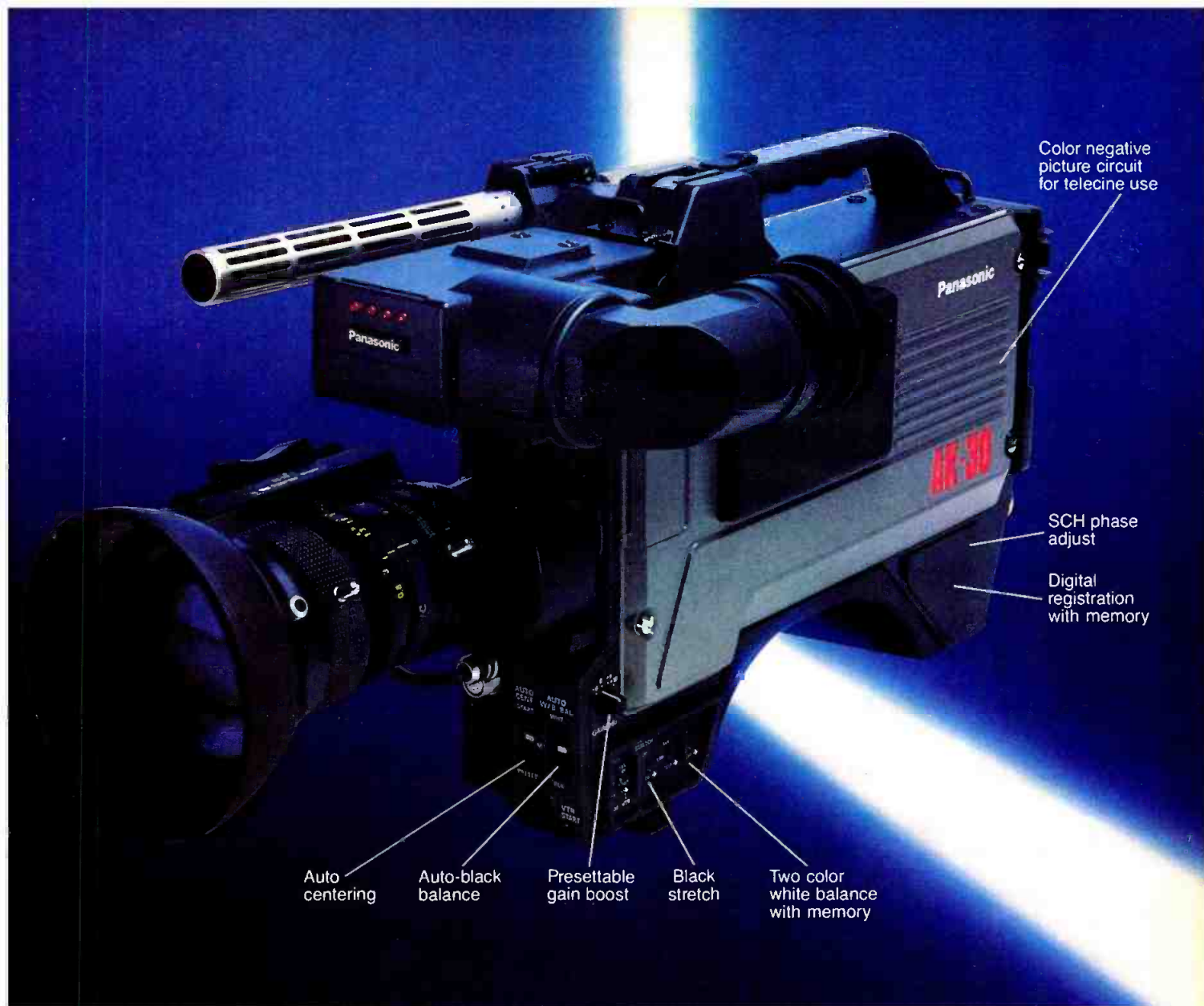
The essential problem with theatrical films, previously stated by the networks, is that by the time they are aired the audience has been significantly diminished by the films' previous exposure on pay television and videocassettes. The Hollywood features, "Taps," "Blue Lagoon" and "Urban Cowboy," during the last week of the February sweeps period, all ranked in the bottom seven of the ratings (BROADCASTING, March 5).

Not only are some expensive movies getting poor ratings, but, as David Poltrack, vice president of research at CBS, noted,

of a rating point while ratings for made-for-TV movies increased six-tenths of a rating point.

The word in Hollywood is that the prices networks are paying for theatrical features are falling faster than the features' ratings—by as much as 50%. Why?

It may be the difference between buying a new or used car. "The three networks represent a medium that has prided itself on broadcasting first-run product for the most part," explained CBS's Levin, "and when the feature film was king on network television it basically came directly from the theaters to our market. Now in addition to a value [ratings] reduction there is perception reduction. It is no longer a television event.



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recent sweeps may have led Brandon Tartikoff, president of NBC Entertainment, to announce that NBC, for one, would "down-play" theatricals during upcoming sweeps (BROADCASTING, May 28).

Both Agoglia and Levin said that the question of how long to rest a film was also determined by what the competition was doing and by the substitute programming that was available. Agoglia added, "The criticism is not invalid for those films going on this year. Three years from now I don't know what difference rest would make, considering what exposure films will be getting."

While a walk through the current network/film marketplace finds most signs pointing in the same direction, Levin said the extinction of movies on network television is not predetermined. CBS, he said, is merely being more selective. "How much of a decline in theatrical fare there is depends on what happens in our business," said Levin. "It may be that we will experiment with a couple of producers and be going pre-pay back on the network." Less optimistic about the idea of networks pre-empting other movie delivery systems is Agoglia, who notes that a film shown on network television would probably be "useless" for subsequent marketing to pay television.

While the networks may feel they currently do better on average by spending \$2 million to \$3 million for a made-for-TV feature instead of buying theatrical movies, they may have something to lose by not keeping a strong inventory of films. That at least is the opinion of David Waterman, a Los Angeles-based consultant to motion pictures and media and adjunct professor at USC's Annenberg School of Communications: "Theatrical features that bypass the networks go to independents who use them to directly compete with the networks' made-for-TV feature," Waterman said. "Also, the networks will be facing still higher production costs for the made-for-TV films, and there is a question in my mind whether they can keep up their current production pace in the face of these higher costs. If the studios drop their prices a little more, theatricals will look more attractive to the networks."

Jamie Kellner, president of the Orion Entertainment Group, also said the crystal ball on theatrical film fare was still a little cloudy: "One thing we all know about this business is that it tends to be cyclical. Three years ago you would hear conversations about the downfall of the networks, the erosion of the network audience and sell your stock in ABC. Now, all of a sudden, it's the exact opposite and people are picking on HBO. Let's say the network audience did

erode further, and let's say they were each down to a 10 or 11 prime time rating because of the increase of pay TV and home video. At that point the theatrical product would become a very important part of the network diet because it would be more economical for them to buy theatrical film than producing something themselves. You can paint a different picture every time you change part of the projection." □

TBS reception of Friendship Games upsets Intelsat

CNN excerpts of Moscow games are fed to Atlanta via Intersputnik because, network says, cost of Intelsat feed was prohibitive

ABC had the Olympics, but Ted Turner had the Soviet Union's answer to the same.

They were called the "Friendship Games," a Moscow mini-Olympics for the countries that followed the Soviet Union's lead in boycotting the summer games in Los Angeles.

Cable News Network received two feeds daily directly from Moscow from the opening ceremonies on Aug. 16 to the closing festivities last Thursday (Aug. 30).

During the first several days of the games, said Bill MacPhail, vice president for sports, CNN, the network packaged the best of the clips into a brief feature and televised it three or four times each day. After that, the features were reduced to about one every other day, he said, because most of the "glamour events" in track and field and swimming were over. Most American viewers don't have much interest in a boxing match between a Pole and a Hungarian, he said.

Turner, president of CNN, had considered televising portions of the Moscow games live over superstation WTBS(TV) Atlanta, MacPhail said. But because of the expense and difficulty involved in doing that, he said, Turner opted for the limited CNN coverage.

CNN received the feed directly from the Soviet satellite, Ghorizant 4, free of charge. Intersputnik, the television news service for Eastern bloc countries, provided the coverage. "No money has changed hands,"

McPhail said.

With the FCC's approval (BROADCASTING, Aug. 20), Turner modified one of its Atlanta earth stations to receive the Intersputnik signals, bypassing the Intelsat system.

How the American public reacted to the CNN coverage is not known. But it is clear that Intelsat and the Communications Satellite Corp. aren't happy about Turner's FCC-approved arrangements for bypassing Intelsat. Both entities have lodged protests with the State Department.

In a telex to William Schneider, under secretary of State, Francis Latapie, Intelsat director of external relations, said Turner's use of the Intersputnik system was not in conformity with the obligations imposed on Intelsat members. "This obligation exists, of course, even if the use of a separate system involves countries which are not members of Intelsat," Latapie said.

In a follow-up telex, Latapie said Intelsat records showed that the Friendship Games were being transmitted from Moscow via Intelsat. "This indicates that the Intelsat system can provide the same service, that it is actually doing so at its established rates, and the other users of the service obviously do not find it to be uneconomic."

In a letter to Schneider, John McLucas, executive vice president and chief strategic officer of Comsat, said the corporation was "dismayed" by the FCC's action, which he contended was a violation of U.S. obligations under the Intelsat agreement. McLucas contended that the Soviets, who are not parties to Intelsat, have been upgrading the technical capabilities of their satellites and have "embarked on an aggressive campaign of expansion."

McLucas said the Soviets have been subsidizing the worldwide use of Intersputnik, trying to make the system available to developing nations for transmission of news and television programs at no cost. "These efforts are part of an effort to wean developing countries away from Intelsat," McLucas said. "How can the United States expect other nations to refrain from such enticements if we do not do so ourselves?"

"There is no question that, had Turner Broadcasting System desired to use the Intelsat system for broadcast of the Soviet Union's 'Friendship Games,' they could have done so," he added. "Apparently the decision by TBS to seek interconnection with Intersputnik hinged on an offer by the Sovi-



Agoglia



Waterman

From cable to broadcast. *Nuclear National Park*, a show about the prospect of placing the nation's first nuclear waste repository adjacent to Canyonlands National Park in southeast Utah, is an example of what can be achieved when "broadcast values" are brought to a cable local origination production, according to John Howe, one of the show's two executive producers. Produced in cooperation with Storer Cable Communications (Glendale, Ariz.) and noncommercial KAET(TV) Phoenix, the half-hour documentary juxtaposes a raft trip down the Green and Colorado rivers with discussions of the proposed nuclear reactor next door—the choice between economic development and environmental preservation.

According to Howe, who is with Storer, the movie is "one of the first television projects to be produced by a local cable company for a national network release." In this case, Storer provided the crew and production equipment and KAET did the post production. The program was done primarily on a barter basis, with on-air promotion being traded for in-kind equipment and services. Poet Rod McKuen narrated the program—his payment will be a percentage of the show's profits.

The show will air nationally over PBS on Oct. 10.



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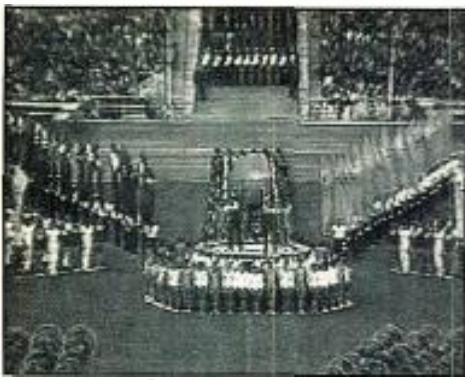
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*A C Nielsen, Dec. 1982, Advertising Awareness Study





Opening ceremonies

ets to provide the service 'free of charge.' Obviously, the Soviet Union must feel that the benefits of showing these programs to the U.S. public outweigh the costs they must incur to do so. Intelsat, established by the United States as a global commercial enterprise, obviously cannot offer service free of charge. Yet, the philosophy of the United States, which is reflected in Intelsat, has always been to rely upon the private sector and commercial ventures to supply our communications services. Clearly, Intelsat cannot 'compete' against state-supported and subsidized systems such as Intersputnik.

"These Soviet bloc nations are the same ones which canceled or inhibited the coverage and worldwide television feeds of the 1984 summer games provided through Intelsat. It seems incredible that the United States would now reward these nations for their actions by allowing them to beam coverage of their alternative games into the United States on their terms. More importantly, this decision would appear to be inconsistent in terms of established U.S. policy to rely upon Intelsat. In many respects, it appears to play into the hands of those who would weaken the international communications satellite system."

The Department of State told the FCC it didn't object to granting Turner's request. In an Aug. 16 letter to the FCC, Earl S. Barbery, director of the State Department's office of international communications policy, said State welcomed the opportunity for the American public to have access to coverage of the Friendship Games, but that it was concerned about Intelsat obligations. "The department understands that adequate capacity could be made available on the Intelsat system to meet TBS's requirements, even at this late date, if an order were to be placed. Therefore, if any commercial arrangements are to be made to utilize space segment facilities for international public telecommunications services, they should be made with Intelsat or coordinated with Intelsat."

Comsat had sought to thwart TBS's plans at the FCC, contending that Turner should be using Intelsat instead. Comsat also charged that Turner had not investigated the possible use of the Intelsat system in a "timely" fashion, and that Turner had failed to show that the costs of using Intelsat would be prohibitive.

Turner, meanwhile, had argued that Intersputnik is not an international system in the same sense as Intelsat, and that therefore Intersputnik was not competitive. Turner

also said the cost of using Intelsat would be prohibitive. Turner said that it would cost more than \$300,000 to get the service from Intelsat, but that it would only cost \$10,000—for adjusting an Atlanta earth station to receive the Soviet feed—to pick up the Intersputnik coverage.

In a letter to TBS, James Ball, chief of the FCC Common Carrier Bureau's international facilities division, said the bureau found Turner's arguments to be persuasive. "We find that Turner's proposed reception of the Intersputnik feed under the circumstances presented here is consistent with the current principles underlying U.S. policy permitting use of United States domestic satellites and Canadian satellites for transborder services," Ball said.

"These principles provide for use of non-Intelsat satellites where Intelsat could not provide the service required or where the service planned would clearly be uneconomical or impractical using the Intelsat system. We find these circumstances in the instant case." □

GOP makes history, with low ratings

Convention draws third-from-lowest figures in history of political conventions; Democrats fare better

The 1984 Republican convention was one of the least watched political conventions in television's history. And it was the first time in 24 years the incumbent political party did not attract an audience as large as that of the challenging party.

The networks were not offering firm answers as to why the viewing levels for the convention were so low, but network executives in New York agreed it probably had something to do with the fact that the convention's outcome was decided well in advance and viewers, attuned to that, did not tune in.

For the four nights of convention coverage, Monday, Aug. 20, through Thursday, Aug. 27, ABC came out the winner in common time coverage—the time all three networks were simultaneously broadcasting the convention live. During the eight hours (9 p.m.-11 p.m.) of coverage, ABC averaged a 6.9/13; CBS, 6.4/12, and NBC, 6.2/11.

Although the numbers put CBS second in common time coverage, its weaker lead-in prevented the network from winning any nightly victories. Instead, nightly prime time victories were split between ABC and NBC.

National late night ratings were delayed for Wednesday (Aug. 22) night coverage because they are reported separately from the prime time ratings. However, the combined three-network common time rating for the eight hours of prime time coverage averaged a 19.5, or 16% below the 23.2 average rating for the equivalent time during the Democratic convention in July. Still, the 19.5 average rating for the 1984 Republican convention was only 12% below the 1980 Re-

publican convention average rating of 22.1, when the networks ran a total of 10 hours of prime time coverage.

"This convention audience was totally a function of lead-in," observed David Poltrack, vice president of research, CBS/Broadcast Group. Except on Wednesday night, when it was almost too close to call between ABC and NBC, the network that dominated the 8-9 p.m. entertainment lead-in also won that night's convention coverage. For example, on Monday night ABC led the 8-9 p.m. slot with its second episode of *Call to Glory*, averaging a 15.8/29. During its convention coverage afterward, it stayed ahead of runner-up CBS by three-tenths of a rating point. On Tuesday night, NBC's *A-Team* was 10 share points ahead of the comedies on the competition, and NBC was able to wrap up that night's convention coverage one-tenth of a rating point ahead of second-place ABC. On Wednesday night, ABC and NBC were neck-and-neck between 8 p.m. and 9 p.m., with NBC averaging three-tenths of a rating point ahead but ABC winning the convention coverage by over a full rating point. And on Thursday night, NBC was one share point ahead of CBS between 8 p.m. and 9 p.m. and won the evening's convention coverage by nearly a full rating point. It was also the only network to carry the 18-minute Reagan film that was used as an introduction to the President's renomination acceptance speech.

The 19.5 rating for this year's Republican convention was the second lowest rating for a Republican convention and the third lowest rating for a political convention of either party since records have been kept, beginning in the early 1950's. The average rating for the 1972 Democratic convention was 18.3, but the lowest rating ever pulled by a convention was a 12.3 for the Republican convention of 1960 when Richard Nixon was nominated as the candidate. However, network researchers point out those averages also include daytime and late night ratings in addition to prime time ratings, which pull averages down and make the gap wider. In convention coverage this past summer, the networks have virtually eliminated daytime coverage and substantially cut back on their late night coverage.

Late night coverage by the networks during the recent Republican convention was minimal. The networks usually wound up convention coverage by about 11:15 p.m., except Wednesday night, when CBS stayed on the air until 12:34 a.m., and NBC until 12:50 a.m.

But even if the networks stayed with the convention Wednesday night until the last delegate shuffled out, the real question is how many affiliates cleared the coverage or pre-empted with their own late-night local news. Standard practice allows the affiliates to break away if they wish. NBC, which had an announced cutaway at about 11 p.m. (NYT) for local news on Wednesday night, reported that about 158 affiliates—three-quarters of its flock—in the Eastern and central time zones took it up on the deal, although they returned at 11:30 p.m. for the remaining 80 minutes. CBS did not have an official breakaway announcement for local news. A CBS spokesman said it was difficult

to pin down an "exact" number of affiliates that might have broken away because they probably did so at different times and for various lengths. However, the number of affiliates that broke away from at least a portion of the late night convention coverage for local news was described as "significant." Only ABC, which at 11 p.m. (NYT) announced that some affiliates might be cutting away (and at 11:30 p.m. welcomed them back), declined to state how many affiliates deserted. □

Bongarten takes over as NBC Radio president

When Randall D. Bongarten, vice president and general manager of WNBC(AM) since July 1983, assumes the presidency of NBC Radio today (Sept. 3) he will be the youngest executive to do so, according to an NBC Radio spokeswoman ("In Brief," Aug. 20). Bongarten turned 35 on Aug. 31.

In his new position, Bongarten will have overall responsibility for NBC's radio division which comprises the NBC Radio Network, The Source and Talknet in addition to NBC's five FM and three AM stations. Reporting to Bongarten will be Dick Penn, senior vice president, NBC Radio Networks, and Bob Mounty, executive vice president, NBC Radio. (Penn is directly responsible for

the networks, and Mounty oversees the owned stations). Bongarten will report directly to Robert Walsh, group executive vice president, NBC Inc.

Bongarten said he didn't anticipate any major changes in operations. "We'll do whatever makes sense at the time." Bongarten also said he hopes a new head of The Source will be named "as quickly as possible." (Meddy Woodyard left NBC as vice president and general manager of The Source in June ["Fates & Fortunes," June 25].) And on the immediate agenda for both Bongarten and Mounty is the selection of a new vice president and general manager at WNBC(AM) New York.

Bongarten is taking over the NBC Radio reins from Michael Eskridge, who is moving to parent company RCA as division vice president and general manager of home information systems—a new venture looking into what new ad-supported services can be provided through use of home computers and television sets ("In Brief," July 30). Prior to joining WNBC(AM) New York last year, Bongarten spent 10 years with General Electric Broadcasting beginning as assistant business manager for GE's WGY(AM)-WGFM(FM)-WRGB(TV) Schenectady, N.Y., and WJIB(FM) Boston. He finished the last two years of his tenure there as vice president of radio. In that capacity, Bongarten oversaw the operation of the company's eight radio stations and negotiated their sale after GE decided to divest in 1982. □

PTV strike in L.A.

A federal mediator was called in last Thursday (Aug. 30) to oversee negotiations between representatives of the International Alliance of Theatrical and Stage Employees and noncommercial KCET(TV) Los Angeles. The action followed a strike called Aug. 24 by members of IATSE Sound Local 695, including more than 30 KCET sound technicians, camera operators, editors and technical engineers. The strike, which is only the second in the station's 20-year history (members of the Directors Guild of America staged a three-day walk-out in 1979), followed expiration of IATSE's three-year contract with KCET on June 30. According to Barbara Goen, the station's director of public information, issues on the table include "salaries, benefits, co-production arrangements and work rules." IATSE representatives have said their main concern is with a proposal that would allow the station to contract out some production work to nonunion independent producers. Goen told BROADCASTING that management personnel have been filling in during the strike, which she said has had minimal impact on station operations.

In a related development, a regional National Labor Relations Board office last week dismissed charges of unfair labor practices filed against KCET by the IATSE local. □

ABC keeps momentum up

ABC won another week in the Nielsen prime time ratings, but its real strength lay less in its four nights of Republican convention coverage than in its repeats of regular series programming, especially a repeat of a two-hour *Love Boat* episode on Saturday night, which was the top-rated show of the week with an average 17.7/33. And *Call to Glory* probably moved closer to a permanent position on the fall schedule as the second episode averaged a 15.8/29, the third-ranked show of the week.

With over a third of the three networks' prime time schedule dedicated to coverage of the Republican convention in Dallas, ABC came in first in the Nielsen national ratings for the week ended Aug. 26 with an average 10.6/20 compared to a 9/16.9 for NBC and an 8.8/16.8 for CBS. And although ABC won two of the four nights of convention coverage (by a rating point or less), its big boost came on Friday and Saturday night when its regular series programming passed the competition with multiple rating point margins.

ABC won Monday, Wednesday, Friday and Saturday; NBC captured Tuesday and Thursday; CBS took Sunday.

In convention coverage itself, only it was a toss-up between ABC and NBC. ABC won in "common time" coverage—when all three networks were simultaneously carrying the convention. But in full convention coverage—the ratings up until each network signed off—ABC and NBC each won two nights. And CBS, which won both common time and full time coverage of the Democratic convention, reached second place on Monday and Thursday, but was in third on Tuesday and Wednesday.

As might be expected, the combined network share levels were depressed during the four nights of convention coverage, but bounced back as soon as the networks returned to their regular programming. From Monday through Thursday, the three-network combined share averaged a 43.5. But Friday through Sunday it averaged a 66.1.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Love Boat	ABC	17.7/33	21.	One Day at a Time	CBS	11.2/22	41.	Rep. Convention (Thurs.)	ABC	7.6/14
2.	V, Part I	NBC	16.8/30	22.	Knight Rider	NBC	11.0/21	42.	Master	NBC	7.5/16
3.	Call to Glory	ABC	15.8/29	23.	Facts of Life	NBC	10.9/22	43.	Ally McBeal	CBS	7.4/16
4.	60 Minutes	CBS	15.3/34	24.	Benson Buddies	NBC	10.9/21	44.	Rep. Convention (Thurs.)	CBS	7.2/13
5.	Matt Houston	ABC	14.8/28	25.	Jennifer Sefton Here	NBC	10.8/21	45.	Rep. Convention (Wed.)	ABC	7.0/13
6.	A-Team	NBC	14.7/27	26.	Goodnight, Beantown	CBS	10.8/20	46.	N.Y. Jets vs. L.A. Raiders	NBC	6.9/14
7.	And Justice for All	ABC	14.6/26	27.	Mama's Family	NBC	10.8/20	47.	Rep. Convention (Mon.)	ABC	6.9/13
8.	Alice	CBS	13.7/23	28.	Full City	ABC	10.4/21	48.	Domestic Life (Tues.)	CBS	6.7/12
9.	Webster	ABC	13.6/23	29.	Falcon Crest	CBS	10.3/20	49.	Rep. Convention (Mon.)	CBS	6.6/12
10.	Jeffersons	CBS	13.6/24	30.	Scarecrow & Mrs. King	CBS	10.1/18	50.	One Day at a Time (Wed.)	CBS	6.4/13
11.	Family Ties	NBC	13.5/25	31.	Three's Company	ABC	9.7/17	51.	Rep. Convention (Wed.)	CBS	6.1/13
12.	Trapper John, M.D.	CBS	12.7/23	32.	L.A. Hooker	ABC	9.2/19	52.	Rep. Convention (Tues.)	NBC	6.0/11
13.	Magnum, P.I.	CBS	12.5/24	33.	20/20	ABC	9.1/17	53.	Rep. Convention (Tues.)	ABC	5.9/11
14.	Blue Thunder	ABC	12.5/24	34.	TV Bloopers & Practical Jokes	NBC	9.0/16	54.	Domestic Life (Wed.)	CBS	5.7/11
15.	60 Minutes Break	NBC	12.4/25	35.	L.A. vs. Houston	CBS	8.8/18	55.	Rep. Convention (Tues.)	CBS	5.7/11
16.	Dallas	CBS	12.2/23	36.	Fonzie, Beeps & Blunders	ABC	8.5/16	56.	Rep. Convention (Wed.)	NBC	5.7/11
17.	Different Strokes	NBC	12.0/23	37.	Ripley's Believe It or Not	ABC	8.3/18	57.	Rep. Convention (Mon.)	NBC	5.0/9
18.	Silver Spoons	NBC	12.0/24	38.	Comedy Zone	CBS	8.0/17	58.	Summer Sunday USA	NBC	3.4/7
19.	Benson	ABC	11.9/23	39.	Rep. Convention (Thurs.)	NBC	8.0/16				
20.	Hardcastle & McCormick	ABC	11.6/22	40.	AfterMASH	CBS	7.8/15				

*Indicates premiere episode

'MacNeil/Lehrer NewsHour': Is it here to stay?

PBS's expanded newscast gets mixed reviews as it enters its second season on 274 affiliates

This Wednesday (Sept. 5) marks the first anniversary of the Public Broadcasting Service's *MacNeil/Lehrer NewsHour*. As the first nationally broadcast, hour-long evening newscast (BROADCASTING, Sept. 5, 1983), the program signaled public television's willingness to take on the commercial networks' evening news. Has it made a dent?

According to *NewsHour's* executive producer and former NBC News president, Lester M. Crystal, *NewsHour's* producers are "basically not organizing the program based on the competition" of local or network news. "We're putting the program together based on what kind of program we want," he said, adding that *NewsHour's* producers have "seen some tendency" on the commercial networks' part to "try and stay more in-depth, and we think we may have something to do with that."

Associate editor and anchor, Jim Lehrer, said that as a "general proposition," *NewsHour* is an "excellent alternative to the evening news on network television." The MacNeil/Lehrer program "has to be seen as a new program that needs to be displayed better on the [stations'] schedule—both nationally and locally." There needs to be "a willingness on the part of stations to experiment with this type of program and find out what is the best time" for it, he said.

What are the commercial networks' assessments of the new format on the block? William Lord, executive producer of ABC-TV's *World News Tonight* and former executive producer of ABC's *Nightline*, characterized the MacNeil-Lehrer news team as a "first-class operation," whose half-hour program, Lord said, was an inspiration for *Nightline*. Lord said he considers *NewsHour* "an alternative" offered for those who want to spend the time to watch it. *NewsHour* "is a different animal" from the network evening news. It's "a fine and wonder-

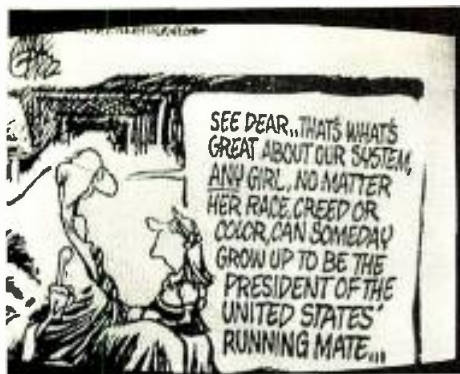
ful animal, but I don't compare them with the [networks'] newscasts."

Spokesmen for both NBC and CBS said that *NewsHour* has "had no effect" on either the ratings or the content of their nightly news. And as for chances of the hour length spreading to commercial television, Lord said it was "unrealistic to even talk about a nightly, hour-long, hard-news broadcast because there are the realities of local stations doing local news quite successfully."

Fed to 274 noncommercial stations at 6, 7 and 9 p.m. (with occasional updates of the last feed), *NewsHour*, which received a \$10-million grant from AT&T (as well as funding from the Corporation for Public Broadcasting and the PBS stations), has undergone refinement, placing it a year later, where its producers "want to be at the moment." Crystal said that after one year, the program has been able to "retain the fundamental concept and approach of dealing with major issues by getting all sides." The program, he said, "is developing just fine." Lehrer says it's



Associate editor Jim Lehrer and executive editor Robert MacNeil



'NewsHour's' new political cartoons

"nice to have a year behind us. Generally speaking I feel good about it."

Since its inception last fall, *NewsHour* has covered the major news stories of each day with a blend of interviews and discussions, foreign reports, documentary reports from the field and special features such as essays, book reviews and profiles. This month, the program will add political cartoons, using music, sound effects and "voice characterizations," as a weekly feature. In addition, *NewsHour* has added three correspondents and increased its use of field documentary reports from such noncommercial stations as KQED(TV) San Francisco and KTCA-TV Minneapolis-St. Paul, giving *NewsHour* a "regional character," Crystal said.

But how is it playing in Peoria? With difficulty, according to noncommercial WTVP(TV) Peoria, Ill., program manager Shirley Rochman.

In Peoria, scheduling the hour program "is a real headache," Rochman said. "No matter what we do with it, we come up against news. And it is very hard to break an ingrained habit that viewers have of watching either commercial [network] news or local news." WTVP carries the *NewsHour* at 6 p.m., central time. At 5 p.m., when many people are in transit from work, the station airs children's programming, which, Rochman says, has a "tremendous following." At 7 p.m., prime time starts. "It was just a lot easier to schedule a half-hour program," she said.

But while central time complicates WTVP's scheduling, mountain time is an advantage for KUAT-TV Tucson, Ariz. Many of that station's viewers are not home from work in time for the 5:30 p.m. local news, so they tune to *NewsHour* at 7-8 p.m. According to KUAT-TV's assistant general manager and director of programming, Donald Burgess, *NewsHour* receives a 3 or 4 rating, which is twice what it draws on the network.

He attributes that to the Tucson market's interest in public affairs programming and to the scheduling of the program against programming other than news.

Despite these advantages, the station is considering moving the program to an earlier time. According to general manager W. Boyd Rooney, KUAT-TV has two concerns about *NewsHour*: its length and its audience. He said that although *NewsHour* "is very popular in Tucson," it is not attracting a new audience, an important element in increasing viewer financial support. Additionally, the station has noticed "a little bit of erosion" between *NewsHour*'s ratings for the first half-hour and those for its second half-hour, indicating the program may have problems sustaining an audience, Burgess said.

Asked how KUAT-TV would vote if PBS's Station Program Cooperative (the mechanism by which noncommercial stations collectively choose programming) were held next week, Rooney said it would vote for *NewsHour*, but it would hope that the show "would be a half-hour instead of an hour."

According to PBS, a recent (May 28 to June 3) survey showed *NewsHour*'s weekly national cume (total number of viewing households) slightly ahead of the half-hour *MacNeill/Lehrer Report*'s figures a year ago, 5.5%, up from 5.0. For the season to date, the national cume (6.7) is running 12% ahead of last year (6.0), but the average rating, 1.5, is 25% below last year's 2.0. The reason for the rating drop is that although *NewsHour*'s audience is watching more minutes of the show this year, it is not watching enough more to equal the 100% increase in the number of minutes offered.

Producers of *NewsHour* are aware of the "very real scheduling problems" of the program. According to research done by PBS, *NewsHour* tends to do better against "non-news" competition. And, according to Al Vecchione, president of MacNeill-Lehrer-Gannett Productions, which co-produces *NewsHour*, a "later [time slot] is better."

As for whether the program has lived up to the expectations of its staff, the verdicts vary. According to James Scalem, programming director at noncommercial KQED(TV) San Francisco, the hour show's ratings have steadily climbed since last November, following what Scalem regarded as the program's early "growing pains." While he said that he is happy with the format, Scalem would like to see the program "get a little zippier."

According to Julius Cain, director of programming, WYES-TV New Orleans, *NewsHour* "has performed about like we expected. We felt that it would be detrimental to the show—which was always popular in its half-hour format—to expand to an hour. For all the good intentions of [*NewsHour*'s] producers, for all the journalistic excellence... I just don't think it holds up as an hour show."

Where will the *MacNeill/Lehrer NewsHour* be at this time next year? That answer will come from PBS's Station Program Cooperative, which will determine if the program is to be renewed for another season. But Lehrer remains upbeat. The program, he said, gets "better every day, every week, every month." His job "is to try to improve the program," Lehrer said. "That's the only thing I can control, so it's the only thing I can predict with confidence." □



News flash. The Associated Press and Tribune Media Services, a subsidiary of Tribune Co., have formed a joint venture to produce AP News Plus, a new 24-hour graphics enhanced news service for cable television systems. The service will incorporate the NAPLPS high resolution graphics standard in providing national and world news headlines, weather, sports and business news. AP News Plus will be produced at TMS's electronic publishing center in Orlando, Fla., and uplinked to the AP transponder on WESTAR III. Above (seated, l-r), AP vice president and director of broadcasting, Roy Steinfort, and Robert S. Reed, president of TMS, sign joint venture agreement, while (standing, l-r) Greg Groce, AP director of cable television services, and Tim Brennan, TMS's director of special projects, look on.

RTNDA study sees trend to local production in television

Amount of syndicated and network fare will fall as more local news and other programming is produced

Television broadcasters generally believe that use of syndicated and network programming will decline over the next 10 years, with TV stations relying increasingly upon locally produced news and other programming. That was one observation in "Future Trends in Broadcast Journalism," a study released last week by the Radio-Television News Directors Association.

While news opportunities at local television stations are likely to increase as a result, job opportunities at local radio stations will decline, with radio stations increasing their reliance upon outside program suppliers, the study predicted. Nonetheless, the study added, radio news opportunities should be on the upswing at the outside program supplier level.

The study, based on interviews with radio and television station managers, news directors, media executives, broadcast journalism professors, and the public, also found that the majority of the public (54%) depends on television most often to obtain news and information. Moreover, the study noted, the public does not appear to be saturated with news and information. "It seems clear that the current high interest in news and information will not decline in the future," the study said. "Half of the public expects to be as interested in keeping up with the news in the future as they are at present, and a third say they will be more interested."

According to the study, conducted for RTNDA by Frank N. Magid Associates Inc., most respondents saw an increase in the number of programs local television stations will be producing, with news and talk and information programming topping the list.

Television station managers said news and promotion operations are the most likely to receive increases in station budgets; the majority also saw increases for equipment, news personnel, local production and programming. Budgets for buying syndicated material were believed to be headed for cuts.

A majority also believes there won't be a change in the basic local news format. Specialty reporters, news promotion specialists, producers and technicians were foreseen as assuming greater importance. Producers were perceived as taking on some of the traditional responsibilities of the news director, with the news director assuming a more managerial, decision-making role.

Television news directors were critical of the skills of entry-level journalists, the study said.

For radio, respondents generally saw music continuing to play the major role in FM. With the growth of AM stereo, the respon-

dents saw music also playing an increasingly important role on AM. Respondents foresaw an increasing demand for syndicated and specialty network programming on radio.

The indications, according to the study, are that there will also be a consolidation of job functions in the local radio newsroom, with news directors looking for individuals to assume a broader range of responsibilities. "This is especially true of the radio news anchor, who is seen as becoming more active as a field journalist and writer," the study said.

Two radio news functions seen as assuming greater importance: specialty reporters and news producers. "The job categories that are seen as most likely to change in their day-to-day functions are news anchors, engineers, news directors, specialty reporters and news producers," the study said. "Across the board, news directors are looking for these people to possess a wider range of skills, both intellectually as well as technically, and to assume a wider range of responsibilities."

Again, radio news directors don't have a high regard for entry-level journalists. "In fact, entry-level people are rated lowest on two of the three most important skills—the ability to communicate well to listeners and writing," the study said.

Also according to the study, more than 75% of the public prefers the news on one local TV station over the others, and more than 75% of those respondents say their preferred station is a network affiliate. "Of those whose preferred station is a network affiliate, a third say it is affiliated with NBC, a fourth say it is affiliated with ABC, and a fifth with CBS," the study added. □

Creating the right image at the RNC

For those who planned the Republican national convention, the kind of television coverage it was likely to get was uppermost in their minds. Last week, as they looked back on the convention coverage, the emotion they expressed—or at least talked about—was not as much satisfaction or disappointment as surprise.

The networks' decisions to cover some speeches and not others was accepted philosophically. As Mark Goode, assistant convention manager for programming and the convention's TV consultant, put it: "Some speeches were not considered of national importance. We understood that. That's [the networks'] judgment."

More difficult to understand was the networks' decision not to cover some of the events that had been presented for emotional impact. The introduction of White House News Secretary James Brady Wednesday night, disabled in the assassination attempt on Reagan in March 1981, was one. Brady, seated in Nancy Reagan's box, didn't speak; he simply gave a thumbs-up sign and acknowledged the cheers of the crowd. "It was

an emotional moment," Goode said. He noted Brady had been one of the most popular press secretaries before the shooting. After it, "he became a hero."

(Only the Cable News Network carried the Brady introduction. It was accompanied by the second part of a two-part interview with Brady that was conducted by CNN anchor Don Farmer.)

Goode and convention planners were surprised also that the networks did not cover Rosie Grier, who had been with Bobby Kennedy when the latter was assassinated in 1968, when he mounted the podium to announce his conversion to the Republican party.

Another puzzler was ABC's decision to cover the seven-minute film introducing Nancy Reagan and ignore the film on whose production Republicans had lavished so much money and time to introduce the President. Goode said he was not making a value judgment; he was "just curious" about the decision.

The decision by ABC and CBS not to air the Reagan film, on the ground that it was not news, was the major disappointment to Republican convention planners. NBC, which shared the other networks' news estimation of the news value of the film, nevertheless showed it because of the considerable public interest in it. And the fact that NBC beat the other networks in the ratings on Thursday when the film was shown was a matter of some satisfaction to the convention planners.

While Goode and his colleagues had not always been able to predict the stories the networks would cover, they were able, last week, to look back on what they considered some groundbreaking achievements. The RNC network, which provided a clean television feed of events in the hall at low cost to television stations and cable systems around the country, was one. Another was the use of two Vidiphor projectors providing overlapping images that permitted high-resolution pictures on the large center screen over the podium despite 250-foot candle power lights at that spot was another. ("It was said it couldn't be done," Goode said.)

Overall the convention was generally regarded as well-organized. "Well-scripted," was the phrase frequently used to describe it. And that description did not bother the planners. "If people think it was well-staged, we regard that as a compliment," Goode said. Some journalists thought the efforts at organization at times appeared to be efforts to control the news. One example cited was an effort to "coordinate" the requests by networks and groups for interviews with delegates and others. Not so, Goode said. The intention was simply to facilitate matters for those seeking the interviews as well as those being interviewed. "My impression was that it went well," Goode said.

Technically Goode regarded the convention as a success. The question remaining was how well it will help Reagan in his reelection drive. The polling conducted immediately after the convention indicated it had not provided much of a boost to the campaign. Still, Goode said, "in terms of the political effort, we can't gauge that yet. And that's the bottom line." □

Ampex to show new one-inch recorder at international conference later this month

VPR-6, Type C machine, will make its debut at the IBC convention in England; company will also introduce new time base corrector

Ampex Corp. will introduce a new one-inch videotape recorder Sept. 21 at the International Broadcast Convention in Brighton, England, broadening the manufacturer's family of Type C VTR's to include what one company executive labeled "a jack-of-all-trades machine." The VPR-6 is to be publicly demonstrated later this month, but has already been shown privately to reporters and selected customers. The company will simultaneously introduce a new time base corrector, the TBC-6, designed for use with the VPR-6 as well as other Type C videotape recorders.

The VPR-6 is the fourth Type C videotape recorder from Ampex, which claims 55% of the worldwide professional VCR market and about 9,000 Type C machines shipped to date.

"We believe that Type C will remain the dominant format throughout this decade and into the next," said Willie Scullion, director of marketing for Ampex's audio-video systems division. "Digital will come, but it will complement Type C," he explained, comparing their coexistence to that of cognac and fine wine.

"We've decided to give the world what it wants: a sort of jack-of-all-trades machine," said Scullion. He described the VPR-6 as combining the best features of the company's VPR-80, VPR-3 and VPR-2B units. "It's not a VPR-2B replacement," he quickly added.

Jill Clardy, product manager for the VPR-6 and TBC-6, told reporters the new VTR is designed for simplified operation. She said it also includes several video and audio controls as standard rather than optional features.

The new VCR will be available first in PAL and SECAM formats, with the first major demonstration of NTSC format units scheduled for the Oct. 28 opening of the Society of Motion Picture and Television Engineers show in New York.

The VPR-6 will sell for a base price of \$54,900 and the TBC-6 for \$17,500, or a package price of \$72,500. The units are currently being manufactured at the Colorado Springs Ampex factory.

The new time base corrector, designed to work with the VPR-6 and other Type C videotape recorders, has a 32-line memory and 28-line correction window. It includes dual



inputs for three-quarter-inch and one-inch videotape machines for time-sharing capability.

Both systems incorporate a compact, lightweight modular design for portability and use in small studios, Clardy said. The VPR-6 is available in table-top, rack-mount and various console configurations. According to Ampex, the VPR-6 is about "60%-to-70% digital," although of analog design.

Mark Sanders, vice president and general manager of the division, said the VPR-6 was ready in prototype form for demonstration at last April's National Association of Broadcasters convention but that Ampex preferred to introduce the product when it was ready to ship. □

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Superstation WTBS, satellite carrier ruled exempt from copyright liability

Suit filed by Hubbard Broadcasting charged that practice of inserting national commercials should make station and SSS liable for copyright

Before Southern Satellite Systems distributes Ted Turner's WTBS(TV) Atlanta via satellite to thousands of cable systems across the country, the superstation substitutes high-priced national commercials for around 40% of the local spots. The substitutions account for as much as \$10 million in additional annual advertising revenue for the station.

In what came as good news to SSS and Turner, a federal court in St. Paul has ruled that the station's practice of commercial substitution does not affect SSS's exemption from copyright liability as a "passive carrier." SSS may continue, the court said in effect, to distribute the superstation with the national commercials throughout the country without having to worry about copyright suits from local broadcasters.

The ruling, handed down by Judge Donald D. Alsop, stems from a copyright suit brought against SSS and Turner three years ago by Hubbard Broadcasting.

In the suit, Hubbard charged that SSS and Turner, as a conspirator, were infringing upon its copyrights by distributing WTBS among cable systems in St. Petersburg-Tampa, Fla.; Albuquerque, N.M., and St. Paul-Minneapolis. WTBS, Hubbard said, contained certain programs to which Hubbard's stations in those markets had the exclusive local rights.

Normally, under provisions of the Copyright Act of 1976, satellite or microwave carriers that distribute local broadcast signals are exempt from copyright action. But Hubbard argued that SSS forfeited the exemption by distributing WTBS with the national commercials, substituted for the commercials WTBS broadcast in Atlanta.

The court found that SSS met all the copyright act's criteria for the copyright exemption, including the prohibition against the carrier exercising any control over the content of the programing. "WTBS, not [SSS], changes the content of commercial and other nonprograming material," the court said. SSS "always retransmits the signal received by direct interconnection and only when that signal is interrupted by WTBS, or fails, does [SSS] retransmit the off-the-air signal."

Hubbard also argued that SSS was not entitled to an exemption because WTBS, in substituting commercials and feeding the altered signal via microwave link to SSS for satellite distribution, created a second non-

broadcast programing service "not made for reception by the public at large but . . . controlled and limited to reception by particular members of the public." And, under a provision of the copyright act, secondary transmissions of such services are liable for copyright.

But the court didn't buy that argument either. WTBS sends both the off-air and altered signals to SSS, which retransmits only one of them, it said. "The practice of commercial substitution does not convert the entire primary transmission into one 'not made for the reception of the public at large . . . controlled and limited to reception by particular members of the public . . .,'" the court said.

"Assuming [Hubbard's] figures are accurate, 100% of the programing content and 60% of the nonprograming content of the

two signals are identical," the court added. "Of course, if none of WTBS's primary transmissions sent to Southern were identical to the over-the-air signal; in other words, if WTBS created two entirely different signals with one for the public over the air and with another for [SSS], then the court would be presented with a very different question."

Sidney Barrows, Hubbard's attorney on the case, intends to appeal. "We think the court is in error," he said.

Although Hubbard is asking only statutory damages for five specific cases of alleged infringement, Barrows said, it feels that WTBS's practice of commercial substitution is taking money out of its pocket. Some national advertisers, wishing spots on certain programs, he said, may opt for WTBS rather than Hubbard's local stations. □

Still after UHF

Broadcast organizations are still insisting that the spectrum needs of public safety agencies can be met through conversion to more efficient technologies. But public safety agencies don't appear to be buying that; they still have their eyes on the UHF television spectrum. In comments on the FCC's proceeding on the future needs of public safety last week, the Association of Maximum Service Telecasters noted that it, the National Association of Broadcasters, the Association of Independent Television Stations, the National Association of Public Television Stations, the Corporation for Public Television and NBC have already filed a petition for rulemaking proposing a "comprehensive and detailed" plan for meeting public safety mobile needs through the use of "currently available and ever-improving" new technologies and efficient spectrum management techniques. "The commission should be guided by the recognition that those needs can be met without costly and disruptive spectrum reallocation, and that a specific detailed plan for doing precisely that has already been submitted." The NAB said that Dale N. Hatfield Associates', "A Plan for Meeting Public Safety Community Mobile Communications Requirements Through New Technologies and Advanced Spectrum Management Techniques" showed how public safety needs could be met without spectrum reallocation. "NAB urges the commission to refrain from increasing the radio spectrum allocated to public safety land mobile use until adequate consideration is given to technologies and strategies designed to increase spectrum efficiency." But, the Los Angeles county sheriff again requested the "immediate" use of UHF television channel 19 in the Los Angeles area. The sheriff, among other things, also requested "the reservation, at the minimum, of two contiguous or close presently unused or newly available UHF TV channels below channel 21 in the largest 20 metropolitan areas." It said similar reservations should be made in other areas where those are needed. "Public safety's needs have expanded dynamically," it said. "Even with the use of new technology, additional spectrum is immediately required to meet these critical needs." The International Association of Chiefs of Police said the commission "should immediately set aside 12 to 18 mhz" in each major metropolitan area. "It is, naturally, undesirable to designate the same TV channels nationwide as frequency re-use would be inhibited," it said. "The association recommends that regional plans be developed. As an example, UHF TV channels 16, 17 and 19 could be designated for Los Angeles, Orange, San Bernardino, Riverside and Ventura areas while other vacant and/or unassigned TV channels could be allocated in other areas of the nation." Said the Associated Public-Safety Communications Officers Inc.: "APCO believes that the many problems confronting the public safety communications community now and in the future could be alleviated by the allocation of sufficient UHF spectrum, now reserved for little-used, lower-priority purposes or because of outmoded taboos. . . . We fully support the development and application of new technologies. But we urge the commission not to anticipate a technological solution to the present urgent problem of inadequate public safety spectrum and documented doubling of need within the next six to 12 years."

FTC's Pertschuk blasts agency

Outgoing commissioner accuses FTC of contempt of Congress, says it is undoing foundations of antitrust law and consumer protection; Miller calls it churlish work of disgruntled loser on departure

Outgoing Federal Trade Commissioner Michael Pertschuk, who leaves the FTC next month after seven years, decided to go out with a bang. Pertschuk issued a report blasting FTC Chairman James Miller and the Reagan administration for dismantling years of regulatory history. Pertschuk's scathing review of the Reagan FTC was sent to John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, which has jurisdiction over the FTC. Dingell, who requested it, has been sympathetic to Pertschuk's views and has been a critic of the Republican-controlled commission.

The 273-page indictment of Miller's leadership of the FTC is particularly harsh. "Today the agency is crippled; tomorrow, under the same choking reins, it will be moribund," Pertschuk wrote. He accused the commission of being "consumed with a sin-

gle-minded determination to undo the past—not just the immediate past—but the very foundations of antitrust and consumer protection law laid down by Congress in 1914, in 1938, in 1950 and in 1975, laws forcefully implemented by bipartisan commissions."

Moreover, Pertschuk, who is to join the Woodrow Wilson Center in Washington as a scholar in residence after his term expires at the end of this month, charged the Reagan FTC of taking a posture that shows a "contempt for Congress." The commission under Miller's guidance, he added, has refused to enforce the law against retail price fixing and has abandoned the "exploited consumer as economic myth and expended its energies lecturing other agencies on the virtues of the unfettered marketplace."

Pertschuk also deplored the commission's rejection of his proposals last year to initiate an investigation of cigarette advertising "relating to young people" and to its inaction to date on a November 1983 petition by the Center for Science in the Public Interest for an investigation of alcoholic beverage advertising.

In his report, Pertschuk also included an "Epilogue to the Citizen," in which he charged the Reagan FTC with "ideological blindness" that led to a "new era of regulatory nihilism, and just plain nuttiness." In

addition to criticizing the Reagan administration's policies, Pertschuk took a stab at the management style of the Republicans. "They are casual with the truth. They are preoccupied with control: controlling information, controlling dissent, controlling their media images, controlling leaks, controlling emotions."

Pertschuk's attack was rebuked by Miller, the prime target of the report. In a letter to Dingell, he wrote: "Our initial review of this document reveals a manuscript riddled with factual errors and distortions of varying degrees: unsubstantiated claims, half-truths, misrepresentations and faulty logic."

Miller called the manuscript "a selectively edited scrapbook of Commissioner Pertschuk's frustrated years as a member of the FTC minority. It is the predictable venting of final rage by a chronic complainer and constitutes in my judgment a somewhat inglorious end to the commission career of a person who seems to have relished his self-appointed role as saboteur."

The FTC chairman also said Pertschuk's report "breaks no new ground." Instead, he argued, "it is a rehash of his dissents and a stringing together of his various positions, bracketed in sarcasm."

Miller continued: "He could have written a reasoned, constructive critique of the FTC as he has observed it over the years, including his own as chairman. Instead, despite his claims of 'fairness,' he opted for an election-year polemic virtually devoid of substantive commentary." Miller promised a detailed answer to the Pertschuk charges as soon as it can be assembled. □

Washington Watch



Bomb scare. FCC's main headquarters building at 1919 M Street in Washington was evacuated after commission received word that bomb was supposed to go off at 10 a.m. last Monday (Aug. 27). Edward Minkel, FCC managing director, said commission was notified of threat by Federal Protective Service at about 9:45 a.m., and building was cleared minutes later. Deadline passed with no explosion. Metropolitan police and firemen cordoned off M Street between 19th and 20th Streets nonetheless, and building was "swept" top to bottom with assistance of Labrador retriever and Brittany spaniel. At 11:24 a.m., commission employees were readmitted to building. □

Brief friendship. "The dangers of a preoccupation with appearance and dress that burdens women and not men are several. Such a preoccupation interferes with the performance of their primary duty, which is to disseminate the news. It interferes with their adherence to high standards in professional communications and it creates and perpetuates barriers to their professional advancement in the field of communications." So says National Federation of Press Women, Blue Springs, Mo.-based association of professionals from all segments of media. It has filed friend of court brief with U.S. Court of Appeals for Eighth Circuit, in case of *Craft v. Metromedia*. Five thousand-member organization, "dedicated to the elimination of traditional barriers faced by women in the media," says it is first to make statement on case. Christine Craft was former KMBC-TV Kansas City, Mo., co-anchor who claimed she was fired because she was not attractive enough and not deferential to men (BROADCASTING, April 30).

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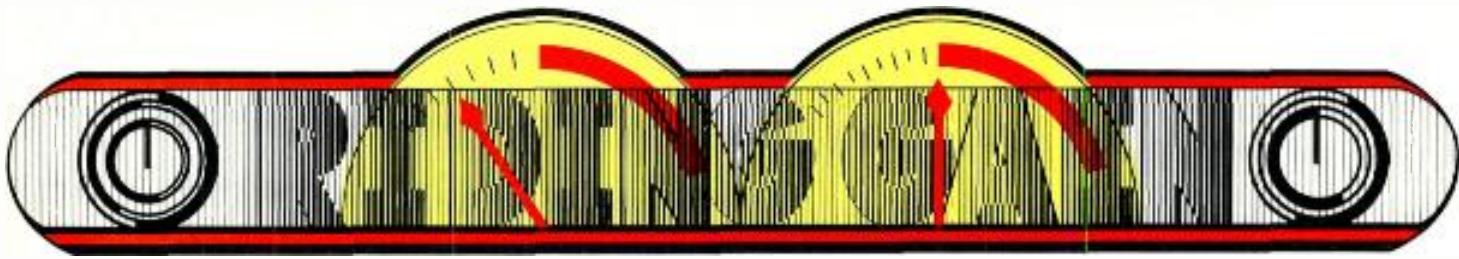
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The week's worth of news and comment about radio

July down

Network radio business for July totalled \$21,973,440, according to the Radio Network Association, which relies on financial data collected confidentially from ABC, CBS, NBC, RKO, Mutual and Sheridan by the accounting firm of Ernst & Whinney. The new amount represents a 2.6% drop from the same period a year ago. Year-to-date billings equal \$145,916,790.

Westwood upward

Westwood One of Culver City, Calif., plans to make all of its radio programming available to stations via Satcom I-R, transponder 3, in addition to its disk and tape distribution, according to President Norm Pattiz. (Westwood One has its own West Coast satellite uplink.) Target date for Westwood One's full digital satellite delivery is Sept. 15.

In an interview with BROADCASTING last week, Pattiz also highlighted several upcoming specials including a nine-hour 20th anniversary Beatles program produced by London's Capitol Radio personality Roger Scott and slated for the week of Oct. 15. Westwood will also air a three-hour music and interview show on Bob Dylan in November called *Dylan On Dylan*. The Dylan program, he said, represents the singer's first national radio interview in the last five years.

Additionally, Pattiz said Westwood One is offering stations, free-of-charge on a non-exclusive basis, satellite-delivered one-hour "sneak previews" of new albums by contem-

porary artists. Pattiz said these programs were done a few times in the past on disks, but it will be the first time they are delivered by satellite. Scheduled for broadcast Oct. 10 is a new album from REO Speedwagon. The album previews are being offered free, said Pattiz, to encourage stations to take the programming via Satcom I-R.

In other news, Westwood One has signed Elektra Records recording artists, The Cars, to an exclusive one-year agreement for broadcast rights to the group's current tour. The group was recorded in live performances in Los Angeles last week (Aug. 29-30) and they are scheduled to be taped in Houston this week (Sept. 5-6). Plans call for the concerts to be packaged into a special for airing once during the fall and once next year.

Among the other projects on Westwood One's drawing board, said Pattiz, is a three-hour weekly nostalgia countdown program which has a working title of *How Sweet It Was*.

Calling all stations

ABC Watermark has launched a direct mail campaign to more than 2,000 overseas radio stations, offering long-form programs available exclusively through the ABC Radio Networks production unit. The marketing effort is being coordinated through Stursberg & Hewitt, a Los Angeles-based public relations firm specializing in entertainment industry clients. Prior to its direct mail appeal, ABC Watermark already had lined up more than 200 foreign stations in 60 countries for its programs, which include *American Top 40*, *American Country Countdown*,

Spotlight Specials, and *ABC News Features*. Stursberg & Hewitt Vice President David Stone coordinated the appeal, which includes a response card for stations interested in obtaining a demonstration cassette. Programs are available only in English, with translations and voiceovers being added by some stations individually.

Heading east

Owen Spann, weekday talk show host heard on ABC Talk Radio since the network's inception in 1982, permanently relocated his interview program from San Francisco to New York beginning last Monday (Aug. 27). Spann had originated his 10 a.m.-noon NYT program for the network from facilities of ABC-owned KGO(AM) and is now emanating from Talk Radio studios in Manhattan. The move leaves the Saturday afternoon (4-7 p.m. NYT) health-oriented talk show, hosted by Dr. Dean Edell, as the sole feature originating from San Francisco. The majority of Talk Radio's program hosts, however, continue to be based at KABC(AM) Los Angeles.

Playback

ABC Radio Networks will air a live 40-minute listener phone-in "news conference" with the rock group Quiet Riot this Tuesday (Sept. 4) at 11 p.m. NYT. The band is scheduled to announce its upcoming "Condition Critical" tour, named after its latest album. The news conference, which is produced by New York-based DIR Broadcasting, will originate from the studios of ABC-owned KLOS(FM) Los Angeles. The host is KLOS Program Director Tommy Hedges. Affiliates of the ABC Rock Radio Network have right of first refusal for the broadcast.

□

DIR Broadcasting has secured the radio rights for simulcasting of MTV's *First Annual Video Awards* program scheduled to air live from New York's Radio City Music Hall Friday, Sept. 14, from 10 p.m. to midnight (NYT). Hosts for the show will be singer Bette Midler and actor Dan Aykroyd. Among the artists scheduled to perform live are: David Bowie, Rod Stewart, Madonna, Tina Turner, Huey Lewis and ZZ Top. According to DIR, radio stations that carry the simulcast will have their call letters promoted on MTV prior to the program. Stations that have already signed up include: WNEW-FM New York, KIQQ(FM) Los Angeles, WBBM-FM Chicago, KFOG(FM) San Francisco, WIOQ(FM) Philadelphia and WAVA(FM) Washington.

Towering in Gainesville

Shamrock Broadcasting's WFOX(FM) Gainesville-Atlanta, Ga., unveiled a new adult con-



Back for a spin. Oldies-formatted wCBS-FM New York reunited the area's popular top 40 radio personalities of the 1960's—then heard on either WABC(AM) or WMCA(AM). Many of the personalities who participated in the event, which was billed as "Rock & Roll Radio Greats Weekend," had guest air shifts with each playing the top 15 songs from a specific year of the 60's. Pictured above at a gathering just prior to the weekend reunion are (standing, l-r): Harry Harrison, Joe O'Brien, Ron Lundy (Harrison and Lundy currently have daily programs on wCBS-FM); Nancy Widmann, wCBS-FM vice president and general manager; Joe McCoy, wCBS-FM program director; Dan Ingram, and Jack Spector. (Sitting, l-r): Charlie Greer, Dean Anthony, Herb Oscar Anderson, Bruce (Cousin Brucie) Morrow and Bob (Bobaloo) Lewis.

temporary format last Wednesday (Aug. 29) at 7 p.m. The station's signal, which is being transmitted from new north Atlanta studios and a new 1,764-foot tower, enables the 100 kw outlet to blanket the Atlanta metro area, according to WFOX General Manager Martin Sherry. The station is a class C facility which had been programing a combination adult contemporary and top 40 or contemporary hit (CHR) sound from a 500-foot tower.

Playing the favorites

"WFMT Goes Top 40 Labor Day Weekend," is what the ad read in last Friday's (Aug. 31) *Chicago Tribune* and in *The Reader*, a free,

youth-oriented weekly Chicago newspaper. The advertisement was promoting a Labor Day weekend promotion in which classical-formatted WFMT(FM) Chicago played "popular and familiar" classics of the past 400 years over the holiday weekend and was not an announcement of a sudden format switch. Among the many selections scheduled were: *The William Tell Overture*, *Pomp and Circumstance March*, *Rhapsody in Blue*, and *Beethoven's Fifth Symphony*.

Separately, WFMT Inc. President Raymond Nordstrand told BROADCASTING that the fine arts station is experiencing a prosperous year with total advertising sales for the first six months of 1984 up more than 30% over 1983.

Midwest net

ABC Radio Networks has reached an affiliation agreement with the newly created Midwest Information Systems—a regional network comprising the North Dakota News Network, the South Dakota News Network and the Great American Ag Network, which have a combined total of 38 affiliates. The new agreement takes effect today (Sept. 3). Principal owner of Midwest Information Systems is Robert Ingstad, owner of KGFX-AM-FM Pierre, S.D., and KBUF(AM)-KKJQ-FM Garden City, Kan. Serving as general manager of the new company is Mark Swendsen, who is also general manager of KGFX-AM-FM.

In Sync

Videostar goes C-band

Videostar Connection Inc. of Atlanta, which has been a big booster of Ku-band satellite technology, now commands three transportable C-band uplinks. A few weeks ago, it agreed to operate a transportable belonging to KADN(TV) Lafayette, La., and, last week, it closed on a similar agreement allowing it to take command of two units owned by limited partnerships managed by Transportable Earth Stations Inc.

Since Videostar also operates three Ku-band transportable uplinks, it can now offer clients not only mobility, but flexibility in choosing their frequency. The fleet of transportables should prove "very convenient," said Videostar Executive Vice President Jim Black. "That's important to us and our customers."

Comsat to aid China

Comsat General Corp. has signed a contract to help the China Broadcasting Satellite Corp. of the People's Republic of China implement a satellite broadcasting system to beam television and audio services throughout China, it was announced last week.

Comsat General will assist CBSC in all phases of acquiring the necessary satellites and ground equipment, from preparing the RFP's to evaluating bids to negotiating final contracts.

Getting into the ACTS

RCA Astro Electronics has picked up a \$260-million contract from the NASA Lewis Research Center to design and build the Advanced Communications Technology Satellite. RCA Astro is to have the satellite, which will serve as a testing ground for experimental communications satellite technology, ready for launch in 1989.

"With ACTS, NASA and U.S. industry will work together to address required advances in frequency reuse through multiple spot beams, beam hopping and on-board switching and signal processing as well as operating at higher frequencies in the 30/20 gigahertz range," said Lewis director, Andrew J.

Stofan. "These advances will be needed by future commercial space communications systems to be introduced in the 1990's in order to permit a more efficient use of satellite orbit positions and radio frequency resources and to allow for new forms of communications and data transfer."

According to RCA Astro, it will be teamed with Comsat and TRW in bringing the ACTS to fruition. Comsat will be responsible for the NASA ground station and master control station and will operate the satellite system. TRW will design and build the sat-

ellite's multibeam communications subsystem, including antennas, feeds, reflectors, tubes and baseband processors.

Once the bird is in orbit, NASA will make it available to corporations, universities and government agencies for experimentation. NASA said that it has already received more than 30 requests for access to the satellite from would-be experimenters.

Stereo start-up

KOMO-TV Seattle recently became "the first commercial television station to begin broadcasting totally in stereophonic sound," according to Vice President and General Manager Monty Grau. The ABC affiliate began full-time transmission with stereo equipment at 4:30 p.m. PT on Aug. 21, immediately prior to *World News Tonight*. "We are pleased to be in the vanguard of television stereo technology," Grau said. "We foresee extensive use of stereo broadcasts in our live, locally produced programming—including news, sports events and music specials." Due to the general lack of television programs recorded in stereo, nearly all of the VHF station's schedule is retransmitted in the monaural format. A spokeswoman said the first known stereo broadcast was *Summer Break*, a one-hour, locally produced break dancing special airing last Saturday, Sept. 1, from 7 to 8 p.m. She said that "some experimentation" in stereo origination of local news and sports will begin this fall on KOMO-TV. The new stereo capability was demonstrated to local advertisers using highlights of the 1984 summer Olympics, recorded in stereo by ABC Sports.

Teletext lives

Metromedia's KTTV(TV) Los Angeles, which offered a trial teletext service during the summer Olympics, said it will continue to offer the service. It's based on the World System Teletext format initially developed by the British. It will be advertiser-supported and offer national and local news, sports, business and financial reports, entertainment information, job listings, airline schedule information, community events and "much more," according to the station.



Digital wonder. Sony provided the hardware that allowed Showtime to enhance its production of *Stevie Wonder Comes Home* with low-noise digital audio. Lon Neumann, audio engineer for Wonder (l), and Gus Skinas, eastern regional sales engineer/digital audio, Sony Professional Audio Division, check over a Sony BVH-2000 VTR coupled to a PCM-1610 two-channel audio processor that was used for mix-down of the original digital multitrack recording and playback at Showtime's satellite uplink. The premiere telecast of the concert was simulcast on nearly 100 FM stations countrywide.

TELECASTINGS

More minis

NBC Entertainment has announced that "Peter the Great," Robert K. Massie's Pulitzer Prize-winning biography of the 17th century Russian czar, will be adapted as a 10-hour mini-series for presentation on NBC-TV during the 1985-86 prime time season. The drama, to be filmed mostly in the Soviet Union, will include 21 Russian actors and star Maximilian Schell in the title role. The mini-series, now filming in Austria, is being directed and executive produced by Lawrence Schiller for PTG Productions Ltd. Edward Anhalt wrote the teleplay and Konstantin Thoeren is line producer. Schiller terms the production, "the first totally independent American drama ever to film in the Soviet Union."

Still more minis

CBS-TV announced it will air *Ellis Island*, a seven-hour mini-series about early 20th century immigration to America, on the evenings of Nov. 11-14. Based on the best-selling novel by Fred Mustard Stewart, the program will be shown at 8-11 p.m. NYT on Sunday, Nov. 11, and at 9-11 p.m. NYT on Tuesday and Wednesday, Nov. 13-14. Major sponsors are Apple Computers and Volkswagen of America. The cast includes Richard Burton, in the late actor's final role, plus Faye Dunaway, Ben Vereen and Ann Jillian. *Ellis Island* is produced by Pantheon Television in association with Telepictures Productions. Co-executive producers are Frank Konigsberg and Gabriel Katzka. Nick Gillott is producer.

'Big' deal

The Big 10 football conference has signed a rights agreement with Nashville-based SportsView for broadcast syndication of 14 games for 1984. The rights fee is \$3 million. The Madison Square Garden Network will pick up some of the games in the New York region and SportsView will also sell some to cable operators outside the Midwest region on pay-per-view. The Big 10 had a preliminary agreement with Metrosports/TCS, but the deal fell through.

Ups the ante

WPIX(TV) announced that it will increase its coverage of New York Yankees baseball from a minimum of 40 games each for the 1985 and '86 seasons to 100 games in each of those years with an option to cover 100 games in 1987. The new arrangement modifies the terms of a three-year extension to WPIX's present five-year pact with the New York Yankees which expires this year. Beginning next season, WPIX said it will be paying 50% more for broadcast rights per game, said to be about \$50,000 a game in 1984. The increase is reportedly part of the consideration necessary to keep the majority of Yankee broadcasts on commercial television and not cable. This season 40 games are being carried on Sportschannel, a subsidiary of Cablevision.

Making deals

Group W Productions has signed Bill D'Angelo to an exclusive contract for his services as an independent television producer, in-

cluding development of series and motion pictures for television. D'Angelo was executive producer of the ABC-TV situation comedy, *Webster*, and remains an executive consultant on the series. His D'Angelo Productions has been involved in the development of series, children's programming and movies for television.

Robert Wagner, co-star of the recently-cancelled *Hart to Hart*, has signed an exclusive contract with Columbia Pictures Television for the use of Wagner's services "as an actor and executive producer to develop and produce feature films, series and movies for television." Wagner will serve as executive producer of mini-series, series and movies for TV developed by his R.J. Productions, in addition to developing "a series and other product in which he will star."

Gary Hunt and Barry Jaffe have signed an exclusive production agreement with Columbia Pictures Television "to produce all forms of programming [for CPT] under their Hunt-Jaffe Productions banner." According to CPT President Barbara Corday, the team will concentrate on development of first-run syndication series. They are currently producing *Top 40 Videos* for national first-run syndication.

What's up at CPB

The Annenberg/Corporation for Public Broadcasting Project has committed about \$6 million for five undertakings: two computer projects with Brown University and the Massachusetts Institute of Technology and three projects covering Western art, the Renaissance and a history of American women and the family before the 20th century.

U.S.-Japan music video pact

Long- and short-form music videos will be co-produced and distributed to the pay-TV, free-TV and home video markets worldwide under an agreement between Embassy Home Entertainment and Kyodo Tokyo Inc., Victor Co. of Japan (JVC) and Trans 25. The videos will be produced primarily in the U.S. and Japan but other locations have not been ruled out. Embassy will distribute them to all media worldwide except in Japan, where JVC will distribute them to the home video market and the other Japanese partners, Kyodo Tokyo and Trans 25, will exploit them in other media.

Big Bird in the movies

"Sesame Street Presents: Follow That Bird," a new motion picture based on the Public Broadcasting Service's 15-year-old children's television series, is currently in pro-

Fortieth for 5. Metromedia's WNEW-TV New York will salute its 40th anniversary with a two-hour special, *Forty Years of Fine Tuning*, on Sept. 6 at 8-10 p.m. The special, with Carroll O'Connor as host, will use clips from early programs, old photographs and the recollections of dozens of guests to trace the channel 5 station's history. WNEW-TV dates from the FCC's issuance of the commercial license for its predecessor, Allen B. DuMont's WABD(TV) New York, on May 2, 1944. WABD was the New York O&O of the DuMont Television Network until the network folded in 1955.

Guests who have been identified with channel 5 over the years and will reminisce about their experiences there range alphabetically from Edie Adams and Morey Amsterdam to Mike Wallace and Marian Etoile Watson. In between, among some 40 scheduled to appear, are such names as Sid Caesar, Rosemary Clooney, Clay Felker, Sonny Fox, David Frost, Betty Furness, Merv Griffin, Skitch Henderson, Dennis James, Robert Merrill, Gene Rayburn, Soupy Sales, Chris Schenkel, David Susskind and Mel Torme.

Among early channel 5 shows to be represented in clips on the anniversary tribute are DuMont's *Cavalcade of Stars* (on which Jackie Gleason and Art Carney first appeared in "The Honeymooners"); *Rocky King, Detective; Soupy Sales Show; Captain Video and His Video Rangers; Cavalcade of Bands; Life Is Worth Living* (with Bishop Fulton J. Sheen); *Nightbeat* (with Mike Wallace); *This Is Charles Laughton; Ernie Kovacs Rehearsal; Les Paul and Mary Ford Show; Festival of Performing Arts* and *Admiral Broadway Revue* (with Sid Caesar and Imogene Coca).

WNEW-TV said the two-hour special had been in preparation throughout the past year. Craig Fisher is senior producer and writer, Doris Bergman is producer and Paul Noble is executive producer.

uction in Toronto for a 1985 theatrical rease. The film's plot revolves around Big Bird, who is persuaded to leave Sesame Street to live with a family of Dodo birds. He has second thoughts, however, and decides to return to Sesame Street, not realizing it is a thousand miles from the Dodos. A cross-country search by Big Bird's Sesame Street friends ensues. The movie's producer, the children's Television Workshop (creator of the television series), expects to distribute the film internationally.

In the marketplace

Hanna-Barbera Productions will introduce a new, first-run, 90-minute, Sunday morning children's series, *The Fantastic World of Hanna-Barbera*, in September 1985, and will produce 41 new, half-hour episodes of *The*

Jetsons, a children's program first produced and released by the company in 1962. The new segments will be combined with the original 24 episodes in a new 65-half-hour package to be syndicated as a daily strip, also starting in the fall of 1985. The *Funtastic* series will include three original, animated, half-hour series, with titles to be announced at next January's NATPE International convention. The combined budget of the two new projects is reportedly between \$20 million and \$22 million. Both program packages will be sold by Worldvision Enterprises, a sales and syndication subsidiary of Taft Broadcasting Co. The Taft unit is a part of Taft Entertainment Co., which owns Hanna-Barbera. *The Jetsons*, which has appeared on all three commercial networks, continues in syndication in 80 domestic markets and in 55 countries.

lations were similar. Procter & Gamble, for instance, was in the number-one spot on both lists with independent expenditures for the six months of \$56,508,000. In the runner-up position was General Foods with independent spending of \$29,103,000, followed by General Mills, \$28,939,000, and Anheuser-Busch, \$23,127,000.

Broadcast Advertisers Reports was used to estimate total spot TV expenditures. BAR's special 15-market tabulation was used to arrive at independent shares. □

Business

Independent TV takes 54% spent by top 25 spot advertisers, according to INTV

Independent television stations garnered 54% of advertising placed by the top 25 spot advertisers in the first half of 1984, totalling

\$339,545,000, says the Association of Independent Television Stations. (Those top 25 advertisers were calculated by the Television Bureau of Advertising.)

Also, according to INTV, the top 25 national advertisers on independent TV stations spent \$344,484,000 in the first six months of 1984. This amount was said to be 57% of the total allocated by these 25 advertisers to spot television during the period.

The listing of advertisers for both compi-

Advertiser	Independent expenditures	share (%)
1. Procter & Gamble	\$56,508,000	69
2. General Foods	29,103,000	62
3. General Mills	28,939,000	78
4. Anheuser-Busch	23,127,000	88
5. Pepsico	17,714,000	42
6. Warner-Lambert	15,116,000	81
7. Kellogg	13,494,000	74
8. Mars	13,257,000	68
9. Toyota Motor Sales	13,191,000	52
10. Coca-Cola	12,032,000	51
11. Lever Bros.	11,366,000	41
12. Dart & Kraft	11,329,000	41
13. Philip Morris	11,090,000	47
14. A.H. Robins	9,820,000	56
15. Nabisco	8,840,000	49
16. Time Inc.	8,732,000	55
17. Nissan Motors	8,380,000	38
18. American Home Products	8,017,000	52
19. MCI Communications	7,056,000	38
20. Ford	6,658,000	30
21. ITT	6,266,000	42
22. Gillette	6,253,000	81
23. Wrigley	6,196,000	70
24. Colgate-Palmolive	6,086,000	55
25. Reynolds Metals	5,914,000	64
Top 25	\$344,484,000	57%

Top advertisers and categories on independent stations January-June 1984

Category	Total spot TV expenditures	Independent share of spot TV (%)	Independent expenditures
1. Food & food products	409,190,000	46	188,227,000
2. Automotives	284,087,000	35	99,430,000
3. Confectionary & soft drinks	161,192,000	53	85,432,000
4. Toiletries & toilet goods	108,431,000	53	57,468,000
5. Travel, hotels & resorts	100,734,000	24	24,176,000
6. Consumer services	95,192,000	29	27,606,000
7. Beer & wine	93,012,000	49	45,576,000
8. Household equip. & supplies	77,430,000	45	34,844,000
9. Proprietary medicines	72,836,000	55	40,060,000
10. Publishing & media	63,960,000	44	28,142,000
11. Soaps, cleansers & polishes	59,693,000	57	34,025,000
12. Gasoline, lubricants & other fuels	49,928,000	37	18,473,000
13. Apparel, footwear & accessories	44,382,000	44	19,528,000
14. Insurance	34,012,000	43	14,625,000
15. Sporting goods & toys	31,299,000	83	25,978,000
16. Pet foods & supplies	30,133,000	47	14,163,000
17. Horticulture	30,026,000	27	8,107,000
18. Office equipment, computers & copiers	28,706,000	21	6,028,000
19. Jewelry, optical goods & cameras	26,919,000	45	12,114,000
20. Building material, equipment & fixtures	25,018,000	47	12,009,000
Top 20	\$1,826,180,000	44%	\$796,011,000

Advertiser	Total spot TV expenditures	Independent share of spot TV (%)	Independent expenditures
1. Procter & Gamble	\$81,896,000	69	56,508,000
2. General Foods	46,941,000	62	29,103,000
3. Pepsico	42,176,000	42	17,714,000
4. General Mills	37,101,000	78	28,939,000
5. Lever Bros.	27,722,000	41	11,366,000
6. Dart & Kraft	27,631,000	41	11,329,000
7. Anheuser-Busch	26,281,000	88	23,127,000
8. Toyota	25,368,000	52	13,191,000
9. Philip Morris	23,596,000	47	11,090,000
10. Coca-Cola	23,593,000	51	12,032,000
11. Ford	22,194,000	30	6,658,000
12. Nissan Motors	22,053,000	38	8,380,000
13. General Motors	19,628,000	30	5,888,000
14. Mars	19,495,000	68	13,257,000
15. Warner-Lambert	18,662,000	81	15,116,000
16. MCI Communications	18,569,000	38	7,056,000
17. Kellogg	18,235,000	74	13,494,000
18. Nabisco	18,041,000	49	8,840,000
19. A.H. Robins	17,536,000	56	9,820,000
20. Time	15,876,000	55	8,732,000
21. Beatrice	15,474,000	22	3,404,000
22. American Home Products	15,417,000	52	8,017,000
23. ITT	14,920,000	42	6,266,000
24. Nestle	13,878,000	36	4,996,000
25. R.J. Reynolds	12,433,000	42	5,222,000
Total	\$625,716,000	54%	\$339,545,000

Source: BAR, January-June 1984; Barcume for total spot TV expenditures; Bar special 15-market tabulation for Independent shares. Independent expenditures estimated by multiplying Independent share by total spot TV expenditures.

Investment firm makes SFN buyout bid

Made by Washburn-Pincus
Diversified media group offered
\$425 million by investment group

The largest investor in SFN Companies Inc. has made a \$425-million leveraged buyout offer for the company ("In Brief," Aug. 27). Heading a group that includes some SFN management, E.M. Warburg Pincus & Co., a New York-based investment banking firm, proposed an offer to current shareholders of an estimated \$40 per share, 53% above the \$26.25 closing price before the announcement. Warburg Pincus had begun purchasing shares Jan. 4, and on March 12 indicated it had increased its holding to 9.4%, for "investment purposes," according to its filing with the Securities and Exchange Commission. Two months later, John L. Vogelstein, vice chairman of Warburg Pincus, was elected to SFN's board of directors.

SFN, since the appointment of former CBS executive vice president, John R. Purcell, as chairman and president two years ago, has steadily changed its look from a textbook publisher into a diversified media company that includes broadcast operations. SFN's acquisitive appetite was encouraged by Purcell who, before joining CBS, had led Gannett's acquisition campaign as senior vice president, finance and business operations. On June 27, 1983, the Glenview, Ill.-based SFN purchased Broadcast Advertisers Reports, the Darby, Pa.-based radio and television commercial monitoring service, for \$24 million. On Jan. 12, SFN announced the \$116-million purchase of Western Broadcasting Co., the owner of three TV's, two AM's, one FM and Telecentro Films Inc., a San Juan, P.R.-based Spanish-language audio and video production company. The latest addition to its station holdings was the Feb. 22 purchase of WFTV(TV) Orlando, Fla., for \$125 million. Other purchases have been made in the publishing and data-base industries.

In May the company undertook \$270 million in debt financing, primarily to pay for its broadcast purchases. The increased debt load led to a reduction in the company's commercial paper rating and also discouraged investors to the point that the depressed stock price made a leveraged buyout look more attractive, dropping from a 13-month high of 47 to a recent low of 23 7/8.

To consolidate the station purchases, SFN Communications was formed last month as a separate division. Walter Windsor, general manager of WFTV, was named chairman, and Sherman Wildman, formerly director of program and sales development, CBS Broadcast International, was named president.

Besides Warburg Pincus, other participants in the offer include Purcell and the investment banking firm of Drexel Burnham Lambert. L. Steven Minkel, senior vice president, finance, and treasurer, when asked if Windsor and Wildman or other station management would be part of the new ownership, responded, "All management personnel will stay with the company. It has not been determined which members will

participate in the new ownership."

The precise terms of the offer are \$35 a share cash, plus a 10-year subordinated note paying 15 3/8%, for each of the 10.6 million

shares outstanding. The offer will be reviewed by a group of company board members who neither have ownership nor are involved in day-to-day management. □

Bottom Line

Buyout vote. Harte-Hanks Communications shareholders will meet Sept. 5 to vote on proposed leveraged buyout of company. Institutional investor and group of 16 banks have committed to provide financing for buyout. If approval is received and other closing conditions are met, San Antonio, Tex.-based company expects to close transaction "on or about" Sept. 10. At that time it will issue \$230 million in debentures to shareholders as part of payment. Debentures are currently trading when-issued on over-the-counter market. □

Debenture deal. Westinghouse Electric Corp. announced it will offer \$200-million worth of 9% convertible subordinated debentures, due Aug. 15, 2009. Westinghouse said funds from debentures, which are convertible into Westinghouse common at \$31 per share, will be used for general corporate purposes, including reduction of short-term debt. First Boston Corp. and Shearson Lehman/American Express will be managing underwriters. □

Ready to trade. New Fifth Estate company with Wall Street listing is Birdfinder Corp., Sarasota Fla.-based SMATV company which raised \$2.7 million with offering of 900,000 units, consisting of two shares of common and one warrant. Company started out selling residential earth stations in July 1980. It now owns and operates SMATV systems. Bill Beasley is chairman and president. For nine months ending April 30, company had revenue of \$87,506 and net loss of \$1 million or 44 cents per share. Stock began trading over counter on Feb. 2 at \$4 and has since split, closing Aug. 27 at \$1.50 per share. □

Winding down. Winding down of Gross Telecasting's broadcasting operation continues with announcement that shareholders will receive \$50-per-share dividend, payable Oct. 15. Dividend is from \$48-million sale of WJIM-TV Lansing, Mich., and WKBT(TV) LaCrosse, Wis., to group headed by former CBS president, John Backe. Additional \$10 million in five-year notes paying prime rate plus 1% will be distributed on pro-rata basis to holders of company's 800,000 shares. Final assets of company, WJIM-AM-FM Lansing, are on market with asking price of \$2 million, proceeds of which will go to additional payment to shareholders. Gross president, James H. Gross, said for time being he will be out of broadcasting business, as will Gross founder, Harold F. Gross. □

No go. Video Corp. of America has terminated merger agreement after proposed buyer, First Capital Holdings Corp., failed to complete financing arrangements. One member of buying group, investment banking firm of Drexel Burnham Lambert Inc., declined to commit funds after merger terms were revised July 19. Charles T. Smith, VCA's vice president and treasurer, said that company operations would not be affected by decision. "We are an independent public company with the best year in our history just completed and an excellent capital structure," he said. □

Likes what it sees. Standard & Poor's Corp., which currently rates M/A-Com Inc. subordinated debt at double-B-plus, placed Burlington, Mass.-based equipment manufacturer on its CreditWatch list with positive implications. S&P noted growth in revenue and order backlogs over last year. □

Stimulating commercials. Action for Children's Television (ACT) has filed complaint with Federal Trade Commission, asking that it prohibit advertising of caffeine stimulant pills during television programs attracting young viewership. Specifically, ACT objected to ads for Beecham Products's Vivarin, which have appeared on NBC's *Knight Rider*, in which student falling asleep at his desk is woken by girl with warning: "If you don't graduate we're through. . . Here, revive with Vivarin." ACT President Peggy Charren called commercial both "nauseating" and "irresponsible," adding that it glamorized "pill popping." □

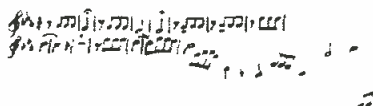


Gilburd

New to broadcasting. Buttonwood Securities Corp. of Massachusetts, Boston-based investment banking firm, has entered broadcast finance and brokerage field, with Michael Gilburd named to head that activity and be firm's director of corporate finance. Gilburd said BSC will address middle market between major investment banking firms and radio-TV station brokers. Among activities: acquisition searches, limited partnerships, leveraged buyouts as well as participation in initial public offerings.

1st INTERNATIONAL MUSIC VIDEO FESTIVAL OF SAINT-TROPEZ

AN INTERNATIONAL FESTIVAL — AN INTERNATIONAL MARKETPLACE
AN INTERNATIONAL SEMINAR



OCTOBER 8-9-10-11, 1984

Music Video has come of age and now has its own international meeting-place:
The 1st International Music Video Festival of Saint-Tropez.

The Festival will have 3 facets:

- A competitive festival with a distinguished international jury which will award prizes in a number of categories for both video clips and long-form music videos.
- The only international marketplace strictly for music video programming. The presence of production companies, directors, distributors, syndicators, record companies, music publishers, home video companies, post-production companies, programmers from broadcast television, cable, and satellite all will provide the necessary ingredients for an ac-

tive marketplace, with plenty of buying and selling anticipated.

- A top-level music video seminar open to all participants, and running from 10:00 a.m. to 1:00 p.m. each day of the Festival. Topics to be discussed include the use of music video for purposes other than the promotion of pop music, film/video production of music videos, music video as an element in the programming mix for television and home video, revenue sources, the all important subject of rights payments to those involved in the production chain, as well as the burning issue of exclusivity both in the United States and elsewhere.

This is the first major international event to be hosted by the town of Saint-Tropez, and worldwide reporting of the Festival will be assured by extensive media coverage by the professional and consumer press, radio and television.

If you are involved in the production, distribution, or programming of music video, this is your festival. We have arranged for very attractive registration, hotel, and travel rates. Can you afford not to be there?

For further information, contact:

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Stock Index

Closing Closing Net Percent P/E Market
Wed Wed Change change Ratio Capitali-
Aug 30 Aug 23 (000,000)
zation

BROADCASTING

N ABC	69 1/8	69 1/2	-	3/8	-	0.54	11	2,016
N Capital Cities	169 1/2	166 3/4	2	3/4	-	1.65	18	2,175
N CBS	83	85 7/8	- 2	7/8	-	3.35	10	2,466
O Clear Channel	14 1/4	13 3/4		1/2		3.64	17	41
N Cox	48 1/4	49 3/8	- 1	1/8	-	2.28	16	1,362
A Gross Telecast	74 1/2	74 1/2					17	59
O Gulf Broadcasting	9 1/2	8 3/4		3/4		8.57	238	418
O LIN	23 3/8	23 1/8		1/4		1.08	20	491
O Malrite Commun	11 1/8	11		1/8		1.14	14	94
O Orion Broadcast	1/32	1/32						1,681
O Price Commun	9 1/8	7 3/4	1	3/8		17.74		30
O Scripps-Howard	29	27 1/2	1	1/2		5.45	17	300
N Storer	41 1/4	40 7/8		3/8		0.92		676
O SunGroup Inc.	6 5/8	6 7/8	-	1/4	-	3.64		5
N Taft	65 3/8	68	- 2	5/8	-	3.86	14	596
O United Television	17 1/4	17 7/8	-	5/8	-	3.50	28	190

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	21 5/8	22 1/2	-	7/8	-	3.89	18	132
A Affiliated Pubs	49 1/2	45 1/4	4	1/4		9.39	16	402
N American Family	21 7/8	22 1/8	-	1/4	-	1.13	12	391
O Assoc. Commun	14 1/8	13 7/8		1/4		1.80		67
N A.H. Belo	47 3/8	48 3/4	- 1	3/8	-	2.82	15	548
N JohnBlair	27 3/8	26 1/4	1	1/8		4.29	14	219
N Chris-Craft	29 1/2	30	-	1/2	-	1.67	20	188
N Cowles	43	42 1/8		7/8		2.08	37	171
N Gannett Co.	44 1/4	45 3/4	- 1	1/2	-	3.28	18	3,545
N GenCorp	37 5/8	37 3/8		1/4		0.67	10	808
O General Commun	67 1/4	67 1/4					15	33
N Harte-Hanks	30 7/8	30 3/8		1/2		1.65	19	682
N Insilco Corp.	16 3/4	17 1/4	-	1/2	-	2.90	9	284
N Jefferson-Pilot	32 1/2	33 1/4	-	3/4	-	2.26	10	1,040
O Josephson Intl.	9	10 1/2	- 1	1/2	-	14.29	9	44
N Knight-Ridder	29	28 3/4	1/4	0.87	1/4	1.873		1,873
N Lee Enterprises	27 3/4	27 1/4		1/2		1.83	16	370
N Liberty	24 7/8	26 1/4	- 1	3/8	-	5.24	11	249
N McGraw-Hill	45 1/8	47 3/4	- 2	5/8	-	5.50	17	2,265
A Media General	60	61 3/4	- 1	3/4	-	2.83	11	419
N Meredith	50 1/2	50 7/8	-	3/8	-	0.74	12	476
O Multimedia	40 1/4	41 1/2	- 1	1/4	-	3.01	18	672
A New York Times	34 5/8	35 7/8	- 1	1/4	-	3.48	16	1,368
O Park Commun	26	26					19	239
N Rollins	13 1/2	14 1/2	- 1		-	6.90	20	197
N Schering-Plough	37	37 3/4	-	3/4	-	1.99	11	1,871
T Selkirk	16 3/4	16 3/4					36	136
O Stauffer Commun	52	52					13	52
A Tech Operations	39 5/8	40 1/8	-	1/2	-	1.25	13	36
N Times Mirror	42	42 1/2	-	1/2	-	1.18	13	2,885
N Tribune	30 3/8	31 3/8	- 1		-	3.19	14	1,227
O Turner Bcstg.	24 1/4	24 1/2	-	1/4	-	1.02	346	494
A Washington Post	82 1/2	84	- 1	1/2	-	1.79	15	1,154

SERVICE

O BBDO Inc.	44 1/4	44		1/4		0.57	13	279
O Compact Video	4 1/8	4 1/4	-	1/8	-	2.94		16
N Comsat	27 1/2	25 7/8	1	5/8		6.28	11	49
O Doyle Dane B.	14 3/4	14 3/4					14	78
N Foote Cone & B.	50 1/2	49 1/2	1			2.02	10	168
O Grey Advertising	125	123	2			1.63	9	74
N Interpublic Group	33 1/2	32 3/4		3/4		2.29	11	361
N JWT Group	34 1/2	35 3/8	-	7/8	-	2.47	10	206
A MovieLab	4 3/8	4 3/8						7
O A.C. Nielsen	57 3/8	55	2	3/8		4.32	24	1,288
O Ogilvy & Mather	32	30 1/2	1	1/2		4.92	15	294
O Sat. Syn. Syst.	8 3/4	9	-	1/4	-	2.78	13	50
O Telemation	6 1/4	6 1/4					6	7
O TPC Commun	13/16	1 3/16	-	6/16	-			2
A Unitel Video	8 7/8	8 3/4		1/8		1.43	16	19
N Western Union	20 3/4	19 3/4	1			5.06		500

Closing Closing Net Percent P/E Market
Wed Wed Change change Ratio Capitali-
Aug 30 Aug 23 (000,000)
zation

PROGRAMING

O Barris Indus	5 1/8	5		1/8		2.50	26	29
N Coca-Cola	61 1/2	62 1/8	-	5/8	-	1.01	14	8,144
N Disney	55 7/8	57 3/8	- 1	1/2	-	2.61	18	1,878
N Dow Jones & Co.	46 1/4	48 1/4	- 2		-	4.15	23	2,967
O Four Star	4	3 1/2		1/2		14.29	4	3
N Gulf + Western	30 1/4	30 7/8	-	5/8	-	2.02	9	2,116
O Robert Halmi	1 3/8	1 1/4		1/8		10.00	28	23
A Lorimar	30 3/8	29 5/8		3/4		2.53	15	215
N MCA	41 1/2	42 3/4	- 1	1/4	-	2.92	15	2,011
N MGM.UA.	13 1/2	13 7/8	-	3/8	-	2.70	16	671
N Orion	10 1/8	9 1/2		5/8		6.58	23	95
O Reeves Commun	6 3/4	6 1/2		1/4		3.85	225	84
O Telepictures	16 7/8	17 1/4	-	3/8	-	2.17	17	105
O Video Corp.	15 3/8	14 3/4		5/8		4.24	11	26
N Warner	20 3/4	20 3/4						1,258
A Wrather	14	13 1/2		1/2		3.70		96

CABLE

A Acton Corp.	5 7/8	6 3/8	-	1/2	-	7.84		35
O AM Cable TV	3 3/8	3 1/4		1/8		3.85		12
N American Express	33 1/4	33 1/4					17	7,132
N Anixter Brothers	19 3/8	17	2	3/8		13.97	26	352
O Burnup & Sims	6 1/4	6 3/8	-	1/8	-	1.96	12	56
O Cardiff Commun	11/16	11/16					69	3
O Comcast	25 7/8	25		7/8		3.50	21	212
N Gen. Instrument	27 1/4	26	1	1/4		4.81	28	859
N Heritage Commun	17 5/8	18 1/2	-	7/8	-	4.73	33	134
T Maclean Hunter X	21 1/4	21 1/4					30	783
A Pico Products	7 3/8	7 1/8		1/4		3.51	34	26
O RogersCable	5 5/8	5 7/8	-	1/4	-	4.26		126
O TCA Cable TV	14 1/2	13 1/2	1			7.41	28	97
O Tele-Commun	21 1/2	20 3/4		3/4		3.61	40	902
N Time Inc.	41 5/8	43 3/4	- 2	1/8	-	4.86	14	2,526
N United Cable TV	25 3/4	25 1/4		1/2		1.98		284
N Viacom	31	30 1/4		3/4		2.48	12	419

ELECTRONICS/MANUFACTURING

N Arvin Industries	25 3/8	25 1/2	-	1/8	-	0.49	7	193
O C-Cor Electronics	7 1/2	7 1/4		1/4		3.45	83	24
O Cable TV Indus.	3 1/8	3 1/8					21	9
A Cetec	9	9 3/8	-	3/8	-	4.00	11	20
O Chyron	11 3/4	12	-	1/4	-	2.08	15	72
A Cohu	9 1/8	8	1	1/8		14.06	10	16
N Conrac	13 1/2	13 3/4	-	1/4	-	1.82	13	84
N Eastman Kodak	75 1/2	77 3/4	- 2	1/4	-	2.89	17	12,501
O Elec Mis & Comm.	8 1/4	9 1/4	- 1		-	10.81		24
N General Electric	57	58 1/2	- 1	1/2	-	2.56	12	25,803
O Geotel-Telemet	1 3/8	1 1/4		1/8		10.00	15	4
N Harris Corp.	30 5/8	30 1/8		1/2		1.66	17	1,223
N M/A Com. Inc.	20 1/2	21 1/4	-	3/4	-	3.53	27	887
O Microdyne	8 1/8	7 7/8		1/4		3.17	23	37
N 3M	82 3/8	83 3/4	- 1	3/8	-	1.64	14	9,643
N Motorola	42 7/8	43 1/8	-	1/4	-	0.58	15	5,075
N N.A. Philips	36 7/8	37 1/8	-	1/4	-	0.67	9	1,059
N Oak Industries	5 1/8	4 3/8		3/4		17.14		84
A Orro Corp.	3	3 1/8	-	1/8	-	4.00		7
N RCA	35 3/4	35 1/2		1/4		0.70	11	2,926
N Rockwell Intl.	29 3/4	31	- 1	1/4	-	4.03	10	4,523
N Sci-Atlanta	8 7/8	9 3/8	-	1/2	-	5.33	16	206
N Signal Co.s	32	32					13	3,486
N Sony Corp.	14 5/8	14 1/2		1/8		0.86	14	3,377
N Tektronix	66 1/4	64	2	1/4		3.52	11	1,275
A Texscan	7 5/8	8	-	3/8	-	4.69	11	49
N Varian Assoc.	44 3/4	45 3/8	-	5/8	-	1.38	18	965
N Westinghouse	26	27	- 1		-	3.70	9	4,551
N Zenith	25 5/8	28 1/8	- 2	1/2	-	8.89	10	565
Standard & Poor's 400	190.01	189.57	0.44			0.23		

T-Toronto, A-American, N-N.Y., 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 & Poor's or as obtained by BROADCASTING's own research.

Eastern Cable Show opens its doors in Atlanta

This week's Eastern Cable Show, set for Atlanta's World Congress Center, gets under way Thursday, Sept. 6, with 2,500 registrants at last count and 56 exhibitors.

Three days of technical and management sessions will be accompanied by a presentation by the Council for Cable Information. Amy Weinman, spokesperson for the show's sponsor, the Southern Cable Television Association, said that organization will hold its annual meeting Friday at 2 p.m. The Georgia Cable Television Association meeting on Thursday from 3:30 to 4:30 p.m. promises to be more than routine. Recent action of the

Georgia legislature which might permit the state's electrical co-ops to go into the satellite programming business will be discussed. The Georgia Electric Membership Co-ops have already begun testing a service with several hundred satellite dishes, according to a spokesman for the association.

Other state cable organizations holding meetings during the three-day show include the Virginia CATV Association on Wednesday from 3 to 5 p.m. and the Kentucky CATV Association on Thursday from 3:30 to 4 p.m. The agenda and exhibitors for the show appear below

Thursday, Sept. 6

Opening session. 9-10:15 a.m. *Views on Today's Cable Consumer.* Room 216-217. Moderator: Burton Stanier, Group W Cable. Panelists: Char Beates, NCTA; D.M. Schmidt, Delta Airlines; Sidney Burgess, Birmingham Cable Communications; Robert Burns, Warner Amex Cable Communications.

Technical sessions. 9 a.m. *Data Transmission—Via Cable, Microwave and Satellite.* Room 218/219. Speakers: Irv Rabousky and Martin Deckert, Hughes Aircraft; Frank Stratton, Viacom Cablevision.

Two concurrent sessions. 10:45 a.m.-noon. Rooms 214/215, 216/217. *Don't Let Their First Impression Be Their Last.* Moderator: Mary Yow, Millage Cable. Panelists: Roger Kehrt, Centel Cable, Steve Fisher, Group W Cable.

Segmentation Strategies for Effective Marketing. Moderator: Ajit Dalvi, Cox Cable. Panelists: Peter Sealey, Columbia Pictures Industries; Mike McDonald, McDonald & Little; Howard Draft, Kobs & Brady Advertising.

Technical session. 10:45 a.m.-noon. *Addressability—On and Off Premises.* Room 218/219. Speakers: Allan Kushner, Times Fiber, Moshen Mancochehri, Jerrold.

Technical session. 2-3:15 p.m. *Signal Security.* Room 218/219. Speaker: Michael Hayashi, Pioneer.

Congressional update. 2:15-3:15 p.m. *Cable: Past, Present and Future.* Room 304/305. Representatives Billy Tauzin (D-La.), Wayne Dowdy (D-Vi.), Ronnie Flippo (D-Ala.) and Thomas Bliley (R-Va.).

CCI presentation. 4-5 p.m. Room 216/217. Presentation of the advertising campaign of the Council for Cable Information.

Panelists: George Douglas, American Cablesystems Corp., Steve Goldstein, ATC; Alan Pakiela, Xerox Learning Systems.

Successful Segmentation Campaigns: Case Studies. Moderator: Stephen Ste.Marie, ATC. Panelists: William Proud, Prime Cable Corp.; Vickie Marks, Continental Cablevision.

Technical session. 9-10:30 a.m. *Cable: Utilizing Existing Cable in Rebuilds and Upgrades.* Room 218/219. Speaker: Richard Thayer, Times Fiber.

Roundtable discussions. 10:30 a.m.-noon. Room 214/215. Cochairman: Cindy Dennis, Staten Island Cable; Vicki Barkan, Metrovision. *The Marketing Plan—Strategy for a Year.* Speaker: Terrell Mayton, ATC. *Productivity Through People.* Speaker: Robert McGuire, Area Cablevision. *Lowering the Boom on Nonpays.* Speaker: Bob Franks, Cox Cable Gainesville. *Turning Moves and Transfers into Sales.* Speaker: Charlie King, Summit Cable Services. *Direct Mail—Segmenting Your Message.* Speaker: Vickie Marks, Continental Cablevision. *Tracking the Success of your Ideas.* Speaker: George Douglas, American Cablesystems. *Telemarketing—Cost Effective for Big and Small.* Speaker to be announced. *Training—Investment in Good People.* Speakers: Raulette Vick, Prime Cable TV; Burt Smith, HBO. *Basic Media Plans.* Speaker: William Proud, Prime Cable. *Advertising Sales—Is it for Everyone?* John Beard, J.B. Cableads.

Technical session. 10:45 a.m.-noon. *Connectors and Repair Kits for Cable.* Room 218/219. Speakers: Rex Porter, Gilbert Engineering, John Carlsen, Raychem Corp.

Luncheon. 12:15 p.m. World Congress Center.

Technical session. 2-3:15 p.m. *RF Amplifiers—Feedforward and Power Doubling.* Room 218/219. Speaker: Thomas Robinson, Magnavox CATV Systems.

Friday, Sept. 7

Two concurrent sessions. 9-10:15 a.m. *Maximizing Internal Resources.* Rooms 216/217. Moderator: Dave Bell, Storer Cable Communica-

Technical session. 9-10:30 a.m. *Proper Testing of Systems Components, Before and After Installation.* Room 218/219. Speaker: Larry Richards, Magnavox.

Saturday, Sept. 8

Eastern exhibitors

Acorn Insurance 2025
300 Union Blvd., Suite 100, Denver 80228
Insurance packages. **Staff:** Elaine Stone, Jay Stone, Hilton Martin.

ADS/LineX 1643
3130 Gateway Dr., Suite 400, Norcross, Ga. 30071

Alpha Technologies 2035
1305 Fraser St., D-6, Bellingham, Wash. 98226

Power supplies, remote status monitor-

ing. **Staff:** Bob Bridge, Steve Miller, John Coiro, Bill Brown.

AM Cable TV Industries 1827
Box 505, Quakertown, Pa. 18951

Off-premises addressability, tier guard system, full turnkey construction services, 450 mhz directional taps. **Staff:** Ben Benefield, John Dieckman, Jim Emerson.

AMC Specialty Advertising 2134
2130 Kingston Ct., Marietta, Ga. 30067

American Marketing Systems 1411
Box 1389, Auburn, Ala. 36831

Anixter Communications 1635
4711 Golf Rd., Skokie, Ill. 60076

Arts & Entertainment 1935
555 Fifth Ave., New York 10017

Associated Press 1016
1825 K St., NW, Washington 20006
Automated text news and information services **Staff:** Greg Groce, John Strachen, Mark Thayer, Rosie Oakley, Kate Ennis, Jim Williams

Atlanta-Tomberlin 1310
3061-A Kingston Ct., Marietta, Ga. 30067
Converter and modulator sales, convert-

er repair. **Staff:** Chuck Conner, Norman Calefate, Dee Dobbs, Dolly Karp-Ward, Miles Kath, Bill Tomberlin, Anita Tomberlin, Mike Dishman.

AT&T Technologies 1609
6701 Roswell Rd., NE, Atlanta 30328

Augat Broadband Communications Group 1324
6221 McGregor Dr., Charlotte, N.C. 28212

Hardline and drop connectors, addressable taps, apartment amplifiers, traps.

Batteries Inc. 1742
4730 Lake Mirror Pl., Forest Park, Ga. 30050

Belden 1716
2200 U.S. Hwy 27S, Richmond, Ind. 47374

Duo-bond, duo-bond plus, flooded and dual cables. **Staff:** Phil Pennington, Paul Miller, Ron Madsen, John Fienning, Tom Beane, Glen Owen, Brad Scherer.

BellSouth Services 1009
675 W. Peachtree St., Atlanta 30375

Matthew Bender 1316
235 E. 45th St., New York 10017

Cable television law guide. **Staff:** Tara Hubbard, Bruce Himelfarb, Al Park.

Brad Cable Electronics 1326
1023 State St., Schenectady, N.Y. 12301

New, used and rebuilt converter sales, Tek-line 7-channel block converter*, converter purchasing, converter repair services, service contracts and parts inventory, line amplifier, headend equipment and power supply repair, research and development services. **Staff:** Bob Price, Richie Koonz, Alex Lushpinsky, Bill Browning.

Broadcasting Publications
1735 DeSales St., NW, Washington 20036

Burnup & Sims CATV Products 1401
420 Athena Dr., Athens, Ga. 30601

Staff: Jack Forde, Dean Taylor, Mason Hamilton, Bob Featherstone, Steve Fudge, Marty deAlminana, Kevin Lynch, Steve Pugh, Jerry Schultz, Gary Batson, Larry Wallace, Phil McDonald, Tim Wright, St. Clair Donakowski, Annette Munger.

Business Systems 1018
2720 Wade Hampton Blvd., Greenville, S.C. 29615

Computerized in-house subscriber management and billing system with addressable converter interfaces and automatic PPV capability. **Staff:** Larry Edwards, Jack Sunderman, Jann Ratts, Jim Forbes, Paul Griffin, Lee Maynard, Don Strobeck.

CableAge 1338
1270 Avenue of the Americas, New York 10020

CableData 1419
Box 13040, Sacramento, Calif. 95813

CableFacts 1109
Box 11908, Lexington, Ky. 40578

Cableshop 1936-38
1370 Main St., Waltham, Mass. 02154

Cableview Publications 1519
111 Eighth Ave., New York 10011

Cablevision Corps 1634
1900 Swift, North Kansas City, Mo. 64116

Cable Spinning Equipment 1028
3100 Topeka Ave., Topeka, Kan. 66611

Cable lashers, aerial plant construction equipment. **Staff:** John Innes, Harry Taute, Bill Ethridge, Greg Peterson, Herschel Sterling.

Cable TV Supply Co. 1227
Box 80393, Los Angeles 90016

J.I. Case 1347
616 Six Flags Dr., Suite 102, Arlington, Tex. 76011

Catel 1615
4800 Patrick Henry Dr., Santa Clara, Calif. 95054

CATV Subscriber Services 2015
108 State St., Suite 102, Greensboro, N.C. 27408

Mapping, engineering/design, construction, installation, marketing/sales and support services. **Staff:** Raymond Gattelli, Josephine Gattelli, Jerry Haisman, Fred Robertson, David Brugnone, T. Rocky Orrell.

CBN Cable Network 1101
CBN Center, Virginia Beach, Va. 23463

Family programming network. **Staff:** Tim Robertson, Tom Rogeberg, Tom Hohman, John Roos, Clay Boudreaux, Mark Solow, Doug Stuart, Jackie Davenport, Craig Sherwood, Jodie Rundle, Earl Weirich, Doug Greenlaw, Bob Vigilante.

C-COR Electronics 1915
60 Decibel Rd., State College, Pa. 16801

Channel Master Satellite Systems 947
Box 1416, Smithfield, N.C. 27577

Microbeam 52-channel CARS band microwave system, digital 60-channel set-top converters, commercial satellite reception systems*. **Staff:** Richard Derrenbacher, George Jusaites, Steve Dozier, Rick Klein, Randy Karr.

Chapman Associates 1308
1835 Savoy Dr., Suite 206, Atlanta 30341

Cable brokering, appraising and financing services. **Staff:** David Sweeney, Martin LoMonaco, Julie Lewkowicz.

Chattahoochee CATV Co. 937
1794 James Ray Dr., Marietta, Ga. 30060

Cindex 2039
3150 River Rd., Des Plaines, Ill. 60018

Comex Systems 1721
Mill Cottage, Mendham, N.J. 07945

Video and textbook reviews for SAT/ACT, CLEP, GED, GRE and GMAT. **Staff:** Leo

Prybylowski.

Commerce Service Corp. 1837
2567 Central Ave., Augusta, Ga. 30904

Computer Utilities of the Ozarks 1744
Box 1062, Harrison, Ark. 72601

Computer turnkey system, management information and accounting system.

ComSonics 1809
Box 1106, Harrisonburg, Va. 22801

Sniffer II RF leakage detector*, spectrum analyzer, coaxial relays, repair center, FCC and proof of performance testing, system design and engineering for both CATV and LANS. **Staff:** Wayne Bruffy, Scott McDonald, Carl Hensley.

Country Music Television 823
30 E. 40th St., Suite 507, New York 10016

Creative Management Systems 1741
230 Main St., Box 10, Toms River, N.J. 08754

Cushcraft Corp. 1640
Box 4680, Manchester, N.H. 03108

CWY Electronics 1535
Box 4519, Lafayette, Ind. 47903

Omni-Rack system for multidwelling enclosures, economy headend rack, information and applications for leasing of consumer TVRO product to operators. **Staff:** Terry French, Patty French.

Disney Channel 709
4111 Alameda, Burbank, Calif. 91505

Ditch Witch 1709
Box 66, Perry, Okla. 73077

Trenching and vibratory plowing equipment.

Dow Jones & Co. 1334-36
Box 300, Princeton, N.J. 08540

Staff: John Austin, Doris Runyon.

Eagle Comtronics 1340
4562 Waterhouse Rd., Clay, N.Y. 13041

Converters, addressable and programmable descramblers, super traps, decoding filters, directional taps and passives, converter descrambler*. **Staff:** Alan Devendorf, Ken Kennedy, Joe Ostuni, Chet Syp, Tom Quirk, Kent Lewis.

Eastern Microwave 1447
112 Northern Concourse, Box 4872, Syracuse, N.Y. 13221

Wor-tv New York superstation. **Staff:** Gil Korta, Ann Marie Russell, Laurie Prouty.

Elephant Industries 1058
Box 3626, Ft. Myers, Fla. 33903

Underground hydraulic boring equipment.

Ellis Tower 1323
Box 23217, Fort Lauderdale, Fla. 33307

Communications towers and accessories, CATV towers, earth stations, equipment buildings, complete turnkey projects. **Staff:** William Ellis, H.E. "Bud"

Blaksley, Carolyn Douglas, Craig Lekutis.

ESPN 1025
355 Lexington Ave., New York 10017

Sports network. **Staff:** Roger Williams, James Ballard, Michael Nickerson, Joan Wright, Mark Noon, Chris Petersen, Craig Levinsohn.

Federal Telecom 1625
114 Cass St., Woodstock, Ill. 60098

Financial Collection Agencies 1243
3030 Peachtree Rd., NW, Atlanta 30305

First Data Resources/KMP Computer Systems 917
10815 S. Old Mill Rd., Omaha, Neb. 68154

Fort Worth Tower 909
Box 8597, Fort Worth, Tex. 76112

Staff: Tommy Moore, Betty Moore, Fred Moore, Carl Moore, Cheryl Moore, Valinda Moore.

General Cable Co./Apparatus div. 1035
5600 W. 88th Ave., Westminster, Colo. 80030
Aerial lift for splicing, maintenance and construction of CATV aerial plant.

General Cable/CATV div. 1907
One Woodbridge Center, Woodbridge, N.J. 07095

MC2 coaxial cable. **Staff:** Bruce Lane, Chuck Workman, Bill Kloss.

Gilbert Engineering 1235
5310 W. Camelback Rd., Glendale, Ariz. 85301

Coaxial connectors. **Staff:** Rex Porter, Tony Ramsey.

Hi-Rel Products 1940
4855 Executive Dr., Liverpool, N.Y. 13088

The HiLife Channel 1715
850 Third Ave., New York 10022

HBO 1725
1271 Avenue of the Americas, New York 10020

Home Team Sports 1921
1111 18th St., NW, Washington 20036

Regional cable sports network. **Staff:** Jeff Wagner, Jim Bates, Brad Fox, Pat Harris.

Home Theater Network 1625-29
465 Congress St., Portland, Me. 04101
Family programming service.

Howard Electronics 929
221 Liberty Dr., Crystal Lake, Ill. 60014

Hughes Aircraft Co. 1225
Box 2999, Torrance, Calif. 90509

Impact Information Systems 1040
11205 Alpharetta Hwy., D-4, Roswell, Ga. 30076

Intercept Corp. 1318
220 Entin Rd., Clifton, N.J. 07014

J.B. CableAds 1241
Suite 322, Shreveport, La. 71101

Jerrold 1735
2200 Byberry Rd., Hatboro, Pa. 19040

Kennedy Cable Construction 1537-39
Box 760, Reidsville, Ga. 30453

Lemco Tool Corp. 935
R.D. #2, Box 330A, Cogan Station, Pa. 17728

Mechanical tools and equipment for construction and maintenance of cable systems. **Staff:** Glenn Miller, Bob Brantlinger.

Lifetime 1815
1211 Avenue of the Americas, New York 10036

Staff: Don Andersson, Jerry Cooper, Brenda Gregory, Bill Padalino, Lynn Woodard, Seymour Kaplan, Bonnie Kuper, Emily Burch, Sydney McQuoid, Janet Saviile.

O.W. Lindberg Association 1941
Box 10185, Sarasota, Fla. 33578

Line-Ward Corp. 1943
157 Seneca Creek Rd., Buffalo, N.Y. 14224

Lode Data Corp. 1636
6450 E. Hampden Ave., Denver 80222

Cable design computer for new plant design and rebuild analysis. **Staff:** Alan Grandbois, Trygve Lode.

M/A-Com Cable Home Group 1015
Box 1729, Hickory, N.C. 28603

M/A-Com MVS 1015
63 Third Ave., Burlington, Mass. 01803

Magnavox CATV Systems 1022-26
100 Fairgrounds Dr., Manlius, N.Y. 13104

Feed forward, power doubling, parallel power doubling, complete converter line, connector line* and 500-600 mhz passives and subpassives*. **Staff:** Stu Dance, Tom Robinson, Stan Loose, Jim Kazda, Dave Jones.

Manufacturers Hanover Trust 1719
270 Park Ave., New York 10017

Masterack 809
Box 100055, Atlanta 30348

MCI 1624
4170 Ashford-Dunwoody Rd., Suite 300, Atlanta 30319

Microdyne Corp. 1036
Box 7213, Ocala, Fla. 32672

Midwest Corp. 1647
One Sperti Dr., Edgewood, Ky. 41017

Harris three-meter antenna. **Staff:** Roy Williams, Paul Nickless, Leon Urban.

Nabu Network 1341
1199 N. Fairfax St., Alexandria, Va. 22314

Home computer network.

Nashville Network 1927
Box 10210, Stamford, Conn. 06904

National Business Crime Information Network 941
3688 Clearview Ave., Atlanta 30340

Nationwide Cable Rep 943
AM Pena Bldg., 27801 Euclid Ave., Euclid, Ohio 44132

National, regional, local cable advertising representative. **Staff:** Carl Foster, Gene Gurda, Donald Sbrocco.

North American Forge 2042

Suite 411, 636 Madison Ave., Covington, Ky. 41011

Northern CATV Sales 1541
Box 6729, Syracuse, N.Y. 13217

Oak Communications 1141
16935 W. Bernardo Dr., Rancho Bernardo, Calif. 92127

Oak Sigma system*, TotalControl and MiniCon addressable pay TV systems, converters, converter/decoders, Sigma 450 converter with volume control*. **Staff:** R.J. Smith, Lou Roels, David Eng, David Wright, Joe Semerad, T.J. Tanner, Charlene Rathburn, Anna Pomiak, Clay McConnell.

OEM Enterprises 1056
8230 Haskell Ave., Van Nuys, Calif. 91406

Drop materials and amplifiers. **Staff:** Danny O'Connell.

On Cable Magazine 1821
25 Van Zant St., Norwalk, Conn. 06855

Cable program listings magazine. **Staff:** Peter Funt, Dick Vanderbilt, Cynthia Gerhardt, Barbara Guilmette, Scott Haberman, Geoff Gropp, Donna DiChiara.

Panduit Corp. 1843
17301 Ridgeland Ave., Tinley Park, Ill. 60477

Cable ties, supports and mounting devices, indoor and outdoor plastic duct material, cable markers, safety signs and tapes. **Staff:** Charlie Miller, Bob Sklenicka, Steve Girardot, John Clark, Scott Alexander, Bill Higginbotham.

Parallel 1835
437 Goldfloss St., Winston-Salem, N.C. 27117

Computerized billing, accounting and management information services. **Staff:** Robert Noren, Lee Mixson, Scott Randall, Henry Singletary.

Perry Cable TV Corp. 1441
Box 10297, Riviera Beach, Fla. 33404

Pico Products 1050
103 Commerce Blvd., Liverpool, N.Y. 13088

Traps/filters, encode/decode systems, OTAS addressable systems. **Staff:** Bill Pearson, Jim Milne, Cullen Davis, Deb Bulken, Dave Crawford, Danny O'Connell, Bill Hanscomb.

Pioneer 925
2200 Dividend Dr., Columbus, Ohio 43228

Home subscriber cable converters, one- and two-way addressable terminals and systems, interactive systems and premium audio converters. **Staff:** Alice Soltysiak, Lorri Tremper, Larry Shredl, Shellie Rosser, Ed Kopakowski, Linda Arnold, Tom Calabro.

Power and Telephone Supply 1215
530 Interchange Dr., NW, Atlanta 30336

Premium Channels Publications 1319
1265 Sunrise Hwy., Bay Shore, N.Y. 11706

Production Products Co. 1349
133 W. Seneca St., Manlius, N.Y. 13104

CATV connectors for trunk, distribution

and drop cables, including the QR*, MC2*, Cable-Flex* and T-4 Plus Cables*. **Staff:** Dan Mezzalingua, Andy Szegda, Dave Hayes, Ed Manley.

PTS Corp. 1948
5233 S. Hwy. 37, Bloomington, Ind. 47401

Quality Cable Contractors 1521
5113 McConnell Rd., Whitsett, N.C. 27377

Quality RF Services 1619
825 Park Way, Suite 3, Jupiter, Fla. 33458
Cable replacement components, equipment repair and reprogramming.

Rainbow Programming Services 1307
100 Crossways Park West, Woodbury, N.Y. 11797
Bravo, The Playboy Channel.

Ramm Electronics 2017
7648 Southland Blvd., Suite 102, Orlando, Fla. 32809

R.F. Analysts 1849
112 E. Ellen St., Fenton, Mich. 48430

Ripley Co. 1314
46 Nooks Hill Rd., Cromwell, Conn. 06416
Cable preparation tools, including jacket strippers, coax cable strippers, coring tools, combination core/strip tools, hex crimp tools, conductor cleaners and accessories. **Staff:** R. Clark, H. Thayer.

Romar Realty 2136
Drawer 2470, Gulf Shores, Ala. 36542

Sachs Communications 1034
30 W. Service Rd., Champlain, N.Y. 12919

S.A.L. Communications 1839-41
2401 Mellon Ct., Decatur, Ga. 30035

Santa Fe Communications 1720
3833 Ebony St., Box 3250, Ontario, Calif. 91761

Satellite Program Network 1060
Box 702160, Tulsa, Okla. 74170

Satellite Program Network. **Staff:** Ray Klinge, Carla Eddy, Steve Kelman, John Ball, Glen Stone, Rick Green.

Scientific-Atlanta 801
Box 105027, Atlanta 30348

Headend electronics, 550 mhz and feed-forward distribution equipment, programmable and addressable set-top terminals, high-speed broadband data modems and coaxial cable. **Staff:** Sidney Topol, Jay Levergood, Jim Hart, Jerry Copeland, Hank Cason, Larry Bradner, Dudley Johnson, Pat Rooney, Solomon Webb, Pat Miller, Steve Necessary, Mike Green, Dick Bell, Garry Schaeffer, Carol Deprospero.

Showtime Entertainment 1135
1633 Broadway, New York 10019

Showtime and Movie Channel pay programming services. **Staff:** Jack Heim, Mike Wheeler, Jane Alexander, Charles Nooney, Jim Hall Jr., Jordan Rost.

Southern Satellite Systems 1062
Box 702160, Tulsa, Okla. 74140

Star Ship Stereo*—24-hour pay audio commercial-free stereo service. **Staff:** Phyllis Vettters, Terri Johnson, Stephen Taylor, Adam Grow, Terri Turk, Coleman Breland, Dan Cammon, Tom Lloyd, Jeff Hennings.

SRP Electronics 1621
317 25th St., NW, Fayette, Ala. 35555

S.S. Sampliner & Co. 1523
505 8th Ave., New York 10018

Standard Communications 1614
Box 92151, Los Angeles 90009

Superior Electronics 1525
2010 Pine Terrace, Sarasota, Fla. 33581

FCC proof-of-performance test van*, automatic frequency counter*, repair services, revamp amplifiers. **Staff:** Randolph Lipp, Dewayne Lipp, Dirk Faris.

Tamaqua Cable Products 1448
Box 347, Schuylkill Haven, Pa. 17972

TCS Companies 1407
12496 Bellaire, Suite 136, Houston 77072

Tektronix 1642
Box 1700, Beaverton, Ore. 97075

Telpar 1014
4132 Billy Mitchell Rd., Addison, Tex. 75001
Character text generator.

Tele-Wire Supply 1322
7 Michael Ave., E. Farmingdale, N.Y. 11735

Berko tunable modulator/processor*, Rainbow multifeed system*, Wilk utility and standby power supply*, Multilink PVC moulding and grounding boxes*, Antronix 60-channel set-top converter*, antennas, earth stations, multifeed systems, construction and underground material, test equipment, tools, passive equipment. **Staff:** Sy Guttenplan, Jim Ruh, Lance Belcher, Marty Ingram.

Texscan Corp. 1435
3102 N. 29th Ave., Phoenix 85017

Times Fiber Communications 901
358 Hall Ave., Wallingford, Conn. 06492

Fiber optic mini-hub system, coaxial cable.

Toner Cable Equipment 1626
969 Horsham Rd., Horsham, Pa. 19044

Headend equipment, standby power supplies, distribution equipment, multi-taps, antennas, earth stations, towers and apartment house security cabinets, computer system. **Staff:** Ray Raymer, Mike Greninger.

Triple Crown Electronics 1237
4560 Fieldgate Dr., Mississauga, Ont. L4W 3W6

Turner Broadcasting System 1125
1050 Techwood Dr., NW, Atlanta 30318

WTBS(TV) Atlanta, CNN I and II. **Staff:** Nory LeBrun, Terry McGuirk, Susan Grant, Marty Lafferty, Doug McGinnis, Julia Sprunt, Cathy Burrell, Mark Henderson, Stan Reich, Ray Coleman, Steve Cham-

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Powerful daytimer and Class A FM. \$650,000
One of state's fastest growing counties. Near Top-100 market. Acreage and buildings included. Terms available.

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(312) 346-6460

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(213) 274-8151

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berlain, Scott Weiss, Wendy Williams, Linda Moffat, Judy Hettler.

TV Guide 1627
4 Radnor Corp. Center, Radnor, Pa. 19088

Staff: Lawrence Moore, Jean Fuller, Vicki Gayton.

TV Watch 131
1819 Peachtree Rd., Suite 707, Atlanta 30309

TVC Supply Co. 1724
1746 E. Chocolate Ave., Hershey, Pa. 17033

TVSM 1509
201 Gibraltar Rd., Horsham, Pa. 19044

Cable programing guide. **Staff:** Allen Turner, Irv Kalick.

Tyton Corp. 1543
Box 23055, Milwaukee 53223

United Industries 939
815 E. State Rd., Winter Springs, Fla. 32708

United States Air Force 2037
Randolph Air Force Base, San Antonio, Tex.
Air Force recruiters.

United Video 1501
3801 S. Sheridan, Tulsa, Okla. 74145

WGN(TV) Chicago, electronic program guide, WFMT(FM) Chicago.

USA Network 1335
1230 Avenue of the Americas, New York 10020

Variety programing service. **Staff:** Gil Faccio, Doug Holloway, Jody Crabtree, Betsy Dirnberger, Bob Rose, Dennis Gillespie, Dawn Hill, E.A. Hassett, Martha Urscheler, Diane Weingart.

Vibra King 1423
247 Kingswood Rd., Mankato, Minn. 56001

Video System Inc. 1641
432 Rainbow Dr., Madison, Ala. 35758

Warner Amex Satellite 1327
75 Rockefeller Pl., New York 10019

MTV Networks Inc.

Wavetek Indiana 1617
Box 190, Beech Grove, Ind. 46107

Weather Channel 1209, 1211
2840 Mt. Wilkinson Pkwy., Atlanta 30339

Weather Channel. **Staff:** John Janas, Sandy McGovern, Doug Holladay, Nicole Browning, Carter Maguire, Pat Altenburg, Dan Mohler, Tammy Zinn, Dawn McCall, Lynn Hamilton, Sharon Abrams, Karen Wenning, Kathleen Thompson, Susan Storey, Mike Ban, Bahns Stanley.

John P. Weeks Enterprises 1616
Box 645, Lawrenceville, Ga. 30246

Wegener Communications 1046
150 Technology Park, Norcross, Ga. 30092

Stereo processors, synthesizers and other cable FM equipmnet, audio security equipment, data and teletext transmission equipment for satellite, microwave and cable. **Staff:** Bob Placek, Peggy Placek, Heinz Wegener, Ned Mountain, Jon Thrasher, Harry Matthews, Roger Doering, Susan Copeland, Steve Fox.

Winegard CATV 915
Box 329, Montgomeryville, Pa. 18936

World Video Library 1847
2747 Airport Freeway, Fort Worth 76111

Yearbook Associates 1942
Box 2161, Cleveland, Tenn. 37311

Print promotion materials. **Staff:** Peter Cook, Ruth Cook, Jerry Simo, John Cord, Keith Grant, Chuck Reddick, Cathy Red-

dick, Elaine Miller.

Zenith Radio Corp. 1546-48
1000 N. Milwaukee Ave., Glenview, Ill. 60025

Z-TAC addressable decoder system. Z-View two-way cable system, Z-Text teletext decoders. **Staff:** Charles Eissler, Jim Faust, Robert Cunningham, Berry Hardek, George Green, Pamela Standley.

Changing Hands

PROPOSED

KUZZ(AM) Bakersfield, Calif. □ Traded by Buck Owens Broadcasting Co. to Sunset Broadcasting Corp. for Sunset's KAFY(AM) Bakersfield, Calif., and payment of \$650,000 cash. **Seller** is Tempe, Ariz.-based station group, headed by country music entertainer, Alvis E. (Buck) Owens Jr. It also owns KKXX(FM) Bakersfield, Calif.; KNIX(AM) Tempe, Ariz., and KNIX-FM Phoenix. His son, Michael L. Owens, vice president, is applicant for low-power television station in Phoenix, and his sister, Dorothy Owens, is applicant for low-power television station in Bakersfield. **Buyer** is owned by Daren F. McGavren, co-founder of McGavren-Guild station representative firm which he left dozen years ago. McGavren

has no other broadcast interests. Contract is contingent on grant of application for increase in power of KAFY to 5 kw. KUZZ is on 970 khz full time with 1 kw.

KAFY Bakersfield, Calif. □ Sold by Sunset Broadcasting Corp. to Buck Owens Broadcasting Co. for KUZZ(AM) Bakersfield, and \$650,000 cash (see above). KAFY is on 550 khz full time with 1 kw. It has application to increase power to 5 kw.

KSTB(AM) Breckenridge, Tex. □ Sold by Bintz Enterprises Inc. to B.B.C. Investments for \$225,000, comprising \$10,000 cash, assumption of \$105,000 liabilities and remainder in note. **Seller** is owned by James A. Bintz, who has no other broadcast interests. He purchased station in December

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Getting out the Hispanic vote. The SIN television network provided nightly live Spanish-language coverage of the Republican national convention as part of its Destino 84 national voter registration campaign. From its skybooth at the Dallas Convention Center, SIN scheduled live reports and specials at 10-11 p.m. NYT Monday and Thursday and at 10:30-11 p.m. Tuesday and Wednesday, in addition to coverage within its regular nightly *SIN News* (6:30-7 p.m. EDT). The SIN news team on the convention floor interviewed Hispanic delegates and other political leaders. The network also provided simultaneous Spanish-language translations of major convention speeches. John Lasseville, SIN political consultant, appeared on the live telecasts to discuss the potential impact of the Hispanic vote on the presidential election. SIN's *Temas y Debates (Issues and Debates)* series offered a half-hour preview of the convention on Aug. 19 and a half-hour wrap-up on Aug. 26. Three other *Temas y Debates* specials are to be presented as part of the Destino 84 campaign to encourage Hispanic Americans to participate in the election process.

1979 for \$305,000. Buyer is equally owned by Bryan A. Woodward; his sister, Cynthia and his brother, Brad. Their father, Owen D. Woodward, has interest in KEAS(AM) Eastland, KROO(FM) Breckenridge and KEGG(AM) Daingerfield, all Texas. He has also applied for new FM in Eastland, Tex. KSTB is daytime on 1430 khz with 1 kw.

CABLE

Systems serving St. Paul, Lebanon and Honaker, all Virginia, and Mountain City, Tenn. Sold by American Cablesystems Corp. to CCG One for approximately \$7 million. Seller is Beverly, Mass.-based MSO headed by Steven B. Dodge, president. It operates 16 systems. Buyer is subsidiary of Consolidated Communications Group, principally owned by Mitchell Kleinhandler. It has no other cable interests. System passes 7,100 homes with 6,900 subscribers and 160 miles of plant. Broker: *Communications Equity Associates.*

Systems serving Comanche, Tex. Sold by Midwestern Co. to Rockport Cable TV for approximately \$2 million. Seller is equally owned by Charles Tabor, William Tabor and Maxine Fenimore. They have no other cable interests. Buyer is owned by Oliver J. Hensler. It owns system serving Rockport, Tex. System passes 1,900 homes with 1,800 subscribers and 37 miles of plant. Broker: *Communications Equity Associates.*

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

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'Some media more equal than others,' says Jankowski

In speech to Michigan broadcasters, CBS executive says TV, radio are unfairly regulated more than other media because they are more popular

Radio and television "have always been the people's media," and for that reason, they are being set up for special regulations and restraints, Gene F. Jankowski, president of the CBS/Broadcast Group, told the Michigan Association of Broadcasters Aug. 24 at its convention in Gaylord.

Jankowski said "the grounds for a whole new restrictive philosophy are being prepared." As one example, he cited the arguments of Jack Valenti, head of the Motion Picture Association of America, against changes in the FCC's multiple-ownership rules. What Valenti and the MPAA suggested, he said, was "that the abundance of news and public affairs programming on network-owned stations is cause to prevent the networks from owning more stations. Thus, a broadcasting virtue becomes a network vice."

What such arguments come down to, Jankowski said, is the philosophy that "the medium the people like the best and use the most ought to be restrained for that very reason. In other words, some media are more equal than others. This stands the First

Amendment squarely on its head. Imagine where radio would be today if such a principle had been put into practice 40 years ago."

He cited other examples, past and present:

■ Under the auspices of the National Institute of Mental Health, a group of social scientists announce they have found a causal connection between television violence and aggressive behavior even though the studies they reviewed did not."

■ "The Statement on Telecommunications Policy recommended for the Democratic [party] platform claimed that the normal editorial freedoms did not apply to electronic media—for which read television."

■ "A bill now in Congress [HR 6122] that is called 'deregulatory' by its sponsors actually proposes unprecedented governmental intervention in program content for both radio and television."

These actions and proposals, Jankowski emphasized, "do not come from the fringes of our society," are not "extreme statements by pressure groups" or "casual off-the-record remarks by discontented individuals" and "are not uninformed, unstudied or unintentional."

"On the contrary," he said, "they come from formidable institutions. They are serious propositions intended for the real world, the world of action. And they all, without exception, bear the heavy marks of media discrimination. This medium, or that medium, or even this or that part of a medium, they say, can be told to stand aside and then be treated differently. In these cases, the evidence need not apply, logic need not apply, justice need not apply, the First Amendment need not apply."

The public as well as broadcasters suffers from this sort of mind-set, Jankowski said: "Radio and television are being wrongly identified as the cause of any number of quite genuine social problems. That may be unfortunate for us, but it is even more unfortunate for those problems and the suffering they cause. Blaming the media will do nothing to alleviate the pain. And that's the biggest mistake of all. Scapegoats can be punished, but the problems go untouched."

He called upon broadcasters to stand together. "Our main problem," he said, "is that we are allowing our industry to be segmented and then attacked piecemeal, and we stand aside when we are not the target. Oh, that, we say, that's a news problem, or that's a network problem, or that's a station problem, or that's a program problem, or that's a radio problem, or that's a television problem. It isn't just that we are not very good at telling our own story. It's just that we don't understand that it's all our own story."

Jankowski urged broadcasters to remember that they "defer to the audience," and that it is the audience that makes the choices—choices that "are deliberate, discriminating and valid in their own right." Because the broadcasting system is "user-driven," he said, the job for broadcasters is to "resist any effort to intervene in this process from the outside. . . . If we can understand the nature of that threat, we can preserve the great traditions of our past and we can help bring about the new golden age of mass communications that is within our reach." □

Three networks launch 'get out the vote' drives

The radio and television networks and their owned stations are mounting a vigorous public service effort to persuade Americans to register and vote in the upcoming national elections.

CBS has produced radio and television messages focusing on sacrifices made by Americans who fought and died in order to preserve freedoms and rights, including the right to vote. The announcements were produced in 30-second lengths for radio and 10-second and 30-second versions for television and were scheduled for introduction last Thursday (Aug. 30). They will be broadcast over CBS-TV, CBS Radio, and the CBS-owned radio and television stations. The spots also will be made available to CBS television and radio affiliated stations.

Similarly, ABC has produced segments dealing with voter participation for showing on ABC-owned radio and television stations. The television network has produced spots voiced by such dignitaries as Henry Kissinger, Betty Ford, George McGovern and Barry Goldwater urging people to vote. ABC also will carry a week of features on *Good Morning America* devoted to voter education, beginning today (Sept. 3). ABC is preparing public affairs broadcasts about voter participation to be carried on ABC-owned television and radio stations and its networks between now and election day (Nov. 6).

NBC has developed a voter education campaign in cooperation with the National Association of Secretaries of State. Called "Be There, Be Counted," the project will include public service announcements, a five-part mini-series, a half-hour documentary and a viewer's guide and promotion kit. □

New slate. Candidates for 11 vacancies as directors-at-large for the National Radio Broadcasters Association are: Ted Dorf, WGAY(AM) Silver Spring, Md.; Arthur Kellar, EZ Communications, Fairfax, Va.; Louisa Henson, WLRS(FM) Louisville, Ky.; Ron Kempff, WZKS(FM) Nashville; Joseph Costello III, WRNO-FM New Orleans; Donald Sharp, WGIL(AM)-WAAG(FM) Galesburg, Ill.; Lew Latto, WAKX(FM) Duluth, Minn. and KXTP(AM) Superior, Wis.; Dan Dilorretto, Swanson Broadcasting, Tulsa, Okla.; Gary Edens, Harte-Hanks Radio, Phoenix; Bill Sims, KLSK(FM) Santa Fe, N.M.; Gary J. Worth, Wold Communications, Los Angeles; Bob Fuller, Fuller-Jeffrey Group, Sacramento, Calif.; Kent Burkhart, Burkhart/Abrams/Michaels/Douglas & Associates, Atlanta, and Chester Coleman, Broadcast Properties West, San Francisco. NRBA's directors-at-large will serve two-year terms beginning Sept. 15, prior to The Radio Convention and Programing Conference in Los Angeles.

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Paul G. Crowder, (615) 298-4986
Elliot B. Evers, (415) 387-0397
Charles E. Giddens, (202) 822-8913*
Warren G. Gregory, (203) 364-5659
Ronald L. (Ron) Hickman, (401) 423-1271
Randall E. (Randy) Jeffery, (305) 295-2572
David G. LaFrance, (303) 534-3040

William C. (Bill) Lochman, (816) 254-6899
William (Bill) Lytle, (816) 254-6899
James Mergen, (818) 366-2554
Gregory G. (Greg) Merrill, (801) 753-8090
E.L. (Ernie) Pearce, (615) 373-8315
Burt Sherwood, (312) 272-4970
Ray M. Stanfield, (818) 366-2554
Peter S. Stromquist, (319) 359-4768
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*Washington, D.C. office, September 10



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For the Record

As compiled by BROADCASTING, Aug. 22 through Aug. 29, 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.

Ownership Changes

Applications

■ KUZZ(AM) Bakersfield, Calif. (970 khz; 1 kw-U)—Seeks assignment of license from Buck Owens Broadcasting Co. to Sunset Broadcasting Corp. for assignment of license of KAFY(AM) Bakersfield, Calif., and \$650,000 cash from Owens. Seller is Tempe, Ariz.-based station group, headed by Alvis E. (Buck) Owens Jr. It owns KKKX(FM) Bakersfield, Calif.; KNIX(AM) Tempe, Ariz., and KNIX-FM Phoenix. His son, Michael L. Owens, vice president, has app. for LPTV in Phoenix, and his sister, Dorothy Owens, has app. for LPTV in Bakersfield. Buyer is owned by Daren

F. McGavren, who owns KAFY(AM) Bakersfield. App. for assignment of KAFY was filed concurrently but has not yet been released by FCC. Contract is contingent on grant of app. for power increase of KAFY. Filed Aug. 22.

■ New Scottsmeer, Fla.—Seeks assignment of CP from Lorena M. Durocher to Randy E. Henry for \$1,000 cash. Seller has no other broadcast interests. Buyer is app. for new FM's in Brooklyn, Iowa and Sisseton, S.C. He is president of Florida Public Radio, which owns WPIO(FM) Titusville, Fla., and noncommercial FM's in Milton and Vero Beach, both Florida, and New Hartford, Iowa. Filed Aug. 22.

■ KSMO(AM) Salem, Mo. (1340 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Ultra-Sonic Broadcast Stations Inc. to KSMO Enterprises for \$155,000, comprising \$31,050 cash and remainder note. Seller is principally owned by Dr. David Wheeler, Vern E. Bolen and her husband, James. They also own KSMO-FM Salem, Mo. Buyer is equally owned by Stanley M. Podorowski; his parents, Joseph and Alta Podorowski; his brother, Gerald Podorowski, and his wife, Linda. Podorowski family has real estate interests in St. Louis and Florida and owns St. Louis restaurant. Filed Aug. 23.

■ KYOR(AM) Sun Valley, Nev. (1590 khz; 1 kw-D)—Seeks assignment of license from Chambers Broadcasting to RAESCO Inc. for \$127,000, comprising \$100,000 cash and remainder note. Seller is owned by George L. Chambers and his wife, Laura B. Corrales. He owns KTPI(FM) Tehachapi, Calif., and KGBR(FM) Gold Beach, Calif. Buyer is owned by Carl E. Roloff, and his wife, Marjorie. They also own KSRN(FM) Reno. Filed Aug. 23.

■ WRNC(AM) Reidsville, N.C. (1600 khz; 1 kw-U)—Seeks assignment of license from Statesville Broadcasting Co. to Bradsher Broadcasting Co. for \$165,000 note. Seller is Statesville, N.C.-based station group owning three AM's and two FM's. It is headed by Franklin A. Fuller Sams,

president. Buyer is owned by John David Bradsher, who is general manager of stations. He has no other broadcast interests. Filed Aug. 23.

■ Robbinsville, N.C.—Seeks assignment of CP from Larry W. Livesay to Cherokee Broadcasting Co. for \$15,712.84 cash. Seller has no other broadcast interests. Buyer is owned by Max M. Blakemore. It owns WCVP(AM) Murphy, N.C. Filed Aug. 22.

■ KSTB(AM) Breckenridge, Tex. (1430 khz; 1 kw-D)—Seeks assignment of license from Bintz Enterprises Inc. to B.B.C. Investments for \$225,000, comprising \$10,000 cash, assumption of \$105,000 liabilities and remainder note. Seller is owned by James A. Bintz, who has no other broadcast interests. He purchased station in December 1979 for \$305,000. Buyer is equally owned by Bryan A. Woodward; his sister, Cynthia, and his brother, Brad. Their father, Owen D. Woodward, has interest in KEAS(AM) Eastland, KROO(FM) Breckenridge and KEGG(AM) Daingerfield, all Texas, and is also app. for new channel allocation in Eastland, Tex. Filed Aug. 21.

Actions

■ KPEN(FM) Los Altos, Calif.—Granted assignment of license from Los Altos Broadcasting Inc. to Dowe Communications Co. for \$2.5 million, comprising \$1.2 million cash and remainder in note. Seller is owned by Frank DeSmidt (51%) and Don Burden (49%). Burden is KPEN general manager. Buyer is principally owned by Ken Dowe, who recently sold KLTE(FM) Oklahoma City ("Changing Hands," Feb. 6). Action Aug. 22.

■ KILO(FM) Colorado Springs (93.9 mhz; 83 kw; HAAT: 2,110 ft.)—Granted assignment of license from KILO Broadcasting Co. to Bahakel Communications Inc. for \$3.6 million cash. Seller is owned by Robert Telmose and James Pinkston, who have no other broadcast interests. Buyer is Charlotte, N.C.-based station group headed by Cy N. Bahakel, owning six AM's, five FM's and seven TV's. Action Aug. 14.

■ WSUX-AM-FM Seaford, Del.—Granted transfer of control of Beach Broadcasting Inc. from Charles K. Hodge (40% before; none after) to Don A. Crisp (30% before; 70% after) for stock transfer. Seller now owns 40% of station with buyer and his brother, Bill Crisp (30%), who is station's general manager. Buyer also has interest in WBEJ(AM) Elizabethtown, Tenn., and WSMG(AM) Greenville, Tenn. Action Aug. 9.

■ WKTZ-AM-FM Jacksonville, Fla. (AM: 1220 khz. 1 kw; FM: 96.1 mhz, 100 kw, HAAT: 830 ft.)—Granted assignment of license from Beck-Ross Communications Inc. to The Kravis Co. for \$3.5 million, comprising \$1.5 million cash, \$500,000 note and assumption of liabilities of approximately \$1.5 million. Seller, based in Rockville Centre, N.Y., is owned by Martin F. Beck and George H. Ross. They also own WHCN(FM) Hartford, Conn.; WKMF(AM)-WGMZ(FM) Flint, Mich., and WBLI(FM) Patchogue, N.Y. Buyer is owned by George R. Kravis II, who also owns KGTO(AM)-KRAV(FM) Tulsa. Action Aug. 16.

■ WSIR(AM) Winter Haven, Fla. (1490 khz; 1 kw-D; 250 w-N)—Granted assignment of license from Leopold Broadcasting Inc. to WHF Associates Ltd. for \$465,554.41, comprising \$100,000 cash and remainder note. Seller was formerly owned by Paul Leopold, deceased. An app. to transfer control to trust has been filed concurrently. Buyer is principally owned by Alfred E. Ancombe; Anthony J. Renaldo; his daughter, Susan, and six others. Principals also have interest in app.'s for two new FM's, one new AM and one LPTV. Ancombe is former executive VP of Metropolitan Broadcasting (now Metromedia), former owner of WKBW-AM-TV Buffalo and cable systems in New York. Renaldo is attorney with offices in Buffalo and Winter Haven. Susan Ancombe will be chief of operations at station. Action Aug. 21.

■ WWGA(FM) Waynesboro, Ga. (100.9 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Burke Broadcasting Inc. to John M. Manthei and his wife, Cheryl, for \$250,000, comprising \$10,000 cash and remainder note. Seller is owned by Mildred Hunnicut, Chris Nichols and Jimmy Drew III. They also own WKZK(AM) Augusta, Ga. Buyer is Louisville, Ga., investor with no other broadcast interests. Action Aug. 13.

■ KBAR(AM)-KMVC(FM) Burley, Idaho (AM: 1230

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hz; 1 kw-D; 250 w-N, FM: 98.3 mhz; 3 kw; HAAT: 157 ft.)—Granted transfer of control of Mini-Cassia Broadcasting Inc. from Dean S. Leshar (50% before; none after), his son, Dean (30% before; none after) and his son's wife, Carol (20% before; none after), to Charles E. Skaggs, J. Garth Payne, Joe D. Henderson, James J. Lynch and Donald Westall (none before; 20% each after) for \$900,000 cash. Seller also owns six daily newspapers. Dean Leshar II and his wife also control *Madera Tribune*. Buyers are Burley, Idaho, investors with no other broadcast interests. Action Aug. 21.

■ *KUID(FM) Moscow, Idaho (91.7 mhz; 1.45 kw; HAAT: 1,009 ft.)—Granted assignment of license from University of Idaho to Washington State University for no consideration. Seller is educational institution headed by J. Clint Hoopes, president. It has no other broadcast interests. Buyer is educational institution headed by R. D. Leary, president. It is app. for KWSU-AM-FM and KZUU-TV Pullman, and KFAE-FM Richland, all Washington. Leary also owns KWNC(AM) Quincy, Wash. Action Aug. 9.

■ KWEL-AM-FM Weiser, Idaho (AM: 1260 khz; 1 kw-D; FM: 99.3 mhz; 3 kw; HAAT: 185 ft.)—Granted assignment of license from Mountain Land Broadcasting to Summit Communications Inc. for \$190,000 cash. Seller has no other broadcast interests. Buyer is owned by Norman L. Gunnison (50%) and his wife, Paula (50%). Norman is assignment director at KIRO(TV) Seattle. Action Aug. 13.

■ WIXN-AM-FM Dixon, Ill. (AM: 1460 khz; 1 kw-D; FM: 101.7 mhz; 3 kw; HAAT: 175 ft.)—Granted transfer of control of Farm Belt Radio from Gazette Printing Co. (100% before; none after) to Sauk Broadcasting Corp. (none before; 10% after) and Goetz Broadcasting Corp. (none before; 20% after) for approx. \$640,000 cash. Seller is owned by Robert N. Bliss (31%), Sidney H. Bliss (50%) and Crandell W. Bliss (19%). It also owns WCLO(AM)-WJVL(FM) Janesville, Wis.; WBKV-AM-FM West Bend, Wis.; WJMC-AM-FM Rice Lake, Wis.; WFHR(AM)-WWRW(FM) Wisconsin Rapids, Wis., and KIVJ(AM)-KURO(FM) Huron, S.D. Buyers are owned by Nathan Goetz (30%); his brother, Robert (30%); John H. Hackman (32%), and two others owning 1% each. Goetz Broadcasting owns WDLB(AM)-WSJY(FM) Fort Atkinson, Wis. Goetz and Sauk own WRBD(AM)-WNFM(FM) Reedsburg, Wis. Goetz also own chain of movie theaters with same name. Action Aug. 15.

■ WKIO(FM) Urbana, Ill. (103.9 mhz; 3 kw; HAAT: 145 ft.)—Granted assignment of license from Macomb Broadcasting Co. to WKIO Inc. for \$165,000, comprising \$165,000 cash and assumption of debt not to exceed \$1,368,000. Seller is owned by William A. Earman, who has no other broadcast interests. Buyer is owned by Sharad Lak; his wife, Mahinder, and his brother, Chandra. Action Aug. 13.

■ KLXL(FM) Dubuque, Iowa (102.3 mhz; 2.4 kw; HAAT: 110 ft.)—Granted assignment of license from Tower Power Corp. of Idaho to Audiophase Inc. for \$520,000, comprising \$70,000 cash, \$150,000 noncompete agreement and remainder note. Seller is principally owned by J. R. McClure, who also owns one AM and two FM's. Buyer is owned by Curt Van Loon, who also owns WSQY(AM) Jersey Shore, Pa., and recently purchased KTEW(AM)-KLUP-FM Poteau, Okla., subject to FCC approval (see below). Action Aug. 9.

■ WIKI(FM) Carrollton, Ky. (101.1 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Titan Broadcasting Co. to WIKI Inc. for \$170,000, comprising \$50,000 cash and remainder note. Seller is owned by Jannine W. Dean, who owns 1.5% of assignee. Buyer is owned by George A. Freeman, salesman at station with no other broadcast interests. Action Aug. 22.

■ WMKR(AM)-WKTR(FM) Millinocket, Me. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 97.7 mhz, 3 kw; HAAT: 300 ft.)—Granted assignment of license from Katadhin Radio Inc. to Katadhin Broadcasting Inc. for \$210,000, comprising \$50,000 cash and remainder note. Seller is owned by Mabry Keys, who has no other broadcasting interests. Buyer is owned by Mark Osborne (51%) and his wife, Natalie (49%). They also own WKSQ(FM) Ellsworth, Me. Action Aug. 13.

■ WKHM(AM)-WJXQ(FM) Jackson, Mich. (AM: 970 khz, 1 kw-U; FM: 106.1 mhz, 50 kw; HAAT: 500 ft.)—Granted assignment of license from Patten Broadcasting to JXQ-KHM Associates for \$2,965,000 cash. Seller is owned by Myron P. Patten, who also owns KAAR(AM) Vancouver, Wash. Buyer is owned by Wayne R. Stacey, also known as Jim T. Ryan, vice president of programming at Patten Broadcasting, who has no other broadcast interests. Action Aug. 23.

■ KXAX(FM) St. James, Minn. (104.9 mhz; 3 kw; HAAT: 279 ft.)—Granted transfer of control of Starship III Broadcasting Inc. from Ellsworth R. King (50% before; none after) to Richard T. Rogers (50% before; 100% after) for \$112,500, comprising \$21,600 cash, \$22,100 assumption of liabilities and remainder note. Seller and buyer have no other broadcast interests. Action Aug. 15.

■ KRFG(FM) Greenfield, Mo. (93.5 mhz, 2.35 kw, HAAT: 330 ft.)—Granted assignment of license from The Watkins Investment Co. to Mach Broadcasting Co. for \$165,000, comprising \$45,000 cash and remainder note. Seller is principally owned by John Q. Watkins, who has no other broadcast interests. Buyer is owned by Mark Allen, who was former announcer at KBRQ(AM) Denver, and has no other broadcast interests. Action Aug. 13.

■ KJII(FM) Bend, Ore. (105.7 mhz; 100 kw; HAAT: 1,064 ft.)—Granted transfer of control of Gentry Development Corp. from William G. Williamson (40% before; none after) to WTD Industries Inc. (40% before; 80% after) for \$33,550 cash. Seller also has interest in WTD. Gentry Development Corp. is also owned by Williamson's sister, Linda McCormack (10%), and Lee Wood (10%), who also have 16.25% and 31.5%, respectively, of applicant for new FM in Tumwater, Wash. Buyer is owned by Bruce L. Engel (56.38%), Williamson (28.63%) and John Green (15%), who will sell his interest. Action Aug. 9.

■ KWVR-AM-FM Enterprise, Ore. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 3 kw, HAAT: minus 650 ft.)—Granted assignment of license from Tristar Communications Corp. to Wallowa Valley Broadcasting Corp. for \$266,700, comprising \$35,000 cash and remainder in note. Seller is owned by Thomas F. Erickson (51%), and his wife, Monica (49%). It also owns Tristar cable, operator of cable system in Wallowa Lake, Ore. Buyer is owned by Lee D. Perkins (51%) and his wife, Carol-Lee (49%). He is station manager of KTOY-FM Tacoma, Wash. Action Aug. 13.

■ WRIE(AM) Waterford, Pa. (1330 khz; 5 kw-U)—Granted assignment of license from Radio Erie Inc. to CEB Enterprises Inc. for \$490,000 cash. Seller is principally owned by F. Brady Louis, who has no other broadcast interests. Buyer is owned by Michael M. Crosby (51%), Theodore C. Bloomstine (24.5%) and Martin P. Eisert (24.5%). Crosby is VP of Gannon University, Erie, Pa. Bloomstine owns Erie, Pa.-based insurance agency. Eisert is senior VP of Erie insurance company. None have other broadcast interests. Action Aug. 21.

■ WBLP(AM) Fairview, Tenn. (850 khz, 500 w-D)—Granted transfer of control of BLP Inc. from stockholders (100% before; none after) to Paul F. Durham (none before; 100% after) for \$300,000, comprising \$30,000 cash, assumption of \$113,600 debt, \$50,000 noncompete agreement,

and remainder note. Seller is owned by James Parker, Samuel Warden, James T. Williams, John A. Lampley, Douglas Warden, Kendall Thomas, Connie Williams and Fred Hicks, who have no other broadcast interests. Buyer is Fairview clergyman with no other broadcast interests. Action Aug. 13.

■ WSMG(AM) Greenville, Tenn.—Granted transfer of control of Burley Broadcasters Inc. from Don Crisp (40% before; none after) to Charles K. Hodge (40% before; 80% after) for stock transfer. Same principals are involved in transfer of WSUX-AM-FM Seaford, Del. (see above). Action Aug. 9.

■ WBRY(AM) Woodbury, Tenn. (1540 khz; 500 w-D)—Granted assignment of license from Tennessee Valley Broadcasting Corp. to Gordon T. Greenup and Edgar H. Pierce for \$90,000 cash. Seller is owned by H.L. Townsend and Frank A. Woods. They also own WTBP(AM) Parsons, Tenn. Greenup is Springfield, Tenn., investor. Pierce is Brentwood, Tenn., physician. Neither has any other broadcast interests. Action Aug. 21.

■ KINE-AM-FM Kingsville, Tex. (AM: 1330 khz; 1 kw-D; FM: 97.7 mhz; 3 kw; HAAT: 150 ft.)—Granted assignment of license from Radio KINE Inc. to Whitlock Broadcasting System for \$320,000, comprising \$110,000 cash and remainder note. Seller is owned by Richard M. Claiburg III, chairman, and eight other equal partners. They have no other broadcast interests. Buyer is owned by Ron Whitlock, who also owns 25% of KITE(FM) Portland, Tex. Action Aug. 21.

■ KGRI-AM-FM Henderson, Tex. (AM: 1000 khz; 250 w-D; FM: 101.1 mhz; 3 kw; HAAT: 500 ft.)—Granted assignment of license from KGRI Associates to Dean Broadcasting Inc. for \$575,000 cash, plus 75% of face value of receivables not to exceed \$25,000. Seller is owned by Marsha M. Shields, and her sisters, Connie McComb McNab and Lynda McComb Rubey. It also owns KIPR-AM-FM Diboll, Tex. Buyer is owned by Chad Dean, Henderson, Tex., attorney (51%), and his brother Chipper Dean, operations manager at KWRD(AM) Henderson, Tex. (49%). Dean's mother, Helen, owns KWRD(AM) Henderson, Tex. Action Aug. 13.

■ KMHT-AM-FM Marshall, Tex. (AM: 1450 khz; 1 kw-D; 250 w-N, FM: 103.9 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Marshall Media Inc. to Bayou Broadcasting Inc. for \$1.2 million, comprising \$300,000 cash, \$75,000 noncompete agreement, \$789,000 assump-



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tion of debt and remainder note. Seller is owned by Clint Fornby (30%), George Franz (50%) and Ray Eller (20%). They also own KSAM(AM)-KHUN(FM) Huntsville, Tex. Fornby also owns KTEM(AM)-KPLE(FM) Temple, Tex.; KLVT(AM) Levelland, Tex.; KPAN-AM-FM Hereford, Tex., and Hereford Cablevision, operator of cable system in Hereford, Tex. Buyer is owned equally by Charles Strickland, Dale Palmer and A.T. Burke. They also own KBIL(FM) San Angelo, Tex. Burke also owns KYCU(TV) Cheyenne, Wyo.; KSTF(TV) Scottsbluff, Neb.; KTVS(TV) Sterling, Colo.; KGNS(TV) Laredo, Tex., and is app. for KLMG(TV) Longview, Tex. Palmer also owns KOLE(AM)-KKMY(AM) Beaumont, Tex., and KBLU(AM)-KTTI(FM) Yuma, Ariz. Filed June 28.

■ KURA(AM)-KKLX(FM) Moab, Utah (1450 kHz; 1 kw-D; 250 w-N)—Granted transfer of control of Long Lines Broadcasting from Bruce Long (100% before; none after) to Lynda Ottersbach, Royce Henningson, Joe D. Kingsley and three others (none before; 100% after) for \$237,445.39, comprising \$1,000 cash and remainder assumption of debt. Seller has no other broadcast interests. Ottersbach is Menlo Park, Calif., media consultant. Kingsley and Henningson are local investors with no other broadcast interests. Action Aug. 21.

■ WHBG(AM) Harrisonburg, Va. (1360 kHz; 5 kw-D)—Granted assignment of license from Radio Harrisonburg Inc. to WHBG Inc. for \$315,000, comprising \$157,500 retained by seller, \$47,250 cash, and \$110,250 note. Seller is owned by W.W. Greer, who is retaining half interest in station. Buyer is also owned by Robert L. Dean, who owns 80% of WAMM(AM) Woodstock, Va., which was recently sold ("For the Record," June 11). Action Aug. 21.

■ KGHO-AM-FM Hoquiam, Wash. (AM: 1560 kHz; 1 kw-D; FM: 95.3 mhz; 1.15 kw; HAAT: 750 ft.)—Granted transfer of control of Grays Harbor Broadcasting Co. from Ernest E. Anderson and Ralph L. Graham (66.6% before; none after) to Ernest Linnenkohl (33.3% before; 100% after) for \$90,000, comprising \$20,000 cash, \$30,000 note to Anderson and \$40,000 note to Graham. Sellers and buyers have no other broadcast interests. Action Aug. 8.

■ KLHT(AM)-KREM-FM Spokane, Wash. (AM: 970 kHz; 5 kw-D; 1 kw-N, FM: 92.9 mhz; 81 kw; HAAT: 2,080 ft.)—Granted assignment of license from King Broadcasting Co. to Highsmith Broadcasting Co. for \$1.2 million cash. Seller is principally owned by Dorothy S. Bullitt (30.82%), Harriet S. Bullitt (22.7%) and seven others. It is Seattle-based station group with four AM's, five FM's and three TV's. Buyer is owned by William M. Highsmith (51%), Michael J. Schweitzer (20%) and Ivan E. Braiker (29%). Highsmith is president of Highsmith Co., Phoenix-based library supply firm. He has no other broadcast interests. Schweitzer is general manager of WCPX-TV Orlando, Fla., and VP of Outlet Communications Inc., Providence, R.I.-based station group owning one AM, four FM's and four TV's. Braiker is senior VP with subsidiary of Sunbelt Communications Inc., Colorado Springs-based station group owning two AM's and four FM's. Action Aug. 21.

■ WDSM(AM)-KZIO(FM) Superior, Wis. (AM: 710 kHz; 10 kw-D, 5 kw-N; FM: 102.5 mhz, 100 kw, HAAT: 600 ft.)—Granted assignment of license from Ridson Inc. to WDSM/KZIO Inc. for \$1.3 million, comprising \$400,000 cash, \$100,000 noncompete and remainder in note. Seller is owned by Robert B. Ridder Jr. (51%) and his father, Robert, who has no other broadcast interests. Buyer is owned equally by Patricia McNulty and Kenneth Buehler. They are presently employed by station and have no other ownership interests. Action Aug. 13.

New Stations

FM's

■ *Lewiston, Idaho—Idaho Educational Broadcasting Foundation seeks 90.3 mhz; .60 kw; HAAT: 1,163 ft. Address: P.O. Box 384, Lewiston, Idaho 83501. Principal is nonprofit corporation headed by Richard C. Moore, minister. It also has app.'s for new FM's in Sandpoint, Pocatello and Twin Falls, all Idaho. Filed Aug. 24.

■ Wamego, Kan.—Chappelle Broadcasting Inc. seeks ch. 237A, 3 kw; HAAT: 100 m. Address: 2120 L St. NW, Washington 20037. Principal is owned by Rita Chappelle, who has no other broadcast interests. Filed Aug. 22.

■ Wamego, Kan.—Cheryl A. Stallard seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Address: 613 Laurel Ave., Plentyville, Mont. 59254. Principal's husband, Bill E., owns KATQ-AM-FM Plentywood, Mont. Filed Aug. 22.

■ Baton Rouge, La.—Jimmy Swaggart Ministries seeks 88.5 mhz; 25 kw; HAAT: 271 ft. Address: P.O. Box 2550, Baton Rouge, La. 70821. Principal is nonprofit corporation headed by Jimmy Swaggart, minister. It also owns WLUX(FM) Baton Rouge; KJIL(FM) Bethany, Okla.; WHYM(FM) Pensacola, Fla.; KJIM(FM) Arlington, Tex.; KJYM(FM) Bowling Green, Ohio; KJOJ(FM) Conroe, Tex., and WAME(FM) Charlotte, N.C. Filed Aug. 22.

■ *Baton Rouge, La.—Radio for the Blind & Print Handicapped seeks 88.5 mhz; 4 kw; HAAT: 273.1 ft. Address: 5926 S. Front St., New Orleans. Principal is nonprofit corporation headed by Dr. R.T. Mclean, president. He is professor of mathematics at Loyola University. It has no other broadcast interests. Filed Aug. 22.

■ *Perry, Okla.—Oklahoma Educational Broadcasting Foundation seeks 89.7 mhz; .61 kw; HAAT: 494 ft. Address: 617 Marvel, Chandler, Okla. 74834. Principal is nonprofit corporation headed by Gary K. Schroeder and David Thornburg. They also have app.'s for new FM's in Perry, Vinita, Shawnee and Ponca City, all Oklahoma. Filed Aug. 24.

■ Salamanca, N.Y.—Odessa Communications seeks 100.1 mhz; 3 kw; HAAT: 1,594 ft. Address: 4295 Winston Dr., Beaumont, Tex. 77700. Principal is owned by Johnnie B. Woodberry, who also has app.'s for new TV's in Cumberland, Md., and Tulsa, Okla., and new FM's in Salina, Kan.; Owensboro, Ky.; Odessa, Tex., and Carlisle, Pa. Filed Aug. 22.

■ Monterey, Tenn.—Monterey Broadcasting Ltd. Partnership seeks 107.1 mhz; 2.57 kw; HAAT: 347 ft. Address: 106 E. Commercial Ave., Monterey, Tenn. 38574. Principal is owned by Johnnie Wheeler (10%), James D. Little (40%) and Jack P. Ray (45%). They have no other broadcast interests. Filed Aug. 22.

■ Monterey, Tenn.—Thomas W. Cowan seeks 107.1 mhz; 3 kw; HAAT: 328 ft. Address: 851 Beaver Dr. NW, Atlanta 30318. Principal is app. for new FM in Fort Walton Beach, Fla. Filed Aug. 24.

■ Monterey, Tenn.—Ova P. Key seeks 107.1 mhz; .5 kw; HAAT: 650 ft. Address: Hanging Limb Rd., Route 3, Monterey, Tenn. 38574. Principal has no other broadcast interests. Filed Aug. 21.

■ *Kennewick, Wash.—Joy Educational Broadcasting Foundation seeks 91.7 mhz; .10 kw; HAAT: 1,134 ft. Address: 1632 98th Ave., Oakland, Calif. 94603. Principal is

nonprofit corporation headed by Darrell D. Collard, sold board member. It also has app.'s for new FM's in Klamath Falls, Ore.; Bend, Ore., and Moses Lake, Wash. Filed Aug. 24.

TV's

■ Pine Bluff, Ark.—Montgomery Broadcasting seeks ch. 25; ERP vis. 5,000 kw; aur., 500 kw; HAAT: 178.3 ft.; ant. height above ground: 247 ft. Address: 505 Cabin Branch, Hyattsville, Md. 20743. Principal is owned by Elmer Montgomery, who has no other broadcast interests. Filed Aug. 24.

■ Lubbock, Tex.—Lubbock Communications seeks ch. 16; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 3,168 ft.; ant. height above ground: 247 ft. Address: 32 Harbor House Oswego, N.Y. 13126. Principal is owned by William C. Gault (51%) and Gary Shanley (49%). They also have app.'s for new TV's in Alpine, Tex., and Lewiston, Me. Filed Aug. 22.

■ Sonora, Tex.—Goodson Broadcasting seeks ch. 11; ERP vis. 100 kw; aur. .01 kw; HAAT: 2,240 ft.; ant. height above ground: 247 ft. Address: P.O. Box 4570, Houston 77245. Principal is owned by Paul Goodson, who has no other broadcast interests. Filed Aug. 22.

Actions

AM's

■ Scottsmeer, Fla.—Lorena M. Durocher granted 84C kHz; 250 w-D. Address: 485 S. Robbins Ave., Titusville, Fla. Principal has no other broadcast interests. She has sold CP to Randy Henry (see "Ownership Changes"). Action Aug. 14.

FM's

■ Marco, Fla.—Returned app. of Minority Women in Broadcasting for 92.7 mhz; 3 kw; HAAT: 300 ft. Address: 11070 Terry St. SE., Bonita Springs, Fla. 33923. Principal is owned by Nannie L. Austin (50%), Linda Valdez (25%) and Ruby L. Roberts (25%). They have no other broadcast interests. Action Aug. 21.

■ Pearl City, Hawaii—Returned app. of Delbert F. Ault for 101.9 mhz; 100 kw; minus 142.88 ft. Address: 201 South Fourth St., Lexington, Ky. 40422. Principal is also app. for new FM in Amarillo, Tex. Action Aug. 21.

■ Lewiston, Idaho—Granted app. of Woodcom Inc. for 101.5 mhz; 100 kw; HAAT: 985 ft. Address: 407 Northshore, Moses Lake, Wash. 98837. Principal is owned by A.D. Woodworth and his son, T.L. Action Aug. 13.

■ Winimac, Ind.—Granted app. of Northstar Communications Inc. for 100.1 mhz; 3 kw; HAAT: 300 ft. Address: 815 East Grace St., Rensselaer, Ind. 47987. Principal is owned by Thomas F. Jurek and his wife, Rosemarie. He owns WRIN(AM) Rensselaer, Ind. Action Feb. 27.

■ *Dry Prong, La.—Granted app. of Dry Prong Educational Broadcasting Foundation for 89.1 mhz; .383 kw; HAAT: 158 ft. Address: Box 246, Dry Prong, La. 71423. Principal is nonprofit corporation headed by Cayle Taylor. Action Aug. 13.

■ *Fitchburg, Mass.—Granted app. of Fitchburg State College for 91.3 mhz; 100 w; HAAT: 134 ft. Address: 16C Pearl St., Fitchburg, Mass. 01420. Applicant is four-year state college, headed by Dr. Vincent J. Mara, president. Action Aug. 15.

■ Taylorsville, Miss.—Granted app. of Communication Associates for 95.9 mhz; 1.4 kw; HAAT: 425 ft. Address: P.O. Box 92, Taylorsville, Miss. 39168. Principal is owned by Randall A. Blakeney and his brother, Larry. Action Aug. 7.

■ Littleton, N.H.—Granted app. of White Mountain FM Inc. for 106.3 mhz; 115 w; HAAT: 1,256 ft. Address: 52 School St., Littleton, N.H. 03561. Principal is owned by Thomas M. Pancoast and his wife, Kathleen. They have no other broadcast interests. Action July 19.

■ Carlsbad, N.M.—Returned app. of Carlsbad Radio Ltd for 104.1 mhz; 100 kw; HAAT: 877.6 ft. Address: 3007 N. Palo Alto, Carlsbad, N.M. 88220. Principal is owned by Richard C. Pettit and Fred C. Stone. Action Aug. 20.

■ Eunice, N.M.—Granted app. of Dove Broadcasting for 100.9 mhz; 1.3 kw; HAAT: 430 ft. Address: P.O. Box 1843 Hobbs, N.M. 88240. Principal is owned by Jack Hansard who has no other broadcast interests. Action March 15.

■ Roswell, N.M.—Returned app. of Betty Eakin for 100.5 mhz; 100 kw; HAAT: 551 ft. Address: Rt. 3, Box 206-B Roswell, N.M. 88201. Principal's husband, Wayne, owns 49% of KOAW(AM) Ruidoso Downs, N.M. Action June 18.

■ Winfall, N.C.—Returned app. of Charles J. Saltzman for 104.9 mhz; 3 kw; HAAT: 280 ft. Address: 20355 N.E. 34th Ct. #2421, N. Miami Beach, Fla. 33180. Principal has

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app. for new FM in Sarahville, Idaho, and owns 50% of CP for KWDQ(FM) Woodward, Okla., and app. for new FM in Bountiful, Utah. Action Aug. 21.

■ Williston, N.D.—Granted app. of Dianna L. Simpson for 101.1 mhz; 100 kw; HAAT: 1,000 ft. Address: 1805 University Ave., Williston, N.D. Principal also has interest in app. for new AM in Williston. Action Aug. 10.

■ *Proctorville, Ohio—Granted app. of Maranatha Broadcasting for 91.9 mhz; 3 kw; HAAT: 300 ft. Address: Box 312, Proctorville, Ohio. Principal is nonprofit corporation headed by John Alley, minister. Action Aug. 9.

■ Haldton, Okla.—Granted app. of TAP Communications Inc. for 105.5 mhz; 3 kw; HAAT: 300 ft. Address: 1005 Rockford Rd., Ardmore, Okla. 73401. Principal is owned by Ashley D. Parrish and her husband, Thomas. They also have interest in KMUS(AM) Muskogee. Action Aug. 17.

■ Springfield, Ore.—Granted app. of Springfield Educational Broadcasting Foundation for 88.9 mhz; .41 kw; HAAT: 375 ft. Address: 1025 W. North St., Box 918, Springfield, Ore. 97477. Principal is nonprofit corporation headed by Craig Brooks, pastor. Action Aug. 17.

■ Commanche, Tex.—Returned app. of Arrowhead Broadcasting Inc. for 94.3 mhz; 1.9 kw; HAAT: 401 ft. Address: 105 North Sand, Commanche, Tex. 76442. Principal is owned by Roy E. Parker and Bill B. Day. Action Aug. 20.

■ Longview, Wash.—Granted app. of Columbia Heights Christian Academy for 90.3 mhz; .856 kw; HAAT: minus 4.5 ft. Address: 3609 Columbia Heights Rd., Longview, Wash. 98632. Principal is nonprofit educational institution headed by Melvin Doehne, president. Action Aug. 15.

TV's

■ Phoenix—Dismissed app. of Jonathan Byrd for ch. 45; ERP vis. 1,321 kw, aur. 132.1 kw; HAAT: 1,715 ft. ant. height above ground: 255 ft. Address: P.O. Box 413, Greenwood, Ind. 46142. Principal has no other broadcast interests. Action Aug. 10.

■ Arcata, Calif.—Granted app. of The Mad River Broadcasting Corp. for ch. 23; ERP vis. 140 kw, aur. 14 kw; HAAT: 1,462 ft.; ant. height above ground: 73 ft. Principal is owned by David Marcus, president (18.2%) Lawrence Rogow, Garry Spire (25% each) and three others. Action March 30.

■ *Claremore, Okla.—Granted app. of Rogers State College for ch. 35; ERP vis. 70.15 kw, aur. 7.02 kw; HAAT: 474 ft.; ant. height above ground: 429 ft. Address: Rogers State College, Claremore, Okla. 74017. Principal is two-year tax-supported college. It also owns co-located *KNGX-FM. Action Aug. 10.

■ Des Moines, Iowa—Dismissed app. of Federal Television Co. for ch. 69; ERP vis. 1,399.6 kw, aur. 139.96 kw; HAAT: 148.36 ft.; ant. height above ground: 188.7 ft. Address: Route 10, Sparta, Tenn. 38583. Principal is owned by David E. Goff. Action July 23.

■ Des Moines, Iowa—Granted app. of Iowa Television Authority for ch. 69; ERP vis. 575.4 kw, aur. 57.54 kw; HAAT: 1,098 ft.; ant. height above ground: 1,052 ft. Address: 7209 Airline Ave., Des Moines, Iowa 50322. Principal is equally owned by Michael D. Pauley, Jeffrey E. Groves and William B. Newbrough. Newbrough has interest in KRNA(FM) Iowa City, Iowa. It also has app. for new TV in Iowa City. Action July 23.

■ Des Moines, Iowa—Dismissed app. of Federal Television Co. for ch. 69; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,173 ft.; ant. height above ground: 1,123 ft. Address: 2324 Georgetown Rd. #708, Cleveland, Tenn. 37311. Principal is owned by Gloria S. Brownlee and Eusebio Morales. Action July 23.

■ *Ponce, P.R.—Granted app. of Ana G. Mendez Educational Foundation for ch. 26; ERP vis. 384 kw, aur. 38.46 kw; HAAT: 907 ft. ant. height above ground: 162 ft. Address: P.O. Box E, Rio Piedras, P.R. 00928. Principal is nonprofit corporation headed by Armando Figueroa-Toro, chairman. Action Aug. 9.

Facilities changes

Applications

AM's

Tendered

■ KKIC (950 khz) Boise, Idaho—Seeks CP to change TL and change to DA-D. App. Aug. 23.

Accepted

■ KYDE (1590 khz) Pine Bluff, Ark.—Seeks mod. of lic. to operate transmitter by remote control. App. Aug. 27.

■ KIIX (600 khz) Fort Collins, Colo.—Seeks mod. of lic. to operate transmitter by remote control. App. Aug. 27.

■ WHBO (1040 khz) Pinellas Park, Fla.—Seeks MP to change TL. App. Aug. 22.

■ WDFB (1170 khz) Junction City, Ky.—Seeks MP to make changes in ant. sys. App. Aug. 24.

■ WFST (600 khz) Caribou, Me.—Seeks mod. of lic. to change main SL to 4 miles south of Caribou, Me., city limits. App. Aug. 23.

■ KURY (910 khz) Brookings, Ore.—Seeks CP to make changes in ant. sys. App. Aug. 24.

■ KJCH (1410 khz) Cleveland, Tex.—Seeks MP to augment daytime pattern. App. Aug. 23.

■ KIVY (1290 khz) Crockett, Tex.—Seeks CP to make changes in ant. sys. App. Aug. 24.

■ WRIG (1390 khz) Wausau, Wis.—Seeks mod. of lic. to

operate by remote control. App. Aug. 23.

FM's

Accepted

■ KFAC-FM (92.3 mhz) Los Angeles—Seeks CP to make changes in ant. sys.; increase transmitter power output; change ERP to 39 kw, and change HAAT to 2,910 ft. App. Aug. 22.

■ KCRP (105.5 mhz) Rosamond, Calif.—Seeks CP to change TL and change HAAT to 328 ft. App. Aug. 28.

■ WEBE (107.9 mhz) Westport, Conn.—Seeks CP to change TL and change HAAT to 383 ft. App. Aug. 28.

■ WFMG (105.7 mhz) Augusta, Ga.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 1,322 ft. App. Aug. 28.

■ WBKR (92.5 mhz) Owensboro, Ky.—Seeks CP to change ERP to 100 kw. App. Aug. 23.

■ WWMR-FM (96.3 mhz) Rumford, Me.—Seeks CP to change ERP to 62.5 kw. App. Aug. 28.

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- KDEZ (96.1 mhz) Crookston, Minn.—Seeks CP to change TL and change freq. to 96.1 mhz. App. Aug. 23.
- KAFE FM (97.3 mhz) Santa Fe, N.M.—Seeks CP to change TL; change HAAT to 1,875 ft., and change ant. App. Aug. 22.
- WRVH (105.5 mhz) Patterson, N.Y.—Seeks CP to change ERP to 1.5 kw. App. Aug. 28.
- New (101.1 mhz) Williston, N.D.—Seeks CP to change HAAT to 800 ft. App. Aug. 28.
- WGAR-FM (99.5 mhz) Cleveland—Seeks CP to install aux. sys. App. Aug. 22.
- WRMZ (99.7 mhz) Columbus, Ohio—Seeks CP to change SL to 1460 Dublin Road. App. Aug. 22.
- WQLX (102.3 mhz) Galion, Ohio—Seeks mod. of lic. to install new transmission sys. App. Aug. 28.
- WEYQ (94.3 mhz) Marietta, Ohio—Seeks mod. of lic. to make changes in ant. sys. App. Aug. 22.
- KURY-FM (95.5 mhz) Brookings, Ore.—Seeks CP to change HAAT to minus 378 ft. App. Aug. 23.
- WCNV (107.9 mhz) Amherst, Va.—Seeks CP to change SL to Highway 29, near Faulconerville. App. Aug. 23.
- WANV-FM (99.7 mhz) Staunton, Va.—Seeks CP to change SL to Whitebridge Road in Augusta county. App. Aug. 23.
- New (93.1 mhz) Riverton, Wyo.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 884 ft. App. Aug. 23.

TV's

Accepted

- New (ch. 54) Huntsville, Ala.—Seeks MP to change ERP to vis. 2,223.31 kw, aur. 222.33 kw; change HAAT to 1,692; change ant., and change TL. App. Aug. 23.
- WMCF-TV (ch. 45) Montgomery, Ala.—Seeks MP to change ERP to vis. 250 kw, aur. 25 kw; change HAAT to 303 ft., and change TL. App. Aug. 24.
- WJTC (ch. 44) Pensacola, Fla.—Seeks MP to change ERP to vis. 3,258 kw, aur. 325.8 kw. App. Aug. 27.
- WTWC-TV (ch. 40) Tallahassee, Fla.—Seeks MP to

- change DA pattern, and change ERP to vis. 3,160 kw, aur. 316 kw. App. Aug. 28.
- WSJV (ch. 28) Elkhart, Ind.—Seeks CP to make changes in ant. sys. App. Aug. 23.
- KHFT (ch. 29) Hobbs, N.M.—Seeks MP to change ERP to vis. 15.9 kw, aur. 1.65 kw, and change HAAT to 530 ft. App. Aug. 23.
- KOTV (ch. 6) Tulsa, Okla.—Seeks CP to install aux. ant. App. Aug. 27.

Actions

AM's

- WXL1 (1230 khz) Dublin, Ga.—Granted app. to make changes in ant. sys. Action Aug. 15.
- WLET (1420 khz) Toccoa, Ga.—Granted app. to increase radiated field. Action Aug. 16.
- KBWS (1530 khz) Sisseton, S.D.—Denied app. to change main SL to Eden, S.D. Action Aug. 10.
- WABS (780 khz) Arlington, Va.—Granted app. to increase power to 5 kw. Action Aug. 20.
- WTMJ (620 khz) Milwaukee—Granted app. to change to nighttime DA parameters and pattern. Action Aug. 17.

FM's

- New (99.3 mhz) Pine Bluff, Ark.—Granted app. to change ERP to 3 kw; change HAAT to 163 ft., and change TL. Action July 7.
- *KTRM (88.9 mhz) Temecula, Calif.—Returned app. to change TL; change HAAT to 914 ft.; make changes in ant. sys., and change SL to 28715 Via Montezuma. Action Aug. 20.
- WSEA (93.5 mhz) Georgetown, Del.—Granted app. to change ERP to 2.63 kw. Action Aug. 20.
- *WWFR (91.7 mhz) Okeechobee, Fla.—Granted app. to change freq. to 91.7 mhz; change TL; change ERP to .16 kw; change HAAT to 1,350 ft., and make changes in ant. sys. Action Aug. 21.
- WKLS-FM (96.1 mhz) Atlanta—Granted app. to change HAAT to 968 ft; change ant., and change freq. to 96.1 mhz. Action Aug. 10.

- KGGO (94.9 mhz) Des Moines, Iowa—Granted app. to correct transmitter coordinates. Action Aug. 15.
- KRNO (102.5 mhz) Des Moines, Iowa—Granted app. to change TL; change HAAT to 1,260 ft., and make changes in ant. sys. Action Aug. 17.
- KUOO (103.4 mhz) Spirit Lake, Iowa—Dismissed app. to change TL. Action Aug. 22.
- WMMQ (92.7 mhz) Charlotte, Mich.—Received amendment to change ERP to 0.98 kw and change HAAT to 484 ft. Action Aug. 17.
- *KCLC (89.1 mhz) St. Charles, Mo.—Granted app. to change ERP to 25.74 kw; change HAAT to 257 ft., and make changes in ant. sys. Action Aug. 17.
- KOPR (94.1 mhz) Butte, Mont.—Granted app. to change TL and change ERP to 100 kw. Action Aug. 15.
- KBBZ (98.5 mhz) Kalispell, Mont.—Granted app. to change TL; change ERP to 60 kw, and change HAAT to 2,313 ft. Action Aug. 16.
- KMCM-FM (92.7 mhz) Miles City, Mont.—Granted app. to change TL; change freq. to 92.5 mhz; change ERP to 100 kw, and change HAAT to 856 ft. Action Aug. 15.
- WOW-FM (94.1 mhz) Omaha—Returned app. to change TL; change HAAT to 1,538 ft., and make changes in ant. sys. Action Aug. 20.
- WVIP-FM (106.3 mhz) Mount Kisco, N.Y.—Granted app. to change ERP to 1.6 kw. Action Aug. 15.
- WLTW (106.7 mhz) New York—Granted app. to change TL. Action Aug. 15.
- WDLA-FM (92.1 mhz) Walton, N.Y.—Returned app. to change freq. to 94.9 mhz; change ERP to 6 kw, and change HAAT to 648 ft. Action Aug. 21.
- WTHP (98.3 mhz) Thomasville, N.C.—Granted app. to change TL. Action Aug. 15.
- KQUE (102.9 mhz) Houston—Dismissed app. to operate formerly authorized facilities as aux. Action Aug. 9.
- KGAR (106.3 mhz) Mercedes, Tex.—Granted app. to change ERP to 0.48 kw and change HAAT to 645.832 ft. Action Aug. 20.
- WANV-FM (99.7 mhz) Staunton, Va.—Granted app. to change ERP to 1.3 kw. Action Aug. 20.
- WEQX (102.7 mhz) Manchester, Vt.—Granted app. to change TL; change ERP to 0.903 kw, and change HAAT to 2,490 ft. Action Aug. 20.
- WRHN (107.9 mhz) Rhinelander, Wis.—Granted app. to change freq. to 100.3 mhz. Action Aug. 20.
- WDNE-FM (99.3 mhz) Elkins, W.Va.—Granted app. to make changes in ant. sys. Action Aug. 20.

TV's

- KTBY (ch. 4) Anchorage—Granted app. to change HAAT to 78 ft. and change TL. Action Aug. 14.
- KTIE (ch. 63) Oxnard, Calif.—Granted app. to change ERP to vis. 3,435 kw, aur. 515 kw; change HAAT to 1,802 ft., and change TL. Action Aug. 17.

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In contest

Chief ALJ Thomas B. Fitzpatrick made the following ruling:

- Wausau, Wis.—Commoncarrier Corp. and Microband Corp. of America. MDS proceeding. Granted petition by Commoncarrier and dismissed its app. with prejudice. By order, Aug. 14.

The Review Board made the following ruling

- Orlando, Fla.—Rainbow Broadcasting Co., et al. TV proceeding. Rescheduled oral argument for Sept. 26 instead of Sept. 14.


ALJ Joseph Chachkin made the following rulings

- Flagstaff, Ariz.—Minority Television of Flagstaff Inc. and Ware Communications Inc. TV proceeding. Granted motion by Minority Television and added issue to the extent to determine whether Ware executed various documents properly and the effect on its basic and comparative qualifications. By MO&O, Aug. 9.
- Yuma and Somerton, Ariz.—People Broadcasting Co., et al. FM proceeding. Granted joint request by People and South Yuma Valley Broadcasting Co. and dismissed People's app. with prejudice. Granted joint request Turner-Flintom-Winslow and South Yuma. Dismissed M & M and South Yuma's app. with prejudice, and granted Turner-Flintom-Winslow's app. with conditions for a new FM Channel in

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Yuma. By MO&O, Aug. 17.

■ Wedgefield and Eastover, S.C.—Eastover Broadcasting Co., et al. FM proceeding. Granted motion by W. Erwin and Gail S. Branham to add community issue for Eastover and Wedgefield Communications. By MO&O, Aug. 13.

■ Wedgefield and Eastover, S.C.—Eastover Broadcasting Co., et al. FM proceeding. Granted motion by Eastover and dismissed its app. for Wedgefield with prejudice. By order, Aug. 15.

ALJ John M. Frysiak made the following rulings:

■ Kailua-Kona, Hawaii—Abell Communications Corp., et al. FM proceeding. Granted joint motion by Abell and Fakas Broadcasting and dismissed Abell's app. with prejudice. By MO&O, Aug. 13.

■ Magee, Miss.—Magee Broadcasting Co. and Wyatt-Clark Broadcasting, TV proceeding. Granted request by Magee and dismissed its app. with prejudice. Granted Wyatt-Clark's app. for a new TV station on ch. 34 in Magee. By order, Aug. 17.

■ Temple, Tex.—Temple Broadcasting Co., et al. FM proceeding. By separate orders granted request by Azilan Broadcasting Co. and dismissed its app. with prejudice. Granted motion for partial summary decision and resolved city coverage issue in favor of Bell County Broadcasting Co. By MO&O and order, Aug. 10 & 13.

Call letters

Applications

Call	Sought by
New TV's	
KBTB	Iowa Television Authority, Des Moines, Iowa
KKEC	Arapahoe Silent Majority, Topeka, Kan.
KTRG	TRG Broadcasting Systems Inc., Jacksonville, Tex.
Existing AM's	
WAYE	WTWG Good News Broadcasting Co., Birmingham, Ala.
KSKQ	KZLA Spanish Broadcasting System of California Inc., Los Angeles
KLUP	KTEW Audiophase Communications Inc., Poteau, Okla.
KLTV	KWHO Sunrise-Utah Inc., Salt Lake City
KGNW	KSPL Edward G. Atsinger III, Seattle

Existing FM's	
KZSO-FM	KVML-FM Melvin Winters, Sonora, Calif.
KIZS	KSPL Florence M. Gaskey, Weed, Calif.
KQWK	KDBQ Heartland Broadcasting Inc., Pittsburg, Kan.
WBKJ	WKOZ-FM H. Mims Boswell, Jr., Kosciusko, Miss.
KZZE	KLUP Audiophase Communications Inc., Poteau, Okla.
KIST	KGVL-FM First Greenville Corp., Greenville, Tex.
KLTV-FM	KWHO-FM Sunrise-Utah Inc., Salt Lake City
KZZU	KREM-FM Highsmith Broadcasting Co., Spokane, Wash.

Existing TV	
WSCV	WKID Blair Television Owned Stations of Florida Inc., Fort Lauderdale, Fla.

Grants

Call	Assigned to
New AM's	
WXWY	Opal Carrol Coley, Robbersdale, Ala.
KRDZ	High Country Radio, Granby, Colo.

KTGG	Spring Arbor College, Spring Arbor, Mich.
KNPE	Mitchell Broadcasting Co., Bellevue, Neb.
WGCR	Edco Communications, Brevard, N.C.
KQLX	Sheyenne Valley Broadcasting Inc., Lisbon, N.D.
KKQA	Timothy H. Bowers-Irons, Nephi, Utah

New FM's

KDEJ	The Airwaves Ltd., Anchorage
*KFLR-FM	Family Life Broadcasting Inc., Phoenix
KKSY	John Paul Capps, Bald Knob, Ark.
*WEGS	Florida Public Radio Inc., Milton, Fla.
*WLPE	Augusta Radio Fellowship Institute Inc., Augusta, Ga.
KIEF	Radio K-57 Inc., Agana, Guam
WZDM	The Original Co., Vincennes, Ind.
KUOO	Campus Radio Co., Spirit Lake, Iowa
WMDJ-FM	Floyd County Broadcasting Co., Allen, Ky.
WBBN	Communications Associates, Taylorsville, Miss.
*WJPZ-FM	WJPZ Radio Inc., Syracuse, N.Y.
*WNYW	The Public Broadcasting Council of New York Inc., Watertown, N.Y.
WGSJ	God's Station Inc., Russell, Pa.
KRRS	Grande Broadcasting Co., Hamlin, Tex.
WPWF	Hanover Radio Inc., Mechanicsville, Va.

New TV's

WPPF-TV	Television Community Broadcasting Inc., Dothan, Ala.
WTXT	Community Service Broadcasting, Huntsville, Ala.
KMEC	Arapahoe Silent Majority, Lewistown, Mont.
WYED	Group H. Broadcasting Corp., Goldsboro, N.C.
*WUNP-TV	University of North Carolina, Roanoke Ra-

	pids, N.C.
KUTF	Willamette Valley Broadcasting Co., Salem, Ore.
WJFB	Joe F. Bryant, M.D., Lebanon, Tenn.
KUEC	Arapahoe Silent Majority Inc., Ogden, Utah

Existing AM's

WWWO	WMIB Arkelian Broadcasting Co., Marco Island, Fla.
WBUL	WSAC Altes Broadcasting Corp., Fort Knox, Ky.
WSSH	WLLH WLLH Inc., Lowell, Mass.
WKLT	WTGE Northern Radio of Michigan Inc., Kalkaska, Mich.
KYTY	KHDN Custer Communications Inc., Hardin, Mont.
WBZI	WGIC Baker Broadcasters Inc., Xenia, Ohio
KGHR	KQAQ Austin Broadcasting Co., Austin, Minn.
WKDM	WBNX United Broadcasting Co. of New York, New York
WMOC	WZRA D. Stephen Hollis, Chattanooga
KDAE	KIKN Stereo Broadcasting Corp., Sinton, Tex.

Existing FM's

KXCC-FM	KLPC-FM Golden Coast Broadcasting Inc., Lompoc, Calif.
*KRRR	KRTM Penfold Communications Inc., Temecula, Calif.
WMJB	WRNZ ComCast Inc., Wrens, Ga.
*KFRA-FM	KUID Washington State University, Moscow, Idaho
WHYR	WPIG Vacationland Broadcasting Services Inc., Saco, Me.
WKLTV-FM	WKLTV Northern Radio of Michigan Inc., Kalkaska, Mich.
KATM	KHDN-FM Custer Communications Co., Hardin, Mont.
KYRK-FM	KEER Donrey of Nevada Inc., Las Vegas
KPSA-FM	KALG-FM Cottonwood Communications Corp., La Luz, N.M.
*WJGT	WSLU The Saint Lawrence University, Canton, N.Y.
*WSLU	WJGT The Saint Lawrence University, Canton, N.Y.
WBZI-FM	WBZI Baker Broadcasters Inc., Xenia, Ohio
*WJTL	WPTG Joy Public Broadcasting Corp., Lancaster, Pa.
KRYS-FM	KBCB TETCO Inc., Corpus Christi, Tex.
KOZY	KOAX Westinghouse Broadcasting and Cable Inc., Dallas
KLAK	KALK Stansell Communications Inc., Denison, Tex.
WJJR	WHWB-FM Media Concepts Inc., Rutland, Vt.
KZHR	KENE-FM Mike Mortonick, Steve Mortonick & Thomas D. Hodgins, Toppensish, Wash.
WMGP	WIBZ Parkersburg-Marietta Broadcasting Inc., Parkersburg, W.Va.
Existing TV's	
KATN	KKTU-TV Fairbanks Television Inc., Fairbanks, Alaska
KFOM-TV	KONY The Village Square, Thief River Falls, Minn.
KDFI-TV	KTWS-TV Dallas Media Investors, Dallas

Summary of broadcasting as of July 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,750	170	4,920
Commercial FM	3,618	418	4,036
Educational FM	1,153	173	1,326
Total Radio	9,521	761	10,231
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	197	74	271
UHF LPTV	93	136	229
Total LPTV	290	210	500
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.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

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Local sales manager: Looking for experienced leader to work with motivated staff. Resume/salary history to: Cenn Cunningham, KHYL, 4811 Chippendale, Suite 102, Sacramento, CA 95841. EOE.

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General manager. Top-notch AM-FM combo, high-growth recreational area, Southeast. Must demonstrate outstanding track record of management and on-street sales experience. Exceptional opportunity with fast-growing, highly-profitable group. EOE, M/F. Send resume to Box X-129.

General manager. Upper Midwest fulltime AM/class C FM, 17,000 population, growth opportunity for leader with premiere radio group. Previous GM experience preferred. However, will consider/train SM or OM ready to move up. Resume in confidence. Box 102, Red Wing, MN 55066.

General manager - #2 person. New young company being funded for national satellite distribution of exciting new multiple networks of ethnic broadcasting via SCA. Prominent broadcasting company behind it. Already operational. Highly talented leadership. Need equivalent of executive vice president, knowledgeable in all aspects broadcasting, programming, sales, marketing, administration. Contact Herb Hobler, Chairman, 309-921-3800.

Unique opportunity for selling general sales manager. Quick advancement for right person. Northeast adult AM. Excellent opportunity. EOE. Resume to Box X-154.

Aggressive, experienced sales manager. Workaholic preferred. Best station, great area, unlimited potential. Respond: PO Box "A", Bel Air, MD 21014.

General manager. Chicago-based independent non-profit producer of radio drama seeking GM with radio and/or theatre experience. Oversee all business operations, small staff, marketing efforts. Send resume, salary requirement to National Radio Theatre, 600 N. McClurg Court, Chicago, IL 60611. An equal opportunity employer.

Local sales manager needed. Medium market A/C leader. Must be aggressive, creative, able to motivate seasoned sales staff. Innovative sales ideas a plus. Management experience/strong radio sales background necessary. Excellent compensation package. Resume to Mary Lou Keenon, GM, WFMK, Box 991, East Lansing, MI 48823.

Selling manager for successful small market station. Professional, stable group operation. Bob Noel, WBHN, Bryson City, NC 28713.

97WK seeks experienced sales manager. Must be able to recruit, train, lead, motivate local sales force, plus personally handle large list. Situation requires aggressive, take charge individual with strong sales managerial skills. Rush resume to Rod Krol, General Manager, WKWK-FM, PO Box 6624, Wheeling, WV 26003. EOE/MF.

Manager of radio operations. Public AM/FM combo, New York City. Manage operations of broadcast and satellite divisions. Strong maintenance background required. Experience with transmitters, consoles, switchers, etc. Salary: \$30-\$35K. Resume to Box Y-15.

Assistant controller. Group radio broadcaster expanding its headquarters staff. Successful candidate will have at least 3 yrs. experience in radio accounting. Primary responsibility: supervision of corporate acctg. dept. Great growth opportunity. \$30K+. Resume to Box Y-18.

New religious radio station, top 50 market, Southeast, needs experienced general manager. Send qualifications to Box Y-16.

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Top-rated WMAS AM/FM seeking sales representative. Handle established list. We need professional able to sell radio and results. Experience a plus. Resume only to P.O. Box 1418, Springfield, MA 01101.

Attention experienced Southeastern salespeople! Our class C FM adult contemporary has immediate opening with top list available. If you possess energy, positive personality, and desire to excel, you can enjoy excellent income and career opportunity with group. Cover letter/resume to Sales Manager, WFMG, P.O. Box 669, Augusta, GA 30903. EOE.

WKZU, Lake Winnepesaukee, Laconia, NH, has opening for sales manager. Strong sales history required, management experience not necessary. Lots of work required, lots of money to be made. Also opening for salesperson. Start immediate. Call Bob Greer, GM, 603-524-1323. Scornix Broadcasting. EOE.

Northern New Hampshire 17,000 watt FM, soon to be 50,000 watt, seeking experienced salesperson. Dominant station, excellent compensation package, good account list, opportunity to advance to sales manager. Work and live in beautiful 4-season recreational area. Resume to Box X-123.

General sales manager: top 50 market experience in sales management. Know and understand national sales. Understands (practices) management-by-objective. Budgeting experience. Good people skills. Will handle local sales AM & regional/national sales AM&FM. Resume to Jack Porteous, VP/GM, WING/WGTZ, 717 E. David Rd., Dayton, OH 45429. EOE/MFH.

We're accepting resumes for possible future openings on our sales team of marketing specialists. You've got to be experienced, love the mountains, know radio, understand the needs, wants, desires of businesses in tourist economy. Write to Dave Luce, Sales Manager, KFUM-FM, Box 772850, Steamboat Springs, CO 80477. EOE.

Group owned stations seeking experienced salespersons for sales manager and sales manager trainee. Unlimited opportunity. Must have good track record. Must be people oriented, highly motivated, aggressive. Contact Galen Gilbert, P.O. Box 462367, Garland, TX 75046, with resume. EOE/M/F.

Florida (west central), beautiful area, near Gulf of Mexico, lakes, rivers. You must be someone who really knows how to sell AM radio, the only one in the county of 75,000 pop. with retail sales of \$300,000,000. Good salary, big commission for a killer. Call Bob, (owner), days, 904-726-2170; nights 904-726-5975.

Sales manager. 5,000 watt full time North Carolina small market station, #1 in fast growing area, great opportunity, radio experience necessary. Must be self-starter, able to motivate others, ability to do production a plus. Send resume, earnings history, salary requirements to Box Y-11.

Popular midwest small market country FM seeking bright, creative and aggressive sales director to lead team of five. Proven ability in sales essential. Salary plus profit sharing. Resume to Box Y-22.

HELP WANTED ANNOUNCERS

Help wanted announcer. \$500/wk. to the right fast moving morning personality. Contemporary format. South FL metro market of 250,000. Your option for opportunity part-time sales at 25% commission. 8 accounts gives you extra \$200/wk. total \$700 wk. Rush tape and resume to P.O. Box 278, Fort Myers, FL 33902. An equal opportunity employer./

Easy listening WSRS is again accepting audition tapes from smaller market announcers to be considered for future openings. We look for low-keyed, warm, friendly delivery. Women/minority applicants encouraged to apply. Send tape/resume to Operations Manager, WSRS, West Side Station, Worcester, MA 01602.

A place at the beach for pleasant, bright A/C voice. Production skills required. Resume, air-check, production samples to WGNJ, 211 N. Second St., Wilmington, NC 28401. EOE.

Announcer-DJ. Disciplined, controlled, adult format. Good pipes, production, news. Exceptional beginners considered. Women/minorities encouraged. Tapes/resumes to Jay Neely, PD, WJYA AM/FM, Box 1080, Marietta, GA 30060.

Hardworking, energetic announcer. Florida Keys' promotion-oriented CHR-FM. Tough boss, low pay, but great market to learn radio/have fun. WIIS-FM-107, Box 1620, Key West, FL 33041, 305-296-7511.

Little Rock adult AM/FM combo looking for articulate, warm, personable communicator to join morning team and fastest growing stations in central Arkansas (the nation's best kept secret). Easy and MOR experience helpful. Telescoped air-check and resume to Box 100, Little Rock, 72203. EOE.

HELP WANTED TECHNICAL

Palm Springs CA's best facility needs experienced CE familiar with computer based automation, who can run his/her department, advise, create and interface with others. Our facilities are as exquisite as our city. Send resume immediately. Phil Wells, KPSI AM/FM, 2100 E. Tahquitz-McCallum Way, Palm Springs, CA 92262. EOE.

Maintenance/chief engineer - no experience necessary. Must be strongly motivated to learn engineering maintenance. Excellent training all aspects radio engineering including; AM directional, 100kw, FM, SCA, automation, RPU, STL, studio construction, satellite. Promotion after training to chief engineer. Group ownership. Eastern states. Reply Box X-141.

Chief engineer - Major Midwest market 50kw AM/100kw FM, union shop. Must have strong radio engineering management experience. Send resume, references, salary requirements to Box X-146. EOE.

Vacation living year-round, beautiful Mississippi Gulf Coast. Seeking chief engineer for AM/FM. Send resume/salary requirements to Box X-149. EOE.

Chief engineer. Wisconsin AM - 1kw-D/1kw-DA nights, class-A automated FM. Nearly all new equipment, new studios. Salary open. Good benefits. Send resume and references to Box X-153. EOE/MF.

Sunbelt AM FM combo needs take-charge chief engineer: AM is stereo, FM is market leader. Salary negotiable to prior experience. Resume to Dixie Broadcasters, Inc., P.O. Box 1725, Lake Charles, LA 70602, 318-436-7277.

Chief engineer, AM-FM. Experienced, good references essential. Send resume to Carol Carpenter, WMOP/WFUZ, P.O. Box 1136, Ocala, FL 32678.

Texas group seeks motivated, take-charge chief engineer. Future commensurate with potential. Foster Communications Company, City Hall Plaza at First Street, San Angelo, TX 76903. 915-653-3387.

Engineer: Boston market radio station looking for two engineers. One with experience, the second trainee. EOE/MF. Send resumes to: WKOX/WVBF, 100 Mt. Wayte Ave., Framingham, MA 01701.

HELP WANTED NEWS

Talk host/newsperson - join station committed to local news, community involvement. Midday talk, news reporting including night assignments. EOE. Resume/tape: WALE, Box 208, Fall River, MA 02722.

News/sports position. Progressive A/C FM, northeast Texas. Will help with daily newsletter. Tape/resume to: KDXE, P.O. Box 564, Sulphur Springs, TX 75482.

Golden opportunity for energetic anchor/reporter to join one of top rated stations in the country. For more than 20 years, the leader in Georgia's #2 metro. Become one of our staff of six. Work in the newest newsroom facility in Southeast. Excellent profit sharing plan. No beginners. Rush resume, tape, writing samples to ND, WBBQ AM/FM, 1305 Georgia Ave., North Augusta, SC 29841. EOE.

Start tomorrow—if you have a good voice/delivery. Afternoon news and meetings. 614—373-1490. Tape/resume to Dick Long, WMOA, P.O. Box 708, Marietta, OH 45750.

News/sports combo opening. Send interests/experiences in resume, along with letter showing how you'll do this impossible combination. New England full service station demands your energy/enthusiasm. EOE, M/F. Resume to Box Y-3.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Production. Seeking creative individual to write/produce ear-catching commercials for separate AM & FM. Must have experience. Tape & resume to GM, WFMD/WFRE, Box 151, Frederick, MD 21701.

Program director. Leading West Coast public radio station. Must have extensive experience in classical music broadcasting. On-air experience preferred; experience in broadcast news desirable. Familiarity with Arbitron ratings and counter-programming strategies essential. Strong administrative and interpersonal skills required. Resume first to Robin Romano, KUSC-FM, POB 77913, Los Angeles, CA 90007. EOE.

Texas group seeks motivated, take-charge assistant program director for nostalgia/MOR AM. Foster Communications Company, City Hall Plaza at First Street, San Angelo, TX 76903. 915—653-3387.

Atlantic City's prestige stations desire operations manager-PD. Must be able to do all. Contact Dennis Ryan, Atlantic Avenue, Atlantic City, NJ 08401.

PD needed. AM/FM, Hilton Head Island, SC. Great opportunity, beautiful location. Tom Jackson. 803—785-6001, before 3PM EDT.

SITUATIONS WANTED MANAGEMENT

Hard charging general manager, 20 years experience managing AM/FM, all markets. Effective management skills include: leadership, motivation, programming, heavy promotions. Achiever of increasing sales/profits. If you want state of the art pro, check it out. Box X-130.

Nice nets in CCM? I've consulted the best! Looking for OM/PD-FM position, top 50 market. 915—683-6630, George Mc Nerlin.

Expertise in AFRTS, college, commercial radio. Retail and broadcast management background. Versatile with news, board, production. BA communications. Sound good? Find out. Robert Headland, 412—282-3551. 352—3 Whitestown Road, Buller, PA 16001.

VP-controller 20 years, GM, GSM. Small, medium & large markets. Strong P&L control, personnel, sales & marketing. Partner selling. 307—765-2332.

Ready and qualified to take on responsibilities of station management. 20 years as OM and PD at top stations in large/medium markets. Some sales. I'm product-oriented, business-minded; a motivator with winning attitude. I know radio inside-out and know what it takes to be #1, in ratings, sales and community. Great references. Currently employed. Mikel Hunter Herrington, 702—368-0529.

Experienced major market PD now in sales seeking first GM or station manager position. Top 200 markets only. Box Y-24.

SITUATIONS WANTED ANNOUNCERS

I'm looking for a full-time position with AC or top 40 station. Anywhere in continental U.S. Education, experience. Call Fritz, 616—755-4974, for tape and resume.

Enthusiastic, versatile beginner. Willing to learn/relocate. Smooth delivery. Any shift. Some college plus broadcast school. Call Brent, 414—452-4981.

Extremely ambitious and versatile beginner. Will work any shift; will relocate. Call Bob, 414—282-8862.

Beautiful music announcer from Bonneville's KOIT, also KJOI, LA. Prefer large market. 602—956-6677.

Seeking full-time modern country DJ position. 5 1/2 yrs. exp., broadcast graduate, ex-military. 4 yrs. automation. 1 1/2 yrs. DJ. Fred, 216—755-1847.

Professional announcer with 11 years experience. Very dependable. Will consider all formats. Mike Hon, 904—255-6950.

Need a "can-do" attitude around your station? Trained beginner gives 150% effort, any format, any place, immediately. DJ-news-production. Rick, 18 Harvard Ave., Lynbrook, NY 11563. 516—599-1143.

Entry level broadcasters. The School of Communication Arts prepares our graduates for on-air as well as extensive production skills. Marlene Levine, 800—328-5893; 612—721-5357.

Talk show host: I've been hosting hour long, weekday talk show, and am looking for full-time talk position. Audience response and participation has increased in this small market in the time that I have hosted the program. I also have strong background in radio news. Box Y-20.

Successful personality. MOR, service, talk formats. Excellent credentials. Desire living closer to teenage son. Buffalo, Syracuse, Rochester area. Box Y-2.

SITUATIONS WANTED TECHNICAL

Engr. avail. Immediately. Exper. AM/FM. Multi-talented, great production, management-oriented. EEBS degree. Prefer West, Northwest, medium/large markets. Write GB, 281 Katherine Route 1, Quincy, CA 95971.

SITUATIONS WANTED NEWS

News director/wire and audio stringer/talk show host in small market seeks reporter's position with all-news station or network. Sharp writing, actuality, delivery. Multilingual. Chris, 818-899-7989.

Seeking PBP, drive time sports position; graduated college May; have 4 1/2 years commercial radio, TV, newspaper sports; currently employed in radio, but want more PBP. Can relocate immediately. Andy, 203—632-2242, afternoons.

Format change diminishing news. Veteran ND available. Experienced, all formats, major markets. Current GM, best reference. 616—456-5461, days; 957-2794, evenings.

Former St. John's basketball PBP man seeks division one football and basketball PBP position for Fall. Preferably East Coast, but have voice/will travel. If you want the best, give me a test and find out why I'm better than the rest. Call Mark N., 212—357-3637.

Sports anchor-reporter. Now sports director, 100-plus market. Ready to move up. 2-years experience. Box X-143.

Proven strong ratings draw. Awards for quality. Solid reporting background. Fast. Accurate. Dedicated. Steve, 201—838-4364.

Experienced newsman seeks Minneapolis-St. Paul market. Excellent writer, organizer, voice. Angelo, 212—338-8328, between 12PM-1PM EDT.

TV reporter wants to get back into radio. 10 years reporting/anchoring experience. 319—386-8977 after 7PM CDT.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Renaissance broadcaster. 15+ years announcing, production engineering. Seeking PD/OD, cold climate AC. Unique combination intellect, wit, voice, humanitarianism. Box 10005, Elmwood, CT 06110.

TELEVISION

HELP WANTED MANAGEMENT

General manager: top group-owned VHF affiliate seeks GM with solid experience in budgeting, cost control, news, sales and programming. Station in economically sound Southeast. Resume in confidence to Box X-46. EOE, M/F.

Very aggressive, highly competitive, savvy, medium market station looking for well-organized operations manager. Someone who can pull loose ends together, lead team to zero defect, flawless operation. This well-equipped, forward-thinking station needs operations leader. Box X-150.

Local sales manager for leading NBC affiliate, proven track record of creative selling with local accounts necessary. Applicant skills must include ability to lead and direct aggressive 7-member staff in rapidly growing market. Must be highly organized and competitive, plus have desire and potential to grow in management. May be experienced or seeking first challenge - but must have strong desire to succeed. Apply in writing to General Manager, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702, by September 15, 1984. An equal opportunity employer.

Program/operations manager - #1 CBS affiliate has good opportunity for right person. Job includes responsibility for station programming; contact with network; also, overall responsibility for station production, promotion, on-air look. Production background preferred. Administrative/people skills a must. Send resume, salary history and career objectives to General Manager, WTVR-TV, 3301 West Broad, Richmond, VA 23230. EOE.

Group manager. Help build/establish new full power independents, Southeast. Successful independent station management. Resume in confidence to American Communications and Television, Inc., P.O. Box 1513, Gainesville, FL 32602.

General manager: top group owned VHF affiliate seeks experienced GM with solid background in budgeting, cost control, sales, programming, good knowledge of news operations. Our station is in economically sound Southeast. Send resume in confidence. E.O.E., M/F. Box Y-17.

HELP WANTED SALES

Fastest growing Sunbelt independent, top 50's market, has immediate opening for aggressive, knowledgeable marketing sales person. Ability to package and develop new business as well as handle established list. Should have minimum 2 years TV sales, with independent preferred. Send complete resume to Marty Sokoler, Local Sales Manager, KLRT, PO Box 2413, Little Rock, AR 72203.

General sales manager. Solid growing Western independent television station in fourth season seeks experienced professional general sales manager. Excellent track record a must. Position requires administrative skills and street smarts. If you're our person, send detailed resume and billing info. Salary and commission 50+, send inquiry to Box X-110.

Major broadcast services organization is looking for traveling sales executives with strong broadcast background. Excellent incentive and benefits program. If you are a class, top producer and like the road, send introductory letter and complete resume to Box X-161.

Account executive needed immediately. Experienced television salesperson to handle local/regional accounts for CBS affiliate. Aggressive self-starter. Send resume to John Richardson, KTVN-TV, P.O. Box 7220 Reno, NV 89510 or call 702—786-2212. KTVN is an equal opportunity employer.

Sales manager. Network affiliate, mid-Atlantic area. Experience in leading local sales team, handling national business required. Previous sales management experience preferred. Excellent opportunity with growing company. Good compensation/fringe benefits. Send resume to Box Y-19. We are an EOE/MF.

HELP WANTED TECHNICAL

Assistant chief engineer: Denver station seeking applicants with extensive technical/managerial skills, experience in commercial television, dedication to excellence. Full facility station has challenging opportunities for aggressive go-getter. KWGN-TV, P.O. Box 5222, Englewood, CO 80155. EOE.

Director of engineering. An established UHF station with plans for future expansion of facilities, has need for well-qualified engineer to oversee capital projects. Must also possess a desire for hands-on maintenance along with ability to train/supervise. Five years' experience and BSEE or BSET degree desirable. Excellent salary and benefits program. EOE. Box X-102.

Jurham Life Broadcasting seeks experienced TV operating engineer to complete excellent operating staff. Duties include MCO & VTO. Come join growing broadcast group. Prime central NC location. Applicants must have good knowledge of FCC rules/regs. Write Chief Ingr., WPTF-TV, Box 1511, Raleigh, NC 27602. 919—132-8311.

Maintenance engineer—major Florida post production facility, with latest digital equipment, has opening for talented self-motivated television engineer. Strong maintenance skills and digital experience musts. Salary commensurate with experience. Contact Bruce Gram, Chief Engineer, 305—920-0800.

Engineer. TV mobile unit based in Arlington, Texas. Background in video maintenance required. Resume to Tel-Fax Texas, 1601 East Lamar Blvd., Suite 205, Arlington, TX 76010.

Maintenance engineer—Sacramento, California, UHF independent, 20th market, seeks experienced studio and/or transmitter maintenance engineer. Must have extensive maintenance experience, good references, FCC first or general class license. SBE certification a plus. Familiarity with RCA UHF transmitters, TCR-100, K-29, TK-76, TK-86, Sony 1" and 3/4", Ampex quad, 3VG, CMX, TVRO desirable. Immediate opening. Contact Bob Venditti, Chief Engineer, KRKB-TV 31, 500 Media Place, Sacramento, CA 95815. 916—929-0300. EOE.

TV maintenance supervisor: installation/repair of studio/transmitter equipment. Requires FCC general class license, good supervisory skills, minimum three years maintenance experience. Knowledge of TV broadcast, production and related equipment essential. PBS affiliate. Competitive salary and excellent benefits. Send resume to: WXXI, Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

Merlin Engineering has immediate openings for experienced (3-5 years) Ampex Quadraplex VTR engineers/techs for our expanding Quad rebuild program. Excellent benefits/profit share. Send resume or call: Merlin Engineering, 1880 Embarcadero Road, Palo Alto, CA 94303. 415-856-0900; 800-227-1980.

Studio maintenance engineer. Southern New England, modern equipment. Experience required, license preferred. Box X-147. EOE.

Experienced engineer. Top-notch videotape editing facility in Hollywood. Sony/GV/CMX. Non-union. Friendly, professional atmosphere. Flexible hours, including nights. Starting salary: \$500/wk. Medical insurance. Send resume in strict confidence to Box X-151.

Maintenance engineer wanted. Three years experience in broadcast 1"3/4" for expanding Chicago production house. Digital background necessary. Send resume to: Maintenance Reply, P.O. Box 11624, Chicago, IL 60611. 312—337-6000.

Freelance ENG crews wanted in major US/abroad cities in support of news reporting service. Send resume and tapes (tapes will be returned) to: NewsTeam, 53 East 34th Street, Third Floor, New York, NY 10016.

WDIV, the Post-Newsweek Station in Detroit, has position open in engineering department for television maintenance engineer. Prefer applicants having at least six years experience in maintenance of television equipment, ENG, studio, video tape; and working knowledge of digital equipment, still store, frame sync, video effects. Minimum two years' technical schooling preferred. Send resumes: Personnel Manager, WDIV-TV, 550 W. Lafayette, Detroit, MI 48231. An EOE.

Location engineer wanted. Established full service Chicago based production company. Must be experienced in state-of-the-art 1" and 3/4" production. Send resume to: Location Reply, P.O. Box 11624, Chicago, IL 60611. 312—337-6000.

TV engineer. Connecticut Public Broadcasting seeks TV engineer with FCC General. Minimum 2 years technical schooling and broadcast experience. Salary range - \$15,756-\$28,340. EOE,M/F. Send detailed resume to Mary Sullivan, CETC, 24 Summit Street, Hartford, CT 06106.

On-air-switcher with minimum 2 years recent experience at TV station in VTR operation, master control, audio, production switching. General radiotelephone certificate required. Send resumes only to: Mr. Joe Shaffer, Program Manager, WHNS-TV 21, Interstate Court at Pelham Road, Greenville, SC 29607. WHNS is an EOE/MF.

Transmitter supervisor/engineer - KNME-TV/KUNM-FM, salary range - \$19,594 to 24,502, DOE. Write to: UNM Personnel, 1717 Roma N.E., Albuquerque, NM 87131, mention reference #575A in your reply.

Maintenance engineer. KRIV-TV, Metromedia Houston, Texas has an opening for a maintenance engineer with 3 years experience in ENG and small format tape maintenance. Prefer general license. Reply to Wendell Wyborny, VP/Chief Engineer, KRIV-TV, Houston, TX. 713—626-2610. EOE.

Transmitter maintenance engineer. KRIV-TV, Metromedia Houston, Texas has an opening for a transmitter maintenance engineer. Applicant must have 5 years experience including UHF background. Position requires applicant who desires to advance to supervisory position. KRIV-TV is a new facility with modern equipment. Reply to Wendell Wyborny, VP/Chief Engineer, KRIV-TV, Houston, TX. 713—626-2610. EOE.

TV maintenance engineer: candidate should be experienced in maintenance of 3/4 inch, 1 inch, 2 inch VTR's, broadcast quality cameras, UHF transmitter. Send resume to: KITN-TV, 7325 Aspen Lane N, Minneapolis, MN 55428. EOE/MF.

Transmitter engineer - must have 3 years extensive experience with FH line transmitter. Also work on studio equipment. Medium Midwest market. Call 417—623-7260, (Glenn Valenta), or send resume to KODE-TV, P.O. Box 46, Joplin, MO 64801. An equal opportunity employer.

Washington, DC - TV production and satellite transmission facility seeks to fill position of (1) maintenance engineer and (2) broadcast/master control technician. Engineer must possess strong maintenance skills. RF experience a plus. Some operating assignments. Technician should be familiar with all broadcast operations including camera, editing, control room. Excellent company benefits. Salary commensurate with experience. Resume to Box Y-12.

HELP WANTED NEWS

News director. VHF net affiliate, in ideal environment, is looking for experienced news director. Strong proven management ability required. Resume to Box X-132. EOE.

News co-anchor/reporter. Midwest affiliate. Experienced, articulate, strong news judgement. Women/minorities encouraged. WTVO-TV, Box 470, Rockford, IL 61105.

Reporter. Pensacola bureau. Minimum two years TV reporting experience. Anchoring experience preferred. Send resume to Jon Mangum, News Director, WKRG-TV, 555 Broadcast Drive, Mobile, AL 36616. No phone calls. EOE.

Reporter/anchor: need enterprising reporter, anchoring experience. Medium market. Must be aggressive, creative, strong writer/communicator. Minimum 2 years experience. Resume and letter only to Box X-142. EOE.

Outstanding sports reporter/back-up anchor. Major market affiliate. If you're a personality who can produce appealing, people-oriented stories and solid sports-casts, send us your resume only. We'll ask for a tape by return mail later. Resumes to Box X-155. EOE.

TV news photographer/editor. Top 40 market, Southeast. Two years experience required. EOE. Resumes to Box X-156.

Business reporter: KWGN-TV, Denver, is looking for business specialist who's a self-starter, w/economics background, who can demonstrate experience with the use of production and graphics to visualize business news. Resume and tape with examples to: Don Shafer, News Director, KWGN-TV, P. O. Box 5222, Englewood, CO 80155. No telephone calls, please. A Tribune Broadcasting Station. EOE.

KMPH-TV, California's #1 independent, has opening for a fully qualified news producer. Applicant must have strong writing and production skills. Minimum two years television news experience. Send resume to: Joel Cheatwood, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. No tapes or phone calls, please. EOE/MF.

Weekend anchor. Top 20 Florida market. Seeking excellent on-camera presence, seasoned, aggressive reporter. Send tape/resume to Bob King, News Director, WXTL-TV, 905 E. Jackson St., Tampa, FL 33602. EOE, M/F.

Weekend anchor needed. Chattanooga market. Minimum one year experience in broadcast news reporting/anchoring. Position also requires reporting 3 days per week. Outstanding growth opportunity in aggressive shop. Resumes/tapes to Keith Nichols, News Director, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. 615—267-5412. An equal opportunity employer.

Good small California TV market looking for reporter-anchor. Send tapes to P.O. Box 489, Chico, CA 95927.

KTVN has immediate opening for talented news professional to fill the position of weekend anchor/reporter. This person must have daily television anchoring experience, at least one year of reporting and anchoring experience in a commercial television newsroom, and a college degree or equivalent in Journalism or English. The person we seek must have strong on-air presentation skills, be a strong broadcast writer, be able to ad-lib well, and have strong organizational and story telling skills. If you think you have the background and skills, send resume/cover letter to Jim Ogle, News Director, KTVN, 4925 Energy Way, Reno, NV 89502. No phone calls please. KTVN is an equal opportunity employer.

Weekend anchor/reporter. KTTC-TV seeking experienced anchor/reporter. A degree and minimum one year experience in television news required. Send your tape/resume to: Terry Kurtright, News Director, KTTC-TV, 601 First Avenue SW, Rochester, MN 55901. EOE.

Weather anchor: Top rated ABC affiliate, west Texas, has immediate opening for personable professional with weather credibility. Tape/resume to: Jeff Klotzman, News Director, KAMC-TV, Box 2805, Lubbock, TX 79408. EOE/AA.

Weekend anchor - producer/reporter. Produce/anchor Saturday/Sunday newscasts. General assignment reporting three weekdays. Solid presentation skills. Reporting, producing, ENG experience. Good understanding of graphics systems. Strong writer. Degree in broadcast journalism preferred. Tape/resume to: Grant Price, KWVL-TV, 500 East Fourth Street, Waterloo, IA 50703. 319—291-1207. EOE.

News photojournalist. #1 TV news station seeking experienced news photojournalist with TV news background in shooting, editing 3/4" tape, live remote ability. Requires: high school diploma or equivalent plus one year prior related experience. No phone calls. Mail videotape and resume to Billye Gavitt, KWTN, P.O. Box 14159, Oklahoma City, OK 73113. EOE/MF.

KTVN has immediate opening for talented news professional to fill the position of newscast producer. This person must have at least two years full-time experience as a producer and a reporter, at least one year daily television production experience, and a college degree in English or Journalism or equivalent. The person we are looking for must have strong visual production skills, a clean broadcast writing style, good organizational abilities, and must be able to manage and motivate people. If you think you have the background & skills, send cover letter/resume to Jim Ogle, News Director, KTVN, 4925 Energy Way, Reno, NV 89502. No phone calls please. KTVN is an equal opportunity employer.

KTVN has immediate opening for talented news professional to fill the position of newscast anchor/reporter. This person must have daily television anchoring experience, at least two years of reporting experience, and a college degree or equivalent in English or Journalism. The person we seek must have a strong on-air presentation, be a strong broadcast writer, and be able to ad-lib well. If you think you have the background & skills, send a resume/cover letter to Jim Ogle, News Director, KTVN, 4925 Energy Way, Reno, NV 89502. No phone calls please. KTVN is an equal opportunity employer.

KTVN has immediate opening for talented news professional to run assignment desk. This person must have at least two years' full-time experience as a producer and reporter, experience in running a newsroom assignment desk, and a college degree in English or Journalism or equivalent. The person we are looking for must have strong skills in managing and directing story production, making assignments, use the phone to gather information, can write in standard broadcast style. If you think you have the background & skills, send a resume/cover letter to Jim Ogle, News Director, KTVN, 4925 Energy Way, Reno, NV 89502. No phone calls please. KTVN is an equal opportunity employer.

Can't find the job you want? We will analyze your resume, send ideas that may help. No cost - we'll use your resume strictly confidentially in our research. Resume/SASE to: Broadcast Journalism Research, Newhouse School II, Syracuse University, Syracuse, NY 13210.

Anchor/producer. Southeastern medium market. Need personable anchor with good production skills. No beginners. Resume/salary requirements to Box Y-10. EOE.

News director. Small Northwest market. Must have strong news credentials and management ability. Good "people" skills a must. Resume, references, salary requirements to Box Y-13.

Documentary photographer. Established, award winning documentary unit, large Midwestern market, needs an excellent photographer to shoot and edit hour length videotape documentaries. We require documentary experience, ability to create beauty and record reality. Resume and written credits (no tapes please) to Box Y-14. We are an equal opportunity employer.

Reporter/field producer sought by Midwest TV station. Must be able to do it all: Write, shoot, edit. Background in agriculture most desirable. Resume/salary history to Box Y-23. Equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Operations/program manager. Top 70 television market, group-owned, CBS affiliate station. Supervises programming, production, film, public affairs departments. Responsible for station's on-air look; especially news and locally produced programs. Must have strong hands-on production background. Send resume to General Manager, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63701. EOE.

Promotion mgr.-dominant Midwest NBC affiliate seeks creative promotion mgr. to lead award-winning staff. If you're #2 person in larger market, and are seeking chance to head your own department, contact Bob Brooks, VP/Prog.-Ops., KTIV, 3135 Floyd Blvd., Sioux City, IA 51105. EOE.

Associate for editorial services. Required: liberal arts degree, minimum 2 years professional work experience editing and writing. Candidates must demonstrate ability to produce clear/vivid writing under deadline pressure, as well as good organizational structure/promotional flair, in areas of press releases, features, copy writing. Professional editing/proofreading skills required; candidates must be willing and able to work extra, long hours when necessary. Ability to research/develop material, including interviewing, helpful. Knowledge of budgets, ad production, photo-journalism criteria a plus. To apply, send resume, salary requirements, letter of application, samples of writing, 3 professional references to: Editorial Services, Dept. B, Buffalo, NY 14240. Equal opportunity employer.

Line producer/television. Line producer wanted for post production. Must have experience in producing/writing promos as well as production experience with ADO. Working knowledge of music television. Must have current product reel and recent references. Call ATI Video, 212-977-8158, between 10am & 2pm EDT.

Production photographer/editor wanted. Expanding workload. Creative, self starter who can work easily with clients to produce quality commercials, promotion, public service announcements, minority magazine show. Experienced only need apply. An equal opportunity employer. Send resume to Box X-139.

Television producer/director with experience needed. Fast-paced newscasts and variety of studio/remote productions including commercials. Candidate should be energetic, creative person with people skills. Ability to switch also necessary. EOE. Resume to Box X-140.

CMX editor - need immediately. Creative editor, 2-3 years CMX experience. Experience with 1" videotape preferred, knowledge in other production areas helpful. Must work well with clients. Send resume to: Phipps & Company, 5807-E South Garnett Road, Tulsa, OK 74146.

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 for movies, strip shows, specials, plus general promotion experience. Send resume and reel to Clive Brash, WPHL-TV, 5001 Wynnefield Avenue, Phila., PA 19131. EOE. M/F.

Director. WVIT-TV 30 has opening for director. Responsibilities include daytime production of commercials, early morning news inserts, promotional/public affairs spots. Applicants must have minimum of two years practical experience in commercial broadcasting, degree in communications, strong references. Skills required include: switching, one-inch/3/4-inch editing. WVIT-TV/30 is an equal opportunity employer. No phone calls. Send resumes to: Bill Mendoza, Assistant Production Manager, WVIT-TV/30, 1422 New Britain Avenue, West Hartford, CT 06110.

Editor wanted for state-of-the-art post-production company with 4 computerized edit suites. Must have 2 years experience in editing 1" and 3/4". Send resume to: Editor Reply, P.O. Box 11624, Chicago, IL 60611. 312-337-6000.

Program director. Leading independent. Someone who's creative, opinionated, strong negotiator, personable and has good knowledge of movies. Willing to get involved with all areas of programming from sales to community involvement. Please contact by mail. General Manager, KMSP-TV, 6975 York Avenue, Minneapolis, MN 55435. EOE.

Freelance commercial director with film experience. Manhattan to D.C. location preferable. Send resume (with credits), rate info, and reel (3/4" tape) to: Director, P.O. Box 172, Wynnewood, PA 19096. Reels promptly returned.

Television producer - KQED-TV, San Francisco, seeks individual for producing science-related documentary programming. Proven science background/experience reporting science-related issues/events. Min. 3 yrs. experience with both TV news &/or documentary experience. Send resume: Bob Liscano, KQED, 500 Eighth Street, San Francisco, CA 94103. EOE.

Producer. All we want is wit, style, imagination, news judgment, grace under pressure. Want Sunbelt job where those things count? Send resume/tape to Jerry Fisher, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901. EOE.

SITUATIONS WANTED MANAGEMENT

16 years television, four years newspaper; ten years TV management, general manager to local sales management. Ten years affiliate, six years independent. Two new station start-ups. Seeking career opportunity with progressive corporation. Further information, contact: Harlan Reams, 7724 S. 49th W. Ave., Tulsa, OK 74131. 918-446-3536.

Independents only! Rare breed GM/GSM Looking for opportunity, best track in country, signed on top ten rated Indy, built sales staff, managed local, regional, national sales. Experienced in traffic, programming, film editing. If you're signing on or just need help, save yourself some time and \$. I've been there, can deliver. Box Y-21.

SITUATIONS WANTED NEWS

Entry level position: I am a recent Emerson grad and majored in media. During college I had varied TV and radio experience and now seek to consolidate my previous work experience with my education. Any area of the U.S. considered. Contact Mr. Steven, c/o P.O. Box 6152, Boston, MA 02150 or leave a message at 617-322-4423. Opportunity is more important than starting salary.

Start yesterday. Black female, 5 yrs. anchor/producer/reporter experience. BA communications. Jackie Kelly, 216-731-7909.

Energetic, creative woman seeks sports photographer &/or reporter position, entry level. BSJ degree (R/TV), FCC general license. Prefer top 150 ADI mkt. 2 yrs radio sports experience; college TV production background. Write Box X-120.

TV Weatherman. Prefer Southeast. 20 years radio experience. 2 years TV weather. Bill Yale, 404-231-1250.

Experienced sportscaster seeks major mkt. anchor/reporter position. Lots of PBP experience. Write 9094 N. 75th St., #2B, Milwaukee, WI 53223.

Meteorologist. AMS seal, other awards, hard working, science reporting, computer weather knowledge, too. Call Stuart, 314-962-8419.

Reporter, strong writer/speaker. 2 years on-air. BA-journalism. Dependable, personable, attractive. Steve, 608-246-4125.

Hispanic female, recent graduate with BSJ (broad cast news) and excellent internship experience seek entry-level news reporting position. Please call Pamela 513-767-1194.

Black female reporter, tired of fluff, wants challenging work. Seeking roots in medium or large market. 217-359-5508 after 7 EDT.

TV/radio sports reporter. '84 Boston University graduate. MS broadcast journalism. Network affiliate sports experience. Capable, enthusiastic. Can write shoot, edit, interview. Seeks entry level opportunity preferably Northeast. Jeffrey Henig, 201-444-8425 759 Wynetta Place, Paramus, NJ 07652.

Meteorologist. Pleasant, credible, dedicated. College television and radio experience. Determined to be come an effective, enjoyable weatherman. I need start. Call Tim, 312-894-6349, evenings, CDT.

Experienced, certified meteorologist seeking position in East or South. I draw graphics/program computers too. Box Y-8.

Need your police covered? Crime/gen. assign reporter with comm radio news experience and law enforcement background seeking TV news career. Recent college grad avail now/will relocate. Box Y-9.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Husband & wife team - comedy/interview/features. Broad experience. Excellent writers. Built-in rapport Young (33), very photogenic. Seek challenging broad cast situation anywhere in the country. 201-288-6687

Two years ago, I was sidetracked behind the camera: as producer and writer, and picked up Emmy nomination, and major documentary award. I'm now seeking to return to show host/feature reporter, and do the same. Let's do it together. Write Box X-103.

Award-winning director, 39th mkt., seeks position East/West Coast, w/TV station or production co. Great client rapport. Some news directing experience. Hayle DeLisle, 405-843-6641.

Audio engineer with TV and recording studio experience seeks full time position. Medium market television news experience. Also has extensive video production experience. Gene Langenberger, 62 Homestead Rd., Brielle, NJ 08730. 201-528-5852.

Film director, presently with small market independent, seeks new challenge in larger market. Quality conscious, responsible team player. Hands-on experience with promos, featurettes, counterprogramming. Good working knowledge of syndicated properties. Box Y-7.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Executive director, California Chicano News Media Association-non-profit membership organization of 140 Hispanic journalists and 5 staff persons. Project administration and grant-writing experience required. Journalism experience/Spanish fluency preferred. Send resume and references to: CCNMA, Journalism School, University Southern California, Los Angeles CA 90089-1695. Position starts January 1st.

American Friends Service Committee, religious, humanitarian, social change organization, seeks associate for information services department in Philadelphia to assist director with all department functions including information, interpretation of AFSC programs, professional assistance to colleagues in writing, planning implementing communications projects. Requires professional writing skills, extensive work experience including minimum 5 years in communications; experience in print and/or electronic media; administrative experience. Send resume: Karen Cromley, AFSC, 1501 Cherry, Philadelphia, PA 19102. Affirmative action equal opportunity employer.

HELP WANTED INSTRUCTION

Radio/TV faculty position. Tenure track or fixed term. Available Jan. '85. Teach broadcast fundamentals, R-TV announcing, sales, mgmt.; also public speaking. PhD preferred. Salary range \$18K-\$22K. Resume & recent recommendation letters to Chairman, Theatre Arts Dept., East Carolina Univ., Greenville, NC 27834. AA/EOE. Application deadline 11-1-84.

HELP WANTED NEWS

e Franklin Institute Science Museum offers great opportunity for college graduate with BS in Meteorology with minimum 2 years experience in forecasting weather. Working hours: 5 A.M. to 1:30 P.M. Maturity, excellent communication skills, thorough understanding of weather station operations required. Candidate must demonstrate weather forecasting to museum public, teach museum lessons/workshops. Candidate will also represent museum on WIOQ-FM by forecasting daily weather reports. Please send tape/resume/salary history ASAP to Department Q, The Franklin Institute, 1300 Locust & Parkway, Philadelphia, PA 19103. An equal opportunity employer, M/F/H.

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 512-723-31.

Wanting highest cash prices. We desperately need AM-FM transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

Southwest Indiana Public Broadcasting is soliciting bids for a VHF transmitter, microwave and 1" VTR's. Sponsoring groups interested in bidding, please contact David Dial, WNIN-TV, 9201 Petersburg Rd., Evansville, IN 47711.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-9-6585.

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Audio 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, mixers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp., 813-685-2938. TWX 810-876-0628 Celco.

Quality television equipment. More than 150 top brands from studio lighting to antenna. Call Troy Brown, Bill Martin or Cary Fitch for professional help at competitive prices. System planning & turnkey installation available. Television Systems. Austin, TX. 800-11-5143; Texas: 800-252-8286.

Collins 830D1A, 1KW FM, CSI 20KW FM, ITA 5KW, Harris MS-15 EXC. (1982), 25KW Bird Dummy Load. Call M. Cooper/Transcom Corp., 215-379-6585.

C-29C, 3 years old, Saticons, PA 3600/PA3000 computerized color correction system, FR-35B, FR-16, TP-TP-55, scope pan scan system, all accessories. Call Arl Hanseman, 818-840-8060.

Videotapes. 3 M series 420. Low pass. Perfect for indication dubbing. Over 1500 reels of 60s. Carpel Jeo, 301-845-8888.

For sale: Grass Valley 1600-7K studio switcher, almost new condition and 5 RCA TK-44 studio cameras with bases and pedestals. Contact Joe Berini, Chief Engineer, KRON-TV, 415-561-8636.

Wanting AM Bauer 707; also RCA BTA 1R. Both on-air. Call Ancom Corp., 215-379-6585.

CATTU-60KW UHF transmitter complete. Presently 1 channel 42, 1100 feet, 6 1/8", 75 ohm transmission line, elbows, etc. Currently in service. Available October/Nov. '84. Fred Vinson, 205-322-4200.

Wanting 100 watt UHF transmitter for sale/rent. Used one tube type with new tube, driver, modulator. Installation \$250 per month. 713-479-1614.

New and used radio broadcast and microwave transmitters. Complete nationwide sales, service and erection available, located in central U.S. T.M.C.I., 402-37-3629.

AM/FM transmitters, in stock. All spares, all instructions, all powers, all prices, all working, all our inventory. Crystals for your frequency. World leader in AM/FM transmitters. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. R. E. Witkovski, owner.

Harris automation system 90—features 3,600 program events, 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 very versatile live-assist or complete automation system.

Sparta 701B, presently on 780, 10 years old, good condition. Being replaced because of power increase. Available November 1. \$6,500, plus shipping. Call WABS, 703-534-2000.

Hitachi FP-22 cameras, TK-44B with Vinton mounts, TR-600's, Ampex 1200, Sony 5850 editing system, Sony 1" VTR's. Call Marvin Luke, Media Concepts, 919-977-3600.

The University of California/ Santa Barbara is taking bids on large quantity of surplus video, theater, and mobile recording equipment all in good to excellent condition. Of special interest to some is mobile recording truck and custom mixing console. Please request itemized list from Steve Howson, University of California, Central Stores, Santa Barbara, CA 93106. 805-961-4314.

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.

MISCELLANEOUS

Did you ever work at WKIC or know someone who did? We're in search of former employees for our 40th anniversary special. Contact immediately; Shane Sparkman, WKIC, Box 898, Hazard, KY 41701.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

CONSULTANTS

Feedback Unlimited. Videotapes critiqued by former Denver news director. Stations and individuals. 1313 Williams #901, Denver, CO 80218. 303-320-6816.

RADIO

Help Wanted Announcers

CAN WE TALK!

Can you talk? If your talents lie somewhere between Joan Rivers and Walter Cronkite, then we should talk. This major market station wants you. Send resume to Box X-78. EOE.

Help Wanted News

JOURNALISTS

American radio station in Europe seeks qualified journalists for its central newsroom in Munich, West Germany. Applicants should have minimum 5 years' full-time news-writing experience, preferably including some wire service work. Also essential: good knowledge of foreign affairs. Job involves writing/editing English language news copy; offers good salary/benefits, as well as opportunity to live/work abroad. Send detailed resume and writing samples only to Box Y-4. EOE.

Help Wanted News Continued

FEATURE WRITER

Washington news bureau looking for serious feature writer with at least 5 years' solid experience. Must have depth, be good interviewer, able to write with balance and authority on fundamental issues affecting American society. Send written clippings & resume to Box Y-5. EOE.

Help Wanted Sales

GENERAL SALES MANAGER 14WFTQ Worcester, MA

We are looking for a strong coach and trainer of sales people who can motivate our dynamic sales team.

If you have The Best knowledge of broadcast sales, promotion and research with organizational skills to match, contact Gerardo Tabio, Station Manager, 14WFTQ, 19 Norwich Street, Worcester, MA 01608. Katz Broadcasting Company is an Equal Opportunity Employer.

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If you have a strong background in sales, a knowledge of radio management, and a willingness to travel - we have an exciting career opportunity for you. Call 800-527-4892 for more information.

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Help Wanted Programing, Production and Others

ASSISTANT PD

I've lost my assistant to Malrite. Now have excellent opportunity at Sunbelt monster! The person I hire probably has little programming experience and is in small or medium market. Your desire to succeed is extremely important. You'll handle an airshift, do production, work lousy hours, serve as my right hand person, and definitely will not be eatin' caviar the first year! But you will learn and be given chance to advance within our company. Send tape of your airshift/production/promos/etc., as well as detailed description of your adventures in radio to: R.T. Simpson, WBAP/820, One Broadcast Hill, Ft. Worth, TX 76103. EOE. Pulleeze, no calls!

Help Wanted Management

GENERAL SALES MANAGER

Adult contemporary FM, top ten market, seeking seasoned professional to maximize our local and national sales efforts. Successful major market sales/sales management track record a must. Our station is part of major broadcast group, offering good growth potential/benefits. Salary commensurate with experience. Send resume to Box Y-26. An equal opportunity employer.

Situations Wanted Programing, Production, Others

SAN FRANCISCO TALK SHOW HOST

Steve Rosenberg is a popular host of a top rated radio talk show in San Francisco. Dynamic, insightful, creative. Dedicated to excellence. Seeking opportunity to offer your listeners a refreshing new perspective on today. Write P.O. Box 1415, San Rafael, CA 94915, or call 415-457-5674.

TELEVISION

Help Wanted News

NEWS ROOM OPPORTUNITIES

ON-AIR REPORTERS: two reporters needed for 18th market station. Four or more years' experience mandatory. Must be self-starter who doesn't need assignment desk for story ideas. INVESTIGATIVE PRODUCER: producer for investigative unit. Experience a must. EOE. Please send tape with first letter to:

Mr. Jon Janes
Asst. News Director
KSDK TV
1000 Market St.
St. Louis, MO 63101

Help Wanted Sales

GENERAL SALES MANAGER

Major Northeast satellite & videotape distribution company needs take-charge, goal-meeting general sales manager to direct sales staff, forecast/meet objectives. Candidate should have knowledge and experience in satellite & videotape marketing. Send resume with sales/salary history to Box Y-25. EOE.

Help Wanted Management

VICE PRESIDENT & CHIEF OPERATING OFFICER

New England based communications corporation going public, venturing into cellular radio, LPTV, MMDS, and mobile communications. Seeking essential experience in multiple sight management and skills with start-up operations. Unique opportunity with future major operation. If you're not afraid of major effort up front to establish our reputation and yours, you'll be welcome to the team. Salary and equity negotiable. Send written particulars to Box Y-28.

Help Wanted Technical

THE OLYMPIC FLAME IS OUT!

Join us & rekindle the spirit. Video maintenance engineer - if you're a self-starter, competent with new series 3/4" VCR's, ENG/EFP cameras, production van, other TV equipment, as well as client oriented and excited at prospect of participating in design of new facilities, then this is for you. Cox Cable Santa Barbara is located in one of the world's most desirable areas and is involved in delivering 24-hour local channel with aggressive ad sales and delivery of production services. Send resume to Thom Pratt, Cox Cable Santa Barbara, P.O. Box 3920, Santa Barbara, CA 93130. 805-963-0911.

ASSISTANT CHIEF ENGINEER

Major market UHF needs assistant chief engineer. Requires strong technical experience with transmitters and both analog/digital studio equipment. Also requires people skills, particularly with regard to day to day supervision/training of engineering staff. Equal opportunity employer. Send resume to: Mr. Peirce, WQTV, 390 Commonwealth Ave., Boston, MA 02215.

STUDIO ENGINEER

Independent UHF. Responsible for directing/ coordinating station's activities including acquisition, installation, maintenance equipment. Also, layout and design of electrical circuitry for station's equipment. Salary: \$24,000 yr. BS/engineer communications & electronics. 2 yrs. exp. Apply at Texas Employment Commission, TEC Bldg., Austin, TX 78778. J.O. #3454664. Ad paid by equal opportunity employer.

SATELLITE COMMUNICATIONS ENGINEER

Extensive travel with transportable earth station for distribution of television signals nationwide. Experience: broadcast engineering (general class license); truck driving; satellite communications. Will train. Send resume to: American Uplinks, Inc., P.O. Box 699, Idaho Springs, CO 80452.

Help Wanted Technical Continued

TRANSMITTER ENGINEER

Independent UHF. Responsible for directing/coordinating operation/maintenance activities of television broadcasting transmitter in accordance with FCC regulations. Also includes establishing operating and maintenance procedures. Salary: \$24,000 yr. BS/engineer communications & electronics. 2 yrs. exp. Apply at Texas Employment Commission, TEC Bldg., Austin, TX 78778. J.O. #3454663. Ad paid by equal opportunity employer.

Help Wanted Programing, Production and Others



SENIOR MAINTENANCE TECHNICIAN

The Entertainment and Sports Programming Network (ESPN) has immediate opening for electronic maintenance technician with solid digital background. Qualified candidates must be experienced on GVG production switchers 1600 & 300, electronic still stores & character generators (Chyron). Some VTR experience helpful. Salary commensurate with experience. Send resume and salary history in confidence to:

ESPN
ESPN Plaza
Bristol, CT 06010
Attn: H.R. Dept. 784
AA/EOE



11 person PM Magazine staff with a strong tradition of excellence is accepting applications for a co-host to work with our current female talent. If you have excellent writing, field producing, and on-air skills, then we want to hear from you. Send resume' and tape (no phone calls, please) to:

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P.O. BOX 30901
SALT LAKE CITY, UT 84130

EFP PHOTOGRAPHER/EDITOR

Must have thorough knowledge of field (remote) production, including shooting/editing 3/4"/1" video tape, remote audio, lighting. Minimum two years' experience required. Send video tape/resume to: Steve Zappia, Production Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An EOE.

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DESIGN MANAGER

#1 Miami station seeks qualified design mgr. with minimum 3 years experience and appropriate educational background in art and design. Prefer applicants with supervisory experience, in addition to ability to oversee news graphics, set design and all phases of graphic illustration, on-air promotion, animation and electronic graphics. Send resume, portfolio and tape demonstrating TV graphic design application to Jim Dauphinee, WPLG/TV, 3900 Biscayne Blvd., Miami, FL 33137. Equal opportunity employer.

PRODUCER/DIRECTOR

Ground floor opportunity to spearhead exciting new magazine program for major pay-TV outlet. Must have 5-10 years major market or network TV production experience. Top-notch writing and directing skills. Send resume (no tapes) to Box Y-30. EOE.

LOOKING FOR FINANCING?

Let us prepare and present bank or investor proposals for acquisition, new station construction, or working capital needs. Our 16 years experience in ownership and consulting has helped many broadcasters buy their first station, and we've dealt with many major banks, venture companies, and individual investors. Call for details on how we can tailor our services to your project. 212-980-3886. Mr. Robin B. Martin, President. 645 Madison Avenue, NY, NY 10022.

Situations Wanted Management

TV GENERAL MANAGER

Lots of management experience. Built/ran highest rated news effort in top 10 market. Now second in command of major market, group-owned VHF affiliate. Experienced in cable. Strong motivator, budgeter, leader. Loyal. Been with same group many years. Now want to manage station. White Box X-148.

TURN UN-SOLD AIRTIME INTO CASH MONEY!

Radio - TV - cable. No sales effort, no cost to you - ever! Free report. First come/ served per area. L. & B., Inc., P.O. Box 101, Cedar Key, FL 32625.

ALLIED FIELDS

Help Wanted Instruction

UNIVERSITY OF TENNESSEE BROADCASTING DEPARTMENT HEAD

Guide/manage established program in broadcasting; develop curricula in new media, corporate video, telecommunications direct marketing, promote research and teach undergraduate/graduate courses in broadcasting. Professional experience, teaching/research record, doctorate in mass communications/related area preferred. Willingness to develop strong ties with industry in region required. Send letter, resume, and related information to Dr. J.A. Crook, Chairman, Search Committee, 300 Communications Bldg., University of Tennessee, Knoxville, TN 37996-0330. UT is an equal opportunity employer and actively seeks responses from members of minority groups and women. Applications due by October 15, 1985.

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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 DJ's, 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!**

Wanted To Buy Stations

WANTED: AM OR CP

Individual with substantial cash will buy AM or FM construction permit or existing AM in large market. Write Box Y-27.



MARKETING REPRESENTATIVE

The Entertainment and Sports Programming Network (ESPN) has immediate opening for marketing representative in its Atlanta regional office. Incumbent will provide marketing/sales, promotional and informational support; and work closely with ESPN's cable affiliates. Qualified candidates must possess minimum 2 years' experience in cable television industry, college degree in marketing/related field, excellent communication skills. Previous experience in marketing or sales capacity desirable. Send resume and salary history in confidence to:

ESPN
ESPN Plaza
Bristol, CT 06010
Attn: H.R. Dept. 684
AA/EOE

VIDEO VTR OPERATORS

Manhattan based New York metro interconnect seeks operators with master control room and one year's experience for day and evening shift. One year's editing experience helpful. Offering competitive salary, excellent benefits.

Send resume and salary requirements to:

Box MBWBR 4467
261 Madison Avenue
New York, NY 10016

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New or Used

Call (213) 245-8500

Radio Programing

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For sale stations continued



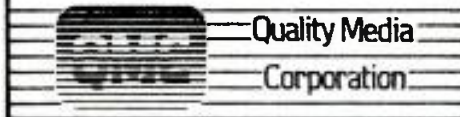
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- Class A FM - top 5 market.
- AM-FM - medium market.
- AM-FM - small market.
- LPTV's - FL, TX, SC, NC.
- AM - successful relig. format.

Bill Kitchen / Dan Dunnigan
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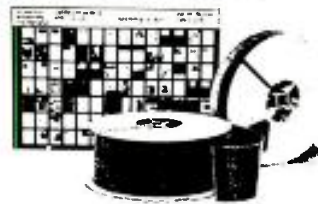
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William L. Simpson

San Francisco: (415) 441-3377
Chester Coleman

San Diego: (619) 728-8018
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Owner is retiring, 5000 watt gospel station in Florida, billing over \$19,000 per month. Asking \$525,000, downpayment \$100,000, balance financed. 1000 watt AM station in south Georgia, single station market, asking price \$160,000, downpayment \$30,000. 803-585-4638.

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Solid, profitable class C FM. Medium market, with very rapid growth/good economy. Cash asking price of \$1.4 million is 4.9 x 1983 cash flow. Terms also available. Call Elliot Evers, 415-387-0397.



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West Coast: 44 Montgomery St., 5th floor, San Francisco, CA 94104. 415-34-1750.

Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-1673. Harold W. Gore, VP.

East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.



CHAPMAN ASSOCIATES®

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Location	Size	Type	Price	Terms	Contact	Phone
FL	Major	AM	\$2325K	\$581K	Randy Jeffery	(305) 295-2572
S	Sm	AM	\$735K	\$225K	Ernie Pearce	(615) 373-8315
S	Met	AM	\$425K	\$125K	Bob Thorburn	(404) 458-9226
NE	Sub	AM	\$499K	Neg	Ronald Hickman	(401) 423-1271
MW	Sm	FM	\$160K	\$55K	Peter Stromquist	(319) 359-4768
MW	Sm	AM/FM	\$325K	\$75K	Bill Lochman	(816) 254-6899
TX	Met	AM/FM	\$2250K	\$600K	Bill Whitley	(214) 680-2807
CO	Med	AM/FM	\$695K	\$150K	David LaFrance	(303) 534-3040
Rkys.	Met	AM	\$1400K	\$400K	Greg Merrill	(801) 753-8090
Mts.	Met	AM/FM	\$1250K	\$250K	Brian Cobb	(404) 458-9226
Pac	Met	AM/FM	\$900K	\$175K	Elliott Evers	(415) 387-0397

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.



Wilkins and Associates Media Brokers

D	FM	\$325,000	15%
R	FM	\$300,000	35%
J	AM	\$700,000	30%
V	AM	\$150,000	35%
I	AM/FM	\$275,000	45%
R	AM/FM	\$335,000	20%
I	AM/FM	\$450,000	25%
-	AM/FM	\$250,000	30%
-	AM/FM	\$1,500,000	30%
C	AM	\$185,000	25%
V	AM	\$25,000	downpayment

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MIDWEST AM

Fulltime AM will bill app. \$840,000 with \$190,000 cash flow. Asking \$1,250,000 cash. Box Y-31.

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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.

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\$40K down can buy this small town AM in the oil patch of Texas.

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950 W. LAKE HIGH DR.

STE. 103

AUSTIN, TX 78746

WESTERN OKLAHOMA

AM/FM combo. Class C. Heart of oil and gas rich Anadarko Basin. Owner wants out at \$575,000 including real estate. Brokers protected. Mr. Kimvon, 1475 Manley Lane, Napa, CA 94558, 707-944-2727.

BROADCAST MEDIA ASSOCIATES

■ OREGON METRO-100KW FM/5KW AM. Market of 300,000. Excellent facility. Real estate included. \$1.4 million, with \$400,000 down.

■ WASHINGTON MEDIUM-3KW FM/1KW AM. Market of 65,000. Well equipped, dominant. Sites included. \$800,000, with \$200,000 down.

■ WASHINGTON METRO-1KW with PSA/PSSA. Market of 100,000. Good dial position and ratings. Site included. Priced 1.25X revenues at \$400,000, with \$100,000 down.

Information only to qualified broadcasters. Contact Pat Miller/Mark Stevens, Broadcast Media Associates, 316 California Avenue, Suite 647, Reno, NV 89509.

MIDWEST FM SINGLE STATION MARKET

This class A FM is the only station licensed to small Midwestern market with contiguous market coverage of 50,000 population. Excellent signal. Presently operated by non-broadcaster. An owner/operator dream. Price: \$290,000. Terms: \$90,000 down. Reply Box X-136. All inquiries held strictly confidential.

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■ Carolinas daytimer. Growing market, absentee owned. \$200,000, terms.

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You, however, can have 5000 days/2500 nights (directional nights only) for only \$350,000 (\$45,000 dn.). Buyers defaulted, savings are yours if you buy before 9/30/84. Station silent; directional proof needed. Excellent radio town. PO Box 2129, Salt Lake City, UT 84110; 801-363-2002.

SOUTHWEST AM FM POWERHOUSES

Last five years profits/cash flow \$950,000. Strong retail, recreation, agriculture, oil, gas. Only serious and qualified buyers, please. \$2.2 million cash. \$2.5 million terms. Box Y-6

UHF TV CP'S FOR SALE

All in metro markets of over 50,000 - 150,000 population. Must sell immediately. Asking \$75,000 each. Serious, qualified inquiries only. No brokers. Box Y-29.

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Florida metro AM/FM combo. Excellent ratings. Will sell to qualified buyer for \$2,000,000. Box Y 32.

- AM/FM, near Knoxville. Single station market. \$390,000.
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- Fulltime: 60 miles from St. Louis. \$80,000.
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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

Clifford Curly, VP and program director, WCVB-TV Boston, joins WQTV(TV) there as VP and general manager.

Michael Donovan, general sales manager of WKQX(FM) Chicago, named VP and general manager, replacing **James Smith**, who became president of San Jose-based Alta Broadcasting ("Fates & Fortunes," Aug. 27).

Jack deButts, from WLWV(FM) Statesville, N.C., joins WRAL(FM) Raleigh, N.C., as general manager.

Mark Lowe, account executive, KXJX(FM) Iowla, Iowa, named general manager.

Philip Broussard, general manager, WHB(AM) Kansas City, Mo., joins KCFX-FM there in same capacity.

David Webb, manager, Merrill Cablevision, Merrill, Iowa, joins Dow-Sat of Arizona as manager of its Apache Junction, Ariz., franchise.

Jack Hitchcock, station manager, Winter Park, Fla., studio of WESH-TV Orlando, Fla., assumes additional duties as station manager of Holly Hill, Fla., studios.

Sandy DiPasquale, general sales manager, WIVB-TV Buffalo, N.Y., named station manager.

Jan Springer, program director, KORD(AM) Pasco, Wash.-KZZK-FM Richland, Wash., joins KWWW(AM) Wenatchee, Wash., as operations manager.

Mary Smith, system manager, Zylstra United Cable of Chaska and Shakopee, Minn., joins Dow-Sat of Minnesota, in charge of installation and operation of Lake Minnetonka, Minn., cable system.

Richard Beesemyer, VP and general manager, operations, ABC Owned Television Stations division, New York, named to newly created position of VP, liaison, station affairs.

Peter Bachmann, associate, labor law firm of Skoler, Abbott, Hayes & Presser, Springfield, Mass., joins NBC, Los Angeles, as manager, labor relations, West Coast.

Myra Christina Sale, director of Ohio Office of Budget and Management, Columbus, joins National Public Radio, Washington, as VP, finance and administration.

Linda Jubert, from WIRE(AM) Indianapolis, joins WTPI(FM) there as business manager.

Phyllis Florence Olson, assistant controller, Multimedia Broadcasting, Cincinnati, joins WYFF-TV Greenville, S.C., as business manager.

Chris Hastings, from KDKA(AM) Pittsburgh, joins KFNB(AM) Los Angeles as assistant controller.

Jan Meadows, from KHOU-TV Houston, joins

KPHO-TV Phoenix as computer systems manager.

Iona Harper, assistant director of minority affairs, University of Pennsylvania School of Medicine, Philadelphia, joins KYW-TV there as human resources manager.

Odalys Rodriguez, member of billing department, Dynamic Cablevision of Florida, Coral Gables, Fla., named collections manager.

Alicia Martinez, senior development associate, noncommercial KAKM(TV) Anchorage, joins noncommercial KTOO-FM-TV Juneau, Alaska, as director of development.

Marketing



Kuras

Jim Kuras, executive VP and general manager, McCann-Erickson, New York, joins Needham, Harper & Steers there as president of its New York office.

Wayne Thornhill, VP, management representative, McCann-Erickson, Atlanta, joins Clinton E. Frank Advertising, Warren, Mich., as chief executive officer, succeeding **John Nichols**, resigned.

Warren Boorum, VP and general manager, sales, ABC-TV, New York, named VP, special projects and administration, sales. **Robert Silberberg**, VP, national sales manager, ABC-TV, New York, named VP and general sales manager.

Frank Visco, copywriter, Kenyon & Eckhardt, New York, named VP.

Named senior VP's, N W Ayer, New York: **David Lehmkuhl**, group media director; **J. Desmond Slattery** and **Lauren Tucker**, management supervisors, and **Robert Oksner**, executive creative director.

Lawrence Stillman, executive VP, executive creative director, D'Arcy MacManus Masius, St. Louis, resigns.

Walter Treuer, art director, Carafiello Diehl & Associates, Irvington-On-Hudson, N.Y., named VP.

Appointments, W.B. Doner, Detroit: **Alan Kalter**, senior VP, director, retail account services, to executive VP, director, retail division; **John Considine**, senior VP, to executive VP, client services, and **H. Barry Levine**, VP, controller, assumes additional duties as corporate secretary-treasurer. **David Sackey** and **Donald Riesett**, VP's, account directors, W.B. Doner, Baltimore, named executive VP's.

Robert Skollar, associate creative director, Grey Advertising, New York, named VP, group creative director.

Ralph Patterson, from *Arkansas Gazette*, Little Rock, Ark., joins Cranford/Johnson & Associates there as VP and creative director.

Robert Coppinger, VP, sales development, Seltel, New York, named senior VP, sales development and station relations. **Jeff Nathan**, from WFLD-TV Chicago, joins Seltel there as manager, independent sales team.

Peggy Richebourg, VP, co-op marketing, Home Box Office, New York, joins Group W Cable there as VP, marketing.

Jeanne Arnold, VP, manager, spot broadcast operations, The Bloom Agency, Dallas, joins Bozell & Jacobs there as senior VP, executive director, regional buying operation.

Rick Haigis, account supervisor, Marvin & Leonard, Boston, named VP.

Appointments, Independent Television Sales: **Michael Spitalnick**, from Katz Independent Television, New York, to VP, sales manager, New York; **Chuck Verell**, from WXNE-TV Boston, to VP, Midwest sales manager, Chicago, and **Marty Owens**, from TVX Broadcast Group, Los Angeles, to sales manager, Los Angeles.

Richard Goggin Jr., marketing director, WJZ-TV Baltimore, joins Della Femina, Travisano, Sherman & Olken, New York, as VP, creative director.

Gina Burks and **Ruth Stout**, associate media directors, Tracey-Locke/BBDO, Dallas, named VP's.

Heidi von Obenauer, account supervisor, Ogilvy & Mather Direct, New York, joins BBDO Direct there as account manager.

Steve Thompson, manager of Cleveland sales office, Katz Television, named divisional VP.

David Landau, VP, East Coast sales, United Stations, New York, named VP, sales, overseeing companies' sales activities in New York, Los Angeles and Chicago. He will continue to be based in New York.

Donald Cooper, senior copywriter, Keller-Crescent, Evansville, Ind., named copy supervisor. **Nancy Regan Kirkpatrick** and **Nancy Cressler**, junior copywriters, Keller-Crescent, to copywriters.

Rich Carraro, from Marschalk, New York, joins Foote, Cone & Belding there as producer.

Mary Glass, from Pearson, Clarke & Sawyer, Tampa, Fla., joins Ensslin & Hall there as media buyer.

Lenda Penn Washington, national sales and marketing manager, The Learning Channel, Washington, named to newly created position of director of advertising.

Pat Winn, account executive, RKO Radio Sales (now Republic Radio), New York, joins Selcom Radio there as sales manager.

Richard Halladay, account executive, D'Arcy

MacManus Masius, Detroit, named senior account executive. **Gay Hecht**, senior broadcast buyer, D'Arcy MacManus Masius, Atlanta, named regional executive, St. Louis.

Named account executives, Foote, Cone & Belding, New York: **Cathy Cailoa**, from J. Walter Thompson, New York; **Richard Hall**, from Doyle Dane Bernbach, New York; **Antoine Williams**, from FCB, Paris; **M.J. Kor-eiva**, from Needham, Harper & Steers, New York, and **Wendy Tilles**, from Caldwell Davis Partners, New York.

Laurey Barnett, program manager, TeleRep, New York, named associate program director.

Diane Moss, from Gamma Photo Labs, Chicago, joins Continental Cablevision there as advertising sales executive.

C. Stuart Maurer, account executive, Kenyon & Eckhardt, Detroit, joins D'Arcy MacManus Masius, St. Louis, in same capacity.

Benjamin Lord, from WHTT(FM) Boston, joins Blair/RAR, New York, as account executive.

James Berman, research-sports specialist, Katz Communications, New York, joins Group W Television Sales there as sports and specials research analyst.

Peggy Watkins, local sales manager, WRAL(FM) Raleigh, N.C., named general sales manager. **Hedy Poe**, account executive, succeeds Watkins.

Jim Harris, assistant sales manager, WMRE(AM) Boston, named general sales manager.

Betty Pazdernik, VP, Detroit regional manager, Torbet Radio, joins WCZY(FM) there as general sales manager.

Michael McCarthy, national sales manager, KGTV(TV) San Diego, joins KOVR(TV) Sacramento, Calif., as general sales manager.

Doren Dawson-Wade, regional sales manager, WLNE(TV) Providence, R.I., named local sales manager.

D.J. Wilson, sales development manager, KIRO-TV Seattle, named sales manager.

Appointments, KFAB(AM)-KGOR(FM) Omaha: **Lyle Nelson**, general sales manager, resigns; **Steve Sanders**, account executive, KFAB, to local sales manager for both stations, and **Tim Roesler**, account executive, KGOR, to national-regional sales manager for both stations.

Jim Lapiana, regional sales manager, WHEC-TV Rochester, N.Y., joins WPGH-TV Pittsburgh as national sales manager.

Morrie Beitch, from WFFT-TV Fort Wayne, Ind., joins WHNS(TV) Greenville, S.C., as national sales manager.

Jerry Staggs, from Lamar Outdoor Advertising, Fort Myers, Fla., joins WCAY-TV Nashville as national sales manager.

Susan Brown, media director, S.L. Brown & Associates, Houston, joins KRIV-TV there as research director.

Carlos Gutierrez, communications consultant, Video Station Productions, Milwaukee, joins WCGV-TV Milwaukee as account executive.

Steve Luke, former professional football player, Green Bay (Wis.) Packers, joins WTVN-TV Columbus, Ohio, as account execu-



Times Mirror Broadcasting has made a number of management reassignments at its television stations. Wendell Harris, VP and general manager, KTBC-TV Austin, Tex., becomes VP and news director of KPFW-TV Dallas and VP and news director for Times Mirror Group. Jon Petrovich, director of news for TMB, becomes VP and general manager of KTVI(TV) St. Louis. Wayne Thomas, VP and general manager, KTVI, and VP and director of operations for TMB, becomes VP and general manager of KTBC-TV. He continues as VP, director of operations, for group. Marshall Galliers, VP and general manager, WSTM-TV Syracuse, N.Y., becomes VP and station manager of KTVI. Don Edwards, program manager, WSTM-TV succeeds Galliers. Bill Wilson, news director, KPFW-TV, named administrative assistant to general manager of KPFW-TV

tive.

Heidi Bluthardt, from KIXK(FM) Denton, Tex., joins KRQX(AM)-KZEW(FM) Dallas as account executive.

Appointed account executives, WDSU-TV New Orleans: **Jane Saunders**, from WWL-TV New Orleans; **John McCormick**, research analyst, MMT Sales, New York, and **Sue Montalbano**, from WEZB(FM) New Orleans.

Jack Foley, account executive, WLVI-TV Boston, joins WCVB-TV there in same capacity.

Lynn Woolf, account executive, WROC-TV Rochester, N.Y., joins WNEV-TV Boston in same capacity.

Myron (Mike) Adelson, sales manager, WMRC(AM) Milford, Mass., joins WBEC-AM-FM Pittsfield, Mass., as member of sales staff.

Jack Foley, account executive, WLVI-TV Boston, joins WCVB-TV there in same capacity.

Henry Martinez, reporter, Dynamic Cablevision of Florida, Hialeah, Fla., named account executive.

Colleen James, from Wichita Falls Oxygen Supply, Wichita Falls, Tex., joins KFDX-TV there as account executive.

Dave Hoyt, from WMOV(AM) Ravenswood, W. Va., and **Dave St. Peter**, from Phase One Productions/Wharff Advertising, Marietta, Ohio, join WRRR-FM St. Mary's, W. Va., as account executives.

Programing

W. Patrick Campbell, from Norelco, New York, joins RCA/Columbia Pictures International Video there as president, succeeding **Peter K.J. Vadasdy**, who returns to Columbia Pictures International as senior VP.

J.C. Scott, executive assistant to president, Walt Disney Pictures, Los Angeles, named VP, motion picture production. **Michael Rhodes**, from Viacom Productions, joins Walt Disney Productions as VP, creative affairs, television division.

Stephen Kolzak, from own firm, Stephen Kolzak Casting, Los Angeles, joins Embassy Television there as head of casting and talent.

Appointments, Home Box Office, New York in restructuring of its affiliate relations a marketing groups: **Stan Thomas**, senior V national accounts, and **William Hooks**, senior VP, regional operations, to senior VP's, affiliate relations, in charge of new affiliate relations unit; **Bob Grassi**, VP, affiliate relations administration, to senior VP, sales operation and administration, and **Marilyn Russell**, director of national accounts, **Sandy Jones J** regional director, Northeast region and **Jan Long**, regional director, mountain region, VP's, affiliate relations.

Jeff Stein, independent director, has signed exclusive contract with Picture Music International, Los Angeles, for all music-related filming, including television commercial music clips and long-form videos.

Kathy Zeisel, sales director, Cinaco, Los Angeles-based syndication company, joins Acama Films, Los Angeles-based syndication firm, as West Coast representative.

Thomas Ferraro, account executive, Viacom Cablevision, Long Island, N.Y., joins Rainbow Programming Services, Woodbury, N.Y. as affiliate marketing manager.

Mary Martin, network supervisor, McCann Erickson, Los Angeles, joins Telepicture there as media sales account executive.

Bill Macatee, reporter, NBC Sports, New York, named sports reporter, NBC's *Today*.

Chris Castleberry, weekend reporter, sport: Mutual Broadcasting System, Arlington Va., named program assistant for Mutual *Larry King Show*.

Russ Read, operations manager, Taft-owne WTVN-TV Columbus, Ohio, assumes additional duties as executive producer, Taft Television Group.

Jerry Armstrong, from noncommercial: KHOF(FM) Los Angeles, joins KUUL(FM) Modesto, Calif., as program director.

Lawrence Casey, program consultant, Unite Satellite Communications, New York, joins WLIQ-TV Riverhead, N.Y., as program director.

David Bennett, production manager WKHX(FM) Marietta, Ga., joins WFOX(FM) Gainesville, Ga., as production director.

Steve Kelly, production director, WHY(TV)

Detroit, joins WCZY(FM) there as assistant program director.

Kurt Kelly, music research director, WKQX(FM) Chicago, joins KIXK(FM) Denton, Tex., as music director and assistant program director.

Lisa Novak, air personality, KRQR(FM) San Francisco, assumes additional duties as music director.

Sam Smith, free-lance sports announcer, joins Entertainment and Sports Programing Network, Bristol, Conn., as play-by-play commentator.

Jerilyn Godman, producer, *P.M. Magazine*, WMTV(TV) Madison, Wis., resigns to become independent producer.

Michael Adinamis, national sales manager, WMAQ(AM) Chicago, joins Tribune Entertainment Co. there as account executive.

Gary Dee, air personality, WPKX(AM) Alexandria, Va. (Washington), joins WERE(AM) Cleveland in same capacity.

Bob Neal, producer and special events broadcaster, Turner Broadcasting's superstation WTBS(TV) Atlanta, named play-by-play announcer for Turner's TBS Sports Southern Conference college football broadcasts.

Jeff Dean, from KPRI(FM) San Diego, joins KBZT(FM) there as music director and air personality.

News and Public Affairs

Edward Fischer, manager, financial planning and analysis, CBS News, New York, named associate director, special events.

Larry McDermott, bureau chief, Associated Press, Minneapolis, named bureau chief, Detroit, succeeding **Charles Green**, resigned.

Paul Stevens, Indianapolis bureau chief for AP, named chief of Kansas City, Mo., bureau, succeeding **Fred Moen**, retired.

Bill Monroe, executive producer and panel member, *Meet the Press*, NBC News, Washington, has been reassigned to *Today* show as correspondent, hosting what is described as bimonthly video version of "Letters to the Editor" column, beginning Sept. 3 on 8:30 to 9 a.m. NYT segment. He will remain based in Washington.



Kristin Ostrowski, news director, WKYC-TV Cleveland, joins WJLA-TV Washington in same capacity. **Penny Mickelbury**, who had been acting news director, continues as assistant news director.

Beverly Lauren, staff reporter for Louisiana Network, in Baton

Rouge, named news director.

Stasia Kelly, from WRMM(FM) Atlanta, joins WFOX(FM) there as news director.

Tom Claycomb, news producer, WKYC-TV Cleveland, named news manager.

Appointments, news department. WCTI-TV New Bern, N.C.: **Mary Annick**, from WBZ-TV Boston, to reporter; **John (B.J.) Daly**, from

Gannett Newspapers, to reporter; **Gordon Mitchell**, staff photographer, to chief photographer, and **Jennifer Blalock**, from WLOS-TV Asheville, N.C., and **Richard Adkins**, from WRAL-TV Raleigh, N.C., to photographers.

Steve Homan, news director, WESH-TV Orlando, Fla., named VP, news and public affairs. **Bill Bauman**, assistant news director, succeeds Homan.

Dana Beeler Fowler, senior producer, KTVY(TV) Oklahoma City, named executive producer of news.

Peter Spartano, news editor and producer, WIXT(TV) Syracuse, N.Y., named executive producer of news programming.

Heath Allen, reporter, WBRZ-TV Baton Rouge, named managing editor.

Pam Gentry, from WATE-TV Knoxville, Tenn., and **Joanne Fuchs**, from WTTG(TV) Washington, join WDVM-TV Washington as assignment editors.

Hal Kemp, from KTRH(AM) Houston, joins KHOU-TV there as director of editorials and special projects.

Mark Davis, host of own talk show, WTIC-FM Hartford, Conn., joins WTNH-TV New Haven, Conn., as Hartford bureau chief.

Gemma Joseph, news anchor, WADS(AM) Ansonia, Conn., joins WTIC-TV (formerly WETG(TV)) Hartford, Conn., as community-public affairs director.

Raymond Kelly, from Foundation for Eco-

nomics Research, Needham, Mass., joins WEEI(AM) Boston as assistant editorial director.

Tom Lawrence, news anchor, KFMB-TV San Diego, joins KHJ-TV Los Angeles in same capacity.

Bill Monroe, from WKVA(AM) Lewistown, W. Va., joins Mountainet, West Virginia Radio Network, there, as industrial and afternoon editor and news anchor.

Ginny Simone, reporter/anchor, KOB-TV Albuquerque, N.M., resigns.

Donna Jordan, from WTAE-TV Pittsburgh, joins WDTN-TV Dayton, Ohio, as anchor-reporter.

Terry Zahn, reporter and weekend anchor, WAVY-TV Norfolk, Va., named co-anchor, 6 and 11 p.m. news.

Jeanne Blake, from WCVB-TV Boston, joins WBZ-TV there as weekend co-anchor and weekday reporter.

Dave Schreiber, Saturday morning news anchor, ABC Rock Radio Network, New York, named anchor, overnight newscasts, radio, ABC News, New York.


Noel Morgan, chief of consumer protection, city of Cincinnati, and **Judy Alsobrooks**, from WAPT(TV) Jackson, Miss., join WLWT(TV) Cincinnati as reporters.

Named reporters, *Kansas City Illustrated*, noncommercial KCPT(TV): **Deborah Holmes**, from WOI-TV Ames, Iowa; **Randy Mason**, from Sunflower Cablevision, Lawrence,

Broadcasting

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Kan., and **Carole Whitaker**, from KVIQ(TV) Eureka, Calif.

Joni Caryl, air personality, KHJ(AM) Los Angeles, joins KMGG(FM) there as morning drive news anchor.

Technology

Appointments, Sony Broadcast Products Co., Park Ridge, N.J.: **Bill Powers**, Southeast regional manager, to VP, sales; **Michael Greene**, manager of video recording products management, to director, video recording management, and **Laurence Thorpe**, manager, studio products, to director, studio products.

Frederic Wilkenloh, marketing and sales manager, fiber optics division, General Cable, Edison, N.J., named general manager of division.

Gary Bradley, senior editor, VCA Teletronics, New York, named director of editorial services.

Walter Braun, systems engineer, RCA American Communications, Princeton, N.J., named to newly created position of VP, systems engineering and program management.

Norman Russell, from Newark (N.J.) International Airport, and **Bruce Kahn**, operations manager, Contemporary Communications Corp., New Rochelle, N.Y., join Private Satellite Network, New York, as managers of field operations.

John Pivrotto, post-production manager, Western Video & Film, San Diego, joins Positive Video, San Carlos, Calif., as operations manager.

Michael Crotts, Southeast regional manager, Kennedy Cable, Atlanta, joins C-Cor, State College, Pa., as regional sales manager, Southeast, based in Atlanta.

Jerome Schwartz, product manager, LPTV/STV, Blonder-Tongue, Old Bridge, N.J., named manager, customer service.

Mardi Loeterman, operations manager, captioning productions, WGBH Captioning Center, Boston, named director of center.

Raleigh Nelson, from Burroughs Corp., Detroit, joins Mark Video, Ann Arbor, Mich., as account executive.

Ray Swenson, chief engineer, KTVU(TV) San Francisco, joins noncommercial KERA-FM-TV Dallas as VP, technical services.

Joe Wilson, staff producer, Aries Productions, Grand Prairie, Tex.-based production and post-production facility, named VP, director of marketing.

Sue Coplin, from Compact Video, Los Angeles, joins Spectra Image, there, as head of sales.

Richard Washer, from Blair Radio, Chicago, joins Bonneville Broadcasting System there as national account manager.

Barry Jay Cronin, director of telecommunications, Dundalk Community College, Baltimore, joins noncommercial WGBH-TV Boston as director of electronic text services.

Terry Grieger, chief engineer, KOGO(AM)-KLZZ(FM) San Diego, joins Emmis Broadcasting as director of engineering, based at its

KMGG(FM) Los Angeles. **Tom Koza**, assistant chief engineer, KIQQ(FM) Los Angeles, joins KMGG there as chief engineer.

Jack King, ENG supervisor, KHJ-TV Los Angeles, joins KIEM-TV Eureka, Calif., as chief engineer.

Promotion and PR

Claudia Gray, West Coast publicity manager, Walt Disney Pictures, Burbank, Calif., named director, creative film services. **Arlene Ludwig**, assistant publicity director, Walt Disney Productions, named director of publicity.

Mark Zakarin, creative consultant, Los Angeles, joins ABC Motion Pictures there as director, advertising and promotion.

C. Richard Yarbrough, director of corporate information, BellSouth Corp., Atlanta, joins newly formed Boves/Hanlon Yarbrough Public Relations there as president.

Sue Dewey, secretary, telesales department, NBC, named director, network creative services, corporate communications, remaining based in Burbank.

Nancy LeBrun, manager, on-air promotion, Bravo and Playboy channel, Rainbow Programming Services, Woodbury, N.Y., joins Hi-Life Channel, New York, as director, on-air promotion.

Linda Lipman, manager of press and publicity, WNBC-TV New York, named director of advertising and promotion.

Jim Gill, promotion manager and public service director, KKTU(TV) Colorado Springs, joins WANE-TV Fort Wayne, Ind., as promotion manager.

Barry Stinson, from WTOG(TV) Tampa-St. Petersburg, Fla., joins WGNX(TV) Atlanta as creative services manager.

Diane Dight, press information writer, WABC-TV New York, named senior press information writer.

Bruce Kaplan, research director, KRLA(AM) Los Angeles, joins Viacom Cable, Pleasanton, Calif., as manager of research and sales promotion.

Ileene Mittleman, promotion supervisor, WPIX(TV) New York, named creative services manager. **John Allison**, from Turner Broadcasting, Atlanta, joins WPIX as senior writer-producer, creative services.

Renee Johnson, member of programing and promotion departments, KIXK(FM) Denton, Tex., named promotion coordinator.

Kim Harbin, public relations account executive, Clarke & Co., Boston, joins WBZ-TV there as associate publicist.

John Baldwin, from WLYH-TV Lancaster, Pa., joins WATE-TV Knoxville, Tenn., as creative services director.

Russ Baker, from KOLR-TV Springfield, Mo., joins KSPR(TV) there as promotion producer.

Delton Gantt, from Advertising Inc., Tulsa, Okla., joins KOTV(TV) there as promotion producer.

Judy Rosenfeld, from Cal Images, Sacramento, Calif., joins KRON-TV San Francisco as design director.

Allied Fields

Elected officers, Southern California chapter, Society of Satellite Professionals, Los Angeles: **Robert Wold**, Wold Communications, president; **Beverly Johantgen**, Videostar Connections, vice president; **Charles Firestone**, Mitchell, Silberberg & Knupp, secretary, and **Gary Standard**, Video Applications, treasurer.

Carol Schatz, general manager of Bethel Broadcasting, Bethel Alaska, joins National Federation of Community Broadcasters, Washington, as president, succeeding **Tom Thomas**, resigned.

Elmer Lower, president, ABC News, from 1963 to 1974, joins University of Kansas, Lawrence, Kan., as visiting journalism professor.

First inductees into American Sportscasters Association Hall of Fame, New York: **Ronald Reagan**, **Red Barber**, **Don Dunphy**, **Graharr McNamee** and **Bill Stern**.

Fran Seeger, producer, *Panorama*, WTTG(TV) Washington, joins Mondale-Ferraro campaign there as member of press advance staff.

Deaths

Abe Lastfogel, 86, chairman emeritus, William Morris Agency, died of heart attack Aug. 25 at Cedars-Sinai Medical Center, Los Angeles. He started with talent agency in 1912 as errand boy and became president in 1932 upon death of founder William Morris, and later chairman. He entered semi-retirement after stroke in 1970. During Lastfogel's tenure, William Morris Agency grew from four-agent, New York-based firm to among largest talent agencies in world, with more than 550 employes (in twin New York and Los Angeles headquarters) representing entertainment figures, musicians, and sports personalities worldwide. Firm later opened offices in Nashville and Europe. Lastfogel became known as "father of the package deal" during late 1940's, after negotiating all-encompassing studio production agreements involving directors, writers and stars. He encouraged formation of Four Star Entertainment, founded in 1952 by his clients Dick Powell, Charles Boyer and David Niven, with Ida Lupino, who did not own stock, as fourth star. During early 1950's he introduced first profit-participation deals for clients, now considered standard industry practice. His client roster included Frank Sinatra, Al Jolson, Eddie Cantor, George Burns, Danny Thomas, Walter Matthau, Jack Lemmon and Lana Turner.

Robert Milford, 84, who retired as vice president of television network programing for CBS in 1969, died of cancer Aug. 24 at his home in Fort Lauderdale, Fla. Following career in theater management, Milford joined NBC, New York, in early 1950's, as producer of soap operas. He joined CBS in 1953, and remained with network for 16 years. He remained consultant to CBS's *Jackie Gleason Show*, which broadcast out of Miami, for five years after his retirement. He is survived by his wife, Effie Afton, and son by previous marriage.

Comsat's Goldstein: A consummate diplomat

In 1966, Irving Goldstein, just three years out of law school, was laboring in the Common Carrier Bureau of the FCC when opportunity struck. The recently formed Communications Satellite Corp. (Comsat), in the throes of creating a global satellite communications system, asked Goldstein to join its general counsel's office. Goldstein had found his career. "It may sound corny," he says, "but I felt I had some potential to exercise business and managerial judgments over larger issues and larger numbers of people."

The young man had the right idea. Goldstein, 46, is now president and a member of the board of directors of Comsat, directing, together with Comsat Chairman and Chief Executive Officer Joseph V. Charyk, the corporation's \$440-million-a-year businesses, and earning, according to the latest proxy report, more than \$300,000 a year. It's widely assumed he will eventually succeed Charyk, who turns 64 this week.

Goldstein was born and raised in the small town of Catskill, N.Y., on the banks of the Hudson River, in the heart of Washington Irving country. (Irving Goldstein jokes that he was in third grade before he realized that his school was not named after him.) His father was the shipping manager of a clothing factory, one of the town's leading employers.

Goldstein played the clarinet in a small dance band throughout high school and went to the University of Buffalo to study music. But he discovered there that his enthusiasm far outstripped his talent for the instrument. When his family moved to the New York borough of Queens, he transferred to Queens College of the City University of New York, taking advantage of the state-subsidized education. Not knowing what he wanted to do, he says, he took a wide range of courses and ended up in 1960 with "a pretty broad liberal arts education" and a degree in international relations and political science.

The bachelor's degree was parlayed into a law degree from New York University in 1963. Although Goldstein enjoyed law school intellectually, he says he "never had a burning desire to be a practitioner of law." At a sort of federal job fair, sponsored by New York area law schools, Goldstein became interested in the FCC and broadcast regulation. After a series of interviews with FCC representatives, he was offered a job. But, instead of the Broadcast Bureau, he landed in the international division of the Common Carrier Bureau, where he helped regulate nonsatellite international telecommunications (submarine cables and high-frequency radio) and where he eventually attracted the attention of Comsat.

Goldstein's rise through the corporate rank was steady. According to those who



IRVING GOLDSTEIN—president and director, Communications Satellite Corp. (Comsat), Washington; b. March 27, 1938, Catskill, N.Y.; BA, political science and international relations, Queens College, City University of New York, 1960; JD, New York University School of Law, 1963; staff attorney, Common Carrier Bureau, FCC, 1963-66; general counsel's office, Comsat (1966-72), director of Comsat's European office (1972-74), director of international affairs (1974-77), assistant general manager for external relations and business development-international operations (1977-79), vice president-international operations (1979-80), senior vice president-international communications services (1980-81); president, Satellite Television Corp., wholly owned subsidiary of Comsat, 1981-82; executive vice president, Comsat, 1982-83; present positions since May 1983; m. Susan Wallack, Dec. 20, 1962; children—Elizabeth Jane, 17, and Jill Audrey, 13.

know Goldstein, he is a consummate diplomat. According to those who know Comsat, it is as much a political organization as it is a business. The two were made for each other.

The source of most of Comsat's revenue (and profit) has been and, for the foreseeable future, will continue to be, Intelsat, the consortium of 109 nations that owns and operates the world's only global communications satellite network. Comsat, which was formed by an act of Congress in 1962 and helped create Intelsat two years later, is the sole U.S. participant in Intelsat. Other U.S. carriers that want access to the Intelsat system must go through Comsat and pay its regulated price.

Throughout the 1970's, Goldstein, affable and quietly persuasive, thrived in the Intelsat environment of Comsat's World Systems division, where success was often a function of maintaining good relations with representatives of other Intelsat nations and adeptly handling regulatory matters. Among his other responsibilities, he represented Comsat on Intelsat's board of governors from 1974 to 1981 and was chairman of that body dur-

ing the 1980-81 term.

But before he was named president in May 1983, when Charyk stepped up to the chairmanship, Goldstein proved he could handle non-Intelsat matters. For a year he headed Satellite Television Corp., Comsat's satellite broadcasting subsidiary, where he reinforced his reputation as an able planner and manager. After that he was executive vice president of Comsat for eight months with responsibility for everything but World Systems and STC.

Goldstein's greatest challenges may lie ahead. Although the revenue and profit continue to pour in from the World Systems division, these are not the best of times for Comsat. In the late 70's, Comsat diversified, acquiring some satellite-related businesses and investing heavily in others. Most of the new businesses soured, putting a damper on Comsat's earnings and depressing its stock price.

As a result, Comsat is in a "consolidation" phase, strengthening those businesses that make money or show some promise and spinning off those that don't. As part of that activity, Comsat announced last month it had reached an agreement to sell its one-third interest in Satellite Business Systems, a company that badly misjudged the business demand for high-speed digital communications. Comsat is selling out to its partners after pouring \$250 million into the venture over the past nine years.

"The SBS decision was not an easy one to make, but I think it was the right one," says Goldstein. "It sort of clears the agenda and gives us breathing room."

The big question mark on Goldstein's agenda is STC, which is not yet in business, but which has soaked up more than \$100 million. Goldstein says Comsat still believes in satellite broadcasting, but adds that STC's future depends solely on Comsat's ability to attract partners or investors to share the enormous capital costs of the venture.

Goldstein is pleased with the Comsat General subsidiary with good reason. It is building a domestic satellite network for NBC-TV that will generate \$220 million in revenue over the next 10 years. He is less pleased with Comsat's satellite hardware businesses—TeleSystems and Amplica—but vows to "drive them into profitability."

According to Goldstein, he and Charyk work closely together in a "full partnership." They meet for breakfast most mornings and their offices are adjacent. "That pleases me. . . . You never know how that kind of job or relationship is going to work out."

The latest scuttlebutt in Washington is that Goldstein and Charyk are coming under increased pressure from fellow directors to whip Comsat into shape. Despite the stories, Goldstein maintains that he is getting little heat from either the board or stockholders. The only "real" pressure, he says, comes from within. "I want to get things done and I force myself to do them." ■

In Brief

Reacting to what network termed "overwhelmingly favorable response by both the public and the critics," **ABC-TV** last Thursday (Aug. 30) announced that new dramatic series **Call to Glory** will remain on Monday night prime time schedule this fall. Series, from Tisch/Avnet Productions in association with Paramount Television, will remain in 8-9 p.m. NYT slot following short run that began Aug. 13. One-hour adventure series **Street Hawk**, which had been scheduled for period, will remain in production and become "very important reserve series" for 1983-84 season. In separate announcement, ABC Entertainment President Lewis H. Ehrlich announced major realignment of early daytime schedule for network, with recently-announced game show *Trivia Trap* airing at 11-11:30 a.m., followed by game show *Family Feud* at 11:30-12 noon, serial *Ryan's Hope* at 12-12:30 p.m., and recently announced serial *Loving* at 12:30-1 p.m. (all times NYT). Changes follow cancellation last July of *The Love Report*, which ABC executive conceded "did not work." Ehrlich also announced that actor/producer **Robert Wagner** has entered exclusive commitment with **ABC-TV** involving his services as executive producer and star of new prime time series currently in development for 1985-86 season, to be produced by Wagner's R.J. Productions in association with Columbia Pictures Television.

Meet the Press, longest-running program on network television, will undergo shift in staff and focus this fall as Roger Mudd, NBC News's chief political correspondent, joins NBC News chief diplomatic correspondent Marvin Kalb as principal interviewers for special political editions of series, beginning Sunday, Sept. 16, at noon-12:30 p.m. NYT. Special *Decision '84* editions of program will feature in-depth interviews with major political figures and on-scene reports, plus reports filed by NBC News political correspondents covering presidential tickets. These segments will run through early November. In addition, Herb Dudnick has been named executive producer of program, succeeding Bill Monroe (see page 87), and Christie Basham joins as senior producer. Betty Dukert continues as Washington producer. *Meet the Press* began on NBC-TV on Nov. 6, 1947, two years after its creation as network radio program.

President Reagan suggested last week that television is filling voids in American society left by decline of small towns and extended families. "The extended family is a thing of the past, and so is the old



Apple honors. Arthur C. Nielsen Jr., second from right, accepts a golden apple from his New York media friends and employees of A.C. Nielsen Co., to mark his retirement as that company's chairman and chief executive officer. The 65-year-old Nielsen will serve on the board of Dun & Bradstreet, which now owns A.C. Nielsen & Co., having acquired the company for \$1.3 billion. That transaction closed last week following approval by shareholders of each company. The party, Friday, Aug. 24, at New York's Park Lane hotel, was attended by 150 people, including executives from the broadcast networks, station representative firms, advertisers and agencies, media research firms and A.C. Nielsen employees. Presenting the golden apple to Nielsen is Irene Mastrow, a Nielsen employee; Nielsen's wife, Patricia, and William S. Hamill, executive vice president, media research group, look on.

tradition of generation after generation living in the same town and the same house," said Reagan in White House ceremony honoring two teen-age heroes. "We're wed to mobility, and that bind us seem looser. We watch a lot of television, seek continuity and reassurance in the regular and predictable appearance of our TV stars and programs. They visit us—as if they were friend or relative coming by for the evening. **TV is increasingly becoming the American neighbor.** And the fact that it serves this function reflects what it is we're missing."

Steve Sohmer, senior VP, NBC Entertainment, Los Angeles, has been named executive VP. New position will add supervisory duties to *Tonight* show, as well as program administration for division.

PBS swept annual National Academy of Television Arts and Sciences news and documentary Emmy awards, winning 19 awards compared to 11 for ABC, 10 for CBS, and nine for NBC. Winners were selected from 187 nominations—107 for programs and awards and 80 for individual achievement.

Television station groups **Gannett, Hearst, Metromedia, Storer** and **Taft** announced new joint venture, tentatively titled The New Program Group, "to develop new programming and help relieve a production shortage that has plagued the TV industry over the past several years." Group totals 32 television stations covering 45% of U.S. households in nine of top 10 and 21 of top 30 markets. TNPG focus on developing and distributing new, first-run entertainment programming.

Justice Department "passed without comment" on proposed sale of two separately owned cable systems serving Bryan, Tex., allowing transaction to go forward. Antitrust division had previously delayed purchase by **McCaw Communications** of both Midwest Video Community Cablevision Corp. while requesting more information ("Closed Circuit," July 30). Systems together serve roughly 50,000 subscribers. Times Mirror/Storer cable swap involving approximately 180,000 is still under review at regulated industries section of Justice Department, which asked for and has received additional information about deal. Decision is expected near end of September.

Satellite Business Systems' **SBS IV** was in good shape late Friday following deployment by space shuttle *Discovery* and first firing of PAM rocket day before. Eighty-six-second burn of McDonnell Douglas-built **PAM** lifted satellite from *Discovery's* low orbital elliptical transfer orbit with apogee near geostationary altitude of 22,300 miles. Firing of apogee kick motor to circularize orbit at geostationary altitude was scheduled for last Saturday afternoon. PAM firing was object of much attention in satellite industry. Two shuttle-deployed satellites—Indonesia's Palapa-B2 and West Union's Westar VI—were lost last February after their PAM rockets fizzled. Success of SBS IV heartened not only SBS, but also Comsat's Satellite Television Corp., which plans to use five transponders on bird to launch its satellite broadcasting service next year. *Discovery* also successfully deployed Hughes Leasat, communications satellite that will be used by armed forces, on Friday morning and was scheduled to deploy AT&T's Telstar 3-C on Saturday morning. Like SBS IV, Telstar 3-C is relying on PAM to boost it into transfer orbit.

National Association of Broadcast Engineers and Technicians (NABET) and **RKO General Inc.** met with federal mediator Joel Rosnowski in New York last Thursday (Aug. 30) in effort to resolve NABET strike of about 150 union members against RKO-owned WOR(AM)-WRKS New York, WOR-TV Secaucus, N.J., and RKO Radio Network New York (BROADCASTING, Aug. 27). Issues center on, among other things, pay and certain working conditions. RKO said it would not renegotiate its final offer submitted to union on Aug. 27. (Negotiations between NABET and RKO began in July 1983.) In prepared statement, RKO said NABET came to meeting last week with major demands including substantial salary improvement and benefits improvements and further operational concessions on

of RKO management," which, said RKO, "represented a major negotiation of the final proposal and therefore was unacceptable." **Talks broke off** and, as of late last week, no new meeting was scheduled.

□

atively scheduled to testify before **Senate** Judiciary Committee on **Sept. 11** at **hearing on FCC's television ownership rules** are: Chairman Mark Fowler; J. Paul McGrath, Justice Department; Jack Valenti, president, Motion Picture Association of America, and Ted Turner, Turner Broadcasting System.

□

V. Scripps Co. has made **tender offer for 350,000 shares of Scripps-Howard Broadcasting Co.**, of which it already owns 77% interest. John Wolfzorn, treasurer of E.W. Scripps, said that increasing holding above 80% of company would eliminate 7% intercompany tax it currently pays on dividends from Scripps-Howard stock. Offer is \$32 per share.

□

Massachusetts' highest court has been asked to establish "shield" **delines** to protect journalists from having to disclose confidential sources, outtakes and unpublished information. Twelve-member task force established last year by Governor Michael S. Dukakis petitioned Supreme Judicial Court to protect journalists from all civil and criminal actions involving sources and outtakes. Only exceptions would be when information is necessary to avoid miscarriage of justice and available nowhere else. Massachusetts legislature has several times rejected proposed shield laws, and state is one of two in country with no statutory language or court ruling protecting outtakes and confidential sources.

□

National Association of Broadcasters has opposed petition by **Action Children's Television** seeking FCC rule prohibiting financing arrangement that permits TV stations to share in profits from sale of program-related merchandise (**BROADCASTING**, June 25). "The likely assured result of the rule urged by ACT's proposal could be a preclusion of the use of a creative tool for financing the development of original children's television programming," NAB said. "Any creative marketing plan for enhancing the development of children's programming that is not demonstrably adverse to the public interest should be nurtured in its embryonic stages rather than inhibited or prematurely terminated."

□

FCC Review Board has asked Administrative Law Judge Byron E. Harrison to resolve further matters in **comparative contest between California Broadcasting Corp. and Channel Islands Television Corp. for new TV in Ventura, Calif.** In initial decision, Harrison had found Channel to be unqualified on financial and misrepresentation grounds. As result, he awarded station to California Broadcasting. On appeal to board, Channel argued that ALJ should have considered its allegations that loan commitments California relied upon were shams. Board said that California's explanations needed first-hand testing in the laboratory of the truth. "If California's explanations 'prove out, that applicant [and the board] can proceed further with the satisfying assurance that no indelible blot will sully the beleaguered [California] escutcheon," board said.

□

in **comments on FCC's inquiry into fairness doctrine**, **Association National Advertisers** has urged commission to amend regulations to make clear that "no obligation upon a broadcaster shall be deemed to be created by anything contained herein as a result of the content of any advertisement paid for by a sponsor clearly identified in that advertisement."

□

CBS is near final draft of presentation to **advertisers and agencies** suggesting that they **pay closer attention to 55+ demographics** and socio-economic factors. Idea has been publicized before (**BROADCASTING**, May 21) but formal pitch, which network plans to make on individual basis to major buyers, was delayed by upfront buying season. Meanwhile, executive at one of rival networks remains unconvinced, maintaining that CBS is merely trying to make up for "deficiency" in demographics of its programming, which have traditionally skewed older.

Nielsen announced last week that it **will provide metered-based ratings service to Denver** beginning in November 1985. Initial sample of 300 homes (later expanded to 400) will be used. Denver will become 12th TV market that Nielsen will measure by meter. Others are New York, Los Angeles, Boston, Washington, Dallas, Chicago, Detroit, San Francisco, Philadelphia, Houston and Miami.

□

Former Wall Street Journal reporter R. Foster Winans and two others were **indicted last week by Justice Department on charges of criminal conspiracy, securities fraud and mail and wire fraud**, in connection with reporter's leaking of information from yet to be published articles in *Journal's* "Heard on the Street" column to stockbrokers earlier this year. Fraud charges were based in part on as yet untested theory that reporter defrauds his readers by failing to disclose financial interests he may have in subjects on which he reports.

□

Reversing decision by administrative law judge, **FCC Review Board has granted application of Focus Television Co. for new UHF TV station on channel 64 in Kannapolis, N.C.**, denying application of Community Action Communications. Chief ALJ Thomas Fitzpatrick had granted application of Community. Board, however, said Community should receive "decisive comparative character demerit" because D. Garland Faw, Community's chairman/director and proposed general manager, had been found to have "knowingly and fraudulently" made false oaths in federal court. Focus is headed by management team consisting of Hugh Boyd (5.8%), James G. Wilks (1.7%) and Ronald Honesty (3.75%); it is also owned by about 40 others, including Douglas Ruhe and William Geissler, owners of UPI. Boyd owned 6.63% of Home News Publishing Co., which, among other things, owns seven radio stations and WKPT-TV Kingsport, Tenn., and WEVU(TV) Naples, Fla.

□

In **reply comments in FCC's Docket 80-90 FM** proceeding (aka 84-231), **National Association of Broadcasters** reiterated that existing **broadcasters**, AM daytimers in particular, should be granted "**substantial advantage**" in seeking new FM facilities.

□

FCC should **deny petition by Land Mobile Communications Council seeking additional radio spectrum** for use by land mobile licensees. So **said National Association of Broadcasters** in comments at FCC last week, contending that council failed to support its request with "adequate" evidence of need. If commission, however, does opt to launch rulemaking, it should limit its scope to land mobile reserve spectrum only, "and not to spectrum already allocated to serve the public interest," NAB said.

LPTV's granted. *Using lotteries, FCC last week granted low-power television construction permits to Mountain TV Network for ch. 60 in Twin Falls, Idaho, ch. 23, Devils Lake, N.D., and ch. 42, Osburn, Idaho.; OKTV Translator System, ch. 67, Woodward, Okla.; Aquarius Media, ch. 53, Vero Beach, Fla.; LPTV Services, ch. 66, Stowe, Vt.; He's The One Broadcasting, ch. 24, Weatherford, Okla., and ch. 59, Williams, Minn.; Kent Nussbaum, ch. 30, Remington, Ind.; Women's Low Power Stations, ch. 47, Cottage Grove, Ore., and ch. 60, Snyder, Tex.; Bill Langdon and Henry Devillers, ch. 2, Alpine, Tex.; Focus Translators, ch. 19, Cody, Wyo.; Second Local Power Television, ch. 51, Presque Isle, Me., ch. 16, Valdosta, Ga., and ch. 25, Columbus, Miss.; Hugh Van Eaton, ch. 12, McAllen-Edinburg, Tex.; American Lo-Power Television Network, ch. 47, Ely, Nev.; Blaine County Public Television, ch. 14, Chinook, Mont.; Linda Clevenger, ch. 19, Demopolis, Ala.; International Broadcasting Network, ch. 5, Lufkin, Tex.; KTIV Television, ch. 39, Neligh, Neb.; Jeffco Broadcast, ch. 33, Williston, N.D., and ch. 21, Topeka, Kan.; Classic Video Systems, ch. 44, Williston, N.D.; Garcia Broadcasting Associates, ch. 51, Needles, Calif.*

Editorials

Real public service

With the passing of Labor Day, the election campaigns of 1984 will begin in earnest. For the next two months, the contests for the seats of power ranging from the American Presidency to county registrar of wills will occupy the citizens' attentions. For the next two months, the American broadcaster will be at the center of the political process.

To the broadcaster, an election year offers both opportunities and ambiguities. Political advertising is a category of abundant revenue that is absent in other years. It is aired, however, at the dislocation of less seasonal accounts and, often, at the risk or experience of legal complications. By federal law, it is also aired at minimum rates, below those to be commanded by much other advertising. The news coverage of political campaigns may be less vexatious than it was before news programing was exempted from equal-time restraints of communications law, but it still generates its share of legal fees in fending off the complaints of aggrieved politicians.

In the election year of 1984, broadcasters have taken on still another job: getting out the vote. The National Association of Broadcasters has distributed kits explaining ways to improve turnout at the polls and audience knowledge of the candidates and issues. There is evidence that stations are beginning to follow the advice, with their own interpretations. The Advertising Council has distributed radio and television spots that broadcasters can adapt to their localized campaigns. As reported on page 67 of this issue of BROADCASTING, the three radio-television networks, ABC, CBS and NBC, have begun serious efforts of their own.

No higher purpose could be served than the encouragement of voter participation in the Nov. 6 elections. Participation has been declining since 1960, when 62.8% of the eligible electorate voted in the Kennedy-Nixon election. Participation was down to 53.95% in 1980 when Ronald Reagan defeated Jimmy Carter.

With not much more than half of the electorate bestirring itself on election day, candidates are winning elections on returns from a fraction of the American population. Ronald Reagan, for example, won 50.75% of the vote in 1980, just over half of just over half of the electorate. Can it be said that a victory won by roughly a fourth of the eligible vote is a reflection of the popular will?

Merely enlarging the vote is, of course, of questionable usefulness unless voters are provided with the information needed to make educated choices. Broadcasting has become the principal conduit of political intelligence. If broadcasters serve their audiences well in the next two months, the results will show in the returns of next November.

Goodbye please

Federal Trade Commissioner Michael Pertschuk is ending his civil service, or so it is hoped, in characteristic form, with considerably more passion than reason. His 273-page indictment of the FTC under its present chairman, James C. Miller III, is exactly what Miller called it: an "election-year polemic." If, as must be supposed, it was prepared on government time, Pertschuk owes the taxpayers a refund of his wages.

Pertschuk in recent years has suffered many frustrations, all of them deserved. As Jimmy Carter's chairman of the FTC, he heard the call to social engineering greatness. Before he was through, he had so antagonized the Congress that it threatened to disband

his agency. It was in that period that Pertschuk set out to remove or neutralize all the advertising in television programs that children might see.

Reduced to the role of mere commissioner, with a minority vote, he persisted. He wanted but was denied an FTC investigation of cigarette advertising that he thought, with no evidence whatever, was persuading American youth to smoke (a rerun of an earlier obsession). He wanted but has so far been denied the grant of a petition urging the FTC to ban, among other practices, all broadcast advertising for alcoholic beverages.

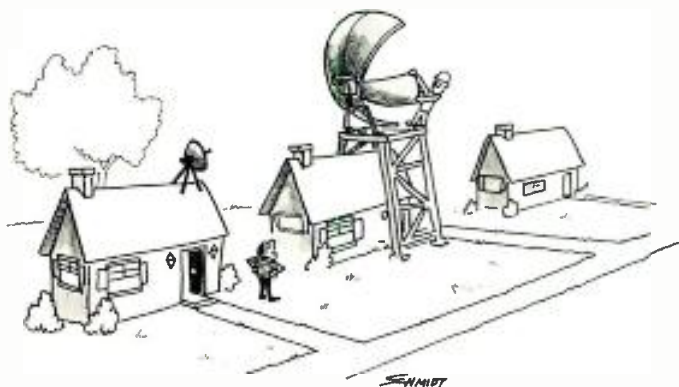
Washington observers with memories going back to 1970 were surprised to find Pertschuk taking a recent interest in cigarette advertising. Wasn't the health hazard of cigarette smoking supposed to have been eliminated when the Congress banned cigarette advertising from the air? That was how the congressional action was billed at the time, and Pertschuk must have remembered. He was counsel to the Senate Commerce Committee, where the broadcasting ban was hatched in an unlikely cabal of tobacco companies and the Senate's guardians of the public health.

Pertschuk is moving to one of those Washington institutes where Democratic thinkers are kept between federal appointments. There are many reasons to wish that the newest scholar at the Woodrow Wilson Center will find a lifetime home.

Not such trivia quiz

Quick now, what do the following have in common: Harley McLain, Martin Wendelken, Frank Shelton, Bill Gahres, Kurt Lynen, Richard Congress, Andrew Pulley, Percy Greaves, David McReynolds, Benjamin Bubar, Deirdre Griswold, Margaret Smith, Ellen McCormack, Clifton DeBerry, John Rarick, Gus Hall, Barry Commoner, Ed Clark, John Anderson, Jimmy Carter and Ronald Reagan? In ascending order of votes received, all were real-life candidates for President in the 1980 election.

Except for Ronald Reagan, we have no way of knowing who on that list may reappear in the tabulations of the votes next Nov. 6, but it is probably safe to say that although the characters may change, the cast will be no smaller. It represents the magnitude of the problem broadcasters face when the equal-opportunities section of the Communications Act is triggered by a broadcast featuring a political candidate. Some law.



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Source: Arbitron Spring 1983 and
Mon-Sun 6A-Mid, Persons 12+
AQH and Cume